

Etalon Mix

event

**ETALON MIX EVENT
CHAMPIONSHIP
REGULATIONS
2026**

CHAMPIONSHIP FORMAT

The championship will be held [online](#) in real-time on the date and time assigned by the organizer for each category.

LIVE STREAMING APPLICATION

Participants must install the Zoom application and join the video conference. Before starting, they must enter their full name, show their workspace, themselves, and their model.

HOW TO PREPARE FOR THE LIVE STREAM

- Mount your phone on a tripod and make sure it's fully charged. Participants must remain live on air throughout the entire task.
- **Two devices are required:** one to stream the live broadcast, and a second with access to the judging platform for capturing photos and videos and uploading them to the system in real time.
- It is advisable to have an assistant who monitors the stability of the live stream and does not approach the participant's workstation during the procedure.

SCHEDULE

Local Time

JUNIORS

9:00 AM — Brows (Powder Brows)

12:15 PM — Lips (Soft Lipstick Effect)

3:30 PM — *Eyeliner (Lash Enhancement) / (Shaded Liner)

6:45 PM — *Brows (Express) / (Machine Hair Strokes) /
Microblading

*Additional nominations may be introduced at the organizer's discretion.

*The "Lash Enhancement" and "Express Brows" categories last 1.5 hours.

MASTERS

9:00 AM — Brows (Powder Brows)

12:15 PM — Lips (Soft Lipstick Effect)

3:30 PM — Eyeliner (Shaded Liner)

6:45 PM — Brows (Machine Hair Strokes) / Microblading

LATEX

9:00 AM — Brows (Powder Brows)

12:15 PM — Lips (Ombre Technique)

3:30 PM — Eyeliner (Shaded Liner)

6:45 PM — Brows (Machine Hair Strokes)

Your assigned time slot for your category may be changed upon prior agreement with your team leader.

There is a 45-minute interval between the start times of each category.

SCHEDULE

Local Time

CATEGORY START TIMES

09:00 / 12:15 / 15:30 / 18:45

For categories with a duration of 2 hours 30 minutes, the schedule is as follows:

- **09:00 - 11:30**
- **12:15 - 14:45**
- **15:30 - 18:00**
- **18:45 - 21:15**

For categories with a duration of 1 hour 30 minutes, namely:

- *Lash Line Enhancement*
- *Express Brows*
- *All Latex categories*

the schedule is as follows:

- **09:00 - 10:30**
- **12:15 - 13:45**
- **15:30 - 17:00**
- **18:45 - 20:15**

LIVE STREAM PARTICIPATION

The participant must join the live broadcast 30 minutes prior to the start of their category. The workstation must be fully prepared before the official start time.

The model must also be present in the live session in advance to be shown on camera, to capture the required content, and to upload it to the application.

TIME LIMIT

The allotted time to complete the task is 2 hours 30 minutes.

The following categories are allocated 1 hour 30 minutes: - Express Brows, - Lash Enhancement, All Latex categories

Once the allotted time has expired, the participant must present the model on camera with the treatment area cleansed of excess pigment and aftercare products, with the skin fully prepared for photo and video documentation, and with gloves removed.

Immediately thereafter, while still live on air, the participant must take photographs and upload them to the application in real time.

APPLICATION FOR WORK SUBMISSION

Participants in each category must install **the Etalon Mix Event application** and review the video instructions in advance.

BEFORE THE CATEGORY

Upon the Organizer's command, while live on air and **in real time**, participants are required to upload to the Etalon Mix Event application the requested before-procedure photos and/or videos of the model, as specified in the app.

A participant is not permitted to begin the competition task without first uploading the required BEFORE content.

Only after the content has been uploaded and confirmed by the technical team may the participant begin work following the official start announcement.

AFTER THE CATEGORY

Participants must upload the requested after-procedure photos and/or videos of the model to the Etalon Mix Event application while **still live on air and before leaving Zoom**, in accordance with the list specified in the app.

The AFTER content must be uploaded strictly within 15 minutes after the category has ended.

Once the upload is completed and confirmed by the technical team, the participant may disconnect from the live session.

GENERAL RULES

The Championship is not a public competition within the meaning of Chapter 57 of the Civil Code of the Russian Federation and is not a promotional lottery within the meaning of Federal Law No. 138-FZ dated November 11, 2003, "On Lotteries."

Participants are entitled to view their individual results in the application immediately after the judges submit their scores.

The Organizer reserves the right to publish the overall Championship results table no later than 30 days after the completion of the judging process.

ORGANIZER'S MEASURES IN CASE OF VIOLATION OF THE REGULATIONS BY A PARTICIPANT

In the event of a breach of critically important provisions of the Regulations, an additional review will be initiated, followed by a final decision.

1. A participant may be disqualified from a specific category for the following:

- 1.1. Detection of residual previous permanent makeup in the area corresponding to the category in which the participant is competing. The inspection is initiated by the Sanitary Judge prior to the completion of the main judging process.
- 1.2. Use of retouching or editing on photos and/or videos uploaded to the Etalon Mix Event application.
- 1.3. Presence of concealer or any other decorative cosmetic products in the facial area related to the competition category.
- 1.4. Manipulating or stretching the skin by hand or by any other means in the BEFORE and AFTER photos or videos, resulting in distortion of the actual outcome.

1.5. Failure to upload the required “Model BEFORE” photo prior to the start of the category, as well as the “Model AFTER” photo within 15 minutes after the category has ended.

1.6. Publishing work completed **במסגרת** this Championship on social media before the official results are announced.

1.7. Disconnecting the live broadcast for more than 15 minutes during the category, regardless of the reason.

1.8. Absence of the model for more than 15 minutes during the entire duration of the category.

1.9. Critical non-compliance with SanPiN (sanitary and epidemiological) standards regarding professional appearance and workstation setup.

1.10. Proven identification of oneself to a judge and engaging in a dispute with a judge.

1.11. Disconnecting from the Zoom broadcast without uploading the required AFTER content to the application in real time.

1.12. If the code word is incorrect or missing on the latex surface.

2. A participant may be disqualified from the entire Championship in the JUNIOR category for the following:

- 2.1. Providing false information regarding the completion date of their first basic training, resulting in the contestant's professional experience exceeding two years.

A review may be initiated by any interested party within three days after the official Championship results are announced. Responsibility for verifying professional experience lies with the semifinal Organizer.

- 2.2. Disqualification applies exclusively to the semifinal in which the violation was identified and does not prohibit the participant from competing in another semifinal.

ORGANIZER'S MEASURES IN CASE OF A TIE IN CATEGORIES AND GRAND PRIX

If participants receive an equal number of points in a category and place among the prize winners, the higher ranking will be awarded to the participant in whose favor the judging panel of that category makes a decision, with a mandatory explanation of the rationale.

If participants receive an equal number of points in the Grand Prix and place among the prize winners, the higher ranking will be awarded to the participant in whose favor the Championship judging panel makes a decision, with a mandatory explanation of the rationale.

If a participant wins in two categories, they automatically advance to the final in the category where they have received the higher score.

In this case, their position in the other category is awarded to the second-place participant, who will also advance to the team of finalists.

ORGANIZING TEAM

Moderator — the person responsible for managing the live broadcast and overseeing the flow of the Championship.

Judge — the person responsible for scoring the assigned categories in accordance with the criteria published in the Regulations.

Sanitary Judge — the person responsible for ensuring compliance with sanitary and hygienic standards during procedures throughout the Championship.

Organizer — the person responsible for organizing the semifinal in their respective city.

CHAMPIONSHIP PROCEDURE

Participants are required to verify the application in advance, ensuring that their first and last name are correctly entered and that the registered category matches the one applied for.

The participant must arrive at the Championship venue in advance (at least 30 minutes before the start) together with their model. Full responsibility for sourcing, selecting, ensuring the model's presence, and confirming compliance with the category requirements lies with the participant.

The participant must pre-register in the electronic judging application, access their personal account, and obtain their participant number.

The participant must wear the required uniform and change into appropriate footwear. The uniform must be white. Personal clothing and items unrelated to the Championship must be left in the designated storage area.

The artist must arrive at the workstation together with the model and prepare the area for photographing the model prior to the procedure. Photos for upload to the electronic judging application are taken 15 minutes before the official START. All photos and videos must be captured and uploaded live before leaving Zoom. After the upload is completed and confirmed by the technical team, the participant may disconnect. The model may leave only after confirmation that the post-procedure photos and videos have been successfully uploaded to the judging system.

Two devices are required: one for live streaming, and a second device with access to the judging platform for capturing photos, recording videos, and uploading them to the system.

It is recommended to have an assistant who monitors the stability of the broadcast and does not approach the participant's workstation.

Participants and models are prohibited from leaving the competition area from the start of the Championship until the official announcement of its completion.

For violation of the rules, the artist may receive penalty points or be disqualified. Leaving the competition area is permitted only with the Moderator's approval and solely for restroom use.

During the Championship, the Sanitary Judge monitors compliance with sanitary and hygiene standards and the competition regulations. Any violations identified are documented, and points are deducted for non-compliance with the criteria (-1 point per violation).

Upon completing the competition task, the participant must raise their hand to indicate that the work has been finished.

Immediately after completion, the participant must show the model on camera and begin capturing the required AFTER photos live on air.

At the end of the allotted competition time, the command STOP will be announced. At that moment, the participant must cease working on the model, raise their hand, and proceed to demonstrate the model on camera and photograph the AFTER result live.

Participants are given **15 minutes** to photograph the model and upload the images to the application.

TECHNICAL TASK

Category: Powder Brows

Performing a permanent makeup procedure for eyebrows using the Powder Brows technique.

Time allocated for completion: 2 hours 30 minutes.

Category: Express

Performing a permanent makeup procedure for eyebrows using the Express technique.

Time allocated for completion: 1 hour 30 minutes.

Category: Machine Hair Strokes

Performing a permanent makeup procedure for eyebrows using the Machine Hair Strokes technique.

Time allocated for completion: 2 hours 30 minutes.

Category: Shaded Liner

Performing a permanent makeup procedure for eyelids using the Shaded Liner technique.

Time allocated for completion: 2 hours 30 minutes.

Category: Soft Lipstick Effect

Performing a permanent makeup procedure for lips using the Soft Lipstick Effect technique.

Time allocated for completion: 2 hours 30 minutes.

Category: Lash Enhancement

Performing a permanent makeup procedure for eyelids using the Lash Enhancement technique.

Time allocated for completion: 1 hour 30 minutes.

TECHNICAL TASK

Category: Microblading

Performing a permanent makeup procedure for eyebrows using the Microblading technique.

Time allocated for completion: 2 hours 30 minutes.

Category: Latex – Soft Lipstick Effect (Ombre)

Performing a permanent makeup lip procedure on latex using the Ombre technique (Soft Lipstick Effect).

The lips must be drawn in life-size proportions.

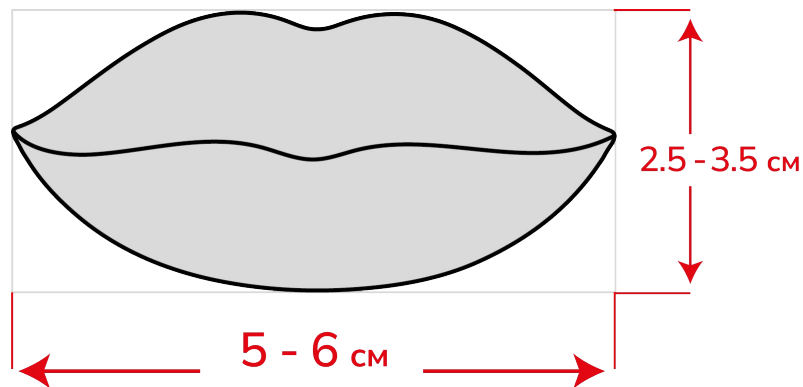
Width: 5–6 cm.

Height: 2.2–3.5 cm.

The lips may be depicted either closed or slightly parted. The presence of drawn teeth or shading elements does not affect the overall score.

Evaluation is based on technical execution, overall visual presentation of the lip design, and the quality and consistency of pigment implantation according to the judging criteria.

Time allocated for completion: 1 hour 30 minutes.



Category: Latex – Powder Brows

Performing a permanent makeup brow procedure on latex using the Powder Brows technique.

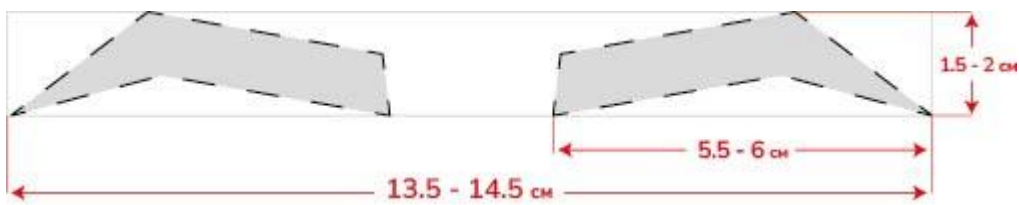
Brows must be executed in life-size proportions.

Brow length: 5.5–6 cm.

Brow width: 0.8–1.1 cm.

Distance between brows: 2–2.5 cm.

Time allocated for completion: 1 hour 30 minutes.



Category: Latex – Shaded Liner

Performing a permanent makeup eyelid procedure on latex using the Shaded Liner technique.

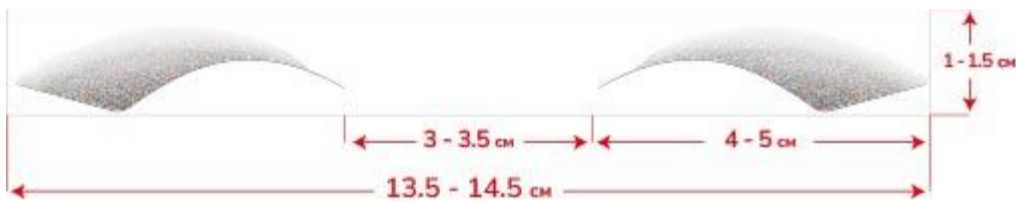
The eyeliner must be executed in realistic, life-size proportions.

Length: 4–5 cm, measured from the innermost corner of the eye to the outermost tip of the wing.

Distance between the two liners: 3–3.5 cm.

A dimensional, well-blended shading effect is encouraged, incorporating transitions of two or more shades.

Time allocated for completion: 1 hour 30 minutes.



Category: Latex – Machine Hair Strokes

Performing a permanent makeup brow procedure on latex using the Machine Hair Strokes technique.

Brows must be executed in life-size proportions.

Brow length: 5.5–6 cm.

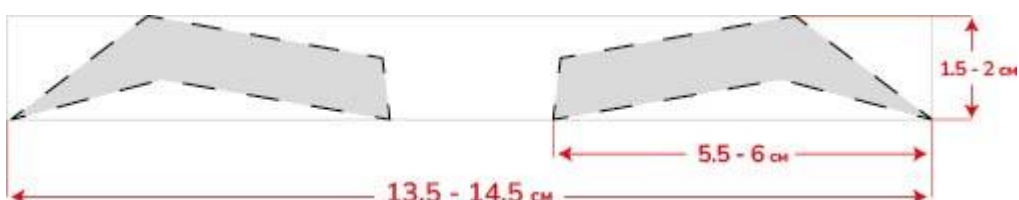
Brow width: 0.8–1.1 cm.

(The diagram frame indicates the height of the design from the lower brow border to the upper apex boundary.)

Distance between brows: 2–2.5 cm.

The hair stroke pattern may follow either an Asian or European mapping style, at the artist’s discretion.

Time allocated for completion: 1 hour 30 minutes.



TECHNICAL TASK

LATEX CATEGORY – TECHNICAL REQUIREMENTS

Participants may use flat latex of their choice, blank on both sides. The use of 3D latex or latex with pre-printed stencils is strictly prohibited.

A clean sheet of latex must be used for each category. Only one side of the latex sheet may be used.

At the start of each category, a code word will be announced.

Code Word Procedure

Joining the live session

Enter Zoom and wait for the category to begin.

Code word announcement

During the live broadcast, the Moderator will announce the code word and indicate exactly where it must be written on the latex.

Writing the word

Without leaving the live session, use your machine to write the code word on the same sheet of latex that will be used for the competition work.

“Before” photo

Immediately photograph the latex showing the code word and upload the image to the Championship application under “Before” photos, live and in real time.

Start of work

After uploading the photo, wait for the official start announcement and then begin performing the competition work on the same sheet of latex.

Important

Each category requires a new sheet of latex and a new code word.

The code word and the competition work must appear on the same sheet of latex.

All steps must be performed live on air.

If the code word is incorrect or missing from the latex, the participant will be disqualified (see Clause 1.12).

JUDGING AND SCORING SYSTEM

JUDGING

Participants will be able to view the evaluation results of their competition work in the application immediately after the judge submits the score.

Judges are not permitted to conduct public critiques or discuss participants' work during live broadcasts, on social media, or on any other platforms. All photo and video materials from the judging system are the property of the Championship organizers.

Judges will leave written comments for each participant within the judging platform.

Participants are strictly prohibited from entering into correspondence with judges before the completion of the entire judging period. After the judging process is fully concluded, a judge may, at their own discretion, engage in communication with a finalist.

Participants are not allowed to request additional clarification from a judge until the judging period has officially ended. If there is documented evidence of personal disputes or disagreement with a judge, the participant will be disqualified in accordance with Clause 1.10 (Organizer's measures in cases of regulatory violations).

The judging period lasts three days following the completion of the Championship.

JUDGING AND SCORING SYSTEM

Scoring System

Each category will be evaluated by a panel of five judges.

One of the five scores will remain hidden until the official Championship results are announced.

See the example below.



CRITERIA

Category: Powder Brows and Express

Shape

Evaluation of the correctness of the chosen brow shape in accordance with the client's facial anatomy and natural hair growth pattern.

Symmetry

Assessment of symmetry between both brows in terms of shape, pigment density, and positioning relative to the eyes.

Color

Evaluation of accurate color selection. The pigment must harmoniously match the model's color type, skin tone, and natural brow hair color.

Gradient

Assessment of the presence and uniformity of the gradient, correct distribution of density, and smooth transitions. The gradient must be identical on both brows.

Evenness of Pigment Implantation

Evaluation of how evenly the pigment has been implanted across both brows, without visible gaps, patchiness, or excessive saturation.

Overall Harmony

The final result must enhance the model's natural beauty, refine facial features, and appear максимально balanced and harmonious.

Trauma Level

Assessment of the balance between pigment density and skin trauma. Excessive trauma (redness, swelling, or visible skin damage) will result in point deductions.

CRITERIA

Category: Machine Hair Strokes

Shape

The brow shape must harmoniously correspond to the client's facial anatomy and natural brow growth pattern, enhancing their individuality.

Symmetry

Symmetry is evaluated in relation to the eyes, maintaining equal distance between the brows and the eyes. Proper balance must be preserved even in cases of natural facial asymmetry.

Color

The pigment color must match the natural brow hair shade or be one tone darker in accent areas.

Hair Stroke Pattern

Hair strokes must follow the natural direction of hair growth. The angle of intersection between artificial and natural hairs must not exceed 30 degrees.

Crispness of Hair Stroke Execution

Hair strokes should reflect natural thickness, with fine beginnings and endings and a denser midsection. Lines must be clean, precise, and dimensional.

Overall Harmony

The brows should appear natural and enhance the client's features, creating an effect of "invisible enhancement."

Trauma Level

Redness, excessive swelling, a cold or bluish undertone, or visible skin damage are undesirable and will result in score reduction.

CRITERIA

Category: Shaded Liner

Shape and Guideline

Evaluation of the accuracy of the chosen eyeliner shape and shading in accordance with the eye shape, facial features, and overall proportions.

Symmetry

Assessment of symmetry between both eyeliner tails, as well as uniformity of lash line pigmentation and shading.

Color

Evaluation of how well the selected color harmonizes with the client's features, including saturation and depth of tones. The use of multiple shades increases the score.

Evenness of Lash Line Pigmentation

Assessment of pigment density and uniform implantation within the lash line, without gaps or excessively saturated areas.

Gradient and Blending Uniformity

Evaluation of the smoothness and consistency of the transition from the lash line to the shaded area, ensuring the absence of harsh borders, streaks, or empty spaces.

Overall Harmony

The final result should enhance the client's appearance and highlight their natural beauty.

Trauma Level

Points will be deducted for skin trauma, including "blown-out" or irregular pixels, excessively deep pigment implantation, swelling, bruising, or visible skin damage.

CRITERIA

Category: Soft Lipstick Effect

Shape

The final lip shape must follow the natural structure and contour of the lips without extending beyond their anatomical borders.

Symmetry

Assessment of volume and shape balance between the right and left sides. Symmetry must be achieved in the Cupid's bow, commissures, lateral edges of the upper lip, and the overall shape of the lower lip.

Contour

Evaluation of the accuracy and uniformity of the lip borders. The contour should be softly defined and not appear as a separate, harsh line.

Color

The chosen shade must enhance the model's natural features, suit her color type, and harmonize with the overall look. Pigment density must be even, without excessive transparency or oversaturation.

Evenness of Pigment Implantation

The entire lip surface — including the contour, peri-contour area, and the full upper and lower lips — must be evenly saturated, without patchiness or gaps.

Overall Harmony

The color, shape, and density of the lip pigmentation must harmoniously complement the model's appearance and enhance her natural beauty.

Trauma Level

There must be a balanced ratio between pigment density and tissue trauma. Excessive swelling, bruising, or visible skin damage will result in point deductions.

CRITERIA

Category: Junior – Lash Enhancement

Shape

A fine, delicate beginning at the inner corner of the eye and a soft transition at the outer corner.

Correct direction of the lash enhancement at the outer corner.

Overall Harmony

Properly selected width and shape of the lash enhancement, positioned in accordance with the eye shape and eye placement.

Evaluation includes how effectively the artist visually improves natural asymmetry and enhances the eye shape.

Symmetry

Symmetrical shape. Symmetrical gradient. Symmetrical beginning and ending of the lash enhancement.

Evenness of Lash Line Pigmentation

No unpigmented gaps. No excessively dark areas or overly deep implantation.

Color

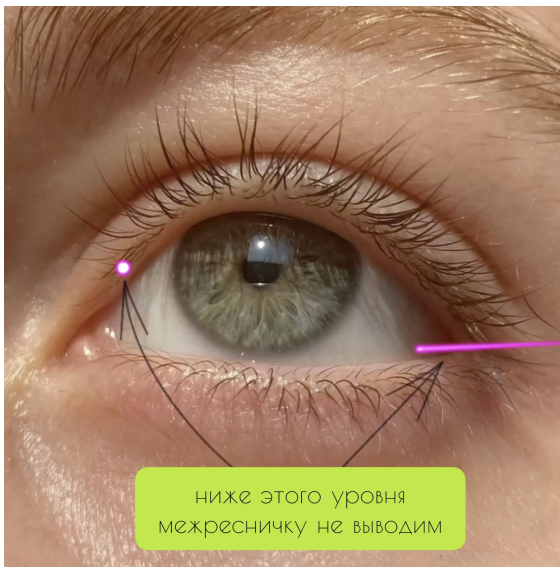
Assessment of how well the selected pigment harmonizes with the iris color, skin lightness level, and lash color. Overly cool, bluish tones are not recommended.

Gradient

The lower border of the lash enhancement must be executed as a clean, continuous line without gaps, following the lowest row of lashes. Density should transition from the most saturated at the base to a soft, airy diffusion toward the top. A harsh upper border line is not recommended.

Trauma Level

Redness caused by excessive wiping or aggressive technique. Swelling. Serous fluid discharge. Micro-hemorrhages. Pixels of varying diameter, shape, or saturation level.



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межресничку не выводим



пример

The inner corner tail should ideally have a smooth, refined finish that follows and adheres to the upper border of the lash line. It must not extend below the last lash.

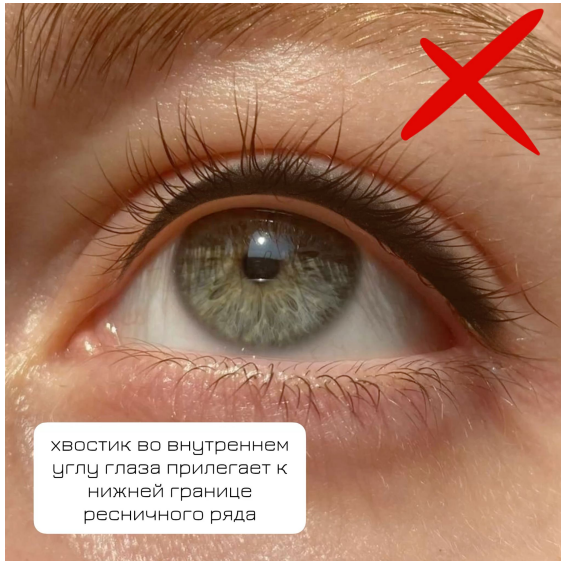
The outer corner tail must not drop below the point where the upper and lower eyelids meet. The ending should be softly blended.



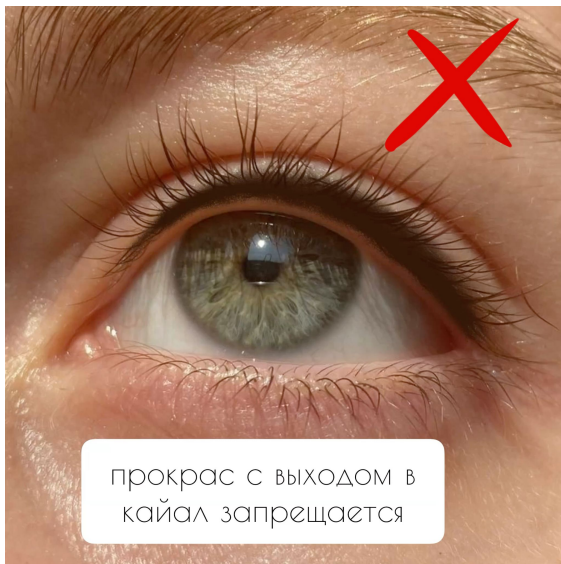
все ресничные ряды
должны быть захвачены
в форму и прокрашены

An overly transparent result and/or incomplete coverage of the intended shape and all lash rows is not acceptable. The lower border of the lash enhancement must be clearly defined in both pigmentation and shape, closely following and adjoining the lash line (waterline area).

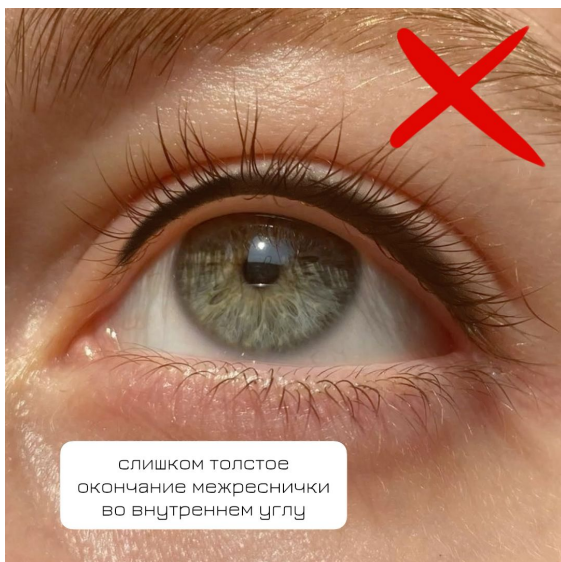
The upper shaping border should be smoothly blended and fully cover the upper lash row.



A tight attachment of the inner corner tail to the lower border of the lash line is not permitted, as this visually makes the eye appear smaller and rounder. The inner tail must align with the upper lash line border and have a smooth, refined finish.



Extending the pigmentation into the waterline (kayal area) is strictly prohibited.



An excessively thick finish of the lash enhancement at the inner corner of the eye is unacceptable.



Tails that are finished too low are also unacceptable.

CRITERIA

Category: Microblading

Shape

The brow shape must harmoniously correspond to the client's facial anatomy and natural brow growth pattern, enhancing their individuality.

Accents must not be created through layering. Emphasis may be achieved by increasing the number and density of hair strokes, without overloading or crossing lines.

Symmetry

Symmetry is evaluated in relation to the eyes, maintaining equal distance between the brows and the eyes. Proper balance must be preserved even in cases of natural facial asymmetry.

The mirrored alignment of hair stroke patterns between both brows is also assessed.

Color

The pigment color must match the natural hair shade. A slightly warm tone is acceptable, provided there is no redness or lymphatic discharge.

Pigment implanted in the skin must show uniform saturation throughout each hair stroke.

Hair Stroke Pattern

The pattern must be harmonious and must not conflict with the natural hair growth. Overcrowding is not permitted.

Crossing or overlapping strokes are unacceptable.

Hair strokes must follow the natural direction of growth. The angle of intersection between artificial and natural hairs must not exceed 30 degrees.

The anatomical placement of strokes in the brow head is evaluated, ensuring no conflict with natural hairs and no visual overload.

The brow head must appear soft, without sharp angles or harsh lines.

Crispness of Hair Stroke Execution

Hair strokes must be executed finely, in a single, continuous cut without repeated incisions.

Pigment “blowouts” or spreading under the skin, gaps, or pigment migration away from the main stroke line are not permitted.

Repeated cuts within the same stroke are unacceptable. Crossing strokes are strictly prohibited.

The beginning of each stroke must be soft, without deep incisions along the line or excessive pigment concentration.

Each hair stroke must be clean, thin, and clearly defined.

Overall Harmony

The brows must appear natural and enhance the client’s beauty, creating the effect of “invisible enhancement.”

The design must not appear heavy or overloaded with strokes.

Trauma Level

There must be no lymphatic discharge, swelling, or puffiness.

Redness around the brow or between strokes is unacceptable.

Uneven coloration with deeper, oversaturated areas indicates excessive trauma and overly deep implantation.

An excessively cool shade with a purple undertone is also considered a sign of trauma.

The incision must remain superficial and even, without irregular depth.

Crossing strokes and repeated cuts within a stroke are strictly prohibited.

CRITERIA

Category: Latex – Soft Lipstick Effect (Ombre)

Shape

Evaluation of correct lip construction in classical, balanced, and natural proportions. The upper and lower lips, as well as the lateral sides, must be equal in volume and properly meet at the commissures. The volumes of the Cupid's bow must be symmetrical.

Symmetry

Assessment of symmetry between the right and left sides of the lip design, including alignment of the highest points of the Cupid's bow and the commissures along the same horizontal level.

Contour

Evaluation of a clean, even contour line. The contour must be thin and soft, not broken or overly thick. It should seamlessly transition into the shading and must not appear as a separate, harsh outline.

Color

Assessment of the selected shade. "Healthy" lip tones are preferred, without excessive grayness or cold undertones.

Pigment Application

Evaluation of even pixel spacing. Pigment implantation must be uniform, with a smooth transition from a darker shade to a lighter one, clearly demonstrating dimension.

Pixel Quality

Pixels must not appear irregular, torn, comma-shaped, or dash-like. Delicate pigment implantation is evaluated, as well as overall neatness of execution.

Gradient

Assessment of the presence and quality of the gradient from darker to lighter tones. Correct placement of light and shadow according to lip shape — darker along the contour with a smooth transition to lighter tones toward the center of the lips.

CRITERIA

Category: Latex – Powder Brows

Shape

Evaluation of correct brow construction in classical, well-balanced proportions. The left and right brows must be identical. The body of the brow must be longer than the tail. The brow heads should be soft and tapered, not square. The apex must have a lift and defined curvature. The brow tail should be positioned at the same level as the brow head or slightly higher (by a few millimeters).

Symmetry

Assessment of overall brow symmetry and symmetrical placement of the design. Width, length, brow head shape, thickness at the arch, and tail positioning must be identical on both sides.

Brow Head Design

Evaluation of equal softness in both brow heads. The emphasis should be placed along the lower part of the brow head or internally within the gradient.

Color

Assessment of the chosen color solution. The shade must not be excessively cool.

Pixel Quality

Pixels must not appear irregular, torn, comma-shaped, or dash-like. Delicacy of pigment implantation is evaluated.

Gradient

Evaluation of the presence and smoothness of the transition from darker to lighter tones. Correct placement of light and shadow according to the principle “darker lower border — lighter upper border and brow head.” Symmetry of gradient distribution between the left and right brows is assessed. The lower brow line should be soft, without a harsh, heavily defined contour.

Work Cleanliness

Evaluation of neat execution and overall delicacy of work on latex.

CRITERIA

Category: Latex – Machine Hair Strokes

Shape

Evaluation of correct brow construction in classical, well-balanced proportions. The left and right brows must be identical. The body of the brow must be longer than the tail. The brow heads must be soft and tapered, not square. The apex should have lift and curvature. The brow tail must be positioned at the same level as the brow head or slightly higher (by a few millimeters).

Symmetry

Assessment of brow symmetry, including symmetrical placement of the design and hair stroke pattern. Width, length, brow head shape, thickness at the arch, and tail positioning must be identical on both sides.

Realism

Evaluation of the overall realism of the brow design, including correct placement of light and shadow.

Hair Stroke Quality

Assessment of color saturation and uniform pigment distribution within each hair stroke. Each stroke must be soft, light, and fine at the beginning and end, with greater saturation in the middle. The technique of creating strokes using pixel-based implantation is evaluated.

Elegance of the Hair Stroke

Evaluation of the natural curvature of each stroke and the presence of tapering at the end.

Hair Stroke Pattern

Assessment of proper spacing between strokes according to their placement within the brow zones. Evaluation of the correct angle of strokes depending on the area of application within the brow design. The mapping may follow either an Asian or European style.

Work Cleanliness

Evaluation of neat execution and overall delicacy of work on latex.

CRITERIA

Category: Latex – Shaded Liner

Shape

Evaluation of correct construction of the shaded liner.

Width, length, direction, placement, and softness of color transition and blending are assessed.

Symmetry

Assessment of symmetry of the design, including the length, width, and direction of both shaded liners.

Elegance of the Liner

Evaluation of a graceful curve and tapering at both the beginning and end of the liner, without harsh or heavy lines.

Color

Permissible shades include black and brown tones.

Higher scores are awarded for refined color rendering using 3–4 tones with visible brown nuances.

Gradient

Assessment of volume and smoothness of the transition from darker to lighter tones.

Density and Saturation of the Lower Line

Evaluation of uniformity and density of pigmentation along the lower liner line — the lash enhancement area.

Pixel Quality

Pixels must not appear irregular, torn, comma-shaped, or dash-like.

Delicacy of pigment implantation is evaluated, along with neatness of execution and overall refinement of work on latex.

SANITARY REGULATIONS

(SanPiN)

The SanPiN Judge may deduct only 1 point for non-compliance with the following criteria:

1. PARTICIPANT'S APPEARANCE

- Absence of a face mask;
- Loose hair hanging down while working on the client's face;
- Dirty or untidy uniform and footwear;
- Work uniform that is not white.

2. STERILITY

- Working without personal protective equipment (mask, gloves).
In case of significant contamination, gloves and mask must be replaced immediately;
- Accumulation of used disposable materials on the table, treatment bed, or model (soiled cotton pads, cotton swabs, microbrushes). These must be discarded in a designated waste bin;
- Touching the model's face with the same gloves that have touched the lamp, chair, or trash bin. This violates sanitary and epidemiological safety standards. Gloves must be changed after such contact;
- Presence of needles, blades, or cartridges in a regular trash bin. After use, needles, blades, and cartridges must be disposed of in a designated sharps container for medical waste.

3. CLEANLINESS

During the procedure:

- An untidy workstation during the procedure is unacceptable; minor spills of pigment or anesthetic are permitted only in minimal amounts;
- The presence of pigments, pencils, rulers, sharpeners, or similar items on the top shelf is prohibited.

The top shelf must contain only: the power supply unit, the machine, a tray with cotton pads, cotton swabs, pigment caps (ink cups), a cap holder, antibacterial soap in a dispenser, antiseptic, opened needles, and tweezers (removed from kraft packaging);

- Personal belongings of the model or participant must not be placed on the upper shelves of the medical trolley or treatment bed;
- Used disposable materials must not accumulate around the artist's workstation;
- If any item falls outside the trash bin, it must be picked up and disposed of properly. Gloves must then be replaced before continuing the technical task.

4. MODEL

- Non-compliance with the dress code: white top, black bottom, and head cap;
- A surgical drape must be placed on the model's chest.

5. WORKSTATION CLEAN-UP

- It is prohibited to leave the workstation immediately after completing the technical task. The participant must replace gloves with clean ones, remain in personal protective equipment, and clean the workstation;
- After cleaning, personal protective equipment must be disposed of in a trash bin, and needles and blades must be disposed of in a Class B medical waste container.

For efficient and rational time management, the Organizer prepares the workstation in advance in accordance with SanPiN standards and requirements.

The participant is required to independently provide all necessary equipment and supplies for participation in the Championship:

- Permanent makeup machine (any model; no specific requirements);
- Needles and cartridges (configuration, technical specifications, brand, and manufacturer may be any);
- Pigments (must be certified in Russia);
- Anesthetic agents and cooling gels for the procedure (must be certified in Russia);
- Grip wrap/bandage tape for securing the machine (optional);
- Pencils and other tools for sketch mapping, brushes, sharpeners;
- Tweezers in a kraft sterilization pouch and any other tools required for the procedure;
- Green soap in a dispenser bottle and/or chlorhexidine;
- Antibacterial disinfectant for surfaces and hands;
- Cotton swabs;
- Cotton pads;
- Pigment caps (ink cups);
- **Sharps disposal container (for needles and cartridge systems) — a yellow Class B medical waste container;**
- Tray for disposable materials;
- Gloves;
- A set of white medical uniform;
- Changeable white flat shoes;
- All necessary disposable products required for completing the competition task;
- Treatment bed;
- Specialist's chair;
- Medical cosmetic trolley (tiered cart);
- Professional floor lamp;
- Trash bin;
- Fully charged phone;
- Phone tripod;
- Stable internet connection.

MODEL REQUIREMENTS

The participant and the model must join Zoom together 30 minutes prior to the start of the category for evaluation by the SanPiN Judge.

- Models must be at least 18 years old.
- Dress code for models: white top (T-shirt, blouse, sweater) and dark bottoms (pants or jeans).
- The model must wear a head cap throughout the procedure.
- The model must not have any previous permanent makeup in the area corresponding to the competition category (the procedure must be primary in that zone).
- Decorative cosmetics are strictly prohibited on the model's face before, during, and after the procedure, except for mapping tools (pencil, pen, or special sketching paste) within the treatment area.
- The model must be photographed before and after completion of the technical task.
- The model must remain present until the category has ended and the required photos have been successfully uploaded.
- The model may leave the Championship venue only to use the restroom and only with approval from the SanPiN Judge.
- The model must provide written informed consent for the procedure, photo/video recording, and publication of the work.

Full responsibility for sourcing, selecting, ensuring the model's presence, and confirming compliance with category requirements lies with the participant.

RECOMMENDATIONS

- Arrange and confirm your model well in advance and provide aftercare or preparation guidelines for the treatment area.
- Prepare for the possibility of a no-show by coordinating with multiple potential models, giving you backup options.
- If you do not personally know the model, it is recommended to collect a refundable deposit of 1,000 rubles, which should be returned upon the model's arrival at the Championship venue.

CHAMPIONSHIP PARTICIPANT REQUIREMENTS

1. The dress code is mandatory: a clean white medical uniform, coat, or white T-shirt and trousers (trousers with a sweater or medical jumpsuit), along with a head covering (medical cap or disposable cap).
2. Footwear must be white, changeable, flat-soled shoes worn with white socks. Sneakers are strictly prohibited.
3. Hair must be secured in a ponytail or bun.
4. Before putting on gloves, the participant must wear a cap and face mask.
5. Bracelets, wristwatches, and rings must be removed.
6. Before starting work, hands must be washed, treated with a disinfectant, and only then gloves may be put on.
7. Prior to the procedure, the model's skin must be cleansed with a disinfectant solution.
8. The preliminary sketch must be applied using a pencil or other cosmetic tools. If using a pencil, a fresh sharpened tip must be made.
9. All removable equipment components (needle system handpiece + nozzle, tweezers) must remain in kraft sterilization pouches. Disposable needle (cartridge) packaging must be hermetically sealed prior to opening.
10. Gloves must be changed if the participant needs to move objects such as the trolley, chair, lamp, or treatment bed. Gloves must first be removed, the object repositioned, then new gloves must be put on **and disinfected before continuing work.**
11. Phones may only be used for photographing work before and after the procedure and for checking symmetry. Phone calls are strictly prohibited during the Championship. All phones must be set to "Do Not Disturb" mode.
12. The participant must comply with all personal hygiene and sanitary standards required for performing the procedure.
13. All unprotected surfaces must be treated with a surface disinfectant before the procedure and after each category.

CHAMPIONSHIP PROCEDURE

Championship participants must remain in constant communication with their model and assume full responsibility for all организационные matters related to locating, coordinating arrival, and accompanying the model to the competition venue.

In the event of late arrival or absence of either the model or the artist, the participant's registration for that category will be canceled, and the entry fee will not be refunded.

Publishing joint photos or live broadcasts featuring the model and the participant's number before the completion of judging for the category is strictly prohibited.

- The participant must photograph the model and upload the required images.
- The participant and model must go live 30 minutes before the start of the category.
- The participant must prepare and disinfect the workstation: all surfaces must be treated with antiseptic and arranged according to SanPiN and Championship regulations.
- The model must approach the phone camera. The participant must show the model's face live before the category begins, ensuring the permanent makeup area is clearly visible. A disposable sheet must be placed on the treatment bed.
- A dental bib must be placed on the first shelf of the trolley. A tray, pigment cap holder with caps for pigment and anesthetic (the holder must not be placed on the treatment bed — it must remain on the trolley), and a spray bottle with diluted green soap must be positioned there.
- The tray must contain loose cotton pads (not in packaging), cotton swabs (not in packaging), and, if required, microbrushes, brushes, toothpicks, additional caps, and antiseptic.
- The power supply, protected (e.g., wrapped in film), must be placed on the stand on the upper shelf. The machine must also be placed on the upper shelf, along with pre-cut stretch film.
- On the second shelf, place pigments, anesthetics, all necessary tools for sketching (stored in a case), petroleum jelly, cream, additional disposable supplies (cotton swabs, pads, microbrushes, grip wrap), additional needles outside the box, and sterilized tweezers.
- After opening the sterilization pouch, used tweezers must be placed back into the tray on the first shelf.

- On the third shelf, spare gloves, additional personal protective equipment, a Class B medical waste container, surface disinfectant wipes, and a pack of needles may be placed.
- After the command START, the participant begins performing the technical task.
- Gloves must be put on, **antiseptic applied over the gloves**, and the sketching process may begin. The model should be positioned on the treatment bed and her chest covered with a dental bib. **(If the model requires a blanket, she must first be covered with a disposable sheet and only then with the blanket.)**
- **Change gloves!**
- Pour pigment and anesthetic into the caps, moisten cotton pads, and assemble the machine with the needle.
- **Apply antiseptic to the gloves.**
- Begin the procedure.
- When wiping away pigment, use a cotton pad and immediately dispose of it in the trash bin. Used cotton pads must not be placed around the model's head.
- If the participant needs to move or retrieve an item not located on the top shelf, gloves must be removed first, the necessary action completed, new gloves put on, **antiseptic applied**, and only then may work continue.
- All items on the working field (top shelf) may be touched without changing gloves. After the category, all disposable materials located on the top shelf must be discarded. Reusable items must be disinfected, and metal instruments must undergo dry heat sterilization.
- Immediately after completing the category, the model must approach the phone camera. The participant must show the model's face live, ensuring the permanent makeup area is clearly visible, and demonstrate the face from different angles.
- After completing the work, **gloves must be replaced** and the workstation cleaned. Needles must be disposed of **in a Class B medical waste container**. The artist must remain in gloves during disposal.

1. The participant must keep the workstation clean and orderly at all times. The following are not permitted: dirty gloves; used cotton pads near the model's head; unnecessary items on the working surface; sharp instruments placed near the model; drawing over open skin with a cosmetic pencil or pen; touching the lamp, chair, pigments, or other surfaces with contaminated gloves.
2. After the skin has been opened, any corrections may be made only with a toothpick and pigment. The use of pencils, pens, or pastes is strictly prohibited.
3. If plastic wrap is applied to the treated area during the procedure, it must be pre-cut in advance and placed on the top shelf.
4. Once the work is completed, the model must no longer be touched with a needle. At most, the area may be gently wiped. The model's cap must then be removed and disposed of in the trash.
5. If the participant finishes before the STOP command, the procedure is as follows:
 - Identify yourself, raise your hand, and inform that you are ready to complete the category;
 - Show the model's face live on camera;
 - Begin cleaning the workstation;
 - Inform the SanPiN Judge supervising the category once cleaning is completed;
 - Leave the live session if released by the judge;
 - Upload the photographs to your personal account in the electronic judging application;
 - Confirm that the photographs have been successfully uploaded.
6. When the allotted time expires, the command STOP will be announced. Upon hearing STOP, participants must raise their hands, stop working on the model, switch off the machine, and proceed to the next steps:
7. Show the model's face live on camera;
8. Begin cleaning the workstation;
9. Inform the supervising SanPiN Judge once cleaning is completed;
10. Leave the live session if released by the judge;
11. Upload the photographs to your personal account in the electronic judging application;
12. Confirm that the photographs have been successfully uploaded.

Sanitary and Epidemiological Supervision

The entire Championship will be supervised by two Sanitary and Epidemiological Judges.

Each stream will have one Sanitary and Epidemiological Judge present.

Resolution of Tie Scores

If you receive the same score as another participant, a collective decision will be made by the judging panel of your category.

Participant Identification Rules in ZOOM

All participants must hide their personal names in Zoom and rename themselves according to their participant number in the application, indicating their category, nomination, and participant number.

Format:

1 – Participant number (as shown in the application)

2 – Category

3 – Nomination

Examples of nomination titles:

- Powder Brows
- Express
- Soft Lipstick Effect
- Shaded Liner
- Lash Enhancement
- Machine Hair Strokes
- Latex

Examples:

15/J/Express

4/M/Soft Lipstick Effect

9/L/Soft Lipstick Effect (Latex category)

Breaks Between Categories

The second break between categories is 1 hour.

All other breaks are 30 minutes.

Requirements for the Video of the Completed Work

- The video length must not exceed 40 seconds.
- Video quality must be HD/1080p to ensure successful upload to the application.
- Do not record in 4K format, as such files cannot be uploaded to the application.

Content Requirements for the Completed Work

Soft Lipstick Effect (Lips)

The participant must demonstrate wiping the lips with a damp cotton pad and show the used pad on camera. This ensures that no concealer or residual pigment remains on the skin.

Lash Enhancement / Shaded Liner (Eyelids)

During photo and video recording, stretching the skin is strictly prohibited. The face must remain untouched. This prevents distortion of liner direction and alteration of the final result.

Powder Brows / Machine Hair Strokes / Microblading

The participant must demonstrate brushing through the brows with a spoolie to allow proper evaluation of pigment implantation and overall quality of work.

Latex

The latex work must be thoroughly wiped with a cotton pad using petroleum jelly to eliminate the possibility of pencil enhancement over the finished design.

Workstation Presentation

During the live broadcast, a clear view of the following is required:

- The workstation;
- The instrument trolley;
- The treatment bed with the model's head visible.

Before starting the procedure, the model must be shown on camera for 3–5 seconds to document and identify her appearance. After completion of the work, the model must again be brought to the camera.

Judging Timeline

The judging process lasts three days following the completion of the Championship.

PHOTO REQUIREMENTS

CATEGORY: LIPS (SOFT LIPSTICK EFFECT)



Before: Close-up face photo



[Before: Lips video](#)



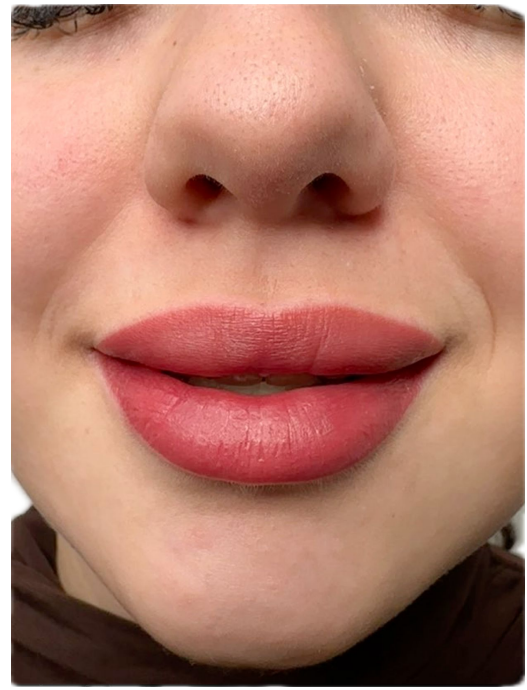
After: Close-up face photo



After: Close-up lips photo (no macro lens)



Close-up photo in a fully relaxed state

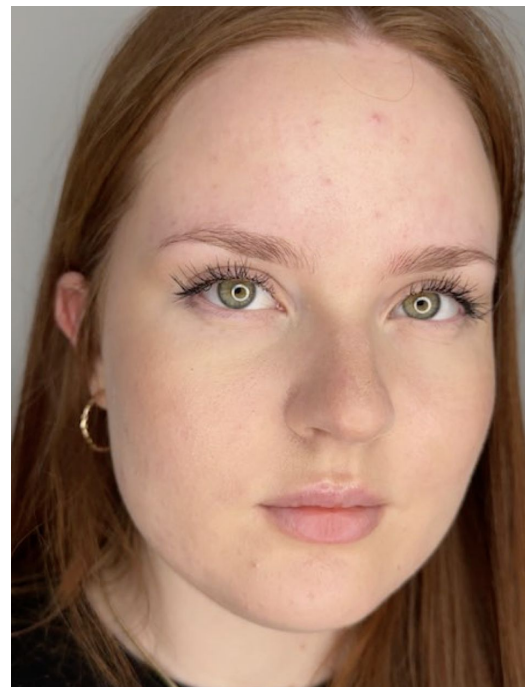


[Video with facial expressions \(Relaxed, smiling, pressing upper and lower lips together, puckered lips, and side view\)](#)

CATEGORY: BROWS (POWDER BROWS)



Before: Close-up face photo



[Before video: Front and side view](#)



Before



Before



Before



Before



After: Close-up face photo



After video: Close-up front and side view



After



After



After



After



[After \(video\)](#)

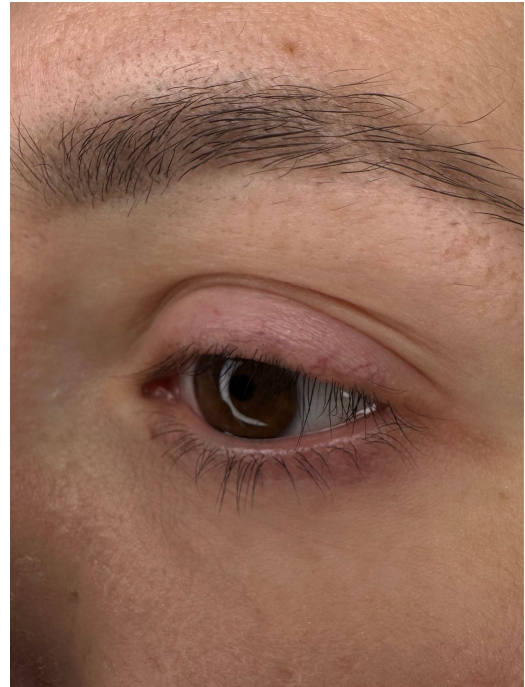


[After \(video\)](#)

CATEGORY: EYELIDS “SHADOW EYELINER”



Before: Close-up



Close-up of the eye
(slightly angled)



Close-up of the eye
(slightly angled)

Recommendations:

- Ensure good lighting to avoid shadows on your work.
- Record videos smoothly and without rushing so judges can clearly assess the details.
- Before: Close-up of the eye (slightly angled)

Recommended photo angles:

If using an iPhone 15 or 16, which may darken photos, try taking a burst series to prevent automatic processing.



[After video: Close-up face shot](#)



[Close-up eye video: Closed, open, looking up \(both eyes in frame\)](#)



[Close-up video \(without lens\): Closed, open, looking up \(right and left eye\)](#)



[Close-up video \(without lens\): Closed, open, looking up \(right and left eye\)](#)



AFTER Close-up photo
(without lens)



AFTER Close-up photo
(without lens)

CATEGORY: BROWS “MACHINE HAIRSTROKES”

Note: All photos and videos should be taken with consistent brightness and at a color temperature of 5500K for accurate pigment representation.

Before video: Straight-on view, model's eyes open. First, record from the front, then at a slight angle from both sides.



[Before video](#)



Before photo



Before photo



Before photo

Recommended photo angles:

Straight-on face shot. Each side at a slight angle. Close-up of each brow separately. Eyes open.



After photo



After photo

After video: Straight-on, eyes open. First, record from the front, then at a slight angle from both sides.



[After video](#)



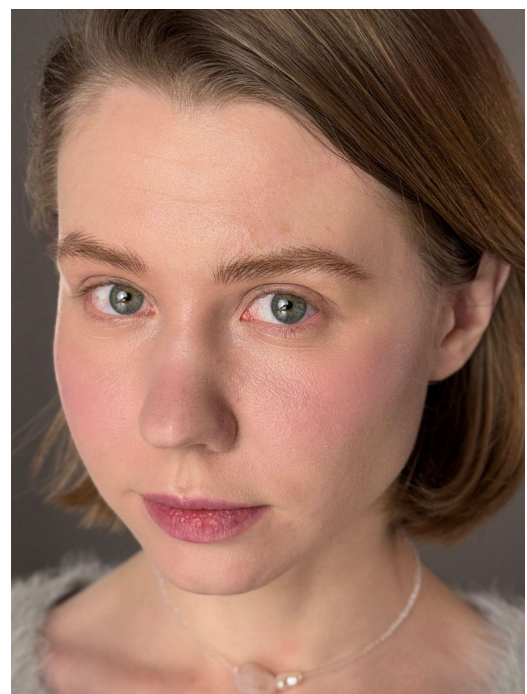
After photo

Recommended photo angles:

Straight-on face shot, eyes open. First, front view, then slight angles from both sides separately. Close-up of both brows, individually.



After photo



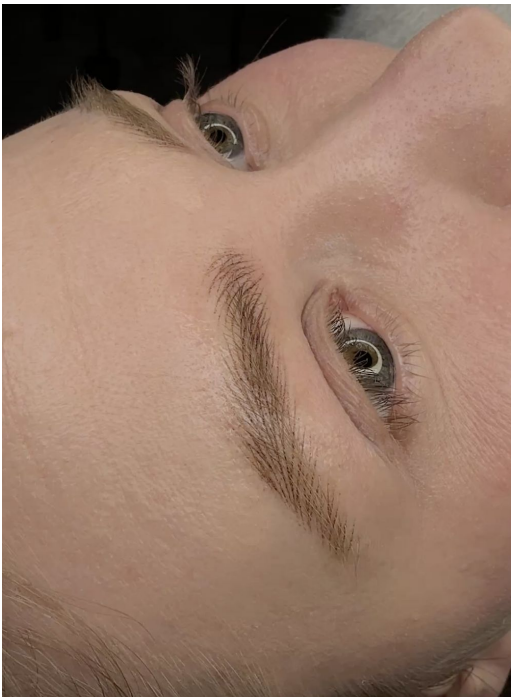
After photo



After photo



After photo

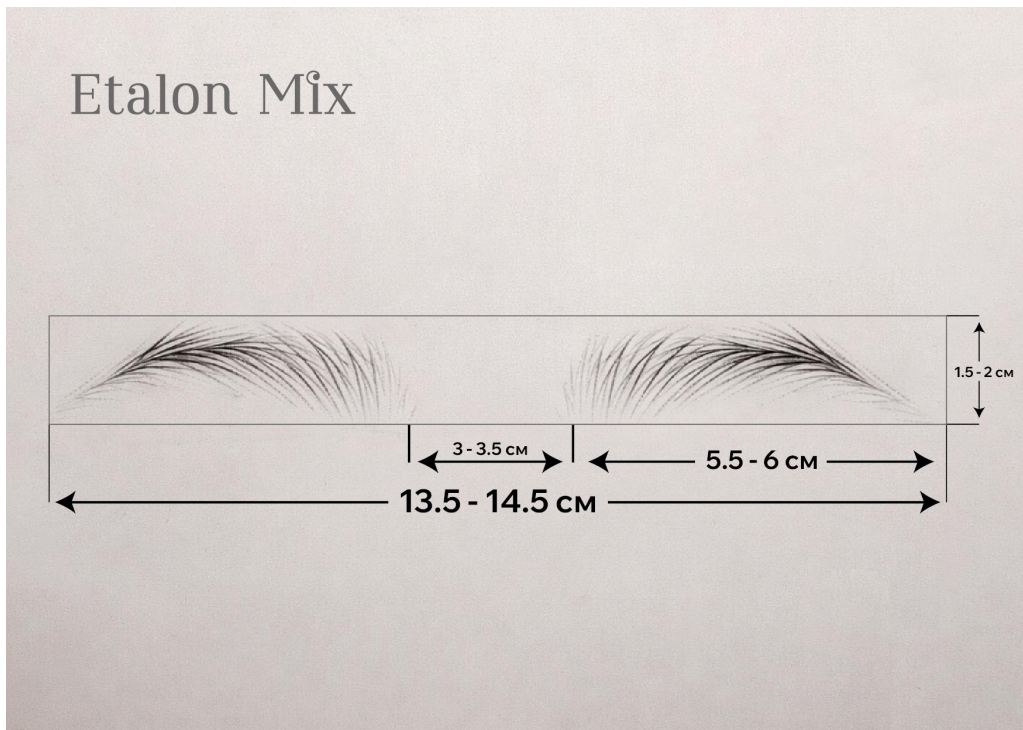


[Close-up brow video](#)

Brush the brow hairs upward with a spoolie.

Important: Lift the hairs up and down, as well as against the natural growth direction, so judges can evaluate the stroke quality and how they blend. Show both brows.

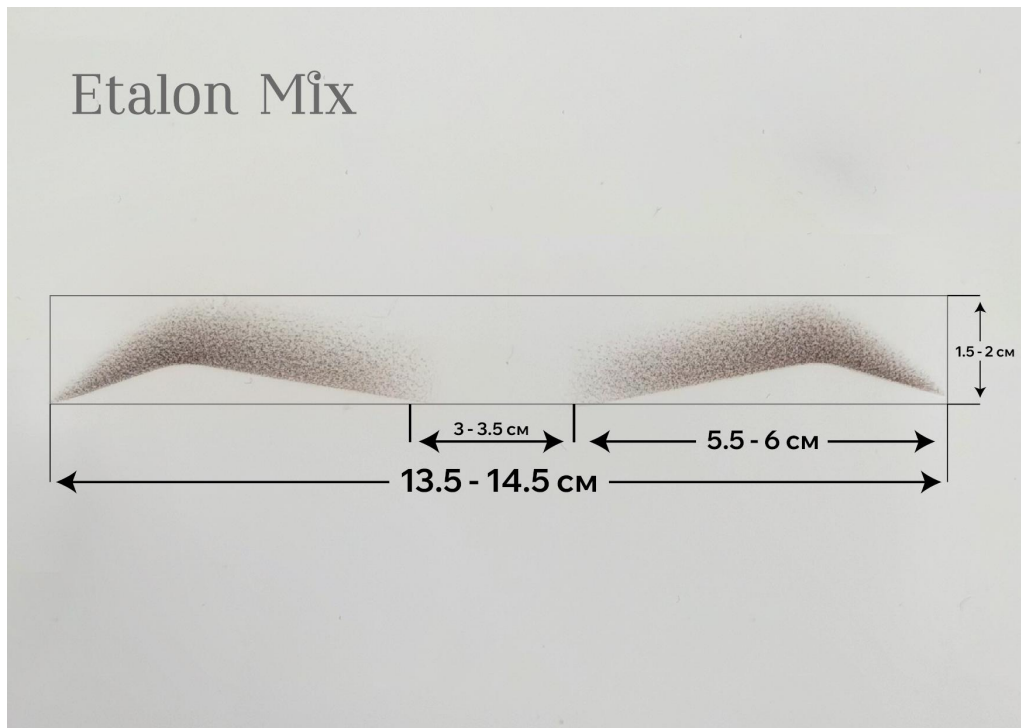
Category: Latex – Eyebrows. Machine Hair Strokes



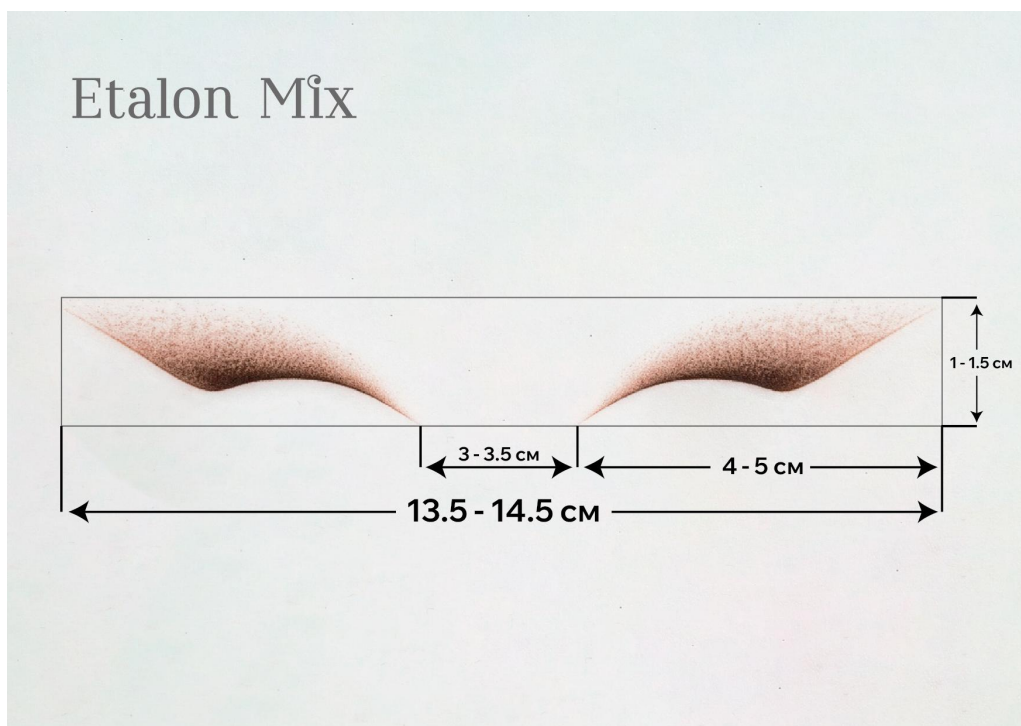
Category: Latex – Lips. Soft Lipstick Effect



Category: Latex – Eyebrows. Powder shading



Category: Latex – Eyelids. Shaded Eyeliner



[Photo angle requirements for the Microblading category will be published shortly in the updated version of the Regulations.](#)