

L'ORÉAL COLOUR TROPHY AWARDS COMPETITION (UK RESIDENTS ONLY) - TERMS & CONDITIONS 2025

- (A) L'ORÉAL COLOUR TROPHY AWARD
- (B) L'ORÉAL COLOUR TROPHY AFRO AWARD
- (C) L'ORÉAL COLOUR TROPHY STAR AWARD
- (D) L'ORÉAL COLOUR SPECIALIST AWARD

Minimum T&Cs

UK residents 16+ (and for Award Category C up to aged 25). Entries open at 16:00 (UK time) on 3 February 2025 until 18:00 (UK time) on 3 April 2025. For your chance to win, upload a photo of your model's hair styled with L'Oréal Professionnel Paris products, under 1 of the 4 L'Oréal Colour Trophy Award Categories, to the Competition portal here: www.lorealcolourtrophy.com. Depending on the Award Category entered, the winners and runners up (if any) will receive prizes which may include a trophy, flowers, champagne (or a non-alcoholic alternative) and/or limited experiences. Entrants must be a professional hair stylist that is the owner of a UK hair salon or a professional hair stylist employed by a UK hair salon. Entrants to Award Category D must be a L'Oréal Professionnel Paris Colour Specialist graduate. Subject to the Award Category entered, you may enter as an individual or part of a team. Full T&Cs: www.lorealcolourtrophy.com. Promoter: L'Oréal Professionnel Paris, a trading division of L'Oréal (UK) Limited, Gateway Central, 187 Wood Lane, London, W12 7SA.

Full T&Cs

GENERAL COMPETITION TERMS

1. GENERAL

- (a) By entering the L'Oréal Colour Trophy Awards Competition for UK Residents Only (the "**Competition**"), entrants will be deemed to be bound by and have accepted these terms and conditions (these "**Terms and Conditions**"). Promotional materials relating to the Competition, including all information on how to enter the Competition, also form part of these Terms and Conditions. In the event of any conflict between any terms referred to in such promotion materials and these Terms and Conditions, these Terms and Conditions take precedence.
- (b) For the avoidance of doubt, this General section of the Terms and Conditions applies to all categories of the Competition that are included in the sections that follow, namely the following categories: Award Category A - L'Oréal Colour Trophy Award 2025, Award Category B - L'Oréal Colour Trophy Afro Award 2025, Award Category C - L'Oréal Colour Trophy Star Award 2025, and Award Category D - L'Oréal Colour Specialist Award 2025 (each an "**Award Category**" and together "**Award Categories**"). All Award Categories forming part of the Competition shall run concurrently in accordance with these Terms and Conditions.
- (c) The "**Promoter**" of the Competition is L'Oréal Professionnel Paris, a trading division of L'Oréal (UK) Limited, a company incorporated and registered in England and Wales with company registration number 00271555, whose registered office address is at Gateway Central, 187 Wood Lane, London, W12 7SA.
- (d) By entering into any Award Categories forming part of this Competition, entrants acknowledge that they cannot enter any of the award categories offered as part of the other L'Oréal Colour Trophy Awards competitions also made available by the Promoter – namely (i) the L'Oréal Colour Trophy Awards Competition for Joint UK & ROI Residents Only and (ii) the L'Oréal Colour Trophy Awards Competition for ROI Residents Only, both of which are subject to their own separate terms and conditions available via www.lorealcolourtrophy.com (for UK residents) or www.lorealcolourtrophy.ie (for Republic of Ireland residents), save as set out in Section 3(h) below.
- (e) The Promoter reserves the right to disqualify an entrant or winner that, in its absolute discretion, could bring the Promoter, its affiliates or its products into disrepute.
- (f) The Promoter reserves the right to disqualify any entries that have failed to abide by and/or are in breach of these Terms and Conditions.
- (g) The Promoter reserves the right in its absolute discretion to disqualify any individual who conducts themselves in any manner that could be deemed inappropriate, offensive or discriminatory, whether attending any in-person event associated with this Competition or interacting, in any other way, with the Promoter or its employees or any other entrants to the Competition. This includes, but is not limited to, harassment, bullying or aggressive behaviour towards others (for example, threats or violence towards members of staff, crew, other entrants and/or venue staff), racism, homophobia, misogyny and/or religious intolerance.
- (h) The names of the winners can be obtained by sending a stamped, self-addressed envelope, within four weeks of 30 June 2025 to the Promoter at Gateway Central, 187 Wood Lane, London, W12 7SA, referencing the Competition name.
- (i) All personal details and/or information given either in the entry process or otherwise must be truthful, accurate and in no way misleading. The Promoter reserves the right to disqualify entrants if they have supplied untruthful, inaccurate or misleading personal details and/or information when entering into or participating in any aspect of the Competition.
- (j) Any personal information that entrants share with the Promoter (including name, salon address, email address, phone number or other data) will be kept secure and only used in line with the Promoter's privacy policies (please see [Consumer Privacy Policy](#) and

[Model and Event Attendee Privacy Policy](#)) and these Terms and Conditions. By entering the Competition, entrants acknowledge that their information may be used by the Promoter and their suppliers to administer the Competition. The Promoter may contact entrants by email, post, phone, SMS or other means in relation to the Competition, but will not send entrants any marketing communication unless entrants have also agreed to this or the Promoter has another lawful basis for the communication.

- (k) Neither the Promoter nor agencies nor suppliers involved in this Competition may be liable to the entrants or winners, whether arising from tort including negligence, breach of contract or otherwise or for any damage, loss, liabilities, injury or disappointment incurred or suffered whatsoever as a result of or relating to participation in this Competition or the prizes, unless they suffer personal injury or death as a result of the Promoter's negligence. No compensation for loss of earnings will be paid by the Promoter for participation in any aspect of this Competition.
- (l) The Promoter reserves the right in its absolute discretion to amend or waive any of these Terms and Conditions, or suspend or cancel the Competition (or any Award Category or any other elements of the Competition) at any stage, in the event of circumstances that are unforeseen or beyond its reasonable control (including suspected or actual fraudulent or misleading practices or other breaches of these Terms and Conditions).
- (m) English law applies to the administration of the Competition and the interpretation and fulfilment of these Terms and Conditions, and the English courts shall have exclusive jurisdiction over any proceedings in connection with the Competition or these Terms and Conditions.

2. THE COMPETITION

- (a) The Competition is open to all UK residents who are employed by a hair salon as a hair stylist or own a hair salon, with the exception of (i) any of L'Oréal (UK) Limited's or any of L'Oréal (UK) Limited's group companies' employees; or (ii) any freelancer consultants engaged by L'Oréal (UK) Limited's Professionnel Products Division; or (iii) immediate family members of any employee or freelancer consultant referenced in (i) or (ii); and (iv) employees of any third party directly associated with the Competition. If any of the abovementioned excluded connections is discovered, the Promoter reserves the right to automatically disqualify the relevant entrant. For the avoidance of doubt, guest artists (e.g., any hairdressers who may be educating for L'Oréal Professionnel Paris) engaged by the Promoter are not included in the abovementioned excluded connections and may enter the Competition.
- (b) The Competition opens at 16:00 (UK time) on 3 February 2025 ("**Entry Opening Date**") and closes at 18:00 (UK time) on 3 April 2025 ("**Entry Closing Date**"). Entries must be received on or before 18:00 (UK time) on the Entry Closing Date. Any entries received after 18:00 (UK time) on the Entry Closing Date 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.
- (c) Teams consisting of a maximum of four individuals, which must include the colourist, model, a stylist and/or make-up artist, may enter the L'Oréal Colour Trophy Award 2025 and L'Oréal Colour Trophy Afro Award 2025 only. An individual may enter in a dual role as both a colourist and stylist in a team. Colourists and stylists in the same team must be from the same hair salon.
- (d) Where referred to in these Terms and Conditions, "entrants" shall include both individuals and teams, save where referred to in relation to the L'Oréal Colour Trophy Star Award 2025 and L'Oréal Colour Specialist Award 2025, in which case "entrants" shall include individuals only.
- (e) The Competition is free to enter and no purchase is necessary.
- (f) All entrants and models used at all stages of the Competition must be 16 years or over on the Entry Opening Date. Any model or entrant, who is 16 years or over but under 18 years is required to have parental or guardian consent to compete in the Competition. Promoter reserves the right to request a copy of such written consent.
- (g) Entrants must adhere to the safety announcements and other rules and regulations of any venue used in relation to the Competition and their entries to the Competition.
- (h) The Promoter and any venue used in relation to the Competition accept no responsibility for any loss, damage or theft of personal property.
- (i) 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.
- (j) All entrants must ensure that their chosen model has completed and signed a model release form in respect of all parts of the Competition. The Promoter reserves the right to request a copy of the model release form at the Grand Final.
- (k) For any colour application, entrants must ensure that their model has had an allergy alert test 48 hours before the colour application or has completed the L'Oréal 'Professional Safety' protocol. Promoter reserves the right to request written evidence of any such allergy alert test or protocol adherence at any stage of the Competition. A copy of the L'Oréal 'Professional Safety' protocol is located in every box of L'Oréal Professionnel Paris colour product and you can also access it via www.lorealaccess.com/uk/login.
- (l) If you are entering as an employee or owner of a hair salon:
 - i) the salon must be located in the UK; and
 - ii) the salon must be trading at the time of entry and all stages of the Competition. If the salon is a stockist of L'Oréal Professionnel Paris products, it must be fully compliant with L'Oréal (UK) Limited's conditions of sale and credit terms at all stages of the Competition.
- (m) In respect of any timings and deadlines of the Competition, it is the responsibility of entrants to allow sufficient time to meet such times and deadlines, including, by way of examples only: to factor in ample time in allowance of traffic or public transport issues and to factor in any waiting time where there is a high volume of entrants (including online).
- (n) The judges' decisions are final and no correspondence or feedback will be entered into regarding any decisions.
- (o) If a prize (including any certificates) is declined or if a winner forfeits their prize under these Terms and Conditions, then the judges may at their absolute discretion select the next best entry as the winner for the Award Category in accordance with the judging process for the relevant Award Category.

3. ENTRY REQUIREMENTS

For the avoidance of doubt, the information contained in this Section 3 applies to all Award Categories of the Competition that are included in the sections that follow. In addition, there are more specific entry requirements under each Award Category below.

- (a) Entrants must have internet access and complete an entry form via the Competition portal on www.lorealcolourtrophy.com.
- (b) Entrants must upload their entry photo(s) which must:
 - i) be in either JPEG or PNG format;
 - ii) be in portrait;
 - iii) be 720px wide x 1080px high;
 - iv) be in colour;
 - v) be no more than one year old at the date of entry;
 - vi) feature no clear visual branding other than L'Oréal Professionnel Paris (i.e. on colouring tools and styling equipment, clothing, or featured on products in the background);
 - vii) exclude the use of any filter or any colour enhancing tools; and
 - viii) comply with the applicable Award Category terms.
- (c) Entrants must only use L'Oréal Professionnel Paris colour and styling products on their model. This includes discontinued L'Oréal Professionnel Paris products as long as they are within the stated expiry date of the product.
- (d) Only 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.
- (e) 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 for previous versions of this Competition operated by the Promoter in previous years, in any Award Category.
- (f) Each entrant that enters must create a unique username and email address to access the Competition portal upon entry.
- (g) Incomplete, illegal, misdirected or late entries will not be valid. Proof of complying with the entry requirements set out in these Terms and Conditions will not be accepted as proof of receipt or entry. The Promoter is not responsible for entries lost, damaged or delayed due to technical or connectivity or other problems.
- (h) A salon can enter multiple entrants across and/or in each of the eight Award Categories set out below, on the condition that each entrant must be a unique set of individuals who may each only enter one of the eight Award Categories:
 - i) **The Award Categories for this Competition:** (A) Award Category A - L'Oréal Colour Trophy Award, (B) Award Category B - L'Oréal Colour Trophy Afro Award, (C) Award Category C - L'Oréal Colour Trophy Star Award or (D) Award Category D - L'Oréal Colour Specialist Award.
 - ii) **The award categories applicable to the L'Oréal Colour Trophy Awards Competition for Joint UK & ROI Residents Only - namely:** (A) L'Oréal Colour Trophy Future Talent Award or (B) L'Oréal Colour Trophy Moving Image Award.
 - iii) **The award categories applicable to the L'Oréal Colour Trophy Awards Competition for ROI Residents Only - namely:** (A) L'Oréal Colour Trophy Award or (B) L'Oréal Colour Trophy Star Award.
- (i) For the avoidance of doubt:
 - i) An entrant can only enter one out of the above listed eight Award Categories.
 - ii) An entrant can only enter the Competition once.
 - iii) An individual may enter in a dual role as both a colourist and stylist within a team.
- (j) An individual who has accepted to judge the Competition in any Award Category is not permitted to enter the Competition in any Award Category. For the avoidance of doubt, any team members of the judge (e.g., their workplace salon colleagues) may enter but all entries shall be made anonymous at the time that they are judged.
- (k) Entrants must truthfully and accurately complete their application. If an entrant supplies any untruthful, inaccurate or misleading details and/or information, the entrant may be disqualified.
- (l) If employed by a salon, the colourist and stylist (as applicable) must get the consent of the salon owner(s) to enter.
- (m) Any entries which do not comply with these Terms and Conditions or which contain any third party intellectual property without prior informed consent from the rights holder, or which violates or infringes another's rights, including but not limited to privacy, publicity, which contain political views, or which contain any abusive, inappropriate, offensive or obscene language or imagery will be disqualified. Examples of language/images considered to be inappropriate, offensive or obscene, include (but are not limited to) any message/image which contains: (a) swearing; (b) comments or actions which appear to be discriminatory of any person, company or group of individuals, for example comments of a racist, sexist or homophobic nature; (c) comments or actions which promote bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age (d) sexual innuendo, sexual language or sexual acts, actions or gestures; (e) promoting any illegal unlawful activity such as drug use; (f) content which is tortious, defamatory, slanderous or libellous; (g) any message that appears to be an advertisement or solicitation to buy; and (h) any materials (whether written or visual) that directly or indirectly relate to Promoter's competitor brands or that show any intention of promoting any brand other than the Promoter's brands.
- (n) The Promoter reserves the right to require entrants to prove that they are eligible to enter the Competition and/or to carry out its own investigations (either itself or through a third party acting on its behalf). If a winner is found to be ineligible, the Promoter reserves the right to select the next best entry as the winner for the Award Category from all other eligible entrants to receive their prize and to require the cancellation or return of any prize already awarded (as applicable). For the avoidance of doubt, where the winner is a team and one or more members of the team are found to be ineligible, the whole team shall be ineligible and the Promoter reserves the right to select the next best entry as the winner for the Award Category from all other eligible entrants to receive their prize and to require the cancellation or return of any prize already awarded to the team in question (as applicable).

4. ENTRANT ROLES

- (a) The colourist and stylist full names (as applicable) must be confirmed in the online entry form via the Competition portal and must remain the same throughout the Competition. The colourist and stylist cannot change or swap roles after entry. Proof of ID, such as passport or driver's license will be checked by the Promoter's staff to verify the individuals names at the Grand Final.
- (b) 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), 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.

5. JUDGING

- (a) All stages of the Competition will be judged by a panel of a minimum of three judges selected by the Promoter. The judging panel may be comprised of different judges for each stage of the Competition but will be comprised of a selection of independent hairdressing industry leaders and hairdressing trade press editors.
- (b) At any point in the Competition, entrants 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.
- (c) Should an entrant be successful after Photographic Judging, they are not required to recreate the winning look from the Photographic Judging stage. Therefore, the model, clothes, make-up and hairstyle may change between the Photographic Judging stage and the Grand Final.
- (d) A list of the entrants successfully through to the Grand Final after Photographic Judging can be obtained by looking on www.lorealcolourtrophy.com from 17:00 (UK time) on 6 May 2025.
- (e) All entrants will be notified whether they have gone through to the Grand Final after Photographic Judging by email from lctqueries@loreal.com by 17:00 (UK time) on 12 May 2025.

6. GRAND FINAL TICKETS

- (a) The Grand Final will take place in person on 30 June 2025 at a venue in London to be confirmed by the Promoter.
- (b) Each entrant that is successful after Photographic Judging, will become a "Grand Finalist" and each Grand Finalist (excluding the model) will be given a free ticket (maximum three per team for the individual(s) in the roles of colourist, stylist and make-up artist) to attend the Grand Final in person on the evening of 30 June 2025
- (c) These tickets are strictly non transferrable.
- (d) 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).
- (e) The model will not require a ticket as they will not be required to attend the Grand Final. The model will remain backstage during the Grand Final and will only be presented onstage during the show. The Promoter will provide reasonable subsistence for the model backstage at the Grand Final.

7. PRIZES

- (a) Full details of the prizes are set out in Award Categories A, B, C and D of these Terms and Conditions. Unless otherwise stated in these Terms and Conditions, prize(s) (including any certificate(s)) are awarded to the winning salons rather than the individual entrants.
- (b) Unless otherwise stated in these Terms and Conditions, in the case of the L'Oréal Colour Trophy Star Award and L'Oréal Colour Specialist Award, which are Award Categories for individual entrants only, the prize(s) (including any certificate(s)) will be awarded to the salon of the individual colourist.
- (c) All prize(s) must be claimed during the salon's winning year from 1 July 2025 to 5 July 2026 (the "Winning Year").
- (d) The prize(s) (including any certificates) are as stated and there are no alternatives or cash substitutes.
- (e) The winning entrants must redeem the prize(s). Prize(s) are not transferable to other individuals.
- (f) The Promoter reserves the right to substitute a prize of equal or greater value in the event that the prize is unavailable for any reason whatsoever.
- (g) A winner forfeits their prize and the Promoter reserves the right to select the next best entry as the winner for the Award Category if:
 - i) an entrant (including any individual from a team) leaves their salon;
 - ii) within three weeks of being notified by the Promoter, a winner does not respond or does not provide their full name and relevant details (including address for the prize to be despatched);
 - iii) if a prize is rejected or returned undeliverable; or
 - iv) if an entry is invalid or an entrant is disqualified or in breach of these Terms and Conditions.

8. USAGE RIGHTS

- (a) The Promoter shall own all the copyright and other intellectual property rights in the entries and any other materials (whether visual, oral or written) generated during the various stages of this Competition, in perpetuity and on a worldwide basis for use at Promoter's sole discretion including, without limitation, use in advertising, other media, press releases, editorial and promotional activity, point of sale material, Promoter's websites, third party websites (including Facebook, Instagram, Twitter and YouTube), newsletters and e-newsletters.
- (b) Accordingly entrants hereby assign to Promoter any copyright and other intellectual property rights which exist in their Competition entries to the Promoter and irrevocably waive any moral rights that could vest in them (which shall include their name, location and age) under the Copyrights, Designs and Patents Act 1988 or otherwise, and undertake to do all things necessary immediately on Promoter's request to effect or confirm any assignment in this paragraph.
- (c) In entering the Competition, all entrants and winners (including the winning salons) agree to participate in any promotional activity relating to the Competition, which may include entry content, voice, image and name for publicity purposes (in any media, print or online, including any websites, social media sites or third party retailer websites) and in advertising, marketing or promotional material (whether or not related to the Competition) free of charge without additional compensation or prior notice. Promoter may modify any entry content to fit in context with the relevant usage, whilst maintaining its original sentiment.

AWARD CATEGORY A – L'ORÉAL COLOUR TROPHY AWARD COMPETITION TERMS

9. THE 2025 BRIEF

- (a) 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. The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources, and reflect the professional skillset of the entrant.
- (b) Entrants can interpret this as they see fit, but the final look must share the same values as L'Oréal Professionnel Paris. These are:
 - i) Fashion: Taking inspiration from current or upcoming trends;
 - ii) Innovation: Classic elements, with a brand-new twist; and
 - iii) Pioneering: A colour that could be a future trend.
- (c) The work presented must always be exceptionally executed and technically correct.
- (d) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (e) The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- (f) The hair colour will be the overriding factor in any decision-making process.

10. PHOTOGRAPHIC JUDGING AND MARKING CRITERIA

- (a) The photograph submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 9 above and all entries will be judged on the colour that's been created on the model's hair, the overall finished cut and/or styling (as applicable), and which best meet the brief set out in Section 9.
- (b) At the Photographic Judging stage, all entrants will be marked in the following way:
 - i) Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 9, giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - iii) All entries for this Award Category will be allocated to one of eight regions depending on the postcode of the salon. These regions are Scottish, North Western, North Eastern, Western, Northern Irish, Eastern, Southern and London.
 - iv) On the Photographic Judging day, the judges will select a maximum of 12 entrants for each of the eight regions to go through to compete at the Grand Final, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote, or failing this, the twenty highest marked entrants will be selected as the Grand Finalists (in the event of a tie with more than twenty entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top twenty entrants for that region from the group of tied entrants using the criteria set out in Section 10(b)i and ii) above).
 - v) The top 12 entrants for each region of this Award Category are the Grand Finalists and shall progress to the Grand Final as per Section 11 below.

11. GRAND FINAL, MARKING CRITERIA & JUDGING

- (a) The Grand Final competition and judging will take place on 30 June 2025 at a venue in London to be confirmed by the Promoter.
- (b) The Grand Finalists from each region must arrive at a time specified by the Promoter on 30 June 2025 to register at the abovementioned venue. If any of the Grand Finalists have not registered within 45 minutes of the allocated time, they will be automatically disqualified. All entrants named on the entry form (including the model) must be present at registration.
- (c) The colourist and stylist (as applicable) names (excluding the model and the makeup artist) must correspond to the names that were submitted on the online entry form.
- (d) Grand Finalists 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 one year old which must be at an angle so the face and side view of the model's head is clearly visible. This will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to produce a copy of such photograph at the Grand Final will result in disqualification.
- (e) The Grand Finalists will have a 30-minute slot for the live competition. Models should be ready to be judged with final retouches to be conducted within this 30-minute timeframe. Please note:
 - i) Grand Finalists must have coloured the model's hair prior to arriving at the Grand Final.
 - ii) Models should be dressed prior to the live competition start time.
 - iii) Models will be provided with a L'Oréal Professionnel Paris gown at registration.
 - iv) 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.
 - v) All Grand Finalists should also be prepared to answer questions from a selection of the judges about their entry.
- (f) Once the competing Grand Finalists have entered the competition floor, the model's state of hair cannot change, and the entrant cannot touch the model's hair until the live competition starts.
- (g) When the 30-minute live competition starts, the competing Grand Finalists must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- (h) Cutting will be allowed on the competition floor.
- (i) The model may sit or stand during the judging. The judges are allowed to request that the model moves as directed, in order to judge different angles and the models may be asked to walk to assess their animation. The Promoter will make reasonable adjustments to account for a model's disability that may impact their participation in the Grand Final. The judging will take up to 1 hour.
- (j) The model will be photographed and videoed during judging.
- (k) The judges shall select eight Regional Winners (one from each region), as well as one overall Grand Final Winner (1st place) and two Grand Final Runners Up (2nd and 3rd place).
- (l) The judging for the Grand Final will be split into two parts:
 - i) **PART 1 – GRAND FINAL REGIONAL WINNERS:**
 - Each of the eight regions is judged individually to determine a "Regional Winner" (one from each region).
 - The Grand Finalists will be marked in the following way:

- For every region, each of the judges will be required to mark each Grand Finalist as to how well they meet the brief set out in Section 9 giving each 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 Grand Finalist to calculate the positions of the Grand Finalists within each region from first to last relative to one another.
 - The top two placed Grand Finalists in each region (sixteen entrants in total) will be presented to the judges who will then discuss and unanimously select an overall Regional Winner for each region (eight Regional Winners in total). If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the highest marked Grand Finalists will be selected as that region’s winner (in the event of a tie with more than one entrant per region receiving the highest score, a minimum of three judges will deliberate and unanimously select the top entrant for that region from the tied Grand Finalists using the criteria set out above in this Section 11(l)(i)).
- ii) **PART 2 – GRAND FINAL OVERALL WINNERS:**
- Once Part 1 of the judging process is complete, the judges are required to select the overall "Grand Final Winner" (1st place) and "Grand Final Runners Up" (2nd and 3rd place).
 - The overall Grand Final Winner will be selected from the eight Regional Winners.
 - The judges will discuss and agree unanimously who should be the overall Grand Final Winner. The Grand Final Runners Up will be selected from the rest of the fifteen entrants remaining. The judges will discuss and agree unanimously who should be the Grand Final Winner and Grand Final Runners Up.
 - In the event that a unanimous decision cannot be reached by the judges, the decision shall be based on a majority vote or failing this, the highest marked Regional Winner will be selected as the Grand Final Winner and the second and third highest marked Regional Winners will be selected as the Grand Final Runners Up (in the event of a tie with more than three Grand Finalists receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top three Regional Winners from the tied Grand Finalists using the criteria set out above in Section 11(l)(i)).

12. L'ORÉAL COLOUR TROPHY GRAND FINAL

- (a) Once the judging is completed, the models will be escorted by L’Oréal Professionnel Paris staff to the venue in London (which shall be confirmed by the Promoter) where the L’Oréal Colour Trophy Grand Final will be held on the evening of 30 June 2025.
- (b) During this event each Grand Finalist's model will be showcased to the audience, as instructed by the Promoter. The stylist (as applicable) and the make-up artist (if any) of each Grand Finalist will be allowed access to their model at the time specified by the Promoter to re-touch the model's hair and make-up prior to the presentation. Both the stylist and make-up artist (as applicable) will be given a wristband to gain entry to the abovementioned venue prior to the rest of the guests.
- (c) The Grand Final Winner, Grand Final Runners Up and all eight Regional Winners will be announced at the L’Oréal Colour Trophy Grand Final on the evening of 30 June 2025 at the abovementioned venue.
- (m) The remaining Grand Finalists are given a placing (based on their average marks attained) and for the avoidance of doubt, will not progress further in the competition. The remaining Grand Finalists can find out their placing by emailing lctqueries@loreal.com.

13. THE AWARD CATEGORY GRAND FINAL RUNNERS UP AND REGIONAL WINNERS PRIZE(S)

- (a) The salons of each Grand Final Runners Up will receive a certificate, and all individual Grand Final Runners Up will receive flowers and champagne (or a non-alcoholic alternative).
- (b) The salons of each Regional Winner will receive a trophy and certificate, and all individual Regional Winners will receive champagne (or a non-alcoholic alternative).

14. THE AWARD CATEGORY GRAND FINAL WINNER PRIZE(S)

- (a) The salon of the Grand Final Winner will receive the L’Oréal Colour Trophy Award 2025 trophy and a certificate.
- (b) All Grand Final Winner individuals will receive flowers and champagne (or a non-alcoholic alternative).
- (c) The Grand Final Winner colourist, stylist (as applicable) and model will receive an opportunity within a year of winning the Grand Final year to photograph the winning look.
 - i) The Promoter will contact the winning individuals to confirm the dates, city, venue and agenda, and provide standard class travel tickets and 4-star accommodation. The Promoter will also provide lunch and dinner expenses up to a total value of £75 for each winning individual.
 - ii) The photographs produced will be used to promote the salon’s award in local press, on social media channels and in hairdressing trade publications during the Winning Year and to promote the L’Oréal Colour Trophy competition for the following year.
- (d) The Grand Final Winner colourist and stylist (as applicable) will receive an opportunity within the year to:
 - i) At the Promoter’s sole discretion, either be involved in a relevant photo or video shoot opportunity to be featured in L’Oréal Professionnel Paris brand activations (which may include shooting still and/or moving image content in 2025 or 2026).
 - ii) The Promoter will contact the winning individuals to confirm the dates, city, venue and agenda, and provide standard class travel tickets and 4-star accommodation where required to attend this day for the colourist and stylist (as applicable).
- (e) The Grand Final Winner colourist and stylist (as applicable) will each receive one free ticket to attend the L’Oréal Colour Trophy Grand Final in 2026. 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-transferable.
- (f) Please note that, in relation to the prizes set out in Sections 14(c) and 14(d):
 - i) 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's responsibility.

- ii) The flight times and airports (if applicable) will be decided by the Promoter at its sole discretion and the Promoter will arrange standard class public transport to reach the departing airport. Once issued, flights cannot be re-issued and date or routing changes are not permitted. All flights are subject to availability and usual booking terms and conditions apply.
 - iii) The winner(s) are responsible for paying all associated costs that are not specifically stated in these Terms and Conditions, including (where applicable) transport to and from departure airport, accommodation, meal costs, spending money, insurance and all other incidentals.
 - iv) The winner(s) are responsible for obtaining valid passports. The winner(s) are also personally responsible for any personal or incidental expenses and any VAT, national and/or local tax liabilities incurred in claiming or using the prize.
 - v) 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.
- (g) The prizes are non-exchangeable and non-transferable.

AWARD CATEGORY B – L'ORÉAL COLOUR TROPHY AFRO AWARD COMPETITION TERMS

15. THE 2025 BRIEF

- (a) 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). The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources, and reflect the professional skillset of the entrant.
- (b) Entrants can interpret this as they see fit, but the final look must share the same values as L'Oréal Professionnel Paris. These are:
 - i) Fashion: Taking inspiration from current or upcoming trends;
 - ii) Innovation: Classic elements, with a brand-new twist; and
 - iii) Pioneering: A colour that could be a future trend.
- (c) The work presented must always be exceptionally executed and technically correct.
- (d) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (e) The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- (f) The hair colour will be the overriding factor in any decision-making process.

16. PHOTOGRAPHIC JUDGING AND MARKING CRITERIA

- (a) The photograph submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 15 above and all entries will be judged on the colour that's been created on the model's hair, the overall finished cut and/or styling (as applicable), and which best meet the brief set out in Section 15.
- (b) At the Photographic Judging stage, all entrants will be marked in the following way:
 - i) Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 15, giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - iii) On the Photographic Judging day, the judges will select a maximum of eight entrants to go through to compete at the Grand Final, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote, or failing this, the eight highest marked entrants will be selected as the Grand Finalists (in the event of a tie with more than eight entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top eight entrants from the group of tied entrants using the criteria set out in Section 16(b)i) and ii) above).
 - iv) The top eight entrants of this Award Category are the Grand Finalists and shall progress to the Grand Final as per Section 17 below.

17. GRAND FINAL, MARKING CRITERIA & JUDGING

- (a) The Grand Final competition and judging will take place on 30 June 2025 at the L'Oréal Academy, Gateway Central, 187 Wood Lane, London, W12 7SA.
- (b) The Grand Finalists must arrive at a time specified by the Promoter on 30 June 2025 to register at the abovementioned venue. If any of the Grand Finalists have not registered within 45 minutes of the allocated time, they will be automatically disqualified. All entrants named on the entry form (including the model) must be present at registration.
- (c) The colourist and stylist (as applicable) names (excluding the model and the makeup artist) must correspond to the names that were submitted on the online entry form.
- (d) Grand Finalists will be required to submit the following two photographs for judging:
 - i) A "before" photograph of the model prior to any colour application dated no older than one year old which must be at an angle so the face and side view of the model's head is clearly visible.
 - ii) A photograph 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.

These photographs will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to submit these photographs will result in disqualification of the Grand Finalist.
- (e) The Grand Finalists will have a 30-minute slot for the live competition. Models should be ready to be judged with final retouches to be conducted within this 30-minute timeframe. Please note:
 - i) Grand Finalists must have coloured the model's hair prior to arriving at the Grand Final.
 - ii) Models should be dressed prior to the live competition start time.
 - iii) Models will be provided with a L'Oréal Professionnel Paris gown at registration.

- iv) 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.
- v) All Grand Finalists should also be prepared to answer questions from a selection of the judges about their entry.
- (f) Once the competing Grand Finalists have entered the competition floor, the model's state of hair cannot change, and the entrants cannot touch the model's hair until the live competition starts.
- (g) When the 30-minute live competition starts, the competing Grand Finalists must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- (h) Cutting will be allowed on the competition floor.
- (i) The model may sit or stand during the judging. The judges are allowed to request that the model moves as directed, in order to judge different angles and the models may be asked to walk to assess their animation. The Promoter will make reasonable adjustments to account for a model's disability that may impact their participation in the Grand Final. The judging will take up to 1 hour.
- (j) The model will be photographed and videoed during judging.
- (k) The judges shall select one L'Oréal Colour Trophy Afro Award Winner 2025.
- (l) The Grand Finalists will be marked in the following way:
 - i) Each of the judges will be required to mark each Grand Finalist as to how well they meet the brief set out in Section 15 giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each Grand Finalist to calculate the positions of the Grand Finalists from first to last relative to one another.
 - iii) The top four placed Grand Finalists will be presented to the judges who will then discuss and unanimously select the L'Oréal Colour Trophy Afro Award Winner 2025. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the highest marked Grand Finalist will be selected as the L'Oréal Colour Trophy Afro Award Winner 2025 (in the event of a tie with more than one Grand Finalist receiving the highest score, a minimum of three judges will deliberate and unanimously select the top Grand Finalist from the group of tied Grand Finalists using the criteria set out in Section 17(l)i) and ii) above).

18. L'ORÉAL COLOUR TROPHY GRAND FINAL

- (a) Once the judging is completed, the models will be escorted by L'Oréal Professionnel Paris staff to the venue in London (which shall be confirmed by the Promoter) where the L'Oréal Colour Trophy Grand Final will be held on the evening of 30 June 2025..
- (b) During this event each Grand Finalist's model will be showcased to the audience, as instructed by the Promoter. The stylist (as applicable) and the make-up artist (if any) of each Grand Finalist will be allowed access to their model at the time specified by the Promoter to re-touch the model's hair and make-up prior to the presentation. Both the stylist and make-up artist (as applicable) will be given a wristband to gain entry to the abovementioned venue prior to the rest of the guests.
- (c) The L'Oréal Colour Trophy Afro Award Winner 2025 will be announced at the L'Oréal Colour Trophy Grand Final on the evening of 30 June 2025 at the abovementioned venue.
- (d) The remaining Grand Finalists are given a placing (based on their average marks attained) and for the avoidance of doubt, will not progress further in the competition. The remaining Grand Finalists can find out their placing by emailing ictqueries@loreal.com.

19. THE AWARD CATEGORY GRAND FINAL WINNER PRIZE(S)

- (a) The salon of the Award Category winner will receive the L'Oréal Colour Trophy Afro Award Winner 2025 trophy and certificate.
- (b) All Grand Final Winner individuals will receive flowers and champagne (or a non-alcoholic alternative).
- (c) The Grand Final Winner colourist, stylist (as applicable) and model will receive an opportunity within the year to:
 - i) Photograph the winning look.
 - ii) The Promoter will contact the winning individuals to confirm the dates, city, venue and agenda, and provide standard class travel tickets and 4-star accommodation. The Promoter will also provide lunch and dinner expenses up to a total value of £75 for each winning individual.
 - iii) The photographs produced will be used to promote the salon's award in local press, on social media channels and in hairdressing trade publications during the Winning Year and to promote the L'Oréal Colour Trophy competition for the following year.
- (d) The Grand Final Winner colourist and stylist (as applicable) will receive an opportunity within the year to:
 - i) At the Promoter's sole discretion, either be involved in a relevant photo or video shoot opportunity to be featured in L'Oréal Professionnel Paris brand activations (which may include shooting still and/or moving image content in 2025 or 2026).
 - ii) The Promoter will contact the winning individuals to confirm the dates, city, venue and agenda, and provide standard class travel tickets and 4-star accommodation where required to attend this day for the colourist and stylist (as applicable).
- (e) The Grand Final Winner colourist and stylist (as applicable) will each receive one free ticket to attend the L'Oréal Colour Trophy Grand Final in 2026. 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-transferable.
- (f) Please note that, in relation to the prizes set out in Sections 19(c) and 19(d):
 - i) 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 individuals' responsibility.
 - ii) The flight times and airports (if applicable) will be decided by the Promoter at its sole discretion and the Promoter will arrange standard class public transport to reach the departing airport. Once issued, flights cannot be re-issued and date or routing changes are not permitted. All flights are subject to availability and usual booking terms and conditions apply.
 - iii) The winner(s) are responsible for paying all associated costs that are not specifically stated in these Terms and Conditions, including (where applicable) transport to and from departure airport, accommodation, meal costs, spending money, insurance and all other incidentals.

- iv) The winner(s) are responsible for obtaining valid passports. The winner(s) are also personally responsible for any personal or incidental expenses and any VAT, national and/or local tax liabilities incurred in claiming or using the prize.
- v) 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.
- (g) The prizes are non-exchangeable and non-transferable.

AWARD CATEGORY C – L'ORÉAL COLOUR TROPHY STAR AWARD COMPETITION TERMS

20. THE 2025 BRIEF

- (a) 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. The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources, and reflect the professional skillset of the entrant.
- (b) Entrants can interpret this as they see fit, but the final look must share the same values as L'Oréal Professionnel Paris. These are:
 - i) Fashion: Taking inspiration from current or upcoming trends
 - ii) Innovation: Classic elements, with a brand-new twist
 - iii) Pioneering: A colour that could be a future trend
- (c) The work presented must always be exceptionally executed and technically correct.
- (d) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (e) The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- (f) The hair colour will be the overriding factor in any decision-making process.

21. ENTRY REQUIREMENTS

- (a) This Award Category is open to individual colourists only, aged between 16 years and 25 years (inclusive) on the Entry Opening Date. The colourist may engage a stylist and/or make-up artist but, for the avoidance of doubt, only the individual colourist shall be considered the "entrant" and eligible to win the prizes in this Award Category,
- (b) In addition to the Entry Requirements set out in Section 3, entrants must submit as part of their online entry form:
 - i) A "before" photo of the model prior to any colour application dated no older than one year old which must be at an angle so the face and side view of the model's head is clearly visible.
 - ii) An "after" photo of the model once the hair has been coloured dated no more than one year old which must be at an angle so the face and side view of the model's head is clearly visible.

These photographs will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to submit these photographs will result in disqualification of the entrant.

22. PHOTOGRAPHIC JUDGING AND MARKING CRITERIA

- (a) The photographs submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 20 above and all entries will be judged on the colour that's been created on the model's hair, the overall finished cut and/or styling (as applicable), and which best meet the brief set out in Section 20.
- (b) At the Photographic Judging stage, all entrants will be marked in the following way:
 - i) Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 20, giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - iii) On the Photographic Judging day, the judges will select a maximum of 16 entrants to go through to compete at the Grand Final, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote, or failing this, the 16 highest marked entrants will be selected as the Grand Finalists (in the event of a tie with more than 16 entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top 16 entrants from the group of tied entrants using the criteria set out in Section 22(b)i) and ii) above).
 - iv) The top 16 entrants of this Award Category are the Grand Finalists and shall progress to the Grand Final as per Section 23 below.

23. GRAND FINAL, MARKING CRITERIA & JUDGING

- (a) The Grand Final competition and judging will take place on 30 June 2025 at the L'Oréal Academy, Gateway Central, 187 Wood Lane, London, W12 7SA.
- (b) The Grand Finalists must arrive at a time specified by the Promoter on 30 June 2025 to register at the abovementioned venue. If a Grand Finalist and their model have not registered within 45 minutes of the allocated time, they will be automatically disqualified.
- (c) The Grand Finalist's name must correspond to the name that was submitted on the online entry form.
- (d) Grand Finalists will be required to produce:
 - i) a copy of a photograph of the model prior to any colour work performed on the hair dated no older than one year old which must be at an angle so the face and side view of the model's head is clearly visible; and
 - ii) in respect of each colourist, a mood board to best demonstrate their inspirations behind their finished look, which will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to produce a copy of such photograph and mood board at the Grand Final will result in disqualification.
- (e) The Grand Finalists will have a 30-minute slot for the live competition. Models should be ready to be judged with final retouches to be conducted within this 30-minute timeframe. Please note:
 - i) Grand Finalists must have coloured the model's hair prior to arriving at the Grand Final.
 - ii) Models should be dressed prior to the live competition start time.
 - iii) Models will be provided with a L'Oréal Professionnel Paris gown at registration.

- iv) 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.
- v) All Grand Finalists should also be prepared to answer questions from a selection of the judges about their entry.
- (f) Once the competing Grand Finalists have entered the competition floor, the model's state of hair cannot change, and the entrant cannot touch the model's hair until the live competition starts.
- (g) When the 30-minute live competition starts, the competing Grand Finalists must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- (h) Cutting will be allowed on the competition floor.
- (i) The Grand Finalists will have up to 5 minutes with the judges, and will be required to bring their model into the judges' room to present their model and mood board to the judges who will:
 - i) 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.
 - ii) Interview the Grand Finalist to understand their inspiration, techniques and the colours they have used on the model.
 - iii) Interview the Grand Finalist on their aspirations and career as colourists.
 - iv) Judges will be supplied with tail combs to finally check the result of the application of the hair colour.
- (j) The model may sit or stand during the judging. The judges are allowed to request that the model moves as directed, in order to judge different angles and the models may be asked to walk to assess their animation. The Promoter will make reasonable adjustments to account for a model's disability that may impact their participation in the Grand Final. The judging will take up to 1 hour.
- (k) The model will be photographed and videoed during judging.
- (l) The judges shall select one L'Oréal Colour Trophy Star Award Winner 2025.
- (m) During the judging and interview process, the Grand Finalists will be assessed on the following:
 - i) Placement of colour on the live model
 - ii) Mood board
 - iii) Result of application on the live model
 - iv) Overall total look
 - v) Their confidence, presentation skills and passion when they are interviewed on their ambitions as colourists
- (n) Judging marks will be split as follows:
 - i) Colour result – 40%
 - ii) Performance during the interview – 40%
 - iii) The overall total look created – 20%
- (o) The Grand Finalists will be marked in the following way:
 - i) Each of the judges will be required to mark each Grand Finalist as to how well they meet the brief set out in Section 20 giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each Grand Finalist to calculate the positions of the Grand Finalists from first to last relative to one another.
 - iii) The top three placed Grand Finalists will be presented to the judges who will then discuss and unanimously select the L'Oréal Colour Trophy Star Award Winner 2025. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the highest marked Grand Finalist will be selected as the L'Oréal Colour Trophy Star Award Winner 2025 (in the event of a tie with more than one Grand Finalist receiving the highest score, a minimum of three judges will deliberate and unanimously select the top Grand Finalist from the group of tied Grand Finalists using the criteria set out in Section 23(o)i) and ii) above).

24. L'ORÉAL COLOUR TROPHY GRAND FINAL

- (a) Once the judging is completed, the models will be escorted by L'Oréal Professionnel Paris staff to the venue in London (which shall be confirmed by the Promoter) where the L'Oréal Colour Trophy Grand Final will be held on the evening of 30 June 2025.
- (b) During this event each Grand Finalist's model will be showcased to the audience, as instructed by the Promoter. The stylist (as applicable) and the make-up artist (if any) of each Grand Finalist will be allowed access to their model at the time specified by the Promoter to re-touch the model's hair and make-up prior to the presentation. Both the stylist and make-up artist (as applicable) will be given a wristband to gain entry to the abovementioned venue prior to the rest of the guests.
- (c) The L'Oréal Colour Trophy Star Award Winner 2025 will be announced at the L'Oréal Colour Trophy Grand Final on the evening of 30 June 2025 at the abovementioned venue.
- (d) The remaining Grand Finalists are given a placing (based on their average marks attained) and for the avoidance of doubt, will not progress further in the competition. The remaining Grand Finalists can find out their placing by emailing lctqueries@loreal.com.

25. THE AWARD CATEGORY GRAND FINAL WINNER PRIZE(S)

- (a) The salon of the Award Category winner will receive the L'Oréal Colour Trophy Star Award 2025 trophy and a certificate.
- (b) All Award Category winner will receive flowers and champagne (or a non-alcoholic alternative).
- (c) The Award Category winner and model will receive an opportunity within the year to photograph the winning look.
 - i) The Promoter will contact the winning individuals to confirm the dates, city, venue and agenda, and provide standard class travel tickets and 4-star accommodation. and food expenses up to a total value of £75 for each winning individual.
 - ii) The photographs produced will be used to promote the salon's award in local press, on social media channels and in hairdressing trade publications during the Winning Year and to promote the L'Oréal Colour Trophy competition for the following year.
- (d) Please note that, in relation to the prize set out at 25(c) above:
 - i) 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's responsibility;

- ii) The flight times and airports (if applicable) will be decided by the Promoter at its sole discretion and the Promoter will arrange standard class public transport to reach the departing airport. Once issued, flights cannot be re-issued and date or routing changes are not permitted. All flights are subject to availability and usual booking terms and conditions apply;
 - iii) The winner(s) are responsible for paying all associated costs that are not specifically stated in these Terms and Conditions, including (where applicable) transport to and from departure airport, accommodation, meal costs, spending money, insurance and all other incidentals;
 - iv) The winner(s) are responsible for obtaining valid passports. The winner(s) are also personally responsible for any personal or incidental expenses and any VAT, national and/or local tax liabilities incurred in claiming or using the prize; and
 - v) 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.
- (e) The Award Category winner will also receive an opportunity within the year to be part of the iD Artist Programme for 2026. This will come with many opportunities for professional development and will run from January 2026 to January 2028. Further details will be provided by the Promoter. Once the L'Oréal Colour Trophy Star Award Winner 2025 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.
 - (h) The Grand Final Winner colourist and stylist (as applicable) will each receive one free ticket to attend the L'Oréal Colour Trophy Grand Final in 2026. 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-transferable.
 - (f) The prizes are non-exchangeable and non-transferable.

AWARD CATEGORY D – L'ORÉAL COLOUR SPECIALIST AWARD COMPETITION TERMS

26. THE 2024 BRIEF

- (a) 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. The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources, and reflect the professional skillset of the entrant.
- (b) Entrants can interpret this as they see fit, but the final look must share the same values as L'Oréal Professionnel Paris. These are:
 - i) Fashion: Taking inspiration from current or upcoming trends
 - ii) Innovation: Classic elements, with a brand-new twist
 - iii) Pioneering: A colour that could be a future trend
- (c) The work presented must always be exceptionally executed and technically correct.
- (d) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (e) The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.
- (f) The overriding factor in any decision-making process for this Award Category is that the colour presented must be exceptionally executed and technically correct.

27. ENTRY REQUIREMENTS

- (a) This Award Category is open to individuals only. The individual may engage a stylist and/or make-up artist but, for the avoidance of doubt, only the individual shall be considered the "entrant" and eligible to win the prizes in this Award Category,
- (b) To enter this Award Category, entrants must be a L'Oréal Professionnel Paris Colour Specialist graduate who has 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.
- (c) In addition to the Entry Requirements set out in Section 3, entrants must submit as part of their online entry form:
 - iii) A "before" photo of the model prior to any colour application dated no older than one year old which must be at an angle so the face and side view of the model's head is clearly visible;
 - iv) An "after" photo of the model once the hair has been coloured dated no more than one year old which must be at an angle so the face and side view of the model's head is clearly visible. This photo must demonstrate a visible colour change of base and tone from before to after; and
 - v) Their L'Oréal Professionnel Paris Colour Specialist certificate to prove their completion and passing of the abovementioned 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.

The photographs will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to submit any of the above will result in disqualification of the entrant.

28. PHOTOGRAPHIC JUDGING AND MARKING CRITERIA

- (a) The photographs submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 26 above and all entries will be judged on the colour that's been created on the model's hair which must be exceptionally executed and technically correct, and which best meet the brief set out in Section 26.
- (b) At the Photographic Judging stage, all entrants will be marked in the following way:
 - i) Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 26, giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - iii) On the Photographic Judging day, the judges will select a maximum of eight entrants to go through to compete at the Grand Final, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based

on a majority vote, or failing this, the eight highest marked entrants will be selected as the Grand Finalists (in the event of a tie with more than eight entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top eight entrants from the group of tied entrants using the criteria set out in Section 28(b)(i) and ii) above).

- iv) The top eight entrants of this Award Category are the Grand Finalists and shall progress to the Grand Final as per Section 29 below.

29. GRAND FINAL, MARKING CRITERIA & JUDGING

- (a) The Grand Final competition and judging will take place on 30 June 2025 at the L'Oréal Academy, Gateway Central, 187 Wood Lane, London, W12 7SA.
- (b) The Grand Finalists must arrive at a time specified by the Promoter on 30 June 2025 to register at the abovementioned venue. If any of the Grand Finalist and their model have not registered within 45 minutes of the allocated time, they will be automatically disqualified.
- (c) The Grand Finalist's name must correspond to the name that was submitted on the online entry form.
- (d) Grand Finalists will be required to produce:
 - i) three "before" (front, side and back only) photos, of the model prior to any colour application dated no older than one year old;
 - ii) a completed case study with colour application technique which needs to include all colour formulas for every stage of colour application; and
 - iii) a mood board to be presented to judges detailing their inspiration behind their finished looks and their thought process of why they have chosen this colour,which will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to produce any of the above at the Grand Final will result in disqualification.
- (e) Prior to the live competition, the model's hair must have a minimum 80% of colour complete and must be in one of the following two states:
 - i) dry ready for additional toning and then styling; or
 - ii) dry ready for additional colour application and then styling.
- (f) The Grand Finalists will have 2 hours to do any additional toning refresh and styling of the model during the live competition.
- (g) Please note:
 - i) Models should be dressed prior to the competition start;
 - ii) Models will be provided with a L'Oréal Professionnel Paris gown at registration; and
 - iii) 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.
- (h) Once the competing Grand Finalists have entered the competition floor, the model's state of hair cannot change, and the entrants cannot touch the model's hair until the live competition starts.
- (i) When the 1.5-hour live competition starts, the competing Grand Finalists must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
- (j) Cutting will be allowed on the competition floor.
- (k) 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:
 - i) 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" photos of the model must also be presented at this stage; and
 - ii) Judges will be supplied with tail combs to finally check the result of the application of the colour by the Grand Finalists.
- (l) The model may sit or stand during the judging. The judges are allowed to request that the model moves as directed, in order to judge different angles and the models may be asked to walk to assess their animation. The Promoter will make reasonable adjustments to account for a model's disability that may impact their participation in the Grand Final. The judging will take up to 1 hour and 30 minutes.
- (m) The model will be photographed and videoed during judging.
- (n) The judges shall select one L'Oréal Colour Specialist Award Winner 2025.
- (o) During the judging and interview process, the Grand Finalists will be assessed on the following:
 - i) Application technique of colour on live model;
 - ii) Presentation of case study and mood board;
 - iii) Degree of colour expertise performed during colour change;
 - iv) Overall total look; and
 - v) Their confidence, passion, presentation skills and knowledge when they present.
- (p) The Grand Finalists will be marked in the following way:
 - i) Each of the judges will be required to mark each Grand Finalist as to how well they meet the brief set out in Section 26 giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - ii) All of the judges' marks are averaged for each Grand Finalist to calculate the positions of the Grand Finalists from first to last relative to one another.
 - iii) The top four placed Grand Finalists will be presented to the judges who will then discuss and unanimously select the L'Oréal Colour Specialist Award Winner 2025. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the highest marked Grand Finalist will be selected as the L'Oréal Colour Specialist Award Winner 2024 (in the event of a tie with more than one Grand Finalist receiving the highest score, a minimum of three judges will deliberate and unanimously select the top Grand Finalist from the group of tied Grand Finalists using the criteria set out in Section 29(p)(i) and ii) above).

30. L'ORÉAL COLOUR TROPHY GRAND FINAL

- (a) Once the judging is completed, the models will be escorted by L'Oréal Professionnel Paris staff to the venue in London (which shall be confirmed by the Promoter) where the L'Oréal Colour Trophy Grand Final will be held on the evening of 30 June 2025.

- (b) During this event each Grand Finalist's model will be showcased to the audience, as instructed by the Promoter. The stylist (as applicable) and the make-up artist (if any) of each Grand Finalist will be allowed access to their model at the time specified by the Promoter to re-touch the model's hair and make-up prior to the presentation. Both the stylist and make-up artist (as applicable) will be given a wristband to gain entry to the abovementioned venue prior to the rest of the guests.
- (c) The L'Oréal Colour Specialist Award Winner 2025 will be announced at the L'Oréal Colour Trophy Grand Final on the evening of 30 June 2025 at the abovementioned venue.
- (d) The remaining Grand Finalists are given a placing (based on their average marks attained) and for the avoidance of doubt, will not progress further in the competition. The remaining Grand Finalists can find out their placing by emailing lctqueries@loreal.com.

31. THE AWARD CATEGORY GRAND FINAL WINNER PRIZE(S)

- (a) The salon of the Award Category winner will receive the L'Oréal Colour Specialist Award 2025 trophy and a certificate.
- (b) All Award Category winner will receive flowers and champagne (or a non-alcoholic alternative).
- (c) The Award Category winner and model will receive an opportunity within the year to photograph the winning look.
 - i) The Promoter will contact the winning individuals to confirm the dates, city, venue and agenda, and provide standard class travel tickets, 4-star accommodation and food expenses up to a total value of £75 for each winning individual.
 - ii) The photographs produced will be used to promote the salon's award in local press, on social media channels and in hairdressing trade publications during the Winning Year and to promote the L'Oréal Colour Trophy competition for the following year.
 - iii) 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's responsibility.
 - iv) The flight times and airports (if applicable) will be decided by the Promoter at its sole discretion and the Promoter will arrange standard class public transport to reach the departing airport. Once issued, flights cannot be re-issued and date or routing changes are not permitted. All flights are subject to availability and usual booking terms and conditions apply.
 - v) The winner(s) are responsible for paying all associated costs that are not specifically stated in these Terms and Conditions, including (where applicable) transport to and from departure airport, accommodation, meal costs, spending money, insurance and all other incidentals.
 - vi) The winner(s) are responsible for obtaining valid passports and visas. The winner(s) are also personally responsible for any personal or incidental expenses and any VAT, national and/or local tax liabilities incurred in claiming or using the prize.
 - vii) 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.
- (d) The Award Category winner will also receive an opportunity within the Winning Year to:
 - i) Share and present at the L'Oréal Professionnel Paris iD Artists training; and
 - ii) Present at the L'Oréal Professionnel Paris Colour Connective.
 Further details will be provided by the Promoter. The L'Oréal Colour Specialist Award Winner 2025 will also adhere to the iD Artist Programme and Colour Connective Terms and Conditions which will be provided by the Promoter to the winner.
- (i) The Grand Final Winner colourist and stylist (as applicable) will each receive one free ticket to attend the L'Oréal Colour Trophy Grand Final in 2026. 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-transferable.
- (e) The prizes are non-exchangeable and non-transferable.