

# L'Oréal Professionnel Colour Trophy Award 2012

## Terms and Conditions

- The competition is open to all Republic of Ireland 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 female model that complements an editorially inspired Autumn/Winter 2012/2013 total look.
- Entry to the L'Oréal Professionnel Colour Trophy is €100 payable on registration and includes the team members' tickets to the Eliminator event.
- 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). 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 should consist of no more than four people (including the model) and all members of the team must be Irish residents and be 16 years or over on closing date of entry, 23rd March 2012. The team members must remain the same throughout the competition (from the Eliminator 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 Eliminator and Grand Final stages.
- The entrants' salon must be trading at the time of entry. If the salon is trading with L'Oréal, must be fully compliant with L'Oréal conditions of sale and credit terms of all stages of the competition.
- 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.
- 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 from Wednesday 4th January 2012. All entries must reach L'Oréal Professionnel by Friday 23rd March 2012, and if sent by mail addressed to L'Oréal Professionnel Colour Trophy, Styne House, Upr Hatch St, Dublin 2. 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 (UK) Limited, 255 Hammersmith Road, London W6 8AZ

### JUDGING & MARKING CRITERIA

#### ELIMINATOR STAGE

- The Eliminator events is being held at O'Reilly Hall, UCD, Dublin 4 April 10th 2012.
- Entrants must arrive on the day at the venue by 5pm to register with L'Oréal Professionnel. All members of the team (including the model) must be present at registration.
- All team members will be given tickets to the Eliminator. These tickets are not transferable.
- 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' Eliminator date.
- All team members must remain the same throughout the process. 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.
- All hair colour application and rinsing off must be completed prior to arriving at the Eliminator 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 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 colourist within the team will be required to answer some questions about the colour and technique used on the model at 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 only L'Oréal Professionnel Products have 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, drinking or eating is allowed on the competition floor.
- Prior to the live competition starting hair should be damp and prepared for blow-drying.
- If hair is set, rollers/bendies etc must not be removed prior to competition starting.
- Previously coloured wigs, weaves and extensions covering maximum 20% of the head using L'Oréal Professionnel Colour can be used – no full wigs.
- Cutting will be allowed on the competition floor.
- Only the hair stylist is allowed on the floor until the last ten 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 up to 1 hour so the models should not be presented in an un-natural pose.
- The model will be photographed during the judging.
- 16 teams will be selected to go through to 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 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/or 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 be able to catwalk.

#### MARKING CRITERIA

- All L'Oréal Professionnel Colour Trophy Finalists in the competition are 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 45th relative to one another. The top 16 placed entrants will then be selected and after a discussion between the judges, they will be selected to go through to the Grand Final.

#### GRAND FINAL STAGE

- L'Oréal Professionnel Colour Trophy Grand Final will take place on Monday 11th June 2012 at O'Reilly Hall, UCD, Dublin 4. Teams must arrive by 2pm 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 Eliminator event 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 sold half price tickets at €100 to attend the awards event at the O'Reilly Hall on the evening of 11th June 2012.
- Should the entrant succeed at Eliminator 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 Eliminator. L'Oréal Professionnel will police this as follows: models at Eliminator stage will be photographed both close up and full length. At the Grand Final models will be scrutinised by L'Oréal Professionnel; if the models look is not exactly the same as at the Eliminator 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 45 minutes in which to replicate their winning look. Teams will have coloured the hair prior to arriving 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 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 have had a skin allergy test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol.
- 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, 2nd and 3rd place for the L'Oréal Professionnel Colour Trophy 2012 will be selected from all 16 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 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

- Each of the judges are required to select overall 1st, 2nd and 3rd place from the 16 Grand Finalists of the L'Oréal Professionnel Colour Trophy. Judges will be required to mark the competitors from 1st to 16th place with 1st being the winner. All judges' marks are averaged for each entrant to calculate positions of each from 1st to 16th relative to one another. Should a tie occur the judges will be required to discuss and agree who overall should be placed 1st, 2nd and 3rd.
- Once the judging is complete the 16 Grand Finalist models will be taken to the O'Reilly Hall. 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 winner, 2nd, 3rd will be announced at the L'Oréal Professionnel Colour Trophy Grand Final on the evening of Monday 11th June 2012 at the O'Reilly Hall.

#### THE PRIZE

- The salon of the winning team will receive the L'Oréal Professionnel Colour Trophy 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 Monday 18th June 2012 in Dublin. The winning salon will be required to provide the same model and alternative clothes styling for this shoot. The photographs produced will be used to promote the salon's win in local press and hairdressing trade publications for the salon's 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 tailored 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 Ireland's top fashion consumer magazines
    - Meeting their hairdressing idol
    - 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

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  
COLOUR TROPHY AWARD

HAIR INSPIRED BY FASHION



L'ORÉAL  
PROFESSIONNEL

# the entry form 2012

L'ORÉAL PROFESSIONNEL  
COLOUR TROPHY AWARD

TEAM LEADER NAME (to whom all correspondence should be sent)-

SALON NAME-

SALON ADDRESS-

EMAIL-

TELEPHONE (inc. STD code)-

TEAM LEADER MOBILE-

## Conditions of entry

- The Challenge: Entrants must create an exquisite colour and style on a female 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.
- All entrants must register with L'Oréal Professionnel, Styne House, Upper Hatch Street, Dublin 2 between Wednesday 4th Jan and 23rd March 2012 using the correct entry form enclosed in the 2012 L'Oréal Professionnel Entry pack. Late Entries will not be permitted.
- 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 four people including the model and all members of the team must be Irish residents and be 16 years or over on closing date of entry, 23rd March 2012. The team members must remain the same (including the model) throughout the competition (from the Eliminator stage and/or the Grand Final, as applicable).
- The model, clothes, make-up and hairstyle must remain the same at both Eliminator and Grand Final stages.
- Entry to the L'Oréal Professionnel Colour Trophy is €100 payable on registration and includes the team members' tickets to the Eliminator event.
- Promoter: L'Oréal (UK) Limited, 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 Eliminator 10th April 2012, Grand Final 11th June 2012 and Winners Shoot 18th 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 Eliminator 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).

*your*  
**photo  
here**

10"x8"

# L'Oréal Professionnel Men's Image Award 2012

## Terms and Conditions

- The competition is open to all Republic of Ireland 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 – Men's Image Award is €100 payable on registration, and includes the team members' tickets to the Eliminator Event.
- 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 Irish residents and be 16 years or over on closing date of entry, 23rd March 2012. The team members must remain the same throughout the competition (from the Eliminator 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 Eliminator and Grand Final stages.
- The entrants' salon must be trading at the time of entry. If the salon is trading with L'Oréal, must be fully compliant with L'Oréal conditions of sale and credit terms of all stages of the competition.
- 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.
- 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 Eliminator 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 from Wednesday 4th January 2012. All entries must reach L'Oréal Professionnel by Friday 23rd March 2012. And if sent by mail, addressed to L'Oréal Professionnel Colour Trophy, Styne House, Upper Hatch St, Dublin 2. 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 (UK) Limited, 255 Hammersmith Road, London W6 8AZ.

### ELIMINATOR STAGE

- Entrants must arrive on the day at the venue by 3pm 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 Eliminator Final date.
- All hair colour application and rinsing off must be completed prior to arriving at the Eliminator 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 4.15pm 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, drinking or eating is allowed on the competition floor.
- Prior to the live competition starting hair should be damp and prepared for blow-drying.
- If hair is set, 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.
- 10 teams will be selected to go through to 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 be able to catwalk.

### MARKING CRITERIA

- All L'Oréal Professionnel Men's Image Award Eliminator competitors 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 60th relative to one another. The remaining entrants will then be given a placing of 3rd to 60th 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 11th June 2012 at O'Reilly Hall UCD, Dublin 4. Teams must arrive by 2pm 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 Eliminator 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 sold tickets half price at €100 to attend the awards event at O'Reilly Hall on the evening of 11th June 2012.
  - Should the entrant succeed at the Eliminator and therefore qualify for the Grand Final the model, hair colour, hair style, clothes and make-up must remain the same. 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 look is not exactly the same as at the Eliminator, 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.
  - 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. 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 10 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 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 10 Grand Finalists of the L'Oréal Professionnel Men's Image Award. Judges select their 1st, 2nd etc to 10th for each Finalist and indicate on their marking sheet 1, 2 to 10 for their placing – 1st being their favourite, 10th their least favourite. The marks from all the judges are then averaged to determine who overall is 1st in the 2012 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 10 grand finalist models will be taken to O'Reilly Hall. 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 winner and runner up will be announced at the L'Oréal Professionnel Colour Trophy Grand Final on the evening of Monday 11th June 2012 at O'Reilly Hall.

### 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 Monday 18th June 2012 in Dublin. The winning salon will be required to provide the same model and a clothes stylist for this shoot. 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 Irelands top fashion consumer magazines
  - Meeting their hairdressing idol
  - 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

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  
MENS IMAGE AWARD

TEAM LEADER NAME (to whom all correspondence should be sent)-

SALON NAME-

SALON ADDRESS-

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.
- All entrants must register with L'Oréal Professionnel, Styne House, Upper Hatch Street, Dublin 2 between Wednesday 4th Jan and 23rd March 2012 using the correct entry form enclosed in the 2012 L'Oréal Professionnel Entry pack. Late Entries will not be permitted.
- 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 four people including the model and all members of the team must be Irish residents and be 16 years or over on closing date of entry, 23rd March 2012. The team members must remain the same (including the model) throughout the competition (from the Eliminator stage and/or the Grand Final, as applicable).
- The model, clothes, make-up and hairstyle must remain the same at both Eliminator and Grand Final stages.
- Entry to the L'Oréal Professionnel Colour Trophy is €100 payable on registration and includes the team members' tickets to the Eliminator event.
- 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 Eliminator 10th April 2012, Grand Final 11th June 2012 and Winners Shoot 18th 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 Eliminator 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).

# L'Oréal Professionnel Young Colourist Award 2012

## Terms and Conditions

- The competition is open to all Republic of Ireland residents aged between 16 and 25 on closing date of entry 23rd March 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 onto [www.lorealcourtrrophy.com](http://www.lorealcourtrrophy.com). 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 date.
- 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.
- The entrants' salon must be trading at the time of entry. If the salon is trading with L'Oréal, must be fully compliant with L'Oréal conditions of sale and credit terms of all stages of the competition.
- The model used at photographic entry stage of the competition must be 16 or over and 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 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.lorealcourtrrophy.com](http://www.lorealcourtrrophy.com) from Wednesday 4th January 2012. All entries must be received by Friday 23rd March 2012, and if sent by mail, addressed to L'Oréal Professionnel Colour Trophy, Styne House, Upr Hatch St, Dublin 2. 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.lorealcourtrrophy.com](http://www.lorealcourtrrophy.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.lorealcourtrrophy.com](http://www.lorealcourtrrophy.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 23rd March 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 required to register their entry to the Eliminator by 23rd March 2012.

### THE ELIMINATOR, JUDGING AND MARKING:

- Entrants must arrive on the day of the Eliminator at the venue by 7.30pm to register with L'Oréal Professionnel.
- The photographic entry must demonstrate the ability to executes a fantastic hair cut and colour with a high level of finish.
- At the Eliminator the photographic entry 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 judges will select six entrants to go through to the LIVE Final stage based on the entry criteria outlined.

### LIVE FINAL STAGE

- Apart from the model (who may change between the photographic (Eliminator) stage and the LIVE stage only) the entrant must remain the same throughout the competition (from photographic entry

stage through to the LIVE 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.

- L'Oréal Professionnel Colour Trophy – Young Colourist Award LIVE Final will take place on Monday 30th April 2012 at the L'Oréal International Academy, Styne House, Upper Hatch Street, Dublin 2. Teams must arrive by 10am to register at L'Oréal Professionnel to be eligible to take part in the LIVE Final.
- The six finalists will each be given a free ticket to attend the awards event at O'Reilly Hall on the evening of 11th June 2012. This ticket is not transferable. 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
- Each finalist is required to bring a female model of their choice that will best demonstrate their colour and finished look. This need not be the same model as the photographic entry.
- The finalists must undertake all of the colour work at the LIVE Final, the hair must not have been pre-coloured prior to the LIVE Final.
- 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.
- The finalists are required to colour, blow-dry and style their models hair only. They will have 3 ½ hours to complete this. Finalists are asked NOT to pre-colour their models hair as judges are required to see the hair before, during and after colouring.
- The hair can be pre-cut into the desired shape prior to the LIVE Final.
- Finalists can bring one person with them to blow dry the hair should they not feel competent to do this. This person is not allowed to assist in the colour work or coach finalist in any way. Non compliance of this point will result in instant disqualification.
- The entry photograph already submitted at the photographic entry stage will not form part of the LIVE Final judging process.
- Models are asked to wear black top, black skirt/trousers and a pair of black heels
- L'Oréal Professionnel will provide a make-up artist to make-up all finalist models.
- Finalists must come prepared to present to the judges with a mood board illustrating how they have put their look together, colours, technique and names of products used and be prepared to answer questions on this.
- Finalists 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 winner will be selected for the L'Oréal Professionnel Colour Trophy – Young Colourist Award 2011 will be selected from all six LIVE Finalists.
- The winner will be announced at the L'Oréal Professionnel Colour Trophy Grand Final on Monday 11th June 2012 at O'Reilly Hall, University College Dublin, Dublin 4. Models will not be required to attend.
- The judges' decision is final and no correspondence will be entered into.

### JUDGING CRITERIA

- Entrants create a female look that demonstrates a wearable, commercial, fashion-led high street colour and finish on a live model.
- The models will be judged by a minimum of four hairdressing industry leaders selected by L'Oréal Professionnel plus a L'Oréal Professionnel technical expert.
- 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 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.
- 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.
- 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.

### MARKING CRITERIA

- Judging marks are split into 80% – colour result and 20% – the candidate and how they present themselves and their moodboard
- The judging will be split into three sections:
  - The judges will circulate the competition floor and will ask informal questions to each of the finalists about their look, colour placement and technique.
  - Formal interviews will be held where each Finalist will present to the panel of judges a mood board (which finalists will have prepared in advance) illustrating how they have put together their look including a description of the colouring technique, colours and products used on the model's hair.
  - Deciding L'Oréal Professionnel Colour Trophy – Young Colourist Award 1st place. Each of the 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 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.

### THE PRIZE

- The individual winning the L'Oréal Professionnel Colour Trophy – Young Colourist Award 2012 prize will receive the following:
  - A one day shoot to photograph the winning look on the winning model to take place on 18th June 2012 in Dublin. The winning individual will be required to provide their model and clothes styling for this shoot. L'Oréal Professionnel will provide reasonable transportation costs to attend this shoot for the model, winner and assistant. The photographs produced will be used to promote their win in local press and hairdressing trade publications for their winning year and to promote the L'Oréal Professionnel Colour Trophy competition for the following year.
  - They will take part in an education programme that will ultimately lead to the winner becoming a L'Oréal Professionnel Colour Specialist.
  - The winner will take part in an Evening of Colour Presentation run during their winning year.
  - The winner will receive two tickets to selected L'Oréal Professionnel events run during their winning year.

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

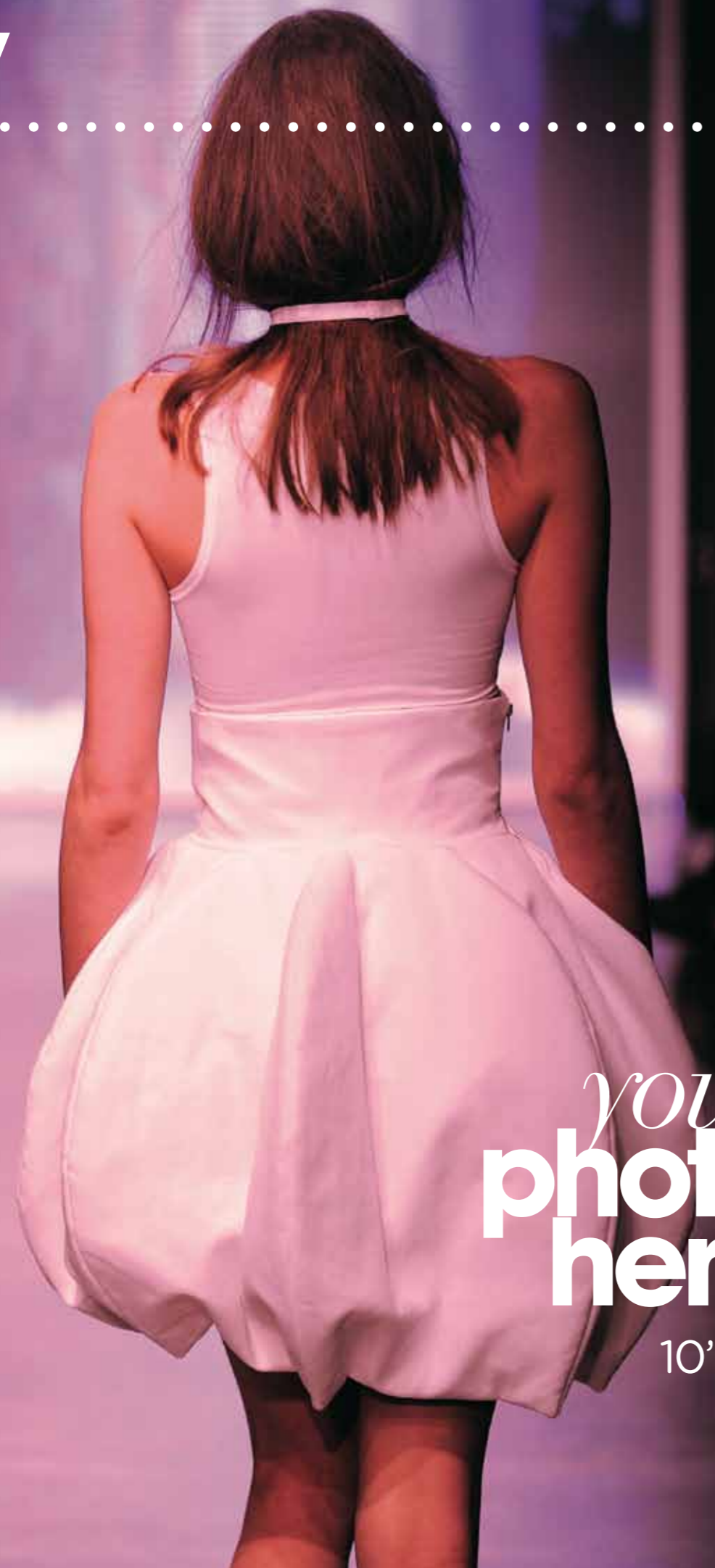
the  
entry form  
2012

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

YOUNG COLOURIST NAME-

SALON MANAGER NAME (to whom all correspondence should be sent)-

SALON NAME-

SALON ADDRESS-

EMAIL-

TELEPHONE (inc. STD code)-

TEAM LEADER MOBILE-

PLEASE DESCRIBE BRIEFLY WHAT COLOUR WAS USED ON YOUR MODEL:

## 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 Irish residents aged between 16 and 25 on closing date of entry 23rd March 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.
- 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.
- Entrants must 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.
- If sending the entry 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, Styne House, Upper Hatch St, Dublin 2 or they must fill in the online form correctly and attach the minimum required sized photos when uploading their entry.

- 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 23rd March 2012. Late entries will not be permitted.
- Should entrants reach the LIVE Final stage, entrants will need to be available to come to the LIVE final at the L'Oréal International Academy in Dublin on 30th April 2012.
- Entry to the L'Oréal Professionnel Colour Trophy – Young Colourist Award is free.
- Promoter: L'Oréal (UK) Limited, 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 Eliminator 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).