

BEAUTY
D Ü S S E L D O R F

22–24 March 2024
ONLY FOR PROFESSIONALS

PERMANENT BEAUTY MASTERS

Final on 23 March 2024



Apply now!

beauty-duesseldorf.com/permanent_beauty_masters_2

CONTACT

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ORGANISER

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#weareBEAUTY



Messe
Düsseldorf

ARE YOU AN ABSOLUTE PERMANENT MAKE-UP PROFESSIONAL?

Then be a part of the renowned international competition for the best permanent make-up artists: Permanent BEAUTY Masters (The final: Saturday, 23 March 2024 at BEAUTY DÜSSELDORF)

PERMANENT BEAUTY MASTERS

Apply until 15 December 2023

The Permanent BEAUTY Masters will take place under the theme of “DIAMONDS – Shine bright like a diamond” and will be divided into four categories. All of the categories focus on natural, type-appropriate micropigmentation. The harmonious selection of shape and colour is what distinguishes professional permanent make-up. Participants can only take part in one category.

THE THEME

„DIAMONDS – Shine bright like a diamond“

After the micropigmentation, style your model for a glamorous appearance at the Award Ceremony of the Permanent BEAUTY Masters. Afterwards, all participants and their models are invited to the exclusive after-show party.

THE JURY

At the Permanent BEAUTY Masters, the participants' work is assessed by the hygiene jury and the expert jury. During the work process, the hygiene jury pays attention to compliance with hygiene regulations and the use of products that are in line with the EU chemicals regulation REACH, and awards evaluation points for hygienic work. The expert jury is not present during the work process and evaluates the final result professionally, neutrally and independently after completion of the work.

THE CATEGORIES

POWDER BROWS

The challenge:

- The natural anatomical shape of the eyebrow should be imitated as closely as possible. A clear shape should be visible – but without a fixed contour or frame. If there are gaps or missing hairs, work with greater visual density – refrain from pigmenting individual hairs.
- The pigment shade and saturation should look like the “healed” version. Work as lightly as if it were already the healed end result.
- Make sure to match the pigment shade of the eyebrows to the hair colour.
- After the micropigmentation, style your model in keeping with the specified theme. Styling colours: Bright BEAUTY Pink & Glitter
- Do not apply any make-up to the pigmented area – do not mask or apply colour!

VOLUME LIPS

The challenge:

- Again, the natural anatomical shape of the lip should be imitated as closely as possible and should not be pigmented beyond the natural lip line. The contour should be precise, but not visible as a line.
- The colour must be implanted evenly. There should be no gap between the contour and the shading.
- To achieve volume lips, the lip furrow should be worked into a cupid's bow – you should avoid an “angular” shape.
- After micropigmentation, style your model in keeping with the specified theme. Styling colours: Black & Glitter
- Do not apply any make-up to the pigmented area – do not mask or apply colour!

HAIR STROKE BROWS

The challenge:

- The pigmentation of eyebrow hairs is considered the supreme discipline of micropigmentation. A completely natural look is a must! Here, too, the natural anatomical shape of the eyebrows should be imitated as closely as possible.
- Observe the natural growth direction and shape of the eyebrows and strictly adhere to this. Individual hairs should be clearly, cleanly and precisely visible without running into each other.
- The pigment shade and saturation should match the natural hairs as closely as possible.
- Micropigmentation must be done with the help of a PMU device – no micro-blading!
- After micropigmentation, style your model in keeping with the specified theme. Styling colours: White and Glitter
- Do not apply any make-up to the pigmented area – do not mask or apply colour!

SHADED EYELINER

The challenge:

- The shaded eyeliner is applied directly from the lash line. The beginning and the end of the eyeliner must flow out evenly and appear as a fine line. Symmetry of width, length and direction must be maintained.
- The shape and colour must be chosen to suit the type.
- The shading must be worked delicately and evenly. The transition from dark lash line to delicate shading must be smooth.
- There should be no gap between the contour and the shading.
- After the micropigmentation, style your model in keeping with the specified theme. Styling colours: Soft Pink & Glitter
- Do not apply any make-up to the pigmented area – do not mask or apply colour!

YOUR APPLICATION

Our requirements for you:

- You and your model must be 18 years or older.
- You must have completed a verifiable qualification as a PMU artist.
- You must submit a portfolio of your work in one of the four categories.
- To submit your portfolio, you must provide photo documentation of your work and a short video. The photos do not need to be professional shots – however, good-quality photos and videos increase the chance of a fair assessment. The jury can only evaluate what they can see clearly.
- A jury of experts will evaluate your portfolio and your work and nominate the finalists.
- A maximum of 10 finalists per category will be admitted.
- In January 2024, you will be informed whether you have qualified for the final.

Please note: Your model must not have any pre-pigmentation, and the submitted photos/videos must not be edited – including no skin retouching! For the submission of the application documents, the model does not yet have to be styled according to the motto.

Information about the portfolio:

1.) Before and after photos (JPG or PDF) of one work, including ...

- Frontal view of the whole face (2–3 photos)
- Close-up of the relevant area (3–5 photos)
- Close-up with slightly lateral view of the relevant area from the left and the right side (3–4 photos)

2.) Video with ...

- Short presentation of the model without pre-pigmentation
- Shots during pigmentation
- Final result
- The video should be no longer than 1 min.

Please send your complete documents with the keyword “Permanent BEAUTY Masters” in the subject line to one of the addresses listed:

- Fully complete application form
- Copy of a training certificate*
- Your model's completed consent form**
- Portfolio of your work (see above)

*The training certificate ensures that the participants possess a recognised qualification in the field of permanent make-up.

**The model must be at least 18 years old.

BY POST

BEAUTY AWARDS 2024
c/o event element
Peter-Maeth-Str. 5
53424 Remagen

or

VIA EMAIL

pmu-beauty@event-element.de

APPLICATION DEADLINE: 15 DECEMBER 2023

(Submission to event element)

REGISTRATION

I hereby register for the “Permanent BEAUTY Masters” at BEAUTY Düsseldorf 2024 in one of the following categories (please tick):

- Powder Brows Volume Lips Hair Stroke Brows Shaded Eyeliner

First name	Name
Street/street no.	Postcode/city
Country	Phone
Email	PMU artist since
Website (optional)	Instagram/Facebook (optional)
Place/date	Signature

With my signature, I confirm that during the competition I will observe all legal regulations, guidelines and ordinances currently in force in Germany for the field of permanent make-up – in particular compliance with the applicable hygiene regulations and the use of products that are in line with the currently valid EU chemicals regulation REACH. I assure that my model, who can be seen in the application photos and videos, does not have any pre-pigmentation. I assure that the submitted photos/videos have not been edited – including no skin retouching!

DATA PROTECTION INFORMATION

Messe Düsseldorf GmbH processes your personal data for the purpose of presenting the award and for reporting purposes. Further information can be found in the data protection regulations of Messe Düsseldorf GmbH. These can be viewed at www.messe-duesseldorf.de/datenschutz. You may, at any time, object to the processing of your personal data either on the aforementioned website, via email to privacy@messe-duesseldorf.de, or by post to Messe Düsseldorf GmbH, G2-RV, PF 10 10 06, 40001 Düsseldorf, Germany.

DECLARATION OF CONSENT FOR MODELS

Declaration of consent to the use of photos and/or videos by Messe Düsseldorf GmbH in the scope of BEAUTY Düsseldorf 2024 for the Permanent BEAUTY Masters.

Messe Düsseldorf GmbH intends to evaluate and publish photos and/or videos for the purpose of holding the Permanent BEAUTY Masters, in order to present the company and its events BEAUTY DÜSSELDORF/TOP HAIR and for press reporting purposes on the internet and in printed form.

I (consenting person)

Name: _____

Address: _____

Email: _____

consent to photos and/or videos depicting myself being evaluated by a jury for the aforementioned purposes and to said material being published on the internet as well as it being included in printed advertising material. This consent underlies no time or spatial restrictions.

The evaluation to be carried out by a jury refers to the make-up performance on my person by the make-up artist in the scope of said make-up artist's participation in the Permanent BEAUTY Masters 2024. As far as there are references to my ethnic origin, religion or health in my photo (e.g. skin colour, headgear, glasses), my consent also refers to these details.

I also certify that I am at least 18 years of age at the time of signing this declaration.

I understand that information on the internet is available worldwide, can be found by search engines, and can be linked to other information, which may create personality profiles about me. I am aware that information posted on the internet, including photographs, can be easily copied and redistributed, and that there are specialized archiving services that aim to permanently document the state of certain websites on certain dates. This can lead to information published on the internet still being found elsewhere on the original page even after it has been deleted.

Photos and/or videos depicting myself may also be published on social media (such as Facebook). I am aware that according to the currently known information, photos, videos and other data on social media can no longer be deleted at all, but are only no longer shown publicly. There is currently not enough information available about the internal use of photos, videos and other data by social media – for example to create personality profiles.

Place, date, signature of the consenting person

Messe Düsseldorf GmbH processes your personal data. The data protection regulations of Messe Düsseldorf GmbH hold information in closer detail to this subject are available under www.messe-duesseldorf.de/privacy. You may in due time object to processing of your personal data either on the aforementioned website, via e-mail to privacy@messe-duesseldorf.de or via postal mail to Messe Düsseldorf GmbH, G2-RV, PF 101006, 40001 Düsseldorf, Germany.

WE WOULD LIKE TO USE YOUR IMAGE FOR OUR COMPANY
DECLARATION OF CONSENT
FOR APPLICANTS

Messe Düsseldorf GmbH lives, works and deals above all with and for people - always has. People are at the centre of everything we do. Which is why it is particularly important for us to create authentic and professional photos and/or videos of our events and, above all, of our visitors and exhibitors, and to use these for the promotional presentation of our company and our events.

For this presentation of Messe Düsseldorf GmbH and its events on the Internet (incl. social media) and in printed advertising materials, the company intends to create and publish photos and/or videos.

I,

Name: _____

Address: _____

E-Mail Address: _____

declare with my signature, in accordance with the details laid out on Page 2, my consent to Messe Düsseldorf GmbH or a person commissioned by Messe Düsseldorf GmbH photographing and/or filming me and publishing photos and/or videos made in this way, in which I can be recognised, for advertising purposes on the Internet (incl. social media) and/or in printed advertising materials.

Place, date, signature of the person(s) giving the consent or –
vicariously, the signatures of all legal guardians

Data Protection Notice

Messe Düsseldorf GmbH, Messeplatz, Stockumer Kirchstr. 61, 40474 Düsseldorf, processes personal data relating to you. Insofar as this processing concerns images and videos in which you can be recognised, the processing is based on your consent (Art. 6 Sec. 1 lit. a. in conjunction with Art. 49 Sec. 1 lit. a. GDPR). Inasmuch as the processing relates to the archiving and correct attribution of your individual consent, the processing is based on its necessity for compliance with a legal obligation (Art. 6 Sec. 1 lit. c. GDPR), namely the obtaining and archiving of your consent and therefore also the possibility of proving its existence. You can find more information - also on your rights - in the privacy policy of Messe Düsseldorf GmbH available at www.messe-duesseldorf.de/privacy. In principle, i.e. subject to legal restrictions, you can object to the processing of your personal data at any time either on the aforementioned website, by e-mail to privacy@messe-duesseldorf.de or by post to Messe Düsseldorf GmbH, G2-RV, PF 101006, 40001 Düsseldorf, Germany.

Special Categories of Personal Data:

Insofar as my photo reveals information about my ethnic origin, political opinions, religious or ideological convictions or health (e.g. skin colour, headgear, glasses), my consent also refers to this information. I am aware that information on the Internet is accessible worldwide, can be found using search engines and can be linked to other information, from which personality profiles about me can be created under certain circumstances. I am aware that information placed on the Internet, including photos, can easily be copied and redistributed, and that there are specialised archiving services whose aim is to permanently document the state of certain websites at certain dates. This may mean that information published on the Internet can still be found elsewhere even after it has been deleted from the original site.

Social Media / Data Transfer to Third Countries:

Photos and/or videos in which I can be recognised may also be published on social media (such as Facebook, Instagram, Twitter, etc.). I am aware that according to currently available information, photos, videos and other data in social media can no longer be deleted at all, but only be no longer shown publicly. There is currently insufficient information about the internal use of photos, videos and other data by social media operators – for example to create personality profiles. Social media is generally operated by US providers. I am aware that personal data concerning me may be transferred to a third country, i.e. to a country outside the European Union and the European Economic Area or to a country that does not offer an adequate level of data protection. If the data is transferred to the USA, there is a risk my data may be processed by US authorities for control and monitoring purposes, possibly without my having any legal remedy.

Revocation at any Time:

I can also revoke this consent at any time in writing (please send to privacy@messe-duesseldorf.de) without affecting the legal validity of the processing carried out on the basis of my consent up to the revocation. Photos and/or videos that essentially show only me will then be removed from the Messe Düsseldorf GmbH website within a maximum of two weeks, will not be re-published and will also no longer be used for new printed material produced by Messe Düsseldorf GmbH from the time revocation was received. If I am recognisable in a photo/video together with other persons, the photo does not have to be removed and it is sufficient if I am made unrecognisable in the photo/video concerned within two weeks (e.g. by pixelation/blurring). If I am depicted in a photo / in a video together with other persons – and Messe Düsseldorf GmbH does not wish to make use of the option to make the photo unrecognisable, but would rather replace it directly with a new photo / a new video (e.g. because the photo has a special significance for a website) – the deadline for replacing the photo is one month.