

L'Oréal Colour Trophy Afro Award

Terms and Conditions 2018

THE BRIEF

- Entrants must create a well-executed, inspirational, modern colour, showcasing a female look on a model of African/Caribbean descent. This must be complemented by a beautiful style, finish 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 be automatically 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 their model and no other products.
- Entry to the L'Oréal Colour Trophy Afro Award is free.
- Entrants may not enter the same picture for more than one award category.
- There is no limit to the number of teams from the same salon that can enter this category (the L'Oréal Colour Trophy Afro 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 Grand Final competition stage.
- If the stylist cannot continue to be part of the competing team, the colourist can continue on their own but cannot put a new stylist into 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.
- The team entering the L'Oréal Colour Trophy Afro Award should consist of no more than four (4) 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 Monday 26 February 2018.

- Should a team be successful after the Photographic Entry stage and go through to the Grand 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 Grand Final stage.
- The models used at all stages of the competition must be 16 or over.
- If 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.
- The hair colourist and hair stylist must get the consent of the salon owner(s) to enter into this competition.
- All prizes awarded to the salon must be claimed during the winning year from Monday 4 June 2018 to Sunday 2 June 2019.
- 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 Grand Final or not) for any purpose whatsoever (including without limitation, use on L'Oréal 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 judges' decisions are final and no correspondence will be entered into regarding any decisions.
- 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.
- 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 female look on a model of African/Caribbean descent 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 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 the Grand Final stage can be obtained by looking on www.lorealcolourtrophy.com from 12pm on Wednesday 7 March 2018.
- All entrants will be notified if they have gone through to the Grand Final stage 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.
- The judges can select a maximum of fifteen (15) entrants to go through to the Grand Final competition 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.

GRAND FINAL COMPETITION STAGE

- Entrants must create a female look on a model of African/Caribbean descent following the Brief.
- The Grand Final competition stage will take place in the L’Oréal International Academy, 255 Hammersmith Road, London, W6 8AZ on Monday 26 March 2018.
- All members of the team (including the model) must arrive at the venue at 9.30am to register to be eligible to take part. All members of the competition team (including the model) must be present at registration.
- If a team has not registered with L’Oréal Professionnel by 10am the team will be automatically disqualified.
- All Finalists will need to ensure that their chosen model has completed and signed a model release form.
- 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 Grand Final competition stage.
- All 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.
- The model must be 16 or over and have had an allergy alert 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.
- Wefts, weaves and extensions covering a maximum 20% of the head using L'Oréal Professionnel Colour can be used.
- No full wigs are allowed.
- Teams will have four (4) hours to complete their look.
- The hair can be pre-cut into the desired shape prior to the competition. Cutting will also be allowed during this stage of the competition.
- During the prep time, entrants must be prepared to answer questions from the judges about their colouring technique and products used.
- The colourist will also be required to answer some questions about their technique, application and colours used on the model. The hair will then be checked on the competition floor by L'Oréal Professionnel Education Managers to verify the sole use of L'Oréal Professionnel colour and styling products.
- 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 30 minutes.
- The model will be photographed and videoed during the judging.
- Eight (8) teams will be selected from the maximum fifteen (15) teams at the Grand Final competition stage. All eight (8) teams will be required to attend the Grand Final awards event on Monday 4 June 2018 at Battersea Evolution, London to present their model on stage.

JUDGING CRITERIA FOR GRAND FINAL COMPETITION 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 must be of African/Caribbean descent with Afro or curly textured hair.
- Models do not have to be professional but they have to be confident, self-assured, 'own' their look and walk convincingly down the catwalk.
- Models need to be photogenic as they may feature on the front cover of the professional press.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and hair stylist have created.

MARKING CRITERIA FOR GRAND FINAL COMPETITION STAGE

- All L'Oréal Colour Trophy Afro Award Finalists judged on the criteria above will be marked in the following way:
 - The judges select their 1st, 2nd etc. to maximum 15th for each Finalist and indicate on their marking sheet 1, 2 to maximum 15 for their placing with 1 being their favourite and 15 (maximum) their least favourite.
 - All of the judges' marks are then averaged for each entrant in order to calculate the positions of each team from 1st to last relative to one another.
 - After a discussion between the judges, eight (8) teams will then be selected and will attend the L'Oréal Colour Trophy Grand Final awards event at Battersea Evolution.
- The eight (8) Finalists will be announced on the day.

L'ORÉAL COLOUR TROPHY GRAND FINAL AWARDS EVENT

- The L'Oréal Colour Trophy Grand Final awards event will take place at Battersea Evolution, London on the evening of Monday 4 June 2018.
- Each team member (including the model) will be given a free ticket (maximum 4 per team) to attend the awards event at Battersea Evolution, London. These tickets are strictly non transferrable.
- 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.
- All eight (8) models must arrive already dressed and styled for rehearsals at 2pm at Battersea Evolution along with the hair stylist in the team.
- The model, clothes, make-up, hair colour and hairstyle must be the same as what was presented at the Grand Final competition stage. L'Oréal will verify this as follows: The models at the Grand Final competition stage will be photographed both close up and full length. At rehearsals, the models will be scrutinised by L'Oréal Professionnel and if the models are not exactly the same as at the Grand Final competition stage 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.
- The models will be escorted by L'Oréal 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 make-up artist and hair stylist will be allowed access to their model at 6pm 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. All other members of the team must arrive at 6.30pm to register at Battersea Evolution, London.
- The overall winner in the L'Oréal Colour Trophy Afro Award will be announced at the L'Oréal Colour Trophy Grand Final on the evening of Monday 4 June 2018 at Battersea Evolution, London.

THE PRIZE

- The salon of the winning team will receive the L'Oréal Colour Trophy Afro 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 prize will consist of the following:

- An exclusive 3-day European trip as from 16 July 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 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.
- 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.