

# Photographic – Natural Nails

## Themed: Sell It

This category focuses on natural nail presentation within a commercial, photographic setting. Competitors are required to create a clean, refined natural nail look and capture it in an image that visually “sells” a product or concept. The hands should be styled to promote or interact with an item—such as jewellery, accessories, or lifestyle products—demonstrating both manicure quality and the ability to present nails in a marketable, client-focused way.

1. This category is submitted online via email.
2. Entries must be emailed to [gndaqld@gmail.com](mailto:gndaqld@gmail.com) by August 9<sup>th</sup> 2026
3. Theme for this category is Sell it
4. A minimum of 5 nails must be highly visible. This can be any 5 nails.
5. The image must be A4 size (8.5 x 11 inches) and submitted in portrait orientation only.
6. The image should be suitable for the cover of a magazine. (international standard)
7. Smart phone images are acceptable.
8. Image file must not exceed 25MB
9. General image enhancement is permitted; however, the nails must not be digitally altered in any way. Any editing to the nail shape, design, structure, or surrounding nail area is not permitted. This is an important rule to follow with the upraising of AI and photoshop and will be monitored and will be followed up if deemed necessary.
10. You may use photographers, makeup artists and hair stylists.
11. The design must be created on a model’s natural nails.
12. Nails must be natural length only and shaped to compliment the models fingers.
13. Nails must be natural nails only. NO extensions, overlays, or enhancements are permitted.
14. You may apply either a French, clear finish or one solid gel polish colour.
15. Only one gel polish colour is permitted. No art, multiple colours, or variations are allowed.
16. NO Glitter, shimmer, metallic, chrome, jelly, or specialty finishes are permitted.
17. A French gel polish manicure with natural-looking pink/nude base with a white free edge is permitted.
18. Cuticles, sidewalls, and surrounding skin must be neat, clean, and professionally presented.
19. NO Embellishments and 3D elements are permitted
20. A brief 1 paragraph description of the mediums used, and inspiration for the design to be included with your submission, this needs to be a typed sheet giving a short step by step of your design no more than 2 pages long.