



## **MAKEUP SECTION**

### **RULES OF PARTICIPATION IN THE 2025 SPU ONLINE CHAMPIONSHIPS**

Approved by

The judging panel of  
the Union of Beauty  
Industry Professionals  
in Ukraine in the  
Makeup Section

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## **RULES FOR PARTICIPATION IN SPU ONLINE CHAMPIONSHIPS IN THE MAKEUP SECTION**

### **1. GENERAL TERMS**

1.1 Purpose and objectives of the competition:

- Unlocking the creative potential and professional capabilities of makeup artists from commercial options to completely new trendy ones.

Fashion and artwork for the catwalk and high fashion;

- Raising the professional status and prestige of the Makeup Artist profession;
- Identifying new talents;
- Selecting the strongest artists (specialists) to the national team of Ukraine to participate in the World and European OMC Championships.

1.2 The Makeup Artist of any professional level can take part in the online Championship (please see *Participant Categories* Section).

1.3 Participation in the Online Championship implies the Participant's full agreement with the applicable Championship Rules.

1.4 To participate in the Online Championship, it is required to submit a registration application before the start of the Championship within the period set by the organising committee. After the organising committee confirms receipt of the application, the Participant shall pay the registration fee. Documents confirming the payment of the registration fee (receipt, bank card statement, cheque) shall be sent to the manager of the organising committee. After confirmation of payment, each Participant shall receive a secret code for final registration from the organising committee manager.

1.5 Each Participant shall provide the organising committee with information about his/her qualifications (diplomas, certificates, confirmation of qualifications). Participants who provide false information about their qualifications shall be subject to disqualification.

1.6 The Participant shall read the list of categories, requirements for photos of the online Championship, categories of participants, category tasks and category requirements.

1.7 Participants shall perform their work independently, in absentia and send their works electronically through the registration form on the UPU website (<https://spu-ua.com/ua/>) within the period established by the organising committee.

1.8 Participants are recommended to consult online with certified UPU judges on the organisational issues of the Online Championship. You can get acquainted with the UPU leaders on the page of the UPU website: <https://spu-ua.com/ua/pages/22>.

1.9 Any Participant who submits his/her work shall guarantee the uniqueness of his/her work with full copyright to it. Otherwise, the Championship organising committee shall be entitled to withdraw the work from participation in the competition without refunding the entry fee.

1.10 The Participant of the Online Championship voluntarily transfers his/her copyright to the submitted work to the organising committee of the Online Championship, without the right of commercial use, without the consent of the artist (specialist) who performed the work.

1.11 The judges use the OMC assessment system, namely a 30-point score for each type of work: maximum – 30 points, minimum – 25 points.

1.12 The number of prize-winning places in each category shall be determined by the judging panel depending on the number of Participants and the works they have completed.

1.13 The Grand Prix at the Ukrainian Championship shall be awarded according to the total number of points (prize-winning places) of one Participant who performed in 4 or more categories, including the mandatory category *Catwalk Makeup*.

## 2. MODEL REQUIREMENTS

2.1 The model shall have a pleasant appearance, with healthy skin, without any visual skin defects and dermatological diseases.

2.2 Models with **permanent makeup or microblading of lips, eyes and eyebrows**, as well as **tattoos, piercings and other permanent changes to the skin of the face, with eyelash or eyebrow extensions** shall not be allowed to participate. The Participant shall be disqualified for violation of this rule.

2.3 The model shall be dressed in accordance with the category.

2.4 The model's hairstyle shall be in accordance with the category.

### **3. PARTICIPANT CATEGORIES**

There are three categories of participants in the makeup section:

Students, Juniors, Specialists (Artists).

The **Students** category includes **students of the state education institutions**. When registering, you shall provide confirmation from your place of study.

The **Juniors** category includes specialists who have **less than 1 year of experience** since receiving basic education in makeup. **And also, students of private education institutions**. When registering, you shall present a diploma of basic education to the organiser of the Online Championship.

The **Specialist (Artist)** category includes specialists with **more than 1 year of experience**.

**A Participant who wins the Ukrainian Championship in their category automatically moves to a higher category, regardless of their length of service.**

### **4. DISQUALIFICATION OF A PARTICIPANT**

A Participant may be disqualified in the following cases:

- Providing false information about the participant's qualifications;
- Specialist (Artist) does not correspond to the declared category (Students, Juniors, Artists);
- Inconsistency of the work with the declared category;
- Use of military, religious and cult symbols in their work;
- Repetition of previously published works;
- Failure to comply with the requirements for models in photos;
- Failure to comply with the requirements for photos of the Online Championship;
- Use of accessories or decorative elements that do not correspond to the category.

Participants whose requirements correspond to a higher category, but who have applied for participation in a lower category, will be disqualified and the results of the competition will be reviewed.

## **5 SECTION CATEGORIESn (Nominations) MAKEUP**

- 1. Bridal commercial makeup.** Categories: Juniors, Specialists (Artists), Students.
- 2. Classic Smoky Eyes.** Categories: Juniors, Specialists (Artists), Students.
- 3. Color Smoky Eyes makeup.** Categories: Juniors, Specialists (Artists), Students.
- 4. New Look makeup.** Categories: Juniors, Specialists (Artists), Students.
- 5. Creative makeup.**  
No division into categories.
- 6. Stage makeup.**  
No division into categories.
- 7. Body art.**  
No division into categories.
- 8. Poster ‘Ukrainian ethnic style. Commercial makeup’.**  
No division into categories.

**A participant can submit only 1 work per category.**

## **6. REQUIREMENTS FOR PHOTOS OF THE ONLINE CHAMPIONSHIPS**

6.1 It is important to emphasise the integrity of the image (idea + model + costume + accessories) in the work performed. The image shall be thoughtful and consistent with the style of the category and the qualification category of the Participant.

6.2 Modern cosmetic products of any manufacturer may be used in the works. However, you may not directly or indirectly advertise these companies or brands.

6.3 It is strictly prohibited to use military, religious and cult symbols in your work. Any violation of this rule will result in disqualification.

### **6.4 Basic requirements for photos:**

1. For **categories 1-6**, the Participant shall prepare **two photos**: the first with **open** and the second with **closed** eyes, the location of the model's face shall allow to assess **the symmetry of the makeup**.

For **category 7 (BODY ART) – two photos:** the first one **in full length (full-size)**, the second one - **a portrait** with makeup + model's **torso** with the main composition.

For **the category 8 (POSTER) - one photo: a portrait** as a magazine cover, the location of the model's face shall allow to assess **the symmetry of the makeup**.

2. Photos shall be taken **in a studio** and **professionally** in compliance with the rules of composition of beauty photos.
3. The format of the photo shall be **portrait**, book.
4. The background of the photo shall be **black** or **white**.
5. The size of each photo shall be **2-4 MB**.
6. In electronic form in **jpg** format with a resolution of **at least 320 pixels** per inch.
7. **Minimal** colour correction and retouching of photos shall be allowed.
8. The photo(s) shall **correspond to the category task**.
9. The image on the photo(s) shall be **aesthetically pleasing**.
10. The image on the photo(s) shall not contain decorative elements or accessories that do not correspond to the category or are prohibited by the category.
11. Photo(s) shall not be previously published.
12. Photo(s) shall not contain direct or indirect advertising of companies or trade brands.

**The PHOTO work cannot be previously published on social media and cannot be used in alternative championships. For violation of the requirements for works, the Participant will be disqualified without a refund of participation fees.**

#### **Penalty points**

<b>Penalty code</b>	<b>Penalty point name</b>	<b>Penalty points</b>
<b>A</b>	Failure to comply with photo requirements: photo angles.	<b>3</b>
<b>B</b>	Violation of the rules: permanent makeup on the face. eyelash extensions. Jewellery covering makeup. Hair covering makeup. Mismatching the background.	<b>1</b>
<b>C</b>	Excessive photoshop – more than 30%.	<b>1</b>

**!!! ALL PARTICIPANTS, BY APPLYING FOR PARTICIPATION IN THE CHAMPIONSHIP, AGREE THAT THEY ARE FAMILIAR WITH THE RULES OF PARTICIPATION, THE RULES OF CONDUCT ON THE COMPETITION FIELD, THE REQUIREMENTS FOR THE APPEARANCE OF MODELS, THE REQUIREMENTS FOR PHOTO(S) FOR ONLINE CATEGORIES, THE SYSTEM OF EVALUATION AND FINES!**

## **1. Bridal commercial makeup**

Categories: Juniors, Specialists (Masters), Students.







**Category task:** Bridal commercial makeup shall be created exclusively in the eye area, not going beyond this area. Makeup shall meet the criteria and level of beauty studio work. All stages of makeup shall be completed: skin preparation for makeup, applying foundation, modelling the shape of the face, designing eyebrows, eyes, lash line, mucous membrane of the eyes and lips. **Mandatory conditions for makeup:** use of **classic beauty studio makeup schemes** with mandatory colour transitions **from the dark outer corner of the eye to the light one. Full drawing of the lower eyelid is allowed.**

**The category allows for** applying makeup in the eye area without going beyond this area; using any cosmetic products (aqua makeup, gel, dry, oily, creamy, liquid textures, tints, etc.).

**The category prohibits** drawing or drawing elements on the face and body; use of decoration (rhinestones, spangles, etc.) and decorative elements, accessories that do not correspond to the category; use of red lipstick shades on the lips.

**Evaluation criteria:** makeup technique, colouristics, overall impression of the image.

## **2. CLASSIC SMOKY EYES MAKEUP**

Categories: Juniors, Specialists (Artists), Students.

**Example of skills:**





**Category task:** It is necessary to perform a commercial **Smoky Eyes makeup in the classic version: base shadows – black matte, transition to skin tone – through brown matte shadows.** Makeup shall meet the criteria and level of beauty studio work. The makeup artist shall choose the right version of the eye makeup scheme for the model, depending on the face, shape and setting of the model's eyes. All stages of makeup shall be completed: skin preparation for makeup, applying foundation, modelling the shape of the face, designing eyebrows, eyes, lash line, mucous membrane of the eyes and lips. **Mandatory conditions for makeup:** use of **black matte colour** as a basic colour; use of any of the palette from **beige to brown**, as well as **burgundy, plum, purple shades** as additional colours, **depending on the colour type of the model.**

**Requirements for the model's clothes and hairstyle:**

- For the Junior and Student categories: black T-shirt, black jeans; tight ponytail;
- For the Specialist (Artist) category: the model's clothes and hairstyle shall be made in accordance with modern fashion trends and trends.



**The category allows for** the use of shadow, pencil, cream techniques; makeup in the eye area without going beyond this area.

**The category prohibits** the use of pearlescent powders and mica; drawing or drawing elements on the face and body, face art; use of decoration (rhinestones, spangles, etc.) and decorative elements, accessories that do not correspond to the category.

**Evaluation criteria:** makeup technique, colouristics, general impression of the image.

### 3. COLOR SMOKY EYES MAKEUP

Categories: Juniors, Specialists (Artists), Students.

**Example of skills:**





**Category task:** It is necessary to create **Color Smoky Eyes** makeup. Makeup can be made with a matte, metallic or shiny effect. The eye makeup shall contain **at least 3 colours**. The makeup artist shall choose the right option of the Smoky Eyes makeup scheme for the model, depending on the face, shape and sitting of the model's eyes. All stages of makeup shall be completed: skin preparation for makeup, applying foundation, modelling the shape of the face, designing eyebrows, eyes, lash line, mucous membrane of the eyes and lips. **Mandatory conditions for makeup:** any **dark colour** as the basis of makeup; use of **at least three** colours in makeup. **The application scheme is horizontal shading.**

**Requirements for the model's clothes and hairstyle:**

- For the Junior and Student categories: black T-shirt, black jeans; tight ponytail;
- For the Specialist (Artist) category: the model's clothes and hairstyle shall be made in accordance with modern fashion trends and trends.

**The category allows for** creating a Smoky Eyes scheme only in the eye area; using shadow, pencil, cream techniques; using pearlescent and metallic powders, mica.

**The category prohibits** drawings or drawing elements, face art, use of fantasy schemes, airbrushing; use of decorative elements (rhinestones, spangles,

feathers, etc.) and accessories that do not correspond to the category. **The use of neon colours is strictly prohibited.**

**Evaluation criteria:** makeup technique, colouristics, overall impression of the image.

#### **4. NEW LOOK MAKEUP**

Categories: Juniors, Specialists (Artists), Students.

**Example of skills:**



**Category task:** In this category, it is necessary to create makeup, the main elements of which are **classic black arrows and classic red lips**. All stages of the makeup shall be completed: skin preparation for makeup, applying foundation, modelling the shape of the face, designing eyebrows, eyes, lash line, mucous membrane of the eyes and lips. The lips, which shall be outlined, are decorated with red classic lipstick. **Mandatory conditions for makeup:**

- **classic graphic filled black arrow** on the upper eyelid;
- application of nude shadows in the orbital area and on the lower eyelid;
- **classic red lips**.

**Requirements for the model's clothes and hairstyle:**

- For the Junior and Student categories: a classic black dress (cocktail, evening) or clothes for an evening look;
- For the Specialist (Artist) category: the model's clothes and hairstyle shall correspond to the category.

**The category allows for** the use of dry or oily correction in face modelling; applying makeup in the eye area without going beyond this area; using any cosmetic products (gel, dry, oily, cream, liquid textures, tints); using extended eyelashes.

**The category prohibits** **mica, mother-of-pearl**, drawings or drawing elements, face art, use of fantasy schemes, stencils; use of decorative elements (rhinestones, spangles, feathers, stickers, etc.) and accessories that do not correspond to the category. **Shaded arrows and corners shall not be allowed. The upper eyelid crease may be worked out with nude shadows.**

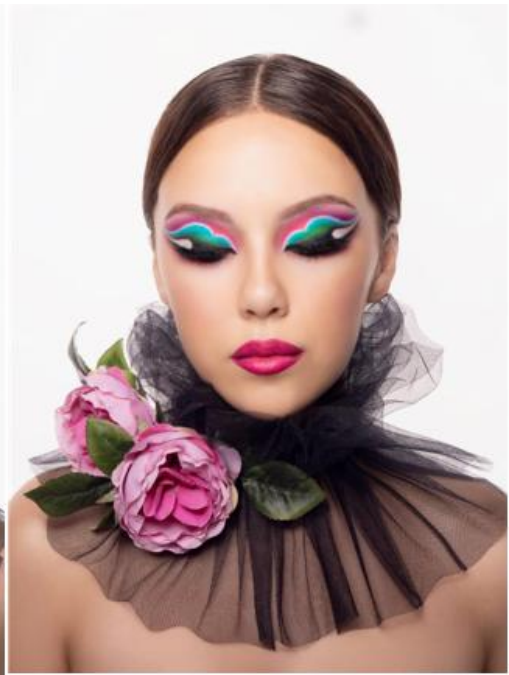
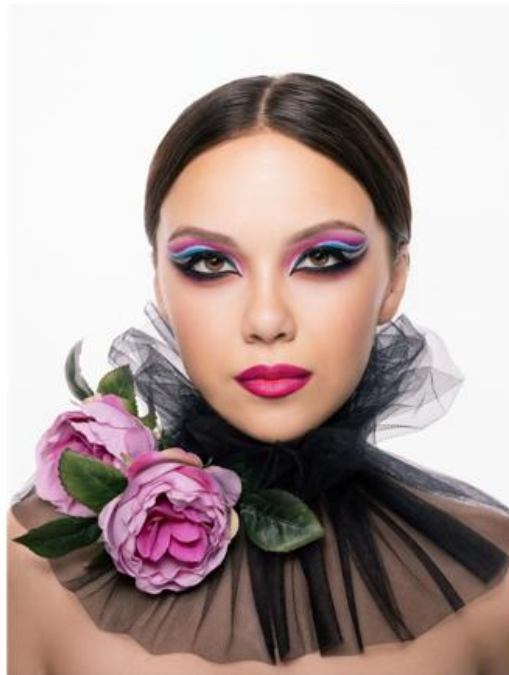
**Evaluation criteria:** makeup technique, colouristics, overall impression of the image.

## 5. CREATIVE MAKEUP

No division into categories.







**Category task:** The makeup shall express an original, creative idea. It is necessary to apply **creative makeup in the eye area of the model.** All stages of the makeup shall be completed: skin preparation for makeup, applying foundation, modelling the shape of the face, designing eyebrows, eyes, lash line, mucous membrane of the eyes and lips.

**The category allows for** the use of any type of professional decorative cosmetics in makeup; use of any colour palette in makeup; drawing or drawing



elements in the eye area; use of decoration that matches the theme of the work (rhinestones, spangles, etc.).

**The category prohibits** drawing on the face (in the forehead, cheekbones, chin) and on the body; use of stencils.

**Evaluation criteria:** makeup technique, colouristics, overall impression of the image.

## 6. Stage makeup

No division into categories.

**Example of skills:**





**Category task:** Makeup should express an original idea. In this category, it is necessary to create **a symmetrical drawing or drawing elements in the eye area, the circle above the eyebrows and up to the cheekbones of the model.**

**The category allows for** the use of any professional decorative cosmetics in makeup; use of any colour palette in makeup; symmetrical drawing or drawing elements in the eye area, the circle above the eyebrows, in the area above the cheekbones; use of decoration that matches the theme of the work (rhinestones, spangles, sequins, feathers, etc.).

**The category prohibits** drawing or drawing elements on the face in the forehead area, below the cheekbones, chin and on the model's body; use of large decorative elements covering the eyes; use of stencils; raising the drawing higher than 3 cm from the line of the natural eyebrow and lowering it below the line of the most protruding part of the cheekbone.

**Evaluation criteria:** makeup technique, colouristics, general impression of the image.

## 7. BODY ART

No division into categories.

**Example of skills:**



**Category task:** In the work, the artist shall demonstrate his/her skills and abilities with the help of selected materials and tools, using artistic skills, perform **technically complex creative work on the model's body and makeup**. The area of the work performed shall cover at least 70% of the model's body, the model's face shall be open.

**Model requirements:** the model shall wear flesh coloured or white underwear. The breasts of the female model shall be covered with appropriate pads.

**The category allows for** the use of any technique (brush, sponge, stencil, airbrush, etc.); the use of decoration, accessories, special effects and props that complement the image or parts of the costume (no more than 30% of the body); the use of aqua makeup, greasy theatrical makeup, Supra, fards, cream, wax, dry compact and crumbly textures, professional dyes and materials for body art and body and skin work, as well as any professional makeup products; the use of glitter, rhinestones, gold leaves, and other decorative elements.



**The category prohibits** the use of special effects and props for more than 30% of the model's body; covered face of the model.

**Evaluation criteria:** technique; composition and colouristics; overall impression of the image.

## **8. POSTER 'UKRAINIAN ETHNIC STYLE. COMMERCIAL MAKEUP'**

No division into categories.

**Example of skills:**



**Category task:** The main goal of the category is to present **a beautiful ethnic image in the Ukrainian traditions as a magazine cover (portrait)**. Makeup shall meet the criteria and level of beauty studio work. All stages of makeup shall be completed: skin preparation for makeup, applying foundation, modelling the shape of the face, designing eyebrows, eyes, lash line, mucous membrane of the eyes and lips. **The main focus of the photo shall be on the IMAGE and on makeup as the key accent of the composition of the magazine cover.** For makeup, you can use **classic beauty studio, commercial makeup schemes.** The **costume, hairstyle, makeup and**

**accessories shall emphasise the integrity of the image in the Ukrainian ethnic style.**

**The category allows for** the makeup in the eye area, without going beyond this area; use of any professional decorative cosmetics in makeup.

**The category prohibits** drawing or drawing elements on the face and body; use of decoration (rhinestones, spangles, etc.) and decorative elements, accessories that do not correspond to the category.

**Evaluation criteria:** makeup technique, colouristics, overall impression of the image.

**Basic requirements for photo(s):**

- For **categories 1-6**, the Participant shall prepare **two photos**: the first with **open** and the second with **closed** eyes, the location of the model's face shall allow to assess **the symmetry of the makeup**.
- For **category 7 (BODY ART)** - **two photos**: the first one in **full length (full-size)**, the second one – **a portrait** with makeup + model's **torso** with the main composition.
- For **the category 8 (POSTER)** - **one photo**: **a portrait** as a magazine cover, the location of the model's face should allow to assess **the symmetry of the makeup**.
- Photos shall be taken **in a studio and professionally** in compliance with the rules of composition of beauty photos.
- The format of the photo shall be **portrait**, book.
- The background of the photo shall be **black or white**.
- The size of each photo shall be **2-4 MB**.
- In electronic form in **jpg** format with a resolution **of at least 320 pixels** per inch.
- **Minimal** colour correction and retouching of photos shall be allowed.
- The photos shall **correspond to the category task**.
- The image on the photos shall be **aesthetically pleasing**.
- The image on the photos shall not contain decorative elements or accessories that do not correspond to the category or are prohibited by the category.
- Photos shall not be previously published.

- Photos may not contain direct or indirect advertising of companies or trademarks.

**THE PHOTO work cannot be previously published on social media and cannot be used in alternative championships. For violation of the requirements for works, the Participant will be disqualified without a refund of participation fees.**

**Terms of participation in the makeup Grand Prix draw:**

- The Grand Prix is awarded among the Junior and Specialist (Artist) categories;
- The artist shall participate in at least 4 categories.
- The artist shall participate in at least 2 categories offline (on the field)
  - The winner is determined by the highest sum of average points scored for the prize-winning place.

**A SYSTEM FOR CALCULATING THE WINNERS OF THE GRAND PRIX, THE BEST TEAM AND THE BEST TRAINER**

**FOR THE SPU CHAMPIONSHIPS:**

- The Participant who has fulfilled all the conditions for participation in **the SECTIONAL GRAND PRIX** and scored the most points for the prize-winning places in the categories specified in the terms and conditions of the GRAND PRIX becomes the absolute winner and owner of the GRAND PRIX Cup. 1st place – 3 points, 2nd place – 2 points, 3rd place – 1 point (**for ONLINE categories**) and 1st place – 4.5 points, 2nd place – 3 points, 3rd place – 1.5 points (**for the OFFLINE category**).
- The title of **THE BEST TEAM** is awarded to the team that has scored **the most points from team participants for the prize-winning places**. 1st place – 3 points, 2nd place – 2 points, 3rd place – 1 point (**for ONLINE category**) and 1st place – 4.5 points, 2nd place – 3 points, 3rd place – 1.5 points (**for the OFFLINE category**).
- The title of **THE BEST TRAINER** is awarded to the trainer whose team participants have scored the most points for the prize-winning places. 1st place – 3 points, 2nd place – 2 points, 3rd place – 1 point (**for ONLINE categories**) and 1st place – 4.5 points, 2nd place – 3 points, 3rd place – 1.5 points (**for the OFFLINE category**).

*<Переклад з української мови на англійську мову  
Translation from Ukrainian into English>*

**If desired, the Participant can be trained** for the Championship by certified UPU trainers

<https://spu-ua.com/ua/pages/22>

**For additional organisational questions**, please call by phone (Viber / Telegram): 097-894-40-09

Upon request, **a FREE consultation on the makeup categories from the UPU judging panel is provided** by **Mariia Loburtsova** (tel.: 0 50 166 82 41) or **Iryna Leshchynska** (tel.: 0 66 489 26 66)