

# Mizani Afro Catwalk Look 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 Mizani Products on their model and no other products.
- The Challenge: entrants must create an exquisite colour and style on a female model of African/Caribbean descent that complements an editorially inspired Autumn/Winter 2012/2013 total look.
- Entry to the Mizani Afro Catwalk Look Award 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 entrants' salon must be trading at the time of entry.
- The team entering the Mizani Afro Catwalk Look Award should consist of no more than four 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 Final stage only) the other team members must remain the same throughout the competition (from photographic entry stage through to the Final 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.
- 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 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.lorealcouroutrophy.com](http://www.lorealcouroutrophy.com) from Wednesday 4th January 2012, and if sent by mail, addressed to L'Oréal Professionnel Colour Trophy, 2nd Floor, 255 Hammersmith Road, London W6 8AZ. All entries must reach L'Oréal Professionnel by Friday 24th February 2012. 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 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 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 Professionnel, 255 Hammersmith Road, London W6 8AZ.

### PHOTOGRAPHIC ENTRY STAGE

- The Challenge: Entrants must create an exquisite colour and style on a female model of African/Caribbean descent that complements an editorially inspired Autumn/Winter 2012/2013 total look.
- Entrants must either send (to the address mentioned above) L'Oréal Professionnel a colour 10"x8" photo of their female model fulfilling the brief above or upload their entry photo (min size 3MB or 300dpi) onto [www.lorealcouroutrophy.com](http://www.lorealcouroutrophy.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 the entry by post, entrants must clearly mark on the back of their photo that they are entering the Mizani Afro Catwalk Look Award category and attach the photo to the correct entry form enclosed in the 2012 L'Oréal Colour Trophy entry pack.
- Entrants are not required to submit an entry but will be required to bring (if they reach the final stage) a photo of the model prior to the colour being applied to the hair.
- Entries will only be accepted on the official paper form or on-line form [www.lorealcouroutrophy.com](http://www.lorealcouroutrophy.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.
- 6 finalists will be selected to attend the Final on Tuesday 24th April 2012.
- All entrants will be notified, if they have gone through to the Final, by registered post by Friday 2nd March 2012.
- A list of the successful entrants through to the Final can be obtained by looking on [www.lorealcouroutrophy.com](http://www.lorealcouroutrophy.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 plus a technical expert from L'Oréal Professionnel.
- The top 6 entries will be selected to go through to the LIVE final stage based on these photographic entry criteria.
- The photograph must demonstrate the ability to construct a fantastic editorially 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.
- Previously coloured wefts, weaves and extensions covering maximum 20% of the head only can be used – no full wigs.

### LIVE GRAND FINAL STAGE

- Mizani Afro Catwalk Look Award Final will take place on Tuesday 24th April 2012 at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ. All members of the team (including the model) must arrive by 10.45am to register at L'Oréal Professionnel to be eligible to take part in the Grand Final.
- The same team, with the exception of the model, that made up the team used at the photographic entry stage must compete at the Grand Final. The Promoter will only deviate from this rule in the case of exceptional circumstances (such as serious illness, disability or death) to be determined at L'Oréal Professionnel's sole discretion. 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 the Grand Final.
- The Finalists are required to bring a female model of African/Caribbean descent that will best demonstrate their colour and finished look.
- The model is not expected to be professional, but competitors are advised that they should be photogenic as they will be photographed and filmed at the LIVE Final.
- Entrants will be required to produce a photograph of the model prior to the colour work performed on her 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 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. A signed client record card will be required as proof of this if the team is applying colour at the L'Oréal International Academy.
- Previously coloured wefts, weaves and extensions covering maximum 20% of the head using L'Oréal Professionnel Colour can be used – no full wigs.
- At the LIVE final the Finalist teams will be required to create their look (colour and blow dry) with respect to the brief, they will have 2 1/2 hours to complete this.
- The look can be pre-cut into the desired shape prior to the Final.
- The entry photograph submitted at the photographic entry stage will not form part of the Final judging process.
- Entrants must be prepared to answer questions about their colouring technique and products used during the prep time by the judges.
- 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 and Mizani products.
- The overall winner will be selected at the LIVE final. The winner will then be announced at the L'Oréal Professionnel Colour Trophy Grand Final on Monday 28th May 2012 at the Grosvenor House, Park Lane, London W1K 6JP. The stylist, colourist and model only will be given free tickets to attend the awards event at the Grosvenor House on the evening of Monday 28th May 2012. These tickets are not transferable.
- The model and hair stylist together with the outfit used at the LIVE final will be required to be at the Grosvenor House by 2pm on Monday 28th May 2012 where L'Oréal Professionnel will provide a make-up artist for all the 6 finalists' models. The models will then be rehearsed on stage and presented on stage at the Grand Final.
- The judges' decision is final and no correspondence will be entered into regarding this decision.

### LIVE FINAL 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 can already be completed and must be technically well executed and reference the brief above. Small pre – coloured individual hair wets, weaves or extensions covering up to 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 well applied and suit the model.
- Model criteria: They do not need to be professional but they must be of African/Caribbean descent with Afro Hair, have a 'wow' factor and be able to present the look in a professional manner and be able to catwalk.

### LIVE FINAL MARKING CRITERIA

The judging will be conducted as follows:

- Each of the judges are required to select an overall 1st place from the 6 Grand Finalists of the Mizani Afro Catwalk Look Award. Judges select their 1st, 2nd etc to 6th for each Finalist and indicate on their marking sheet 1, 2 to 6 for their placing, 1st being their favourite, 6th their least favourite. The marks from all the judges are then averaged to determine who overall is 1st in the 2012 Mizani Afro Catwalk Look Award competition. Should a tie occur the judges will be required to discuss and agree who overall should be placed 1st overall.
- THE PRIZE**
- The salon of the winning team will receive the Mizani Afro Catwalk Look 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 the 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 styling as the Grand Final 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.
    - A Mizani shoot art directed by Mizani for use in ethnic consumer magazines in 2012/13 and to promote the Mizani Afro Catwalk Look Award for 2013.

In consideration for the opportunities, exposure and experience granted by L'Oréal (UK) Limited in the prizes, 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 prize experiences and agree to sign a release and consent form to be provided by L'Oréal Professionnel.

colour  
trophy  
2012

the  
entry form  
2012

MIZANI AFRO CATWALK  
LOOK AWARD

HAIR INSPIRED BY FASHION



L'ORÉAL  
PROFESSIONNEL



*your*  
**photo  
here**

10"x8"

# the entry form 2012

MIZANI AFRO CATWALK  
LOOK AWARD

TEAM LEADER NAME-

SALON NAME-

SALON ADDRESS-

POSTCODE-

EMAIL-

TELEPHONE (inc. STD code)-

MOBILE-

## Conditions of entry

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- Entrants must only use L'Oréal Professionnel Colour and Styling Products or Mizani Products on their models.
- Entrants must either send a colour 10"x8" photo or upload a photo (min size 3MB or 300dpi) onto [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) of their female model fulfilling the brief above. These may be a head or full-length shot but no more than one year old.
- Entrants must clearly mark on the back of their photo that they are entering the Mizani Afro Catwalk Look Award category and attach the photo to the correct entry form enclosed in the 2012 L'Oréal Professionnel Colour Trophy entry pack or ensure the online form is filled in correctly and photo of the minimum size required attached when uploading their entry.
- 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.
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- All titles and prizes are awarded to the salon rather than individuals within a team.
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- Entry to the Mizani Afro Catwalk Look Award 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 and/or Mizani 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 LIVE Final & Grand Final and Winners Shoot (LIVE Final 24th 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).