



UNITED BEAUTY
AWARD

REGULATIONS

on the organization and conduct of the International Award
United Beauty Award 2026 (UBA 2026)

1. General Provisions

1.1. These Regulations define the procedure for organizing and conducting the UBA 2026 Award, the requirements for participants, the composition of application materials, the evaluation procedure, and the determination of winners.

1.2. Organizer/Operator of the Award: **ALISMIA LLC** / United Beauty Award (hereinafter - the “Organizer”).

1.3. The award is held in an in-person format (ceremony), with the possibility of remote submission of applications and remote participation of certain jury members.

1.4. Territory of the Award: worldwide (international format).

1.5. Participant geography: worldwide; nominees from any country are eligible to participate, provided they comply with these regulations.

1.6. Award languages: English. Application materials may be submitted only in English.

1.7. Official sources of information about the Award:

<https://unitedbeauty.org/>

Publications on official resources have priority informational status.

2. Purpose and Objectives of the Award

2.1. Purpose: to identify and recognize best practices in the beauty industry in the areas of service, professional excellence, education, innovation, and media influence.

2.2. Objectives: improving quality standards, developing service culture, promoting ethical and safe practices, and stimulating innovation and education.



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3. Terms and Definitions

- 3.1. **Salon** - an organization/space with a full range of services (multi-service), staff, and service processes.
 - 3.2. **Studio** - a compact format (typically narrow specialization/small team).
 - 3.3. **Specialist (Master)** - an individual providing services.
 - 3.4. **Nominee** - a participant admitted to evaluation and/or included in the shortlist.
 - 3.5. **Application** - a set of data and materials submitted through the website form.
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4. UBA 2026 Categories

A) Business and Service (for salons/studios/business projects)

- A1. Best Beauty Salon
- A2. Best Beauty Studio
- A3. Best Customer Service in Beauty
- A4. Best Entrepreneur in the Beauty Industry
- A5. Best Manager / Business Leader

B) Education and Expertise

- B1. Beauty Education Leader
- B2. Best Author's Course / Training Program
- B3. Teacher / Mentor of the Year
- B4. Best Methodological Development / Training System
- B5. Best Online Educational Project in the Beauty Industry

C) Innovation and Products

- C1. Innovator of the Year
- C2. Best Brand Product
- C3. Best Innovative Product / Formula of the Year
- C4. Best Technological Solution for Beauty

D) Media and Influence

- D1. Beauty Influencer of the Year
 - D2. Best Educational Content
 - D3. Best Beauty Content of the Year
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E) Professional Categories (Specialists)

E1. Best Hair Stylist

E1.1. Subcategory: Technical Mastery

E1.2. Subcategory: Advanced Hair Science & Color Expertise

E2. Best Colorist

E3. Best Makeup Artist

E4. Best Brow Specialist

E5. Best Lash Specialist

E6. Best Nail Technician

E6.1. Technical & Professional Excellence

E6.2. Signature Nail Design Style

E6.3. Innovation in Nail Techniques

E7. Best Permanent Makeup Specialist

E8. Best Hair Extension Specialist

E9. Best Nutritionist (Beauty & Wellness)

E10. Best Barber

F) Special Categories

F1. Industry Contribution

F2. Breakthrough of the Year

4.1. Subcategories Within Categories

In certain categories, the organizer may establish subcategories if necessary for a more precise differentiation of professional specializations, techniques, formats of work, or types of achievements within a category.

A subcategory is part of the corresponding main category and does not constitute an independent industry group outside the award structure.

Evaluation within a subcategory is carried out according to the rules of the main category, taking into account the specifics of the declared professional focus.

The list of subcategories is approved by the organizer and published in award materials, application forms, or official resources or follows from the title of the respective competition position.

5. Participants and Eligibility Requirements



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5.1. Legal entities, individual entrepreneurs, and individuals (as specialists/influencers) operating in the beauty industry are eligible to participate.

5.2. General requirements:

- accuracy, relevance, and completeness of the information provided in the application and attached materials;
- compliance of submitted materials with the declared category and subject of the Competition;
- availability of necessary third-party consents for the use and publication of materials if they contain identifiable images, personal data, or other protected information;
- submission of materials in a form that allows objective verification and evaluation, as well as the participant's consent to the competition rules and the organizer's right to request additional confirmations or clarifications.

5.3. Grounds for refusal/disqualification:

submission of false information, violation of third-party rights, lack of required consents, or submission of materials that violate ethical or legal standards.

6. Timeline and Stages of the Award

6.1. Stages: application submission → technical review → jury evaluation → shortlist → award ceremony.

6.2. Specific dates are published by the organizer on the website; the organizer is entitled to adjust the program/timeline if necessary with publication of updates.

6.3. The award results are announced within the timeframe established by the organizer but no later than 30 calendar days after completion of the expert evaluation/voting stage.

6.4. Application submission deadline: up to and including March 7, 2026.

6.5. Jury evaluation period: from March 10, 2026, to March 16, 2026, inclusive.

7. Application Procedure

7.1. The application is submitted online and includes:

- (1) application form;
- (2) description in the required format;
- (3) materials/links;
- (4) confirmations/consents;
- (5) payment of the fee.



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7.2. The Organizer conducts a technical review of the completeness and compliance of submitted materials.

7.3. Submission of an application to participate in the United Beauty Award is paid and is accompanied by a non-refundable registration fee of USD 50 (fifty U.S. dollars).

This fee constitutes a technical charge for the receipt, processing, and administrative support of the information and materials provided by the participant.

Payment of the fee does not affect the competition results, jury evaluation, selection process, or decisions regarding nomination, prize placement, or victory, and does not provide the participant with any advantages.

8. Jury, Evaluation Procedure, and Determination of Winners

8.1. Organizing Committee and Jury

The Organizing Committee forms the jury, ensures the evaluation process, and approves evaluation records.

The jury evaluates applications based on criteria and a scoring system and prepares evaluation tables/protocols.

Conflict of interest: a judge shall not evaluate applications in which they have a personal or business interest.

8.2. Requirements for Jury Members

Minimum number of evaluators:

Each application in each category is evaluated by at least two (2) jury members.

Experience requirement:

Only jury members with confirmed professional experience in the industry of more than five (5) years are eligible to evaluate.

Principle of jury formation:

The organizer forms the jury from experienced representatives of the professional community with practical and expert competence relevant to the award categories.

Preliminary portfolio review:

Before inclusion in the jury, the organizer reviews the candidate's portfolio, including work



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samples/projects, professional profiles, publications, awards, case studies, participation in industry events, and other materials confirming competence.

Eligibility criterion—verified achievements:

A candidate is included in the jury only if they have verified achievements in the relevant field (e.g., professional results, market recognition, awards, completed projects, teaching/mentoring activities, publications, managerial experience, or other verifiable indicators).

Alignment of expertise with categories:

The organizer strives to ensure that each category is evaluated by jury members whose expertise corresponds to the subject matter and allows for a professional and substantiated assessment.

Right of the Organizer to refuse/exclude:

The Organizer reserves the right not to include a candidate in the jury or to terminate a jury member's participation in case of insufficient proof of experience/achievements or inconsistency between declared expertise and actual competence.

8.3. Scoring System and Calculation Procedure

Evaluation is carried out using a jury scoring form with a maximum of 100 points.

The final score is calculated as the sum of points across categories, without weighting coefficients.

Evaluation structure:

Each category is evaluated across 4–5 criteria, each consisting of 2–3 subcriteria.

Points are assigned for each subcriterion within the specified range and then summed.

Principles of Scoring

The Jury evaluates:

- clarity and verifiability of claims;
- quality of materials;
- specificity;
- professional level;
- relevance to the category.

Scores are assigned within a range depending on the level of compliance—from minimal confirmation to fully substantiated evidence.



Rule of Evidence (“Not Confirmed”)

If supporting materials (links, screenshots, metrics, awards, before/after, reviews, etc.) are required but are not provided or cannot be verified, the jury is entitled to:

- assign minimum scores (down to 0), or
- Limit the score to reflect insufficient evidence.

Principle: without verifiable evidence, high scores are not awarded.

Jury Comment

After evaluation, the Jury may provide a brief comment (1–2 sentences) reflecting overall impression, strengths, and/or reasons for score reduction.

8.3.1. Evaluation Criteria

Evaluation is conducted according to criteria relevant to each category, taking into account the nature of the participant’s activity, submitted materials, and subject of evaluation.

Depending on the category, the jury may assess the following:

a) Business and service categories:

- clarity of positioning and business model;
- service organization and customer journey;
- operational systems and management;
- verified results (metrics, reviews, stability, trust);
- quality of space and service presentation;
- reputation and client loyalty.

b) Educational categories:

- professional level of the author/teacher;
 - structure and practical value of the program;
 - methodological depth and originality;
 - verified training results;
 - impact on industry development.
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c) Innovation/product categories:

- novelty;
- applicability and industry relevance;
- verifiability of results;
- implementation quality and sustainability;
- market impact.

d) Media categories:

- content quality and professionalism;
- informational and reputational value;
- originality;
- consistency;
- engagement and influence.

e) Professional specialist categories:

- technical execution;
- quality and consistency;
- complexity;
- relevance to specialization;
- professional reputation.

f) Special categories:

- significance of contribution;
- industry impact;
- sustainability of results;
- recognition.

8.3.2. Scoring Form

Each category has a scoring form within 100 points, including 4–5 criteria with 2–3 subcriteria each, aligned with section 8.3.1.

8.3.3. Subcategory Evaluation

Subcategories are evaluated under the main category criteria, with adjustments for specialization.



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8.3.4. Single Participant Rule

If only one participant is present in a category, the award is granted only if the score is at least 80 out of 100.

Otherwise, no award is given.

9. Rights and Obligations of the Parties

9.1. The participant guarantees ownership of materials and consent from depicted individuals.

9.2. The participant grants the organizer the right to use materials for award coverage (with attribution).

9.3. The Organizer may modify the program and activities.

9.4. Use of name and brand:

The participant grants the Organizer a non-exclusive, royalty-free right to use the participant's name, brand, trademark, and identity solely for award purposes (publication, promotion, media, website, etc.).

Such use must not harm the participant's reputation or be transferred beyond award purposes.

10. Personal Data

Submission of an application constitutes consent to personal data processing for award purposes (registration, communication, and publication).

11. Principles of Fair Selection, Independence, and Transparency

11.1. Equal conditions: all applications are evaluated equally.

11.2. Independent jury: composed of experienced professionals.

11.3. Expertise alignment: jury members match categories.

11.4. Impartiality: conflicts of interest must be disclosed.

11.5. Evidence-based evaluation: based on submitted materials.



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11.6. Transparent scoring: results are recorded and stored.

11.7. No external influence: violations may lead to disqualification.

11.8. Reputation and trust: the Award operates under professional ethics and transparency principles.

UBA 2026 is a professional award with objective evaluation based on predefined criteria.

12. Final Provisions

12.1. Matters not covered by these Regulations are governed by applicable law and internal procedures.

12.2. The current version of the Regulations is published on official UBA resources.