

World Lash University

Online Lash Competition Terms and Conditions



World Lash University is an educational, motivational and inspirational **Day Conference with workshops** followed by an **Evening Awards ceremony and Gala Dinner**.

Class of 2022 is being held on **Sunday 15th May 2022** at the Hilton Birmingham Metropole, National Exhibition Centre, Birmingham, B40 1P. United Kingdom.

Part of our amazing event includes the chance to take part in our online lash competition. Competitors do not need to attend our event to take part.

Please read these Terms and Conditions carefully

By entering the World Lash University online Lash Competition, it is assumed that you have **read and understood** these **Terms and Conditions** of entry.

These terms may be revised at any time and entrants are advised to check this document and note any changes made as they are binding.

Entries

- It is the participant's responsibility to ensure that their entire entry is sent to info@worldlashuniversity.com by **23.59 hours (BST) on Sunday 10th April 2022**.
- **Late entries** will not be accepted.
- Competition **fees paid cannot be refunded**, even when the participant has not completed or submitted their entry in time.
- All submissions for one entry **must be submitted in ONE email**.
- Where files are too large to send in one email, **please use the free service offered by We Transfer** at www.wetransfer.com. Once we have downloaded them, you will automatically receive a confirmation email receipt from We Transfer. Please do not use Drop Box or any other large file transfer system.
- Competition fees are **non-transferable**.
- Your entry or entries must be **created for this competition** only.
- Your entry or entries must **not be published** in any way before the evening Awards Gala on **Sunday 15th May 2022** or they WILL be disqualified.
- Your entry or entries must be **your own work**, including the photography.

Eligibility and Opportunity

- World Lash University Online Competition is only open to **qualified** and therefore certified Lash Artists from anywhere in the world.
- Lash Artists will be required to submit a copy of their 1st lash extension or Lash Lift **qualifying certificate** (as relevant) to prove their qualification.
- **Multiple entries** for each nomination is permitted.
- Each nomination will have a **1st, 2nd, 3rd place winner**, or joint winners if tied.
- Each nomination will have **3 levels** of entry that takes their experience and proven ability into account.
- It's the participant's responsibility to **enter the correct level** within the nomination or their entry or entries may be disqualified.

This also applies after being awarded the 1st, 2nd or 3rd position. Awards, Certificates and Prizes will be reclaimed and the podium positions adjusted accordingly.

- If you are unsure of your entry level after reading our guidance below, email us for a final decision at info@worldlashuniversity.com

Tell us

- What Categories you want to compete in, and
- When your 1st certificate in Lash Extensions or Lash Lifts was issued (date on the certificate).

Categories and Levels

There are 4 Categories in the WLU online Lash Competition.

Each Category has 3 entry levels. These are determined by experience or proven ability.

Categories

- **Classic**
One to one lash application
- **Volume**
4-6D application using handmade fans
- **Pre-Mades**
3-5D application using pre-made fans
- **Lash Lift**
Includes tint

Levels for all Categories

Beginner, Master and Expert.

Levels for Classic, Volume and Pre-Made Categories

▪ **Beginner**

Less than 2 years since the date of your 1st qualifying certificate in Lash Extension Application on the date the competition closes. You should compete in the Beginner level if your 1st certificate was issued on or after the 11th April 2020.

Note: There are no exceptions to this rule, even if it is one day. A line needs to be drawn for fairness to all.

▪ **Master**

More than 2 years since the date of your 1st qualifying certificate in Lash Extension Application on the date the competition closes. You should compete in the Master level if your 1st certificate was issued before the 11th April 2020.

▪ **Expert**

Anyone who is qualified in Lash Extension Application and has placed 1st, 2nd or 3rd in ANY Online or Live Lash Extension Competition at anytime and anywhere in the world.

Levels for Lash Lift Category

▪ **Beginner**

Less than 2 years since the date of your 1st qualifying certificate in Lash Lifting / Perming / Lamination on the date the competition closes. You should compete in the Beginner level if your 1st certificate was issued on or after the 11th April 2020.

Note: There are no exceptions to this rule, even if it is one day as the line needs to be drawn for fairness to all.

▪ **Master**

More than 2 years since the date of your 1st qualifying certificate in Lash Lifting / Perming / Lamination on the date the competition closes. You should compete in the Master level if your 1st certificate was issued before the 11th April 2020.

▪ **Expert**

Anyone who is qualified in Lash Lifting / Perming / Lamination and has placed 1st, 2nd or 3rd in ANY Online or Live Lash Extension Competition at anytime and anywhere in the world.

Trainers

Trainers should enter the level that matches their experience or proven capability. Being a Lash Trainer requires a very different skill set to that of a Lash Artist. As a consequence, they are not assigned a high level due to their role in the interests of fairness.

Entry Level Examples

1. You enter the Volume Category.
 - Your 1st Volume qualification was issued 12 months before the date the competition closes on the 10th April 2021.
 - Your 1st Classic qualification was 2.5 years before in October 2019.
 - Your experience in the Lash industry is more than 2 years.Your Entry Level in the Volume category is Master.
2. You enter the Volume Category as above so you're in the Master level. You also want to enter the Lash Lift Category.
 - Your 1st Lash Lift qualification was 9 months before the date of the competition on the 10th July 2021.Your Entry Level in the Lash Lift Category is the Beginner.
3. You want to enter the Lash Lift Category.
 - Your 1st qualification was 9 months before the competition closes.
 - You won 3rd place in a Lash Extension competition (not Lash Lift).Your Entry Level in the Lash Lift Category is the Beginner level.
4. You want to enter the Lash Lift Category.
 - Your 1st qualification was 9 months before the competition closes.
 - You won 3rd place in a Lash Lift competition.Your Entry in the Lash Lift Category is the Expert level.
5. You are a Lash Extension and / or Lash Lift Trainer.
 - You have yet to win any competitions.You should enter the level that matches your experience.

Models

- All models must be at least 18 years of age.
- Competitors are responsible for ensuring that their model is suitable for treatment – for example, no contraindications.
- All work performed on any model must be safe and clean.
- World Lash University reserve the right to use competitor's photographs in all their promotional material. This includes: Website, Social Media and materials to promote the Event, and industry magazines like Lash-Ed.
- It is the participant's responsibility to ensure that they comply with local legislation or regulations pertaining to confidentiality and data protection to protect the interests of their models.

Note: in the U.K., we are bound by the provisions of the General Duty Protection Regulation (GDPR) concerning data protection. An image that may identify someone is classed as Personal Data. This is why participants are asked to ensure that their models provide signed consent for disclosure that they should retain in line with their local rules concerning such.

Judging

- In the interests of fairness, the organisers arrange the judging process so it's scored 'blind'. Judges are not permitted to know who the Lash Artist is.
- Each judge can award 0-10 points for each of the judging elements. This is based on strict criteria. You are invited to study this in depth.
- An award of 10 points for each element is the highest score.
- There is a maximum of 100 points available for each entry.
- Judges may award half points like 9.5 for example.
- Judges will be briefed to half their score for a particular element if competitors have not supplied the necessary photographs. For example, where a judge can only see the attachment on a close up image of the left eye as one has not been submitted for the right eye.
- Judges will provide feedback to help competitors understand their scores and how they can improve.
- Judges will be given the option to offer their own award, certificate or prize to the competitor who has produced their favourite work.
- Judges judge that your work suits your model, not how attractive your model is. It is wise to select a model that will showcase your work well rather than a model who looks attractive.
- Judges' decisions are final.
- Judging decisions will not be subject to debate.
- Score sheets will be emailed to competitors on their given email address.

Receiving Judges Feedback

- Every entry is anonymised so that each judge is unaware of the artist. This reduces any opportunity for bias and why we insist that your work is
 1. Created for our competition only
 2. Not published/shared in any way before the winners are announced
 3. Not containing anything that may identify you (your certificates on the wall in the background or you in the photo!)
- Entrants will see the judge's scores for each element assessed.
- As a competitor, you may or may not agree with their assessment.

We invite competitors to remember that our judges will see things that they don't. This is a subjective process based on their skills, experience and expertise. This is why they have been specially selected for our judging panel. Their decisions are final.

Using and accepting the Judges Feedback

Receiving feedback is a powerful learning tool **if** it's embraced in the spirit in which it's intended. Competitors with a growth mind-set tend to use feedback to help them to learn and grow. They're on a journey of continuous improvement and progress. They appreciate that progress is measurable and more achievable than any subjective interpretation of 'perfection'.

Artists who strive for perfection and believe that they 'know best', undoubtedly have a fixed mind-set. This makes them less receptive to constructive feedback. For many, it will hold their development and progression back.

Please take a moment to consider your mind-set. If you struggle to receive constructive feedback, consider why that may be and if entering a lash completion is the best thing for you right now.

We invite all competitors to professionally reflect on their feedback and embrace the opportunity of having had a team of respected judges professionally assess their work. Together, we're all about learning, growing and progressing.

Photographs

The following rules **must be strictly followed**. If not, this may result in disqualification. This will not form the entitlement to a refund of the entry fee.

- The photography **MUST** be your own work
- Photographs can **NOT** be edited in any way
- Photographs can **NOT** be watermarked in any way
- Photographs can **NOT** have anything that may identify the artist, e.g. artist in the image or their certificates in the background
- All photographs **MUST** be of high resolution
- All photographs **MUST** be single images. No collages.
- No more than **7** (seven) photographs per Classic, Volume and Pre-Made entry.
- No more than **5** (five) photographs per Lash Lift entry.
- No adornments like flowers, gems or face paints to make your model stand out. Your work should talk for itself.

If you **submit more than the maximum number of photographs** for one entry, **they will not be accepted**.

Recommended Model positions for your photographs

To help the judges to judge, we recommend that you submit photographs taken from the following positions. We explain why this is important in terms of what the judges are looking for.

Before treatment

1. **Close up image of BOTH eyes taken from the position where you work** (behind their head). Place light coloured eye pads/tape to hide the lower lashes.

All Categories: This shows the judges what you had to work with. They will also be looking at the condition of the natural lashes and whether the lashes and lid area looks clean and healthy.

After treatment

2. **Close up image of BOTH eyes taken from the position where you work.** Keep or place light coloured eye pads/tape to protect the lower lashes. Consider your angle so we can see where the lash hairs grow from the lid.

Classic, Volume, Pre-Made Categories: Judges can assess the upper most lash layer for attachment, distance, clean work, evenness and coverage.

Lash Lift Category: Judges can assess clean work and the outcome of your treatment from another angle.

3. **Full face image taken whilst facing your model.**

It's best to have your model sitting or standing rather than laying down as there face rests differently when laying down.

Classic, Volume, Pre-Made Categories: Judges can assess your choice of styling, symmetry, evenness and coverage.

Lash Lift Category: Judges can assess most of the judging elements under assessment.

4. **Super close up photograph of the lash line of the left eye, open, looking up.**

Make sure that the judges can see where the hair leaves the eyelid and that the whole lash line from inner to outer corner is in focus.

Classic, Volume, Pre-Made Categories: Judges can assess clean work, distance from the eyelid, distance from the brow, the line of your lash sweep and how you have worked through the layers and managed the corners.

Lash Lift Category: Judges can assess the quality of the lift and tint across the length of the lash line.

5. **Super close up photograph of the lash line of the right eye, open, looking up.**

Make sure that the judges can see where the hair leaves the eyelid and that the whole lash line from inner to outer corner is in focus.

Classic, Volume, Pre-Made Categories: Judges can assess clean work, distance from the eyelid, distance from the brow, the line of your lash sweep and how you have worked through the layers and managed the corners.

Lash Lift Category: Judges can assess the quality of the lift and tint across the length of the lash line.

6. **Close up photograph of an isolated treated lash on the left eye.**

Classic, Volume, Pre-Made Categories only. Judges are looking for a clean attachment, distance from the lid, the direction of the lash and any correction. For handmade and Pre-made, Volume, the symmetry of the fans from base to tips.

7. **Close up photograph of an isolated treated lash on the right eye.**

Classic, Volume, Pre-Made Categories only. Judges are looking for a clean attachment, distance from the lid, the direction of the lash and any correction. For handmade and Pre-made, Volume, the symmetry of the fans from base to tips.

Please make sure that you take your photos for 6 and 7 in similar positions along the lash line. If you isolate an inner corner lash on the left eye, show the same on the right and make sure that the extension or fan is the same length. This allows the judges to check the uniformity of fans (if volume) and to additionally compare the amount of glue used on the size of the lash being assessed.

Important Note:

Your overall score WILL be affected if you don't help the judges to judge your work.

Competitors

All competitors will receive an e-certificate showing that they participated in our competition.

Winners

Winners are those who placed in either 1st, 2nd or in 3rd position. They will receive:

- ✓ A trophy
- ✓ A certificate stating their winning position
- ✓ An e-badge stating their winning position
- ✓ Prizes kindly donated by our generous Sponsors
- ✓ Recognition through our promotion channels, e.g. Website and Social Media

World Lash University Lash Artist of the Year Award

Our WLU Lash Artist of the Year will be awarded to one competitor.

We will determine the winner as follows:

- Each judge can award a maximum of 10 points for each of the judging criteria in each competition category. This totals a maximum of 100 points available for one entry.
- Each judge can award 10 bonus points for up to 3 separate entries of their choice. This is based on something they loved about the work.
- The top scores from 3 judges will be added together, along with all the bonus points.
- The artist who received the most points from **one entry** will be our winner.

Our **Lash Artist of the Year 2022** may be from any category and level of experience.

Important note:

Competitors may enter all the Categories and as many times as they wish.

This gives them the best chance of claiming this award.

The winner will not be based on the number of entries submitted.

This is not a fair process to determine the WLU Lash Artist of the Year 2022.

How to Take Part

Buy your competition entry or entries from our website at

www.worldlashuniversity.com/competition

Note: If you're attending our WLU event on the 15th May 2022, you receive one free entry to any category.

Terms apply - Your event ticket needs to be purchased in full before the closing date and retained for the event.

Haven't got your ticket yet? Visit www.worldlashuniversity.com/tickets

Want to take part in more categories? Just add them to your basket 😊

Top Tips

- Study the Judging criteria and plan your work.
- Study the recommendations about photos and practice taking them. You may need to take hundreds to find the ones that work best for the judges!
- Study your photos and think like a judge! If you can't assess the attachment in the photos, how can they?

Submissions

Entries must be received before **23.59 hours on Sunday 10th April 2022 and include:**

1. Copy of your receipt as **proof of payment**.
2. Confirm the **Categories and level** you are competing in.
For example, Classic category at Beginner level (Classic Beginner). Ask if you are unsure.
3. A scanned **copy** or clear photograph of your **1st Lash Extension Certificate** for the Classic, Volume and Pre-mades category and/or 1st Lash Lift certificate for the Lash Lift category.
4. Confirmation of your **Name** for any certificates
5. Confirmation of your **Address** for shipping winner's trophies and prizes.
6. Your **entry**. Maximum of 7 photographs in line with the competition criteria for Classic, Volume and Pre-mades categories and 5 photographs for the Lash Lift category and don't forget your description!

This **MUST** be in **ONE** email to info@worldlashuniversity.com If your submission is too big to send in one email, please use We Transfer's free service at www.wetransfer.com



Good luck everyone ♥

Julie and Katie

www.worldlashuniversity.com