

CIRCADIA AUSTRALIA



SKIN TRANSFORMATION
CHALLENGE

SKIN TRANSFORMATION CHALLENGE

Do you have a passion for Circadia and a desire to showcase your skills? Are you ready to be rewarded for your expertise? If so, we invite you to be a part of our exciting Before and After Skin Transformation Challenge!

At Circadia, we believe in celebrating the incredible power of skincare and the talented professionals who make it all possible.

That's why we're thrilled to introduce our Skin Transformation Challenge. We want to empower you to document your client's skincare journey over a 10-week period, and you'll have a chance to win amazing prizes.



HOW IT WORKS:

CATEGORIES: ACNE | AGEING | PIGMENTATION | SENSITIVE | MODALITY

1. Choose Your Category: Whether you specialise in treating acne, addressing the signs of ageing, managing pigmentation, soothing sensitive skin, or using your favourite modality, there's a category for you to shine in.

2. Enroll Your Client: Select a client(s) who is eager to embark on a 10-week skincare transformation journey with your expert guidance. Remember, they must exclusively use Circadia home care and can only receive Circadia treatments during this time period.

3. Document the Journey: Capture the progress of your clients' skin throughout the 10 weeks.

PRIZES:

1ST PLACE: **\$1,000 Stock Credit**

2ND PLACE: **\$500 Stock Credit**

3RD PLACE: **\$250 Stock Credit**

WHY YOU SHOULD PARTICIPATE:

- **Showcase Your Skills:** This is your chance to show your skincare expertise, grow your clientele, and highlight the incredible results you can achieve with Circadia products.
- **Win Big:** Not only do your clients stand to benefit from improved skin health, but you also have the opportunity to win fantastic prizes!

REQUIREMENTS:

Image Submissions

Participants must submit at least one before-and-after photo for each client undergoing the transformation.

Guidelines for photos:

- **Before photo:** Taken prior to starting any treatments, showcasing the client's skin condition clearly.
- **After photo:** Taken at the end of the treatment series, highlighting the results achieved.

Technical requirements: Ensure images are high quality, unedited, and submitted in JPEG or PNG format.

Video Submission

Participants must provide a video testimonial of the client which will be recorded at the end of their 10 week program.

Guidelines for video submissions:

- Videos should reflect the client's personal experience, noticeable improvements, and overall satisfaction with the treatment.
- Use any video hosting platform such as YouTube, Dailymotion, Google Drive, or Dropbox.
- Videos must be submitted as links. Ensure sharing permissions are set to public or unlisted so judges can access them.
- Videos that cannot be accessed due to incorrect sharing settings may negatively impact the judging of your submission.

Treatment Records

Participants must maintain and submit detailed records for each client's treatment progress.

Requirements for records:

- Include a comprehensive list of all treatments performed, dates, products used, and protocols followed.
- Document any notable observations or client feedback during the process.
- Treatment records can be submitted as word documents, scanned documents or PDFs.

RULES:

Thank you for participating in Circadia's Skin Transformation Program.

Collecting before and after photos is essential for documenting the treatment's effectiveness and helping skin care professionals and clients assess the results. These photos should be taken with specific parameters to ensure accuracy and consistency. Here are some key parameters to follow:

Lighting Conditions:

Use consistent, even lighting for both before and after photos and videos. Avoid harsh shadows that can distort the appearance of the skin. Natural light is ideal, but if not available, use soft, diffuse artificial lighting.

Background:

Choose a plain, neutral background that is consistent with every photo, that won't distract from the subject (e.g., a white or gray backdrop). Ensure the background remains the same for both before and after photos.

Camera Angle and Distance:

Keep the camera at the same angle and distance for both before and after shots. Capture the face in a straight-on view to highlight the treated area. Have the client look in the same place and same direction each time.

Client Preparation:

Ensure the client's face is clean and makeup-free. Hair should be pulled back away from the face and not covering the treated area. Ideally, the client should have similar (resting) facial expressions and pose for both photos.

Framing:

Frame the photos and videos to include the entire treated area, such as the full face or a specific target area. Maintain consistent framing between before and after shots.

Image Labeling:

When submitting photos, clearly label each photo with the client's name, date, and treatment details. Distinguish between "Before" and "After" photos to prevent confusion.

Media Quality:

Each set of progress photos and videos should include a front view, left profile and right profile. Images must be in high resolution.

Timing:

Take the "Before" photo just before the initial treatment. Take "After" photos at specific intervals, such as when they come in for the next treatment, and post-treatment (e.g., 1 week, 2 weeks, 1 month) to show the progression of cumulative results.

Consent:

Obtain informed consent from the client for capturing and storing their photos. Ensure clients understand how the photos will be used, including potential publication for educational or marketing purposes.

You must provide this at the time of submission in order to be considered.

Standardised Poses:

Consider using standardised poses, such as a three-quarter view or a close-up of the treated area, to highlight specific changes.

Image & Video Editing:

Videos timing can be cut and trimmed. Do not visually edit the images and videos in anyway. This is grounds for disqualification. We are confident you can achieve amazing results solely using our products!

Documentation:

Please document every treatment plan, product application, post care and home care. Please also take progress photographs and videos every time you see your client.

Exclusivity:

All products and treatments used during this time period MUST be exclusively and solely Circadia. If your model is under the care of a physician and using prescription topical treatments, they may not participate.

The use of lasers, or other invasive electrical modalities is also not allowed, except in the Modality specific category. .

FAQS

GENERAL

- **What is the purpose of the Skin Transformation Challenge?**
 - We are looking for the best skin transformation while using our products and another way to celebrate and honour our talented skin care professionals!
- **Who can participate in the Skin Transformation Challenge?**
 - All participants must be certified skin care professionals.
- **What types of skin transformations are eligible for the Challenge?**
 - Improvements in condition, appearance, reduction of skin issues, or other aspects of skin health in the acne, anti-ageing, pigmentation, sensitive skin and open modality categories.
- **Can I submit entries for someone else, like a friend or family member?**
 - Every participant must submit on their own behalf.
- **Can I partner with another skin care professional and submit it together?**
 - No, every participant must submit their own case study.
- **Do I have to do the full 10 weeks to be eligible?**
 - No! If you achieve satisfactory results before 10 weeks, you can stop there!
- **Can I use other modalities?**
 - In order to keep it fair and consistent with everyone, you may only use any non-electrical modality such as gua sha, micro needling rollers, ice globes in all categories except the Modality specific one. If you choose to use a modality with an on/off switch, you will be moved to the Modality category.

ENTRIES & SUBMISSION

- **How do I sign up?**
 - You will sign up prior to beginning the challenge at <https://skin-transformation.circadia.au/info>
- **How do I submit my before and after photos, videos and treatment records?**
 - You will be provided an upload link and forms that will contain all of the necessary requirements for your final submission.
- **What will I submit?**
 - When complete, you will submit all treatment plans/protocols followed, your client's homecare regimen, progression photos, videos and a detailed outline of the results that occurred.
- **Is there a fee to participate in the Skin Transformation Challenge?**
 - There is no cost to participate, but **you must use Circadia products exclusively!**
- **Can I use filters or photo editing tools on my before and after photos?**
 - Absolutely not! We will only accept genuine, unedited photos.
- **Is there a limit to the number of entries I can submit?**
 - There is no limit. You can enter as many clients/studies as you'd like.

FAQS

TIMELINE

- **What is the timeline for the Skin Transformation Challenge?**
 - All submissions must be completed by May 30. Please note you can start your challenge at any time prior to this, but the treatment plan must not exceed 10 weeks in duration.
- **How will the skin transformations be judged?**
 - A judging panel will examine improvements in skin quality, overall reporting, and adherence to the rules.
- **What should I include in my submission?**
 - You will include the skincare routine followed, the products used, treatments completed, photos, videos and any challenges you had to overcome. We also would like to know your model's age, lifestyle factors, and any other helpful information.

WINNERS

- **Can I share my entry on social media?**
 - Absolutely! Make sure to tag @circadia_au and #circadiaaus!
- **Are there prizes for the winners of the Skin Transformation Challenge?**
 - Yes! There is a 1st, 2nd, and 3rd place prize for each category! For 1st place, you will receive \$1000 in stock credit and a trophy presented to you at the annual Circadia Australia awards night . Second place will be given \$500 in stock credit and third place will be awarded \$250 in stock credit
- **How will I know if I've won?**
 - We will contact you, and announce on social media in June of 2025.

How is the Australian Skin Transformation Different from the US Version?

The Australian Skin Transformation Challenge is specifically for certified Skincare Professionals in Australia.

- **Key Differences in Requirements:**
 - **Video Submissions:** We require participants to submit a video testimonial at the end of the 10 weeks. This ensures a richer, more personal insight into the client's journey.
- **Double Your Chances to Win!**

The US Skin Transformation Challenge is open internationally. We encourage you to participate in both challenges to maximise your exposure, gain recognition across markets, and double your chances of reaping the rewards!

A release must be received from every model/client and sent in with final submissions at the April 1 deadline.

RELEASE AND WAIVER

I, _____, hereby consent to the use by Circadia Pty Ltd including its agents, assigns and licensees (hereinafter "Circadia Australia"), of my photo, likeness or film, videotape and/or sound recording of me (collectively, hereinafter referred to as the "Information") to promote or publicise Circadia Australia's business both internally and externally. I hereby release Circadia Australia from any and all liability for using the Information and waive all claims and cause of actions against Circadia Australia arising from the use of the Information.

I also hereby grant a perpetual and irrevocable license to Circadia Australia to use the Information in any manner, including, but not limited to, reproduction, sale, exhibition, copying, broadcast, and distribution of the Information or any program incorporating the Information it deems appropriate to promote its business and understand that the Information may be edited or combined with other images, sound, text or information. I expressly disclaim all rights to all values and benefits Circadia Australia may gain through the use of the Information.

I declare that I am over eighteen (18) years old or have my parent or guardian's consent as indicated by their signature below. I have read this release, I understand its contents and intend to be legally bound hereby. I have received good and valuable consideration for this waiver and release.

Date: _____

Signature: _____

Address: _____

Telephone: _____

If the subject is a minor:

I declare I am the parent or guardian of the minor child whose name is set forth above and hereby confirm the signature of my minor child and consent to the rights and obligations set forth above.

Parent/Guardian Signature of Minor Child: _____

Treatment Record- Sample

Date	Skin Therapist:
Today's treatment	
Cleanser	
Exfoliation	Time
Extraction	Y <input type="checkbox"/> N <input type="checkbox"/>
Steam? Y <input type="checkbox"/> N <input type="checkbox"/>	How long
High Frequency?	Y <input type="checkbox"/> N <input type="checkbox"/>
Mask?	Time
Moisturiser	
Sunscreen SPF	
Other services and comments:	

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Today's treatment	
Cleanser	
Exfoliation	Time
Extraction	Y <input type="checkbox"/> N <input type="checkbox"/>
Steam? Y <input type="checkbox"/> N <input type="checkbox"/>	How long
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Moisturiser	
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Mask?	Time
Moisturiser	
Sunscreen SPF	
Other services and comments:	

Date	Skin Therapist:
Today's treatment	
Cleanser	
Exfoliation	Time
Extraction	Y <input type="checkbox"/> N <input type="checkbox"/>
Steam? Y <input type="checkbox"/> N <input type="checkbox"/>	How long
High Frequency?	Y <input type="checkbox"/> N <input type="checkbox"/>
Mask?	Time
Moisturiser	
Sunscreen SPF	
Other services and comments:	