

Wanted: Glamour! At the Permanent BEAUTY Masters, PMU Artists Can Shine with Their Skills

Under the sparkling motto “Diamonds – Shine Bright like a Diamond,” permanent-make-up artists worldwide are invited to shine with their skills in four challenging categories at the Permanent BEAUTY Masters. In 2024, the competition will be celebrated for the second time on Saturday, 23 March, at BEAUTY DÜSSELDORF, the top event in the cosmetics, nail, foot, wellness & spa industry. For the first time, there will be an exclusive area for all interested attendees providing comprehensive information about all aspects of permanent make-up. Three trade show days will blend competitions and a conference with expert lectures, live demos and products sales to serve up an experience that’s as informative as it is inspiring.

Four Categories Focused on Glamour and Precision

In addition to the two categories Powder Brows and Volume Lips, known from the 2023 competition, contestants can now also apply for the categories Hair Stroke Brows and Shaded Eyeliner. “For the first time, we can offer permanent-make-up artists categories for all typical facial application zones, allowing them to prove their skills in their favorite zone,” says Olga Hendricks of OH-ACADEMY. She will again be in charge of the competition concept and the design of the PMU lecture program. Across all categories, the focus will be on natural, true-to-type micropigmentation as well as on specific techniques and requirements. In line with the glamorous motto, the models will have to be styled to glitter in striking colors.

Powder Brows: This technology is all about providing eyebrows with a powder-type look. The challenge here is to design a natural, soft shape without fixed contours or a fixed frame. The pigments used are to correspond to the natural color of hair and project the appearance of the healed final result right after pigmentation.

Hair Stroke Brows: This technique is the premier league in micropigmentation. Here, finest hairs are recreated to give eyebrows a full and natural appearance. These little hairs are expected to be clearly visible and in the natural growth direction. Pigmentation with a PMU device is mandatory here – microblading is not permitted.

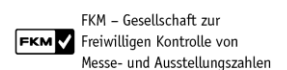


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Volume Lips: This category places lips centerstage. Their natural shape is to be followed without surpassing the natural rim of the lips or painting the contour as a visible line. A “lip heart” in the bow is to be created to produce the effect of full lips.

Shaded Eyeliner: For this technique, a shaded-eyeliner effect is to be produced by lash line thickening. This means that the eyeliner should end gently with its beginning and end, appearing as finest lines. Key here are symmetry and true-to-type form and color. Contestants are expected to achieve a delicate, uniform shading that defines the eyes and gives them depth.

The PMU artists shortlisted after a preselection will be pigmenting live at the Permanent BEAUTY Live Zone in Hall 11 on the second trade show day. A hygiene jury monitors compliance with all hygiene rules and the conformity of all products used with the REACH regulation. After models have been styled, the expert jury will separately assess the final results and crown the winners in an award ceremony.

All interested PMU artists who have completed training and have models aged 18+ can submit samples of their work by December 15. Per category, up to ten finalists are invited to the finals at BEAUTY DÜSSELDORF. Read more at www.beauty-duesseldorf.com/permanent_beauty_masters_2.

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