

## **Curtains up on top talents at BEAUTY 2024: EUROPEAN MAKE-UP AWARD 2024 kicks off call for applicants with new criteria**

The application phase for the European Make-Up Award 2024, to be staged again in March next year at the BEAUTY trade fair, the hotspot for Cosmetics, Nail, Foot, Wellness & Spa in Düsseldorf, starts with a breath of fresh air.

### **New casting rules open the door for even more talents**

For the first time, the renowned competition will provide a stage for not only skilled make-up artists and/or those in training from throughout Europe, but also for the self-taught and career changers who have not undergone formal make-up training but wish to convince the jury with their passion and creative potential.

### **Two categories for professionals and newbies**

There will again be two categories that interested contestants can apply to enter:

#### **EUROPEAN MAKE-UP AWARD Expert**

This category is open to all make-up artists and career changers who have been working as make-up artists or theatre make-up artists for at least two years – regardless of their formal training. The theme for the application in the “Expert” category reads “Metallic Goddess“. This look is characterised by a radiant, flawless face emphasised with contouring products, highlighters and rouge. The eye make-up is to shine in iridescent metallics turning the model into a goddess.

#### **EUROPEAN MAKE-UP AWARD New Talent**

Here, trainees or the self-taught can provide proof of their creative vein under the theme “LIPLook“. This look captivates with a flawless complexion and a pink-orange blush while the eyes are highlighted with a plain apricot eye shadow. The main focus, however, is on creatively designed lips turned into a highlight thanks by an ombré effect comprising a minimum of two colours.

### **High-calibre jury and attractive prizes**

The expert jury assessing the submitted documents and nominating the



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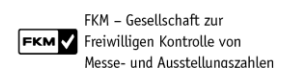
Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
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finalists for both categories, once again features a high-calibre line-up. On the first day of the BEAUTY DÜSSELDORF trade fair, candidates will compete for the coveted trophies under the critical eye of internationally renowned experts such as the hair & make-up artists Julia Watkins and Florian Ferino, “GLOW UP Deutschland” winner Ahmed Mnissi as well as Oksana Onischuk, Expert Award winner in 2023. Loni Baur will again host the award ceremony as a co-presenter.

In addition to the prize money for each of the three top spots, ranging from EUR 500 to EUR 2,000 depending on the category and ranking, all shortlisted finalists will receive a free overnight stay during BEAUTY DÜSSELDORF as well as attractive prizes in kind. Furthermore, the winners in both categories will be given the opportunity in the following year to either sit on the jury or qualify straight away for the Expert category.

Applicants must submit photos and a video which have not been changed by image editing. Beyond this, a list of references and one portfolio must be submitted. All details regarding applications can be found on the website: [www.beauty-duesseldorf.com/en/Programmes/EUROPEAN\\_MAKE-UP\\_AWARDS](http://www.beauty-duesseldorf.com/en/Programmes/EUROPEAN_MAKE-UP_AWARDS). The **official deadline for applications is 15 December 2023**.

#### **About BEAUTY 2024**

From 22 to 24 March 2024, Düsseldorf will again be the hotspot for all professionals in the fields of Cosmetics, Nail, Foot, Wellness & Spa. Here exhibitors from the beauty community will showcase their product innovations and services, set new impulses and extend an invitation to making or intensifying business contacts in an exclusive setting. BEAUTY DÜSSELDORF 2024 will open its doors at Messe Düsseldorf from Friday to Sunday, from 9.00 am to 6.00 pm. Access to the trade fair is restricted to trade visitors with credentials. #weareBEAUTY

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