PBA NAHA®

WHERE TALENT BECOMES LEGEND™

2027 ENTRY INFORMATION

Rules, Categories & Submission Guide

PBA MEMBERS RECEIVE FOUR ADDITIONAL WEEKS TO ENTER!

Regular Deadline: October 13, 2026

PBA Member Deadline: November 12, 2026

#PBANAHA2027 | PROBEAUTY.ORG/NAHA

HAIR BY 2026 PBA NAHA HAIRSTYLIST OF THE YEAR FINALIST MICHELLE OLIVER

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PBA NAHA®

WHERE TALENT BECOMES LEGEND™

Now entering its 38th year, PBA NAHA is the most prestigious professional beauty competition celebrating creativity, technical excellence and original vision across hair, makeup, nails and education.

More than an award, PBA NAHA is a platform for artistic expression, industry recognition and career-defining achievement.

LEARN MORE ABOUT PBA NAHA AND ITS HISTORY AT PROBEAUTY.ORG/NAHA

PBA Professional Beauty Association

PBA NAHA IS PRODUCED BY THE PROFESSIONAL BEAUTY ASSOCIATION

The Professional Beauty Association (PBA) is the leading trade organization dedicated to advancing the professional beauty industry.

Every career deserves the opportunity to grow, be recognized and make a lasting impact. Through advocacy, education, community and programs like PBA NAHA, PBA is committed to supporting the professionals whose creativity continues to shape the future of beauty.

HOW TO ENTER

READ THE RULES & SELECT YOUR CATEGORY

Review the universal rules, image requirements, scoring criteria, and category-specific requirements.

GET CREATIVE & BUILD YOUR COLLECTION

Create your collection according to the requirements for your selected category. Confirm you have all required before, unedited, and final images before beginning your submission.

LOG IN & SUBMIT YOUR ENTRY

Log in to the **PBA NAHA entry portal** using your PBA account credentials. Upload your collection, completed release form, and required entry materials, then pay the applicable entry fee.

SUBMIT YOUR COLLECTION, RELEASE FORMS & ENTRY FEES

- Entry opens **AUGUST 4, 2026.**
- All Non-Member entries must be submitted by **October 13, 2026** 9 p.m. EDT / 6 p.m. PDT
- ***PBA Members receive extra time!*** PBA Member Deadline: **November 12, 2026** by 9 p.m. EDT / 6 p.m. PDT

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HOW TO ENTER

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

**Entry fees are charged per collection submitted.*

START YOUR PBA JOURNEY. SAVE WITH A PBA MEMBERSHIP.

To activate your Membership, email Raymon Guevara | **raymon@probeauty.org**

TELL EVERYONE YOU ENTERED PBA NAHA 2027!

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

BE SURE TO TAG US WITH #PBANAHA2027

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ELIGIBILITY & IMAGE GUIDELINES

ELIGIBILITY

- Entrants must hold an active professional license as required by their state/jurisdiction (Cosmetologist, Hairstylist, Barber, Nail Technician, Etc.)
- Exceptions: Student, Makeup Artist, Inspiring Salon, Educator, and International Collection categories have their own eligibility rules (see that category page).
- All entrants except International Collection of the Year must reside in the United States, Canada, or Mexico.
- Entries can be published prior to submission and entered in other competitions.

IMAGE FILE SPECIFICATIONS – APPLY TO ALL CATEGORIES

FORMAT	JPEG (.jpg) Only
DIMENSIONS	8 x 10 inch
RESOLUTION	300 DPI (CMPI not accepted)
MAX FILE SIZE	8MB per image

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ELIGIBILITY & IMAGE GUIDELINES

BEFORE & UNEDITED IMAGES

- ***Before images*** must clearly show the model, hair, wig, hands, face, or other applicable area before any competition work begins.
- ***Unedited images*** must be the original photographs received from the photographer before retouching, manipulation, or other artistic editing.
- Before images can be taken with a phone.
- Before and unedited images are used for judging and verification purposes only and will not be publicly released.

PHOTO EDITING RULES

EDITING ALLOWED	EDITING NOT ALLOWED
Remove minor fly-aways.	Adding hair or creating dramatic fullness.
Basic image cleanup.	Remove significant portions of hair.
Reasonable color balancing (within reason) of overall photograph.	Changing the shape or silhouette of the finished hair or nails.
Minor skin and background cleanup.	Changing the hair's texture or actual color.
Special photographic effects that do not interfere with the judges' ability to evaluate the hair, makeup, or nails.	Altering makeup or nail color, texture, shape, or artwork being judged.

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SUBMISSION RULES

UNIVERSAL SUBMISSION & TECHNICAL RULES

Unless otherwise noted in the category requirements:

- Submit three distinct looks, unless otherwise noted. i.e. Hairstylist, Master, International or Team of the Year.
- Wigs are permitted, unless otherwise noted.
- One or more models may be used unless otherwise stated in the category requirements.
- Natural and synthetic hair extensions and hairpieces are permitted.
- Hair collections must be created primarily from human hair or synthetic hair made for hairstyling. Yarn, beads, fabric, wire, feathers, and other non-hair materials may be used only as accents and may not replace, construct, or create the primary hair design.
- Unless otherwise noted in the category rules, restrictions apply to the specific final images submitted, not the entire photoshoot or collection. Different final images from the same photoshoot may be entered into another eligible category, provided they meet that category's requirements.
- Artificial intelligence may be used to generate or alter wardrobe only. AI may not be used to generate, replace, reconstruct, or materially alter the hair, makeup, nails, model, or any other work being evaluated.

DISQUALIFICATION

PBA reserves the right to verify the authenticity and eligibility of any entry. Entries that violate the competition rules, contain false or misleading information, include identifying information (such as entrant name or initials) in judging files, or misrepresent the entrant's work may be disqualified. Entry fees will not be refunded for disqualified or incomplete entries. All eligibility, disqualification, and judging decisions are final.

Name files by image type and number, such as Final1.jpg, Unedited1.jpg, and Before1.jpg. Do not include the entrant's name, salon, brand, location, social handle, watermark, logo, or other identifying information in the file name or image. (Example: NAHAFinalImage1.jpg **NOT** JaneSmith.jpg).
Images that are submitted with identifying information will not be judged.

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RELEASE FORMS

A completed official PBA NAHA release form is required for every entry. The form must be signed by the entrant, photographer, model or models, and all other contributors identified on the form before the entry is submitted. No substitute release forms will be accepted. Entries with missing or incomplete release forms will be disqualified, and entry fees will not be refunded.

Releases grant PBA 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 PBA NAHA competition or for any PBA NAHA or PBA purpose, including publicizing and promoting PBA NAHA or PBA.

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.

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THE JUDGING PROCESS

PBA 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 of the Year and Inspiring Salon of the Year).

STEP 1 — ***SUBMIT ENTRY***

STEP 2 — ***ELIGIBILITY & IMAGE REVIEW***

STEP 3 — ***ROUND 1 OF JUDGING***

STEP 4 — ***ROUND 2 OF JUDGING***

STEP 5 — ***FINAL ROUND OF JUDGING***

STEP 6 — ***FINALISTS ANNOUNCED LIVE AT PREMIERE ANAHEIM AND STREAMED LIVE ON YOUTUBE***

STEP 7 — ***WINNERS ANNOUNCED LIVE AT THE CEREMONY***

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THE JUDGING PROCESS

Judges are not eligible to enter PBA NAHA, with the exception of Educator of the Year and Inspiring Salon of the Year. Individuals who enter Educator of the Year and Inspiring Salon of the Year are not eligible to judge either of those categories.

Judges may not evaluate a category in which they have an actual or perceived conflict of interest, including entries from current employees, business partners, immediate family members, recent clients, mentees, or individuals whose collection they helped develop or advise.

Judges must sign a nondisclosure and conflict-of-interest agreement and may not discuss entries or judging deliberations before, during, or after the judging process.

IF YOU ARE INTERESTED IN BECOMING A JUDGE, PLEASE SUBMIT YOUR APPLICATION HERE.

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SCORING CRITERIA

TECHNICAL CATEGORIES

The following criteria apply to PBA NAHA's image-based technical categories unless different judging criteria are listed on the category page.

40% Technical Skill and Execution: The precision, control, craftsmanship, suitability, and overall quality of the work being evaluated. The technique should be intentional, expertly executed, and clearly visible in the final images.

40% Creativity and Artistic Vision: The originality of the concept and the artist's ability to interpret it in a distinctive, innovative, and visually compelling way.

20% Cohesiveness of the Collection: How effectively the images work together as a unified collection through the submitted work, concept, styling, and overall visual direction while still demonstrating sufficient variety.

Applies to all applicable collection categories, while Educator, Inspiring Salon, Master Hairstylist and Team of the Year use their own criteria.

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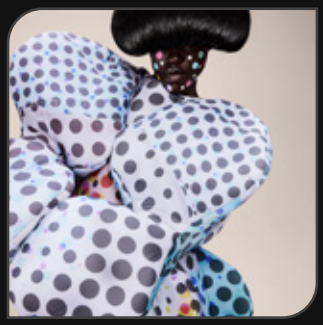
PBA NAHA

WHERE TALENT BECOMES LEGEND™

2027 CATEGORIES



EDITORIAL/SESSION STYLIST OF THE YEAR

EDUCATOR OF THE YEAR

HAIRSTYLIST OF THE YEAR

INSPIRING SALON OF THE YEAR

MASTER HAIRSTYLIST OF THE YEAR

RETURNING

NAIL PROFESSIONAL OF THE YEAR

TEAM OF THE YEAR

TEXTURE

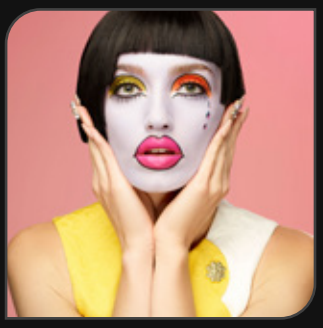
AVANT-GARDE

BARBER OF THE YEAR

HAIRCOLOR

HAIRCUTTING

INTERNATIONAL COLLECTION OF THE YEAR



MAKEUP ARTIST OF THE YEAR

STUDENT HAIRSTYLIST OF THE YEAR

STYLING & FINISHING

All entries must comply with the Universal Rules in Sections 4–8. The requirements within each category subsection identify only the eligibility requirements, submission materials, allowances, restrictions, and judging criteria unique to that category. If a category-specific requirement differs from a Universal Rule, the category-specific requirement applies.

AVANT-GARDE

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE AVANT-GARDE IF:

- Challenging conventional ideas of hair and beauty is the focus of your collection.
- Explore sculptural, conceptual, or experimental hair artistry.
- Create looks that would not typically be considered wearable, editorial, or salon-focused.

CONSIDER ANOTHER CATEGORY IF:

- The work primarily demonstrates polished, wearable styling and finishing. Consider ***Styling & Finishing.***
- The defining feature is the transformation, control, or celebration of hair texture. Consider ***Texture.***
- If costume, props, headpieces, non-hair materials, or makeup create the primary visual impact, the collection may not be appropriate for a PBA NAHA hair category.

CATEGORY SPECIFIC RULES:

- Headpieces, hair ornaments, and artistic materials are permitted only when they do not restrict the judges' ability to evaluate the hair.
- Final images entered in Avant-Garde may not also be entered in Styling & Finishing or Texture.
- This is not a fantasy category; styling hair solely to replicate recognizable objects is not the goal of this category.

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2026 PBA NAHA

AVANT-GARDE

WINNING COLLECTION

MICHAEL POLLSINELLI

2025 PBA NAHA **AVANT-GARDE** WINNING COLLECTION **RUSTY PHILLIPS**

2024 PBA NAHA **AVANT-GARDE** WINNING COLLECTION **TRISH DOOL**

BARBER OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE BARBER OF THE YEAR IF YOUR COLLECTION PRIMARILY SHOWCASES:

- Precision barbering techniques, including fades, tapers, clipper work, line work, and detailed finishing.
- Commercial, contemporary, and wearable looks.

CONSIDER ANOTHER CATEGORY IF:

- The collection's primary focus is scissor-led cutting, shape, structure, or broader haircutting techniques rather than barbering and clipper work. Consider ***Haircutting.***

CATEGORY SPECIFIC RULES:

- Before images must be taken on the same day the barbering service is performed.
- Wigs are NOT allowed.

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2026 PBA NAHA

BARBER OF THE YEAR

WINNING COLLECTION

CARLOS PAGAN

2025 PBA NAHA **BARBER OF THE YEAR** WINNING COLLECTION **CARLOS ESTRELLA**

2024 PBA NAHA **BARBER OF THE YEAR** WINNING COLLECTION **A-ROD**

EDITORIAL/SESSION STYLIST OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE EDITORIAL/SESSION STYLIST OF THE YEAR IF:

- Your collection was created for and published in a qualifying consumer publication, such as *Vogue*, *GQ*, or *W*.
- The hair supports a fashion-led editorial story, mood, or visual identity.

THIS CATEGORY IS NOT APPROPRIATE IF:

- The work was published only in a professional beauty trade publication, such as *Modern Salon, American Salon,* or *Beauty Launchpad.*
- The collection has not been published.
- The images were previously entered into another PBA NAHA category.

CATEGORY SPECIFIC RULES:

- The work must have been published during October 20, 2025 – November 11, 2026 for PBA NAHA 2027.
- The collection must come from a print or online consumer publication.
- Trade publication features do not qualify.
- Digital tear sheets and/or a link to the complete published shoot must be provided.
- Images entered in Editorial/Session Stylist of the Year may not have been entered previously in another PBA NAHA category and may not be entered in another category this year or in the future.

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2026 PBA NAHA

EDITORIAL/SESSION

STYLIST OF THE YEAR

WINNING COLLECTION

MAGGIE SEMAAN

2025 PBA NAHA **EDITORIAL/SESSION STYLIST OF THE YEAR** WINNING COLLECTION **MAGGIE SEMAAN**

2024 PBA NAHA **EDITORIAL/SESSION STYLIST OF THE YEAR** WINNING COLLECTION **NAEEMAH LAFOND**

EDUCATOR OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE EDUCATOR OF THE YEAR IF YOU:

- Have made a sustained impact on beauty professionals through education, mentorship, or professional development.
- Have created meaningful programs, curriculum, platforms, resources, or learning experiences that respond to the evolving needs of the industry.
- Demonstrate a commitment to elevating other educators and advancing the professional beauty industry.

This award recognizes an educator's broader body of work and lasting impact, not simply their presentation ability or technical artistry.

CATEGORY SPECIFIC RULES:

- The educator must be a current PBA Member at the time of entry and remain a Member through the awards ceremony (June 6, 2027).
- Educators may apply directly or be nominated. A nomination is not a completed entry; all required application materials must be submitted before the entry is eligible for judging.
- Previous Educator of the Year winners are not eligible.
- Submit three images that best represent the entrant educating or presenting.
- Submit one 30-second video showing the entrant educating or presenting.
- Submit one introduction video of up to 90 seconds that helps judges understand the entrant's background, passion for education, connection to the beauty industry, and qualifications for this recognition.
- Submit two letters of support, limited to 100 words each.

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EDUCATOR OF THE YEAR

JUDGING CRITERIA:

- ***40% Sustained Impact and Legacy:*** The depth, reach, and longevity of the nominee's impact on beauty professionals, including evidence that their education has influenced careers, practices, or the broader industry.
- ***30% Contributions to Beauty Education:*** The significance and breadth of the nominee's educational body of work, including programs, curriculum, mentorship, platforms, or other resources developed for beauty professionals.
- ***20% Educational Excellence and Innovation:*** The nominee's ability to deliver relevant, effective, forward-thinking education that responds to the evolving needs of the industry.
- ***10% Industry Leadership and Service:*** The nominee's commitment to elevating other educators, expanding access to education, and advancing the professional beauty industry.

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2026 PBA NAHA

EDUCATOR OF THE YEAR

WINNER

NINA TULIO

2025 PBA NAHA **EDUCATOR OF THE YEAR** WINNER **CANDY SHAW**

2024 PBA NAHA **EDUCATOR OF THE YEAR** WINNER **KEYA NEAL**

HAIRCOLOR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE HAIRCOLOR IF YOUR COLLECTION PRIMARILY SHOWCASES:

- Color formulation, placement, tonal control, dimension, and technical execution.
- The intentional use of color to complement or enhance the haircut, shape, and overall design.

CONSIDER ANOTHER CATEGORY IF:

- Shape and structure created through cutting are the primary focus. Consider ***Haircutting.***
- Styling, movement, control, and finish create the primary visual impact and the color plays a supporting role. Consider ***Styling & Finishing.***

CATEGORY SPECIFIC RULES:

- Before images must be taken on the same day the color service is performed.
- When using a wig, the before image may show the wig on the model or a mannequin head.
- Submit a completed PBA NAHA Haircolor Technical Sheet with each entry.
- Overall image color balancing is permitted within reason, but the hair's actual color, tone, placement, shape, and texture may not be altered through retouching.

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2026 PBA NAHA

HAIRCOLOR

WINNING COLLECTION

BROOKE LEMASTERS

2025 PBA NAHA **HAIRCOLOR** WINNING COLLECTION **BREANNE GERSHON**

2024 PBA NAHA **HAIRCOLOR** WINNING COLLECTION **SEAN GODARD**

HAIRCUTTING

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE HAIRCUTTING IF YOUR COLLECTION PRIMARILY SHOWCASES:

- The creation of shape, structure, balance, and movement through cutting.
- An advanced understanding of head form and face shape.

CONSIDER ANOTHER CATEGORY IF:

- The collection is primarily driven by fades, tapers, clipper work, line work, and traditional or contemporary barbering techniques. Consider ***Barber of the Year.***
- The haircut supports the looks, but styling, control, movement, and finish create the primary visual impact. Consider ***Styling & Finishing.***

CATEGORY SPECIFIC RULES:

- Before images must be taken on the same day the haircutting service is performed.
- Headpieces, hair ornaments, and non-hair artistic materials worn on the head are not allowed.
- Wigs are allowed.

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2026 PBA NAHA

HAIRCUTTING

WINNING COLLECTION

MARYLLE KOKEN

2025 PBA NAHA **HAIRCUTTING** WINNING COLLECTION **EVIE JOHNSON**

2024 PBA NAHA **HAIRCUTTING** WINNING COLLECTION **STEPHEN MOODY**

HAIRSTYLIST OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE HAIRSTYLIST OF THE YEAR IF YOUR COLLECTION:

- Demonstrates exceptional mastery across multiple areas of hairdressing rather than focusing on one specialty.
- Showcases versatility in cutting, coloring, styling, finishing, and working with different hair lengths and textures.
- Represents the breadth and highest level of your artistry through five distinct but cohesive looks.

CONSIDER A MORE SPECIALIZED CATEGORY IF:

- The collection is primarily focused on one discipline, such as Haircutting, Haircolor, Texture, Styling & Finishing, or Avant-Garde.

CATEGORY SPECIFIC RULES:

- Submit five unique looks.
- The collection must collectively demonstrate mastery of:
    - Long hair
    - Short hair
    - Upstyling
    - Cutting
    - Coloring
    - Wavy, curly, or coily texture, shown naturally, enhanced, or manipulated into a straight look
- A single look may demonstrate more than one of the required areas.

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2026 PBA NAHA

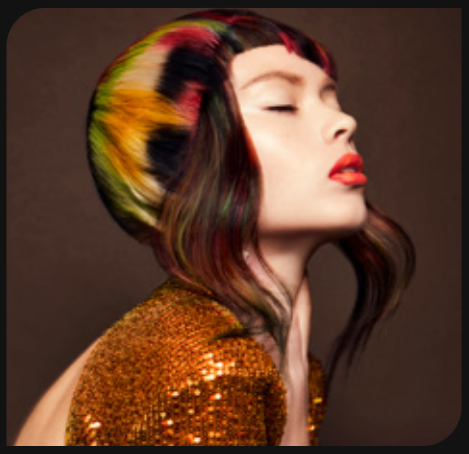
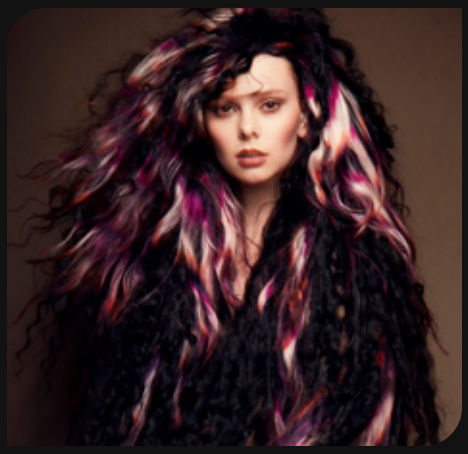
HAIRSTYLIST OF THE YEAR

WINNING COLLECTION

BRAYDEN PELLETIER

2025 PBA NAHA
HAIRSTYLIST OF THE YEAR
WINNING COLLECTION
DAVID BARRON

2024 PBA NAHA
HAIRSTYLIST OF THE YEAR
WINNING COLLECTION
ERIN FERNANDES

INSPIRING SALON OF THE YEAR

IS THIS CATEGORY RIGHT FOR MY SALON?

CHOOSE INSPIRING SALON OF THE YEAR IF YOUR SALON:

- Creates a workplace culture where beauty professionals feel supported, valued, and inspired to grow.
- Makes a meaningful difference in the lives of its team members, clients, or community.
- Integrates sustainable practices into its day-to-day operations, salon culture, and client experience.

This category recognizes the salon's culture, community impact, and responsible business practices, not simply its design, size, revenue, reputation, or technical artistry.

CATEGORY SPECIFIC RULES:

- The salon must be a current PBA Salon/Spa Member at the time of entry and remain a Member through the awards ceremony (June 6, 2027).
- Salons may apply directly or be nominated by another individual. A nomination alone does not constitute a completed entry. PBA will contact the nominated salon and invite it to complete the full application. A nominator may complete the application on the salon's behalf, but every required component must be submitted for the entry to be eligible for judging.
- Previous Inspiring Salon of the Year winners are not eligible.
- Submit three images representing the salon environment and how the salon inspires or positively impacts its team, clients, or community.
- Submit two letters of support.
- Submit one video of up to 90 seconds demonstrating the salon's impact on its team, clients, or community.
- In 100 words or less, describe the salon's sustainable operations, including how waste-reduction or other environmentally responsible practices are incorporated into its day-to-day operations, culture, or client experience.

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INSPIRING SALON OF THE YEAR

JUDGING CRITERIA:

- ***30% Impact on Salon and Community Culture:*** Evidence that the initiative has created a positive, measurable impact within the salon and/or broader community.
- ***25% Engagement among team, clients, and community:*** The extent to which the initiative has increased participation, connection, or engagement among employees, clients, and the community.
- ***20% Integration of Sustainable Operations:*** The extent to which environmentally responsible practices are embedded in the salon's culture, team behaviors, and client experience.
- ***15% Waste Reduction Practices:*** Demonstrated efforts to recycle, repurpose, responsibly dispose of waste, and reduce single-use materials in day-to-day operations.
- ***10% Continued Impact & Lasting Legacy:*** The initiative's long-term viability, potential for continued or expanded impact, and ability to leave a lasting legacy.

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2026 PBA NAHA

INSPIRING SALON OF THE YEAR

WINNER

GENESIS SALON & SPA

2025 PBA NAHA **INSPIRING SALON OF THE YEAR** WINNER 27 THE SALON

2024 PBA NAHA **INSPIRING SALON OF THE YEAR** WINNER **RACHEL'S SALON & DAY SPA**

INTERNATIONAL COLLECTION OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE INTERNATIONAL COLLECTION OF THE YEAR IF:

- Your collection demonstrates world-class technical skill, versatility, creativity, and artistic vision.
- Your five looks collectively showcase mastery across multiple areas of hairdressing rather than one specialty.
- Your work brings a distinctive artistic or cultural perspective to the global PBA NAHA stage.

Artists living in the United States, Canada, or Mexico are not eligible for this category and should enter the applicable PBA NAHA technical category.

CATEGORY SPECIFIC RULES:

- The primary hairstylist responsible for the submitted hair work must live outside the United States, Canada, and Mexico.
- Entries may be submitted by an individual artist or a team, but the primary hairstylist must be clearly identified.
- Submit five unique looks.
- The collection must collectively demonstrate versatility across:
    - Long hair
    - Short hair
    - Upstyling
    - Cutting and coloring
    - Texture

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2026 PBA NAHA

INTERNATIONAL

COLLECTION OF THE YEAR

WINNING COLLECTION

TOM YEK

MAKEUP ARTIST OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE MAKEUP ARTIST OF THE YEAR IF YOUR COLLECTION PRIMARILY SHOWCASES:

- Makeup artistry as the central focus of each image.
- Technical skill in complexion, color, texture, application, and finishing.
- Artistic, editorial, or beauty-focused makeup that creates emotion, transformation, or a strong visual story.

THIS CATEGORY IS NOT INTENDED FOR:

- Theatrical or cinematic special-effects makeup, including prosthetics, wounds, gore, zombies, creatures, or similar character effects.

CATEGORY SPECIFIC RULES:

- Submit three unique makeup looks.
- The makeup's color, texture, shape, application, and other artistic details may not be altered through retouching.
- Overall image color balancing is permitted within reason, provided it does not alter or misrepresent the makeup.
- Artistic makeup techniques and effects are allowed, but theatrical or cinematic special-effects makeup and prosthetics are not permitted.
- Hair, wardrobe, props, and other styling elements may support the concept but should not distract from or obscure the makeup.

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2026 PBA NAHA

MAKEUP ARTIST OF THE YEAR

WINNING COLLECTION

PATRICIA BAILES

2025 PBA NAHA **MAKEUP ARTIST OF THE YEAR** WINNING COLLECTION **ANGELA BALBON**

2024 PBA NAHA **MAKEUP ARTIST OF THE YEAR** WINNING COLLECTION **ANNE SKUBIS**

MASTER HAIRSTYLIST OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

MASTER HAIRSTYLIST OF THE YEAR IS RESERVED FOR INVITED ARTISTS WHO:

- Have an established record of artistic excellence, leadership, education, or influence within professional beauty.
- Have consistently elevated the craft or contributed to the advancement of the industry.
- Have developed a distinctive and recognizable artistic point of view.
- Are prepared to present a collection demonstrating exceptional technical mastery, creative authorship, innovation, and refinement.

Unlike Hairstylist of the Year, which celebrates breadth and versatility across hairdressing disciplines, Master Hairstylist of the Year recognizes the depth and evolution of an established artist's signature vision.

Entry into this category is by invitation only. PBA will verify each artist's qualifications before the collection advances to anonymous judging.

CATEGORY SPECIFIC RULES:

- Entrants must be nominated and receive an official invitation from PBA before entering.
- Submit a collection of five unique looks representing the entrant's signature artistic vision.
- The collection should demonstrate exceptional technical mastery, originality, refinement, and conceptual cohesion.
- Entrants are not required to represent every hairdressing discipline. The collection should instead reflect the depth, authorship, and creative maturity expected of an established, world-class artist.
- Final images entered in Master Hairstylist of the Year may not be entered in another PBA NAHA category.

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MASTER HAIRSTYLIST OF THE YEAR

JUDGING CRITERIA:

Master Hairstylist of the Year is evaluated using category-specific criteria rather than the PBA NAHA Technical Judging Criteria.

- ***30% Technical Mastery and Refinement:*** The level of technical command, precision, control, and refinement demonstrated throughout the collection.
- ***30% Signature Artistic Vision:*** The strength and clarity of the collection's artistic point of view and the distinctive qualities that give the work a recognizable creative identity.
- ***25% Creativity and Innovation:*** The originality of the concept and the artist's ability to challenge expectations through fresh ideas, techniques, or interpretations.
- ***15% Cohesiveness of Collection:*** How effectively the five looks connect through concept, execution, styling, and visual direction while remaining individually compelling.

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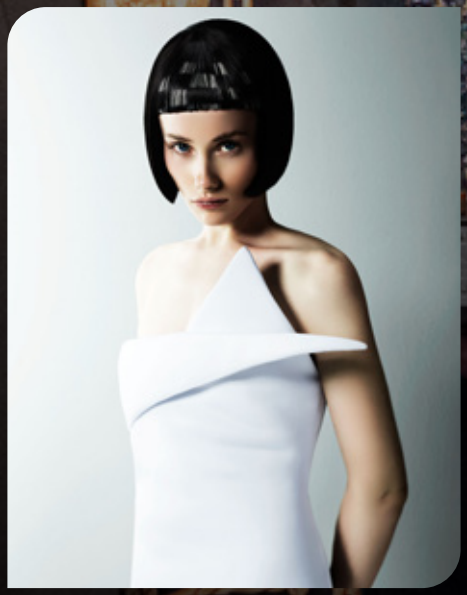
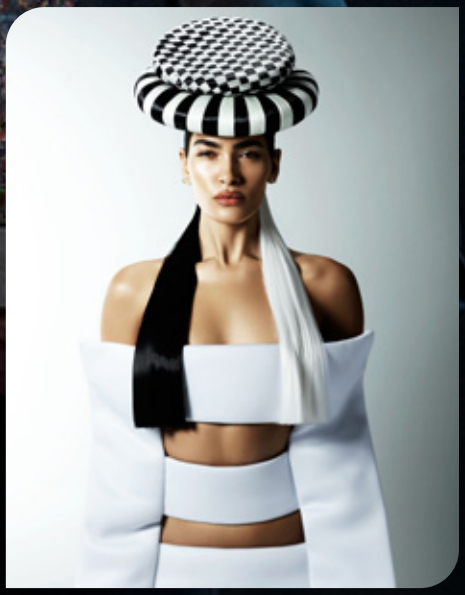
2026 PBA NAHA

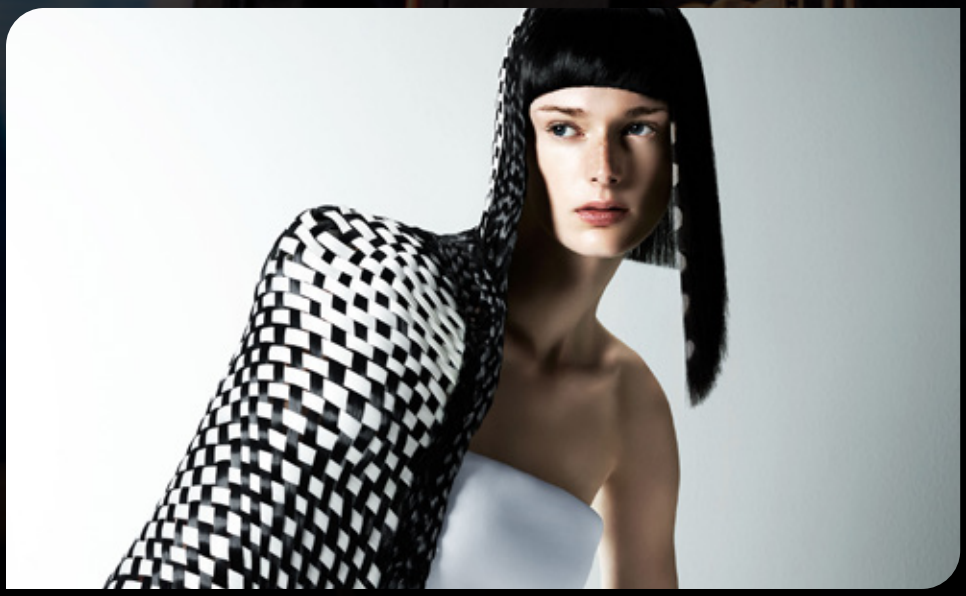
MASTER HAIRSTYLIST OF THE YEAR

WINNING COLLECTION

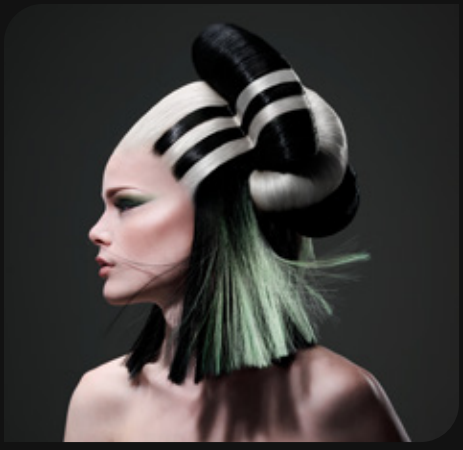
DAVID BARRON







2025 PBA NAHA
MASTER HAIRSTYLIST OF THE YEAR
WINNING COLLECTION
MATTHEW MORRIS



2024 PBA NAHA
MASTER HAIRSTYLIST OF THE YEAR
WINNING COLLECTION
BRAYDEN PELLETIER

Returning! NAIL PROFESSIONAL OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE NAIL PROFESSIONAL OF THE YEAR IF YOUR COLLECTION:

- Places professional nail artistry at the center of every image.
- Demonstrates versatility across salon-style nails, nail extensions, and Avant-Garde nail artistry.
- Showcases exceptional technical execution, creativity, innovation, and attention to detail.
- Uses professional nail and nail-art products.

This category is intended for nail artistry created on a model's hands. It is not intended for fantasy nail work that extends so far beyond the natural nail structure that the judges cannot fairly evaluate the technical nail work.

CATEGORY SPECIFIC RULES:

- Submit three unique looks, including:
    - One salon-style nail look.
    - One nail-enhancement/editorial look.
    - One Avant-Garde nail look.
- Each final image must clearly show at least five nails.
- Nails must be presented on a model's hands. More than one model may be used across the collection.
- Professional nail and nail-art products must be used to create each look.
- Submit before images of every hand shown in the final collection.
- The nails' shape, texture, color, application, and artistic details may not be altered through retouching.
- Overall image color balancing is permitted within reason, provided it does not alter or misrepresent the nail work.

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Returning! NAIL PROFESSIONAL OF THE YEAR

LOOK REQUIREMENTS:

SALON STYLE NAILS

- Fashion-forward, client-relevant nails ranging from classic elegance to trend-driven looks.
- French or full-color applications are permitted.
- Flat nail art is permitted.
- Embellishments and raised nail art are not permitted.

NAIL-ENHANCEMENT/EDITORIAL

- Elevated artistry designed for photography, fashion, and creative expression. Emphasis on technical excellence and design innovation.
- Flat nail art, raised nail art and embellishments are permitted.

AVANT-GARDE NAILS

- Extraordinary, imaginative work that pushes creative boundaries. Showcases the highest levels of artistic vision and technical skill.
- The nail work should demonstrate innovative, artistic, or experimental design while remaining recognizable and judgeable as professional nail artistry.
- The nail must remain the primary focus of the design. Large sculptural scenes, figures, objects, or structures that use the nail primarily as a base or platform are not permitted.

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STUDENT HAIRSTYLIST OF THE YEAR

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE STUDENT HAIRSTYLIST OF THE YEAR IF YOU:

- Are an eligible cosmetology student who has not yet become licensed and who wants to demonstrate your developing artistry across several areas of hairdressing.
- Can create three distinct looks that collectively showcase creativity, technical skill, and versatility.
- Are ready to translate what you have learned into a cohesive, professional-quality collection.

This category recognizes emerging student talent. Licensed beauty professionals are not eligible.

CATEGORY SPECIFIC ELIGIBILITY:

- Entrants have been enrolled in cosmetology school or an apprentice program at some point between June 2 and November 12, 2026, and must not be professionally licensed at the time of entry.
- Eligibility may be verified by PBA before the entry advances to judging.

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STUDENT HAIRSTYLIST OF THE YEAR

JUDGING CRITERIA:

- The collection must collectively demonstrate the entrant's ability to work with:
    - Long hair
    - Short hair
    - Upstyling
    - Cutting
    - Coloring
- Wavy, curly, or coily texture, whether shown naturally, enhanced, or manipulated into a straight look
- A single look may demonstrate more than one required area.
- Final images entered in Student Hairstylist of the Year may not be entered in another PBA NAHA category.

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2026 PBA NAHA

STUDENT HAIRSTYLIST OF THE YEAR

WINNING COLLECTION

DEREK ROBINSON

2024 PBA NAHA **STUDENT HAIRSTYLIST OF THE YEAR** WINNING COLLECTION **KAITLYN ROCKWELL**

2025 PBA NAHA **STUDENT HAIRSTYLIST OF THE YEAR** | WINNING COLLECTION **DEXTER**

STYLING & FINISHING

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE STYLING & FINISHING IF YOUR COLLECTION PRIMARILY SHOWCASES:

- Exceptional control of shape, movement, volume, texture, and finish.
- Advanced styling techniques and a high level of polish.
- Hair that has been transformed primarily through styling and finishing rather than through cutting, coloring, or natural-texture work.

CONSIDER ANOTHER CATEGORY IF:

- Cutting, haircolor, natural texture, or sculptural Avant-Garde work creates the collection's primary impact.

CATEGORY SPECIFIC RULES:

- Final images entered in Styling & Finishing may not be entered in the Texture or Avant-Garde categories.
- The hair's shape, texture, color, styling, and finishing details may not be altered through retouching.

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2026 PBA NAHA

STYLING & FINISHING

WINNING COLLECTION

GALYNA POCZCIWINSKI

2024 PBA NAHA **STYLING & FINISHING** WINNING COLLECTION **VANESSA WHITMARSH**

2025 PBA NAHA **STYLING & FINISHING** WINNING COLLECTION **BREANNE GERSHON**

TEAM OF THE YEAR

IS THIS CATEGORY RIGHT FOR US?

CHOOSE TEAM OF THE YEAR IF YOUR TEAM:

- Consists of at least two hair professionals who collaborated meaningfully on the submitted hair work.
- Shares creative and technical responsibility for the collection.
- Can demonstrate versatility across multiple hairdressing disciplines.
- Is entering as an independent collaboration rather than as a manufacturer team.

The category recognizes true artistic collaboration. A photographer, makeup artist, wardrobe stylist, or other creative contributor may be credited as part of the production team but does not fulfill the requirement for at least two collaborating hair professionals.

CATEGORY-SPECIFIC ELIGIBILITY:

- The team must include at least two hair professionals.
- The team must enter under a team name.
- Manufacturer teams are not eligible. A manufacturer team is a group assembled, employed, or formally represented by a professional beauty product manufacturer and entering on behalf of that brand.
- All participating hair professionals must be identified in the entry.
- Each participating hair professional must meet all applicable PBA NAHA eligibility requirements.

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TEAM OF THE YEAR

CATEGORY-SPECIFIC RULES:

- Submit a collection of five unique looks.
- The collection must collectively demonstrate mastery of:
  - Long hair
  - Short hair
  - Upstyling
  - Cutting
  - Coloring
  - Wavy, curly, or coily texture, whether shown naturally, enhanced, or manipulated into a straight look
- A single look may demonstrate more than one required area.
- Final images entered in Team of the Year may not be entered in another PBA NAHA category.
- ***Team Statement:*** In 100 words or less, describe the team's creative vision, how the hair professionals collaborated, and each member's contribution to the collection.

JUDGING CRITERIA:

Team of the Year is evaluated using category-specific criteria rather than the PBA NAHA Technical Judging Criteria.

- ***40% Technical Skill and Execution:*** The team's collective command of cutting, coloring, styling, finishing, and texture, including the precision and refinement demonstrated throughout the collection.
- ***25% Creativity and Artistic Vision:*** The originality and strength of the collection's concept and the team's ability to interpret that vision in a fresh and compelling way.
- ***20% Cohesiveness of Collection:*** How successfully the five looks connect through concept, execution, visual direction, and overall artistic language while remaining individually strong.
- ***15% Collaborative Integration:*** How effectively the team members' distinct skills and contributions combine to create work that feels unified and stronger because of the collaboration.

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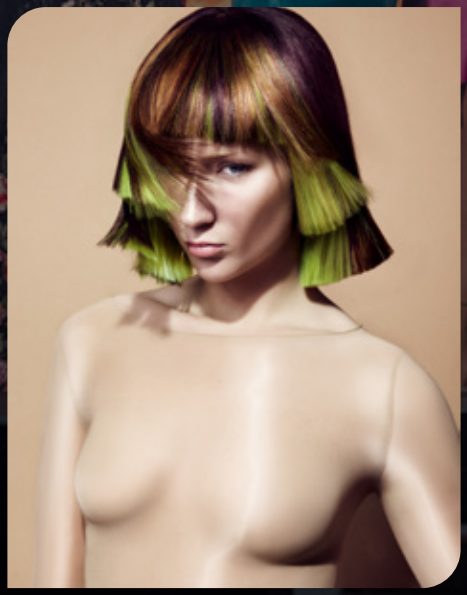
2026 PBA NAHA

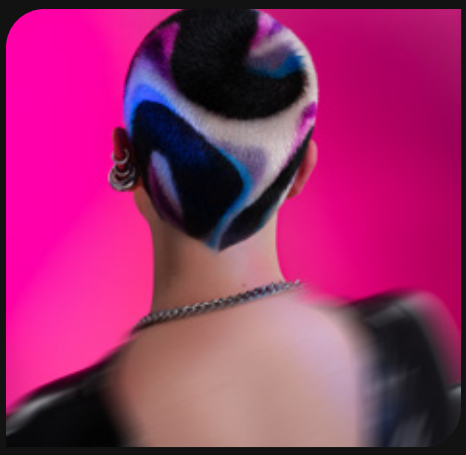
TEAM OF THE YEAR

WINNING COLLECTION

THE UPPER HAND



2025 PBA NAHA
TEAM OF THE YEAR
WINNING COLLECTION
CULT SALON



2024 PBA NAHA
TEAM OF THE YEAR
WINNING COLLECTION
QUINN ENRIGHT
& MICHELLE OLIVER

TEXTURE

IS THIS CATEGORY RIGHT FOR ME?

CHOOSE TEXTURE IF YOUR COLLECTION PRIMARILY SHOWCASES:

- Exemplary skill in working with wavy, curly, and coily hair.
- An understanding of how to shape, style, define, and finish different textures.
- Texture as the central focus and source of visual impact in each image.

CONSIDER ANOTHER CATEGORY IF:

- The collection's primary focus is general styling and finishing or sculptural Avant-Garde work.

CATEGORY SPECIFIC RULES:

- Submit a collection of three unique looks.
- The collection must collectively demonstrate exemplary skill in working with:
    - Wavy hair
    - Curly hair
    - Coily hair
- The finished hair texture is the primary element judges will evaluate.
- Braids are permitted and may encompass an entire look.
- Before images must show the model's hair in its natural, unstyled state before the service begins.
- When using a wig, the before image may show the wig on the model or a mannequin head before styling.
- Final images entered in Texture may not be entered in Avant-Garde or Styling & Finishing.

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2026 PBA NAHA

TEXTURE

WINNING COLLECTION

CHRYSTOPHER BENSON

2025 PBA NAHA **TEXTURE** WINNING COLLECTION **VERNON FRANCOIS**

2024 PBA NAHA **TEXTURE** WINNING COLLECTION **CASSIE CAREY**

PBA Professional Beauty Association

When beauty thrives, we all do.

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