

World Lash University

Online Competition Judging Criteria



World Lash University is an educational, motivational and inspirational **Day Conference with workshops** followed by an **Evening Awards ceremony and Gala Dinner**. Part of this amazing event includes the chance to take part in our online competition – whether you are attending or not.

Please study the Judging Criteria for your category carefully

These should be read in conjunction with our Competition's Terms and Conditions.

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.

We do not judge elements like stickies as they're impossible to judge in an online competition from a photo.

Tip

A model who has seemingly symmetrical features and healthy natural lashes will showcase your work more effectively.

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

Additional guidance - Classic, Volume & Pre-made categories

- Black adhesive may be used only
- Black or brown extensions may be used only.
- You can mix black and brown extensions.
- You can mix lengths, thicknesses and curls.
Do not exceed the thickness for the Category.
For example, you can use a maximum of 0.15mm and mix finer extensions in the Classic category.
- You may mix the Volume in your Fans.
Do not exceed the maximum Volume allowed.
For example, you can mix 4D, 5D and 6D fans in the Volume Category.
You can use different thicknesses too. For example, 0.07 in 4D and 0.05 in 6D.
Think about the look you are trying to achieve to suit your model.
- You are not required to treat Infant lashes (extensions).
We consider that they are too young and fragile to carry an extension or Volume Fan should NOT be treated. This is in the interests of safety.
- No decorations or adornments like flowers, gems or face paints to make your model stand out.
Your work should speak for itself.

Additional Guidance - Lash Lift category

- Lashes must be tinted as a part of the judging elements. If your tint does not show well on your model, you risk losing points.
To earn the most points, choose a model who will showcase your work to the best of your ability.
- No decorations or adornments like flowers, gems or face paints to make your model stand out. Your work should speak for itself

Classic

Criteria	What you need to know
Style and Overall Look	<p>Overall style and look suits the model.</p> <p>Models eyes and area around them are free from any hint of a reaction to the treatment, e.g. red eyes.</p> <p>Maximum of 10 points</p>
Symmetry	<p>The styling is symmetrical on both eyes (note - different lengths and curls may be needed to achieve this).</p> <p>Maximum of 10 points</p>
Direction of the Extensions	<p>Neat appearance.</p> <p>Good direction on both eyes.</p> <p>No obvious cross overs.</p> <p>Maximum of 10 points</p>
Suitable Lengths, Thicknesses and Curls	<p>Suits the model without overloading the lash line.</p> <p>Can mix lengths, thicknesses and curls.</p> <p>Single application only. No capping/stacking.</p> <p>No flat lashes.</p> <p>Maximum diameter 0.15mm</p> <p>Maximum of 10 points</p>
Even coverage	<p>Coverage appears even with no obvious gaps from lid line to tips.</p> <p>[To ensure even coverage, choose your model wisely]</p> <p>Maximum of 10 points</p>
Inner and outer Corners	<p>Inner and outer corners are covered appropriately with the right length, thickness and curl without overloading.</p> <p>No drooping or giving the eye a sad appearance.</p> <p>Maximum of 10 points</p>
Attachment	<p>Extensions are fully bonded to its natural lash with no bases lifting.</p> <p>Seamless use of adhesive (Black adhesive only).</p> <p>[Extensions may be attached on top, underneath or to the side of the natural lash].</p> <p>Maximum of 10 points</p>
Distance from the Lid	<p>Classic lashes should be no closer than 0.5mm and no further than 1mm from the lid line.</p> <p>Even distance from inner to outer corner in all layers.</p> <p>Maximum of 10 points</p>
Clean Work	<p>Seamless use of adhesive.</p> <p>Clean skin with no mapping marks, makeup or loose lashes.</p> <p>Maximum of 10 points</p>
Description by the Stylist	<p>A paragraph of no more than 100 words:</p> <ul style="list-style-type: none"> ▪ Describe the style used and why. ▪ What lash map was used: Include lengths, thickness, curls and colour you used and why. <p>Maximum of 10 points</p>

Volume (4-6D)

Criteria	What you need to know
Overall Look and Style	<p>Overall look and style suits the model. Models eyes and area around them are free from any hint of a reaction to the treatment, e.g. red eyes.</p> <p>Maximum of 10 points</p>
Symmetry	<p>The styling is symmetrical on both eyes (note - different lengths and curls may be needed to achieve this).</p> <p>Maximum of 10 points</p>
Direction of the Lashes	<p>Neat appearance. Good direction on both eyes. No obvious cross overs.</p> <p>Maximum of 10 points</p>
Suitable Lengths, Thicknesses and Curls	<p>Suits the model without overloading the lash line. Can mix lengths, thicknesses, curls and volume fans, e.g. 4D with 6D 4D Volume: Maximum diameter 0.07mm. 5 / 6D Volume: Maximum diameter 0.06mm.</p> <p>Maximum of 10 points</p>
Fan Consistency And Even Coverage	<p>Whether narrow or wide, long or short stemmed, fans should be consistent in appearance. Coverage appears even with no obvious gaps from lid line to tips.</p> <p>Maximum of 10 points</p>
Inner and Outer Corners	<p>Inner and outer corners are covered appropriately with the right length, thickness and curl without overloading. No drooping or giving the eye a sad appearance.</p> <p>Maximum of 10 points</p>
Attachment	<p>Extensions are fully bonded to its natural lash with no bases lifting. Seamless use of adhesive (Black adhesive only). [Extensions may be attached on top, underneath or to the side of the natural lash].</p> <p>Maximum of 10 points</p>
Distance from the Lid	<p>Volume lashes should be no closer than 0.3mm and no further than 0.5mm from the lid line. Even distance from inner to outer corner in all layers.</p> <p>Maximum of 10 points</p>
Clean Work	<p>Seamless use of adhesive. Clean skin with no mapping marks, makeup or loose lashes.</p> <p>Maximum of 10 points</p>
Description by the Stylist	<p>A paragraph of no more than 100 words:</p> <ul style="list-style-type: none"> ▪ Describe the style used and why ▪ What lash map was used: include lengths, thickness, curls, volume and colour you used and why. <p>Maximum of 10 points</p>

Pre-Mades (3-5D)

Criteria	What you need to know
Overall Look and Style	<p>Overall look and style suits the model. Models eyes and area around them are free from any hint of a reaction to the treatment, e.g. red eyes.</p> <p>Maximum of 10 points</p>
Symmetry	<p>The styling is symmetrical on both eyes (note - different lengths and curls may be needed to achieve this).</p> <p>Maximum of 10 points</p>
Direction of the Lashes	<p>Neat appearance. Good direction on both eyes. No obvious cross overs.</p> <p>Maximum of 10 points</p>
Suitable Lengths, Thicknesses and Curls and consistency	<p>Suits the model without overloading the lash line. Can mix lengths, thicknesses, curls and pre-made fans, e.g. 3D with 5D 5D Volume: Maximum diameter 0.07mm. Whether narrow or wide, long or short stemmed, pre-made fans should be consistent in appearance. [Pre-made fans to be used only. No handmade fans].</p> <p>Maximum of 10 points</p>
Even Coverage	<p>Coverage appears even with no obvious gaps from lid line to tips.</p> <p>Maximum of 10 points</p>
Inner and Outer Corners	<p>Inner and outer corners are covered appropriately with the right length, thickness and curl without overloading. No drooping or giving the eye a sad appearance.</p> <p>Maximum of 10 points</p>
Attachment	<p>Extensions are fully bonded to its natural lash with no bases lifting. Seamless use of adhesive (Black adhesive only). [Extensions may be attached on top, underneath or to the side of the natural lash].</p> <p>Maximum of 10 points</p>
Distance from the Lid	<p>Volume lashes should be no closer than 0.3mm and no further than 0.5mm from the lid line. Even distance from inner to outer corner in all layers.</p> <p>Maximum of 10 points</p>
Clean Work	<p>Seamless use of adhesive. Clean skin with no mapping marks, makeup or loose lashes.</p> <p>Maximum of 10 points</p>
Description by the Stylist	<p>A paragraph of no more than 100 words:</p> <ul style="list-style-type: none"> ▪ Describe the style used and why ▪ What lash map was used: include lengths, thickness, curls, volume and colour you used and why. <p>Maximum of 10 points</p>

Lash Lift

Criteria	What you need to know
Overall Look and Style	<p>Overall look and style suits the model. Lift should appear symmetrical on both eyes. Tint colour suits the models hair colour and skin tone. No signs of a reaction to the treatment, e.g. red eyes.</p> <p>Maximum of 10 points</p>
Consistency of Lift	<p>All lashes along the lash line need to be lifted as appropriate with no noticeable gaps. [Can use Shields or Rods].</p> <p>Maximum of 10 points</p>
Consistency of Curl	<p>The curl is smooth from root to tips with no kinks.</p> <p>Maximum of 10 points</p>
Direction of Lashes	<p>Lashes should fan out in a considered angle from the lid line. Neat appearance. No obvious cross overs.</p> <p>Maximum of 10 points</p>
Inner corners	<p>Evenly lifted and angled as appropriate.</p> <p>Maximum of 10 points</p>
Outer corners	<p>Evenly lifted and angled as appropriate.</p> <p>Maximum of 10 points</p>
Tint	<p>Both upper and lower lid lashes should be evenly tinted from inner to outer corners, from root to tip and through the layers.</p> <p>Maximum of 10 points</p>
Fluffiness	<p>Lashes should be separate from others after treating and not wet looking.</p> <p>Maximum of 10 points</p>
Clean Work	<p>Clean skin and lashes with no traces of eye makeup or product residue.</p> <p>Maximum of 10 points</p>
Description by the Stylist	<p>A paragraph of no more than 100 words:</p> <ul style="list-style-type: none"> ▪ State the Shield or Rod size used and why you used that. ▪ Describe the colour used to tint and why. <p>Maximum of 10 points</p>

www.worldlashuniversity.com