



BEAUTY
INNOVATOR
AWARD
2023-24

SHISEIDO
PROFESSIONAL

BEAUTY INNOVATOR AWARD 2023-24

The BEAUTY INNOVATOR AWARD is a biennial hair competition where leading beauty creators across Asia gather in Tokyo and compete using their creativity.

The BIA offers opportunities for the creators to demonstrate their skills in a realistic way through photographic creations and live model demonstration.

CONTEST FLOW

STEP 1 PRELIMINARY EVALUATION

Photo Evaluation

- Entry period: September 1 (Fri) to November 30 (Thu), 2023
- Award: A winner of the Grand Prix will be selected from each country / area
- Announcement of Grand Prix winners: Around March 2024 (tentative)*

*A notice on the date of announcement will be posted on the official website and social media accounts after the details are finalized.



STEP 2 FINAL EVALUATION

Model Evaluation

- Live model competition: June to September, 2024 (tentative)*
- Award: One Asia Champion will be selected from among the national Grand Prix winners.
- Announcement of Asia Champion:
It will be announced at BEAUTY CONGRESS 2024, a beauty event organized by Shiseido Professional. (It will be held on the same day as the model competition.)

*A notice on the date and venue of the live model competition and the beauty event will be posted on the official website and social media accounts after the details are finalized.

CATEGORIES

ART CREATION CATEGORY

Artistic and creative hairstyles

- Entrants should decide on their theme by themselves and create work(s) based on the theme.
- The hairstyle can be of any genre such as a cut style or up-do.
- The use of hair pieces, extensions, and accessories is permitted.*

*However, submissions will be disqualified if the entire head is covered by anything other than hair, such as a hat, wires, wool, or straw.

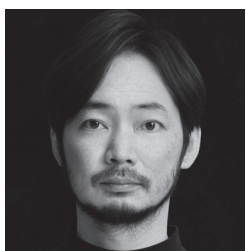
REAL CREATION CATEGORY

Real hairstyles that can be recreated through cut and color salon work

- Entrants should decide on their theme by themselves and create work(s) based on the theme.
- Entrants are required to develop a cut & color style using the model's natural hair. *
- The use of hair pieces, extensions, and accessories is not permitted.

*Up-dos are not permitted.

JUDGES



Takashi Kojo
DADA CuBiC



Takahisa Okamura
MINX



Tsubasa Kamitani
SCREEN



Tadashi Harada
SHISEIDO



Yoshiko Jinguji
SHISEIDO



Hirofumi Kera
SHISEIDO



Ikuko Shindo
SHISEIDO



Rie Iseki
THE REMMY

EXTRA PRIZES

Please note that the extra prizes are subject to change.

Asia Champion Award

(One winner in each Category from eight countries / areas in Asia)

1. Awarding of the trophy
2. Participation in a personalized photo shoot event

A personalized photo shoot is a customized seminar that Shiseido Professional will arrange only for the Asia Champion winner (it will be held in 2025).

Entrants can choose one of your favorite artists from among the judges as an advisor when creating works and shooting. *

* We will try to adjust the schedule however, please note that we may not be able to meet the request due to unavoidable reasons.

Grand Prix

(One winner in each Category from Japan)

1. Invitation to the Final Live Model competition of the Asia Champion Award and the award ceremony at BEAUTY CONGRESS 2024, a beauty event organized by Shiseido Professional. *
2. Invitation to xxxxxxxxxxxxxxxxxxxxxxxxx.

* The date of the model competition and the announcement of the Asian champion will be announced on the official website and SNS after the details are decided.

ENTRY REQUIREMENTS

Entry period: September 1 (Fri) to November 30 (Thu), 2023

Entry method: Online submissions

Please enter your submission via the BEAUTY INNOVATOR AWARD 2023-24 entry page on Shiseido Professional's official website.

Click here to enter <https://www.shiseido-professional.com/en>

Entry fee: free

Entry qualification: Hair stylists (barber's or cosmetologist's license holders) of all ages and levels of experience



FOR INQUIRIES

BEAUTY INNOVATOR AWARD 2023-24- Secretariat
Shiseido Professional Inc.

14F Sphere Tower Tennozu, 2-2-8 Higashi-shinagawa, Shinagawa-ku, Tokyo, 140-0002

e-mail: jimukyoku.bia@shiseido.com

10:00 a.m. to 5:00 p.m. on weekdays

REQUIREMENTS

Art Creation Category – Creative Requirements

- The hairstyle can be of any genre such as a cut style or up-do.
- The use of hair pieces, extensions, and accessories is permitted. (However, submissions will be disqualified if the entire head is covered by anything other than hair, such as a hat, wires, wool, or straw.)
- Use only Shiseido Professional products for your work. (Use of products other than Shiseido Professional will not be permitted.)

Real Creation Category – Creative Requirements

- Entrants are required to develop a cut & color style using the model's natural hair. (Up-dos are not permitted.)
- The use of hair pieces, extensions, and accessories is not permitted.
- Use only Shiseido Professional products for your work. (Use of products other than Shiseido Professional will not be permitted.)

Both Categories - Other Requirements

- Entrants can only be submitted their work(s) to a single category.
- Multiple entries can be submitted per Category based on different themes.
- Use only Shiseido Professional products for your work. (Use of products other than Shiseido Professional will not be permitted)
- The model's hair must be styled from start to finish by the entrant.
- Models can be of any gender, professional or amateur.
- Please obtain the consent of the model, photographer and any other supporting members before submitting your entry.

Both Categories - Non-eligible Entries

- Submissions must be original, unpublished works. •Works previously entered in other contests or BIA in previous years will not be eligible. (Identical works with different angles, poses or clothes will also not be eligible.)
- Works must demonstrate original forms of expression and creativity. If a submission is found to be strikingly similar to works presented in other contests, the submission or award may be disqualified upon thorough deliberation by the jury.
- Works entered in this award must not be submitted to other contests or published in magazines or other media of the beauty industry (except for on personal social media accounts).
- For submissions to be eligible, Photoshop and all other computer graphics application software must not be used to create any form of alteration to the hair's silhouette, volume and texture in the photographed creation. However, such programs may only be used on the hair to remove unintended or flyaway hair and also on the model's skin, costume, background and hair's silhouette.
- If a submission is found to be in violation with this and other requirements for the creation of works, photography, and entry procedures, it will be disqualified, even after completion of the selection process.
- In the cases of such a violation submissions will be refused in the future.

PHOTOGRAPHY REQUIREMENTS

- Photography size must be A4 (210mm x 297mm) with portrait format.
- 4 formats as JPG / PNG / HEIF / HEIC are available.
- Data size must be in 5MB~8MB.
- Suggested to have 300 dpi or 3508(H) pixels × 2480(W) pixels.
- Photographs must show the model from the waist up or closer and allow a detailed view of the hair design (submissions will be disqualified if the outline of the head is not shown clearly.)
- Grand Prix winners will be asked to resubmit their work in a larger size so that it can be printed (around 50MB, 80bit and RGB).

STEP 1 Key points of Photograph Evaluation

- Overall composition of photograph and degree of perfection as a creative piece
- Freshness, trendiness, and balance of the hair design
- Technical expression of textures and details
- Whether the hair design and makeup suit the model
- The work matches the theme selected by the entrant.

MODEL COMPETITION REQUIREMENT

- The creative requirements for each Category will be applied to both the Preliminary Photograph Evaluation and the Final Live Model Evaluation.
The hairstyle and model to be presented in the Final Live Model Evaluation do not have to be identical to the entrant's photograph submission. However, your creation must be based on the same theme as the photograph submission.
- The use of supporting members is permitted during prep work for the Final Live Model Evaluation (such as makeup).

STEP 2 Key points of Model Evaluation

- Overall aesthetic balance of the hair and costume, as well as degree of perfection as a creative piece
- Freshness, trendiness, and balance of the hair design
- Technical expression of textures and details
- Whether the hair design and makeup suit the model
- The work matches the theme selected by the entrant.

OTHER POINTS TO NOTE

- All copyrights of submitted works are the property of Shiseido Professional Inc. An entrant shall not exercise the author's personality rights regarding the submitted work.
- An entrant shall be the owner of copyrights for copyrighted works or portraits contained in the submitted work, or have obtained a license for the said works or portraits from relevant copyright holders in advance.
- An entrant shall take necessary measures to prevent any portrait rights-related problems from arising, such as obtaining the consent of a photographed object in the submitted work.
- Submitted works (photographs) will not be returned.
- Please refer to the entry form for rules for the handling of personal information supplied by entrants.
- Entrants' names and their submitted works will be shared between Shiseido Professional and Henkel Group companies (direct or indirect subsidiaries of Henkel AG & Co. KGaA; hereinafter "Henkel Group Companies") and may be published on the official websites and social media accounts of Henkel Group Companies. Entrants are advised to carefully read the Privacy Policy.
- When publishing a submitted work, Henkel Group Companies may, at their discretion, add to the submitted work such image effects as trimming, make a collage that uses all or part of the submitted work, or add computer graphics to produce an image or video, and may decide on any matter regarding such final products to be published, including whether or not the entrant's name will appear in the finished product, without obtaining the prior consent of the entrant.
- Details of the contest and prizes may be subject to change. Any change shall be notified on the official website related to Shiseido Professional and shall take effect when it is published on the website.
- Shiseido Professional may postpone or cancel all or part of the competition or event if it determines that the smooth operation, safety, or fairness in judging of the competition or event may be adversely affected, or that it is difficult to hold the competition or event due to the situation with COVID-19 infections or other reasons beyond the control of Shiseido Professional. Specific actions regarding such postponement or cancellation will be announced on Shiseido Professional's official website and social media accounts.
- Only the winners of the extra prizes will be eligible to receive them. The prizes cannot be transferred to third parties or exchanged for cash.
- An entrant is deemed to have agreed the terms and conditions specified in the Entry Requirements upon submission of their work(s).
- Shiseido Professional shall have the right to make the final decision on matters not specified in the Entry Requirements.
- In the event that any damage is caused to third parties due to infringement of the above, the entrant in question shall be wholly responsible and bear any ensuing costs. Shiseido Professional shall not be liable for any loss incurred by an entrant in connection with their entry to this event.



TOGETHER WITH BEAUTY CREATORS