

# L'Oréal Colour Trophy Star Award

## Terms and Conditions 2018

### **THE BRIEF**

- Entrants must create a well-executed, inspirational, modern colour showcasing a female look. 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 (who are colourists) aged between 16 and 25 on the closing date of entry, which is Monday 26 February 2018, 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. Any model and/or hairstylist brought along by an entrant colourist must be a UK resident aged 16 or over on the closing date specified.
- Proof of age, such as a photocopy of passport, will be checked at L'Oréal Professionnel's discretion upon entry. Failure to produce age ID will result in disqualification.
- 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](http://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 Colour Trophy Star Award is free.
- Entrants may not enter the same picture for more than one award category.
- Only 1 team per salon can enter this category (the L'Oréal Colour Trophy Star Award).
- This is a competition for individuals only 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 (and any hairstylist invited to join the entrant's team) must get their salon owner(s) consent to enter into this competition.
- The colourist may bring along a hairstylist from the salon to assist in the styling of the model as a third team member, but this is not mandatory, therefore the team entering the L'Oréal Colour Trophy Star Award should consist of no more than three (3) people (including the model).
- 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 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 the entrant salon 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 the entrant salon 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 stage.
- The models used at all stages of the competition 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.
- The entrant's 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.
- 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.
- 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 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.)
- To enter the L'Oréal Colour Trophy Star Award, the entrant must submit 2 photos - a "before" photo of the model (taken from the front or side only) prior to any colour application, and an "after" photo of the model once the hair has been coloured.
- 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 individual, and their affiliated 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 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](http://www.lorealcolourtrophy.com).
- Entrants must showcase a female 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 required to submit a “before” photograph of their model prior to any colour application (taken from the front or side only).
- Entries will only be accepted if they are uploaded onto the official website [www.lorealcolourtrophy.com](http://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](http://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 five (5) entrants for each region to go through to the Regional Semi-Final stage based on the photographic entry criteria outlined below.
- The ‘after’ 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 4.00pm 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.
  - 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 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 the 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.
  - All Regional Semi-Finalists will also be required to bring along a mood-board to best demonstrate their inspirations behind their finished look. This will be shown to the judges.
  - The model, clothes, make-up and hairstyle cannot change between the Regional Semi-Final stage and Grand Final stage.
  - The Star Colourist and model will be given 1 free ticket each to their designated Regional Semi-Final. If the Star Colourist has a hairstylist assisting them, then this person will also receive 1 free ticket to their designated Regional Semi-Final. These tickets are strictly non-transferrable.
  - 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-ply/prepped and/or set with rollers/bendies still in - these cannot be removed prior to the start of the competition.
  - When the Star Colourist arrives, they will have up to 10 minutes with the judges, and will be required to bring their model into the judge's room to present their model and mood board to the judges who will:
    - Fully examine and look through the model's hair to understand and technically examine the colour technique and application, and confirm that only L'Oréal Professionnel products have been used on the model's hair. The 'before' photo of the model must also be presented at this stage.
    - Interview the Star Colourist to understand their inspiration, techniques and the colours they have used on the model;
    - Interview the Star Colourist on their aspirations and career as colourists.
  - Models should be dressed prior to the competition start. They will be provided with a L'Oréal Professionnel gown on registration.
  - By 6pm, only the Star Colourist or nominated stylist and model must be at their tables on the competition floor. If they are not at the table at this time it could result in disqualification.

- Once the model and colourist/stylist have entered the competition floor, the model's state of hair cannot change and the colourist/stylist cannot touch the hair until the competition starts.
- Once the live competition starts, the colourist/stylist will have 30 minutes to style and dress the hair as desired following the Brief.
- Only the colourist/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.
- None of the team members involved may leave the floor during the competition.
- No smoking or drinking is allowed on the competition floor.
- 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.
- Cutting will be allowed on the competition floor.
- 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.
- An overall L'Oréal Colour Trophy Star Award winner will be selected from the 5 (maximum) Star entrants at each Regional Semi-Final and they will go through to recreate their winning look at the Grand Final.
- The overall eight (8) L'Oréal Colour Trophy Star Award winners will win a place on the L'Oréal Professionnel Colour Academy 2018/2019.
- The winning team 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.
- During the interview process, the finalists will be assessed on the following:
  - Placement of colour on the live model
  - Mood board
  - Result of application on the live model
  - Overall total look assessed on the competition floor
  - Their confidence, presentation skills and passion when they are interviewed on their ambitions as colourists
- Judges will be supplied with tail combs in order to finally check the result of the application of the colour by the finalists.
- 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.

#### **MARKING CRITERIA FOR REGIONAL SEMI-FINAL STAGE**

- Judging marks are split as follows: 40% – colour result, 40% - performance during the interview and 20% - the overall total look created after the live competition.

- Each of the judges select their 1st, 2nd etc to 5th for each Finalist for each region and indicate on their marking sheet 1 to 5 for their placing with 1 being their favourite and 5 their least favourite. The marks from all the judges are then averaged for each entrant in order to calculate the positions of each from 1st to last relative to one another. The top two (2) placed finalists will be selected and the judges will then discuss and agree who overall should be placed 1st. If a unanimous decision cannot be reached by the judges the entrant who is first placed based on the judges' placing will be placed 1st.
- The overall L'Oréal Colour Trophy Star Award winner for each region will be announced on stage later on in the evening and that individual will win a place on the L'Oréal Professionnel Colour Academy 2018/2019.
- The remaining entrants will then be given a placing of 2nd to 5th (maximum) position dependent on their average marks attained.
- The remaining entrants can find out their placing after the Regional Semi-Final by emailing [ictqueries@loreal.com](mailto:ictqueries@loreal.com).
- Once the judging is completed, all competition teams will need to leave the competition floor.

### **GRAND FINAL STAGE**

- The L'Oréal Colour Trophy Grand Final will take place on Monday 4 June 2018 at the L'Oréal International Academy, 255 Hammersmith Road, London, W6 8AZ.
- The eight (8) L'Oréal Colour Trophy Star Award Winners (one from each region) must arrive at 11.30am 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. 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's sole discretion.
- The colourist and model will be given 1 free ticket each to the Grand Final awards event at Battersea Evolution, London on the evening of Monday 4 June 2018. If the colourist has a hairstylist assisting them, then this person will also receive 1 free ticket to the Grand Final awards event. These tickets are strictly non-transferrable.
- For all L'Oréal Colour Trophy Star Award winners who qualify for the Grand Final, the model, hair colour, hairstyle, clothes and make-up must remain the same as presented at the Regional Semi-Final.
- L'Oréal 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 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 colour copy of a photograph of the model prior to any colour work performed on the hair (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.

- An overall Judges' Favourite will be selected from the eight (8) L'Oréal Colour Trophy Star Award Winners.
- Once the judging is completed the eight (8) models will be taken to Battersea Evolution, London. They 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 Colourist must arrive at 6pm at Battersea Evolution for a briefing with L'Oréal Professionnel as they will be presented on stage with their model during the model catwalk. After this, they will also be allowed access to their model in order to re-touch the 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 overall L'Oréal Colour Trophy Star Award Judges' Favourite 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 from the eight (8) L'Oréal Colour Trophy Star Award winners an overall Judges' Favourite. Each of the judges select their 1st, 2nd etc. to 8th from the L'Oréal Colour Trophy Star Award winners and indicate on their marking sheet 1, 2 to 8 for their placing with 1 being their favourite and 8 their least favourite. 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. The top three (3) will be discussed between the judges who will then agree unanimously who overall should be placed as the 2018 L'Oréal Colour Trophy Star Award Judges' Favourite. If a unanimous decision cannot be reached by the judges the entrant who is first placed based on the judges' placing will be the Judges' Favourite.

### **THE PRIZE**

- Each L'Oréal Colour Trophy Star Award winner from each of the eight (8) regions will become part of the L'Oréal Professionnel Colour Academy 2018/2019, which is a one year development programme where the winners will be inspired and educated by colourists from the UK. They will be mentored through a bespoke development programme to gain a deeper technical understanding of colour while being given ideas and techniques to build their creativity.

- The overall eight (8) winners who become part of the L'Oréal Professionnel Colour Academy look forward to a full year of activities which could include:
  - Working with top industry colourists to evolve their creativity on dates throughout the winning year. The dates will be confirmed by L'Oréal Professionnel but the sessions will take place in or around September 2018, February 2019 and May 2019. L'Oréal will provide reasonable transportation costs (and one night's hotel accommodation where necessary) to attend these sessions.
  - Alongside the above activity, each L'Oréal Colour Trophy Star Award winner will work with a L'Oréal Professionnel Education Consultant to develop a deeper understanding of L'Oréal Professionnel colour products and services.
  - One (1) free ticket each to attend the L'Oréal Colour Trophy Grand Final 2019. L'Oréal Professionnel will confirm the date, venue and agenda, but will not provide transportation, hotel accommodation and/or subsistence costs to attend this event. This ticket is strictly non-transferrable
- In addition to the above, the L'Oréal Colour Trophy Star Award Judges' Favourite will also:
  - get the opportunity to attend an exclusive 3-day European trip from 16 July to 18 July 2018 along with their model (and hairstylist if they have used a hairstylist throughout the Regional Semi-Final and the Grand Final stages) 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
  - Have the opportunity to attend 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 winning year, 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.