

NOVALASH® LASHoff Contest

WILL YOU BE THE NEXT NOVALASH® LASH ARTIST OF THE YEAR?

Shannon Sturdivant



2013 Lash Artist of the Year

Christina Lynn Perez



2012 Lash Artist of the Year

ENTER FOR A CHANCE TO BE NAMED LASH ARTIST OF THE YEAR AND WIN
\$10,000 IN PRIZES!

The Submission Period begins on

November 1, 2013 at 5:00 p.m. Central Standard Time
and ends November 30, 2013 at 5:00 p.m. CST.

Submit video on [facebook.com/NovaLashUS](https://www.facebook.com/NovaLashUS).

Lash Artist of the Year Winner will be announced
January 1, 2014 at 5 p.m and will be notified by e-mail.

visit www.novalash.com/lashoff for details



Shannon Sturdivant with Sophy Merszei at the
NOVALASH® LASHoff awards ceremony.

Grand Prize “Lash Artist of the Year” will be awarded \$10,000 in prizes, which may be some combination of the following: NovaLash products, a full-page advertorial in Modern Salon Magazine &/or Beauty Launchpad Magazine, a featured listing on the Find A Stylist Page on Novalash.com, a NovaLash award plaque, PR opportunities via NovaLash publications, possible opportunity to travel for appearances, and possible appearances in videos and other NovaLash marketing materials. All opportunities are subject to the NovaLash marketing & PR calendar for the year of 2014.

Submit video on [facebook.com/NovaLashUS](https://www.facebook.com/NovaLashUS). The grand-prize winner will be named “Lash Artist of the Year” and will be selected by “the Jury” or the “Panel of Judges”. All video & photos must have a waiver signed by the client and stylist releasing lifetime rights of the images to NovaLash Corporate.

Lash Artist of the Year Video Details

Video Requirements:

To Enter:

Registration form must be correctly & completely filled out.

Submit a 1-3 minute video

- MUST be able to understand what is seen/happening in the video with and without sound.
- MUST have copy overlay and transitions to describe the steps and important points of the NovaLash technique (professionally filmed video is highly recommended)
- MUST Highlight only NovaLash products
- Showcase before and after images and appropriate NovaLash Technique including but not limited:
 - Platinum Bond Adhesive & The glove technique
 - Highlight the Correct amount of Adhesive applied to an extension
 - One to one bonding
 - Extension applied correct on top of the natural lash (not bottom or side of natural lash)
 - Three-Length Bonding technique (at least 3 different lengths)
 - Separation (multiple rounds)
 - NovaLash Under eye stickers or Gel patches with NovaLash stickers on top (no tape may be used during the application)
 - Properly placed and checked to make sure a tight seal is formed
 - Upon completion of application Dry & Cure the adhesive using
 - Air Nova with water attachment
 - Or NovaLash mini fan and water spritzer
 - Remove under eye stickers and apply clean NovaLash under eye sticker for after application final set video scans
 - Aftercare instructions

Before and after video image requirements:

Before images:

- **Before photo #1:** Prior to applying the NovaLash under eye stickers take a close up shot/video scan of the client's eyes open looking directly at the camera to see how the natural lashes look with eyes open. Close up shot of the lashes is a must and canvass of the whole face is appreciated.
- **Before photo #2:** Prior to applying the NovaLash under eye stickers take a close up peripheral shot of the clients eyes open to see how the natural lashes look from the side. (Repeat on both sides) Close up shot of the lashes is a must and canvass of the whole side of the face is appreciated.
- **Before photo #3:** Apply gel pad/under eye sticker. With the client's eyes closed, take a close up shot/video scan of the lashes at an angle from behind the head so that a view from above is visible. (Easiest is to take the photo from the chair while the client is lying down.) Close up shot of the lashes are a must and canvass of the whole face is appreciated.

After Images:

- **After photo #1:** Apply clean NovaLash under eye stickers. With the client's eyes closed, take a close up shot/video scan of the eyelash extensions at an angle from behind the head so that a view from above is visible. Under eye stickers/gel pads must be clean in order for us to review the separation and lengths used. Close up shot of the lashes are a must and canvass of the whole face is appreciated.
- **After photo #2:** Once NovaLash under eye stickers are removed and full set is completed, take a close up peripheral shot/video scan of the clients eyes open to see how the extensions look from the side. (Repeat on both sides) Close up shot of the NovaLash Eyelash Extensions is a must and canvass of the whole side of the face is appreciated.
- **After photo #3:** Once the NovaLash under eye stickers are removed and full set is completed, take a shot/video scan from the same straight-on angle of the client's eye open and looking directly at the camera to show how the extensions look with the eyes open. Close up shot of the NovaLash Eyelash Extensions is a must and canvass of the whole face is appreciated.

Still photo NovaLash Before/After Details

The Winner will be awarded \$5,000 in prizes which may including NovaLash products, a shared feature ad column in Modern Salon, a featured listing/an award badge on the Find a Stylist Page on Novalash.com, and a NovaLash award plaque. All opportunities are subject to the NovaLash marketing & PR calendar for the year of 2014.

Still Photo Requirments:

To Enter:

Registration form must be correctly & completely filled out.

Submit Before/After photos along with accompanying photos that showcase the proper NovaLash technique and use of NovaLash products.

- MUST Take pictures which highlight use of only NovaLash products
- Showcase before and after images and appropriate NovaLash Technique including but not limited:
 - Platinum Bond Adhesive & The glove technique
 - Highlight the Correct amount of Adhesive applied to an extension
 - One to one bonding
 - Three-Length Bonding technique (at least 3 different lengths)
 - Separation
 - NovaLash Under eye stickers or Gel patches with NovaLash stickers on top (no tape may be used during the application)
 - Aftercare

Before and after photo image requirements:

Before images:

- **Before photo #1:** Prior to applying the NovaLash under eye stickers take a close up photo of the client's eyes open looking directly at the camera to see how the natural lashes look with eyes open. Close up photo of the lashes is a must and photo of the whole face is appreciated.
- **Before photo #2:** Prior to applying the NovaLash under eye stickers take a close up peripheral photo of the clients eyes open to see how the natural lashes look from the side. (Repeat on both sides) Close up photo of the lashes is a must and photo of the whole side of the face is appreciated.
- **Before photo #3:** Apply gel pad/under eye sticker. With the client's eyes closed, take a close up photo of the lashes at an angle from behind the head so that a view from above is visible. (Easiest is to take the photo from the chair while the client is lying down.) Close up photo of the lashes are a must and photo of the whole face is appreciated.

After Images:

- **After photo #1:** Apply clean NovaLash under eye stickers. With the client's eyes closed, take a close up photo of the eyelash extensions at an angle from behind the head so that a view from above is visible. Under eye stickers/gel pads must be clean in order for us to review the separation and lengths used. Close up photo of the extensions are a must and photo of the whole face is appreciated.
- **After photo #2:** Once NovaLash under eye stickers are removed and full set is completed, take a close up photo of the clients eyes open to see how the extensions look from the side. (Repeat on both sides) Close up photo of the NovaLash Eyelash Extensions is a must and photo of the whole side of the face is appreciated.
- **After photo #3:** Once the NovaLash under eye stickers are removed and full set is completed, take a photo from the same straight-on angle of the client's eye open and looking directly at the camera to show how the extensions look with the eyes open. Close up photo of the NovaLash Eyelash Extensions is a must and photo of the whole face is appreciated.