



CIRCADIA



SKIN
TRANSFORMATION
Challenge

CIRCADIA AUSTRALIA

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 12-week period, and you'll have a chance to win amazing prizes.



HOW IT WORKS:

CATEGORIES: ACNE | AGEING | PIGMENTATION | SENSITIVE

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

2. Enroll Your Client: Select a client(s) who is eager to embark on a 12-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 12 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

To ensure integrity and consistency of judging, strict photographic documentation is mandatory.

Final Submission Must Include:

- **At Least One official Before photo**
 - Taken prior to commencing any treatments
 - Clearly showing the client's baseline skin condition
 - Date-stamped
- **At Least One official After photo**
 - Taken at the client's final appointment
 - Clearly demonstrating the final results achieved
 - Date-stamped



COMPULSORY PROGRESS PHOTOS

In addition to the official Before and After images, date-stamped progress photos are required before each treatment session throughout the transformation period.

These progress images:

- Must be taken prior to every treatment
- Must be date-stamped
- Must remain unedited
- Must be consistent in angle, lighting, and positioning
- May be requested by judges for verification

Failure to provide adequate progress documentation may result in disqualification.

RULES:

Thank you for participating in Circadia Australia'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. 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. You must take "After" photos at every intervals, e.g. when they come in for the next treatment, and post-treatment (e.g., 1 week, 2 weeks, 3 weeks etc) 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:

Use standardised poses to ensure accurate and credible comparison of results, e.g a full-face frontal, three-quarter view, or close-up of the treated area; if you choose a specific pose/angle, it must remain consistent throughout the entire journey.

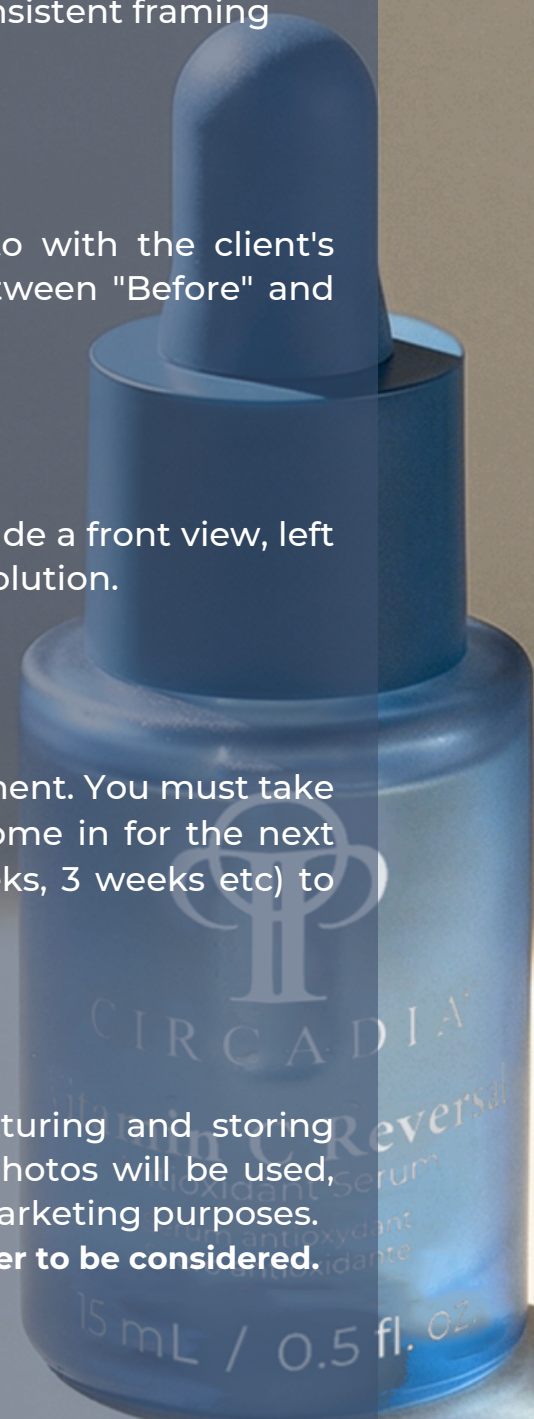


Image :

Do not visually edit the images in anyway. This is grounds for disqualification. We are confident you can achieve amazing results solely using our products!

Documentation:

Participants must comprehensively document every appointment throughout the transformation period.

For each treatment session, you must record:

- Treatment date
- Full step-by-step protocol performed
- Exact products used at each stage
- Timing for treatments (including mask duration and number of layers if applicable)
- Any modifications made to the protocol
- Post-care instructions provided
- Prescribed home-care products and usage directions
- Date-stamped progress photographs (required at every appointment)

Incomplete or vague treatment notes may affect judging outcomes.

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 devices, lasers, or other invasive electrical modalities is also not allowed.

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.
- **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 12 weeks to be eligible?**
 - No! If you achieve satisfactory results before 12 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, ice globes in all categories. Modalities with an on/off switch, may not be used during the challenge.

ENTRIES & SUBMISSION

- **How do I sign up?**
 - You will sign up prior to beginning the challenge at <https://skin-transformation.circadia.au/2027>
- **How do I submit my before and after photos 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 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. **However you cannot enter the same client into multiple categories.**

FAQS

TIMELINE

- **What is the timeline for the Skin Transformation Challenge?**
 - All submissions must be completed by May 31st. Please note you can start your challenge at any time prior to this, but the treatment plan must not exceed 12 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 announce winners at our Circadia Elevate event. Winners will also receive a social media spotlight.

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

The Australian Skin Transformation Challenge is specifically for certified Skincare Professionals in Australia. The US will not be holding a Skin Transformation challenge in 2027

- **Key Requirements:**
 - **Progress Image Submission:** We require participants to submit progress photos (date stamped) and a detailed treatment protocol for each treatment. This ensures a richer, more personal insight into the client's journey.

A release must be received from every model/client and sent in with final submissions at the May 31 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

Client Name:

Skin Concern: Pigmentation & Dehydration

Treatment 1 – Week 1

Date: 3 March 2027

Progress Photo: Taken prior to treatment (date-stamped)

Step 1 – Pre-Cleanse

Vitamin Veil Cleanser

Step 2 – Cleanse

Lipid Replacing Cleansing Gel

Step 3 – Enzyme Exfoliation (7 mins)

Cocoa Enzyme Mask

Applied evenly to face and neck.

7 minutes under mild steam.

Step 4 – Treatment Phase

Product: Oxygen Rx

Application: Mixed and applied as per protocol.

Step 5 – Finishing & Protection

Products Applied:

- Vitamin C Serum
- Aquaporin Hydrating Cream
- Light Day Moisturiser

Application Notes: Layered as prescribed. SPF applied generously.

Post-Care Instructions Provided:

Avoid active exfoliants for 48 hours. Daily SPF mandatory. Increase hydration.

Home-Care Prescribed:

- Amandola Milk Cleanser (AM/PM)
- Licorice & Bearberry Brightening Mist (AM/PM)
- Radiant Veil Brightener (AM/PM)
- Vitamin C Serum (AM)
- Radiant Brightening Serum (PM)
- Light Day Moisturiser (AM)