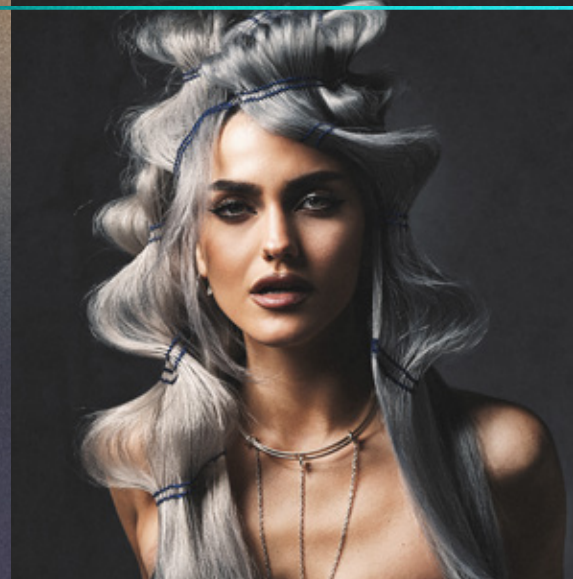




HAIR BY 2025 NAHA HAIRCOLOR FINALIST JANELLE EYRE



HAIR BY 2025 NAHA STYLING & FINISHING FINALIST GAYNA POCCZWIŃSKI



NORTH AMERICAN HAIRSTYLING AWARDS

# NAHA 2026 ENTRY INFORMATION

---

**ENTRY OPEN** | AUG 5 - OCT 21, 2025

---

PBA Members receive a deadline extension of 2 weeks!

**PBA MEMBER DEADLINE** NOV 7, 2025

---

**#NAHA2026** | [PROBEAUTY.ORG/NAHA](https://probeauty.org/naha)





# TABLE OF CONTENTS

ABOUT NAHA	3
HOW TO ENTER	4
ENTRY TIPS	5
PHOTOS & IMAGES	6
RELEASE FORMS	7
ENTRIES	8
THE JUDGING PROCESS	9
NAHA 2026 CATEGORIES	11
AVANT GARDE	12
BARBER OF THE YEAR	14
EDITORIAL/SESSION STYLIST OF THE YEAR	16
EDUCATOR OF THE YEAR	18
HAIRCOLOR	19
HAIRCUTTING	21
HAIRSTYLIST OF THE YEAR	23
INSPIRING SALON OF THE YEAR	25
<b>NEW</b> INTERNATIONAL COLLECTION OF THE YEAR	26
MAKEUP ARTIST OF THE YEAR	28
MASTER HAIRSTYLIST OF THE YEAR	30
STUDENT HAIRSTYLIST OF THE YEAR	32
STYLING & FINISHING	34
TEAM OF THE YEAR	36
TEXTURE	38



# NORTH AMERICAN HAIRSTYLING AWARDS (NAHA)



The North American Hairstyling Awards is the most prestigious professional beauty competition in North America and honors the salon industry's top artists - who push the boundaries of skill and creativity. For over 36 years, thousands of talented artists have used NAHA as a platform to showcase their work to win a coveted NAHA award. Learn more about NAHA and its history at [probeauty.org/naha](http://probeauty.org/naha).



## NAHA IS PRODUCED BY THE PROFESSIONAL BEAUTY ASSOCIATION.

The Professional Beauty Association (PBA) is home to passionate, hardworking industry professionals looking to build exceptional careers that last. Whether you're a stylist who's just starting out, an industry veteran, or a company ready to take its business to the next level, we're here to help guide, connect, inspire and most importantly advocate for you. Join us as we elevate, inspire, and unite the beauty industry.





# HOW TO ENTER

## READ RULES & SELECT YOUR CATEGORY

Review general rules & requirements, what's new and details on categories.

## GET CREATIVE & BUILD YOUR COLLECTION

Be sure to follow competition rules, requirements, category rules and image specifications noted for your chosen category.

## SUBMIT YOUR COLLECTION, RELEASE FORMS & ENTRY FEES

Entry opens **AUGUST 5, 2025**.

All entries must be submitted by **OCTOBER 21, 2025** by 9pm EST/6pm PST.

No entry fee for the Inspiring Salon of the Year or Educator of the Year.

## ENTRY FEES

### PBA MEMBER PRICING:

- \$95 per submission
- \$55 Student Hairstylist of the Year submission

### REGULAR PRICING:

- \$195 per submission
- \$95 Student Hairstylist of the Year submission

### BECOME A MEMBER AND SAVE!

To join PBA, email Raymon Guevara | [raymon@probeauty.org](mailto:raymon@probeauty.org)

## TELL EVERYONE YOU ENTERED NAHA 2026!

Download the graphics from your confirmation email to let everyone know you entered NAHA!

Be sure to tag us with **#NAHA2026**.





# ENTRY & TIPS

## WHO CAN ENTER?

- Entrants must be licensed hairstylist/cosmetologists/barbers\*.
- Makeup Artist of the Year entrants do not have to be a certified makeup artist or have attended a makeup artistry school.
- All entrants, except International Collection of the Year, must reside in United States, Canada, or Mexico.
- NAHA entry collections CAN be published prior to entry, and CAN be submitted to other regional, national or international competitions.
- Those recommended to apply for Educator of the Year and Inspiring Salon of the Year categories must complete their entries and submit by the deadline to be included. Inspiring Salon of the Year entries must be submitted by the salon owner or an approved representative.

\*Exceptions are for Student, Makeup Artist, Inspiring Salon, Educator of the Year and International Collection of the Year.

## TIPS FOR ENTRY

- For all categories, we strongly encourage entrants to embrace diversity, equity and inclusion by working with team members and models who represent varied backgrounds, race, ethnicity, gender, identity, age, religion, and size.
- Focus on what you want the judges to see – the hair/makeup. Avoid full body shots unless relevant to your theme and artistic direction.
- Avoid photographic filters and other special effects as they distract from your work.
- Have a story line or cohesive theme visible in your collection.
- Keep images simple. They should be polished, clean, and executed with passion for your craft.
- Choose the background carefully so that it does not take away from your work.
- Be mindful of the category you are entering. Not all collections belong in multiple categories. While entering the same photographs into multiple categories is allowed for some categories (please refer to the specific category requirements when entering), submitting your collection into too many categories is likely to dilute your chances of sticking out in one.
- Do your homework and direct the process to create a unique look and feel for your collection based on the category you plan to enter.
- Throughout the planning and execution of your vision, remember your concept and overall creative approach.
- Be mindful of the art direction and composition of each photograph – each should stand alone as a beautiful image but come together to create a cohesive collection.
- Keep the wardrobe, styling, makeup consistent with the theme.
- Overuse of props and accessories take focus away from the collection.

[Need help or have questions? Email us at events@probeauty.org](mailto:events@probeauty.org)





# PHOTOS & IMAGES

## PHOTO EDITING & IMAGE GUIDELINES

- Photo editing cannot be used to create, enhance, or manipulate styled hair/makeup that was not present in the unedited images.
- All work on the hair should be done with your tools onsite at the photo shoot and NOT in post-production.
- The use of photo editing software is allowed for refining (to remove fly-away hairs, etc.).
- "Cloning" or copying hair either in part or in its entirety and adding it somewhere else such that the shape of the hair has been noticeably changed for the final image is cause for disqualification.
- Cutting large parts of the hair such that the shape of the hair has been noticeably changed for the final image is cause for disqualification.
- Any perceptible change to the hair in the final images that alters the style and shape of the hair/makeup in the final image is grounds for disqualification.
- Be cautious with color balancing and the like such that alterations in post-production do not noticeably change the color tone of the hair in the final image as this is grounds for disqualification.

## NON-RETOUCHED IMAGES

- All submissions must include non-retouched photos for each of the final images in your collection. These images must come directly from your photographer, but with no retouching, editing or manipulations.
- Non-retouched images are used for judging purposes only and will not be released. They are used to provide context for the judges if they feel there has been over manipulation.

## BEFORE IMAGES

- Most categories are required to include before photos of your model (and/or wig if using).
- Before images are used for judging purposes only and will not be released in any way.
- Before images do not need to be taken by your photographer and can be taken with your mobile device.





# RELEASE FORMS

## RELEASE FORMS

- A release form is required for each 2026 NAHA entry. This form MUST be signed by the entrant, photographer, models and all other parties involved. Incomplete entries and release forms will be disqualified, and entry fee will not be refunded. No other release forms will be accepted.
- Releases grant NAHA and the Professional Beauty Association (PBA) and those authorized by PBA the right and license to use names and images, and to publicly display, distribute, edit, transmit, reproduce and create derivative works using the images, in whole or in part, in any media or format, as part of the NAHA competition or for any NAHA or PBA purpose, including publicizing and promoting NAHA or PBA.
- NAHA and PBA will include a photo credit, including the entrant's name, with any photo used for publicity or promotional purposes, if feasible.
- Entrants, photographer, models and all other parties involved retain all other rights to these images.





# ENTRIES

## MULTIPLE ENTRIES

Entrants may enter the same collection of images into as many categories as they would like in the same year only with the following exceptions:

- Images entered in Editorial/Session Stylist of the Year, Hairstylist of the Year, Master Hairstylist of the Year, Student Hairstylist of the Year, and Team of the Year cannot be entered into any other category.
- Images entered in the Texture category may not be utilized in the Styling and Finishing or Avant Garde categories and vice versa.

Entrants can submit up to three collections per category.

## DISQUALIFICATION

- All work is accepted in good faith. Instant disqualification will apply to any entrants found abusing this.
- Entry fees will not be refunded if your work is disqualified. Judging decisions are final.





# THE JUDGING PROCESS

NAHA judges are a select panel of internationally renowned stylists, photographers and top beauty editors from consumer and trade magazines. All collections are judged anonymously and independently. Judges are unable to see the name or salon name of the entrants (except for Educator and Inspiring Salon of the Year).

- Judges are not eligible to enter NAHA, with the exception of Educator of the Year and Inspiring Salon of the Year.
- Judges are not permitted to judge any category with a conflict of interest- employees, friends, or anyone they have advised or worked with.
- Judges are not allowed to discuss any entries before, during or after the judging with each signing a nondisclosure agreement.

## FIRST ROUND JUDGING

- Non-retouched images are compared to the final images to look for any excessive photo editing or photo editing that breaks specific category rules.
- The whole process is strictly controlled.

## SECOND ROUND JUDGING

- Each judge is assigned specific categories to critique based on their qualifications. Each entry is given a score and the top five within the category are notified as finalists.

## THIRD ROUND JUDGING

- Each judge is assigned specific categories to critique based on their qualifications. Each entry is given a score to determine the winners.

IF YOU ARE INTERESTED IN BECOMING A JUDGE, PLEASE EMAIL YOUR RESUME TO [EVENTS@PROBEAUTY.ORG](mailto:EVENTS@PROBEAUTY.ORG)





# THE JUDGING PROCESS

## COLLECTIONS ARE JUDGED ON:

### TECHNICAL CATEGORIES

- Technical Skill 50%
- Creativity 30%
- Cohesiveness of Collection 20%

### INSPIRING SALON OF THE YEAR

- Overall impact on the salon, employees and/or community – 100%

### EDUCATOR OF THE YEAR

- Overall impact on the lives of beauty professionals – 50%
- Demonstrated contributions to the beauty industry through education – 25%
- Commitment to innovation and excellence in education – 25%
- How has the initiative helped enhance the culture within the salon or project?
- How has the initiative delivered business benefits?
- How has it improved engagement within the salon and throughout the community?
- Is it sustainable? Will it leave a legacy?

### FINALIST ANNOUNCEMENTS

- Finalists for each category will be announced during a livestream on **FEBRUARY 1, 2026** LIVE at Premiere Anaheim and livestreamed on social.

### WINNER ANNOUNCEMENTS

- The 2026 winners are announced live at the NAHA Ceremony.





AVANT GARDE



BARBER OF THE YEAR



EDITORIAL/SESSION  
STYLIST OF THE YEAR



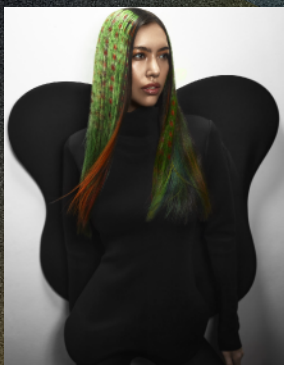
EDUCATOR  
OF THE YEAR



HAIRCOLOR



HAIRCUTTING



HAIRSTYLIST  
OF THE YEAR



INSPIRING SALON  
OF THE YEAR



INTERNATIONAL COLLECTION  
OF THE YEAR



# NAHA 2026 CATEGORIES



MAKEUP ARTIST  
OF THE YEAR



MASTER HAIRSTYLIST  
OF THE YEAR



STUDENT HAIRSTYLIST  
OF THE YEAR



STYLING & FINISHING



TEAM OF THE YEAR



TEXTURE





# AVANT GARDE

You don't follow trends—you bend reality. Form defies function. Hair becomes sculpture. The NAHA Avant Garde category is for artists who break convention and push past the imaginable. These aren't beauty looks—they're living, breathing art. This is the space where concept, shape, and courage collide to create something the world's never seen.

## AVANT GARDE – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is allowed only if it does not restrict viewing of the hair AND/OR is constructed out of natural or synthetic hair).
- Images entered in the Avant Garde category cannot be entered into the Styling & Finishing or Texture categories.

## AVANT GARDE – MODEL REQUIREMENTS:

- May use one or more models.
- Must showcase three unique looks.
- Signed NAHA Avant Garde release form.

## AVANT GARDE – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three before images.
- Three unedited, non-retouched images.
- Three final images.
- Retouching of the image's color is allowed\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Special Photographic Effects are allowed as long as they do not hinder the judges viewing of the hair.



# AVANT GARDE TIPS

- This category is designed for innovative, creative, and artful entries.
- Hair should showcase new and experimental concepts or techniques in styling, finishing, textures, etc.
- Think of unusual textures or fabrics not normally associated with hair for inspiration.
- Images should be NAHA quality and reflect beautiful hair.
- Styling hair into objects is NOT the goal.
- This is NOT a fantasy category.

## AVANT GARDE 2025 WINNING COLLECTION RUSTY PHILLIPS







# BARBER OF THE YEAR

With every fade, taper, and hard part, you don't just groom—you define. The NAHA Barber of the Year celebrates artists who fuse precision with swagger, culture, and control. This is architecture in motion, identity through detail, mastery by hand. Because when you're at your best, your clippers speak louder than words.

## BARBER OF THE YEAR – STYLIST GUIDELINES:

- Wigs are NOT allowed.
- Natural and synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed.)

## BARBER OF THE YEAR – MODEL REQUIREMENTS:

- Must showcase three unique looks.
- May use one or more models.
- Signed NAHA Barber release form.

## BARBER OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three before images\*.
- Three unedited, non-retouched images.
- Three final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken on the same day of service.

**\*\*NOTE:** Special Photographic Effects are allowed as long as they do not hinder the judges viewing of the hair.



# BARBER OF THE YEAR TIPS

- Hairstyles should be commercial, contemporary, and reflect current trends.
- Styles should be wearable.
- Styles should complement the individuality of the model.
- Images should focus on the hair.

## BARBER OF THE YEAR 2025 WINNING COLLECTION CARLOS ESTRELLA







# EDITORIAL/SESSION STYLIST OF THE YEAR

Through their impact on fashion, media, and culture, editorial and session stylists don't just follow trends—they shape what the world sees next. The NAHA Editorial Stylist of the Year honors artists who translate mood into image and identity into hair. Every strand tells a story. Every shot defines a moment. You're not styling for the lens—you're shaping the culture behind it.

## EDITORIAL/SESSION STYLIST OF THE YEAR – GENERAL GUIDELINES:

- Work must have been published between October 23, 2024 - October 20, 2025.
- Collection must come from a printed or online consumer publication (think Vogue, GQ, W), not a trade publication (ie: Modern Salon, American Salon, Beauty Launchpad) or have been part of a brand ad campaign to promote a product.
- Images entered in the Editorial/Session Stylist of the Year cannot have previously been entered into another NAHA category and the images may NOT be entered into any other category this year or in the future.

## EDITORIAL/SESSION STYLIST OF THE YEAR – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed).

## EDITORIAL/SESSION STYLIST OF THE YEAR – MODEL REQUIREMENTS:

- May use one or more models.
- Must showcase at least three unique looks.
- Signed NAHA Editorial/Session Stylist of the Year release form.

## EDITORIAL/SESSION STYLIST OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Digital tear sheets and/or a link to the entire shoot if there were more than three images (if selected as a finalist, only three images will be included).



# EDITORIAL/SESSION STYLIST OF THE YEAR

## EDITORIAL/SESSION STYLIST OF THE YEAR 2025 WINNING COLLECTION

MAGGIE SEMAAN







# EDUCATOR OF THE YEAR

You don't just teach technique, you shape belief. As mentors and teachers, you ignite possibility and raise the bar. The NAHA Educator of the Year category recognizes those who expand the boundaries of what we all believe is possible. You change careers, you change lives—not with formulas, but with fire. Great artists create. Great educators create creators.

## EDUCATOR – REQUIREMENTS:

- May be recommended or enter yourself.
- Three images that best represent you educating/presenting.
- 30 second video of you educating/presenting.
- Up to 90 second introduction video that helps judges get to know you, your passion for educating, why you chose the beauty industry, why you should be selected as a finalist, etc.
- Two letters of support (up to 100 words each).

**NOTE:** Previous winners of this category are not eligible to enter.

## EDUCATOR OF THE YEAR 2025 WINNER CANDY SHAW







# HAIRCOLOR

A colorist's canvas is living, shifting, and endlessly expressive. You don't just paint—you shift perception. The NAHA Haircolor category honors artists who command tone, placement, and imagination to transform hair into light, shadow, and emotion. You amplify shape. You bend dimension. You turn every head—and every hue—into your signature.

## HAIRCOLOR – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed.)
- Must submit the NAHA Haircolor Technical Sheet for each entry.

## HAIRCOLOR – MODEL REQUIREMENTS:

- May use one or more models.
- Must showcase three unique looks (Different models will showcase the suitability of the color method and suitability of the model).
- Signed NAHA Haircolor Release Form.

## HAIRCOLOR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three Before images\*.
- Three Unedited, non-retouched images.
- Three Final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken on the same day of color service. If using a wig, before images of the wig may be taken on a mannequin head or on your model.

**\*\*NOTE:** Special Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



# HAIR COLOR TIPS

- Hair color work should complement the cut.
- Does the background take away from the color work?
- Does the collection make you want to know how it was done?

## HAIRCOLOR 2025 WINNING COLLECTION BREANNE GERSHON







# HAIRCUTTING

You see shape before it exists. With every section, you carve identity, reveal confidence, and rewrite style. The NAHA Haircutting category celebrates those who cut with intention, precision, and vision—who transform structure into canvas and technique into edge. This isn't just a haircut. This is authorship, one line at a time.

## HAIRCUTTING – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and Synthetic hair extensions and hairpieces are allowed. These materials should not interfere with the natural movement of the model's hair and how the method of cutting is crafted to create shape and balance. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed.

## HAIRCUTTING – MODEL REQUIREMENTS:

- May use one or more models (Different models will show the various approaches to create the collection).
- Must showcase three unique looks.
- Signed NAHA Haircutting Release Form.

## HAIRCUTTING – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three Before images\*.
- Three Unedited, non-retouched images.
- Three Final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken of **all models** on the same day of service.

**\*\*NOTE:** Special Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



# HAIRCUTTING TIPS

- Haircuts should demonstrate an elite level of understanding of head form and face shape.
- Haircuts should complement the individuality of the model.
- Photographs should be simple, polished, and clean.

## HAIRCUTTING 2025 WINNING COLLECTION EVIE JOHNSON







# HAIRSTYLIST OF THE YEAR

You don't just master technique—you shape the future. The NAHA Hairstylist of the Year represents the pinnacle of NAHA and beauty industry excellence. Vision. Versatility. Impact. This is for the artist who doesn't just set trends but shifts the landscape. Your work commands attention, defines the moment, and shows the world where beauty is going next.

## HAIRSTYLIST OF THE YEAR – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and Synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed).

**NOTE:** Images entered in the Hairstylist of the Year cannot be entered into any other category.

## HAIRSTYLIST OF THE YEAR – MODEL REQUIREMENTS:

- May use one or more models (Use of more than one model shows expertise in suitability of the model.)
- A collection of five looks. The collection must demonstrate mastery working with: long hair, short hair, upstyling, cutting and coloring and texture (wavy, curly, coily – the final look may show the hair in its natural state of wavy, curly, coily or manipulated into a straight look).
- Signed NAHA Hairstylist of the Year Release Form.

## HAIRSTYLIST OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Five Before images\*.
- Five Unedited, non-retouched images.
- Five Final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken on the same day of service. If using a wig, before images may be taken on a mannequin head or on your model. **\*\*NOTE:** Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



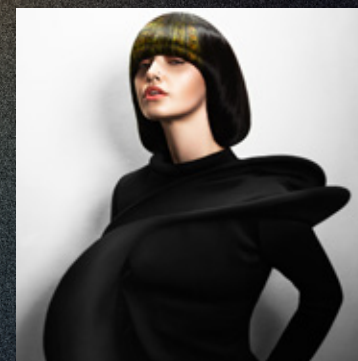
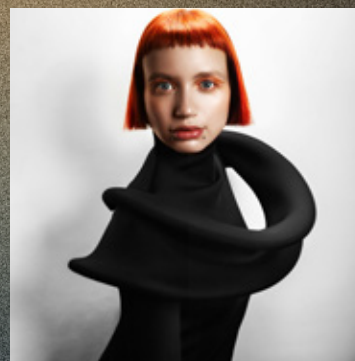
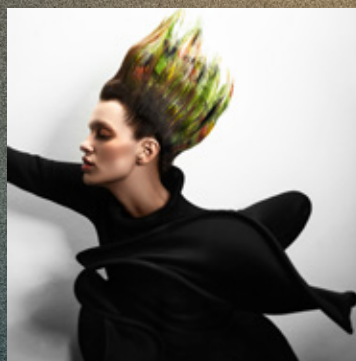
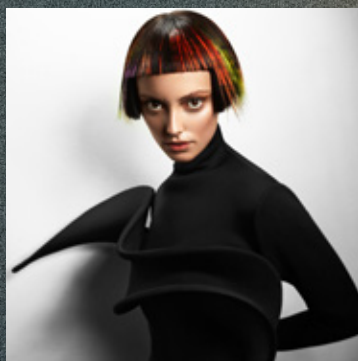
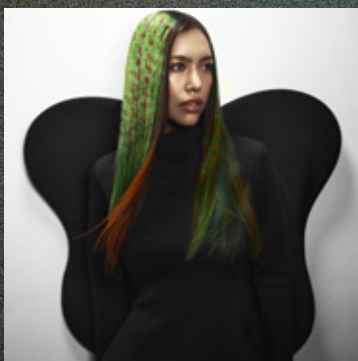
# HAIRSTYLIST OF THE YEAR TIPS

- Work must demonstrate the pinnacle of world-class hairdressing.
- Photos should beautifully demonstrate the harmony between the stylist's skill and the photographer's understanding of how to properly capture that skill on camera.
- The collection should demonstrate a breadth of the entrant's talent as an artist, covering many aspects of hairstyling.
- Winning collections should be timeless.

## CONSIDERATIONS

Can each photo in the collection stand alone as a beautiful and flawless shot? Is the sum of the collection even more powerful than each individual photo?

## HAIRSTYLIST OF THE YEAR 2025 WINNING COLLECTION DAVID BARRON







# INSPIRING SALON OF THE YEAR

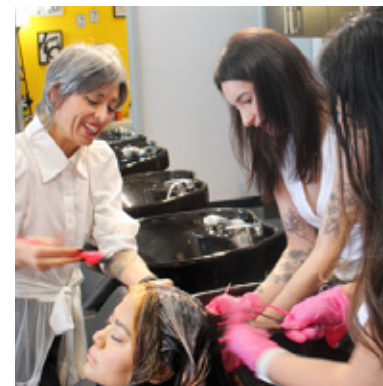
You don't just build a business—you build belonging. The NAHA Inspiring Salon of the Year honors salons that create powerful culture, lead with heart, and lift their teams through every high and low. This is for spaces where people grow, heal, thrive, and where success is measured in both artistry and impact.

## INSPIRING SALON – REQUIREMENTS:

- May be recommended or enter your salon.
- Three images that represent the salon environment/how the salon inspires stylists, clients, the community.
- Two letters of support.
- Up to 90 second video that depicts how the salon impacts its stylists, clients, the community.

**NOTE:** Previous winners of this category are not eligible to enter.

## INSPIRING SALON OF THE YEAR 2025 WINNER SALON 27







# INTERNATIONAL COLLECTION OF THE YEAR

Your work knows no borders. The NAHA International Collection of the Year recognizes artists outside North America whose collections rise above—driven by innovation, technical excellence, and cultural perspective. This is global artistry at its highest level. If your vision transcends geography, this is where your story belongs.

## ELIGIBILITY

- Open to hairstylists living outside of the United States, Canada, and Mexico.
- Entrants may submit individually or as part of a team; however, the hairstylist must be the primary artist responsible for the hair work.

## MODEL & COLLECTION REQUIREMENTS

- A collection of five (5) final images.
- The collection should demonstrate versatility, creativity, and technical skill across various hair types, working with: long hair, short hair, up-styling, cutting and coloring and texture.
- Wigs, hairpieces, and extensions (natural or synthetic) are allowed.
- Headpieces or hair ornaments that obscure the hair or serve as costume design are not allowed.
- Signed NAHA International Collection of the Year Release Form.

## IMAGE REQUIREMENTS:

- All images must be submitted in JPEG (.jpg) format.
- Image dimensions: 8 x 10 inches at 300 DPI.
- Must submit:
  - Five Final Images.
  - Five Unedited, Non-Retouched Images.
  - Five Before Images (must be taken the same day of the shoot; if using wigs, before images may be taken on a mannequin or model).

## RETOUCHING GUIDELINES:

- Retouching of the overall image's color and lighting is allowed.
- Retouching of the hair's shape, texture, or color is not allowed.
- Special photographic effects may be used, as long as they do not obscure or alter the appearance of the hair.





# INTERNATIONAL COLLECTION OF THE YEAR

## JUDGING CRITERIA:

- Technical Skill: Mastery of cutting, coloring, styling, and finishing.
- Artistry & Creativity: Innovation, originality, and visual impact.
- Cohesion: How well the three images work together as a collection.
- Photographic Presentation: Image quality, lighting, and ability to showcase the hair.

**\*NOTE:** Before images must be taken on the same day of service. If using a wig, before images may be taken on a mannequin head or on your model. **\*\*NOTE:** Special Photographic Effects are allowed as long as they do not hinder the judges viewing of the hair.

## TIPS

- Work must demonstrate the pinnacle of world-class hairdressing.
- Photos should beautifully demonstrate the harmony between the stylist's skill and the photographer's understanding of how to properly capture that skill on camera.
- The collection should demonstrate the breadth of the entrant's talent as an artist, covering many aspects of hairstyling.
- Winning collections should be timeless.

**CONSIDERATIONS:** Can each photo in the collection stand alone as a beautiful and flawless shot? Is the sum of the collection even more powerful than each individual photo?





# MAKEUP ARTIST OF THE YEAR

With one stroke, the whole story changes. You don't just complete the look—you define it. The NAHA Makeup Artist of the Year celebrates visionaries who use pigment, shadow, and skin as tools of transformation. You create characters, tell stories, and build emotion through every stroke. This is more than makeup—it's mood, movement, and meaning on every face.

## MAKEUP ARTIST OF THE YEAR – MODEL REQUIREMENTS:

- Must showcase three unique looks.
- Signed NAHA Makeup Artist of the Year Release Form.

## MAKEUP ARTIST OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three Before images\* (no larger than 8MB each).
- Three unedited, non-retouched images.
- Three Final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the makeup's color or texture is not allowed.

**\*NOTE:** Before images must be taken on the same day of service.

**\*\*NOTE:** Special Effects are allowed as long as they do not hinder the judges viewing of the makeup.



# MAKEUP ARTIST OF THE YEAR TIPS

- The total look is still important - images should be well composed.
- The makeup should ENHANCE the photo - not OVERPOWER it.
- Does the photography accentuate the model's beauty and makeup?
- Close-up camera shots are encouraged, however not a requirement.

## MAKEUP ARTIST OF THE YEAR 2025 WINNING COLLECTION ANGELA BALBON







# MASTER HAIRSTYLIST OF THE YEAR

You've led. You've taught. You've created the work others chase. The NAHA Master Hairstylist of the Year is an invitation-only honor for the industry's most influential artists—those whose collections set a new standard. This isn't about potential. It's about legacy. When your work speaks louder than your name, this is where it belongs.

## MASTER HAIRSTYLIST OF THE YEAR – STYLIST GUIDELINES:

- Must be pre-nominated for entry and receive an invite.
- Wigs are allowed.
- Natural and Synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed).

**NOTE:** Images entered in the Master Hairstylist of the Year cannot be entered into any other category.

## MASTER HAIRSTYLIST OF THE YEAR – MODEL REQUIREMENTS:

- A collection of five looks. The collection must demonstrate mastery working with: long hair, short hair, up-styling, cutting and coloring and texture (wavy, curly, coily – the final look may show the hair in its natural state of wavy, curly, coily or manipulated into a straight look).
- May use one or more models (use of more than one model shows expertise in the suitability of the model).
- Signed NAHA Master Hairstylist of the Year Release Form.

## MASTER HAIRSTYLIST OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Five Before images\*.
- Five Unedited, non-retouched images.
- Five Final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\* NOTE:** Before images must be taken on the same day of service. If using a wig, before images may be taken on a mannequin head or on your model. **\*\* NOTE:** Special Photographic Effects are allowed as long as they do not hinder the judges viewing of the hair.



# MASTER HAIRSTYLIST OF THE YEAR **TIPS**

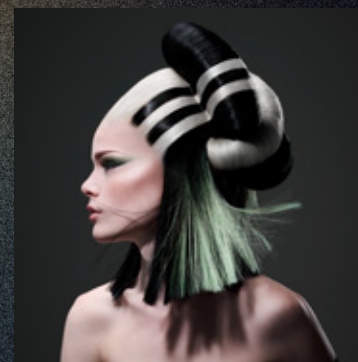
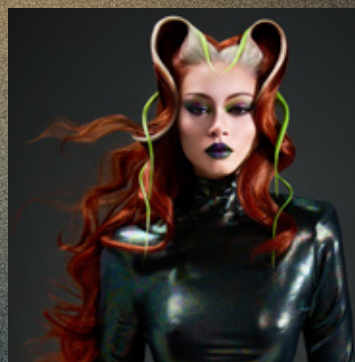
- Work must demonstrate the pinnacle of world-class hairdressing.
- Photos should beautifully demonstrate the harmony between the stylist's skill and the photographer's understanding of how to properly capture that skill on camera.
- The collection should demonstrate a breadth of the entrant's talent as an artist, covering many aspects of hairstyling.
- Winning collections should be timeless.

## CONSIDERATIONS

Can each photo in the collection stand alone as a beautiful and flawless shot? Is the sum of the collection even more powerful than each individual photo?

## MASTER HAIRSTYLIST OF THE YEAR 2025 WINNING COLLECTION

MATTHEW MORRIS







# STUDENT HAIRSTYLIST OF THE YEAR

You're not waiting your turn—you're claiming your space. The NAHA Student Hairstylist of the Year category is for emerging artists who bring fearless creativity, sharp skill, and bold vision while still in school. You're not just next—you're now. If you're already thinking bigger than your classroom, this is where your journey begins.

## STUDENT HAIRSTYLIST OF THE YEAR – GENERAL GUIDELINES:

- The Student Hairstylist of the Year category is restricted to students currently enrolled in cosmetology school or performing required hours in a salon as of Aug 5, 2025 - October 21, 2025 unless a PBA Student member, and not licensed as of November 7, 2025.

**NOTE:** Images entered in the Student Hairstylist of the Year cannot be entered into any other category.

## STUDENT HAIRSTYLIST OF THE YEAR – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed).

## STUDENT HAIRSTYLIST OF THE YEAR – MODEL REQUIREMENTS:

- May use one or more models.
- A collection of three looks. The collection must demonstrate knowledge of working with: long hair, short hair, up-styling, cutting and coloring and texture (wavy, curly, coily – the final look may show the hair in its natural state of wavy, curly, coily or manipulated into a straight look).
- Signed NAHA Student Hairstylist of the Year release form.

## STUDENT HAIRSTYLIST OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three before images\*.
- Three unedited, non-retouched images.
- Three final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken on the same day of service. If using a wig, before images may be taken on a mannequin head or on your model. **\*\*NOTE:** Special Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



# STUDENT HAIRSTYLIST OF THE YEAR **TIPS**

- Photos should display the harmony between the photographer's execution and the student's creativity.
- Does the work exhibit a breadth of the student's talent as an artist?

## STUDENT HAIRSTYLIST OF THE YEAR 2025 WINNING COLLECTION

**DEXTER**







# STYLING & FINISHING

The look isn't finished until it feels finished. The NAHA Styling & Finishing category spotlights artists who command every curve, every flick, every final breath of the hair. This is the final stroke, the signature detail, the spark that elevates a vision from concept to iconic. When you finish strong, the whole image speaks louder.

## STYLING & FINISHING – GENERAL REQUIREMENTS:

- Images entered into this category may not be entered into the Texture or Avant Garde categories.

## STYLING & FINISHING – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and Synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed).

## STYLING & FINISHING – MODEL REQUIREMENTS:

- Must showcase three unique looks.
- May use one or more models.
- Signed NAHA Styling and Finishing Release Form.

## STYLING & FINISHING – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Three before images\* (no larger than 8MB each).
- Three unedited, non-retouched images.
- Three final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken on the same day of service. If using a wig, before images may be taken on a mannequin head or on your model. **\*\*NOTE:** Special Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



# STYLING & FINISHING TIPS

- Styles should demonstrate world class finishing that complements an overall look.
- Styles should complement the individuality of the model.
- Photographs should display hairstyles that are crafted with a high level of styling knowledge.

## STYLING & FINISHING 2025 WINNING COLLECTION BREANNE GERSHON







# TEAM OF THE YEAR

Alone, you're powerful. Together, you're unstoppable. The NAHA Team of the Year honors groups of artists who create as one, blending talent, trust, and vision into a unified collection. Every detail connects. Every image speaks the same language. This is what happens when creative minds move in rhythm. This is the art of collaboration.

## TEAM OF THE YEAR – GENERAL REQUIREMENTS:

- Teams MUST enter under a Team Name.
- Teams MUST consist of at least two (2) hair professionals.
- Open to all team collaborations (excluding Manufacturer Teams\*).
- Images entered into this category may not be entered into any other category.

**NOTE:** Manufacturer sponsored, or Campaign-branded teams are prohibited\*.

## TEAM OF THE YEAR – STYLIST GUIDELINES:

- Wigs are allowed.
- Natural and Synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed).

## TEAM OF THE YEAR – MODEL REQUIREMENTS:

- A collection of five looks. The collection must demonstrate mastery working with: long hair, short hair, upstyling, cutting and coloring and texture (wavy, curly, coily – the final look may show the hair in its natural state of wavy, curly, coily or manipulated into a straight look).
- May use one or more models.
- Signed NAHA Team of the Year Release Form.

## TEAM OF THE YEAR – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format.
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted).
- Five Before images\*.
- Five Unedited, non-retouched images.
- Five Final images.
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

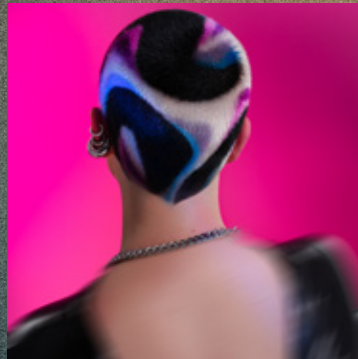
**\*NOTE:** Before images must be taken on the same day of service. If using a wig, before images may be taken on a mannequin head or on your model. **\*\*NOTE:** Special Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



# TEAM OF THE YEAR TIPS

- Collections should demonstrate the harmony between world-class hairdressing and teamwork.
- Consider the continuity of all images within the collection.
- Is the hair consistent with the theme? Color work should complement the cut.

## TEAM OF THE YEAR 2025 WINNING COLLECTION CULT SALON







# TEXTURE

You don't tame texture—you celebrate it. The NAHA Texture category honors artists who shape curls, coils, and waves with expertise, creativity, and deep respect. This is where heritage meets innovation, and identity becomes artistry. When you understand texture as fabric, every strand becomes a statement—and every look, a legacy.

## TEXTURE – GENERAL REQUIREMENTS:

- Images entered in this category may not be entered into the Avant Garde or Styling and Finishing category.

## TEXTURE – MODEL REQUIREMENTS:

- A collection of three looks. The collection must demonstrate exemplary skill in working with coily, curly and wavy hair.
- May use one or more models.
- Signed NAHA Texture Release Form.

## TEXTURE – STYLIST GUIDELINES:

- Wigs are permitted (See note regarding before image requirements below).
- Natural and Synthetic hair extensions and hairpieces are allowed. (Note: Any material that is a headpiece, hair ornament or art worn on the head is NOT allowed.)
- The texture of the hair in the finished style is that which will be judged, demonstrating the hairdresser's skill in working with that texture.
- Braids are allowed and may encompass the entire style.

## TEXTURE – IMAGE REQUIREMENTS:

- All images must be in JPEG (.jpg) format
- Images must be 8x10 inches with a resolution of 300DPI (CMPI not accepted)
- Three Before images\*
- Three Unedited, non-retouched images
- Three Final images
- Retouching of the image's color is allowed\*\*.
- Retouching of the hair's shape, texture or color is not allowed.

**\*NOTE:** Before images must be taken on the same day of service, showing the model's hair in its natural state. If using a wig, before images may be taken on a mannequin head or on your model. **\*\*NOTE:** Special Photographic Effects are allowed if they do not hinder the judges viewing of the hair.



# TEXTURE TIPS

- This is not an Avant Garde or Fantasy category.

## TEXTURE 2025 WINNING COLLECTION VERNON FRANCOIS







[PROBEAUTY.ORG/NAHA](http://PROBEAUTY.ORG/NAHA)