

Top-level permanent make-up competition:

Application period for “Permanent Beauty Masters 2025” started

Applications for taking part in the “Permanent Beauty Masters 2025” are now open. The highly professional and independent PMU Competition will be held on Saturday, 29 March 2025, at BEAUTY DÜSSELDORF – the event for beauty professionals from the areas of cosmetics, nail, lashes, pedicure and wellness. “Our Competition provides permanent make-up artists from all over the world with a unique stage for presenting their art in four demanding categories. I’m especially delighted to now have two nomination phases enabling us to encourage talents to present themselves at the biggest event of the industry,” says Olga Hendricks from the OH-ACADEMY, which will again be in charge of the conceptual design of the Competition and the PMU lecture programme.

Technical precision and artistic skills are what’s required

Each category requires highest precision and creativity – from skilful volume lips to subtle powder brows:

“**Volume Lips**”: this category places lips centre stage. The artists have to reproduce the natural shape of the lips in such a way that they appear full and uniform without making their contours visible as hard lines. Special attention is given to the Cupid’s bow adding more fullness and definition to the lips.

“**Shaded Eyeliner**”: this technique requires especially fine shading of the eyeliner departing from a denser eyelash line. The aim is to create a delicate, symmetrical look adding depth and definition to the eyes.

“**Powder Brows**”: Using a special powder technique the natural shape of the eyebrow is precisely reproduced without hard contours. Missing hairs or gaps are concealed, brows are made to appear thicker without pigmenting individual hairs. Pigment shade and saturation should be selected in such a way that the result already looks like the healed version matching the natural colour of hair.



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www.beauty.de



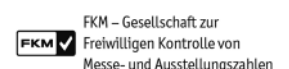
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“Hair Stroke Brows”: this technique is the supreme discipline in permanent make-up and involves the drawing of fine hairs with a PMU device (microblading is excluded). It aims to create a deceptively real eyebrow where the individual hairs are visible in a natural direction of growth. Precise execution and realistic looks are of highest importance here.

New: two nomination phases = twice as many opportunities for early birds

For the first time, there will be two nomination phases this year. After the deadline for submissions for **Phase 1 on 30 November 2024** the jury will shortlist the five best contestants in each category who will be guaranteed a place in the finals. **The second submission phase closes on 19 January 2025**. Then in each category an additional five finalists will be nominated, who can demonstrate their skills on their models live in front of the audience in the Permanent BEAUTY Live Zone on day two of BEAUTY DÜSSELDORF. A hygiene jury will supervise compliance with all hygiene regulations and the use of REACH-compliant products. After the models have been styled, the expert jury – composed of experienced industry experts – will take its final decision “crowning” the winners – a great show and emotions galore are guaranteed.



How to take part

All permanent make-up artists who have completed their training and are at least 18 years of age are eligible for participation. For more information on registration and terms of participation go to www.beauty-duesseldorf.com/permanent_beauty_masters_2.

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