

PROFESSIONAL  
beauty & hair

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**DUBLIN**  
THE RDS  
28-29 MAY 2023

**COMPETITORS PACK**



# ULTIMATE MAKE-UP COMPETITION

**#PBHIRELAND**

**Irish  
beauty**



Associated  
Irish Therapists

## Irish National Make Up Competition

Hosted by AIT and Irish Beauty

Sunday 28th & Monday 29th May 2023 RDS, Dublin

# Competitors' Pack

## Sunday - Professional Competitions

### **Hollywood Glamour (Face & Costume)**

We want you to showcase what your idea of Hollywood Glamour is through makeup application and costume. Think over the top glamour, an all eyes on me spectacle, which is Met Gala ready but with your own twist! Your invitation may have been lost in the post this year, but make sure with this look, it puts you first in the queue to receive your hand delivered invite to the 'IT' event of the year... be remembered, be glamorous!

### **Into the Future (Face & Body)**

With technology and AI taking a huge step forward in recent years we want to see 'Into the Future' with your creativity and makeup application, think about how extreme you could take your look with prosthetics or how you maybe incorporate technology into the creation or overall look. Can you push the boundaries and see 'Into the Future' of our Makeup Industry?

### **Carnival Couture (Face & Costume)**

When it comes to carnival it's all or nothing! Think the colourful streets of Rio carnival, meets an association of circus acts, then modernising them for the present day, that's what we are looking for when it comes to Carnival Couture! It's time to create your own colour palette and throw all the energy you have into this look, gain the confidence of those dizzying circus heights, and leave it all on the streets of Rio... or the RDS, Dublin!

## Monday - Student Competitions

### **The Best of Bridal (Face & Costume)**

A great makeup artist gives a bride the extra confidence they require on the biggest day of their lives. It's the flawless completions, photography ready makeup, their perfectly positioned brows, and enhanced eyes that are to meet their partners for the first time walking down the aisle, and we haven't even mentioned the lips.

You are the last person to touch their lips and their partner will be the first to kiss them once married, you have a huge role to play in every bride's day. Will your bride be happy when checking the mirror for the last time before getting married, will our judges be happy with your finished look, that's who you need impress on competition day!

### **The History of Catwalk (Face & Costume)**

It's time for a history lesson! From the first of its kind to present day catwalk shows, take a walk down memory lane and be inspired from the designers or maybe a specific collection they have showcased. Just like couture there are no limits to your overall look. Think about inspirational designers from Vivienne Westwood to Karl Lagerfeld, and fashion houses like Chanel and Off-White, from London, Paris and Milan we are looking for an overall look that encapsulates 'The History of Catwalk'

## Digital Takeover Competition

### **Monochromatic Mayhem or Coquette Beauty - TikTok/Reel Challenge**

Are you ready for the digital takeover? When make-up heads online... we think you are! It's time to show us your makeup, and digital skills in an online video, through either a TikTok or a Reel on Instagram. We are searching for Monochromatic Mayhem, or the new trend on the block for 2023, Coquette Beauty looks, and we want to be taken on your journey from start to your finished look with the use of transitions. This is a pre-show digital take over and will be up for Public Vote and Judges Choice Awards! Make sure to read all the rules and regulations of upload and creation criteria

### **Entry Deadline:**

**Deadline Date for entering the on the day competition categories is Monday 15th May 2023 @ 12pm**

**Deadline Date for the Digital Takeover Competition is Thursday 18th May** when we ask all entry submissions to be posted to either TikTok or Instagram at 7pm using the hashtag #IrishBeautyDigitalTakeover (make sure to spell the hashtag correctly) You will then need to submit the final make look as a hi res image to the team via email on the same day so we can display them online and at the show, alongside your video. The email address to send entries to is amelia@irishbeauty.ie

\* Please Read the rules for every category you choose to enter as they may differ from other competitions

# Competitors' Pack

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## Competition Schedule

<b>Sunday 28th May 2023 - Professionals</b>	
<b>8.30am</b>	<b>Registration opens for all Sunday Categories</b> <ul style="list-style-type: none"> <li>- Hollywood Glamour (Face &amp; Costume)</li> <li>- Carnival Couture (Face &amp; Costume)</li> <li>- Into the Future (Face &amp; Body)</li> </ul>
9.00am	Competition Briefing
9.15am	Competition Begins for all Sunday Categories.
12.00pm	Judging begins for Face & Costume entries
1.00pm	Judging begins for Face & Body entries <ul style="list-style-type: none"> <li>- Into the Future (Face &amp; Body)</li> </ul>
3.00pm	On Stage Showcase of All Competitors Work
3.30pm	Awards
4.00pm	Judges available for feedback and to walk around show

<b>Monday 29th May 2023 - Students</b>	
<b>9.00am</b>	<b>Registration opens for all Monday Categories</b> <ul style="list-style-type: none"> <li>- Best of Bridal (Face &amp; Costume)</li> <li>- The History of Catwalk (Face &amp; Costume)</li> </ul>
9.30am	Competition Briefing
9.45am	Competition Begins for all Monday Categories.
12.30pm	Judging begins for Face & Costume entries <ul style="list-style-type: none"> <li>- Best of Bridal (Face &amp; Costume)</li> <li>- The History of Catwalk (Face &amp; Costume)</li> </ul>
3.00pm	On Stage Showcase of All Competitors Work
3.30pm	Awards
4.00pm	Judges available for feedback and to walk around show

## **Irish National Professional Makeup Artist of the Year 2023**

As well as naming winners (1st, 2nd and 3rd place) in each category, the competition will award Irish National Professional Makeup Artist of the Year 2023. This means anyone who places first in any Professional categories on the day can be considered for this.

Please ensure you take into account the competition schedule when booking your place.

All competitors who are placed first will automatically be entered into the overall winner competition and there will be no additional fee.

The winner will be announced at the awards presentation on Sunday 28th May 2023.

## **Irish National Student Makeup Artist of the Year 2023**

As well as naming winners (1st, 2nd and 3rd place) in each category, the competition will award Irish National Student Makeup Artist of the Year 2023. This means anyone who places first in any Student categories on the day can be considered for this.

Please ensure you take into account the competition schedule when booking your place.

All competitors who are placed first in any student categories will automatically be entered into the overall student winner competition and there will be no additional fee.

The winner will be announced at the awards presentation on Monday 29th May 2023.

## **General Rules of Entry**

The following general rules apply to all categories. Please ensure that you read, understand and follow them.

If you have any questions regarding rules, registration and availability of places, please email Competition Coordinator - Amelia Black at [amelia@irishbeauty.ie](mailto:amelia@irishbeauty.ie)

### **Entry Forms & Fees**

All Professional and Student Categories should have entered before Monday 15th of May 2023 at 12pm to guarantee your place:

€20 per category per student

€35 per category per professional

All entries should be made online at [www.irishbeauty.ie](http://www.irishbeauty.ie) select, Event then select Make Up Competition.

It is the competitor's responsibility to enter themselves into the correct category.

Entry is in agreement with the rules and regulations.

Places cannot be guaranteed for those who enter on the day. Should you decide to enter after the deadline date of May 15th 2023, please contact [amelia@irishbeauty.ie](mailto:amelia@irishbeauty.ie) to confirm whether places are available.

You must bring your confirmation email with you to the competition as proof of entry and payment.

Failure to do so may result in you not being permitted to take part in the competition or for you having to repay to enter.

The deadline date for entry, for on the day competitions is Monday 15th May 2023. You can still enter on the day of the competition however spaces are not guaranteed and a late entry fee of €50 will apply for either Professional or Student entry.

### **On The Day Registration**

All competitors and their models are required to register their attendance at the front of the makeup competition area between 8.30am to 9.00am on Sunday 28th May and 9.00am to 9.30am on Monday 29th May once you have arrived at the venue.. We have limited places so entering in advance is recommended to avoid disappointment. If you have not booked a place before Monday 15th May 2023 and there are no places available on the day, you will not be able to compete.

You must be seated with your model in time for the briefing as once briefing starts neither you nor your model will be allowed to leave the competition area. Please allow time for visiting the toilet and allow time for a light snack, as eating is not permitted inside the makeup competition area. Anyone arriving after the briefing has begun may not be permitted entry.

Competitors judging numbers / labels will be given to you on the day of competition at the registration desk. The label must be viable throughout the competition and during judging.



### **Pre-competition briefing**

Once seated for briefing, all equipment / personal belongings must be stored neatly in the designated areas. Please note that once briefing starts competitors will NOT be able to retrieve any items from their bags / belongings and points may be deducted if this happens. The briefing will take approximately 15 minutes, where rules and regulations will be read out. Should you have any questions, please raise your hand and a Floor Judge will come to you

If any competitor or model has a serious medical condition or serious special needs, please inform the competition staff at the registration desk (this includes pregnancy or diabetes.)

### **During the Competition**

All mobile phones MUST be switched off or on Silent Mode ( including your models' phone). Competitors will be disqualified for phones ringing/ vibrating /answered during the competition, as this is a distraction to your fellow competitors. You are allowed to use your mobile as a 'silent' timer. You may wish to leave your phone on silent with your model so that they can contact you once they have been judged.

All Products/ pump dispensers / bottles / jars etc. must be clean and correctly labelled. Hygiene standards must be adhered to, points will be deducted for anyone not following standard hygiene practices.

Competitors will be provided with: a table, 1 chair and access to an electrical socket. Each competitor must provide their own EXTENSION LEAD, model, lighting, towels, water, bin, completed client consultation card, and all materials needed for the competition. If warm water is required, competitors must supply their own in a suitable container, such as a flask.

No smoking or eating is allowed during the competition or in the competition area/ Soft Drinks are acceptable. It is advisable for competitors and models to eat prior to the competition. This is essential for your model as the judging process may take some time.

Please ensure that you follow the individual rules for which products/ techniques are allowed / required in your category.

### **Judging**

The live competition will be judged by a panel of independent industry experts, who will be on the floor while you work. Please be aware these judges may ask you questions in relation to your look, inspiration, client care and products you are using.

Marks will also be awarded hygiene, tidiness and personal presentation.

Floor judging rules apply to all categories. Be mindful that many points are lost due to competitors not completing a client consultation card, not having a bin, not sanitising your hands and failure to decant your wet products.

At the conclusion of the competition, competitors MUST bring their models to the competition stage. You will showcase your completed look to the photographers, media and the judges.

Please remember you are responsible for your own personal belongings, such as handbags, makeup kit etc. The Organiser is not held responsible for these items at any time. The competition staff will inform



you when you are allowed to pack your kit away (normally once the models are lined up for the judging). Please consider your fellow competitors whilst they are working - it could be you! All kits must be packed away and removed before the Awards Presentation.

Models will be called up for pre-judging before the main judging so that the judges can have a general look at the overall standard of the makeup. It is your model's responsibility to ensure that they are judged a second time and that they are seen by all the judges and must remain in the competition area until all the judging has finished. If your model is in any doubt whether their makeup has been fully judged or not, they must ask a member of the competition staff BEFORE they leave the competition area. Once your model has left the competition / judging area, they will NOT be allowed back in.

Ensure that your model has read and understood the general rules and rules specific to your category so that marks are not lost unnecessarily.

Once the award presentation is complete judges will be available for feedback, if you would like feedback please have your model with you. Serious competitors gain valuable advice and feedback from judges to improve their confidence and technique in both the working and competition environment.

All competitors and models are required to attend the Award Presentation. Should you be placed 1st, 2nd or 3rd, you and your model will be required to be photographed. Your models makeup should remain untouched (i.e. not removed until after the Awards Presentation as they will also be photographed).

In the event of a tie, the appointed adjudicator's decision will be final. The rules and regulations or amendments will remain at the discretion of the competition organisers.

All entries are accepted with the competitors agreement to all the rules and regulations.

All competitors must be fully insured and work is carried out at their own risk.

Photographs will be taken by an official photographer and event organiser AIT / Irish Beauty / Professional Beauty and Hair Ireland reserves the right to use the work in their magazines / websites / promotional use.

AIT Ltd reserves the right to amalgamate, at any time, any categories if the entrance level is five competitors or below. They also reserve the right to withdraw any categories up to 7 day prior to the competition. The organisers will contact you if this happens. If any category is withdrawn, you will have the option of a refund of the payment or the option to move to a different category.

## Floor Judging Rules

Floor Judging rules apply to Every category, except Pre-Show Digital Takeover Competition:

Up to 5 points is given for each section, with a possible total of 80 points available (depending on the category).

These points form an important part of your total score so it is essential to follow all of these rules. Many competitors lose points as they do not bring a previously completed client consultation card and bin.

### Professional Uniform

All competitors must wear all black, models should also wear black if they're not arriving in costume.

- **T-shirts with business / industry logo or College uniform are NOT permitted.**
- **Recognised makeup industry logos / your business name logos / badges are NOT acceptable**
- **Sensible shoes with No open toes. No trainers are permitted.**
- **A plain Black blouse/t-shirt or jumper is required.**
- **Black trousers/leggings and skirts are acceptable. Shorts are not permitted.**

### Jewellery

You may have a wedding band and a watch only. No bracelets, necklaces or large hoop earrings (studs or small hoops are acceptable). No Facial piercings can be showing (please remove or cover).

### Hair

Long hair must be tied back. Fringes that fall below that eye level must be clipped back. Competitors hair should not hang down.

### Completed client consultation card

An appropriate professional printed client consultation card should be visible on the desk and filled in with you models personal details, including medical conditions and service / treatment details and signatures before the competition briefing starts.

### Neat and tidy desk

Keep palettes and products neatly stacked and displayed. Place a towel or tissue paper down to protect you your working area. Remove dust and debris as often as possible. Keep and lids on products when you have finished with them. The floor judge will be looking to see that you are working in a neat and tidy manner.

### Disinfection / sanitation

Hand and Brush Sanitisers must be visible at all times. These also need to be labelled .

### Disposal of waste

A small bin or plastic liner should be on or under your desk (even if it is a small table top container such as a coffee canister). Ensure this is always neat and never overflowing.

### Products labelled correctly

All bottles, pots and containers should be labelled clearly and correctly.



## Professional - Hollywood Glamour - Rules

### Face & Costume Category

Please refer to the General and Floor judging rules as they apply to all categories.

Competitors can arrive from 8.30am and be ready to start at 9.00 to complete their look. Judging will commence from 12:00pm for this category.

We want you to showcase what your idea of Hollywood Glamour is through makeup application and costume. Think over the top glamour, an all eyes on me spectacle, which is Met Gala ready but with your own twist! Your invitation may have been lost in the post this year, but make sure with this look, it puts you first in the queue to receive your hand delivered invite to the 'IT' event of the year... be remembered, be glamorous!

### Products you are permitted to use :

- **Stencil/ Airbrushing**
- **Jewels/Diamonds**
- **False Lashes**
- **Colour Products (Shadows, Pigments & Glitters)**
- **Base Products (Foundation, Powders, Setting Spray)**
- **Lip Products (Lipstick, Liner, Gloss)**
- **Costume - Pair your makeup look with a classic Hollywood Glamour gown.**

### **Body painting or the use of prosthetics are NOT permitted in this category**

You must provide all the products needed for the competition

All products including sanitisers on the table must be labelled. Floor judges will be checking your work station during set up, briefing and throughout the competition.

Floor judges will be marking you on health and safety including general hygiene and a tidy desk. You must have a completed client consultation card, mood board and face charts are permitted and can be visible on your station for judges to see if you so wish. Check general rules and regulations for more information.

Floor Judges will be marking your makeup application skill, product knowledge, finishing skills and overall look (including costume and hair).

Photographs will be taken by an official photographer and event organiser reserves the right to use the work in their magazine / website / promotional use.

## Professional - Hollywood Glamour - Score Sheet

	Below Average		Industry Level		Excellent Skills	TOTALS
	1	2	3	4	5	
Hygiene	1	2	3	4	5	
Set Up & Station	1	2	3	4	5	
Client Consultation	1	2	3	4	5	
Mood-boards/Face charts	1	2	3	4	5	
Application Technique	1	2	3	4	5	
Product Placement	1	2	3	4	5	
Product Knowledge	1	2	3	4	5	
Translation and Understanding of Theme to makeup look	1	2	3	4	5	
Costume & Hair	1	2	3	4	5	

Overall Look	10	15	20	25	30	
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**Overall Score:**

## Professional - Into The Future - Rules

### Face & Body Category

Please refer to the General and Floor judging rules as they apply to all categories.

Competitors can arrive from 8.30am and be ready to start at 9.00 to complete their look. Judging will commence from 1.00pm for this category.

With technology and AI taking a huge step forward in recent years we want to see 'Into the Future' with your creativity and makeup application, think about how extreme you could take your look with prosthetics or how you maybe incorporate technology into the creation or overall look. Can you push the boundaries and see 'Into the Future' of our Makeup Industry?

#### **Products you are permitted to use :**

- **Stencil/ Airbrushing**
- **Jewels/Diamonds**
- **False Lashes**
- **Colour Products (Shadows, Pigments & Glitters)**
- **Base Products (Foundation, Powders, Setting Spray)**
- **Lip Products (Lipstick, Liner, Gloss)**
- **Body Paint**
- **Prosthetics (handmade or bought)**
- **Bald Caps**
- **Additional Materials (Fabrics, Props, Costume)**
- **Hair to match the look**

You must provide all the products needed for the competition

All products including sanitisers on the table must be labelled. Floor judges will be checking your work station during set up, briefing and throughout the competition.

Floor judges will be marking you on health and safety including general hygiene and a tidy desk. You must have a completed client consultation card, mood board and face chart visible on your station for judges to see. Check general rules and regulations for more information.

Floor Judges will be marking your face and body makeup application skills, product knowledge, finishing skills and overall look.

Photographs will be taken by an official photographer and event organiser reserves the right to use the work in their magazine / website / promotional use.

## Professional - Into The Future - Score Sheet

	Below Average		Industry Level		Excellent Skills	TOTALS
	1	2	3	4	5	
Hygiene	1	2	3	4	5	
Set Up & Station	1	2	3	4	5	
Client Consultation	1	2	3	4	5	
Mood-boards/Face charts	1	2	3	4	5	
Application Technique	1	2	3	4	5	
Product Placement	1	2	3	4	5	
Product Knowledge	1	2	3	4	5	
Body Painting - Application	1	2	3	4	5	
Use of Prosthetics & Application	1	2	3	4	5	
Costume & Hair	1	2	3	4	5	

Overall Look	10	15	20	25	30	
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**Overall Score:**



## Professional - Carnival Couture - Rules

### Face & Costume Category

Please refer to the General and Floor judging rules as they apply to all categories.

Competitors can arrive from 8.30am and be ready to start at 9.00 to complete their look. Judging will commence from 12:00pm for this category.

When it comes to carnival it's all or nothing! Think the colourful streets of Rio carnival, meets an association of circus acts, then modernising them for the present day, that's what we are looking for when it comes to Carnival Couture! It's time to create your own colour palette and throw all the energy you have into this look, gain the confidence of those dizzying circus heights, and leave it all on the streets of Rio... or the RDS, Dublin!

#### Products you are permitted to use :

- **Stencil/ Airbrushing**
- **Jewels/Diamonds**
- **False Lashes**
- **Colour Products (Shadows, Pigments & Glitters)**
- **Base Products (Foundation, Powders, Setting Spray)**
- **Lip Products (Lipstick, Liner, Gloss)**
- **Body Paint**
- **Prosthetics (handmade or bought)**
- **Bald Caps**
- **Additional Materials (Fabrics, Props, Costume)**
- **Hair to match the look**

You must provide all the products needed for the competition

All products including sanitisers on the table must be labelled. Floor judges will be checking your work station during set up, briefing and throughout the competition.

Floor judges will be marking you on health and safety including general hygiene and a tidy desk. You must have a completed client consultation card, mood board and face chart visible on your station for judges to see. Check general rules and regulations for more information.

Floor Judges will be marking your face and body makeup application skills, product knowledge, finishing skills and overall look.

Photographs will be taken by an official photographer and event organiser reserves the right to use the work in their magazine / website / promotional use.

## Professional - Carnival Couture - Score Sheet

	Below Average		Industry Level		Excellent Skills	TOTALS
	1	2	3	4	5	
Hygiene	1	2	3	4	5	
Set Up & Station	1	2	3	4	5	
Client Consultation	1	2	3	4	5	
Mood-boards/Face charts	1	2	3	4	5	
Application Technique	1	2	3	4	5	
Product Placement	1	2	3	4	5	
Product Knowledge	1	2	3	4	5	
Body Painting - Application	1	2	3	4	5	
Use of Prosthetics & Application	1	2	3	4	5	
Costume & Hair	1	2	3	4	5	

**Overall Score:**

Overall Look	10	15	20	25	30	
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## Student - The Best of Bridal - Rules

### Face & Costume Category

Please refer to the General and Floor judging rules as they apply to all categories.

Competitors can arrive from 9.00am and be ready to start at 9.30am to complete their look. Judging will commence from 12:30 for this category.

A great makeup artist gives a bride the extra confidence they require on the biggest day of their lives. It's the flawless completions, photography ready makeup, their perfectly positioned brows, and enhanced eyes that are to meet their partners for the first time walking down the aisle, and we haven't even mentioned the lips. You are the last person to touch their lips and their partner will be the first to kiss them once married, you have a huge role to play in every bride's day. Will your bride be happy when checking the mirror for the last time before getting married, will our judges be happy with your finished look, that's who you need impress on competition day!

#### Products you are permitted to use :

- **Stencil/ Airbrushing**
- **Jewels/Diamonds**
- **False Lashes**
- **Colour Products (Shadows, Pigments & Glitters)**
- **Base Products (Foundation, Powders, Setting Spray)**
- **Lip Products (Lipstick, Liner, Gloss)**
- **Costume - Pair your makeup look with a classic Bridal gown.**

#### **Body painting or the use of prosthetics are NOT permitted in this category**

You must provide all the products needed for the competition

All products including sanitisers on the table must be labelled. Floor judges will be checking your work station during set up, briefing and throughout the competition.

Floor judges will be marking you on health and safety including general hygiene and a tidy desk. You must have a completed client consultation card, mood board and face chart visible on your station for judges to see. Check general rules and regulations for more information.

Floor Judges will be marking your makeup application skill, product knowledge, finishing skills and overall look (including costume and hair).

Photographs will be taken by an official photographer and event organiser reserves the right to use the work in their magazine / website / promotional use.

## Student - The Best of Bridal - Score Sheet

	Below Average		Industry Level		Excellent Skills	TOTALS
	1	2	3	4	5	
Hygiene	1	2	3	4	5	
Set Up & Station	1	2	3	4	5	
Client Consultation	1	2	3	4	5	
Mood-boards/Face charts	1	2	3	4	5	
Application Technique	1	2	3	4	5	
Product Placement	1	2	3	4	5	
Product Knowledge	1	2	3	4	5	
Body Painting - Application	1	2	3	4	5	
Use of Prosthetics & Application	1	2	3	4	5	
Costume & Hair	1	2	3	4	5	

Overall Look	10	15	20	25	30	
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## Student – The History of Catwalk - Rules

### Face & Costume Category

Please refer to the General and Floor judging rules as they apply to all categories.

Competitors can arrive from 9.00am and be ready to start at 9.30 to complete their look. Judging will commence from 12:30 for this category.

It's time for a history lesson! From the first of its kind to present day catwalk shows, take a walk down memory lane and be inspired from the designers or maybe a specific collection they have showcased. Just like couture there are no limits to your overall look. Think about inspirational designers from Vivienne Westwood to Karl Lagerfeld, and fashion houses like Chanel and Off-White, from London, Paris and Milan we are looking for an overall look that encapsulates 'The History of Catwalk'

#### Products you are permitted to use :

- **Stencil/ Airbrushing**
- **Jewels/Diamonds**
- **False Lashes**
- **Colour Products (Shadows, Pigments & Glitters)**
- **Base Products (Foundation, Powders, Setting Spray)**
- **Lip Products (Lipstick, Liner, Gloss)**
- **Body Paint**
- **Prosthetics (handmade or bought)**
- **Bald Caps**
- **Additional Materials (Fabrics, Props, Costume)**
- **Hair to match the look**

You must provide all the products needed for the competition

All products including sanitisers on the table must be labelled. Floor judges will be checking your work station during set up, briefing and throughout the competition.

Floor judges will be marking you on health and safety including general hygiene and a tidy desk. You must have a completed client consultation card, mood board and face chart visible on your station for judges to see. Check general rules and regulations for more information.

Floor Judges will be marking your face and body makeup application skills, product knowledge, finishing skills and overall look.

Photographs will be taken by an official photographer and event organiser reserves the right to use the work in their magazine / website / promotional use.

## Student – The History of Catwalk - Score Sheet

	Below Average		Industry Level		Excellent Skills	TOTALS
	1	2	3	4	5	
Hygiene	1	2	3	4	5	
Set Up & Station	1	2	3	4	5	
Client Consultation	1	2	3	4	5	
Mood-boards/Face charts	1	2	3	4	5	
Application Technique	1	2	3	4	5	
Product Placement	1	2	3	4	5	
Product Knowledge	1	2	3	4	5	
Body Painting - Application	1	2	3	4	5	
Use of Prosthetics & Application	1	2	3	4	5	
Costume & Hair	1	2	3	4	5	

Overall Look	10	15	20	25	30	
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## Digital Takeover – Rules

### Monochromatic Mayhem or Coquette Beauty - TikTok/Reel Challenge

Please refer to the General Judging Rules as they apply to all categories.

In addition, your makeup look must be created on yourself, your video must be to music, there is to be one entry, which equals one video per person/account. The winner will be announced in Monday's Awards Show.

**Deadline Date for the Digital Takeover Competition entry is Thursday 18th May** when we ask that you have paid for your entry online via our website, your video submission of work is posted to either TikTok or Instagram at 7pm using the hashtag #IrishBeautyDigitalTakeover (make sure to spell the hashtag correctly) and you have submitted the final make look as a hi res image to the team via [amelia@irishbeauty.ie](mailto:amelia@irishbeauty.ie) so we can display them online and at the show, alongside your video creation.

**Without all 3 parts of entry you will not be judged.**

- 1. Entry to the competition via our website**
- 2. Video Submission posted on TikTok or Instagram on the correct day, time, using the correct hashtag #IrishBeautyDigitalTakeover**
- 3. Hi - res image of your finished look emailed to [amelia@irishbeauty.ie](mailto:amelia@irishbeauty.ie)**

Important: When entering the competition via our website and when emailing your finished look be sure to put down your Instagram or TikTok handle so we can link entries and promote competitors.

Judges will be assessing your basic application techniques and product placement, use of video to portray the theme.

Are you ready for the digital takeover? When make-up heads online... we think you are! It's time to show us your makeup, and digital skills in an online video, through either a TikTok or a Reel on Instagram. We are searching for Monochromatic Mayhem, or the new trend on the block for 2023, Coquette Beauty looks, and we want to be taken on your journey from start to your finished look with the use of transitions. This is a pre-show digital take over and will be up for Public Vote and Judges Choice Awards! Make sure to read all the rules and regulations of upload and creation criteria

**Products you are permitted to use :**

- **Stencil/ Airbrushing**
- **Jewels/Diamonds**
- **False Lashes**
- **Colour Products (Shadows, Pigments & Glitters)**
- **Base Products (Foundation, Powders, Setting Spray)**
- **Lip Products (Lipstick, Liner, Gloss)**
- **Body Paint**
- **Prosthetics (handmade or bought)**
- **Bald Caps**
- **Additional Materials (Fabrics, Props, Costume)**
- **Hair to match the look**



You must provide all the products needed for the competition

Judges will be marking your face and body makeup application skills, product knowledge, finishing skills and overall look.

**Photographs will be taken by an official photographer and event organiser reserves the right to use the work in their magazine / website / promotional use**

### Digital Takeover - Score Sheet

	Below Average		Industry Level		Excellent Skills	TOTALS
	1	2	3	4	5	
Application Technique	1	2	3	4	5	
Use of Products	1	2	3	4	5	
Product Placement	1	2	3	4	5	
Creativity	1	2	3	4	5	
Transition & Music Choice	1	2	3	4	5	
Overall Look	1	2	3	4	5	

## Venue Information

The Irish National Makeup Tournament 2023 takes place as part of Professional Beauty & Hair in partnership with Irish Beauty Show, held at the RDS Simmonscourt, Dublin on 28th & 29th May 2023.

Find out more about the RDS venue at [www.rds.ie](http://www.rds.ie)

Find out more about the show at <https://professionalbeauty.co.uk/e/Ireland/site/Home>

### Entry Passes

As the Professional Beauty & Hair Show is a trade-only event you must make sure that you, your model and anyone accompanying you has registered for an entry pass. Competitors and their models will be registered automatically when you register your competition place, but it is your responsibility to register for tickets for anyone else accompanying you, online at <https://professionalbeauty.co.uk> Your entry passes will be posted out to you ahead of the show.

If you are arriving for early registration (8.30am registration), for health and safety reasons anyone accompanying you (apart from your model) will not be permitted entry to the exhibition hall until 10am (when the show officially opens).

Don't forget to bring your confirmation email as proof of competition entry and payment. Without exception anyone who does not bring a copy of their email and is not listed on the competition register, will not be permitted enter the competition unless full payment of you category is made on the day, subject to places being available.

### Travel Directions

The RDS Simmonscourt is located on Simmonscourt Road, Ballsbridge, Dublin 4. The venue's Loc8 Code is NN5-95-LB7

#### By Car from Dublin City Centre

Outside Trinity College, take Nassau Street (N11) for about 150 meters and then turn right following the signposts for the R118 (also known as Mount Street which becomes Merrion Road) for approximately 2m. You will pass the RDS Main Complex on the right hand side and take a right turn into Simmonscourt Road. The RDS Simmonscourt Complex is situated on the left hand side after the two office buildings.

#### By Bus

The RDS is serviced by bus routes number 4,7,8 and 18 (directly) which stop outside the Main Hall Entrance to the RDS on the Merrion Road. These bus services can be availed of on Nassu Street outside Trinity College. Routes numbers 46a and 145 (working distance)

#### By Local Train

Dublin DART (Dublin Area Rapid Transport) service also operates from the City Centre to Ballsbridge.

Travel southbound to Lansdowne or Sandymount Station