

UK TERMS & CONDITIONS 2022

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1. GENERAL

For the avoidance of doubt, this General section applies to all categories of the competition that are included in the sections that follow (namely the following UK categories: L'Oréal Colour Trophy Award 2022, L'Oréal Colour Trophy Afro Award 2022, L'Oréal Colour Trophy Star Award 2022 and L'Oréal Colour Specialist Award 2022).

PROMOTER: L'Oréal Professionnel Paris, a trading division of L'Oréal (UK) Limited, 255 Hammersmith Road, London, W6 8AZ.

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.

1.1 THE COMPETITION

- 1.1.1 The competition is open to all UK residents, with the exception of (i) L'Oréal (UK) Limited employees, (ii) freelancer consultants engaged by L'Oréal (UK) Limited's Professional Products Division and (iii) immediate family members of an employee or freelancer consultant engaged by L'Oréal Professionnel Paris. If any of the abovementioned excluded connections is discovered, the Promoter reserves the right to automatically disqualify the relevant entrant/team. For the avoidance of doubt, Guest Artists engaged by the Promoter are not included in the abovementioned excluded connections and may enter.
- 1.1.2 The competition opens on Monday 10 January 2022 and closes at 22:00 BST on Friday 18 February 2022. Entries must be received on or before 22:00 BST on Friday 18 February 2022. Any entries received after 22:00 BST on Friday 18 February 2022 will automatically be disqualified. The Promoter 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.
- 1.1.3 All team members and models used at all stages of the competition must be 16 years or over on the closing date of the competition Friday 18 February 2022. Any model or competitor, who is 16 years or over but under 18 years is required to have Parental/Guardian consent to compete in the competition. Promoter reserves the right to request written consent.
- 1.1.4 In the case of the Star category, the competition is open to all UK residents (who are colourists) aged between 16 and 25 on the closing date of entry, which is Friday 18 February 2022.
- 1.1.5 Entrants must only use L'Oréal Professionnel Paris colour and styling products on the model.
- 1.1.6 Entrants must truthfully and accurately complete their application. If an entrant supplies any untruthful, inaccurate or misleading details and/or information and/or have failed to abide by these terms and conditions, the entrant may be disqualified.
- 1.1.7 The Promoter will keep the COVID-19 pandemic under review and reserves the right to revise, extend or cancel any dates/elements of the competition in the event of circumstances arising beyond its reasonable control (including but not limited to circumstances relating to the COVID-19 pandemic). For example only, the Promoter may make such a decision owing to salon closures and government enforced lockdown restrictions resulting from the COVID-19 pandemic. For the avoidance of doubt, this includes the right to revise the format of any elements of the competition, for example, to revise the format of any element from being in-person to a virtual delivery. Any such decisions will be taken at the Promoter's sole discretion and any such changes to the competition will be communicated in due course by the Promoter.
- 1.1.8 It is the sole responsibility of the entrants to ensure that any activity carried out in relation to this competition, is carried out in strict adherence to the local and/or national government guidelines or rules on COVID-19 applicable to that entrant at the relevant time (and/or any other local and/or national government guidelines that may be in force at the relevant time). The Promoter is not responsible for any entrants' breach of any such guidelines or rules.
- 1.1.9 Entrants and any individuals in their party must adhere to the safety announcements and other rules and regulations of any venue including any COVID-19 rules and regulations.
- 1.1.10 The Promoter and any venue accept no responsibility for any loss, damage or theft of personal property.
- 1.1.11 It is the responsibility of the entrants to ensure their availability for all dates of the competition and throughout the overall competition period as required.

- 1.1.12 Entry to all categories is free.
- 1.1.13 All entrants must ensure that their chosen model has completed and signed a model release form in respect of all parts of the competition.
- 1.1.14 For any colour application, the model must have had an allergy alert test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol.
- 1.1.15 The entrant salon must be located in the UK.
- 1.1.16 The entrant salon must be trading at the time of entry and all stages of the competition. If the salon is trading with L'Oréal (UK) Limited, it must be fully compliant with L'Oréal (UK) Limited's conditions of sale and credit terms at all stages of the competition.
- 1.1.17 In respect of any timings and deadlines of the competition, it is the responsibility of the entrants to allow sufficient time to meet such times and deadlines, including, by way of examples only: to factor in ample time in-case of traffic or public transport issues and to factor in any waiting time where there is a high volume of entrants.
- 1.1.18 The judges' decisions are final and no correspondence or feedback will be entered into regarding any decisions.
- 1.1.19 If the prize (including any certificates) is declined or if a winner forfeits the prize under these terms and conditions, then the judges may at their absolute discretion select an alternative winner.

1.2 ENTRY REQUIREMENTS

For the avoidance of doubt, the information contained in this section (1.2 Entry Requirements) applies to all categories of the competition that are included in the sections that follow. In addition, there are more specific entry requirements under each category below.

- 1.2.1 Entrants must complete their entry form online on www.lorealcolourtrophy.com.
- 1.2.2 Entrants must upload their entry photo(s) which must be:
 - in either JPEG or PNG format
 - in portrait
 - 720px wide x 1080px high
 - in colour
 - no more than 1 year old at the date of entry
- 1.2.3 Entrants may not enter the same model photograph for more than one award category/more than one entry. Entrants may not enter the same model photograph as entered previously for this competition in any category.
- 1.2.4 Each team that enters must create a unique username and email address upon entry.
- 1.2.5 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, corrupted or delayed entries due to technical or connectivity problems or otherwise.
- 1.2.6 The team entering should consist of a maximum of 4 (four) people, which must include the colourist and model. The rest of the team can be made up of a stylist and/or makeup artist. An individual may enter in a dual role as both a colourist and stylist within the team.
- 1.2.7 A salon can enter multiple teams across and/or in each of the 5 (five) UK competition categories on the condition that each team must be comprised of a unique set of individuals therefore, no individual can enter in more than one team, whether in the same or different role, or across category, or across region or country.
 - There are 4 (four) UK award categories: 1) L'Oréal Colour Trophy Award, 2) L'Oréal Colour Trophy Afro Award, 3) L'Oréal Colour Specialist Award and 4) L'Oréal Colour Trophy Star Award.
 - There is 1 (one) joint category for UK and Republic of Ireland: 1) L'Oréal Colour Trophy Future Talent Award.
 - For the avoidance of doubt, there are also 2 (two) Republic of Ireland award categories: 1) L'Oréal Colour Trophy Award and 2) L'Oréal Colour Trophy Star Award.
- 1.2.8 For the avoidance of doubt:
 - An individual can only enter 1 (one) out of the above listed 5 (five) UK competition categories.
 - An individual can only enter 1 (one) team, within 1 (one) region within 1 (one) chosen category.
 - An individual may enter in a dual role as both a colourist and stylist within the team.
- 1.2.9 An individual who has accepted to judge the competition in any category is not permitted to enter the competition in any category.
- 1.2.10 For the avoidance of doubt, individuals cannot be repeated in the Future Talent category.
- 1.2.11 The colourist and stylist (as applicable) must get the consent of the salon owner(s) to enter.

Entrant Roles

- 1.2.12 The colourist and stylist full names (as applicable) must be confirmed in the online entry form and must remain the same throughout the competition. They cannot change and they cannot swap roles after entry. Proof of ID, such as passport or driver's license will be checked by L'Oréal Professionnel Paris staff to verify the team names at the Semi-Final stage.
- 1.2.13 If, after entry, the stylist (as applicable) is unable to be a part of the competing team (whether they leave the salon or for any other reason), the colourist can continue on their own but must not include a new stylist in the team. If the colourist cannot continue to be a part of the competing team (whether they leave the salon or for any other reason except for as outlined in

- 1.2.16 below), then the team will be disqualified. If an individual enters in a dual role as both stylist and colourist and is unable to continue to be part of the competing team, then the team will be disqualified.
- 1.2.14 Should a team be successful after the Photographic Entry stage and go through to the 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 Semi-Final stage.
- 1.2.15 However, the model must remain the same from the Semi-Final stage to the Grand Final stage. In the event of extenuating circumstances as determined by the Promoter at its discretion, if a model for example contracts COVID-19 before the Grand Final stage and cannot attend in person, the team may be able to change their model subject to the provision of any evidence that may be requested by the Promoter (including but not limited to a positive COVID-19 result).
- 1.2.16 In the event that either the colourist or stylist contracts COVID-19 during any stage of the competition, then the team may continue, and the remaining member attend the relevant event. There must be at least one representative from the original team member names provided. Such rule may be subject to the provision of any evidence that may be requested by the Promoter (including but not limited to a positive COVID-19 result).
- 1.2.17 In respect of all live stages where entrants are expected to compete in a live hairdressing environment, if the competing team (i.e. the individual(s) in the roles of colourist and stylist) contract COVID-19 and cannot attend, then the team will be disqualified.
- 1.2.18 The Promoter may take a decision to deviate from the above rules (any rules relating to the individuals within a team/Entrant Roles) in the case of exceptional circumstances to be communicated by the entrant to the Promoter (such as death, disability or serious illness). Deviation from such rules, if any, is to be determined at the Promoter's sole discretion. If applied by the Promoter, any such discretion may be subject to a request for evidence.
- 1.2.19 At any point in the competition, teams should be prepared to answer questions from the judges and must be prepared to answer L'Oréal Professionnel Paris Education Managers about their colouring technique and products used.
- 1.2.20 All stages of the competition will be judged by a panel of minimum three hairdressing industry leaders.
- 1.2.21 A list of the entrants successfully through to the next stage after photographic stage can be obtained by looking on www.lorealcolourtrophy.com from 5pm on Friday 4 March 2022.
- 1.2.22 All entrants will be notified whether they have gone through to the next stage after photographic entry stage by email by Wednesday 9 March 2022.

1.3 GRAND FINAL TICKETS

- 1.3.1 The L'Oréal Colour Trophy Grand Final will take place on Sunday 26 June 2022 at Battersea Evolution, Chelsea Bridge Entrance, Battersea Park, London SW11 4NJ.
- 1.3.2 Each team that is successful after Semi-Final stage, will become a Grand Finalist and each Grand Finalist team member (excluding the model and make-up artist, if any) will be given a free ticket (maximum 2 per team for the individual(s) in the roles of colourist and stylist) to attend the Grand Final at Battersea Evolution, London on the evening of Sunday 26 June 2022.
- 1.3.3 These tickets are strictly non transferrable.
- 1.3.4 For the avoidance of doubt, in the event of disqualification or a breach of these Terms and Conditions, such free ticket(s) may be forfeited (at the Promoter's discretion).
- 1.3.5 The model will not require a ticket as they will remain backstage at the awards event and will only be presented onstage during the show. The Promoter will provide reasonable subsistence for the model backstage at the event.
- 1.3.6 For the avoidance of doubt, the make-up artist (if any) does not receive a free ticket to the L'Oréal Colour Trophy Grand Final.

1.4 PRIZES

- 1.4.1 Prize(s) (including any certificate(s)) are awarded to the winning salons rather than individuals within a team and if any members of the winning team leave their salon or are deemed by the Promoter to have breached these Terms and Conditions, they forfeit their prizes.
- 1.4.2 In the case of the Colour Specialist Award and the Star Award categories: this is a competition for individuals only and the prize (including any certificate(s)) 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 (including any certificate(s)).
- 1.4.3 All prizes must be claimed during the salon's winning year from 26 June 2022 to 25 June 2023.
- 1.4.4 The prizes (including any certificates) are as stated and there are no alternatives or cash substitutes.

1.5 USAGE RIGHTS

- 1.5.1 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 later stages of the competition or not) for any purpose whatsoever (including without limitation, use on L'Oréal Professionnel Paris websites, social media pages (e.g. Facebook, Tik Tok and Instagram) and blogs, promotion of the L'Oréal Colour Trophy event, PR content print and online, editorial, advertising and advertorial content, trade press and 2022/2023 competition promotion print and online and educational or internal purposes, etc.).
- 1.5.2 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 the Promoter.

- 1.5.3 The winning salons 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.
- 1.5.4 At its sole discretion (to be communicated by the Promoter if applicable), the Promoter may decide to allow salons to use its images. Any images supplied by the Promoter to any salon must always be credited to L'Oréal Professionnel Paris L'Oréal Colour Trophy when being used for any purpose whatsoever.

1.6 OTHER

- 1.6.1 The Promoter reserves the right in its absolute discretion to either cancel at any stage or amend, add to or waive any of these terms and conditions and will take into account questions of fairness. The Promoter reserves the right to cancel the competition (or any elements of the competition) at any stage in the event of circumstances arising beyond its reasonable control.
- 1.6.2 The Promoter reserves the right in its absolute discretion to disqualify any individual who conducts themselves in any manner that may bring L'Oréal (UK) Limited, its affiliates or its products into disrepute. This includes, but is not limited to, bullying or aggressive behaviour towards others (for example only - threats or violence towards members of staff, crew, other entrants and/or venue staff), racism, homophobia, misogyny and/or religious intolerance.
- 1.6.3 Respect for the individual is a fundamental part of L'Oréal's guiding values and principles. The Promoter believes in the value of difference and diversity. The Promoter categorically rejects all forms of unlawful discrimination, both in thought and deed. No entrant shall suffer discrimination because of gender or gender reassignment, gender expression, trans-gender, age, disability, sexual orientation, marital or registered civil partnership status, pregnancy or maternity, religion or belief, or race.

2. L'ORÉAL COLOUR TROPHY AWARD CATEGORY 2022

2.1 THE 2022 BRIEF

- Entrants must create a well-executed, inspirational and modern colour look on any model, of any gender or any gender identity of any hair type. 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 Paris. These are:
 - Fashion: Taking inspiration from trends
 - Innovation: Classic elements, with a brand-new twist
 - Pioneering: A colour that could be a future trend
- The work presented must always be exceptionally executed and technically correct.
- Wefts, weaves and extensions covering a maximum 25% of the head using L'Oréal Professionnel Paris 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.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- The hair colour will be the overriding factor in any decision-making process.

2.2 PHOTOGRAPHIC JUDGING DAY

- 2.2.1 The photograph submitted online must showcase the entrants' interpretation of the brief outlined in clause 2.1 and will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- 2.2.2 All L'Oréal Colour Trophy Award category entries will be allocated to one of eight (8) regions depending on the postcode of the salon. These regions are Scottish, North Western, North Eastern, Western, Northern Irish, Eastern, Southern and London and will be expected to attend the Regional Semi-Final Stage of the competition which will run across different regions in the UK.
- 2.2.3 At the photographic judging day the judges will select as follows: A maximum of 60 entrants for each region to go through to the Regional Semi-Final stage.

2.3 REGIONAL SEMI-FINAL STAGE

- 2.3.1 The 2022 Regional Semi-Final dates are confirmed as follows:
- Scottish Semi-Final: Sunday 27 March 2022
 - North Western Semi-Final: Monday 28 March 2022
 - North Eastern Semi-Final: Tuesday 29 March 2022
 - Western Semi-Final: Wednesday 30 March 2022
 - Northern Irish Semi-Final: Sunday 3 April 2022
 - Eastern Semi-Final: Wednesday 6 April 2022
 - Southern Semi-Final: Sunday 10 April 2022
 - London Semi-Final: Sunday 10 April 2022

- 2.3.2 For the avoidance of doubt, the Regional Semi-finals are not ticketed events and they will run during the day. Audiences and other salon team members will not be granted entry, only competition teams.
- 2.3.3 All competing teams, comprising of only the colourist, stylist (as applicable) and model must arrive at a time specified by the Promoter on the day of their designated Regional Semi-Final at the venue to register with L'Oréal Professionnel Paris. All members of the competition team (including the model) must be present at registration.
- 2.3.4 Make-up artists will not be permitted to attend.
- 2.3.5 If the team has not registered with L'Oréal Professionnel Paris within 1 hour of the allocated time the team will be automatically disqualified.
- 2.3.6 The colourist and stylist (as applicable) names (excluding the model) must correspond to the names that were submitted on the online entry form at the Photographic Entry stage.
- 2.3.7 The model must arrive to the competition ready as there will be no provisions onsite to colour and/or style the hair and/or dress the model. For the avoidance of doubt:
 - The model's hair must be coloured and finished ready for judging
 - The model must be dressed with their finished look
- 2.3.8 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 by a L'Oréal Professionnel Paris Education Manager to verify the answers given by the colourist. This is to confirm that only L'Oréal Professionnel Paris Products have been used on the model's hair.
- 2.3.9 At Semi-Final stage each team must bring along and show a photograph of their model prior to any colour work performed on the hair dated no older than 10 January 2022. 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.
- 2.3.10 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 may be asked to walk to assess their animation. The judging may take up to 1 hour.
- 2.3.11 The model will be photographed and videoed during the judging.
- 2.3.12 Once judging has finished, all teams must then depart the venue.

2.4 JUDGING AND MARKING CRITERIA FOR REGIONAL SEMI-FINAL STAGE

- 2.4.1 The models must showcase the entrants' interpretation of the brief outlined in clause 2.1 and will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- 2.4.2 All Semi-Finalists will be marked in the following way:
 - Each of the judges will be required to mark each of the 60 (maximum) entrants per region giving each entrant a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - In each region, the judges will have a combined discussion about the top 15 placed teams, discussing them together as a group in the context of the category brief.
 - Eight (8) teams from each region will be selected to go through to the Grand Final.
 - If a unanimous decision cannot be reached by the judges, the eight (8) highest marked entrants from each region will go through.
- 2.4.3 These eight (8) teams per region will not be announced live at the event but will be announced online on www.lorealcolourtrophy.com and on Instagram @lorealpro_education_uki by the following morning after the Regional Semi-Final.
- 2.4.4 The remaining entrants will then be given a placing of 9th to 60th (maximum) dependent on their average marks attained and will not progress further in the competition. The remaining entrants can find out their placing after the Regional Semi-Final by emailing lctqueries@loreal.com.

2.5 GRAND FINAL JUDGING STAGE

- 2.5.1 The Grand Final Judging Day will take place on Sunday 26 June 2022 at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ.
- 2.5.2 The winning teams from each region must arrive at a time specified by the Promoter on this day to register at the L'Oréal International Academy in London. If the team has not registered within 1 hour of the allocated time, the team will be automatically disqualified.
- 2.5.3 All team members, including the model, that made up the team which competed at the Regional Semi-Final must compete at the Grand Final. Furthermore, should the team wish to bring a make-up artist they can do so.
- 2.5.4 For all teams that qualify for the Grand Final, the model, hair colour and haircut and style must remain the same at both Regional Semi-Final stage and Grand Final stage. Should the team wish to change the model's clothes, accessories and makeup between the Regional Semi-Final stage and Grand Final stage they can do so. For the avoidance of doubt, this is not imperative. The Promoter 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 Paris Education Managers and if the models and their hair colour, style and cut are not exactly the same as at the Regional Semi-Finals, the team will be instantly disqualified.

- 2.5.5 Teams will have 30 mins in which to replicate their look from the Regional Semi-Final and models should be ready to be judged with final retouches to be conducted within this 30-minute timeframe. Please note:
- Teams must have coloured the model's hair prior to arriving at the Grand Final.
 - Models should be dressed prior to the competition start.
 - Models will be provided with a L'Oréal Professionnel Paris gown at registration.
 - The colourist within the team will be interviewed by L'Oréal Professionnel Paris Education Managers about their technique, application and colours used on the model to verify the sole use of L'Oréal Professionnel Paris products.
 - All teams should also be prepared to answer questions from a selection of the judges about their entry.
- 2.5.6 Once the competing team have entered the competition floor, the model's state of hair cannot change, and they cannot touch the hair until the competition starts.
- 2.5.7 When the 30-minute competition starts, the competing team must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- 2.5.8 Cutting will be allowed on the competition floor.
- 2.5.9 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 10 January 2022 (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.
- 2.5.10 Once the judging is completed the models will be taken to Battersea Evolution, London. They will be escorted by L'Oréal Professionnel Paris 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.
- 2.5.11 The stylist (as applicable) of each Grand Finalist team will be allowed access to their model at 7pm to re-touch the model prior to the model's catwalk in front of the assembled crowd. The stylist (as applicable) will be given a wristband to gain entry to the venue prior to the rest of the guests.
- 2.5.12 If the competing team wish their make-up artist to retouch the model's make-up, the make-up artist will have to purchase a ticket and will then be given a wristband to allow entry at 7pm with the stylist (as applicable).

2.6 **JUDGING AND MARKING CRITERIA FOR GRAND FINAL STAGE**

- 2.6.1 The models must showcase the entrants' interpretation of the brief as outlined in clause 2.1 and will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- 2.6.2 The judging for the Grand Final will be split into 2 sections:
- **PART 1 - GRAND FINAL REGIONAL WINNERS:**
Each of the eight (8) regions is judged individually to determine a Regional Winner (one per region). For each region, each of the judges will be required to mark each of the 8 (maximum) entrants per region giving each entrant a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed". All of the judges' marks are averaged for each entrant to calculate the positions of the entrants within each region from first to last relative to one another. The top two (2) placed teams in each region will then be selected and after a discussion between the judges, the top team will be selected as that region's winner. If a unanimous decision cannot be reached by the judges the highest marked entrant will go through.
 - **PART 2 - GRAND FINAL OVERALL WINNERS:**
Once PART 1 of the judging process is complete, each of the judges is required to select the overall Grand Final Winner (1st place) and Grand Final Runners Up (2nd and 3rd place) from the top two (2) marked Grand Finalists within each region. The 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. The judges' marks are then averaged for each entrant to calculate the positions of each from 1st to last relative to one another. The top five (5) placed teams will then be selected and after a discussion between the judges, they will agree who overall should be placed 1st, 2nd and 3rd. If a unanimous decision cannot be reached by the judges, the highest marked entrants will be selected as 1st, 2nd and 3rd place.
- 2.6.3 The overall winner, 2nd place and 3rd place and all eight (8) Regional Winners will be announced at the L'Oréal Colour Trophy Grand Final on the evening of Sunday 26 June 2022 at Battersea Evolution, London.

2.7 **THE PRIZE**

- 2.7.1 The salon of the winning team (Grand Final overall winner) will receive the L'Oréal Colour Trophy Award 2022 and the winning salon team members will have the opportunity to attend the prize experiences.
- 2.7.2 The 3-part prize will consist of the following:
- An opportunity within the year for the winning colourist, stylist (as applicable) and model to photograph the winning look. The Promoter will confirm the dates, city, venue and agenda, and provide reasonable transportation, hotel accommodation and subsistence costs to attend this trip. The flight times and airports (if applicable) will be decided by the Promoter at its sole discretion and the Promoter will arrange public transport to reach the departing airport. The photographs produced will be used to promote the salon's win in local press, social media channels and hairdressing trade publications during the salon's winning year and to promote the L'Oréal Colour Trophy competition for the following year.
 - A relevant photo or video shoot opportunity to create a feature in a leading consumer print or digital title in 2023. The Promoter will provide reasonable transportation costs, and hotel accommodation where required to attend this day for the colourist and stylist (as applicable) from the winning salon. The model will not be required for this element of the

prize.

Owing to the uncertainty of the COVID-19 pandemic, the Promoter has not provided the specific dates for such prize elements as at the date of publication of these Terms and Conditions. The Promoter will communicate such dates as soon as reasonably practicable, providing reasonable notice.

- The winning colourist and stylist (as applicable) only will each receive one (1) free ticket to attend the L'Oréal Colour Trophy Grand Final in 2023. The Promoter 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.

- 2.7.3 There are also a number of other opportunities associated with the above prize elements such as enhanced personal and professional reputation and social profile, accolade and recognition by industry peers, a sense of notoriety, PR and marketing for the salon and potential increase in salon revenue.
- 2.7.4 For the avoidance of doubt, any decisions relating to the prize will be taken by the Promoter at its sole discretion (carrying out risk assessments where appropriate and having health and safety in mind). Such decisions will be based on the Promoter's own risk assessment with consideration of various factors (such as external as well as internal L'Oréal guidelines). Promoter (in its role as a responsible supplier) will take a view as a company, and will not, for example, take such decisions based on an individual's own sensibilities around safety and risk.
- 2.7.5 For the avoidance of doubt, any extension of any of the prize elements is a personal request for leisure time and is thus not associated with the L'Oréal Colour Trophy prize events. As such, any associated costs and arrangements for any additional days to stay at the location of a prize trip or a prize day (by way of example only, travel, accommodation and travel insurance) are the individual team members' responsibility.
- 2.7.6 The Promoter is not responsible for an individual's eligibility to enter a country for redemption of a prize trip, this is the sole responsibility of the relevant individual.

3. L'ORÉAL COLOUR TROPHY AFRO AWARD 2022

3.1 THE 2022 BRIEF

- Entrants must create a well-executed, inspirational and modern colour look on any model of any gender or any gender identity of a hair type texture between 3C and 4C (as found on www.lorealcoloutrophy.com under Key Information). 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 Paris. These are:
 - Fashion: Taking inspiration from trends
 - Innovation: Classic elements, with a brand-new twist
 - Pioneering: A colour that could be a future trend
- The work presented must always be exceptionally executed and technically correct.
- Wefts, weaves and extensions covering a maximum 25% of the head using L'Oréal Professionnel Paris Colour can be used.
- No full wigs are allowed.
- Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- The hair colour will be the overriding factor in any decision-making process.

3.2 PHOTOGRAPHIC JUDGING DAY

- 3.2.1 The photograph submitted online must showcase the entrant's interpretation of the brief as outlined in clause 3.1 and will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- 3.2.2 At the photographic judging day, the judges will select as follows: a maximum of fifteen (15) entrants to go through to the Live Semi-Final stage.

3.3 LIVE SEMI-FINAL STAGE

- 3.3.1 The Live Semi-Final stage will take place on Monday 9 May 2022 at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ.
- 3.3.2 For the avoidance of doubt, the Live Semi-Final is not a ticketed event. Audiences and other salon team members will not be granted entry, only competition teams.
- 3.3.3 All competing teams, comprising of only the colourist, stylist (as applicable), model and make-up artist (as applicable) must arrive at a time specified by the Promoter on the day of the Live-Semi Final at the venue to register with L'Oréal Professionnel Paris. All members of the competing team (including the model) must be present at registration.
- 3.3.4 Please note upon arrival at the Live Semi-Final stage the following two images must be submitted for judging:
- A "before" (head shot only) photo of the model prior to any colour application dated no older than 10 January 2022 which must be at an angle so the face and side view of the model's head is clearly visible. This image will be shown to the judges. Failure to do this will result in disqualification.
 - An image of the hair in its natural form must be submitted at an angle so that the face and side view is clearly visible. Please note if the hair is currently chemically relaxed then a clear image of the model's hair with 2-inch natural regrowth would also be accepted

- 3.3.5 If the team has not registered with L'Oréal Professionnel Paris within 1 hour of the allocated time, the team will be automatically disqualified.
- 3.3.6 The colourist and stylist (as applicable) names (excluding the model and excluding the makeup artist should the team have one) must correspond to the names that were submitted on the online entry form at the Photographic Entry stage.
- 3.3.7 Teams will have 30 minutes to finish their look and models should be ready to be judged with final retouches to be conducted within this 30-minute timeframe. Please note:
 - Teams must have coloured the model's hair prior to arriving at the Grand Final.
 - Models should be dressed prior to the competition start.
 - Models will be provided with a L'Oréal Professionnel Paris gown at registration.
 - The colourist within the team will be interviewed by L'Oréal Professionnel Paris Education Managers about their technique, application and colours used on the model to verify the sole use of L'Oréal Professionnel Paris products.
 - All teams should also be prepared to answer questions from a selection of the judges about their entry.
- 3.3.8 Once the competing team have entered the competition floor, the model's state of hair cannot change, and they cannot touch the hair until the competition starts.
- 3.3.9 When the 30-minute competition starts, the competing team must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- 3.3.10 Cutting will be allowed on the competition floor.
- 3.3.11 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 may be asked to walk to assess their animation. The judging will take up to 45 minutes.
- 3.3.12 The model will be photographed and videoed during the judging.
- 3.3.13 After judging has finished, all teams must then depart the venue.

3.4 JUDGING AND MARKING CRITERIA FOR SEMI-FINAL STAGE

- 3.4.1 The models must showcase the entrant's interpretation of the brief as outlined in clause 3.1 and will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- 3.4.2 All Semi-Finalists will be marked in the following way:
 - Each of the judges will be required to mark each of the 15 (maximum) entrants giving each entrant a mark from 1 to 10 with, 1 being "poorly executed" and 10 being "excellently executed".
 - All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - The judges will have a combined discussion about the top ten (10) placed teams, discussing them together as a group in the context of the brief and they will select eight (8) teams to be invited to attend the L'Oréal Colour Trophy Grand Final.
 - The overall 1st placed winner will also be selected by the judges from the eight (8) Grand Finalists (although the overall 1st placed winner won't be announced until the day of the Grand Final event).
 - If a unanimous decision cannot be reached by the judges, the eight (8) highest marked entrants will go through.
- 3.4.3 The entrant placed as overall 1st as the winner will be announced on the day of the Grand Final event.
- 3.4.4 The eight (8) Grand Finalists will not be announced live at the event but will be announced online on www.lorealcolourtrophy.com and on Instagram @lorealpro_education_uki by the following morning after the Semi-Final.

3.5 GRAND FINAL STAGE

- 3.5.1 All eight (8) models must arrive already dressed and styled at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ on Sunday 26 June 2022. They must be escorted by one member of the competing team. After model check-in, the accompanying team member must depart the Academy.
- 3.5.2 The model, clothes, make-up, hair colour and hairstyle must be the same as what was presented at the Live Semi-Final stage. L'Oréal will verify this as follows: Each model at the Live Semi-Final stage will be photographed both close up and full length. At rehearsals, each model will be scrutinised by L'Oréal Professionnel Paris staff and if the model is not exactly the same as at the Live Semi-Final stage the team will be instantly disqualified.
- 3.5.3 The models will then be taken to Battersea Evolution, London where they will be escorted by L'Oréal Professionnel Paris 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.
- 3.5.4 The stylist (as applicable) of each Grand Finalist team will be allowed access to their model at 7pm in order to re-touch the model prior to the model's catwalk in front of the assembled crowd. The stylist (as applicable) will be given a wristband in order to gain entry to the venue prior to the rest of the guests.
- 3.5.5 If the competing team wish their make-up artist to retouch the model's make-up, the make-up artist will have to purchase a ticket and will then be given a wristband to allow entry at 7pm with the stylist (as applicable).
- 3.5.6 The eight (8) Grand Finalists will be presented on stage on the evening of Sunday 26 June 2022 at Battersea Evolution, London.
- 3.5.7 The entrant placed as overall 1st will also be announced on the evening of Sunday 26 June 2022 at Battersea Evolution, London and will become the L'Oréal Colour Trophy Afro Award Winner 2022.

3.6 THE PRIZE

- 3.6.1 The salon of the winning team will receive the L'Oréal Colour Trophy Afro Award 2022 and the winning salon team members will have the opportunity to attend the prize experiences.
- 3.6.2 The 3-part prize will consist of the following:
- An opportunity within the year for the winning colourist, stylist (as applicable) and model to photograph the winning look. The Promoter will confirm the dates, city, venue and agenda, and provide reasonable transportation, hotel accommodation and subsistence costs to attend this trip. The flight times and airports (if applicable) will be decided by the Promoter at its sole discretion and the Promoter will arrange public transport to reach the departing airport. The photographs produced will be used to promote the salon's win in local press, social media channels and hairdressing trade publications during the salon's winning year and to promote the L'Oréal Colour Trophy competition for the following year.
 - A relevant photo or video shoot opportunity to create a feature in a leading consumer print or digital title in 2023. The Promoter will provide reasonable transportation costs, and hotel accommodation where required to attend this day for the colourist and stylist (as applicable) from the winning salon. The model will not be required for this element of the prize.
Owing to the uncertainty of the COVID-19 pandemic, the Promoter has not provided the specific dates for such prize elements as at the date of publication of these Terms and Conditions. The Promoter will communicate such dates as soon as reasonably practicable, providing reasonable notice.
 - The winning colourist and stylist (as applicable) only will each receive one (1) free ticket to attend the L'Oréal Colour Trophy Grand Final in 2023. The Promoter 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.
- 3.6.3 There are also a number of other opportunities associated with the above prize elements such as enhanced personal and professional reputation and social profile, accolade and recognition by industry peers, a sense of notoriety, PR and marketing for the salon and potential increase in salon revenue.
- 3.6.4 For the avoidance of doubt, any decisions relating to the prize will be taken by the Promoter at its sole discretion (carrying out risk assessments where appropriate and having health and safety in mind). Such decisions will be based on the Promoter's own risk assessment with consideration of various factors (such as external as well as internal L'Oréal guidelines). Promoter (in its role as a responsible supplier) will take a view as a company, and will not, for example, take such decisions based on an individual's own sensibilities around safety and risk.
- 3.6.5 For the avoidance of doubt, any extension of any of the prize elements is a personal request for leisure time and is thus not associated with the L'Oréal Colour Trophy prize events. As such, any associated costs and arrangements for any additional days to stay at the location of a prize trip or a prize day (by way of example only, travel, accommodation and travel insurance) are the individual team members' responsibility.
- 3.6.6 The Promoter is not responsible for an individual's eligibility to enter a country for redemption of a prize trip, this is the sole responsibility of the relevant individual.

4. L'ORÉAL COLOUR TROPHY STAR AWARD 2022

4.1 THE 2022 BRIEF

- Entrants must create a well-executed, inspirational and modern colour look on any model, of any gender or any gender identity of any hair type. 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 Paris. These are:
 - Fashion: Taking inspiration from trends
 - Innovation: Classic elements, with a brand-new twist
 - Pioneering: A colour that could be a future trend
- The work presented must always be exceptionally executed and technically correct.
- Wefts, weaves and extensions covering a maximum 25% of the head using L'Oréal Professionnel Paris 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.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- The hair colour will be the overriding factor in any decision-making process.

4.2 PHOTOGRAPHIC ENTRY REQUIREMENTS

- 4.2.1 The competition is open to all UK residents (who are colourists) aged between 16 and 25 on the closing date of entry, which is Friday 18 February 2022.
- 4.2.2 This is a competition for individuals only and the prize (including any certificates) 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 (and any certificates).
- 4.2.3 To enter the L'Oréal Colour Trophy Star Award, the entrant must submit as follows:

- A “before” photo of the model prior to any colour application dated no older than 10 January 2022 which 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.
- An “after” photo of the model once the hair has been coloured and no more than 1 year old at the date of entry.

4.3 PHOTOGRAPHIC JUDGING DAY

- 4.3.1 The “after” photograph submitted online must showcase the entrants’ interpretation of the brief as outlined in clause 4.1 and will be judged on the colour that’s been created on the model’s hair and the overall finished cut and/or styling.
- 4.3.2 All L’Oréal Colour Trophy Star Award category entries will be allocated to one of eight (8) regions depending on the post code of the salon. These regions are Scottish, North Western, North Eastern, Western, Northern Irish, Eastern, Southern and London and will be expected to attend the Regional Semi-Final Stage of the competition which will run across different regions in the UK.
- 4.3.3 At the photographic judging day the judges will select as follows: A maximum of 5 entrants for each region to go through to the Regional Semi-Final stage.

4.4 REGIONAL SEMI-FINAL STAGE

- 4.4.1 The 2022 Regional Semi-Final Tour dates are confirmed as follows:
- Scottish Semi-Final: Sunday 27 March 2022
 - North Western Semi-Final: Monday 28 March 2022
 - North Eastern Semi-Final: Tuesday 29 March 2022
 - Western Semi-Final: Wednesday 30 March 2022
 - Northern Irish Semi-Final: Sunday 3 April 2022
 - Eastern Semi-Final: Wednesday 6 April 2022
 - Southern Semi-Final: Sunday 10 April 2022
 - London Semi-Final: Sunday 10 April 2022
- 4.4.2 For the avoidance of doubt, the Regional Semi-finals are not ticketed events and they will run during the day. Audiences and other salon team members will not be granted entry, only competition teams.
- 4.4.3 All competing teams, comprising of only the colourist, stylist (as applicable) and model must arrive at a time specified by the Promoter on the day of their designated Regional Semi-Final at the venue to register with L’Oréal Professionnel Paris. All members of the competition team (including the model) must be present at registration.
- 4.4.4 Make-up artists will not be permitted to attend.
- 4.4.5 If the team has not registered with L’Oréal Professionnel Paris within 1 hour of the allocated time the team will be automatically disqualified.
- 4.4.6 The colourist and stylist (as applicable) names (excluding the model) must correspond to the names that were submitted on the online entry form at the Photographic Entry stage.
- 4.4.7 The model must arrive competition ready as there will be no provisions onsite to colour and/or style the hair and/or dress the model. For the avoidance of doubt:
- The model’s hair must be coloured and finished ready for judging
 - The model must be dressed with their finished look
- 4.4.8 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 by a L’Oréal Professionnel Paris Education Manager to verify the answers given by the colourist. This is to confirm that only L’Oréal Professionnel Paris Products have been used on the model’s hair.
- 4.4.9 Each colourist must also bring along and show a photograph of their model prior to any colour work performed on the hair dated no older than the 10 January 2022. 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.
- 4.4.10 Each colourist 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.
- 4.4.11 During Judging, the colourist will have up to 5 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 Paris products have been used on the model’s hair. The ‘before’ photo of the model must also be presented at this stage.
 - Interview the colourist to understand their inspiration, techniques and the colours they have used on the model.
 - Interview the colourist on their aspirations and career as colourists.
 - Judges will be supplied with tail combs to finally check the result of the application of the hair colour.
- 4.4.12 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 model may be asked to walk to assess their animation. The judging will take up to 45 minutes.
- 4.4.13 The model will be photographed and videoed during the judging.
- 4.4.14 Once judging has finished, all teams must then depart the venue.

4.5 JUDGING AND MARKING CRITERIA FOR REGIONAL SEMI-FINAL STAGE

- 4.5.1 The models must showcase the entrants' interpretation of the brief as outlined in clause 4.1.
- 4.5.2 During the judging and interview process, the colourists 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
 - Their confidence, presentation skills and passion when they are interviewed on their ambitions as colourists
- 4.5.3 Each colourist will be marked in the following way:
- Judging marks are split as follows: 40% – colour result, 40% - performance during the interview and 20% - the overall total look created.
 - Each of the judges will mark each entrant from 1 to 10, with 1 being “poorly executed” and 10 being “excellently executed”.
 - The marks from all the judges are then averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - In each region, the judges will have a combined discussion about the top three (3) placed teams, discussing them together as a group in the context of the category brief.
 - Two (2) teams from each region will be selected to go through to the Grand Final.
 - If a unanimous decision cannot be reached by the judges, the two (2) highest marked entrants from each region will go through.
- 4.5.4 These two (2) teams per region will not be announced live at the event but will be announced online on www.lorealcolourtrophy.com and on Instagram @lorealpro_education_uki by the following morning after the Regional Semi-Final.
- 4.5.5 The remaining entrants will then be given a placing of 3rd to 5th (maximum) position dependent on their average marks attained.
- 4.5.6 The remaining entrants can find out their placing after the Regional Semi-Final by emailing ltqueries@loreal.com.

4.6 GRAND FINAL JUDGING STAGE

- 4.6.1 The Grand Final Judging Day will take place on Sunday 26 June 2022 at L'Oréal International Academy, 255 Hammersmith Road, London, W6 8AZ.
- 4.6.2 The winning teams from each region must arrive at a time specified by the Promoter on this day to register at the L'Oréal International Academy in London. If the team has not registered within 1 hour of the allocated time, the team will be automatically disqualified.
- 4.6.3 All team members including the model that made up the team which competed at the Regional Semi-Final must compete at the Grand Final. Furthermore, should the team wish to bring a make-up artist they can do so.
- 4.6.4 For all teams that qualify for the Grand Final, the model, hair colour and haircut and style must remain the same at both Regional Semi-Final stage and the Grand Final stage. Should the team wish to change the model's clothes, accessories and make-up between the Regional Semi-Final stage and Grand Final stage they can do so. For the avoidance of doubt, this is not imperative.
- 4.6.5 The Promoter 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 Paris Education Managers and if the models and their hair colour, style and cut are not exactly the same as at the Regional Semi-Finals the team will be instantly disqualified.
- 4.6.6 Teams will have 30 mins in which to replicate their look from the Regional Semi-Final and models should be ready to be judged with final retouches to be conducted within this 30-minute timeframe. Please note:
- Teams must have coloured the model's hair prior to arriving at the Grand Final.
 - Models should be dressed prior to the competition start.
 - Models will be provided with a L'Oréal Professionnel Paris gown at registration.
 - The colourist will be interviewed by L'Oréal Professionnel Paris Education Managers about their technique, application and colours used on the model to verify the sole use of L'Oréal Professionnel Paris products.
 - The colourist should also be prepared to answer questions from a selection of the judges about their entry.
- 4.6.7 Once the competing team have entered the competition floor, the model's state of hair cannot change, and they cannot touch the hair until the competition starts.
- 4.6.8 When the 30min competition starts, the competing team must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- 4.6.9 Cutting will be allowed on the competition floor.
- 4.6.10 Entrants will be required to produce a colour copy of a photograph of the model prior to any colour work performed on the hair no older than 10 January 2022 (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.
- 4.6.11 Once the judging is completed the models will be taken to Battersea Evolution, London. They will be escorted by L'Oréal Professionnel Paris 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.

- 4.6.12 The colourist must arrive at 7pm at Battersea Evolution for a briefing with L'Oréal Professionnel Paris as they will be presented on stage with their model during the model catwalk.
- 4.6.13 The colourist or stylist (as applicable) of each Grand Finalist team will be allowed access to their model at 7pm in order to re-touch the model prior to the model's catwalk in front of the assembled crowd. The colourist or stylist (as applicable) will be given a wristband in order to gain entry to the venue prior to the rest of the guests.
- 4.6.14 If the competing team wish their make-up artist to retouch the model's make-up, the make-up artist will have to purchase a ticket and will then be given a wristband to allow entry at 7pm with the colourist or stylist (as applicable).

4.7 JUDGING AND MARKING CRITERIA FOR GRAND FINAL

- 4.7.1 The models must showcase the entrants' interpretation of the brief as outlined in clause 4.1 and will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- 4.7.2 The judging for the Grand Final will be conducted as follows:
- Each of the judges is required to select from the sixteen (16) L'Oréal Colour Trophy Star Award Grand Finalists an overall winner.
 - Each of the judges will mark each entrant from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - All of the judges' marks are averaged for each entrant to calculate the positions of each from first 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 2022 L'Oréal Colour Trophy Star Award Winner.
 - If a unanimous decision cannot be reached by the judges the entrant who is first placed based on the judges' marks will be the winner.
- 4.7.3 The overall L'Oréal Colour Trophy Star Award Winner will be announced at the L'Oréal Colour Trophy Grand Final on the evening of Sunday 26 June 2022 at Battersea Evolution, London.

4.8 THE PRIZE

- 4.8.1 The winning colourist from the winning salon team will receive the L'Oréal Colour Trophy Star Award 2022 and the winning colourist will have the opportunity to attend the prize experiences.
- 4.8.2 The 3-part prize will consist of the following:
- An opportunity within the year for the winning colourist and model to photograph the winning look. The Promoter will confirm the dates, city, venue and agenda, and provide reasonable transportation, hotel accommodation and subsistence costs to attend this trip. The flight times and airports will be decided by The Promoter at its sole discretion and the Promoter will arrange public transport to reach the departing airport. The photographs produced will be used to promote the salon's win in local press, social media channels and hairdressing trade publications during the salon's winning year and to promote the L'Oréal Colour Trophy competition for the following year. Owing to the uncertainty of the COVID-19 pandemic, the Promoter has not provided the specific dates as at the date of publication of these Terms and Conditions. The Promoter will communicate such dates as soon as reasonably practicable, providing reasonable notice.
 - The opportunity to be part of the iD Artist Programme for 2023. This will come with many opportunities for professional development and will run from January 2023 – January 2024. Further details will follow in December 2022. Once the 2022 L'Oréal Colour Trophy Star Award winner joins the iD Artist Programme if approved by their salon owner, they will also need to adhere to the iD Artist Programme Terms and Conditions which will be provided by the Promoter to the winner in due course.
 - The winning colourist only will receive one (1) free ticket to attend the L'Oréal Colour Trophy Grand Final in 2023. The Promoter 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.
- 4.8.3 There are also a number of other opportunities associated with the above prize elements such as enhanced personal and professional reputation and social profile, accolade and recognition by industry peers, a sense of notoriety, PR and marketing for the salon and potential increase in salon revenue.
- 4.8.4 For the avoidance of doubt, any decisions relating to the prize will be taken by the Promoter at its sole discretion (carrying out risk assessments where appropriate and having health and safety in mind). Such decisions will be based on the Promoter's own risk assessment with consideration of various factors (such as external as well as internal L'Oréal guidelines). Promoter (in its role as a responsible supplier) will take a view as a company, and will not, for example, take such decisions based on an individual's own sensibilities around safety and risk.
- 4.8.5 For the avoidance of doubt, any extension of any of the prize elements is a personal request for leisure time and is thus not associated with the L'Oréal Colour Trophy prize events. As such, any associated costs and arrangements for any additional days to stay at the location of a prize trip or a prize day (by way of example only, travel, accommodation and travel insurance) are the individual team members' responsibility.
- 4.8.6 The Promoter is not responsible for an individual's eligibility to enter a country for redemption of a prize trip, this is the sole responsibility of the relevant individual.

5. L'ORÉAL COLOUR SPECIALIST AWARD 2022

- You must be a L'Oréal Professionnel Paris Colour Specialist to enter this category. The competition is only open to L'Oréal Professionnel Paris Colour Specialist graduates who have completed the 15-day Diploma course and passed the official L'Oréal Professionnel Paris Colour Specialist final exam. Proof of this must be supplied upon entry. For the avoidance of doubt, no other iterations of the L'Oréal Professionnel Paris Colour Specialist Degree will be accepted.
- The overarching decision on this exclusive category is that the colour presented must be exceptionally executed and technically correct.
- Should the entrant be successful at Photographic Entry Stage and progress to the Live Semi-Final stage, then please carefully read more information below on the photographic requirements required for this stage.

5.1 THE 2022 BRIEF

- Entrants must create a well-executed, inspirational and modern colour look on any model, of any gender or any gender identity of any hair type. 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 Paris. These are:
 - Fashion: Taking inspiration from trends
 - Innovation: Classic elements, with a brand-new twist
 - Pioneering: A colour that could be a future trend
- Wefts, weaves and extensions covering a maximum 25% of the head using L'Oréal Professionnel Paris Colour can be used.
- No full wigs are allowed.
- Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- The hair colour will be the overriding factor in any decision-making process.

5.2 PHOTOGRAPHIC ENTRY REQUIREMENTS

- 5.2.1 This is a competition for individuals only and the prize (including any certificates) 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 (and any certificates).
- 5.2.2 To enter the L'Oréal Colour Specialist Award, the entrant must submit as follows:
- A "before" (head shot only) photo of the model prior to any colour application dated no older than 10 January 2022 which must be at an angle so the face and side view of the model's head is clearly visible. This image 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.
 - An "after" (head shot only) photo of the model after colour completion, must be submitted at an angle so that the face and side view is clearly visible. This photo must demonstrate a minimum of 4 levels of base and tone colour change from before to after.
 - Their L'Oréal Professionnel Paris Colour Specialist certificate to prove their completion and passing of this course. If this cannot be supplied, please confirm the date of graduation from the L'Oréal Professionnel Paris Colour Specialist course for verification in order for the entry to be valid.

5.3 PHOTOGRAPHIC JUDGING DAY

- 5.3.1 The "after" photograph submitted online must showcase the entrants' interpretation of the brief outlined in clause 5.1 and will be judged on the colour presented which must be exceptionally executed and technically correct.
- 5.3.2 At the photographic judging day, the judges will select as follows: a maximum of fifteen (15) entrants to go through to the Live Semi-Final stage.

5.4 LIVE SEMI-FINAL STAGE

- 5.4.1 The Live Semi-Final stage will take place on Monday 9 May 2022 at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ.
- 5.4.2 For the avoidance of doubt, the Live Semi-Final is not a ticketed event. Audiences and other salon team members will not be granted entry, only competition teams.
- 5.4.3 All competition teams, comprising of only the colourist, stylist (as applicable), model and make-up artist (as applicable) must arrive at a time specified by the Promoter on the day of the Live Semi Final at the venue to register with L'Oréal Professionnel Paris. All members of the competition team (including the model) must be present at registration.
- 5.4.4 If the team has not registered with L'Oréal Professionnel Paris within 1 hour of the allocated time, the team will be automatically disqualified.
- 5.4.5 The colourist and stylist (as applicable) names (excluding the model and excluding the makeup artist should the team have one) must correspond to the names that were submitted on the online entry form at the Photographic Entry stage.
- 5.4.6 Entrants are required to bring along with them:

- Three “before” (front, side and back only) photos, of the model prior to any colour application dated no older than 10 January 2022. These 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.
 - A completed case study with colour application technique which needs to include all colour formulas for every stage of colour application.
 - A mood board to be presented to judges detailing their inspiration, thought process of why they have chosen this colour, etc.
- 5.4.7 Prior to the competition, the model's hair must have a minimum 80% of colour complete.
- 5.4.8 Prior to the live competition starting, the model's hair can be only in one of these 2 states:
- Dry ready for additional toning and then styling, or.
 - Dry ready for additional colour application and then styling.
- 5.4.9 Teams will have 2 hours to do any additional toning refresh and styling of the model during the live competition.
- 5.4.10 Please note:
- Models should be dressed prior to the competition start.
 - Models will be provided with a L'Oréal Professionnel Paris gown at registration.
 - The colourist within the team will be interviewed by L'Oréal Professionnel Paris Education Managers about their technique, application and colours used on the model to verify the sole use of L'Oréal Professionnel Paris products.
- 5.4.11 Once the competing team have entered the competition floor, the model's state of hair cannot change, and they cannot touch the hair until the competition starts.
- 5.4.12 When the 2-hour competition starts, the competing team must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- 5.4.13 Cutting will be allowed on the competition floor.
- 5.4.14 After the live competition has ended, each colourist will have up to 5 minutes with the judges, and will be required to bring their model into the judge's room to present their model, case study 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 Paris products have been used on the model's hair.
 - Judges will be supplied with tail combs to finally check the result of the application of the colour by the finalists.
 - The 'before' photos of the model must also be presented at this stage.
- 5.4.15 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 may be asked to walk to assess their animation. The judging will take up to 1hr and 30 minutes.
- 5.4.16 The model will be photographed and videoed during the judging.
- 5.4.17 After judging has finished, all teams must then depart the venue.

5.5 JUDGING & MARKING CRITERIA FOR LIVE SEMI-FINAL STAGE

- 5.5.1 The models must showcase the entrants' interpretation of the brief outlined in clause 5.1 and will be judged on the colour presented which must be exceptionally executed and technically correct.
- 5.5.2 During the judging process, the finalists will be assessed on the following:
- Application technique of colour on live model.
 - Presentation of case study and mood board.
 - Degree of colour expertise performed during colour change.
 - Overall total look.
 - Their confidence, passion, presentation skills and knowledge when they present.
- 5.5.3 All Semi-Finalists will be marked in the following way:
- Each of the judges will be required to mark each of the 15 (maximum) entrants giving each entrant a placing from 1 to 10, with 1 being “poorly executed” and 10 being “excellently executed”.
 - All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - The judges will have a combined discussion about the top ten (10) placed teams, discussing them together as a group in the context of the brief.
 - Eight (8) teams will be invited to attend the L'Oréal Colour Trophy Grand Final. The overall 1st placed winner will also be selected by the judges from the eight (8) Grand Finalists (although the overall 1st placed winner won't be announced until the day of the Grand Final event).
 - If a unanimous decision cannot be reached by the judges, the eight (8) highest marked entrants will go through.
- 5.5.4 These eight (8) Grand Finalists will not be announced live at the event but will be announced online on www.lorealcolourtrophy.com and on Instagram @lorealpro_education_uki by the following morning after the Live Semi-Final.

5.6 GRAND FINAL STAGE

- 5.6.1 All eight (8) models must arrive already dressed and styled at the L'Oréal International Academy, 255 Hammersmith Road, London W6 8AZ. They must be escorted by one member of the competing team. After model check-in, the accompanying team member must depart the Academy.
- 5.6.2 The model, clothes, make-up, hair colour and hairstyle must be the same as what was presented at the Live Semi-Final stage. L'Oréal will verify this as follows: Each model at the Live Semi-Final stage will be photographed both close up and full

length. At rehearsals, each model will be scrutinised by L'Oréal Professionnel staff and if the model is not exactly the same as at the Live Semi-Final stage the team will instantly disqualified.

- 5.6.3 The models will then be taken to Battersea Evolution, London where they will be escorted by L'Oréal Professionnel Paris 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.
- 5.6.4 The colourist or stylist (as applicable) of each Grand Finalist team will be allowed access to their model at 7pm to re-touch the model prior to the model's catwalk in front of the assembled crowd. The colourist or stylist (as applicable) will be given a wristband to gain entry to the venue prior to the rest of the guests.
- 5.6.5 If the competing team wish their make-up artist to retouch the model's make-up, the make-up artist will have to purchase a ticket and will then be given a wristband to allow entry at 7pm with the colourist or stylist (as applicable).
- 5.6.6 The eight (8) Grand Finalists will be presented on stage on the evening of Sunday 26 June 2022 at Battersea Evolution, London.
- 5.6.7 The entrant placed as overall 1st will also be announced on the evening of Sunday 26 June 2022 at Battersea Evolution, London and will become the L'Oréal Colour Specialist Award Winner 2022.

5.7 THE PRIZE

- 5.7.1 The winning colourist will receive the L'Oréal Colour Specialist Award 2022 and the winning colourist will have the opportunity to attend the prize experiences.
- 5.7.2 The 4-part prize will consist of the following:
 - An opportunity within the year for the winning colourist and model to photograph the winning look. The Promoter will confirm the dates, city, venue and agenda, and provide reasonable transportation, hotel accommodation and subsistence costs to attend this trip. The flight times and airports will be decided by The Promoter at its sole discretion and the Promoter will arrange public transport to reach the departing airport. The photographs produced will be used to promote the salon's win in local press, social media channels and hairdressing trade publications during the salon's winning year and to promote the L'Oréal Colour Trophy competition for the following year. Owing to the uncertainty of the COVID-19 pandemic, the Promoter has not provided the specific dates as at the date of publication of these Terms and Conditions. The Promoter will communicate such dates as soon as reasonably practicable, providing reasonable notice.
 - An opportunity to share and present at the L'Oréal Professionnel Paris iD Artists training.
 - An opportunity to present at the L'Oréal Professionnel Paris Colour Connective.
 - The winning colourist only will receive one (1) free ticket to attend the L'Oréal Colour Trophy Grand Final in 2023. The Promoter 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.
- 5.7.3 There are also a number of other opportunities associated with the above prize elements such as enhanced personal and professional reputation and social profile, accolade and recognition by industry peers, a sense of notoriety, PR and marketing for the salon and potential increase in salon revenue.
- 5.7.4 For the avoidance of doubt, any decisions relating to the prize will be taken by the Promoter at its sole discretion (carrying out risk assessments where appropriate and having health and safety in mind). Such decisions will be based on the Promoter's own risk assessment with consideration of various factors (such as external as well as internal L'Oréal guidelines). Promoter (in its role as a responsible supplier) will take a view as a company, and will not, for example, take such decisions based on an individual's own sensibilities around safety and risk.
- 5.7.5 For the avoidance of doubt, any extension of any of the prize elements is a personal request for leisure time and is thus not associated with the L'Oréal Colour Trophy prize events. As such, any associated costs and arrangements for any additional days to stay at the location of a prize trip or a prize day (by way of example only, travel, accommodation and travel insurance) are the individual team members' responsibility.
- 5.7.6 The Promoter is not responsible for an individual's eligibility to enter a country for redemption of a prize trip, this is the sole responsibility of the relevant individual.