



HOW THE WAPMUA CHAMPIONSHIP IS HELD

HOW THE COMPETITION WORKS:
FULL PROCEDURE, PARTICIPATION RULES,
AND REQUIREMENTS FOR PARTICIPANTS

eminent makeup champion

CHAMPIONSHIP PHASES

01

THE CHAMPIONSHIP TAKES PLACE IN CLEAR STAGES WITH STRICT ADHERENCE TO TIMEFRAMES AND ORDER:

CATEGORIES:

Each category starts at the scheduled time in sequence:

- POWDER BROWS
- LIPS (LIPSTICK EFFECT)
- EYELIDS (SHADED EYELINER)
- HAIR STROKE EYEBROWS
- MICROBLADING
- SMP (SCALP MICROPIGMENTATION)

Participants in the same category begin their work simultaneously, ensuring equal conditions for all.

TRANSITION BETWEEN CATEGORIES:

After one category is completed and materials are sent for evaluation, judges start analyzing them. The next category begins only after the previous one's evaluation is complete

COMPETITION DURATION:

The championship continues until all categories are completed and all works are evaluated.



TRANSPARENT JUDGING AND PUBLIC RESULTS

02

ONE OF THE KEY ASPECTS OF THE WAPMUA CHAMPIONSHIP IS OPEN AND OBJECTIVE JUDGING.

EVALUATION PROCESS:

- After receiving the materials, judges immediately begin their analysis.
 - Scores are given right away, without delays or interim changes.
 - Scores are based on a 10-point scale.
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TRANSPARENCY:

All scores are announced during the awards ceremony. After the championship, the results will be published on the official website and the Instagram page of the host country. Participants will see the scores assigned to their work.

ANONYMITY:

Each model is assigned a unique number to ensure anonymity. Judges do not know which artist the model belongs to. Judging takes place in the online application provided by the main organizers of WAPMUA.

NOTE:

The openness of the process ensures fairness and builds trust among participants in the results.

TIMEFRAMES AND REQUIREMENTS FOR THE WORK

03

EACH PARTICIPANT HAS 2.5 HOURS TO COMPLETE THE PROCEDURE, DURING WHICH THEY MUST:

- Fully finish pigmentation in the chosen category.
- Follow hygiene standards and correct techniques.



NOTE:

The timer starts simultaneously for all participants in the category, and its completion marks the mandatory end of the work. After finishing the procedure, the participant must immediately begin creating photo and video materials.

CREATING AND SUBMITTING MATERIALS 05

AFTER FINISHING THE WORK,
THE PARTICIPANT MUST:

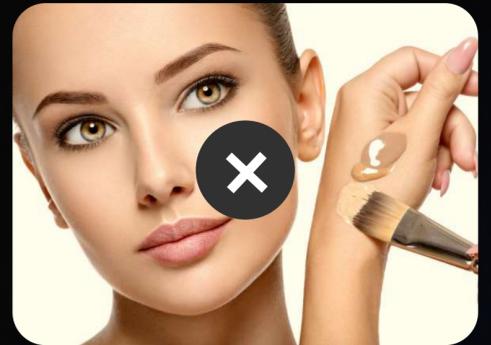
- Take photo and video materials:
 1. Macro shot of the pigmented area (using a macro lens).
 2. General shot of the area.
 3. Full face of the model.
- Submit all materials to the judges' chat within 15 minutes.



MANDATORY CONDITIONS:

It is prohibited to:

- Use cosmetics on the model.
- Edit photos or videos in any applications.
- Materials must be submitted in the original format.



COMPLETION OF THE CHAMPIONSHIP 06

AFTER ALL CATEGORIES ARE COMPLETED AND
ALL WORKS HAVE BEEN EVALUATED:

- The results of the championship are announced.
- Results are presented during the awards ceremony.
- Each participant receives feedback from the judges, seeing their scores and comments



FOCUS:

The chief organizer of WAPMUA ensures transparency, fairness, and the highest standards of competition.



PHONE SETUP AND PROCEDURE GUIDELINES

04

DURING THE PROCEDURE, IT IS CRUCIAL TO ENSURE FULL TRANSPARENCY AND COMPLIANCE WITH STANDARDS.

BROADCASTING REQUIREMENTS:

- The phone must be mounted on a tripod.
- The camera must capture both the artist and the model.
- Live streaming is mandatory.



CONNECTION:

Only stable connections (Wi-Fi or 4G/5G) should be used.



PROCEDURE CONDITIONS:

Each model is assigned a unique number to maintain anonymity. During the procedure, only the following people are allowed:

- A hygienist to monitor hygiene standards.
- The chief organizers of the championship to enforce the rules

Information leaks regarding the model's artist are prohibited. These measures are in place to prevent vote manipulation and ensure fairness.

EVALUATION CRITERIA

07

SCORES ARE BASED ON A 10-POINT SCALE.



LIPS (LIPSTICK EFFECT)

- Harmony of the image
- Shape
- Color
- Symmetry
- Contour
- Cupid's Bow
- Pigmentation
- Transition from contour to color
- Trauma
- Pigment density
- Complexity of the model (source)



POWDER BROWS

- Harmony of the image
- Shape
- Color
- Eyebrow beginnings and peaks
- Gradient
- Trauma
- Pigment depth
- Symmetry
- Complexity of the model (source)



HAIR STROKE EYEBROWS

- Harmony of the image
- Shape
- Color
- Texture
- Smoothness of transitions
- Trauma
- Symmetry
- Complexity of the model (source)



SHADED EYELINER

- Harmony of the image
- Line shape
- Color
- Symmetry
- Placement on the mucosa
- Pigmentation accuracy
- Trauma
- Transitions and shading
- Complexity of the model (source)

EVALUATION CRITERIA

07

SCORES ARE BASED ON A 10-POINT SCALE.



MICROBLADING

- Harmony of the image
- Brow shape
- Pigment color
- Symmetry
- Precision of hair stroke drawing
- Smoothness of transitions
- Trauma
- Pigment depth
- Natural look
- Complexity of the model (source)



SMP

(SCALP MICROPIGMENTATION)

- Harmony of the image
- Pigment color
- Symmetry of hairline
- Precision of pigmentation
- Pigment density
- Transitions and shading
- Absence of skin trauma
- Realism of the effect (natural look)
- Complexity of the model (source)

CONCLUSION

The WAPMUA Championship is not just a competition, but a platform for growth and professional development for artists. Participation guarantees experience, recognition, and the opportunity to showcase talent on the global stage.