

# BEYOND LIFESTYLE

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## INTERNATIONAL EXPO

### **Beyond International Perfect Image Awards (BIPI)**

### **飞跃国际完美形象奖**

#### **【Overview】**

Beauty is a symbol of eternity. The pursuit of eternal beauty has been a never ending desire for mankind. Going for perfection, creating a unique image, be in a class of its own – working tirelessly in achieving that flawless impression that is unmatched for the rest.

To honour that passion in pursuing for perfection, we created the Beyond International Perfect Image Award (BIPI). We believe that real beauty lies in fully displaying one's individuality, it's a total image, the overall quality portrayed by a person. We are looking for that precise quality in the winners – nothing less.

#### **【Categories and Judging Criteria】**

##### **1. Beyond International Style Icon**

- Overall image – from hair, makeup, fashion to total impression
  - Achieving the flawless quality in all areas

##### **2. Beyond Perfecto International Image**

- Perfect hair image
- Creative, bold, full of personal characteristics

##### **3. Beyond à la mode International Image**

- Perfect makeup
- Creative, bold, full of personal characteristics

##### **4. Beyond Vogue International Image**

- Perfect fashion / dress
- Modern, chic, unique, able to bring out the best of the model who is wearing it

##### **5. Beyond Mystique International Image**

- Perfect nail
- Creative, bold, full of personal characteristics

## **【Judging Process】**

### **1. Entry**

- Open to all exhibitors and non-exhibitors
- Submit an entry form to compete

### **2. Registration Fee**

- RM200

### **3. Judging**

- The competition shall take place on a designated date during the Expo on stage
- All contestants will be judged by the panel of judges appointed by Beyond Lifestyle International Expo
- The decisions of the judges are final

### **4. Award & Prizes**

- All winners will received a specially designed trophy + certificate + products