

2ND EDITION

Asia-Pacific Golden Ma Beauty & Culinary Competition

W.B.W.F　亞太金鎂美業暨美饌大賽

Friday, 25 June 2027

Concourse Floor Stage, Plaza Sungei Wang, Kuala Lumpur, Malaysia

A　B　C　D　E

5 Competition Divisions | 62 Items

Organised by　Formosa Beauty International Academy | Malaysian Medical Aesthetic Association

Co-organised by　Chinese International Bridal Art & Total Look Styling Skills Development Association | Chinese Fashion Innovation Development Association | Formosa Beauty & Hair Salon

Chairperson　Dr. Hsu Shu-Min | Chief Executive　Chen Yu-Chen

OFFICIAL ENTRY GUIDELINES · INTERNATIONAL EDITION

WBWF Asia-Pacific Golden Ma Beauty & Culinary Competition
Official Entry Guidelines & Event Schedule — International Edition

Date: Friday, 25 June 2027 (single day)
Hours: 10:00 admission | Opening Ceremony 15:00 | Awards Ceremony 16:00–18:00
Venue: Plaza Sungei Wang, Kuala Lumpur, Malaysia **Concourse Floor, Stage Area**
Organisers: Formosa Beauty International Academy; Malaysia Medical Aesthetics Association
Co-organisers: Chinese International Bridal Art & Total Image Styling Skills Development Association; Chinese Fashion Innovation Development Association; Formosa Beauty & Hair Salon
Chairperson: Dr. Hsu Shu-min | Chief Executive Officer: Chen Yu-chen
Website: https://wbwf-goldenma.com/ | Online entry: https://wbwf-goldenma.com/#register

Five competition divisions, 62 competition items (A 9 / B 31 / C 6 / D 11 / E 5)

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I. Purpose and Guiding Principles

The W.B.W.F Asia-Pacific Golden Ma Beauty & Culinary Competition brings together beauty and culinary professionals from across the Asia-Pacific region to compete and exchange expertise on an international stage. The 1st Edition concluded successfully at Plaza Sungei Wang, Kuala Lumpur, Malaysia in June 2026. The 2nd Edition will be held at the same venue on 25 June 2027, **adding a culinary programme to the beauty competition to broaden the range of international disciplines represented**.

The five guiding principles of the Competition:

1. **International Outlook** Competitors and judges from across the Asia-Pacific region share one stage, with professional skills assessed against international standards.
2. **Professional Authority** A judging panel of senior specialists in each field, with published scoring criteria and impartial assessment.
3. **Industry Exchange** The Competition serves as a platform for cross-border technical, educational and commercial cooperation.
4. **Innovation** Encouraging emerging disciplines such as AI digital media, mixed-media creation and culinary arts to enter competition.
5. **Leading the Future** Developing the next generation of beauty and culinary professionals and establishing a benchmark event for the Asia-Pacific region.

II. Event Information at a Glance

Edition	**International Edition** (entry fee only; no group itinerary included)
Edition number	2nd Edition
Full title	W.B.W.F Asia-Pacific Golden Ma Beauty & Culinary Competition
Organisers	Formosa Beauty International Academy Malaysia Medical Aesthetics Association
Co-organisers	Chinese International Bridal Art & Total Image Styling Skills Development Association Chinese Fashion Innovation Development Association Formosa Beauty & Hair Salon
Date	Friday, 25 June 2027 (single day)
Schedule	10:00 admission and registration → 10:30 competition begins → 13:00 International Forum → **15:00–16:00 Opening Ceremony** → **16:00–18:00 Awards Ceremony** → 18:00 close
Venue	Plaza Sungei Wang, Kuala Lumpur, Malaysia **Concourse Floor, Stage Area**
Divisions	Five divisions A–E, each further divided into Live and Static categories
Items	**62 items** (Live 24 / Static 29 / Online 9)
How to enter	Online at the official website (no account required, eight languages) https://wbwf-goldenma.com/#register Backup forms: competitors https://forms.gle/R9cWf5eCTHYqjL5N8 judges https://forms.gle/4jng8XWTePBm8TjE6
Entry deadline	**30 April 2027**
Online submission deadline	**31 May 2027** (applies to Division A online video items A01–A02, Division B item B31 and Division D short-film items D06–D11)
Entry fee	**USD 100 per competition item** (multiple items may be entered; each additional item from the 2nd onwards is a further USD 100)
Judge training	**USD 430** for the International Judge Training Programme (see IV.5); this does not include entry to the competition

Currency	**US Dollars (USD)**; prize money and sponsor gifts for designated open categories are denominated in Malaysian Ringgit (RM)
Language	The competition is conducted **principally in Chinese, with English support throughout**. Announcements, signage, the running order and briefings are bilingual, and English-speaking staff are on hand at registration and in the competition area.
Travel and stay	**International competitors arrange and pay for their own flights, visa, accommodation, meals and local transport.** The Committee does not sell or arrange travel services.

III. Division Structure

These Guidelines and the official website use **one and the same division structure**: five competition divisions A–E by professional field, with "Live" and "Static" as sub-categories within each division. The division names shown on the website, the drop-down options on the entry form and the chapter numbering in these Guidelines are identical.

Division	Name	Chinese	Items	Live (on-site work) / Static (on-site display) / Online (file upload)
A	AI Digital Media	AI 自媒體	9	Online 2 / Static 7
B	Beauty	美容	31	Live 15 / Static 15 / Online 1
C	Hair	美髮	6	Live 3 / Static 3
D	Meridian & Boju Therapy	經絡撥筋	11	Live 5 / Online 6 (short film)
E	Culinary (new in the 2nd Edition)	美饌	5	Live 1 / Static 4
Total	—	—	62	Live 24 / Static 29 / Online 9

Item numbering: division letter + two-digit serial number (e.g. B05). Please state the full item number and name when entering.

The 2nd Edition comprises **62 competition items** and introduces the new "Culinary" division.

IV. Entry Procedure and Fees

*※ This International Edition applies to **competitors who arrange their own travel**. The Organising Committee collects the competition entry fee only; flights, visa, accommodation, meals and local transport are not included.*

1. Entry fee

Item	Fee
Competition entry fee (1st item)	**USD 100**
Additional competition item (2nd item onwards)	**USD 100 each**

※ Competitors may enter more than one item; the fee is charged per item entered. Fees are quoted in **US Dollars (USD)**. Prize money and sponsor gifts for designated open categories are denominated in Malaysian Ringgit (RM).

2. What the entry fee covers

Item	Included
Entry to the competition item(s) registered	**Included**
Attendance at the International Forum (Panel Discussion)	**Included**
Admission to the Awards Ceremony	**Included**
Competition equipment and consumables	**Not included** — supplied by the competitor (see Appendix 1)
Models for Live categories	**Not included** — supplied by the competitor; models must be aged 15 or over, any gender
Flights, visa, accommodation, meals and local transport	**Not included** — arranged by the competitor
Additional items from the 2nd onwards	**Not included** — USD 100 per additional item

3. Payment

Collected by	Payment details	Deadline
The Organising Committee	Telegraphic transfer to: **Bank name**: United Overseas Bank (Malaysia) Berhad (UOB) **SWIFT code**: UOVBMYKL **Account name**: Formosa Beauty International Academy Sdn Bhd **Account number**: 7313029054 **Account currency**: Malaysian Ringgit (MYR) **Payment purpose**: WBWF Registration Fee	**By 30 April 2027**

※ Please quote **"WBWF Registration Fee"** as the payment purpose, and after paying send the remittance receipt together with the competitor's name and entry number to the Committee.

※ **The receiving account is held in Malaysian Ringgit.** A remittance sent in US Dollars is converted by the bank at its prevailing rate on the day of receipt. **Overseas remittance and intermediary bank charges are borne by the remitter**, and the amount sent must be enough for the Committee to receive the full USD 100 per item. Competitors who prefer to remit in Ringgit should contact the Committee for the current equivalent before paying.

4. How to enter

1. **Complete the online form** at https://wbwf-goldenma.com/#register (no account required, available in eight languages), or use the backup Google Form. **The signed Competitor Declaration must be uploaded with your entry** (Appendix 4; file name format "Declaration_Competitor Name"). Entries without it will not be accepted.
2. **Select your competition items** on the form by division and item number. More than one item may be selected; each item from the 2nd onwards costs a further USD 100.
3. **Pay** as set out in "3. Payment" **by 30 April 2027**. Incomplete entry forms will not be processed.
4. **Confirmation**: once the Committee has checked your details and payment, a formal entry confirmation and competitor number will be issued.
5. **Online submissions**: Division A online video items (A01–A02), Division B item B31 and Division D short-film items (D06–D11) must be uploaded by **31 May 2027** in the manner announced.
6. **Registration on the day**: report to the registration desk between **10:00 and 10:30** on 25 June 2027 to register, draw lots and confirm your workstation.

5. International Judge Training Programme

Beauty professionals who wish to serve on the judging panel may apply for the International Judge Training Programme. This is **separate from competing**: it does not include entry to any competition item, and a trainee judge who also wishes to compete must enter and pay separately at USD 100 per item.

Fee	USD 430
Apply	Judge registration form https://forms.gle/4jng8XWTePBm8TjE6, or via the official website
Deadline	**30 April 2027**, as for competitors
Payment	As set out in "3. Payment" above (the same UOB account)

What the programme includes

Item	Included
Online judges' briefing	**Included** — held online before the competition, covering the judging criteria, scoring sheets and procedure for each division
Judges' Night dinner	**Included** — on the evening before the competition (24 June 2027), with the judging panel and the Organising Committee
International Letter of Appointment	**Included**
Judge's trophy	**Included**
Personal promotional display stand	**Included** — a judge's display stand for your own professional use
Photograph in the official event handbook	**Included** — your portrait and profile appear in the judges' section
Attendance at the International Forum	**Included**
Entry to competition items	**Not included** — USD 100 per item, entered separately
Flights, visa, accommodation, meals and local transport	**Not included** — arranged and paid for by the judge

※ The programme is conducted **principally in Chinese with English support**; the briefing materials and scoring sheets are provided bilingually.

※ Appointment to the panel for a given division is confirmed by the Committee after the training, taking account of the applicant's professional field and experience.

V. Programme for 25 June 2027

The 2nd Edition is held over a single day: **10:00 admission, 15:00 Opening Ceremony, 16:00–18:00 Awards Ceremony**. The **24 Live items** run in rotations on the main stage and in the competition work area; the **29 Static items** are judged on display between 10:30 and 11:00.

Time	Programme	Location
10:00–10:30	**Competitor admission, registration and drawing of lots**; **all static works must be fully set up before 10:30**	Stage area registration desk / static display area
10:30–11:00	**Judging of static works** (all 29 static items on display judged in parallel, including Culinary E01 / E02 / E04 / E05)	Static display area
10:30–11:30 (B04 until 12:00)	**Live competition** (items run in parallel, each for its own allotted time; short items of 20–30 minutes run in two rotations, A and B) **B04 Fashion Bridal Total Look Styling runs 90 minutes, 10:30–12:00, continuing in the competition work area**	Main stage / competition work area
11:30–12:30	**Showcase performance**	Main stage
12:30–13:00	Lunch and venue reset	—
13:00–14:00	**International Forum (Panel Discussion)** (2 sessions of 30 minutes each)	Main stage
14:00–15:00	Judges' meeting and compilation of results; **collection of static works (by 14:30)**	Judges' room / static display area
15:00–16:00	**Opening Ceremony** (approx. 1 hour)	Main stage
16:00–18:00	**Awards Ceremony**	Main stage
18:00	**Close of competition**	—

※ **How the Live categories run**: there are 24 Live items in total (Beauty 15, Hair 3, Meridian & Boju Therapy 5, Culinary beverage 1), running **in parallel** within the 10:30–11:30 window. Each item starts and finishes according to its own allotted time (20 to 90 minutes); **items allotted 60 minutes must start promptly at 10:30**. **B04 Fashion Bridal Total Look Styling covers both make-up and hairstyling and is therefore allotted 90 minutes (10:30–12:00), held in the competition work area so that it does not affect the showcase performance from 11:30. Short items of 20–30 minutes may share a workstation across two rotations, A and B.** The number of workstations and the rotation lists for each item will be published separately in the **detailed running order announced before the competition**.

※ **Static judging lasts only 30 minutes** (10:30–11:00); the 29 items on display are judged simultaneously by divisional panels. Works remain on display until 14:00 and must be collected between 14:00 and 14:30 on presentation of the receipt slip. The Committee accepts no responsibility for works not collected.

※ Competitors in Live categories must have their equipment in place 30 minutes before their rotation; failure to enter at the announced time is treated as withdrawal.

※ The **International Forum (Panel Discussion)** (13:00–14:00, two sessions of 30 minutes) is open to all competitors and judges. The forum topics and panellists will be announced by the Committee before the competition.

VI. Awards

1. Awards and what is presented

Each competition item is judged on a **placing system**, with winners determined by the scores awarded by the judges. **A trophy and a certificate are presented for every award.**

Award	Chinese	Awarded to	Presented
Champion	冠軍	1st place in the item	**Trophy and certificate**
1st Runner-up	亞軍	2nd place in the item	**Trophy and certificate**
2nd Runner-up	季軍	3rd place in the item (2 awarded where 16 or more have entered)	**Trophy and certificate**

3rd Runner-up	殿軍	Next placing in the item (2 awarded where 21 or more have entered)	**Trophy and certificate**

2. Number of awards per item (by number of entries in that item)

Entries in the item	Champion	1st Runner-up	2nd Runner-up	3rd Runner-up	Total
3–4	1	—	—	—	1
5–10	1	1	—	—	2
11–15	1	1	1	1	4
16–20	1	1	2	1	5
21 or more	1	1	2	2	6

※ **Where fewer than 3 competitors enter an item**, the Committee may announce that the item is merged or withdrawn and will refund that item's entry fee in full; the competitor may transfer to another item.

※ **Minimum score for an award: no award is made below 60 marks and the place is left vacant.** Each placing requires a score of 60 or above; where this is not met the place is neither filled by the next competitor nor carried over.

3. Special and group awards

Award	Criteria	Presented
Triple Artisan Award	**Awarded to any competitor who enters 3 or more competition items**, regardless of placing	**Trophy and certificate**
Best Model Award	Judged separately after the B01–B04 catwalk	Trophy and certificate

★ **The Triple Artisan Award** is intended to encourage entry in multiple items. Each item from the 2nd onwards costs a further USD 100; entering 3 items qualifies for this award.

※ The Awards Ceremony takes place on 25 June 2027, 16:00–18:00. **Winners unable to attend in person may appoint a representative to receive the award on their behalf.** Where a winner neither attends nor appoints a representative, the trophy and certificate are held by the Committee and may be collected after the competition **from a location designated by the Committee**; **if shipping assistance is required, postage will be advised separately**.

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4. Prize money for designated open categories

For categories designated by the Committee as **open categories**, where **20 or more competitors have entered** that category, the following prize money or sponsor gifts are awarded in addition to the trophy and certificate. The designated categories will be announced by the Committee before the competition.

Placing	Prize money / sponsor gift
Champion	**RM 1,000 cash**
1st Runner-up	Sponsor gift to the value of **RM 500**
2nd Runner-up	Sponsor gift to the value of **RM 300**

※ Where **fewer than 20 competitors have entered that category, no prize money or sponsor gift is awarded**; trophies and certificates are presented as normal.

※ Under "2. Number of awards per item", items with 20 or more entries have **two 2nd Runners-up, each receiving a sponsor gift to the value of RM 300**; the 3rd Runner-up is not covered by this prize money.

VII. General Competition Rules (All Divisions)

1. Eligibility

1. Open to anyone working in or studying a beauty- or culinary-related profession, regardless of nationality or gender.
2. Competitors under the age of majority must submit the written consent of a legal guardian.
3. A competitor may enter more than one item, including across divisions, but is responsible for checking that the scheduled times do not clash.
4. **Competitors in Online and Static items need not attend in person**: submission and collection of works, and receipt of awards, may all be handled by an appointed representative. Live items require on-site work and the competitor must attend in person.

2. Originality and intellectual property

1. Competitors must not act unfairly; work submitted must be **original and free of plagiarism or imitation**. Where a breach is established, the Organisers may disqualify the competitor, reclaim

any award presented and announce the fact publicly. Any intellectual property dispute arising is the competitor's sole responsibility, legally and otherwise.

2. Work that has won an award in another competition may not be entered. Where a complaint is made and substantiated, the competitor is disqualified.
3. Copyright infringement incurs a deduction of 100 marks from the total score. Competitors must hold lawful rights of use; where there is infringement of copyright law or misappropriation of another's design, any legal consequences are unconnected with the Organisers.
4. Where plagiarism or misappropriation is established, the competitor is **disqualified and the entry fee is not refunded**.
5. Copyright in competition work remains with its creator. The Organisers hold the right to non-commercial use and may use competition images free of charge, in any form and in perpetuity, crediting the creator by name.
6. Entering the competition constitutes acceptance of all its terms and rules. The Organisers reserve the right to amend, vary or suspend the event. Any matter not covered here is governed by the Organisers' rules and interpretation and may be supplemented by announcement at any time. Any change takes effect as announced on the event website, without separate notice.

3. Common rules for Live categories

1. **Models are supplied by the competitor**, must be aged 15 or over, any gender. The same model may not be used for more than one item in the same time slot.
2. No marks are deducted where a model already has permanent make-up (brows, eyes or lips).
3. No step that the rules require to be carried out on site may be performed on the model in advance; breaches incur a deduction or disqualification under the rules for the item concerned.
4. Before the start time only equipment may be arranged; no work may begin early. Work must stop immediately at the end of the allotted time. Competitors still working after time, or who have not finished, incur a deduction under the rules for the item concerned, up to and including no score being given.
5. Only competitors and models may enter the competition area. Instructors and accompanying persons must watch from the spectator area.
6. Please enter the venue at the times announced.

4. Equipment and facilities

1. **Items such as permanent make-up and eyelash extensions require rechargeable or battery-powered machines and lamps supplied by the competitor; no mains power is provided in the competition area.** Competitors must also supply their own extension leads, batteries and

table mats. **Mains power is provided for the Hair Live items (C01–C03)**, where hairdryers, curling irons and similar may use the Committee's supply. No cooking power is provided in Division E (see that division's rules).

2. **All competition materials (including mannequin heads, nail tips, lashes, pigments, paper charts, cosmetics, dyes and so on) are supplied by the competitor**; the Committee provides only a worktable and chair. **The sole exception is the permanent make-up Live items (B05–B08), for which the Committee supplies a competition material pack including the designated practice skin; the practice skin in the pack must be used and may not be substituted.**
3. Competitors using sharp instruments, pigments or chemicals must supply their own dedicated containers and waste bags. **Worktables must be left clean, with no pigment or waste remaining.** Breaches incur a deduction under the rules for the item concerned (up to 20 marks).
4. Competitors without a table mat, without gloves, or without their own waste bag incur a deduction under the rules for the item concerned (usually 10 marks).
5. Naked flames are prohibited (Division E is governed by its own rules), as are materials that produce a strong odour or dust.

5. Judging and appeals

1. **The judges' decision is final.** A competitor who questions the conduct of the competition may submit a written query to the Committee within 30 minutes of the results being announced; queries after that time will not be accepted. No appeal against the scores themselves will be entertained.

6. Image rights and copyright

1. Competitors consent to the Committee photographing and filming their participation and work, and grant the Committee a royalty-free licence to use this material for event records, the official website, social media and subsequent publicity.
2. Copyright in the work remains with the competitor.

7. Health and safety

1. Competitors must comply with the Malaysian government's entry and public health requirements in force at the time of the competition.
2. All instruments used must meet hygiene and sterilisation requirements; single-use consumables may not be reused.

VIII. Common Rules for Static Categories

1. Judging is by on-site display. **Physical works must be fully set up between 10:00 and 10:30 on 25 June 2027** and labelled; works presented after the closing time are treated as withdrawn.
2. All works are judged anonymously by competitor number. The work itself must not show the competitor's name, school, company name or trademark.
3. Works are **judged 10:30–11:00 and remain on display until 14:00**; they must be **collected by the competitor between 14:00 and 14:30 on presentation of the receipt slip**. Please collect within the stated time; the Committee accepts no responsibility for works left uncollected.
4. Competitors who appoint a representative to deliver or collect a work are responsible for protecting the work's integrity and for keeping their own packaging materials; the Organisers accept no responsibility for safekeeping.
5. Where a work is poorly constructed and is damaged while being moved on site, the Organisers accept no responsibility and marks are deducted under the rules for the item concerned.
6. Online and short-film items (A01–A02, B31, D06–D11) must be uploaded by **31 May 2027** in the manner announced. For **B31 and D06–D11**, competitors must film a video of 30 seconds to 3 minutes showing their own work, together with before-and-after images of the completed treatment; A01–A02 upload video and a statement of concept under that division's rules.

IX. Item Rules by Division

W . B . W . F



AI Digital Media

AI 自媒體

9 items | Online 2 • Static 7

A01 — A09

Rules common to Division A

1. Competitors must not engage in any conduct that compromises fairness. Every work submitted must be original and free of plagiarism or imitation. Where a breach is established, the Organiser reserves the right to disqualify the competitor, reclaim any award already presented and publish the fact. Any dispute over intellectual property arising from the work is the competitor's sole responsibility, including all legal liability.
2. Entering the competition constitutes acceptance of all its terms and rules. The Organiser reserves the right to amend, alter or suspend the competition. Any matter not covered here shall be decided according to the Organiser's regulations and interpretation, and supplementary announcements may be issued at any time. All changes take effect as announced on the event website; no individual notice will be given.
3. Copyright in every work entered remains with its original creator.
4. The Organiser retains the right to use entered works for non-commercial purposes.
5. Works that have already won an award in another competition may not be entered. Where a report of this is substantiated, the entry will be disqualified.
6. Competitors who appoint an agent to deliver or collect a work are responsible for protecting its integrity and for taking away their own packaging materials. The Organiser accepts no responsibility for safekeeping.

※ **A01–A02 (AI Digital Media Short Video) are online-only items.** Competitors need only upload the video file and the creative statement by 31 May 2027 in the manner announced. **No physical work is submitted, and no display stand, frame or description card is required.** These items occupy no space in the static display area on competition day.

A01　AI Digital Media Short Video (Themes: Food, Fashion, Lifestyle, Travel, or Beauty)

International AI Digital Media Short Video
Group: Online　|　**Upload deadline**: 31 May 2027

Points to note

1. The work must address one of the five themes — **food, fashion, lifestyle, travel or beauty** — chosen by the competitor. **No annual set theme is prescribed.**
2. A creative statement must be uploaded with the work.
3. Running time: **15 seconds to 1 minute**.
4. Resolution must be **720p (1280×720) or higher**; anything below this will not be scored.

5. Vertical or horizontal format, as the competitor prefers.

Marking criteria: Content 30%, editing technique 30%, overall fit to theme 40%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A02 AI Digital Media Short Video — Artistic Creation

International AI Digital Media Short Video Artistic Creation (Online)

Group: Online | **Upload deadline**: 31 May 2027

Points to note

1. The work must be an artistic creation related to the beauty industry.
2. A creative statement must be uploaded with the work.
3. Running time: **15 seconds to 1 minute**.
4. Resolution must be **720p (1280×720) or higher**; anything below this will not be scored.
5. Vertical or horizontal format, as the competitor prefers.

Marking criteria: Content 30%, editing technique 30%, overall fit to theme 40%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A03 Mobile Phone Case Gel Painting

International Mobile Phone Case Gel Painting

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by competitors 14:00–14:30

Points to note

1. Theme is free and any style of phone case may be used. Competitors supply their own case.
2. The work must be created entirely in gel painting; 30 marks deducted otherwise.
3. Airbrush technique may not be used; 30 marks deducted otherwise.

Marking criteria: Gel painting technique 40%, fashion creativity and theme 30%, execution 30%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A04 Mobile Phone Case Rhinestone Design

International Mobile Phone Case Rhinestone Design

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by

competitors 14:00–14:30

Points to note

1. Theme is free and any style of phone case may be used. Competitors supply their own case.
2. The work must be created entirely by **rhinestone setting**; 30 marks deducted otherwise.
3. Any type of stone or crystal may be used, at the competitor's discretion.
4. Airbrush technique may not be used; 30 marks deducted otherwise.

Marking criteria: Rhinestone design technique 40%, fashion creativity and theme 30%, execution 30%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A05 Static Mixed-Media Creative Design

International Static Mixed-Media Creative Design

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by competitors 14:00–14:30

Points to note

1. Competitors are encouraged to move beyond conventional materials, techniques and forms. Theme and medium are both free; any single material or combination of materials may be used to realise a three-dimensional work on the chosen theme.
2. The work must not exceed 50 cm × 50 cm × 50 cm; 20 marks deducted otherwise.
3. Where poor construction causes the work to be damaged while being moved at the venue, the Organiser accepts no responsibility and 10 marks will be deducted.

Marking criteria: Creative use of materials 25%, execution 25%, visual impact of the form 50%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A06 Static Mixed-Media Accessory Design (wearable, under 50 cm)

International Static Mixed-Media Accessory Design (Below 50 cm)

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by competitors 14:00–14:30

Points to note

1. Competitors are encouraged to move beyond conventional materials, techniques and forms. Theme and medium are both free; any single material or combination of materials may be used

to realise a three-dimensional work on the chosen theme. **The work must be an accessory that can actually be worn** — a headpiece, neckpiece, body piece, hand piece or similar; 20 marks deducted otherwise.

2. The work must not exceed 50 cm × 50 cm × 50 cm; 20 marks deducted otherwise.
3. Where poor construction causes the work to be damaged while being moved at the venue, the Organiser accepts no responsibility and 10 marks will be deducted.

Marking criteria: Creative use of materials 25%, execution 25%, visual impact of the form 50%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A07 Decoupage Mask Creation

International Decoupage Mask Creation

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by competitors 14:00–14:30

Points to note

1. Competitors supply their own mask; any form is acceptable.
2. Decoration must stay within the area of the A3 mount board, and height must not exceed 20 cm.
3. The work must be mounted on A3 board; 100 marks deducted otherwise.

Marking criteria: Creative design 30%, technique 30%, overall aesthetic 40%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

A08 Fashion Barbie Creative Styling

International Fashion Barbie Creative Styling

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by competitors 14:00–14:30

Points to note

1. Theme is free, creation is unrestricted and any material may be used. The work is completed in advance and must be able to stand upright; 10 marks deducted otherwise.
2. The work must not exceed 45 cm (L) × 45 cm (W) × 60 cm (H); 10 marks deducted otherwise.

Marking criteria: Overall impression 40%, fashion creativity and theme 30%, execution 30%

Note: Works must be submitted by the published deadline; late submission is treated as withdrawal. Works must be collected within the published period, after which the Organiser accepts no

responsibility for safekeeping.

A09 Cultural & Creative Static Sketch (Portrait) Design

International Cultural & Creative Static Sketch (Portrait) Design

Group: Static | **Schedule**: Judging 10:30–11:00 → On display until 14:00 → Collection by competitors 14:00–14:30

Points to note

1. Theme is free; the work must centre on facial make-up of a human figure.
2. A4 size. Competitors supply their own face chart and must not add decoration; 20 marks deducted otherwise.
3. The finished design must not extend above the upper guide line; 10 marks deducted otherwise.
4. Coloured pencils and eyeshadow palettes may be used as drawing media.

Marking criteria: Creative design 30%, make-up technique 30%, overall aesthetic 40%

Note: Works must be submitted by the published deadline; late submission is treated as withdrawal. Works must be collected within the published period, after which the Organiser accepts no responsibility for safekeeping.

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31 items | Live 15 · Static 15 · Online 1

B01 — B31

Division B — Live Group (B01–B14)

The rules common to all live items are set out in VII.3, General Competition Rules.

B01 Professional Fashion Bridal Makeup

Professional Fashion Bridal Makeup

Group: Live | **Time allowed**: 60 minutes

Points to note

1. Competitors supply their own model, of any gender, aged 15 or over. Semi-permanent make-up on the face (brows, eyes or lips) incurs no deduction.
2. Hair, base make-up and the surrounding total look may be completed before the competition.
3. Before the competition only foundation may be applied to the face. All other make-up products are prohibited, and the model must present with base make-up only and an otherwise bare face; 30 marks deducted otherwise.
4. Work that is excessive or departs from the theme loses 20 marks. The look must centre on a formal gown; 10 marks deducted if the model is not wearing one.
5. False lashes must be worn. Lashes may not be extended in advance; 20 marks deducted otherwise.
6. There is no limit on headpiece decoration, and airbrush or stencils may be used.
7. Rhinestones or decoration on the face must not cover more than 20% of it; 20 marks deducted otherwise.

Marking criteria: Make-up technique 40%, styling (hair and dress) 40%, overall design and aesthetic 20%

Notes: 1. The model must walk the runway. 2. A Best Model award is presented separately for the runway walk.

B02 Professional Creative Evening Makeup

Professional Creative Evening Makeup

Group: Live | **Time allowed**: 60 minutes

Points to note

1. Competitors supply their own model, of any gender, aged 15 or over. Semi-permanent make-up on the face (brows, eyes or lips) incurs no deduction.
2. Hair, base make-up and the surrounding total look may be completed before the competition.

3. Before the competition only foundation may be applied to the face. All other make-up products are prohibited, and the model must present with base make-up only and an otherwise bare face; 30 marks deducted otherwise.
4. Work that is excessive or departs from the theme loses 20 marks. The look must centre on a formal gown — an evening look, for which a white bridal gown is not required; 10 marks deducted if the model is not wearing a gown.
5. False lashes must be worn. Lashes may not be extended in advance; 20 marks deducted otherwise.
6. There is no limit on headpiece decoration, and airbrush or stencils may be used.
7. Rhinestones or decoration on the face must not cover more than 20% of it; 20 marks deducted otherwise.

Marking criteria: Make-up technique 40%, styling (hair and dress) 40%, overall design and aesthetic 20%

Notes: 1. The model must walk the runway. 2. A Best Model award is presented separately for the runway walk.

B03 Professional Fantasy Makeup Styling

Professional Fantasy Makeup Styling
Group: Live | **Time allowed**: 60 minutes

Points to note

1. Competitors supply their own model, of any gender, aged 15 or over. Semi-permanent make-up on the face (brows, eyes or lips) incurs no deduction.
2. Theme is free and any material may be used. Hair, base make-up and the surrounding total look may be completed before the competition.
3. Before the competition only foundation may be applied to the face. All other make-up products are prohibited, and the model must present with base make-up only and an otherwise bare face; 30 marks deducted otherwise.
4. Work that is excessive or departs from the theme loses 20 marks.
5. False lashes must be worn. Lashes may not be extended in advance; 20 marks deducted otherwise.
6. There is no limit on headpiece decoration, and airbrush or stencils may be used.

Marking criteria: Overall design 30%, face and body painting technique 50%, creative theme 20%

Notes: 1. The model must walk the runway. 2. A Best Model award is presented separately for the runway walk.

B04 Fashion Bridal Total Look Styling

International Fashion Bridal Total Look Styling

Group: Live | **Time allowed**: **90 minutes** | **Session**: 10:30–12:00 (this item runs longer than the others and begins punctually at the start of the live session)

Steps that may be completed before the competition

1. The model's base make-up (foundation only; all other make-up products are prohibited, 30 marks deducted otherwise).
2. Dressing the model in costume, shoes, hosiery and accessories.
3. Back-combing and setting the hair in rollers. The hair, however, **may not be sectioned in advance**; 10 marks deducted otherwise.
4. **Making and assembling hair ornaments and headpieces** (at the venue these need only be put on and secured).
5. **The model's manicure.**

Steps that must be completed at the venue

1. Full facial make-up (everything beyond the base).
2. Application of false lashes.
3. Sectioning, dressing and styling of the hair.
4. Placing the headpiece and coordinating the whole look.

Points to note

1. Competitors supply their own model, of any gender, aged 15 or over.
2. The work must match its theme. Hair colour is unrestricted.
3. Either hair padding or hairpieces may be used — one or the other, of a single material, to a maximum of three pieces, subject to inspection by the stewards; 10 marks deducted otherwise.
4. False lashes must be worn. Lashes may not be extended in advance; 30 marks deducted otherwise.
5. There is no limit on headpiece decoration, and airbrush or stencils may be used.
6. A full wig may not be used (wefts are permitted). Hair ornaments must not exceed one-fifth of the overall hairstyle.
7. Rhinestones or decoration on the face must not cover more than 20% of it; 30 marks deducted otherwise.
8. Semi-permanent make-up on the model's face (brows, eyes or lips) does not affect the result.

Marking criteria: Make-up technique 40%, styling (hair and dress) 40%, overall design and aesthetic 20%

Notes: 1. The model must walk the runway. 2. A Best Model award is presented separately for the runway walk.

B05 Semi-Permanent Makeup — Misty Brows

International Semi-Permanent Makeup — Misty Brows

Group: Live | **Time allowed**: 60 minutes, including set-up

Points to note

1. Competitors supply their own rechargeable or battery-powered machine and lamp (no mains power is provided at the venue), extension lead, batteries, PMU machine and consumables, together with a work mat for the table.
2. **The Organiser provides the competition material pack for this item, including the designated flat practice skin.** The practice skin from the pack must be used; substituting another leads to disqualification.
3. Only machine or manual misty-brow technique may be used. The finished work must be clean, free of patches and specks, with well-defined, symmetrical brows.
4. Pigment may be of any brand but must be brown; 10 marks deducted otherwise.
5. Broken skin or bleeding of colour loses 10 marks.
6. Competitors must wipe the work completely clean on finishing; 10 marks deducted otherwise.
7. The table must be left clean, with no pigment or waste remaining; 20 marks deducted otherwise.
8. Working without a mat, without gloves, or without bringing a waste bag loses 10 marks.
9. Still working, or not having finished, when time is called loses 10 marks.

Marking criteria: Brow symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B06 Semi-Permanent Makeup — Lips

International Semi-Permanent Makeup — Lips

Group: Live | **Time allowed**: 60 minutes, including set-up

Points to note

1. Competitors supply their own rechargeable or battery-powered machine and lamp (no mains power is provided at the venue), extension lead, batteries, PMU machine and consumables, together with a work mat for the table.
2. **The Organiser provides the competition material pack for this item, including the designated flat practice skin.** The practice skin from the pack must be used; substituting another leads to disqualification.

3. Pigment may be of any brand but must be true red; 10 marks deducted otherwise.
4. Broken skin or bleeding of colour loses 10 marks.
5. Competitors must wipe the work completely clean on finishing; 10 marks deducted otherwise.
6. Lips shorter than 4 cm lose 10 marks.
7. The table must be left clean, with no pigment or waste remaining; 20 marks deducted otherwise.
8. Working without a mat, without gloves, or without bringing a waste bag loses 10 marks.
9. Still working, or not having finished, when time is called loses 10 marks.

Marking criteria: Lip symmetry 30%, completeness 30%, aesthetic of the lip shape 30%, cleanliness 10%

B07 Men's Hairstroke Brows

International Men's Hairstroke Brows

Group: Live | **Time allowed**: 30 minutes, including set-up

Points to note

1. Competitors supply their own rechargeable or battery-powered machine and lamp (no mains power is provided at the venue), extension lead, batteries, PMU machine and consumables, together with a work mat for the table.
2. **The Organiser provides the competition material pack for this item, including the designated flat practice skin.** The practice skin from the pack must be used; substituting another leads to disqualification.
3. Only hairstroke technique may be used; any other technique leads to disqualification.
4. The finished work must show clean, flowing strokes and a well-defined, symmetrical pair of brows.
5. Pigment may be of any brand but must be brown; 10 marks deducted otherwise.
6. Broken skin or bleeding of colour loses 10 marks.
7. Competitors must wipe the work completely clean on finishing; 10 marks deducted otherwise.
8. Brow shape is free, but the gap between the brows must be at least 1 cm, the brow head at least 1 cm wide and the brow at least 6 cm long; 10 marks deducted otherwise.
9. The table must be left clean, with no pigment or waste remaining; 20 marks deducted otherwise.
10. Working without a mat, without gloves, not finishing, or not bringing a waste bag loses 10 marks.

Marking criteria: Brow symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B08 Semi-Permanent Makeup — Eyeliner

International Semi-Permanent Makeup — Eyeliner

Group: Live | **Time allowed**: 30 minutes, including set-up

Points to note

1. Competitors supply their own rechargeable or battery-powered machine and lamp (no mains power is provided at the venue), extension lead, batteries, PMU machine and consumables, together with a work mat for the table.
2. **The Organiser provides the competition material pack for this item, including the designated practice skin.** The practice skin from the pack must be used; substituting another leads to disqualification.
3. Machine or manual technique may be used. The finished eyeliner must be symmetrical on both sides.
4. Pigment may be of any brand but must be black; 10 marks deducted otherwise.
5. Broken skin or bleeding of colour loses 10 marks.
6. Competitors must wipe the work completely clean on finishing; 10 marks deducted otherwise.
7. The eyeliner must be at least 3 cm long; 10 marks deducted otherwise.
8. The table must be left clean, with no pigment or waste remaining; 20 marks deducted otherwise.
9. Working without a mat, without gloves, or without bringing a waste bag loses 10 marks.
10. Still working, or not having finished, when time is called loses 10 marks.

Marking criteria: Eyeliner symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B09 Salon Lash Extension Design

International Salon Lash Extension Design

Group: Live | **Time allowed**: 40 minutes | **Collection of work**: 14:00–14:30

Points to note

1. Competitors supply their own mannequin head, rechargeable lamp (no mains power is provided at the venue), extension lead, batteries and consumables.
2. Competitors supply the lashes used for extension.
3. 50 lashes per eye, 100 for both. Competitors should bring double-sided tape as required.
4. There is no restriction on the number, thickness, curl or length of the fans used.
5. Safety margin: 1 mm from the lash root.
6. Only black adhesive may be used; 10 marks deducted otherwise.

7. The design must be a free creative composition built from lash fans.
8. Other materials such as feathers, glitter, sequins or rhinestones may not be used as decoration; 10 marks deducted otherwise.
9. The mannequin head may not be marked or decorated; doing so leads to disqualification.

Marking criteria: Attachment distance 10%, symmetry 10%, creative design 20%, extension technique 30%, overall styling 30%

B10 Blooming Lash Extension (Mannequin Head)

International Blooming Lash Extension (Mannequin Head)

Group: Live | **Time allowed**: 60 minutes | **Collection of work**: 14:00–14:30

Points to note

1. Competitors supply their own mannequin head, rechargeable lamp (no mains power is provided at the venue), extension lead, batteries and consumables.
2. Competitors supply the lashes used for extension.
3. The extended lashes must be attached to the mannequin head; competitors should bring double-sided tape as required.
4. Only black single-filament (round) lashes may be used, 0.07 thickness and 12 mm long; curl is unrestricted.
5. Safety margin: 1 mm from the lash root.
6. Only black adhesive may be used; 10 marks deducted otherwise.
7. Only the blooming technique may be used. Pre-made volume strips, ready-made fans and instant-bloom lash products are prohibited; 10 marks deducted otherwise.
8. If two or more lashes on one eye remain unattached when time is called, the work will not be scored.

Marking criteria: Attachment distance 20%, consistency of the blooms 30%, cleanliness of the adhesive 20%, overall styling 30%

B11 Eyelash Paper Speed Competition

International Eyelash Paper Speed Competition

Group: Live | **Time allowed**: 50 minutes

Points to note

1. The speed-competition template is downloaded from the appendix to these guidelines and printed by the competitor on white paper. The specification may not be altered; work on an altered template will not be scored.

2. No writing, marks or drawings may be added to the template; 30 marks deducted otherwise.
3. Only black single-filament lashes of 0.15 thickness may be used; 30 marks deducted otherwise.
4. Lash length is limited to 11–13 mm; 30 marks deducted otherwise.
5. One eye must be completed before the other is started, and competitors may not work only at the two ends; 10 marks deducted per eye otherwise.
6. At least 100 lashes in total across both eyes.

Marking criteria: Meeting the required count 40%, cleanliness of the adhesive 30%, extension technique 30%

B12 Salon Mixed-Technique Nail Art (Live)

International Dynamic — Salon Mixed-Technique Nail Art

Group: Live | **Time allowed**: 50 minutes | **Pieces**: **3 nail tips**

Points to note

1. Competitors supply their own tips. **Only Japanese-style almond tips of about 2.5 cm may be used, and all three must be the same size**; work that breaches this scores zero.
2. Theme is free. No reference material may be brought to the competition; 20 marks deducted from the total otherwise.
3. **Design elements are unrestricted**: painting techniques and salon materials (galaxy paper, rhinestones, foil, 3D acrylic, dried flowers and so on) may be used, with no restriction on product type.
4. The work must be wearable in a salon context — once finished it should be in a state in which it could actually be worn.
5. The three tips must form one complete design on a single theme.

Marking criteria: Combination of techniques 30%, salon practicality 30%, overall design and aesthetic 40%

B13 Rhinestone Setting Nail Art (Live)

International Dynamic — Rhinestone Setting Nail Art

Group: Live | **Time allowed**: 50 minutes | **Pieces**: **3 nail tips**

Points to note

1. Competitors supply their own tips. **Only tips of about 2.5 cm may be used, and all three must be the same size**; work that breaches this scores zero.
2. Theme is free. No reference material may be brought to the competition; 20 marks deducted from the total otherwise.

3. The design is built from **rhinestones, foil, pearls and nail ornaments**, and **rhinestones must cover at least 70% of the work**.
4. **Extension in length, width and height is limited to 1 cm each; work that breaches this scores zero.**

Marking criteria: Setting technique and tightness of placement 40%, creative design 30%, overall design and aesthetic 30%

B14 Salon Gradient Blending Nail Art (Live)

International Dynamic — Salon Gradient Blending Nail Art
Group: Live | **Time allowed**: 50 minutes | **Pieces**: **3 nail tips**

Points to note

1. Competitors supply their own tips. **Only Japanese-style tips of about 2.5 cm may be used, and all three must be the same size**; work that breaches this scores zero.
2. Theme is free. No reference material may be brought to the competition; 20 marks deducted from the total otherwise.
3. **The work must be flat blending work**, using only flat techniques such as blending, gradient and wash. **Three-dimensional build-up and relief work are not permitted**; 30 marks deducted otherwise.
4. Rhinestones, stickers, sequins and other three-dimensional decoration may not be used; 20 marks deducted otherwise.
5. Airbrush technique may not be used; 30 marks deducted otherwise.
6. **Gel, watercolour and acrylic paint** may be used, with no restriction on product type.

Marking criteria: Depth and evenness of the blend 40%, colour combination 30%, overall design and aesthetic 30%

Division B — Static Group (B15–B29)

The rules common to all static items are set out in VIII, Common Rules for Static Categories. The schedule for every static item is: works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection by competitors 14:00–14:30.

B15 Bridal Makeup Face Chart Design

International Bridal Makeup Face Chart Design
Group: Static

Points to note

1. Theme is free. The face chart is downloaded from the appendix to these guidelines and printed by the competitor on white A4 paper. No background may be added and the chart may not be resized, enlarged or reduced; 30 marks deducted otherwise.
2. No further painted decoration may be added to the chart itself.
3. The mount is A3 card, which may carry decorative painting around the chart. Including the mount, the work must not exceed A3; 20 marks deducted otherwise.
4. The finished design must not extend above the upper guide line; 10 marks deducted otherwise.
5. No marks may be made on the chart; doing so leads to disqualification.

Marking criteria: Creative design 30%, make-up technique 30%, overall design and aesthetic 40%

B16 Creative Makeup Face Chart Design

International Creative Makeup Face Chart Design

Group: Static

Points to note

1. Theme is free. The face chart is downloaded from the appendix to these guidelines and printed by the competitor on white A4 paper. No background may be added and the chart may not be resized, enlarged or reduced; 30 marks deducted otherwise.
2. The finished design must not extend above the upper guide line; 10 marks deducted otherwise.
3. The mount is A3 card, which may carry decorative painting around the chart. Including the mount, the work must not exceed A3; 50 marks deducted otherwise.
4. No marks may be made on the chart; doing so leads to disqualification.

Marking criteria: Creative design 30%, make-up technique 30%, overall design and aesthetic 40%

B17 Creative 3D Makeup Face Chart Design

International Creative 3D Makeup Face Chart Design

Group: Static

Points to note

1. Theme is free. The face chart is downloaded from the appendix to these guidelines and printed by the competitor on white A4 paper. No background may be added and the chart may not be resized, enlarged or reduced; 30 marks deducted otherwise.
2. The finished design must not extend above the upper guide line; 10 marks deducted otherwise.
3. The mount is A3 card, which may carry decorative painting around the chart. Including the mount, the work must not exceed A3; 50 marks deducted otherwise.

4. No marks may be made on the chart; doing so leads to disqualification.

Marking criteria: Creative design 30%, make-up technique 30%, overall design and aesthetic 40%

B18 Static Semi-Permanent Makeup — Misty Brows (Flat Skin)

International Static Semi-Permanent Makeup — Misty Brows (Flat Skin)
Group: Static

Points to note

1. **Competitors supply their own flat practice skin; the Organiser does not prescribe a brand or specification.**
2. Only misty-brow technique may be used; any other technique leads to disqualification.
3. Brow pigment must be in the brown family; 10 marks deducted otherwise.
4. Brow shape is free, but the brow head must be at least 0.7 cm wide and the brow at least 5 cm long; 10 marks deducted otherwise.
5. The gap between the brows must be at least 0.7 cm; 10 marks deducted otherwise.
6. The finished work must be clean, free of patches and specks, with well-defined, symmetrical brows.
7. Work that has not been wiped clean loses 10 marks.

Marking criteria: Brow symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B19 Static Semi-Permanent Makeup — Misty Brows (3D Skin)

International Static Semi-Permanent Makeup — Misty Brows (3D Skin)
Group: Static

Points to note

1. **Competitors supply their own three-dimensional practice skin; the Organiser does not prescribe a brand or specification.**
2. Only misty-brow technique may be used; any other technique leads to disqualification.
3. Brow pigment must be in the brown family; 10 marks deducted otherwise.
4. Brow shape is free, but the brow head must be at least 0.7 cm wide and the brow at least 5 cm long; 10 marks deducted otherwise.
5. The gap between the brows must be at least 0.7 cm; 10 marks deducted otherwise.
6. The finished work must be clean, free of patches and specks, with well-defined, symmetrical brows.

7. The eye may be drawn in, but this earns no additional marks. Broken skin loses 10 marks.
8. Work that has not been wiped clean loses 10 marks.

Marking criteria: Brow symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B20 Static PMU — Wild Hairstroke Brows

International Static PMU — Wild Hairstroke Brows
Group: Static

Points to note

1. **Competitors supply their own flat practice skin; the Organiser does not prescribe a brand or specification.**
2. Only hairstroke technique may be used; any other technique leads to disqualification.
3. Brow pigment must be in the brown family; 10 marks deducted otherwise.
4. Brow shape is free, but the brow head must be at least 0.7 cm wide and the brow at least 5 cm long; 10 marks deducted otherwise.
5. The gap between the brows must be at least 1 cm; 10 marks deducted otherwise.
6. The finished work must be clean, free of patches and specks, with well-defined, symmetrical brows.
7. The eye may be drawn in, but this earns no additional marks. Broken skin loses 10 marks.
8. Work that has not been wiped clean loses 10 marks.

Marking criteria: Symmetry of the brow strokes 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B21 Static Semi-Permanent Makeup — Lips (Flat Skin)

International Static Semi-Permanent Makeup — Lips (Flat Skin)
Group: Static

Points to note

1. **Competitors supply their own flat practice skin; the Organiser does not prescribe a brand or specification.**
2. The finished work must be clean, free of patches and specks, with a flowing, well-defined and symmetrical lip shape in an even colour.
3. Colour bleeding beyond the lip line loses 10 marks.
4. Lips shorter than 4 cm lose 10 marks.

5. Work that has not been wiped clean loses 10 marks.

Marking criteria: Lip symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B22 Static Semi-Permanent Makeup — Full Face

International Static Semi-Permanent Makeup — Eyebrows / Eyeliner / Lips
Group: Static

Points to note — (1) Brows

1. **Competitors supply their own flat practice skin; the Organiser does not prescribe a brand or specification.**
2. Brow pigment must be in the brown family; 10 marks deducted otherwise.
3. Brow shape is free, but the brow head must be at least 0.7 cm wide and the brow at least 5 cm long; 10 marks deducted otherwise.
4. The gap between the brows must be at least 1 cm; 10 marks deducted otherwise.
5. The finished work must be clean, free of patches and specks, with well-defined, symmetrical brows.

(2) Eyeliner

1. Only basic eyeliner technique may be used, in black; 10 marks deducted otherwise.
2. Broken skin or bleeding of colour loses 10 marks.
3. Competitors must wipe the work clean on finishing; 10 marks deducted otherwise.
4. The eyeliner must be at least 3 cm long; 10 marks deducted otherwise.

(3) Lips

1. **Competitors supply their own lip-shaped practice skin; the Organiser does not prescribe a brand or specification.**
2. Only gradient technique may be used; pigment need not be true red.
3. The finished work must be clean, free of patches and specks, with a flowing, well-defined and symmetrical lip shape in an even colour.
4. Broken skin loses 10 marks.
5. Lips shorter than 4 cm lose 10 marks.
6. Work that has not been wiped clean loses 10 marks.

Marking criteria: Symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B23 Static Eyeliner

International Static Eyeliner

Group: Static

Points to note

1. **Competitors supply their own flat practice skin; the Organiser does not prescribe a brand or specification.**
2. Only basic eyeliner technique may be used, in black; 30 marks deducted otherwise.
3. Broken skin or bleeding of colour loses 10 marks.
4. Competitors must wipe the work clean on finishing; 10 marks deducted otherwise.
5. The eyeliner must be at least 3 cm long; 10 marks deducted otherwise.
6. The work must be mounted on white card no larger than 21 × 9 cm.

Marking criteria: Eyeliner symmetry 30%, evenness, saturation and colour retention 30%, overall design and aesthetic 40%

B24 Black Round Lash Extension Design — 100 Lashes, Both Eyes

International Black Round Lash Extension Design — 100 Lashes Both Eyes

Group: Static

Points to note

1. Only black velvet (round) lashes may be used, 0.15 thickness, in at least three different lengths; curl is unrestricted.
2. One set of false lashes only. Competitors build the design on a set of false lashes of roughly 100 hairs across both eyes; 10 marks deducted otherwise.
3. A distance of 0.1 cm must be kept from the lash root; 10 marks deducted otherwise.
4. Black adhesive must be used; 10 marks deducted otherwise.
5. The style must be centre-weighted; 30 marks deducted otherwise.
6. No other lashes or decorative materials may be used; 20 marks deducted otherwise.
7. The work must be presented in a display box, and the inside of the box may carry no decoration.
8. Competitors supply the display box, which must be transparent with a lid that opens; the lid may not be sealed shut; 10 marks deducted otherwise.
9. Ready-made styled false lashes may not be used; doing so leads to disqualification.

Marking criteria: Cleanliness of the adhesive 30%, extension technique 30%, overall design and aesthetic 40%

B25 Clover Lash Extension Design — 100 Lashes, Both Eyes

International Clover Lash Extension Design — 100 Lashes Both Eyes

Group: Static

Points to note

1. Only clover (three-point fan) lashes may be used, in at least three different lengths; curl is unrestricted.
2. One set of false lashes only. Competitors build the design on a set of false lashes of roughly 100 hairs across both eyes; 10 marks deducted otherwise.
3. A distance of 0.1 cm must be kept from the lash root; 10 marks deducted otherwise.
4. Black adhesive must be used; 10 marks deducted otherwise.
5. Style is unrestricted.
6. No other lashes or decorative materials may be used; 20 marks deducted otherwise.
7. The work must be presented in a display box, and the inside of the box may carry no decoration.
8. Competitors supply the display box, which must be transparent with a lid that opens; the lid may not be sealed shut; 10 marks deducted otherwise.
9. Ready-made styled false lashes may not be used; doing so leads to disqualification.

Marking criteria: Creative design 30%, extension technique 30%, overall design and aesthetic 40%

B26 Five-Leaf Clover Lash Extension Design — 140 Lashes, Both Eyes

International Five-Leaf Clover Lash Extension Design — 140 Lashes Both Eyes

Group: Static

Points to note

1. Only five-point clover fan lashes may be used, in at least three different lengths; curl and style are unrestricted.
2. One set of false lashes only. Competitors build the design on a set of false lashes of roughly 140 hairs across both eyes; 10 marks deducted otherwise.
3. A distance of 0.1 cm must be kept from the lash root; 10 marks deducted otherwise.
4. Black adhesive must be used; 10 marks deducted otherwise.
5. No other lashes or decorative materials may be used; 20 marks deducted otherwise.
6. The work must be presented in a display box, and the inside of the box may carry no decoration.
7. Competitors supply the display box, which must be transparent with a lid that opens; the lid may not be sealed shut; 10 marks deducted otherwise.
8. Ready-made styled false lashes may not be used; doing so leads to disqualification.

Marking criteria: Creative design 30%, extension technique 30%, overall design and aesthetic 40%

B27 Salon Mixed-Technique Nail Art (Static)

International Static — Salon Mixed-Technique Nail Art

Group: Static | **Pieces**: 5 nail tips

Points to note

1. **Theme is free.**
2. **Only Japanese-style almond tips of about 2.5 cm may be used, and all five must be the same size; work that breaches this scores zero.**
3. **Design elements are unrestricted**: painting techniques and salon materials (galaxy paper, rhinestones, foil, 3D acrylic, dried flowers and so on) may be used.
4. **Competitors supply a 4×6 or 5×7 frame and present the work in it. The arrangement must not extend beyond the outer frame; work that breaches this is disqualified.**
5. If the work has been entered in another competition, **a prize-winning work may not be submitted**; doing so leads to disqualification.

Marking criteria: Combination of techniques 30%, salon practicality 30%, overall design and aesthetic 40%

B28 Rhinestone Setting Nail Art (Static)

International Static — Rhinestone Setting Nail Art

Group: Static | **Pieces**: 5 nail tips

Points to note

1. **Only tips of about 2.5 cm may be used, and all five must be the same size.**
2. The design is built from **rhinestones, foil, pearls and nail ornaments**, and **rhinestones must cover at least 70% of the work**.
3. **Extension in length, width and height is limited to 1 cm each; work that breaches this scores zero.**
4. Competitors supply a **5×7 frame** and present the work in it. **The inner frame is 5×7 and the outer frame must not exceed it by more than 1 cm**; work that breaches this is disqualified.
5. **Every frame must be set on a black backing board.**
6. If the work has been entered in another competition, **a prize-winning work may not be submitted**; doing so leads to disqualification.

Marking criteria: Setting technique and tightness of placement 40%, creative design 30%, overall design and aesthetic 30%

B29 Salon Gradient Blending Nail Art (Static)

International Static — Salon Gradient Blending Nail Art

Group: Static | **Pieces**: 5 nail tips

Points to note

1. Theme is free.
2. **Only Japanese-style tips of about 2.5 cm may be used, and all five must be the same size; work that breaches this scores zero.**
3. **The work must be flat blending work**, created in **gel, watercolour or acrylic paint**. **Three-dimensional build-up and relief work are not permitted**; 30 marks deducted otherwise.
4. Rhinestones, stickers, sequins and other three-dimensional decoration may not be used; 20 marks deducted otherwise.
5. Airbrush technique may not be used; 30 marks deducted otherwise.
6. **Competitors supply a 4×6 frame and present the work in it. The arrangement must not extend beyond the outer frame; work that breaches this is disqualified.**
7. If the work has been entered in another competition, **a prize-winning work may not be submitted**; doing so leads to disqualification.

Marking criteria: Depth and evenness of the blend 40%, colour combination 30%, overall design and aesthetic 30%

Division B — Items Added This Edition (B30–B31)

Two items have been added for this edition and are listed after the Live and Static groups. B30 belongs to the Live group and follows VII.3, General Competition Rules; B31 is an online short-film item and follows point 6 of VIII, Common Rules for Static Categories.

B30 Professional Deep Cleansing Facial (Live)

International Dynamic — Professional Deep Cleansing Facial

Group: Live | **Time allowed**: 30 minutes

Points to note

1. Competitors supply their own model, of any gender, aged 15 or over, whose skin must be healthy, free of any skin disorder, and must not have undergone a medical aesthetic procedure within the previous month.
2. All equipment, products, linen and consumables are supplied by the competitor. The Organiser provides only the work table and a chair. **No mains power is supplied at the venue**, and no

steamer, hot water or drainage is provided; competitors who need warm compresses should bring their own rechargeable or insulated equipment.

3. A complete deep-cleansing routine must be carried out within the time allowed — make-up removal, cleansing, exfoliation or softening, extraction, soothing, toning and basic care. The order of the steps and the products used are at the competitor's discretion.
4. **No invasive instrument or medical-grade device may be used** (radiofrequency, laser, injectables, peeling acids and the like); use of any such device leads to disqualification.
5. Hands must be sanitised before and after the treatment, and a mask and gloves worn throughout; 20 marks deducted otherwise.
6. Competitors must bring their own waste bag, keep the work surface tidy and clear it completely before leaving; 20 marks deducted otherwise.
7. Work must stop the moment time is called; 10 marks are deducted for work left unfinished.

Marking criteria: Cleansing technique and correctness of the routine 30%, skin analysis and choice of products 20%, fluency and pressure 20%, cleansing result 20%, hygiene and professional presentation 10%

Note: Competitors must enter the competition area at the time announced at the venue. This item is judged principally on technique, routine and hygiene, not solely on the immediate result of a single treatment.

B31 Static — Scalp Micropigmentation (SMP), 30-second to 3-minute video

International Static — Scalp Micropigmentation (SMP)
Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

Points to note

1. The work may be performed on a live person or on a three-dimensional practice scalp (3D head model). The video must show the whole procedure.
2. Pigment may be of any brand but must be **black to dark grey**; 10 marks deducted otherwise.
3. Resolution must be **720p (1280×720) or higher**; anything below this will not be scored.
4. The work must be **performed by the competitor in person**; work carried out by another person leads to disqualification.
5. Before-and-after photographs must be submitted, and **both must be taken from the same angle under the same lighting**; 10 marks deducted otherwise.
6. Where the work is performed on a live person, that person's consent must be obtained and stated in the video or the accompanying note. The video must not show the competitor's name, company name or trademark.

What is assessed

1. Consistency of the dots: even diameter, even spacing, no blurring or merging.
2. Hairline design: a natural curve, in proportion to the face and head shape, never hard-edged.
3. Colour and depth: even, well-saturated colour with natural gradation and no bleeding.
4. Overall naturalness: blends with the existing hair, with no visible boundary.
5. Hygiene and professional practice: a complete sanitising routine, correct use of machine and cartridges.
6. Competitors film a video of 30 seconds to 3 minutes showing their own work, accompanied by before-and-after photographs.

Marking criteria: Consistency of the dots 30%, hairline design 25%, colour and depth 20%, overall naturalness 15%, hygiene and professional practice 10%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

W . B . W . F

C

Hair

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6 items | Live 3 · Static 3

C01 — C06

C01 Professional Creative Hair Colouring

International Professional Creative Hair Coloring

Group: Live | **Time allowed**: 60 minutes

Points to note

1. Theme is free and any material may be used. The surrounding look may be completed before the competition.
2. Hair ornaments must not exceed one-third of the hairstyle. Pre-coloured wefts may be used and hair colour is unrestricted.
3. Costume and accessories, back-combing and roller setting may be completed before the competition, but the hair may not be sectioned in advance; 10 marks deducted otherwise.
4. Hair padding, wefts and partial hairpieces may be used, in any material and any number.

Marking criteria: Overall design 30%, fashion creativity and theme 30%, technical execution of the hairstyle 40%

Note: Competitors must enter the competition area at the time announced at the venue.

C02 Professional Creative Evening Hairstyling

International Professional Creative Evening Hairstyling

Group: Live | **Time allowed**: 40 minutes

Points to note

1. Theme is free and any material may be used. The surrounding look may be completed before the competition.
2. Hair ornaments must not exceed one-third of the hairstyle. Hairpieces may be used and hair colour is unrestricted.
3. Costume and accessories, back-combing and roller setting may be completed before the competition, but the hair may not be sectioned in advance; 10 marks deducted otherwise.
4. Hair padding, hairpieces and pre-coloured wefts may be used, in any material and any number.

Marking criteria: Overall design 30%, fashion creativity and theme 30%, technical execution of the hairstyle 40%

Note: Competitors must enter the competition area at the time announced at the venue.

C03 Hair Cutting & Blow Styling (Live)

Dynamic Hair Cutting & Blow Styling

Group: Live | **Time allowed**: 30 minutes

Points to note

1. The fashion look is a free creation; overall beauty is what counts. Perming and bleaching are permitted and hair colour is unrestricted.
2. Make-up may be completed in advance, and styling may extend to the shoulders.
3. No marks may be made on the mannequin head or scalp.
4. Work must stop when time is called; 30 marks are deducted for work left unfinished.
5. Hairpieces are prohibited. Competitors supply their own mannequin head and upright stand, with the work completed in advance. No hair ornaments may be worn; 30 marks deducted otherwise.

Marking criteria: Overall creative design 40%, technical execution 30%, creative theme 30%

C04 Static Bridal Hairstyling

International Static Bridal Hairstyling

Group: Static | **Schedule**: Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection 14:00–14:30

Points to note

1. Competitors supply their own mannequin head and upright stand, with the work completed in advance.
2. Hair ornaments must not exceed one-third of the hairstyle. Hairpieces may be used and hair colour is unrestricted.
3. There is no limit on headpiece decoration, and airbrush or stencils may be used.
4. Hair padding, hairpieces and pre-coloured wefts may be used, in any material and any number.

Marking criteria: Fashion creativity and theme 30%, overall design and aesthetic 30%, technical execution of the hairstyle 40%

Note: Works must be submitted by the published deadline; late submission is treated as withdrawal. Works must be collected within the published period, after which the Organiser accepts no responsibility for safekeeping.

C05 Static Creative Braiding & Updo Hairstyling

International Static Creative Braiding & Updo Hairstyling

Group: Static | **Schedule**: Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection 14:00–14:30

Points to note

1. Competitors supply their own mannequin head and table stand, with the work completed in advance.
2. Hairpieces are prohibited. Hair colour is unrestricted; hair ornaments must not exceed one-third of the hairstyle; 10 marks deducted otherwise.
3. No marks may be made on the mannequin head or scalp; doing so leads to disqualification.

Marking criteria: Overall impression 40%, fashion creativity and theme 30%, execution 30%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

C06 Static Hair Cutting & Blow Styling

International Static Hair Cutting & Blow Styling

Group: Static | **Schedule**: Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection 14:00–14:30

Points to note

1. Competitors supply their own mannequin head and table stand, with the work completed in advance.
2. The fashion look is a free creation; overall beauty is what counts. Perming and bleaching are permitted and hair colour is unrestricted.
3. No marks may be made on the mannequin head or scalp; doing so leads to disqualification.

Marking criteria: Overall creative impression 40%, execution 30%, creative theme 30%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

W . B . W . F

D

Meridian & Boju

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11 items | Live 5 · Video upload 6

D01 — D11

Notes common to Division D: Practitioners supply their own towels and tools, and must enter the competition area at the time announced at the venue. Static video items must be submitted by the upload deadline in the manner announced.

How these items are judged: **Facial Boju (D04) is performed on one side of the face only**, and the judges score by comparing the lifting effect on the two sides. **Items worked on other parts of the body are judged primarily on technique**, with no before-and-after comparison required.

D01 Live — Meridian Massage

International Dynamic — Meridian Massage
Group: Live | **Time allowed**: 20 minutes

What is assessed

1. Technique and meridian accuracy: whether the correct meridians are worked and the acupoints are precise.
2. Fluency: whether the sequence runs smoothly, without hesitation.
3. Pressure and rhythm: appropriate pressure, steady rhythm.
4. Effect: whether relaxation and improvement are achieved.
5. Overall professionalism: a complete routine, professional presentation, good hygiene.

Marking criteria: Technique and meridian accuracy 30%, handling of tools and fluency 20%, pressure and rhythm 20%, effect 20%, overall professionalism 10%

D02 Live — Golden Tai Chi Stick Meridian Therapy

International Dynamic — Golden Tai Chi Stick Meridian Therapy
Group: Live | **Time allowed**: 20 minutes

What is assessed

1. Technique and meridian accuracy: correct direction along the meridian, acupoints properly reached.
2. Handling of the tool: steady use of the Tai Chi stick at the correct angle.
3. Pressure and rhythm: appropriate pressure, flowing rhythm.
4. Effect: relaxation, improved circulation, the body's response.
5. Overall professionalism: a complete routine, presentation and hygiene.

Marking criteria: Technique and meridian accuracy 30%, handling of tools and fluency 20%, pressure and rhythm 20%, effect 20%, overall professionalism 10%

D03 Live — Zangyu Tai Chi Qi-Line Technique

International Dynamic — Zangyu Tai Chi Qi-Line Technique

Group: Live | **Time allowed**: 20 minutes

What is assessed

1. The sense of qi flowing along the line, coordination of movement, stability of technique.
2. A complete routine, correct technique, coordinated use of the body.
3. Projection of energy, confidence and stage presence, overall professional image.

Marking criteria: Qi sense, application of technique and meridian accuracy 30%, handling of tools and fluency 20%, completeness of technique, pressure and rhythm 20%, effect 20%, overall professionalism and stage presence 10%

D04 Live — Facial Boju Therapy

International Dynamic — Facial Boju Therapy

Group: Live | **Time allowed**: 20 minutes

How the item is performed: **Only one side of the model's face is worked** — left or right, as the competitor chooses. On completion the judges score by **comparing the difference in lifting effect between the two sides**.

What is assessed

1. Technique and acupoints: whether the correct points are released, correct direction along the meridian, steady hands.
2. Fluency: whether the sequence runs smoothly, with appropriate pressure and without hesitation.
3. Effect: visible lifting, improvement of the worked side against the other, better complexion.
4. Professionalism and routine: a complete sequence, professional handling, clean and hygienic practice.
5. Client experience: whether the model is comfortable and the overall experience is good.

Marking criteria: Technique and acupoints 30%, fluency 20%, effect 30%, professionalism and routine 10%, client experience 10%

D05 Live — Millennium Tibetan Magnetic Boju

International Dynamic — Millennium Tibetan Magnetic Boju (Wellness Therapy)

Group: Live | **Time allowed**: 20 minutes

What is assessed

1. Technique and meridian accuracy: correct direction along the meridian, acupoints properly reached.
2. Handling of tools: steady use of the Tibetan herbal compress and sesame oil at the correct angle.
3. Pressure and rhythm: appropriate pressure, flowing rhythm.
4. Effect: relaxation, improved circulation, the body's response.
5. Overall professionalism: a complete routine, presentation and hygiene.

Marking criteria: Technique and meridian accuracy 30%, handling of tools and fluency 20%, pressure and rhythm 20%, effect 20%, overall professionalism 10%

D06 Static — Meridian Massage (30-second to 3-minute video)

International Static — Meridian Massage
Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

What is assessed

1. Technique and meridian accuracy: whether the correct meridians are worked and the acupoints are precise.
2. Fluency: whether the sequence runs smoothly, without hesitation.
3. Pressure and rhythm: appropriate pressure, steady rhythm.
4. Effect: whether relaxation and improvement are achieved.
5. Overall professionalism: a complete routine, professional presentation, good hygiene.
6. Competitors film a video of 30 seconds to 3 minutes showing their own work, accompanied by before-and-after photographs.

Marking criteria: Technique and meridian accuracy 30%, handling of tools and fluency 20%, pressure and rhythm 20%, effect 20%, overall professionalism 10%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

D07 Static — Golden Tai Chi Stick Meridian Therapy (30-second to 3-minute video)

International Static — Golden Tai Chi Stick Meridian Therapy
Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

What is assessed

1. Technique and meridian accuracy: correct direction along the meridian, acupoints properly reached.

2. Handling of the tool: steady use of the Tai Chi stick at the correct angle.
3. Pressure and rhythm: appropriate pressure, flowing rhythm.
4. Effect: relaxation, improved circulation, the body's response.
5. Overall professionalism: a complete routine, presentation and hygiene.
6. Competitors film a video of 30 seconds to 3 minutes showing their own work, accompanied by before-and-after photographs.

Marking criteria: Technique and meridian accuracy 30%, handling of tools and fluency 20%, pressure and rhythm 20%, effect 20%, overall professionalism 10%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

D08 Static — Zangyu Tai Chi Qi-Line Technique (30-second to 3-minute video)

International Static — Zangyu Tai Chi Qi-Line Technique

Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

What is assessed

1. The sense of qi flowing along the line, coordination of movement, stability of technique.
2. A complete routine, correct technique, coordinated use of the body.
3. Projection of energy, confidence and stage presence, overall professional image.
4. Competitors film a video of 30 seconds to 3 minutes showing their own work, accompanied by before-and-after photographs.

Marking criteria: Qi sense, application of technique and meridian accuracy 30%, handling of tools and fluency 20%, completeness of technique, pressure and rhythm 20%, effect 20%, overall professionalism and stage presence 10%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

D09 Static — Facial Boju Therapy (30-second to 3-minute video)

International Static — Facial Boju Therapy

Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

What is assessed

1. Technique and acupoints: whether the correct points are released, correct direction along the meridian, steady hands.

2. Fluency: whether the sequence runs smoothly, with appropriate pressure and without hesitation.
3. Effect: visible lifting, improvement of the worked side against the other, better complexion.
4. Professionalism and routine: a complete sequence, professional handling, clean and hygienic practice.
5. Client experience: whether the model is comfortable and the overall experience is good.
6. Competitors film a video of 30 seconds to 3 minutes showing their own work, accompanied by before-and-after photographs.

Marking criteria: Technique and acupoints 30%, fluency 20%, effect 30%, professionalism and routine 10%, client experience 10%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

D10 Static — Millennium Tibetan Magnetic Boju (30-second to 3-minute video)

International Static — Millennium Tibetan Magnetic Boju (Wellness Therapy)
Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

What is assessed

1. Technique and meridian accuracy: correct direction along the meridian, acupoints properly reached.
2. Handling of tools: steady use of the Tibetan herbal compress and sesame oil at the correct angle.
3. Pressure and rhythm: appropriate pressure, flowing rhythm.
4. Effect: relaxation, improved circulation, the body's response.
5. Overall professionalism: a complete routine, presentation and hygiene.
6. Competitors film a video of 30 seconds to 3 minutes showing their own work, accompanied by before-and-after photographs.

Marking criteria: Technique and meridian accuracy 30%, handling of tools and fluency 20%, pressure and rhythm 20%, effect 20%, overall professionalism 10%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

D11 Static — Vietnamese Head Spa (30-second to 3-minute video)

International Static — Vietnamese Head Spa
Group: Static — video, uploaded online | **Upload deadline**: 31 May 2027

What is assessed

1. Massage technique across the upper chest.
2. Massage technique on both arms and hands.
3. Massage technique on the shoulders and neck.
4. Head massage technique: combing through, manual pressure, scalp scraping.
5. The washing massage sequence, performed on dry hair.
6. Hydrotherapy relaxation, at the competitor's discretion.

Marking criteria: Application and accuracy of technique 30%, fluency 20%, completeness of technique, pressure and rhythm 20%, overall professionalism and presentation 30%

Note: Works must be submitted by the published deadline. Late submission is treated as withdrawal.

W . B . W . F



Culinary

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5 items | Live 1 · Static 4 | New in 2nd Edition

E01 — E05

This division is new for the second edition. It covers five items — cuisine, baking and pastry, beverage mixing, plating art and 3D jelly flowers — run as live and static categories.

Rules common to Division E

1. Works and ingredients

1. **Every exhibit must be made from edible ingredients.** Non-edible ingredients and prohibited food additives are strictly forbidden. Decorative elements and colourings must also be of food grade.
2. **Static dishes and desserts must be glazed and set** (deep-fried items, bread and biscuits excepted) so that they hold their appearance throughout the day's exhibition.
3. Where a work uses a non-edible support, it must be completely covered in edible material or paper tape and must not be visible. **Cyanoacrylate and other non-food adhesives are prohibited.**
4. Copyrighted designs and characters may not be used.
5. Works that copy another person's work, or that have won a prize in a previous competition, lead to disqualification.

2. Display table and labelling

1. The display table for each item is the size specified for that item. **The work, together with its decoration, cloth and lighting, must stay within those dimensions**; 10 marks deducted otherwise. Competitors bring their own table dressing, decorations, cloth and lighting.
2. **Neither the work nor the display table may show the competitor's name, school, company name, trademark or any supplier's promotional mark**; 20 marks deducted otherwise.
3. Every item must be **accompanied by a recipe or formula sheet** (name of the dish or product, ingredients, quantities, method and design concept); the format is given in Appendix 5. Omitting it loses 10 marks.
4. Static items may be supported by an assistant, **but only to carry and set out the exhibit**; the assistant may take no part in making it. Live items may not use an assistant.

3. Hygiene and timing

1. Competitors must wear a mask, gloves and a hat or hairnet, with long hair tied back. Rings, bracelets and watches may not be worn. Nails must be short, unvarnished and free of nail art. Dress and grooming must meet food-service standards and form part of the score.
2. Competitors supply their own cold storage for fresh ingredients and are responsible for the condition of their work throughout the exhibition.

3. The live item (E03) runs as set-up → competition work → clearing down. **Every second over time loses 0.5 marks.** Competitors who finish early may tidy their equipment but must not stand up or leave their place, and must wait for the judges' general announcement before leaving.
4. The Organiser provides the work surface (display table), an ice bucket and an ice scoop only. **All other equipment, ingredients, consumables and cleaning materials are supplied by the competitor. Naked flames and gas are prohibited in the stage area**, and no cooking appliances or power for them are provided.

E01 Static — Creative Cuisine

International Static — Creative Cuisine

Group	Static (judged as an exhibit; no cooking at the venue)
Schedule	Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection by competitors 14:00–14:30
Display table	60 cm × 60 cm; competitors arrange their own display and decoration
Pieces	One dish (one plate), **with the sauce displayed alongside**
Theme	Cuisine without borders — Chinese, Western and other national cuisines are all welcome
Points to note	1. Entry is individual. 2. An assistant may help, but only to set out the exhibit. 3. Competitors must not reveal the name of their school or company, or any logo. 4. Unless otherwise required, each exhibit is one dish on one plate, with the sauce displayed alongside. **The work must be glazed** (deep-fried items, bread and biscuits excepted). 5. The work must be accompanied by a recipe giving the name of the dish, the ingredients and the method; the format is free. 6. Every exhibit must be made from edible ingredients.
Marking criteria	Recipe and creative thinking 30% (combination of ingredients; harmony of colour, aroma and flavour between main and supporting elements; culinary skill) Difficulty and originality 10% (artistry, difficulty and degree of completion) Practicality 30% (fit with modern living, ease of execution, visual appeal) Professionalism of the cooking process 20% (correctness and economy of method, presentation of the dish) Hygiene, dress and portioning 10% (correct proportions on the plate)

E02 Static — Baking & Pastry (plated Western dessert)

International Static — Baking & Pastry

Group	Static (judged as an exhibit)
Schedule	Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection by competitors 14:00–14:30
Display table	60 cm × 60 cm
Pieces	**Two 10-inch plated Western desserts — two different creations, one on each plate**
Points to note	1. Produced as an individual static entry. 2. **A dressed display, a statement of theme, a recipe and a production schedule are all required.** 3. Decorative elements around the dessert, the display arrangement, lighting and table cloth are all brought by the competitor, and may carry no supplier or school promotional mark. 4. Non-edible ingredients and prohibited food additives are strictly forbidden. 5. The work must be accompanied by a recipe giving the name, the ingredients and the method; the format is free. 6. Chocolate work, sugar work, sugar flowers and similar decorative components must be the competitor's own work and must be identified as such in the recipe.
Marking criteria	Theme 20% | Creativity 20% | Artistry 20% | Technique and colour 30% | Hygiene 10%

E03 Live — Creative Beverage

International Dynamic — Creative Beverage

Group	Live (mixed at the venue)
Time allowed	**2 minutes set-up plus 7 minutes competition work** (every second over time loses 0.5 marks)
Display table	45 cm × 45 cm
Pieces	**Two finished drinks**: one placed on the display table for judging, one for tasting
Volume and vessel	Volume is limited to 8–16 oz. The vessel may be of any material and is supplied by the competitor

Provided by the Organiser	Display table, ice bucket and ice scoop. **Ice is not provided and must be brought by the competitor.** No coffee machine or espresso is provided; tea bases, fruit purées and syrups are brought by the competitor
Points to note	1. **Alcoholic drinks may not be used; such entries will not be scored.** 2. Base teas, syrups and fruit purées may be prepared in advance and brought in; the finished drink may not be pre-mixed. 3. **Garnishes should as a rule be fruit, and must be prepared within the designated area at the venue.** 4. Competitors must prepare a **formula sheet** and place it beside the work; the format is given in Appendix 5. 5. Before the competition the judges will inspect ingredients and equipment in turn. 6. Dress and grooming must be clean and appropriate, and form part of the score.
Marking criteria	Creative concept 30% ｜ Overall presentation 30% ｜ Mixing technique 30% ｜ Hygiene 10%

E04　Static — Plating Art (fruit-coulis plate painting)

International Static — Plating Art

Group	Static (judged as an exhibit)
Schedule	Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection by competitors 14:00–14:30
Display table	30 cm × 30 cm
Pieces	One plate. The vessel should as a rule be 10–12 inches; shape is unrestricted
Points to note	1. **The work must not reveal the competitor's name or the name of a school or company.** 2. **Food-grade coulis must be used, in at least three colours.** Theme is free. 3. The work must be accompanied by its title and a statement of the design concept; the format is free. 4. The work may be completed before the competition and delivered to the static display area within the submission period. 5. Non-edible imitation ingredients or durable materials may be used, but the material must be clearly stated on the description card.
Marking criteria	Theme and creativity 20% ｜ Artistic use of colour 20% ｜ Overall presentation 20% ｜ Professional technique 40%

E05　Static — 3D Jelly Flower

International Static — 3D Jelly Flower

Group	Static (judged as an exhibit)
Schedule	Works set out 10:00–10:30 → judging 10:30–11:00 → on display until 14:00 → collection by competitors 14:00–14:30
Display space	30 cm × 30 cm
Specification	**8-inch round** (no height restriction)
Theme	**"A World of Flowers"**
Points to note	1. Natural fruit and vegetable juices and food colourings may be used (**they must be food-grade**). 2. **No mould may be used anywhere in the jelly, inside or out.** 3. Any handmade technique may be used, including painting and carving. 4. **Competitors must bring their own title card on a stand.** 5. The work may be completed before the competition and delivered to the static display area within the submission period. 6. Keeping the work cool and in good condition is the competitor's responsibility; bringing cold storage is recommended.
Marking criteria	Clarity 20% (how clear and bright the jelly body is) Three-dimensionality 20% (layering of flowers and leaves, and the shape of the blooms) Difficulty 20% (the techniques the work employs) Composition 20% (completeness of the work and its creative concept) Colour 20% (overall colour scheme and saturation)

※ This is an **open item** with no restriction on competition experience. Jelly flowers are run as **this single group only**, with no separate elite or painting categories.

X. Refunds and Changes

This chapter governs the **fees collected by the Committee** — the competition entry fee (USD 100 per item) and the International Judge Training Programme fee (USD 430). International competitors and judges arrange their own travel, accommodation and insurance; the Committee does not sell, arrange or refund travel services.

1. Refund of the entry fee

When cancellation is requested	Refund
On or before 30 April 2027 (closing date for entries)	**Full refund**
1 May to 25 May 2027	30% refunded
From 26 May 2027 up to competition day	No refund
Non-attendance after entering, or withdrawal on the day	No refund
Disqualification for plagiarism, misappropriation or other breach	No refund
An item cancelled by announcement because fewer than 3 competitors entered	**Full refund**, and the competitor may transfer to another item

※ **Why no refund is given from 26 May**: trophies, certificates, competitor name badges, station allocation and the material packs for the live PMU items must all be produced and purchased in advance against the number of entries received.

※ **Reference date for award quotas**: the number of awards in each item (see VI, Awards) is fixed by **the number of entries at the close of entries on 30 April 2027**. Once announced it is not adjusted for later withdrawals, so that the remaining competitors are not disadvantaged.

2. Changing items

1. An item already entered may be changed **on or before 25 May 2027**, once per competitor, with no administrative charge.
2. Additional items (USD 100 each) are non-refundable once paid, but may be exchanged for another item under the preceding paragraph.
3. Changing an item does not affect the award quotas announced at the close of entries.

3. International Judge Training Programme fee

When cancellation is requested	Refund
On or before 30 April 2027	**Full refund**
1 May to 25 May 2027	30% refunded
From 26 May 2027 onwards	No refund

※ The letter of appointment, trophy, display stand and handbook entry are produced in advance against the number of applicants, and the handbook goes to print once the judges' photographs have been collected; this is why no refund is given from 26 May.

XI. Contacts

Contact	Position	Telephone	Responsible for
Sky Ng	**Malaysia representative**	+60 11-5165 1367	International and Southeast Asian entries, venue and local competition matters
Chen Yu-Chen	Chief Executive **Taiwan representative**	+886 921 252 877	Taiwan entries, guidelines and general competition enquiries

Official website: https://wbwf-goldenma.com/
Online entry: https://wbwf-goldenma.com/#register
Download these guidelines: https://wbwf-goldenma.com/docs/guidelines_2027.pdf

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Appendix 1. Equipment Checklist

The following sets out, by division, the equipment competitors must bring. For the detailed list, follow the rules of the item entered.

Division	What competitors bring
A AI Digital Media	**A01–A02 (AI Digital Media Short Video): upload the video file and creative statement by 31 May 2027 — no physical work, display stand, frame or description card is required.** A03–A09 (physical creative works): phone case; mask and A3 card; mixed-media materials; Barbie doll and upright display stand; face chart and drawing media

B Beauty	Live group: model, make-up products and tools, sanitising supplies PMU: **battery-powered machine and lamp (no mains power at the venue)**, pigments, cartridges, work mat, gloves, waste bags (**practice skin for live items B05–B08 is supplied in the Organiser's material pack**; **for static items B18–B23 competitors supply their own, with no brand or specification prescribed**) Lashes: mannequin head, **competitor's own lashes**, black adhesive, double-sided tape, display box, rechargeable lamp Nails: **competitors supply all tips — about 2.5 cm, all the same size, for all three items**: **3 tips for live items, 5 for static** (Japanese almond tips for mixed-technique). **Static items also need a frame**: B27 mixed-technique 4×6 or 5×7, B28 rhinestone 5×7 (**black backing board throughout**), B29 blending 4×6. Also gel, colour gel, watercolour, acrylic paint, painting tools, rhinestones, foil, pearls, nail ornaments, salon materials (galaxy paper, 3D acrylic, dried flowers) and a battery-powered UV lamp Face-chart items (B11, B15–B17): the chart downloaded from the appendix and printed on white A4 paper, A3 card mount, painting media Deep cleansing B30: model, cleansing and skincare products, exfoliating or softening preparations, extraction instruments, linen and towels, mask and gloves, waste bag, **rechargeable or insulated heating equipment (no mains power, steamer or hot water is provided)** SMP B31: a live person or a 3D practice scalp, battery-powered PMU machine and cartridges, black to dark grey pigment, sanitising supplies, the video file and before-and-after photographs
C Hair	Model, colourants, cutting and blow-drying tools, irons and hairdryer (**mains power is provided for the live group**), hair ornaments, cape, sweeping equipment
D Meridian & Boju Therapy	Model, couch linen and towels, oils and media, golden Tai Chi stick, qi-line instruments, boju sticks and magnetic tools, Tibetan herbal compress and sesame oil, sanitising supplies. D11 (Vietnamese head spa) also needs shampoo and scalp-massage products. Video items (D06–D11) also need the video file and before-and-after photographs
E Culinary	The four static items (E01, E02, E04, E05): the finished work, plates and vessels (10–12 inch plate for E04), **table cloth, decorations and lighting for the display** (60×60 cm for E01 and E02, 30×30 cm for E04), recipe and statement of theme, cold storage, mask, gloves and hat or hairnet Live item E03: drinking vessels (8–16 oz), shaker, jigger, **ice**, base teas, syrups and fruit purées, fruit for garnish, formula sheet E05 jelly flower: 8-inch round vessel, natural fruit and vegetable juices and food colourings, carving and painting tools, **title card on a stand**, cold storage (no moulds may be used) The Organiser provides only the display table, ice bucket and ice scoop. **Naked flames and gas are prohibited in the stage area and no cooking appliances are provided.**

Appendix 2. Matters to Be Announced Before the Competition

The rules, quotas, fees and schedule in these guidelines are final. The matters below depend on the entries received or on confirmations from partners, and will be **announced separately before the competition**. They do not affect entry.

No.	Matter	When announced
1	**Heat lists and the number of parallel stations for the live group**: the 23 live items run in parallel from 10:30 to 11:30 (B04 continues to 12:00), with the shorter items alternating across heats A and B. Which heat and station each item is assigned to	After the close of entries, with the detailed schedule
2	**The actual number of awards in each item**, fixed against the entries received at the close on 30 April 2027, using the bands in VI, Awards	After the close of entries
3	**Items merged or cancelled for having fewer than 3 entries**	After the close of entries, with a full refund
4	**Content and running order of the showcase** (11:30–12:30)	Before the competition
5	**Themes and panellists for the international forum** (13:00–14:00, two sessions of 30 minutes)	Before the competition
6	**Printable files for the charts and appendices** (Attachments 1 and 2 in Appendix 3, and the face charts for the chart-based items)	Published with these guidelines on the official website
7	**Contents of the live PMU material pack and the specification of the practice skin** (B05–B08)	Before the competition
8	**Which categories are designated open categories** (determining where prize money and sponsored gifts apply)	Before the competition

Appendix 3. Entry Form Attachments

The two forms below are used at the venue on competition day and have been redrawn for this edition's five divisions. Competitors print them themselves and hand them in at registration or attach them to their work.

Attachment 1　Competitor's Work Label

※ Every static entry carries this label, handed in with the work when the works are set out between 10:00 and 10:30. The work itself must not show a name or an organisation; the Committee's staff keep this label for cross-reference.

Competition date	**25 June 2027**
Competitor number	(completed by the Committee)
Division (tick one)	☐ A　AI Digital Media　　☐ B　Beauty　　☐ C　Hair ☐ D　Meridian & Boju Therapy　　☐ E　Culinary
Item number and name	e.g. B27　Salon Mixed-Technique Nail Art (Static)
Competitor's name	
Organisation	
Telephone	

Attachment 2　Bridal Make-up Face Chart (print your own)

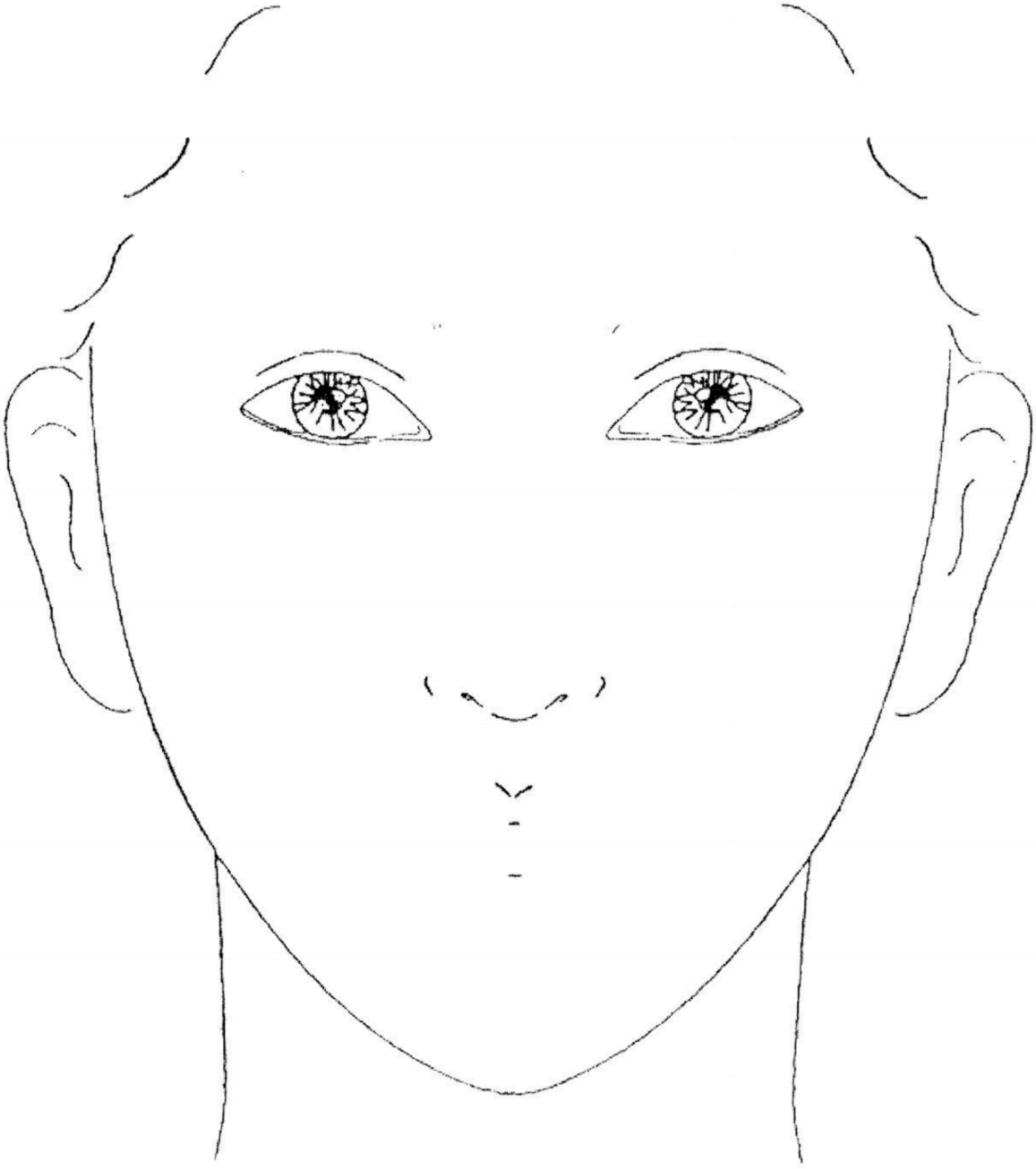
※ For B15 Bridal Makeup Face Chart Design, B16 Creative Makeup Face Chart Design and B17 Creative 3D Makeup Face Chart Design. ***The chart is on the next page.*** *Print it on white A4 paper without resizing it; an electronic file can also be downloaded from the official website.*

Competition date	**25 June 2027**
Competitor number	(completed by the Committee)

Division	B　Beauty
Item number and name	☐ B15 Bridal face chart　☐ B16 Creative face chart　☐ B17 Creative 3D face chart
Competitor's name	
Overall look (drawn at the venue)	☐ Glamorous　　☐ Fresh and natural

※ Printable versions of both attachments are published with these guidelines on the official website.

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Appendix 4. Competitor's Declaration

※ Every competitor completes and submits one copy of this declaration, uploaded with the online entry. File name: ***Declaration_competitor name****.*

I, _____, entering the 2nd W.B.W.F Asia-Pacific Golden Ma Beauty & Culinary Competition (the "Competition") organised by Formosa Beauty International Academy and the Malaysian Medical Aesthetic Association (the "Organiser"), hereby declare as follows:

1. Before entering I have read and understood the guidelines, announcements, rules, judging criteria and award arrangements for the Competition, and the contents of this declaration. Should I breach any of them, the Organiser may disqualify me; if I have already received an award, the Organiser may revoke it and reclaim the trophy, certificate and any other prize.
2. I warrant that my entry form and submitted material contain nothing plagiarised or imitated, and that I have not won a prize in another competition with the same work. I bear sole legal responsibility for any infringement of another party's intellectual property or other rights.
3. Copyright in my entered work remains mine. I nevertheless grant the Organiser a free, perpetual licence, in any form, to use images of the competition and photographs of my work for exhibition, photography, publication, digitisation and other promotional purposes, with my name credited.
4. I agree that the Organiser may terminate, amend or cancel the Competition, and that the latest announcement on the official website (https://wbwf-goldenma.com/) governs. I will raise no objection.
5. I undertake to take part throughout the programme arranged by the Organiser. Should personal circumstances prevent me from doing so, I undertake to notify the Organiser within the periods set out in X, Refunds and Changes. If I fail to do so I agree that the Organiser may cancel my entry and deal with any refund under those rules, and I will raise no objection.
6. I agree to use the Organiser's designated online platform for entry, submission and announcements. If I do not, I agree that the Organiser may decline my entry, and I will raise no objection.
7. I understand and agree that if I do not supply the personal information the Organiser requires, in full and on time, or if incomplete information prevents the Competition from proceeding in whole or in part, the Organiser may cancel my entry.
8. I agree to comply with the entry and public-health requirements of the Malaysian government in force at the time of the Competition, and to arrange my own travel insurance.

Competitor's signature		**Organisation**	
ID / passport number		Telephone	
Item number entered		Instructor	
Signature of legal guardian (for competitors under 18)		Date	/ /

Appendix 5. Culinary Recipe / Formula Sheet

※ For E01–E05; one copy is placed beside the work. E02 also requires a production schedule, E04 the title of the work and a statement of the design concept, and E05 a title card on a stand.

Item entered	**E Culinary ☐E01 Creative Cuisine (static) ☐E02 Baking & Pastry (static) ☐E03 Creative Beverage (live) ☐E04 Plating Art (static) ☐E05 3D Jelly Flower (static)**
Competitor code	(completed on competition day)
Title of the work (English)	(required)
Title in your own language	(optional)
Creative concept	
Garnish	
Vessel / glass	
Yield / volume	
Method / production sequence	

Ingredients (for E03, give the quantities for a single cup)

Ingredient	**Ingredient (local name)**	**Quantity (g / ml)**	**Brand (leave blank if none)**

Appendix 6. Venue Information

Venue	Plaza Sungei Wang
Location	**Concourse Floor, stage area** (the main stage, competition working area, **static display area** and registration desk are all here)
Address	Jalan Sultan Ismail, Bukit Bintang, 55100 Kuala Lumpur, Malaysia
Registration	Registration desk, Concourse Floor stage area (25 June 2027, 10:00–10:30)
Parking	**B1 car park**
Getting there	Within walking distance of Bukit Bintang monorail station. **The Committee does not arrange airport transfers**; international competitors make their own way to the venue.

Where these guidelines are silent, the Committee may amend them at any time and publish the amendment on the official website; the latest published version governs.

Organising Committee, 2nd W.B.W.F Asia-Pacific Golden Ma Beauty & Culinary Competition