

# L'Oréal Professionnel Men's Image Award 2012

## Terms and Conditions

- The competition is open to all UK residents aged 16 and over, with the exception of L'Oréal (UK) Limited employees, their immediate families or friends, or anyone connected with the competition.
- Entrants must only use L'Oréal Professionnel colour and styling products on the model and no other products.
- The Challenge: Entrants must create an exquisite colour and style on a male model that complements an editorially inspired Autumn/Winter 2012/2013 total look.
- Entry to the L'Oréal Professionnel Colour Trophy is free.
- Entrants may not enter the same picture for more than one award category.
- Only 1 team per salon can enter a Colour Trophy category (i.e. a salon cannot have 2 competing teams in the same Colour Trophy category) but a salon can enter a 2nd (or 3rd) team into another Colour Trophy category. A team may enter more than 1 Colour Trophy category as long as it is not the L'Oréal Men's Image Award and L'Oréal Colour trophy because they are run simultaneously on the same dates.
- The team entering the L'Oréal Professionnel Colour Trophy – Men's Image Award should consist of no more than three people (including the model) and all members of the team must be UK residents and be 16 years or over on closing date of entry, 24th February 2012. Apart from the model (who may change between the photographic stage and the Regional Final stage only) the other team members must remain the same throughout the competition (from photographic entry stage through to the Regional Final stage and/or the Grand Final, as applicable). The promoter will only deviate from this rule in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at L'Oréal Professionnel's sole discretion.
- The model, clothes, make-up and hairstyle must remain the same at both Regional and Grand Final stages.
- The entrants' salon must be trading at the time of entry.
- The models used at all stages of the competition must be 16 or over and have had a skin allergy test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol.
- All prizes are awarded to the salon rather than individuals within a team and if any members of the winning team leave their salon they forfeit their prize experiences. The hair colourist and hair stylist must get the consent of the salon owner(s) to enter into this competition.
- Entries cannot be returned and are the property of the Promoter.
- Entrants grant L'Oréal (UK) Limited with a transferable, exclusive, worldwide, royalty free and perpetual license in all copyright, moral or other rights under the Copyright, Design and Patents Act 1988 to use the photos and any materials, videos and images generated during the L'Oréal Professionnel Colour Trophy competition (whether they proceed to the Regional Final and Grand Final or not) for any purpose whatsoever (including without limitation, use on L'Oréal Professionnel websites, facebook pages and blogs, promotion of the Colour Trophy event, PR content print and online, editorial, advertising and advertorial content, trade press and 2012/2013 competition promotion print and online and educational or internal purposes etc).
- Entries can be received or uploaded onto [www.lorealcourtrophy.com](http://www.lorealcourtrophy.com) from Wednesday 4th January 2012. All entries must reach L'Oréal Professionnel by Friday 24th February 2012. And if sent by email, addressed to L'Oréal Professionnel Colour Trophy, 2nd Floor, 255 Hammersmith Road, London W6 8AZ. Late entries will not be permitted.
- The judges' decision is final and no correspondence will be entered into regarding this decision.
- The prizes are as stated and there are no alternatives or cash substitutes.
- The winning salon and team members must be prepared to take part in publicity accompanying resulting from this competition. No additional compensation will be awarded for such promotional activities.
- If the prize is declined or if the winner forfeits the prize under these terms or conditions, then the judges may at their absolute discretion select an alternative winner.
- L'Oréal Professionnel reserves the right in its absolute discretion to add to or waive any of these terms and conditions, or to cancel the competition at any stage, in the event of circumstances arising beyond its reasonable control.
- By entering this competition, entrants will be deemed to be bound by and have accepted these terms and conditions.
- English law applies and the English courts shall have exclusive jurisdiction over any proceedings in connection with this competition.
- Promoter: L'Oréal (UK) Limited, 255 Hammersmith Road, London W6 8AZ.

### PHOTOGRAPHIC ENTRY STAGE

- The Challenge: Entrants must create an exquisite colour and style on a male model that complements an editorially inspired Autumn/Winter 2012/2013 total look.
- Entrants must either send (to the address mentioned above) to L'Oréal Professionnel a colour 10"x8" photo of their male model fulfilling the brief above or upload their entry photo (min size 3MB or 300dpi) onto [www.lorealcourtrophy.com](http://www.lorealcourtrophy.com). This may be a head or full-length shot. Entrants must enter a photo that is no more than one year old.
- If entrants are sending their entry via post they must mark clearly on the back of their photo that they are entering the L'Oréal Professionnel Men's Image Award category and attach the photo to the correct entry form enclosed in the 2012 L'Oréal Professionnel Colour Trophy entry pack.
- Entrants are not required to submit an entry but will be required to bring (if they reach the Regional or Grand Final stages) a photo of their live model prior to the colour being applied.
- Entries must be received on or before 24th February 2012. L'Oréal Professionnel reserves the right to revise this date and extend the period for accepting entries to the competition.
- Entries will only be accepted on the official paper form or on-line form on [www.lorealcourtrophy.com](http://www.lorealcourtrophy.com). Copies will not be accepted.
- Incomplete, illegal, illegible, misdirected or late entries will not be accepted. Proof of posting will not be accepted as proof of delivery. Responsibility cannot be accepted for lost, damaged or delayed entries.
- All entrants will be notified, if they have gone through to the Regional Finals, by registered post by Friday 2nd March 2012.
- A list of the successful entrants through to each Regional Final can be obtained by looking on [www.lorealcourtrophy.com](http://www.lorealcourtrophy.com) from Thursday 1st March 2012.
- The judges' decision is final and no correspondence will be entered into regarding this decision.

### JUDGING & MARKETING MATERIAL

- The photographic entries will be judged by a minimum of four hairdressing industry leaders selected by L'Oréal Professionnel and a technical expert from L'Oréal Professionnel.
- The entries will have been allocated to one of seven regions dependent on the post code of the salon. These regions are Northern Irish, Scottish, North Western, North Eastern, Eastern, Southern & South Western and London.
- The judges will need to select twenty five entrants for each region to go through to the Regional Final stage based on the photographic entry criteria outlined.
- The photograph must demonstrate the ability to construct a

fantastic editorial inspired Autumn Winter 2012/2013 total look.

- The photograph must demonstrate an awareness of Autumn/Winter 2012/2013 trends and modern hairdressing techniques.
  - The photograph must demonstrate the capability of putting together a great look in front of a camera.
- ### REGIONAL FINAL STAGE
- Regional Final dates 2012: North West – 26th March 2012, North East - 27th March 2012, Eastern – 28th March 2012, South & South Western– 3rd April 2012, London – 4th April 2012, Northern Irish – 11th April 2012 or Scottish – 12th April 2012.
  - Entrants must arrive on the day of their designated Regional Final at the venue by 5pm to register with L'Oréal Professionnel. All members of the team (including the model) must be present at registration.
  - Entrants will have been sent and will need to have completed and signed the model release form, this needs to be sent back to L'Oréal Professionnel prior to the date of entrants' Regional Final date.
  - Apart from the model (who may be different to the model used at the photographic entry stage), the remaining team members must be the same as at the photographic entry stage. The Promoter will only deviate from this rule in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at L'Oréal Professionnel's sole discretion.
  - All 3 team members (including the model) will be given free tickets to their designated Regional Final. These tickets are not transferable.
  - All hair colour application and rinsing off must be completed prior to arriving at the Regional Final venue. There is no provision for entrants to colour hair at the venues.
  - Entrants will be required to produce a photograph of the model prior to the colour work performed on his hair which will be placed on the work station to assist judges understanding the expertise and extent of the colour work performed on the model. Failure to do this will result in disqualification.
  - The colourist within the team will be required to answer some questions about the colour and technique used on the model on registration. The hair will then be checked on the competition floor to verify the answers given by the colourist by a L'Oréal Professionnel Technical Manager. This is to confirm that L'Oréal Professionnel Products have only been used on the model's hair.
  - Models should be dressed prior to the competition start. They will be provided with a L'Oréal Professionnel gown on registration.
  - By 6.15pm the competitors and models must be at their tables on the competition floor. Not being at the table at this time could result in disqualification.
  - Teams will have 45 minutes to finish their look.
  - Neither the hair stylist nor the model may leave the floor during the competition.
  - No smoking or drinking is allowed on the competition floor.
  - Prior to the live competition starting hair should be damp and prepared for blow-drying.
  - If hair is wet, rollers/bendies etc must not be removed prior to competition starting.
  - Cutting will be allowed on the competition floor.
  - Only the hair stylist is allowed on the floor until the last 10 minutes when the make-up artist is allowed to come on and touch up the make-up.
  - The model may sit or stand during the judging. The judges are allowed to move the model in order to judge different angles and the models are catwalked on stage to assess their animation. The judging will take 1 hour so the models should not be presented in an un-natural pose.
  - The model will be photographed and videoed during the judging.
  - Two teams will be selected from the 25 teams at each Regional Final to go through to represent that region at the Grand Final.
  - Members of any team selected to go through to the Grand Final will be invited on the stage for the presentation and photographs.
  - The judges' decision is final and no correspondence will be entered into regarding this decision.

### JUDGING CRITERIA

- The models will be judged by a minimum of four hairdressing industry leaders selected by L'Oréal Professionnel and a technical representative from L'Oréal Professionnel.
- Colour Criteria: The models hair colour needs to be technically well executed and the hair must be in good condition. The hair colour technique must work with the cut and style. The hair colour must be technically brilliant, unique and modern in its execution. Wild and wacky colouring techniques will not be successful.
- Cut, style and finish criteria: The style or cut must be technically well executed. No wigs, full head extensions or ornaments may be used. Small, individual hair wefts, weaves and extensions covering up to maximum 20% of the head can be used.
- Clothes styling and make up criteria: The team must demonstrate an understanding of upcoming fashion trends for Autumn/Winter 2012/2013. The clothes styling must be sophisticated and editorial in feel. The make-up must be well applied and suit the model.
- Model criteria: Models do not need to be professional but they must be able to present the look in a professional manner. The model must possess a 'wow' factor and be able to catwalk.

### MARKING CRITERIA

- All L'Oréal Professionnel Men's Image Award Regional Finalists at the competition judged on the criteria outlined above will be marked in the following way:
- Each of the judges will be required to mark 1st place - 40 points, 2nd place - 38 points, 3rd place - 36 points, 4th place - 34 points. The rest of the competitors will be marked 30 points and below with every entrant team being given a mark.
- All of the judges' marks are averaged for each entrant in order to calculate the positions of each from 1st to 25th relative to one another. The top four placed entrants will then be selected and offer a discussion between the judges, two teams will be selected to go through to the Grand Final. If a unanimous decision cannot be reached by the judges the two highest marked entrants will go through.
- The remaining entrants will then be given a placing of 3rd to 25th position dependent on their average marks attained. These positions will be displayed on the plasma screens in the foyer area of each Regional Final.

### GRAND FINAL STAGE

- L'Oréal Professionnel Colour Trophy Grand Final will take place on Monday 28th May 2012 at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ. Teams must arrive by 9.15am to register at L'Oréal Professionnel to be eligible to take part in the Grand Final.
- The same team that made up the team which won the Regional Final must compete at the Grand Final (including the model). The promoter will only deviate from this in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at L'Oréal Professionnel's sole discretion.
- The team members will be given free tickets to attend the awards event at the Grosvenor House on the evening of 28th May 2012.
- Should the entrant win their Regional Final and therefore qualify for the Grand Final the model, hair colour, hair style, clothes and make-up must remain the same as presented at the Regional Final. L'Oréal Professionnel will police this as follows: Models at Regional Final stage will be photographed both close up and full length. At the Grand Final models will be scrutinised by L'Oréal Professionnel; if

- models are not exactly the same as at Regional Finals, entrants will be given the opportunity to correct the look on the spot. If entrants are unable to do this they will be instantly disqualified.
- The team will have 2 ½ hours in which to replicate their winning look from the Regional Final. Teams may have coloured the hair prior to arriving at the Grand Final. They can also, but it is not compulsory to, colour part of all of the models hair during the 2 ½ hour time slot at the Grand Final.
- Entrants must be prepared to answer questions about their colouring technique and products used during the prep time by the judges.
- Entrants will be required to produce a photograph of the model prior to the colour work performed on his hair which will be placed on the work station to assist judges understanding the expertise and extent of the colour work performed on the model. Failure to do this will result in disqualification.
- The model must have had a skin allergy test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol. A signed client record card will be required as proof of this if the team is applying colour at the L'Oréal International Academy.
- Teams will be interviewed by L'Oréal Professionnel Technical Managers about their technique application and colours used on the model to verify the sole use of L'Oréal Professionnel Products.
- An overall 1st place and Runner up will be selected in the L'Oréal Professionnel Men's Image Award 2012 from all 14 Grand Finalists.
- The judges' decision is final and no correspondence will be entered into regarding this decision.

### JUDGING CRITERIA

- The models will be judged by a minimum of four hairdressing industry leaders selected by L'Oréal Professionnel and a technical representative from L'Oréal Professionnel.
- Colour Criteria: The model's hair colour needs to be technically well executed and the hair must be in good condition. The hair colour technique must work with the cut and style. The hair colour must be technically brilliant, unique and modern in its execution. Wild and wacky colouring techniques will not be successful.
- Cut, style and finish criteria: The style or cut must be technically well executed. No wigs, full head extensions or ornaments may be used. Small, individual hair wefts, weaves or extensions covering up to maximum 20% of the head can be used.
- Clothes styling and make up criteria: The team must demonstrate an understanding of upcoming fashion trends for Autumn/Winter 2012/2013. The clothes styling must be sophisticated and editorial in feel. The make-up must be well applied and suit the model.
- Model criteria: Models do not need to be professional but they must be able to present the look in a professional manner. The model must possess a 'wow' factor and be able to catwalk.

### MARKING CRITERIA

- Judging will be conducted as follows: Each of the judges are required to select an overall 1st place and runner up from the 14 Grand Finalists of the L'Oréal Professionnel Men's Image Award. Judges select their 1st, 2nd etc to 14th for each Finalist and indicate on their marking sheet 1, 2 to 14 for their placing – 1st being their favourite, 14th their least favourite. The marks from all the judges are then averaged to determine who overall is 1st in the L'Oréal Professionnel Men's Image Award competition. Should a tie occur the judges will be required to discuss and agree who overall should be placed 1st or runner up.
- Once the judging is complete the 14 grand finalist models will be taken to the Grosvenor House Hotel, Park Lane in London. They will be escorted by L'Oréal Professionnel Staff who will then work with the models to rehearse a catwalk that they will perform later that evening at the Awards Final event.
- The make-up artist and hair stylist will be allowed access to their model from 6pm until 6.30pm in order to re-touch the make-up and hair prior to their catwalk in front of the assembled crowd. They will be given wristbands in order to gain entry to the venue prior to the rest of the guests.
- The competitor model catwalk will happen before dinner after which models will sit with their teams until the winners are announced.
- The winners will be announced at 7.30pm and will be at L'Oréal Professionnel Colour Trophy Grand Final on the evening of Monday 28th May 2012 at the Grosvenor House, Park Lane, London W1K 7TN.

### THE PRIZE

- The salon of the winning team will receive the L'Oréal Professionnel Men's Image Award 2012 and the winning salon team members comprising of the hair stylist and hair colourist will receive the following:
- A one day shoot to photograph their winning look on the winning model to take place on Thursday 7th June 2012 in London. The winning salon will be required to provide the same model and clothes as the Grand Final styling for this shoot. L'Oréal Professionnel will provide reasonable transportation costs to attend this shoot for the model, hair stylist and hair colourist from the winning salon. The photographs produced will be used to promote the salon's win in local press and hairdressing trade publications for the winning year and to promote the L'Oréal Professionnel Colour Trophy competition for the following year.
- Year of dreams. L'Oréal Professionnel will interview the team from the winning salon to ascertain where they are in their careers professionally and, what their personal aspirations and ambitions are. From this L'Oréal Professionnel will put together a year's calendar of specific opportunities for the members of the winning team dependent on where they are in their careers. These opportunities could include:
  - Take part in a photo shoot with one of the UK's top fashion consumer magazines
  - Meeting their hairdressing idol
  - Working backstage at Graduate Fashion Week in Feb 2013
  - Working backstage at Graduate Fashion Week 2013
  - Attending a trip abroad to see a hairdressing hero working live on stage in autumn 2012
  - Working with a L'Oréal Professionnel Business Expert to improve your salon's business
  - Put into place a process of training which could lead to the colourist becoming a L'Oréal Professionnel Colour Specialist
  - Presenting on stage at Salon International 2012 representing L'Oréal Professionnel

In consideration for the opportunities, exposure and experience granted by L'Oréal (UK) Limited in the Year of Dreams, the winning salon and team agree to grant L'Oréal (UK) Limited a transferable, exclusive, worldwide, royalty free licence in all copyright, moral and other rights created during the competition and the Year of Dreams and agree to sign a release and consent form to be provided by L'Oréal Professionnel.

colour  
trophy  
2012

the  
entry form  
2012

L'ORÉAL PROFESSIONNEL  
MEN'S IMAGE AWARD

HAIR INSPIRED BY FASHION



L'ORÉAL  
PROFESSIONNEL



*your*  
**photo**  
**here**  
10"x8"

# the entry form 2012

L'ORÉAL PROFESSIONNEL  
MEN'S IMAGE AWARD

TEAM LEADER NAME-

SALON NAME-

SALON ADDRESS-

POSTCODE-

EMAIL-

TELEPHONE (inc. STD code)-

MOBILE-

## Conditions of entry

- The Challenge: Entrants must create an exquisite colour and style on a male model that complements an editorially inspired Autumn/Winter 2012/13 total look.
- Entrants must only use L'Oréal Professionnel colour and styling products on their models.
- Entrants must send either a colour 10"x8" photo of their male model fulfilling the brief above or upload their entry photo (min size 3MB or 300dpi) onto [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com). These may be a head or full-length shot no more than one year old.
- Entrants must clearly mark on the back of their photo that they are entering the L'Oréal Professionnel Colour Trophy category and attach the photo to the correct entry form enclosed in the 2012 L'Oréal Professionnel Colour Trophy entry pack and send to L'Oréal Professionnel Colour Trophy, 2nd Floor, 255 Hammersmith Road, London W6 8AZ or they must fill in the online form correctly and attach the minimum required size photo when uploading their entry.
- Only 1 team per salon can enter a Colour Trophy category (i.e. a salon cannot have 2 competing teams in the same Colour Trophy category) but a salon can enter a 2nd (or 3rd) team into another Colour Trophy category. A team may enter more than 1 Colour Trophy category as long as it is not the L'Oréal Men's Image Award and L'Oréal Colour Trophy because they are run simultaneously on the same dates.
- All prizes are awarded to the salon rather than individuals within a team and if any members of the winning team leave their salon they forfeit their prize experiences. The hair colourist and hair stylist must get the consent of the salon owner(s) to enter into this competition.
- The team entering the L'Oréal Professionnel Colour Trophy should consist of no more than 3 people including the model and all members of the team must be UK residents and be 16 years or over on closing date of entry, 24th February 2012. Apart from the model (who may change between the photographic stage and the Regional Final stage only) the other team members must remain the same throughout the competition (from photographic entry stage through to the Regional Final stage and/or the Grand Final, as applicable).
- The model, clothes, make-up and hairstyle must remain the same at both Regional and Grand Final stages.
- Entries can be received or uploaded from Wednesday 4th January 2012. All entries must reach L'Oréal Professionnel by Friday 24th February 2012. Late Entries will not be permitted.
- Entry to the L'Oréal Professionnel Colour Trophy is free.
- Promoter: L'Oréal Professionnel, 255 Hammersmith Road, London W6 8AZ.

## Please tick to confirm

- I confirm that I have only used L'Oréal Professionnel colour and styling products on the model and no other products.
- I confirm that this is a fully trading salon at the time of entry.
- I confirm that I have provisionally booked my model and clothes for the Regional Final, Grand Final and Winners Shoot (North Western – 26th March 2012, North Eastern – 27th March 2012, Eastern – 28th March 2012, South & South Western – 3rd April 2012, London – 4th April 2012, Northern Irish – 11th April 2012 and Scottish – 12th April 2012. Grand Final 28th May 2012, and winner shoot date 7th June 2012).
- I hereby grant L'Oréal (UK) Limited with a transferable, exclusive, worldwide, royalty free and perpetual license in all copyright, moral or other rights under the Copyright, Design and Patents Act 1988 to use the photos and any materials, videos and images generated during the L'Oréal Professionnel Colour Trophy competition (whether they proceed to the Regional Final and Grand Final or not) for any purpose whatsoever (including without limitation, use on L'Oréal Professionnel websites, facebook pages and blogs, promotion of the Colour Trophy event, PR content print and online, editorial, advertising and advertorial content, trade press and 2012/2013 competition promotion print and online and educational or internal purposes etc).
- I would like to receive marketing communications via email from L'Oréal Professionnel [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com), [www.facebook.com/colourtrophy](http://www.facebook.com/colourtrophy), [www.twitter.com/colourtrophy](http://www.twitter.com/colourtrophy).