

Press Release
For Immediate Release



Singapore, 18 November 2022 – The N.A.I.L.S Beauty Masters Championship ASIA 2022 organised by Nailist Association for International Licenses (Singapore) (N.A.I.L.S), held on the occasion of **Cosmoprof Asia 2022, Singapore Special Edition** has come to a successful end.

Over **150 local and overseas nailists and beauty therapist professionals** demonstrated their creativity and skills in Nail art, Eyelash, SPMU and Total Look competition categories. This is the biggest nail/beauty international competition in Asia post COVID-19.

With **19 Onsite competitions & Boxed submission competition in Nails, Eyelash, SPMU, Total Look categories**, 33 top prizes in 1st, 2nd, 3rd placing were given out to the contestants at the Award Ceremony. The top prize was the Grand Champion award, which was presented to the contestant with the highest score combination for one onsite competition and one boxed submission competition.

Overseas Nails/beauty Associations from Japan, Mongolia, Taiwan, Korea, and Thailand showed their support for N.A.I.L.S with their presence and videos at the Opening Ceremony, to share their well-wishes for **N.A.I.L.S Founder Rachel Tang**, N.A.I.L.S and encouragement for all contestants.

Enterprises and brands from Japan, Malaysia, Singapore, Korea, Thailand, and Indonesia showcased the latest trends, products and technology on-stage. Throughout the day, nail art live demonstrations, talks, and video display were continuously happening on stage.

“We are excited for our brand to be displayed at such a wonderful platform! For this day, all the attention was on this event. And we are so proud to be part of this event”, said one of the brand & prizes sponsor.

The **Competition Judge Panel** sits experts & prestigious judges from Singapore, Japan, Malaysia, Mongolia, Vietnam, Taiwan, Hong Kong, Korea, USA, Russia and Italy; bringing the competition judging criterial to a high international standard. Founder of N.A.I.L.S, Ms Rachel Tang, took on the important role as Head Judge, overseeing the judging system, and ensuring a fair, unbiased judging.

Ms Rachel Tang introduced the **PRISM CHALLENGE AWARD**. This award was curated to encourage everyone to experience a competition at least once in their career. Like the concept of a Prism, after going through the prism (which significant all the challenges, experiences etc), everyone transform from a white light, to find their unique rainbow colored talents and skills! All participants of this group will receive award/prizes. There is no winner placing for this group.

The competition contestants competed in the Amateur and Professional divisions. There was a vast participation internationally, with contestants from Singapore, Malaysia, Indonesia, China, Philippines, Myanmar, Vietnam, Thailand, Japan, Korea, India, and Mexico.

Training institutions – Institute of Technical Education (ITE), The Pink Room International Nail Academy, IBH Beauty Academy, Sub International Beauty School and PRINA Institute saw this platform as an opportunity for their students to upskill and brought school teams to participate in the competition.

Testimonials

The competition brought positive light and energy to the industry. It brought the skills and standards of the professionals to a new level.

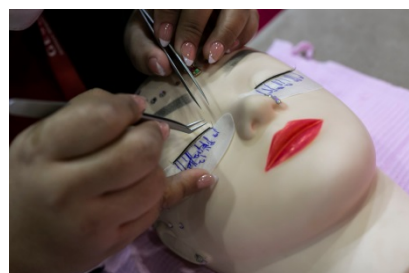
“This is a timely platform that pushed me to work harder and smarter. I have never thought I could complete (nail) extensions on one hand in 45 minutes! And as I repeatedly explore my favourite style of art, I find myself being able to add more details within the same time frame and achieved an intricate design that won the first prize and a special award!” said **Ms See, Grand Champion Award Winner**.

“If anything, this competition journey taught me to have courage, give my best effort in everything I do and persevere. I’m truly blessed and thankful for this experience as it has given me more confidence in my work and the realisation that I have the potential to go further. Really looking forward to what lies ahead,” said **Ms Goh, 2nd place winner of Best Salon Gel Art (Freestyle) onsite competition**.

“Being the pioneer in the nail industry, I'm happy that our ecosystem grew so much in the past 20+ years. From a sparse land with barely any nail salon 20 years ago, we now have salons and home salons in every estate. My lifetime of work in building the industry in my own ways, created a platform for thousands of nailists/technicians to convert their passion to a reputable job role. This is not an automation, but with efforts of those working alongside with me,” said **Ms Rachel Tang, Founder of N.A.I.L.S.**

The Digital Submission (online competition) is still on till January 2023. N.A.I.L.S welcomes everyone to experience the competitions in Nails, Eyelash, SPMU and Makeup.

Photos from the event



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Official Site: <https://www.nailsingapore.org/>

Competition Site: <https://www.nailsingapore.org/nbmca2022>

N.A.I.L.S Beauty Masters Championship ASIA 2022 – **Digital Submission Competition** is still on!
If you missed the onsite competition, join in the hype online!



N.A.I.L.S
BEAUTY MASTERS
CHAMPIONSHIP
ASIA 2022

**DIGITAL (ONLINE)
SUBMISSION COMPETITIONS**
数码网上提交(在线)・デジタル提出(オンライン)

1. NAILS ▪ 美甲 ▪ ネイル
2. EYELASH ▪ 睫毛 ▪ まつげ
3. SPMU ▪ 半永久化妆 ▪ セミアートメイク
4. MAKEUP ▪ 化妆 ▪ メイク

REGISTRATION STILL OPEN! REGISTER NOW!!

+65 9659 2803 | admin@nailsingapore.org REGISTRATION CLOSING DEADLINE
www.nailsingapore.org/nbmca2022 19 JANUARY 2023
SHOWCASE YOUR SKILLS! BE A WINNER! DIGITAL SUBMISSION DEADLINE
31 JANUARY 2023

N.A.I.L.S Beauty Masters Championship ASIA 2022 is a platform for all professionals to compete for the top awards! Challenge yourself in your expertise! Established in 2009, Nailist Association for International Licenses Singapore (NAILS) brings together professionals, nailists, therapists, stylists and more, to these exciting events to upskill & refresh your skills. Come join us!

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Register online

Nails: <https://www.nailsingapore.org/product-page/digital-online-nails>

Eyelash: <https://www.nailsingapore.org/product-page/digital-online-eyelash>

SPMU: <https://www.nailsingapore.org/product-page/digital-online-semi-permanent-makeup>

Makeup: <https://www.nailsingapore.org/product-page/online-makeup>