

The biggest beauty industry exhibition in the Baltics!



31 October – 2 November | **Baltic Beauty 2025** | Riga, Latvia

International Make-up Artist Competition “Creative makeup” Regulations

Date and time: 2 November from 12:30 to 16:30

Venue: Ķīpsala International Exhibition Centre. Ķīpsalas iela 8, Riga

Description:

The competition involves creating a creative image. The competition values unusual, interesting and creative solutions in make-up and image in general. Competitors can use any techniques, methods, materials and textures in their work. In this competition, you can allow complete freedom to your artistic and creative imagination. The main challenge is to create a really interesting and creative image, which must be reflected in the photograph (one of the judging criteria).

Requirements for the photograph:

One photograph, A4 size. The photograph must reveal the creative idea and intention of the photographer. During the competition, the photographs are placed on the contestant's desk. After the competition, the photos are submitted to the jury.

Models

Male or female, aged 16 and over;
without permanent make-up;
without eyelash extensions.

Degree of preparation of the model

Clean skin. The competition includes a face tint in any shade.

It is prohibited to

use sketches;
use decor that is inappropriate to the theme and image of the competition;
use materials harmful to skin;
tint or have a face correction before the start of the competition;
the presence and use of a mobile phone while at work.

Allowed

models of any gender;
use of any make-up and make-up products;
use of stencils and markers;
use of an airbrush during the competition;
use of decor appropriate to the theme and image of the competition;
use of any methods and professional techniques;
use of *face art* elements;
use of watches during work.

Evaluation criteria:

- Technique (quality of work, cleanliness and aesthetics);
- creativity (unusual, creative, interesting solutions, originality and freshness of ideas, overall image)
- photograph (creativity, style, representation of an idea)

Participant categories: master stylists, juniors.

Time: 60 minutes + 5 minutes for hair and accessories

Penalty points

for breaching the rules of the competition and the conditions of this nomination;

Prizes

Valuable prizes from the competition sponsors will be awarded not only to the winners, but to all participants.

Competition event hours

12:30-13:00 registration of participants

13:00 the contestant starts his/her work

14:00 the contestant finishes his/her work

14:05-14:30 presentation of works to the jury

14:30-14:40 models and participants gather behind the stage

14.40–15.00 models take to the stage

15:30-16:30 award ceremony on stage

Application

The completed online application form for the competition must be submitted by 15 October of this year.

Participation fee

Competition entry fee – EUR 40. The entry fee must be paid via bank transfer by 16 October of this year. The name of the competition and the name of the participant must be indicated in the payment details.

Further information: 29131362