# Entry Guidelines

## Entry Period

**1st STAGE** 2026.11.2 Mon. - 2027.1.29 Fri.

**FINAL STAGE** Announcement of Finalists 2027.2.12

*The finalists will be announced on KIRATERA official Instagram account.

**FINAL STAGE** 2027.4 Coming soon...

## Eligibility

Hairdressers

## Judge

**KIRATERA・GLOBAL・STUDENT DIVISION**

THE SLICK Yuta Oteki / PELE RYUSEI

**SPECIAL GUEST**

Coming soon...

## Entry Regulations

### 1st STAGE PHOTO CONTEST

1st STAGE＊Judging for the Global Category will be conducted in the 1st Stage only.

■ **KIRATERA PHOTO CONTEST Please submit your work via the entry form.**

- Only female models are accepted.
- Model of any hair length, nationality, professional or amateur model, is accepted.
- Wigs are not allowed.
- Only one entry per entrant is allowed.
- Only original works created by the applicant will be accepted.
- Entries that use other people's work will be disqualified.
- Reuse of photos from other competitions or multi-media is prohibited and will be disqualified.
- The organizer will not be responsible for any troubles (infringement of portrait rights or copyrights) that may occur in related to the submitted work.
- Duplicate entries may result in forfeiture of the prize.

■ **File Format & Criteria**

- Image format: JPEG or PNG
- Resolution: At least 2000 pixels on the longest side (300 dpi is recommended)
- File size: Between 5 MB and 10 MB

■ **Point**

- Please provide a caption (approximately 100 to 200 characters) that convey the concept of your work in the entry form.

### FINAL STAGE REAL CONTEST

■ **Presentation**

- Perform a live demonstration in front of the judges using an actual model.
- Presentation of the key points and particulars of the work（3~5 min.）

■ **Screening Criteria**

- How well the work aligns with the theme.
- Originality in color expression, technical skill, and overall finish.
- Not just the colors, but whether the overall worldbuilding stands as a complete and cohesive work.

■ **Remarks**

- It is acceptable to use the same model as in the 1st STAGE.
- You are free to either delve deeper into the same theme or reconstruct it with a new interpretation.
- Please express your creativity to the fullest.

# Reminders

- The entrant shall obtain permission from both the model and salon owner before participating in the KIRATERA PHOTO contest (the “Contest” ). b-ex Inc. ( “b-ex” ), as the organizer of the Contest, shall not be held liable for any issues that may arise in connection with the publication of the photos, except in cases of willful misconduct or negligence by b-ex.
- The copyright in the photos submitted for the Contest (including the rights under Article 27 and 28 of the Japanese Copyright Act) shall belong to b-ex upon submission.
- The entrant shall not exercise any moral rights of authorship in relation to the submitted photos against b-ex or any third party designated by b-ex.
- The submitted photos may be published on KIRATERA's official website, b-ex's official media, magazines, pamphlets, and other platforms, and may be used free of charge for publicity, promotions, events, and other purposes related to the Contest.
- Entries that have been published in other contests or media will not be accepted. If duplicate entries are discovered, the winning entry may be disqualified.
- No inquiries or objections regarding the judging results will be accepted.
- The entrant's Instagram account name may be displayed when the submitted work is published.
- b-ex, as the organizer of the Contest, shall not be held liable for any issues that may arise in connection with the submitted entries, including but not limited to infringement of portrait rights or copyrights.

# Terms&Services

- Only hairdressers are eligible to submit entries.
- Duplicate submissions of the same photo will not be accepted.
- Photos that infringe copyright or are deemed contrary to public order and morals will be disqualified.
- b-ex shall not be held liable for any infringement of third-party rights, including portrait rights, arising from visible elements in the submitted photos, except in cases of willful misconduct or negligence by b-ex.
- Participation in the Contest is at the sole discretion and responsibility of the entrant. b-ex shall not be held liable for any damages incurred by the entrant as a result of participation, except where such damages are caused by b-ex’ s willful misconduct or negligence.
- Prizes for the Contest may be subject to change without prior notice due to unforeseen circumstances.
- Prizes for the Contest are non-transferable and cannot be exchanged for cash.
- This Contest is in no way affiliated with, endorsed, sponsored, or administered by Instagram.
- Entries may be published on the official KIRATERA website, social media channels, and b-ex’ s official media.
- Please note that not all entries may be selected for publication.
- Submissions may be freely edited and published by b-ex at its discretion.
- b-ex reserves the right to temporarily suspend or modify the application site without prior notice in the following circumstances:
  - Scheduled or emergency maintenance of the entry website’ s infrastructure.
  - Natural disasters (e.g., fires, power outages, earthquakes) that prevent access to the entry website.
  - In addition, the operation of the entry site may be temporarily suspended without prior notice due to operational or technical reasons, or at the discretion of b-ex.
- These Terms of Service shall be governed by and construed in accordance with the laws of Japan.

# Awards

**KIRATERA DIVISION**
GOLD: JPY 1,000,000
SILVER: JPY 300,000
BRONZE: JPY 100,000
**GLOBAL DIVISION**
GOLD: JPY 50,000 & JAPAN TOUR