

# Baltic Beauty 2024



THE BIGGEST BEAUTY INDUSTRY EXHIBITION IN THE BALTICS! / 1–3 November / RIGA, LATVIA

## International Make-up and Hairdressing Competition “Red Carpet” Regulations

**Date and time:** 3 November, 9:30-16:30

**Venue:** Ķīpsala International Exhibition Centre, Ķīpsalas iela 8, Riga.

**Team:** a hairdresser and a make-up artist. It can also be just one specialist, doing both hair and make-up.

### **The model is randomly drawn!**

**The model** has shoulder-length hair, a clean face.

Before the start of the competition, the stylists get to study their model for 10 minutes in order to choose a suitable hairstyle and make-up.

Participants work with their own tools and materials.

The hairdresser starts first. There are 60 minutes to style the hair. There are 5 minutes to clear the desk and leave the competition area.

After creating the hairstyle, the make-up artist has 5 minutes to arrange their work area. The time for doing the make-up is 50 minutes.

### **Hairstyle evaluation criteria:**

- Is the finished look clean?
- Is it up-to-date?
- Complexity
- Does it fit the shape of the face?

### **Evaluation criteria of the make-up:**

- Is the finished look clean?
- Technique
- Is it up-to-date?
- Does it fit the model?

### **Penalty points**

Penalty points are given for breaking or not following the rules of the competition.

### **Prizes**

Valuable prizes from the competition sponsors will be awarded not only to the winners, but to all participants.

### **Competition hours**

09:30-10:00 registration of participants  
10:00 The hairdresser starts work  
11:00 The hairdresser finishes work  
11:10 The make-up artist starts work  
12:00 The make-up artist finishes work  
12:10-12:30 presentation of the works to the jury  
12:30-12:40 models and participants gather behind the stage  
12:40-13:00 models come on the stage  
15:30-16:30 award ceremony on stage

**Application**

The completed online application [form](#) for the competition must be submitted by 1 October of this year.

**Participation fee**

Competition entry fee – EUR 50. The entry fee must be paid via bank transfer by 1 October of this year. The name of the competition and the name of the participant must be indicated in the payment details.

**Bank details:**

SIA Unastyle Studio  
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A/S Swedbank, HABALV22  
Konts: LV67HABA0551014263049

*Further information: 29131362*