

# L'Oréal Professionnel Young Colourist Award 2012

## Terms and Conditions

- The competition is open to all UK residents aged between 16 and 25 on closing date of entry 24th February 2012, with the exception of L'Oréal (UK) Limited employees, their immediate families or friends, or anyone connected with the competition.
- Proof of age, such as a photocopy of passport is required with entry to be sent in or scanned in and uploaded. Failure to produce age ID will result in disqualification.
- Entrants must only use L'Oréal Professionnel colour and styling products on their model and no other products.
- Entry to the L'Oréal Professionnel Colour Trophy – Young Colourist Award is free.
- The Challenge: Entrants must create a female look that demonstrates a wearable, commercial, fashion-led high street colour and finish.
- 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 or individuals 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.
- Entry to the competition is by submitting 2 photos - a picture of a before shot of the model and a shot of the model once the hair has been coloured.
- From the photographic entries received, five entries will be chosen for each of the seven geographic areas to then represent your region for the LIVE Grand Finals.
- The entrants' salon must be trading at the time of entry.
- The model used at photographic entry stage of the competition must be 16 or over have had a skin allergy test 48 hours before any colour application or have completed the L'Oréal 'Professional Safety' protocol.
- This is a competition for individuals, not teams, and the prize will be awarded to the salon of the individual colourist in conjunction with the individual colourist. If the individual colourist leaves their salon they forfeit their prize experience. The individual entrant must get their salon owner(s) consent to enter 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 be received by Friday 24th February 2012, and if sent by mail, addressed to L'Oréal Professionnel Colour Trophy, 2nd Floor, 255 Hammersmith Road, London W6 8AZ. Late entries will not be permitted.
- Entrants must send to L'Oréal Professionnel (address above) both a colour 10"x8" photo of their female model fulfilling the brief above and a shot of their model prior to any colour work being performed. Or entrants can upload their entry photo and shot of model prior to any colour work being performed (min size 3MB or 300dpi) onto [www.lorealcourtrophy.com](http://www.lorealcourtrophy.com). These may be a head or full-length shot. Entrants must enter a photo that is no more than one year old.
- The prizes are as stated and there are no alternatives or cash substitutes.
- The judges' decision is final and no correspondence will be entered into regarding this decision.
- The winning individual and their affiliated salon must be prepared to take part in publicity accompanying or resulting from the 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 (UK) Limited 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 circumstance 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 a female look that demonstrates a wearable, commercial, fashion led high street colour and finish.
- Entrants must either send in (to the address mentioned above) or upload onto [www.lorealcourtrophy.com](http://www.lorealcourtrophy.com) their 2 entry photos (Min size 3MB or 300dpi): a colour picture of the model before the look is created and a colour photo of their female model showing the finished look fulfilling the brief above. These may be a head or full-length shot.
- Entrants must enter photos that are no more than 1 year old.
- Entries must be received by 24th February 2012. L'Oréal (UK) Limited 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 online form. Copies will not be accepted.
- If entrants are sending their entry by post, entrants must clearly mark on the back of their photos that they are entering the L'Oréal Professionnel Colour Trophy – Young Colourist category and attach the photos to the correct entry form enclosed in the 2012 L'Oréal Professionnel colour trophy entry pack.
- 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 whether 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 must demonstrate the ability to execute a fantastic hair cut and colour with a high level of finish.
- The photographic entries will be judged by a minimum of four hairdressing industry leaders selected by L'Oréal Professionnel together with a L'Oréal Professionnel Technical Expert.
- 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 five entrants for each region to go

through to the LIVE Grand Final stage based on the photographic entry criteria outlined.

Each of the 35 finalists will be presented on stage at the Regional Finals in the region they are representing.

### REGIONAL FINAL STAGE

- 5 Photographic entries will qualify per region. These 5 entrants per region will then be required to attend the regional final for the region they are representing in order to be presented on stage.
- Should entrants qualify for the Regional Finals they must attend in order to be presented on stage to qualify for their LIVE Final date. (North West – 26th March 2012, North East – 27th March 2012, Eastern – 28th March 2012, South and South West – 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 8pm to register with L'Oréal Professionnel.

### LIVE GRAND FINAL

- LIVE Grand Final Dates: London, Southern & South Western and Eastern regions will compete in the LIVE final running on 24th April 2012 at the L'Oréal International Academy in London. The Northern Irish, Scottish, North Western and North Eastern Regions will compete in the LIVE Final running on 25th April 2012 at the L'Oréal International Academy in Manchester. Entrants must arrive on the day of their designated LIVE Final at the venue by 9.30am to register with L'Oréal Professionnel to be eligible to take part in the LIVE Final.
- All the LIVE Final entrants will be required to attend and complete the following: 1 section highlights on a dolly head, a creative colour on pre lightened pre-cut dolly head.
- The LIVE finalists are required to colour, blow-dry and style their dolly heads hair only (not live models). They will have 2 hours 45 minutes in total to complete this.
- The entry photograph already submitted at the photographic entry stage will form part of the LIVE Final judging process.
- Finalists will be interviewed by the judges about why they want to be a colourist.
- An overall winner from each region made up of 5 contestants will be selected at the L'Oréal Professionnel Colour Trophy – Young Colourist Award 2012 LIVE final: a total of 7 winners. This winners announcement will be made at the L'Oréal Colour Trophy Grand Final on Monday 28th May 2012 at the Grosvenor House hotel in London and all 35 finalists will be required to attend. All finalists will be provided with a free ticket to this event which is non transferable, they will be able to purchase a second ticket at half face price of £100 to bring a partner for the evening. All 35 finalists will be required to attend the Grand Final.
- These 7 winners will make up the L'Oréal Professionnel Colour Academy 2012/13.
- The judges' decision is final and no correspondence will be entered into regarding this decision.

### JUDGING CRITERIA

- The entrants work on dolly heads and will be judged by a minimum of four hairdressing industry leaders and a L'Oréal Professionnel Technical Expert.
- Colour Criteria: 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 cut can already be completed and must be technically well executed and reference the brief above. No wigs, wets, extensions or ornaments may be used.
- The entry photograph already submitted at the photographic entry stage will form part of the LIVE Final judging process.
- LIVE Final entrants will be judged on the creative placement and choice of colour as opposed to the clarity of colour result.
- Judges will be supplied at the end of the formal judging with tail combs in order to finally check the result of the application of the colour by the finalists.

### MARKING CRITERIA LIVE FINAL

- Judging marks are split into 70% – colour result, 10% entry photograph and 20% – how well the LIVE finalist interviews about why they want to be a colourist.
- Deciding L'Oréal Professionnel Colour Trophy – Young Colourist Award 1st place. Each of the judges select their 1st, 2nd etc to 5th for each Finalist in their region and indicate on their marking sheet 1, 2 to 5 for their placing – 1st being their favourite, 5th their least favourite. The marks from all the judges are then averaged to determine who overall is 1st in each region in the 2012 L'Oréal Professionnel Colour Trophy – Young Colourist Award competition. Should a tie occur the judges will be required to discuss and agree who overall should be placed 1st overall.
- The 7 selected Young Colourist Regional Winners will be announced at the L'Oréal Colour Trophy Grand Final on Monday 28th May 2012 at the Grosvenor House Hotel in London.

### THE GRAND FINAL

- Monday 28th May 2012, Grosvenor House, London
- All 35 finalists will be required to attend the Grand Final on Monday 28th July 2012. The 7 winners will be announced on stage during the evening as being part of the L'Oréal Professionnel Colour Trophy Colour Academy 2012/13.

### THE PRIZE

- Each Young Colourist regional winner will become part of the L'Oréal Professionnel Colour Academy 2012/2013. These 7 young colourists will be put through an unforgettable year's education, opportunity and experience which could include:
- Education with a top industry colourist on creative colouring techniques
- An invitation to partake in a programme that will ultimately lead to the winners becoming a L'Oréal Professionnel Colour Specialist (if they are not already)

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  
YOUNG COLOURIST  
AWARD

HAIR INSPIRED BY FASHION



L'ORÉAL  
PROFESSIONNEL



*your*  
**photo  
here**

10"x8"

# the entry form 2012

L'ORÉAL PROFESSIONNEL  
YOUNG COLOURIST AWARD

TEAM LEADER NAME-

SALON NAME-

SALON ADDRESS-

POSTCODE-

EMAIL-

TELEPHONE (inc. STD code)-

MOBILE-

## Conditions of entry

- The Challenge: Entrants must create a female look that demonstrates a wearable, commercial, fashion-led high street colour and finish.
- The competition is open to all UK residents aged between 16 and 25 on closing date of entry 24th February 2012, with the exception of L'Oréal (UK) Limited employees, their immediate families or friends, or anyone connected with the competition. Proof of age is required with entry such as a photocopy of the entrant's passport and failure to provide ID will result in disqualification.
- Entrants must only use L'Oréal Professionnel colour and styling products on their models.
- Entrants must either send to L'Oréal Professionnel both a colour 10"x8" photo of their female model fulfilling the brief above and a shot of their model prior to any colour work being performed or upload their before and after photo (min size 3MB or 300dpi) onto [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com).
- These may be a head or full-length shot but no more than one year old.
- Entrants must clearly mark on the back of both before and after photos that they are entering the L'Oréal Professionnel Young Colourist category and attach both photos 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 sized photos when uploading their entry.
- Entrants may not enter the same photo 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.
- This is a competition for individuals, not teams, and the prize will be awarded to the salon of the individual colourist in conjunction with the individual colourist. The entrant must get the consent of the salon owner(s) before entering this competition.
- 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.
- Should entrants reach the LIVE Final stage, entrants will need to be available to come their regional final to presented on stage, and to the L'Oréal International Academy in London on 24th April 2012 or L'Oréal International Academy in Manchester on 25th April 2012.
- Entry to the L'Oréal Professionnel Colour Trophy – Young Colourist Award is free.
- Promoter: L'Oréal Professionnel, 255 Hammersmith Road, London W6 8AZ.

## Please tick to confirm

- I confirm I have attached my proof of age to the competition entry form.
- 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 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).