



BABOR

READY FOR YOUR
MODELLING
CAREER?

YOUR
CHANCE!
踏上模特儿之路，
机会来了!

BECOME THE FACE OF THE NEW BABOR MAKE-UP LINE

2016 will see the dawning of a new era for BABOR make-up. Experience this up close - as a model for our campaign!

IT'S THIS EASY 轻而易举:

- STEP 1: Go to www.babor-model-contest.com
- STEP 2: Upload your photos
- STEP 3: Win an invitation to a casting call in Berlin




GERMANY'S NO.1
PROFESSIONAL SKINCARE
德国专业第一护肤品牌

We look forward to receiving your application by **7 August 2015** and wish you
GOOD LUCK! 祝你好运

Any questions? You can find all the information you need at

www.babor-model-contest.com

 For latest information & updates
[Facebook/singaporebabor](https://www.facebook.com/singaporebabor)
www.babor.com.sg

HOW DOES IT WORK FOR U — THE CONTESTANTS ?

STEP 1. REGISTRATION 上网登记

The microsite is the first contact point for YOU to learn more about the contest and most importantly to upload their photos.

www.babor-model-contest.com

(Until June 22nd date, a teaser notice is displayed on the website)



PETER SCHMIDINGER
reputed German make-up artist will provide YOU additional tips there for the perfect photos via a short video clip.

The website is available in German, English, Russian & Dutch.

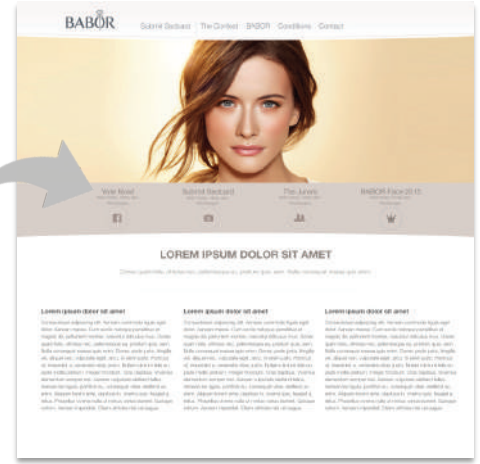


At BABOR we care about data privacy. Therefore, every contestant is asked to accept the terms of service. Only then we will use the data for the online voting.



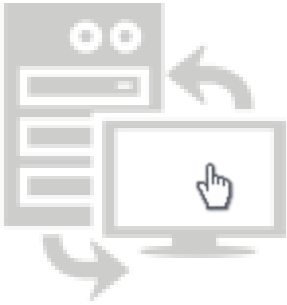
Online Registration
June 22nd - August 7th, 2015

APPLY NOW & WIN!



STEP 2. TRANSFER 自动转图

The photos are automatically transferred into a gallery on Facebook



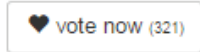
STEP 3. ONLINE VOTING 环球网上投票

The online voting is integrated into Facebook.

There will be one gallery of contestants that is 'mirrored' across all participating countries to make this contest truly international. All participants appear in the gallery in a random order. Visitors can vote for as many contestants as they like, however, they can only vote once per day.

And of course, visitors can also share individual applications to spread the word even further.

June 22nd - August 21st, 2015



STEP 4. RESULTS 发布初步成绩

SIX contestants with most votes are invited to the final contest in Berlin, Germany

Evaluation & Preparation of the Finale

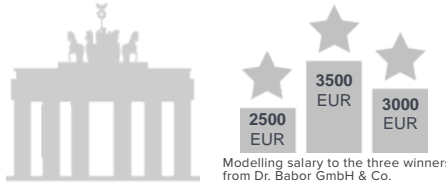
August 21st - October 11th



STEP 5. FINAL CONTEST 总决赛

In Berlin, a jury chooses THREE winners that will be part of the BABOR MAKE-UP Relaunch Photo Shooting for 2016

The 3 winners will be the faces of
THE NEW BABOR MAKE-UP LINE



STEP 6. SHOOTING 专业摄影旅程

The photo shooting with the three winners takes place in Berlin - right after the finale

Final Contest & Photo Shooting in Berlin

October 12th - October 16th



In total, the finalists — the THREE winners will spend up to 6 days in Berlin:

Day 1
Arrival

Day 2
Final Contest

Day 3
Shooting

Day 4
Shooting

Day 5
Shooting

Day 6
Departure

FREQUENTLY - ASKED QUESTIONS:

If there are additional questions, feel free to send an email to mail@babor-model-contest.com

Who can apply for the contest?

We are looking for a new model for our make-up re-launch campaign 2016. Therefore, we are inviting all female customers, end-consumers and BABOR fans between older than 18 to apply.

Is it a model contest for amateurs or professionals?

After all, we are looking for a new visual for our make-up line. We are inviting both amateurs as well as semi-professional and professional models to join the contest.

What kind of pictures should contestants upload?

In order to evaluate which contestant is most suitable, a number of pictures with a clear focus on the face are required. We recommend one front facing photo as well as one showing the profile of the face. In addition, we request one photo without make-up so that it is possible to evaluate the natural potential of the contestant. Photos should also not be photoshopped or otherwise altered.

What if people submit inappropriate content or fake applications?

We review all applications before they are actually published, therefore we make sure no inappropriate content is posted.

What if a person contacts me that wants to be taken off the contest?

No problem, just send a quick email to mail@babor-model-contest.com and we will take down the pictures of that candidate.

If there is a gallery on Facebook, will there only be contestants from my country in the gallery?

No, we have set up the gallery so that it displays contestants from around the world. That way the contest become truly global and everyone can take part in the voting.

How can I integrate the gallery into my local Facebook page?

This is really simple, we will send you a link that you (or the person in charge of your Facebook page) needs to click. Then, he/she will be asked automatically whether the plug-in should be integrated into the Facebook page - it's a simple as that.

What if I do not want the gallery in my Facebook page?

We have designed the concept as a tool for you to gain more followers for your social media channels. The gallery plug-in is a great way of doing that. If you do not want to have the plug-in, people from your country can still vote, however, they might be directed to another country's BABOR page

What prices do the 3 winners get?

First of all, the 3 winners will get the privilege of representing BABOR during the make-up re-launch campaign 2016. However, all finalists will be flown into Berlin for the final round. BABOR will also cover the costs for the flights, hotels & catering during these 6 days. Besides that, the winners will receive their personal set card with selected photos of their shooting together with a modelling salary of 2500-3500 EUR as well as BABOR product packages. For detail, please visit www.babor-model-contest.com