

NATIONAL MUA

NATIONAL MAKE-UP AWARDS

Professional Competition

Sunday 20th May 2018



In association with

NASMAH



An Introduction to the National Make Up Awards

Thank you for your interest in the National Make Up Awards (NMUA) Professional Competition. This Competitor Pack includes all of the information you need before registering for the event, as well as the entry form you need to complete in order to register.

Please note the following:

The National Make Up Awards 2018, supported by the National Association of Screen Make-up Artists and Hairdressers (NASMAH), are taking place as part of Beauty UK, held at the NEC Birmingham on Sunday 20th & Monday 21st May.

The Professional categories of the Awards take place on Sunday 20th May.

This Competitor Pack is specifically dedicated to the Professional competition – please see the separate Student pack for information on the Student Awards.

Entry to the Professional Awards is £35 if paid before Friday 11th May 2018 or £50 after this date. For this price, you are entering both the morning and afternoon sessions of their chosen category.

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How to Enter

Complete the entry form at the end of this pack and return before Friday 11th May 2018 to:

Pierre Rene c/o L'Institut @ The Matchworks, no.21, Liverpool, L19 2RF

T: 0151 421 1234

F: 0151 421 0500

E: info@NationalMakeUpAwards.com

General Rules of Entry – Professional Competitions

The following General Rules apply to all student categories and competitions. Please ensure that you read, understand and follow them before entering the National Make Up Awards 2018.

Registration closes on Friday 11th May 2018. To qualify for the early bird registration price of £35 competitor applications must be received and processed by this date. Applications received after this date will be charged £50.

The £35 registration fee enters you into the morning and afternoon sessions. Points from both sessions are then combined along with the judges' opinions to crown the Overall Professional Award winner.

- All entry fees must be paid in full at the time of registration. Refunds are not available.
- The organisers will confirm entry to you by email on receipt of your entry form, following cleared funds (please allow 7-10 days). You must bring your confirmation email to the event as proof of payment. Anyone who does not bring this email, and is not listed on the competitor register, will not be permitted to enter unless full payment of £50 is made on the day subject to places being available.
- Places will not be guaranteed for entries submitted after the deadline date or for those who wish to register on the day.
- You must register yourself and your models for Beauty UK admission badges – this can be completed free of charge at www.BeautyUKShow.com or by phone on 01332 227 698.
- You are responsible for making sure that you are aware of competition categories, themes and start-times prior to the competition date, and for entering yourself into the correct categories.
- Entrants arriving on the day, after the specified start time will be refused entry into the competition.
- You must supply your own models, who must be over the age of 16.

- Your work area will include a table, two chairs and an electrical socket. You are advised to bring your own electrical extension lead if you think you may require it.
- You must bring their own protective cape to protect models' clothing.
- No preparatory or make-up assistance is to be given to any competitor at any point during the competition period. You must apply all make-up.
- Accompanying moodboards and portfolios for each look must be no larger than A3 in size.
- Suggested competition timings are for illustrative purposes only and may change due to operational constraints.
- Models may be dressed to suit the make-up theme and complete the final look.
- Models' hair can be done pre-competition using a veil or other hair accessories. If preferred, you are able to bring a hairstylist to the competition to assist with the hair only. They must work at the same time as you, and also must be registered for the Beauty UK event.
- You are required to bring all of your own equipment, make-up and tools.
- You must display strict hygiene standards in the application of make-up, failing to do so will result in a deduction of points.
- Any models who are not fully clothed must wear industry-recognised modesty covers, nipple shields and / or thongs. Commercial plasters or other non-professional products are not permitted and can lead to disqualification.
- Time limits set by the NMUA and Beauty UK must be strictly adhered to.
- The advertising of businesses, salons or products is not permitted during the competition, unless by prior agreement with the organisers.
- No smoking, eating or drinking is permitted in the competition or preparatory areas.
- To assist fellow competitors, noise/conversation should be kept to a minimum during the competition.
- All mobile phones must be switched off during the competition. You will be disqualified for phones ringing, vibrating or being answered during the competition.
- All decisions by the NMUA judges are final, and no correspondence will be entered into. All scoring will remain confidential to NMUA organisers.

- You are responsible for cleaning your own workspaces and leaving the competition area as you found it.
- Failure by an entrant to follow competition rules and guidelines will result in disqualification, or a deduction of points, at the organisers' discretion.
- Entry is subject to the discretion of NMUA organisers and Beauty UK.
- NMUA organisers and Beauty UK reserve the right to amalgamate categories at any time if there are less than 5 entrants, and may withdraw any categories up to 10 days prior to the competition. If this occurs, entrants will be contacted and offered the option of refunded payment or the opportunity to move to a different category.
- Photographs will be taken throughout the competition, and the Beauty UK event, by an official photographer. The NMUA and Guild Press Ltd reserve the right to use the work in their magazines, online material or for promotional use.

Professional Competition Categories

Editorial/Fashion Artistry

AM: Bridal Theme: Royal Brides

This year's bridal category is going regal. Create an elegant bridal look inspired by wedding-appropriate make-up from past or future royal weddings. Make-up must be applied to create a photo-ready, editorial look. Showcase your model's beauty by enhancing their features and create a look that any bride would be proud to wear on their big day.

PM: High Fashion Theme: Victoria's Secret

Design an editorial, high fashion look, taking inspiration from the Victoria Secret catwalk and campaign. Your look should be flawless and photo-ready, whether you go for the dewy, no make-up look or something more dramatic.

Screen / TV / Simulation

AM: Simulation Theme: Dunkirk (effects of war)

Highlight your skills with prosthetics in the Simulation category. Designed to allow entrants to showcase their special effects make-up skills, your look should be both credible and believable. Simulation looks should retain clinic accuracy where possible and be durable and hard-wearing, ready for filming.

PM: Fantasy Theme: Avengers: Infinity War

Showcase your creativity in the Fantasy category, by using prosthetics and other cosmetic enhancements to design a look influenced by Avengers: Infinity War. Judges will be looking for characteristic accuracy as well as the demonstration of a variety of special effects techniques.

Body Painting/Airbrushing

Theme: Aquaman or Predator

Following success in 2017, the Body Painting/Airbrushing competition is back, encouraging talented artists to showcase their skills. Create a look based on an Aquaman or Predator character, with marks awarded for creative flair and character likeness.

The Professional Competition is split into three directions and you must choose to enter either the Editorial / Fashion Artistry, Screen / TV / Simulation or Body Painting/Airbrushing categories. Entry includes competition in both the AM and PM sessions in your chosen direction, and separate Awards are given for both the AM and PM sessions, plus an Overall Student Award. The Body Painting/Airbrushing category has just one session, and therefore a single Award will be given.

For each category, you must provide a moodboard or portfolio brief showcasing the inspirations, techniques and products being used in your completed look. This moodboard should be no larger than A3 and will indicate to the NMUA judges the reasoning behind your creative choices. Each moodboard should include a face chart of the final look.

Each category is designed to enable you to showcase your talent whilst working to a specific brief, with 90 minutes given for each session. Your work will be judged both during and after each session by the NMUA judging panel to a set score sheet.

Judging

Judging will take place throughout the competition, with floor judges monitoring the progression of each look and the hygiene and safety guidelines outlined in the judging criteria. A judging period is then factored into the end of each category, where all models will be judged by the full panel on the criteria outlined in the score sheet shown in this pack. Award winners in each category will then be selected from these scores, with the Overall Professional Award being based upon the scores received across both sessions and the judges overall opinions.

Awards and Prizes

Overall Awards:

Overall Award – Professional Competition Editorial/Fashion Artistry

Overall Award – Professional Competition Editorial/Fashion Artistry - Hair

Overall Award – Professional Competition Screen/TV/Simulation

Overall Award – Professional Competition Body Painting/Airbrushing

Overall winners will receive the opportunity to assist the ADCreativ team at a celebrity red carpet event or photoshoot. These will be selected from the judges' overall opinions.

Professional Category Awards:

Best Bridal Make-up

Best High Fashion Make-up

Best Simulation Make-up

Best Fantasy Make-up

Best Body Painting/Airbrushing Make-up

Best Bridal Hair

Best High Fashion Hair

For each professional category, first place award winners will receive £250 worth of professional make-up products, a crystal trophy and certificate. Second and third place award winners in each category will also receive professional make-up products, a crystal trophy and certificate. Hair winners will receive the same value of hair products.

Other Awards:

Educators Award

The Educators Award will be presented to the College or School who is most successful within the competition. Points will be awarded for the number of students competing and any placings awarded in the competition categories.

NASMAH Lifetime Achievement Award

The Lifetime Achievement Award is presented to a talented MUA who has made a significant contribution to the make-up industry.

Previous winners of the Award include Vera Mitchell, Neill Gorton, Wally Schneidermann and Paul Engelen.

Competition Timetable

All timings are subject to change by NMUA organisers and Beauty UK.

9:00	Registration opens for all entrants
09:30-11:00	Competition Commences – Bridal
09.30-11.30	Competition Commences – Body Painting/Airbrushing
10:00-11:30	Competition Commences – Simulation
11:00-11:30	Judging – Bridal
11:30-12:00	Judging – Simulation
11.45-14:00	Competition Recommences – Body Painting/Airbrushing
13:00-14:30	Competition Commences – High Fashion
13:30-15:00	Competition Commences – Fantasy
14:00-15:00	Parade – Body Painting/Airbrushing
14:30-15:00	Judging – High Fashion
15:00-15:30	Judging – Fantasy
15:00-15:30	Judging – Body Painting/Airbrushing
16:00	National Make Up Awards Presentation

Judging Criteria – Professional Competition

Hygiene and Methodology: 20 Points: For All Categories

Professional Uniform, Jewellery and Hair (2 points)

This should be worn as you would in a professional environment. A professional tunic, jacket, dress apron or tabard must be worn (it can be any colour), t-shirts with business/ team names/ industry logos or a plain black t-shirt, recognised badges or those of beauty industry logos / your business name logos are acceptable, sensible skirt or trousers (no jeans or shorts) and sensible shoes with no open toes. Long hair must be tied back, and fringes that fall below the eye level must also be clipped back. You are permitted to wear a wedding band and watch, only. Engagement rings or rings that are impossible to remove must be covered with a plaster. No bracelets, necklaces or large loop earrings are to be worn (stud or very small loops are acceptable).

Completed Client Card (1 point)

An appropriate salon client card should be visible on the desk and filled in with your model's personal details, including medical conditions and the service/ treatment details, before the competition time starts.

Neat and Tidy Workspace (1 point)

Each workstation must be kept clean and tidy to demonstrate your awareness of standard salon health and safety practice. Remove tissues and debris as often as possible and keep any lids on products when they are finished with. The judges will be looking to see that you are working in a clean and tidy manner.

Disinfection / Sanitation (1 point)

Sanitation for brushes (such as sanitiser spray) and for yours and your model's hands (spray or gel), should be labelled and present on the workspace. Preparation and use of tools, cleansing of tools and practice of good, safe working habits are assessed.

Workspace Layout (1 point)

An efficient and organised layout of the tools and products required to complete the brief.

Disposal of Waste (1 point)

A black bin bag should be on or under the workspace for the effective disposal of waste.

Cross Prevention Techniques (1 point)

You should use correct tools and techniques to prevent cross infection.

Hygiene Tools (1 point)

You must use a full set of hygiene tools for compliance with Health and Safety Regulations e.g. mascara wands, hand wash, brush cleaner.

Consistent Hygiene (3 points)

You must be consistent with hand sanitisation and hygiene, brushes tidy and area kept neat throughout the make-over.

Model Positioning (1 point)

Your model should be positioned in a way that allows you to move freely; you should position the model in the best possible lighting.

MUA / Model Communication (1 point)

You should put your model at ease and possess good communication skills.

Brief with Face Chart and Description (5 points)

For each look, you are required to bring a completed brief, or look board with a face chart of the intended look. This should be presented alongside a description of the design, demonstrating the ability to work to a brief.

Creativity of Description (1 point)

The make-up design on the face chart should show your ability to put creativity to paper. The final look must be representative of this design.

Artistry: 65 Points + 15 Points for Overall Opinion: For Bridal and High Fashion Categories

Skin Preparation (1 point)

You should complete full skin preparation on their model including cleansing, toning and moisturising.

Decanted Foundation (1 point)

Points will not be awarded for competitors who use their hand to apply foundation, as your natural oils can change the foundation colour plus it is more hygienic to use a palette.

Make-up Base/ Primer (1 point)

You should correctly apply a make-up base, primer and / or eyebase to your model.

Colour Matched Foundation (5 points)

Foundation should be correctly colour matched to your model's skin tone, with the foundation being blended past the jaw line and onto the neck for an even finish. Product should be fully blended and give a professional finish.

Understanding of the Colour Wheel (5 points)

You should demonstrate a clear understanding of the colour wheel for skin tones and eye colours, making effective product choices.

Corrective Make-up (5 points)

You should use corrective make-up techniques such as concealers and camouflage where required.

Eye Enhancement (4 points)

Eyebase and eyeshadows should be applied to suit eye shape for maximum enhancement.

Eyeshadow Hygiene (5 points)

Eyeshadow / eyebase must be applied using methods suitable for hygiene guidelines, to minimise cross contamination.

Eyebrows (2 points)

You should use eyebrow pencil / powder / mascara to achieve brow correction / mascara with a wand.

Eye Make-up Textures and Finishes (4 points)

You should show understanding of different eye make-up textures and finishes to achieve the desired final look.

Finishing Powder (1 point)

You should apply a finishing powder that has been decanted and blended.

Blusher / Bronzer (3 points)

Blusher / Bronzer should be applied to correspond with the overall look, using the correct shading and highlighting techniques.

Lip Colour (4 points)

You should show that you have chosen to apply the appropriate lip colour and texture for variant lip shapes.

Durability (5 points)

Make-up should be set for the best durability with a flawless finish.

Make-up Styles (5 points)

You should demonstrate an understanding of different make-up styles and techniques to suit the occasion or brief.

Working to the Brief (5 points)

You must make good choices in creating effective make-up for the client based on the brief.

Current Trends (4 points)

You should demonstrate an awareness of current fashion trends / colours to achieve the look, whilst knowing when to stay within a classic framework and when to be creative.

Suitability for Category (5 points)

Overall Judges Opinion (15 points)

Artistry: 65 Points + 15 Points for Overall Opinion: For Simulation and Fantasy Categories

Shading / Highlighting Techniques (5 points)

You should make effective use of shading and highlighting techniques to achieve the desired look.

Blending Techniques (5 points)

You should make effective use of blending techniques to achieve the desired look.

3D Make-up Techniques (5 points)

You will be awarded points for utilising 3D make-up techniques in order to achieve the overall look.

Use of Pre-made Prosthetics (5 points)

You may bring with you pre-made prosthetics if they wish. Use of pre-made prosthetics can enhance the overall styling and look of the model.

Use of Facial Postiche (5 points)

You should make use of facial postiche techniques to help create the overall look.

Use of Full Body Make-up (5 points)

You should use full body make-up techniques to create the desired look.

Stencilling Techniques (5 points)

You should use stencilling techniques to create the desired look.

Contouring Techniques (5 points)

You should use contouring techniques to achieve the overall look.

Stippling Techniques (5 points)

You should make good use of stippling techniques in order to achieve the desired look.

Styling and Accessorising (5 points)

The styling of the model in terms of the clothing and accessories should be in accordance with the *Casualty* simulation or *Star Wars* fantasy theme. Hair styling is also an important component in the overall styling process.

Understanding of Make-up Styles and Techniques / Suitable for the Brief (5 points)

You should be able to apply the most appropriate techniques and styles to their model in relation to the brief given.

Good Choices Made Based on the Brief (5 points)

You will be judged based on how well your decisions fitted the brief.

Suitability for Category (5 points)

Overall Judges Opinion (15 points)

Artistry: 65 Points + 15 Points for Overall Opinion: Body Painting/Airbrushing Category

Shading / Highlighting Techniques (3 points)

You should make effective use of shading and highlighting techniques to achieve the desired look.

Blending Techniques (5 points)

You should make effective use of blending techniques to achieve the desired look.

3D Make-up Techniques (5 points)

You will be awarded points for utilising 3D make-up techniques in order to achieve the overall look.

Use of Full Body Make-up (8 points)

You should use full body make-up techniques to create the desired look.

Stencilling Techniques (5 points)

You should use stencilling techniques to create the desired look.

Contouring Techniques (5 points)

You should use contouring techniques to achieve the overall look.

Stippling Techniques (5 points)

You should make good use of stippling techniques in order to achieve the desired look.

Use of Pre-made Prosthetics (6 points)

You may bring with you pre-made prosthetics if they wish. Use of pre-made prosthetics can enhance the overall styling and look of the model.

Styling and Accessorising (5 points)

The styling of the model in terms of the clothing and accessories should be in accordance with the *Superheroes & Supervillains* theme. Hair styling is also an important component in the overall styling process.

Understanding of Make-up Styles and Techniques / Suitable for the Brief (1 points)

You should be able to apply the most appropriate techniques and styles to their model in relation to the brief given.

Good Choices Made Based on the Brief (5 points)

You will be judged based on how well your decisions fitted the brief.

Interpretation of the Theme and Originality (7 points)

Your completed look should be based on the *Superheroes & Supervillains* theme and demonstrate originality in its design and styling.

Suitability for Category (5 points)

Overall Judges Opinion (15 points)

Competition Venue

The NMUA 2018 take place as part of Beauty UK 2018, held at the NEC Birmingham (Hall 18).

Find out more about the NEC venue at: www.thenec.co.uk

Find out more about Beauty UK at: www.BeautyUKShow.com

Travel Directions:

By Road

Birmingham is at the hub of the UK motorway network, enabling visitors to travel directly from the M6, M1, M40 and M42.

If you are travelling by car, enter B40 1NT into your sat nav.

On arrival at the NEC complex, follow road signs for Beauty UK – you will be directed to the visitor car park with shuttle buses taking you direct to the Hall 18 entrance (please note that parking is chargeable).

Please allow at least 30 minutes to get from the car park to the competition area within Hall 18.

By Rail

The NEC is served by Birmingham International station, connected by a covered bridgeline. London is only 90 minutes away and trains run direct from many regional towns and cities.

If travelling via Virgin Trains, Beauty UK visitors can obtain 25% discount off travel to Birmingham New Street or Birmingham International stations. Tickets may be booked from 6 weeks before the show online at www.virgintrains.co.uk/theticketfactory - full details will be included in your Beauty UK entry badge registration acknowledgement email. Terms and conditions apply.

Entry Passes

As Beauty UK is a trade-only event you must make sure that you, your model and anyone accompanying you, including a hairstylist, has registered for an entry pass (free of charge). Competitors will be registered automatically but it is your responsibility to register for models and anyone accompanying you at www.BeautyUKShow.com. If you are not sure whether you have registered your model or your entry passes have not arrived in the post, please telephone 01332 227 698 before Friday 18th May.

For morning competitions, only you and your model/hairstylist will be permitted entry to Beauty UK; anyone else accompanying you must wait outside of the exhibition hall until 10:00am when the show is opened.

Don't forget to bring your confirmation email as proof of competition booking and payment. Without exception, anyone who does not bring their confirmation and is not listed on the competition register will not be permitted to enter NMUA unless full payment of £35 is made on the day, subject to places being available.

Professional Competition Entry Form:

PLEASE READ THE FULL RULES AND REGULATIONS FOR THE NATIONAL MAKE UP AWARDS 2018 BEFORE REGISTERING FOR THIS COMPETITION.

Complete all sections and return by Friday 11th May 2018 to guarantee your place.

Categories (Please select only one):

Editorial / High Fashion *Includes Bridal & High Fashion*

Screen / TV / Simulation *Includes Simulation & Fantasy*

Body Painting / Airbrushing

Mr Mrs Miss Ms

Name: _____

Address: _____

Postcode: _____ Contact Number: _____

Email Address: _____

Do you consider yourself or your model to have a disability? Yes No

If yes, please explain any arrangements the NMUA may need to make:

Please select those appropriate:

Professional Make-up Artist

Agency Make-up Artist

Brand Make-up Artist Brand Name: _____

Salon Make-up Artist Salon Name: _____

Self-Employed Make-up Artist

Payment

I enclose a cheque made payable to NMUA Ltd for the amount of £_____

I authorise NMUA Ltd to debit my card for the full amount of £_____

Card Type

Visa Mastercard Maestro Delta

Card Number: _____

Start Date: _____ End Date: _____

Issue Number (if applicable): _____ 3 Digit Security Code: _____

Please read and sign:

By signing and submitting this application form I agree to abide by the rules of the National Make Up Awards and Beauty UK (see full rules and regulations). I agree that the decisions of the organisers are final.

Signed: _____

Print Name: _____

Date: _____

Occasionally Guild Press Ltd / Beauty UK / NMUA may send you information on events and promotions that we feel may be of interest to you. Please tick here if you do not wish to receive such correspondence.

Return your completed application form to:

Pierre Rene c/o L'Institut @ The Matchworks, no.21, Liverpool, L19 2RF

E: info@nationalmakeupawards.com F: 0151 421 0500