

L'Oréal Men's Image Award

Terms and Conditions 2018

THE BRIEF

- Entrants must create a well-executed, complementary colour showcasing a male look. This must be complemented by a well finished style and total look taking inspiration from upcoming trends.
Entrants can interpret this as they see fit but the final look must share the same values as L'Oréal Professionnel. These are:
 - Fashion: Taking inspiration from trends
 - Innovation: Classic elements, with a brand new twist
 - Pioneering: A colour that has not been done before and could be a future trend
 - The work presented must always be exceptionally executed and technically correct.
- The hair colour will be the overriding factor in any decision making process.

GENERAL

- 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 such persons or the competition. If such connection is discovered, relevant entrants will automatically be disqualified.
- The competition opens on Monday 8 January 2018 and closes on Monday 26 February 2018.
- L'Oréal reserves the right to revise this date and extend the period for accepting entries to the competition in the event of circumstances arising beyond its reasonable control.
- Late entries will not be permitted.
- Entries must be uploaded onto www.lorealcolourtrophy.com.
- Entrants must only use L'Oréal Professionnel colour and styling products on the model and no other products.
- Entry to the L'Oréal Men's Image Award is free.
- Entrants may not enter the same picture for more than one award category.
- The team entering should consist of no more than three (3) people (including the model). All members of the team must be UK residents and be aged 16 or over on the closing date (26 February 2018).
- There is no limit to the number of teams from the same salon that can enter this category (the L'Oréal Men's Image Award).
- Each team that enters must create a unique username and email address upon entry.
- No two teams can have the same colourist.
- No two teams can have the same stylist.
- The colourist and stylist full names must be confirmed in the entry form and must remain the same throughout the competition. Proof of ID, such as passport or driver's license will be checked by L'Oréal Professionnel to verify the team names at the Regional Semi-Final and Grand Final.
- If the stylist cannot continue to be part of the competing team, the colourist can continue on their own and cannot include a new stylist in the team. If the colourist cannot continue to be part of the competing team, then the team will be disqualified. L'Oréal Professionnel 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's sole discretion.

- Should a team be successful after the Photographic Entry stage and go through to the Regional Semi-Final stage, they are not required to recreate the winning look from the Photographic Entry stage; therefore the model, clothes, make-up and hairstyle may change between the Photographic Entry stage and the Regional Semi-Final stage.
- Should a team be successful at the Regional Semi-Final stage and go through to the Grand Final stage, the model, clothes, make-up and hairstyle must remain the same at both Regional Semi-Final and Grand Final stages.
- The models used at all stages of the competition must be 16 or over.
- If a colour application is carried out at any point during the competition period, the model must have had an allergy alert test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol.
- The entrant salon must be trading at the time of entry. If the salon is trading with L'Oréal, it must be fully compliant with L'Oréal's conditions of sale and credit terms at all stages of the competition.
- 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.
- All prizes awarded to the salon must be claimed during the salon's winning year from Monday 4 June 2018 to Sunday 2 June 2019.
- The prizes are as stated and there are no alternatives or cash substitutes.
- The hair colourist and hair stylist must get the consent of the salon owner(s) to enter into this competition.
- Strictly no under 16's will be allowed admission to any stages of this competition.
- Entrants grant L'Oréal (UK) Limited with a transferrable, 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 Colour Trophy competition (whether they proceed to the Regional Semi-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 L'Oréal Colour Trophy event, PR content print and online, editorial, advertising and advertorial content, trade press and 2018/2019 competition promotion print and online and educational or internal purposes, etc.).
- 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.
- The judges' decisions are final and no correspondence will be entered into regarding any decisions.
- At its sole discretion, L'Oréal Professionnel may decide to allow salons to use its images. Any images supplied by L'Oréal Professionnel to any salon must always be credited to L'Oréal Professionnel Colour Trophy when being used for any purpose whatsoever.
- If the prize is declined or if the winner forfeits the prize under these terms and 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, a trading division of L'Oréal (UK) Limited, 255 Hammersmith Road, London, W6 8AZ.

PHOTOGRAPHIC ENTRY STAGE

- Entries must be received on or before Monday 26 February 2018.
- Entrants must complete their entry form online on www.lorealcolourtrophy.com.
- Entrants must showcase a male look interpreting the Brief. Entrants must upload their entry photo which must be:
 - minimum 3 megabytes and maximum 7 megabytes in size;
 - in colour;
 - in one of the following file types only: jpeg or tiff; and
 - no more than 1 year old at the date of entry
- The photograph may be a head or full-length shot.
- At Photographic Entry stage, entrants are not required to submit a “before” photograph of their model prior to any colour application, but they will be required to bring along a “before” photo of their live model (taken from the front or side only) if they get through to the Regional Semi-Final stage or Grand Final stage.
- Entries will only be accepted if they are uploaded onto the official website www.lorealcolourtrophy.com with the fully completed entry form. Incomplete, illegal, misdirected or late entries will not be valid. Proof of complying with these requirements will not be accepted as proof of receipt or entry. Responsibility cannot be accepted for lost, damaged or delayed entries due to technical or connectivity problems or otherwise.
- A list of the entrants successfully through to each Regional Semi-Final can be obtained by looking on www.lorealcolourtrophy.com from 12pm on Wednesday 7 March 2018.
- All entrants will be notified whether they have gone through to the Regional Semi-Finals by email by Friday 9 March 2018.

JUDGING CRITERIA FOR PHOTOGRAPHIC ENTRY STAGE

- The photographic entries will be judged by a minimum of ten (10) hairdressing industry leaders selected by L’Oréal Professionnel.
- All entries are allocated to one of eight (8) regions depending on the post code of the salon. These regions are Northern Irish, Scottish, North Western, North Eastern, Eastern, Western, Southern and London.
- The judges can select a maximum of twenty five (25) entrants for each region to go through to the Regional Semi-Final stage based on the photographic entry criteria outlined below.
- The photograph submitted must showcase the entrant’s interpretation of the Brief.
- The photograph will be judged on the colour that’s been created on the model’s hair and the overall finished cut and/or styling.
- Wefts, weaves and extensions covering a maximum 20% of the head using L’Oréal Professionnel Colour can be used.
- No full wigs are allowed.

REGIONAL SEMI-FINAL STAGE

- The 2018 Regional Semi-Final Tour dates are confirmed as follows:
 - Western Region Semi-Final: Sunday 15 April 2018
 - North Western Region Semi-Final: Monday 16 April 2018
 - North Eastern Region Semi-Final: Tuesday 17 April 2018
 - Scottish Region Semi-Final: Wednesday 18 April 2018
 - Northern Irish Region Semi-Final: Monday 23 April 2018
 - Southern Region Semi-Final: Sunday 29 April 2018
 - London Region Semi-Final: Monday 30 April 2018

- Eastern Region Semi-Final: Tuesday 1 May 2018
- All competition teams must arrive at 4.30pm on the day of their designated Regional Semi-Final at the venue to register with L'Oréal Professionnel. All members of the competition team (including the model) must be present at registration.
- If the team has not registered with L'Oréal Professionnel by 5.30pm the team will be automatically disqualified.
- All Regional Finalists will need to ensure that their chosen model has completed and signed a model release form.
- At registration, the colourist within the team will be required to answer some questions about the colour and technique used on the model. The hair will then be checked on the competition floor by a L'Oréal Professionnel Education Manager to verify the answers given by the colourist. This is to confirm that only L'Oréal Professionnel Products have been used on the model's hair.
- The colourist and stylist names (excluding the model) must correspond to the names that were submitted on the entry form at the Photographic Entry stage. L'Oréal Professionnel 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.
- The model, clothes, make-up and hairstyle may change between the Photographic Entry stage and the Regional Semi-Final stage.
- Models should be dressed prior to the competition start. They will be provided with a L'Oréal Professionnel gown at registration.
- All three (3) or less team members (including the model) will be given free tickets to their designated Regional Semi-Final. These tickets are strictly non-transferrable.
- All Regional Semi-Finalists will be required to produce a photograph of the model prior to any colour work performed on the hair dated no older than 1 January 2018. This photo must be a front or side view of the model and will be shown to the judges so they can understand the expertise and extent of the colour work performed on the model. Failure to do this will result in disqualification.
- By 6:00pm, only the stylist and model must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- Neither the stylist nor the model may leave the floor during the competition.
- All hair colour application and rinsing off must be completed prior to arriving at the Regional Semi-Final venue. There is no provision for entrants to colour hair at the venues. Prior to the live competition starting, the model's hair can be only in one of these 4 states:
 - Damp, pre-damp ready to be dried/styled;
 - Dry ready to be damped down and dried/styled;
 - Dry, ready to be styled; or
 - En-pli/prepped and/or set with rollers/bendies still in - these cannot be removed prior to the start of the competition.
- Previously coloured wefts, weaves and extensions covering a maximum of 20% of the head using L'Oréal Professionnel colour can be used.
- No full wigs are allowed.
- Once the model and stylist have entered the competition floor, the model's state of hair cannot change and the stylist cannot touch the hair until the competition starts.
- Teams will have 30 minutes to finish their look.
- No smoking or drinking is allowed on the competition floor.
- Cutting will be allowed on the competition floor.
- Only the hair stylist is allowed on the floor. This will be strictly enforced by the L'Oréal Professionnel staff during the competition time and any other team members present at the workstation will be asked to leave immediately.

- 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 will be catwalked to assess their animation. The judging will take up to 45 minutes.
- The model will be photographed and videoed during the judging.
- In total, three (3) teams will be selected at each Regional Semi-Final, one (1) of which will go through to represent that region at the Grand Final and two (2) of which will be shortlisted for the Shortlisted Judging Stage to potentially go through to represent that region at the Grand Final.
- All three (3) teams will be invited onstage for the presentation and photographs.

JUDGING CRITERIA FOR REGIONAL SEMI-FINAL STAGE

- The competition will be judged by a minimum of four (4) hairdressing industry leaders selected by L'Oréal Professionnel.
- The competitors must demonstrate they are able to follow the Brief.
- Wefts, weaves and extensions covering a maximum 20% of the head using L'Oréal Professionnel Colour can be used.
- Models do not have to be professional but they have to be confident, self-assured, 'own' their look and walk convincingly down the catwalk.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and hair stylist have created.

MARKING CRITERIA FOR REGIONAL SEMI-FINAL STAGE

- All L'Oréal Men's Image Regional Semi-Finalists judged on the criteria above will be marked in the following way: Each of the judges will be required to mark 1st place - 1 point, 2nd place - 2 points and 3rd place - 3 points. The rest of the competitors will be marked 10 points up to a maximum of 20 with every finalist 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 last relative to one another.
- After a discussion between the judges, one (1) team will be selected to go through to the Grand Final. If a unanimous decision cannot be reached by the judges the one (1) highest marked entrant will go through.
- After a discussion between the judges, two (2) teams will be shortlisted for the Shortlisted Judging Stage to potentially go through to represent that region at the Grand Final. If a unanimous decision cannot be reached by the judges the two (2) highest marked entrants (out of those remaining following the selection of one (1) team as outlined above) will be shortlisted.
- These three (3) teams will be announced on stage at each event.
- The remaining entrants will then be given a placing of 4th to 25th (maximum) dependent on their average marks attained.
- The remaining entrants can find out their placing after the Regional Semi-Final by emailing lctqueries@loreal.com.
- Once the judging is complete, all competition teams will need to leave the competition floor.

SHORTLISTED JUDGING STAGE

- All sixteen (16) shortlisted teams that were not guaranteed their place at the Grand Final from across all eight (8) regions will be judged collectively.

- This stage will be judged by a minimum of four (4) hairdressing industry leaders selected by L'Oréal Professionnel.
- The judges will judge this stage using the model photographs taken by L'Oréal Professionnel at the Regional Semi-Final stage and for the avoidance of doubt, such judging will take place remotely by the judges viewing such photographs digitally rather than at an event with the teams present.
- The judging shall take place between Wednesday 2 May 2018 and Monday 7 May 2018.
- Photographs will be judged based on whether the teams have followed the Brief.
- The judges will select their 1st, 2nd, 3rd up to 16th place with 1 being their favourite and 16 their least favourite.
- The judges' marks will be added together and the top eight (8) placed teams will then be automatically selected to go through to compete at the Grand Final regardless of what region they are from.
- These eight (8) teams will be announced on www.lorealcolourtrophy.com at 12:00pm on Wednesday 9 May 2018.

GRAND FINAL STAGE

- The L'Oréal Men's Image Award Grand Final will take place on Monday 4 June 2018 at the L'Oréal International Academy, 255 Hammersmith Road, London, W6 8AZ.
- The winning teams from each region must arrive at 9:00am to register at the L'Oréal International Academy in London to be eligible to take part in the Grand Final.
- All team members (including the model) that made up the team which won at the Regional Semi-Final must compete at the Grand Final. L'Oréal Professionnel will only deviate from this in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at L'Oréal's sole discretion.
- Each team member (including the model) will be given a free ticket (maximum 3 per team) to attend the awards event at Battersea Evolution, London on the evening of Monday 4 June 2018. These tickets are strictly non transferrable.
- For all teams that qualify for the Grand Final, the model, hair colour, hair style, clothes and make-up must remain the same as presented at the Regional Semi-Final.
- L'Oréal Professionnel will verify this as follows: The models at the Regional Semi-Finals will be photographed both close up and full length. At the Grand Final models will be scrutinised by L'Oréal Professionnel and if the models are not exactly the same as at the Regional Semi-Finals, the team will be given the opportunity to correct the look on the spot. If the team are unable to do this, they will be instantly disqualified.
- Teams will have 30 mins in which to replicate their winning look from the Regional Semi-Final. Teams must have coloured the model's hair prior to arriving at the Grand Final.
- All teams must be prepared to answer questions from a selection of the judges about their colouring technique and products used during the prep time.
- Entrants will be required to produce a copy of a photograph of the model prior to any colour work performed on the hair dated no older than 1 January 2018 (taken from the front or side only). This will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to have this will result in disqualification.
- Teams will be interviewed by L'Oréal Professionnel Education Managers about their technique, application and colours used on the model to verify the sole use of L'Oréal Professionnel products.
- Once the judging is completed the models of the sixteen (16) Grand Finalists will be taken to Battersea Evolution, London. They will be escorted by L'Oréal Professionnel staff who

will then work with the models to rehearse a catwalk that they will perform later that evening at the L'Oréal Colour Trophy Grand Final event.

- The hair stylists of the Grand Finalist teams will be allowed access to their model at 6:00pm 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.
- An overall Grand Final Winner (1st place) and Grand Final runner up (2nd place) for the L'Oréal Men's Image Award 2018 will be selected from all sixteen (16) Grand Finalists.
- The overall winner and runner up will be announced at the L'Oréal Colour Trophy Grand Final on the evening of Monday 4 June 2018 at Battersea Evolution, London.

JUDGING CRITERIA FOR GRAND FINAL STAGE

- The competition will be judged by a minimum of five (5) hairdressing industry leaders selected by L'Oréal Professionnel.
- The competitors must demonstrate they are able to follow the Brief.
- Wefts, weaves and extensions covering a maximum 20% of the head using L'Oréal Professionnel Colour can be used.
- No full wigs are allowed.
- Models do not have to be professional but they have to be confident, self-assured, 'own' their look and walk convincingly down the catwalk.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and hair stylist have created.

GRAND FINAL MARKING CRITERIA

- The judging for the Grand Final will be conducted as follows: each of the judges is required to select the overall Grand Final Winner (1st place) and a Grand Final Runner Up (2nd place) from all of the sixteen (16) Grand Finalists.
- Judges will indicate on their marking sheet 1, 2, 3, etc. to 16 for their placing with 1 being their favourite and 16 being their least favourite. All of the judges' marks are then averaged for each entrant in order to calculate the positions of each from 1st to last relative to one another. The top four (4) placed teams will be discussed between the judges who will then agree unanimously who overall should be placed 1st and 2nd (as a runner up).
- If a unanimous decision cannot be reached by the judges, the highest marked entrants will be selected as 1st and runner up.

THE PRIZE

- The salon of the winning team (Grand Final overall winner) will receive the L'Oréal Men's Image Award 2018 and the winning salon team members comprising of the hair stylist and hair colourist will have the opportunity to attend the prize experiences.
- The 3 part prize will consist of the following:
 - A 3-day European trip from 16 to 18 July 2018 for the winning hair stylist and hair colourist to photograph the winning look (the model will only be required for the shoot day on Tuesday 17 July 2018). L'Oréal Professionnel will confirm the venue and agenda, and provide reasonable transportation, hotel accommodation and subsistence costs to attend this trip. The photographs produced will be used to promote the salon's win in local press and hairdressing trade publications during the salon's winning year and to promote the L'Oréal Colour Trophy competition for the following year.

- A Winners Lunch to take place in London on either 16 July 2018 or 23 July 2018. L'Oréal Professionnel will confirm the date, venue and agenda, and provide reasonable transportation, hotel and subsistence costs to attend this lunch.
- The above activity will be followed by a relevant photo or video shoot opportunity to create a feature in a leading consumer print or digital title in 2019. L'Oréal Professionnel will provide reasonable transportation costs and one-night's hotel accommodation to attend this photographic session for the hair stylist and hair colourist from the winning salon. The model will not be required for this element of the prize.
- In consideration for the opportunities, exposure and experience granted by L'Oréal (UK) Limited, 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 prize year and agree to sign a release and consent form to be provided by L'Oréal Professionnel.