

ETALON MIX EVENT

BENELUX 2025

Important Dates

- Benelux Semi-Final Online Competition: April 7, 2025
(from your own treatment room, all times will be announced later)

- Benelux Award Ceremony: April 18, 2025
(Award ceremony from 5:00 PM to 7:00 PM)
(Event tickets are available separately, guest tickets will be available one week before the event)

- World Championship Online Final: November 8, 2025
(from your own treatment room, all times will be announced later)

- Award Ceremony and Conference Final: November 25–29, 2025
(Location: Dubai)
(Additional event and conference tickets are available separately)

Participant Categories

- Junior: Less than 2 years of PMU experience (after basic training)
- Master: 2 or more years of PMU experience (after basic training)

Competition Categories:

Juniors

- Powder Brows
- Lip Blush
- Infralash/Deepliner
- Hair Strokes

Masters

- Powder Brows
- Lip Blush
- Shaded Eyeliner
- Hair Strokes

Judges

- Etalon Mix Ambassadors
(Participants may not act as judges)

Evaluation System

- Evaluation via a specialized app; further information will follow after registration
- Five judges per competition category
- 6–8 evaluation criteria per category
- Scoring: 10-point scale per criterion

Awards and Prizes

Junior: 1st Place

- Title: “Champion of the Etalon Mix World Championship 2025 Semifinals”
- Trophy and valuable Etalon Mix gifts
- Free entry to the Etalon Mix Event 2025 conference in Dubai (November 25–29, 2025), including accommodation at the 5-star Hilton Dubai Al Habtoor City Hotel.

Junior: 2nd Place

- Title: “Vice-Champion of the Etalon Mix World Championship 2025 Semifinals”
- Trophy and valuable Etalon Mix gifts
- Special conditions as a “Special Guest” at the Etalon Mix Event 2025 in Dubai, including accommodation at the 5-star Hilton Dubai Al Habtoor City Hotel (€600 per person / €1,200 for a double room)

Junior: 3rd Place

- Title: “Prize Winner of the Etalon Mix World Championship 2025 Semifinals”
- Trophy and valuable gifts
- Special conditions as a “Special Guest” at the Etalon Mix Event 2025 in Dubai, including accommodation at the 5-star Hilton Dubai Al Habtoor City Hotel (€600 per person / €1,200 for a double room)

Master: 1st Place

- Title: “Champion of the Etalon Mix World Championship 2025 Semifinals”
- Entry to the World Championship Final
- Trophy and valuable Etalon Mix gifts
- Free entry to the Etalon Mix Event 2025 conference in Dubai (November 25–29, 2025), including accommodation at the 5-star Hilton Dubai Al Habtoor City Hotel.

Master: 2nd Place

- Title: “Vice-Champion of the Etalon Mix World Championship 2025 Semifinals”
- Trophy and valuable Etalon Mix gifts
- Special conditions as a “Special Guest” at the Etalon Mix Event 2025 in Dubai, including accommodation at the 5-star Hilton Dubai Al Habtoor City Hotel (€600 per person / €1,200 for a double room)

Master: 3rd Place

- Title: “Prize Winner of the Etalon Mix World Championship 2025 Semifinals”
- Trophy and valuable Etalon Mix gifts
- Special conditions as a “Special Guest” at the Etalon Mix Event 2025 in Dubai, including accommodation at the 5-star Hilton Dubai Al Habtoor City Hotel (€600 per person / €1,200 for a double room)

Grand Prix

Junior

- This award is given based on the highest total scores from the 3 best categories. The Grand Prix winner will receive a super-exclusive suitcase filled with Etalon Mix products.

Master

- This award is given based on the highest total scores from the 3 best categories. The Grand Prix winner will receive a super-exclusive suitcase filled with Etalon Mix products.

Other Information

- Winners will be awarded during the regional Etalon Mix Event in Nuland at the closing of the Etalon Mix event on April 18.
- Participants who place 1st in the Master category will join the Team Leader team and proceed to the World Championship Final, which will be held online.
- Participants who place 1st in the Junior category will not participate in the final rounds in Dubai. This category will remain regional so participants can experience PMU competitions.
- If the same participant places 1st in two or more categories, they cannot choose which category to compete in for the final. The category with the highest score will be automatically selected. If both categories have the same score, the participant may choose within two days which category they wish to compete in during the final.
- The 2nd place participant will take the available position of the category that has been vacated.