

L'ORÉAL COLOUR TROPHY COMPETITION 2026

(E) L'ORÉAL COLOUR TROPHY FUTURE TALENT AWARD (F) L'ORÉAL COLOUR TROPHY SOCIAL COLOUR CREATOR AWARD (UK and ROI RESIDENTS)

TERMS & CONDITIONS

GENERAL COMPETITION TERMS

1. GENERAL

- (a) By entering the L'Oréal Colour Trophy Competition 2026 for L'Oréal Colour Trophy Future Talent Award category (Category E) or L'Oréal Colour Trophy Social Colour Creator Award category (Category F) for UK and Republic of Ireland residents (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, these Terms and Conditions apply specifically to Categories E and F, namely L'Oréal Colour Trophy Future Talent Award 2026, and L'Oréal Colour Trophy Social Colour Creator Award 2026 (each an "**Award Category**" and together "**Award Categories**") which are part of the wider L'Oréal Colour Trophy Competition 2026. The General section of the Terms and Conditions applies to both Award Categories which shall run concurrently.
- (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 271555, whose registered office address is at Gateway Central, 187 Wood Lane, London, W12 7SA.
- (d) By entering into the Competition, entrants acknowledge that they cannot enter any other of the award categories offered as part of the wider L'Oréal Colour Trophy Competition 2026 also made available by the Promoter. A **salon** can enter multiple entrants across and/or in each of the award categories set out below, on the condition that each team must be a unique set of individuals who may each only enter one of the award categories. All award categories 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).
- (e) The award categories are:
 - a. **Award categories applicable to the L'Oréal Colour Trophy Competition for UK residents - namely:** (A) L'Oréal Colour Trophy Award, (B) L'Oréal Colour Trophy Star Award, (C) L'Oréal Colour Trophy Afro Award and (D) L'Oréal Colour Specialist Award.
 - b. **Award categories applicable to the L'Oréal Colour Trophy Awards Competition for UK & ROI residents - namely:** (E) L'Oréal Colour Trophy Future Talent Award and (F) L'Oréal Colour Trophy Social Colour Creator Award.
 - c. **Award categories applicable to the L'Oréal Colour Trophy Awards Competition for ROI residents - namely:** (G) L'Oréal Colour Trophy Award and (H) L'Oréal Colour Trophy Star Award.
- (f) For the avoidance of doubt:
 - a. An entrant can only enter one out of the above listed eight award categories.
 - b. An entrant can only enter the L'Oréal Colour Trophy 2026 competition once.
- (g) An individual who has accepted to judge the competition in any award category referenced in Section 1(e) is not permitted to enter the Competition. 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.
- (h) 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.
- (i) 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.
- (j) 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.

- (k) The names of the winners can be obtained by sending a stamped, self-addressed envelope, within four weeks of 6 July 2026 to the Promoter at Gateway Central, 187 Wood Lane, London, W12 7SA, referencing the Competition name.
- (l) 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.
- (m) 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 [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.
- (n) 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.
- (o) 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).
- (p) 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 and Republic of Ireland residents who are older than 16 years, subject to additional entry requirements set out in Section 10 (if entering the Category E) or Section 14 (if entering the Category F), 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 (GMT) on 19 January 2026 ("**Entry Opening Date**") and closes at 18:00 (GMT) on 27 February 2026 ("**Entry Closing Date**"). Entries must be received on or before 18:00 (GMT) on the Entry Closing Date and any entries received after this 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) The Competition is free to enter and no purchase is necessary.
- (d) The Competition is open to individuals only and the prize(s) will be awarded to the individual who enters. The individual who enters must remain the same throughout the Competition.
- (e) 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.
- (f) Entries must be completed as original work by the individual named on the entry form only, and the entrant must not have had the assistance of any other person. If the Promoter discovers that an entry has been used by the entrant elsewhere, then it reserves the right to disqualify such entrant.
- (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 any stage of the Competition.

- (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 <https://uk.lorealaccess.com> (for UK residents) or <https://ie.lorealaccess.com> (for ROI residents).
- (l) If an entrant is entering as an employee or owner of a hair salon:
 - i) the entrant must get the consent of the salon owner(s) to enter;
 - ii) the salon must be located in the UK or Republic of Ireland; and
 - iii) 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 both Award Categories E and F of the Competition. 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 (for UK residents) or www.lorealcolourtrophy.ie (for ROI residents).
- (b) 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.
- (c) 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.
- (d) Entrants may not enter the same model photograph or video reel as entered for previous versions of this Competition operated by the Promoter in previous years, in any award category.
- (e) Each entrant that enters must create a unique username and email address to access the Competition portal upon entry.
- (f) 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.
- (g) 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.
- (h) 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, political views, any abusive, inappropriate, offensive or obscene language or imagery or which violate or infringe another's rights, including but not limited to privacy and publicity, 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 promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age (d) sexual innuendo, sexual language or sexual acts, actions or gestures; (e) content 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.
- (i) 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).

4. ENTRANT ROLES

- (a) The entrant's name must be confirmed in the online entry form via the Competition portal and must remain the same throughout the Competition. Proof of ID, such as passport or driver's license will be checked by the Promoter's staff to verify the individual's name(s) at the Grand Final.

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) To ensure the integrity of the competition, all judging materials—including but not limited to individual scores, internal comments, and panel feedback—are confidential between the judges. No such information will be released to competitors, and the judges' decisions and deliberations shall remain final and non-disclosable.

6. GRAND FINAL TICKETS

- (a) The Grand Final will take place in person on 6 July 2026 at a venue in London to be confirmed by the Promoter.
- (b) The selected winners of each Award Category will be given a free ticket to attend the Grand Final in person on the evening of 6 July 2026 where they will be presented with prize(s).
- (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) All tickets for the Grand Final will be issued and managed exclusively through the AXS ticketing platform (or another platform as required by the venue). To access, manage, and present your tickets for entry, purchasers and attendees may be required to download and use the official AXS mobile application on a compatible smartphone. Tickets may be subject to additional terms and conditions issued by the ticketing provider and/or the venue. The Promoter will provide further confirmation and instructions regarding ticket delivery, app requirements, and any supplementary entry protocols closer to the date of the Grand Final. It is the responsibility of the ticket holder(s) to ensure they have the necessary technology to access their digital tickets.

7. PRIZES

- (a) Full details of the prizes are set out in Sections 12 (for Award Category E) and 16 (for Award Category F) of these Terms and Conditions.
- (b) All prize(s) must be claimed during the entrant's winning year from 7 July 2026 to 6 July 2027 (the **"Winning Year"**).
- (c) The prize(s) (including any certificates) are as stated and there are no alternatives or cash substitutes.
- (d) The winning entrants must redeem the prize(s). The prizes are non-exchangeable and non-transferable.
- (e) 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.
- (a) Please note that, in relation to the prizes set out in Sections 12(c) and 16(c)(c)ii):
 - 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 and visas or other immigration documents if required. 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.
- (f) 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) the winner leaves their salon before prize fulfilment (if applicable);
 - 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, TikTok, 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.
- (d) For the avoidance of doubt, the Promoter will under no circumstances make any payment or provide any compensation for the usage of any entries or any model fees for attending any of the events connected with the Competition (including any photoshoots) or otherwise.

AWARD CATEGORY E: L'ORÉAL COLOUR TROPHY FUTURE TALENT AWARD

9. THE 2026 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 entrant has created.
- (f) The hair colour will be the overriding factor in any decision-making process.

10. ENTRY REQUIREMENTS

- (a) This Award Category is open to all UK and Republic of Ireland residents who are students aged 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 take part in the Competition.
- (b) Entrants must be enrolled on and must be attending as a full-time or part-time student (at a college or private training provider located in the UK or Republic of Ireland) one of the "Eligible Courses" from the list below, awarded by a formally recognised awarding body:
 - i) National Vocation Qualification - NVQ - Level 2
 - ii) National Vocation Qualification - NVQ - Level 3
 - iii) Vocationally Related Qualification - VRQ - Level 2
 - iv) Vocationally Related Qualification - VRQ - Level 3
 - v) National Certificate – NC - Level 5
 - vi) National Certificate – NC - Level 6
 - vii) National Qualification - NQ - Level 5
 - viii) National Qualification - NQ - Level 6
 - ix) Scottish Vocational Qualification – SVQ - Level 2
 - x) Scottish Vocational Qualification – SVQ - Level 3
 - xi) Quality and Qualification Ireland – QQI - Level 5
 - xii) Quality and Qualification Ireland – QQI - Level 6

- xiii) Technical Qualifications – by way of example but not limited to VTCT - Level 2
 - xiv) Technical Qualifications – by way of example but not limited to VTCT - Level 3
 - xv) Hairdressing Diploma - City and Guilds - Level 2
 - xvi) Hairdressing Diploma - City and Guilds - Level 3
 - xvii) ITEC Qualification – VTCT - Level 2
- (c) If an entrant believes that they are enrolled on and attending an alternative Hairdressing course equivalent to one of the Eligible Courses stated above, then the Promoter may determine the eligibility of such student at its sole discretion.
- (d) As part of their online entry, entrants must submit a letter from the college or private training provider where they are enrolled and attending as a full-time or part-time student studying one of the Eligible Courses listed above, to verify their student status. This letter must be on the official letter headed paper of the relevant education institute and must be signed by an authorised person on behalf of that education institute, such as a College Lecturer, Training Provider or Education Leader. This letter must be uploaded with the entry.
- (e) Entrants must notify the Promoter immediately if they discontinue or pause their enrolment on, and/or attendance of, the Eligible Course at any stage of the Competition. In such case, the Promoter may at its sole discretion decide to disqualify such entrant.
- (f) Entrants must submit the following as part of their online entry:
- 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; and
 - 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.
- The photographs submitted as part of the entrant's online entry will be shown to the judges to assist them in understanding the extent of the colour work performed on the model and must showcase the entrant's interpretation of the brief as outlined in Section 9. Failure to submit these photographs and/or the letter referred to above will result in disqualification of the entrant.
- (g) Entrants must upload their entry photo(s) via the Competition portal 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, retouching, artificial intelligence or other post-production techniques or any other colour enhancing or photo editing tools; and
 - viii) comply with the applicable Award Category terms.

11. 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) On the judging day, 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) The judges will select a maximum of ten (10) top marked entrants, based on the average markings. In the event of a tie with more than ten entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select ten entrants from the group of tied entrants using the criteria set out in Section 11(b)i) and ii) above).
 - iv) The judges will then discuss and unanimously select five (5) winners from the previously selected ten entrants. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the five highest marked entrants will be the winners of this Award Category (in the event of a tie with more than five entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the five winners from the group of tied entrants using the criteria set out in Section 11(b)i) and ii) above).
- (c) The five L'Oréal Colour Trophy Future Talent Award winners will be announced on www.lorealcolourtrophy.com or www.lorealcolourtrophy.ie (as applicable) from 17:00 (GMT) on 13 May 2025.
- (d) The remaining entrants can find out their placing (based on their average marks attained) by emailing ltqueries@loreal.com.

12. THE L'ORÉAL COLOUR TROPHY FUTURE TALENT AWARD PRIZE(S)

- (a) The prize(s) will be awarded to the winners at the L'Oréal Colour Trophy 2026 Grand Final. The Grand Final will take place in person on 6 July 2026 at a venue in London to be confirmed by the Promoter.
- (b) The five Future Talent Award winners will each receive a certificate, flowers and champagne (or a non-alcoholic alternative).
- (c) The five Future Talent Award winners will each also receive an opportunity to join a one-year mentorship programme, consisting of online and offline events throughout the Winning Year. The exact dates and venue will be confirmed by the Promoter. The Promoter will provide standard class travel tickets and 4-star accommodation where required to attend this (as applicable).
- (d) The five Future Talent Award winners will each receive one free ticket to attend the L'Oréal Colour Trophy Grand Final in 2027. The Promoter will confirm the date, venue and agenda, but will not provide transportation, hotel accommodation and/or subsistence costs to attend this event. No under 16's are permitted entry to the event.

AWARD CATEGORY F: L'ORÉAL COLOUR TROPHY SOCIAL COLOUR CREATOR AWARD

13. THE 2026 BRIEF

- (a) Entrants must create a video reel on Instagram or TikTok (9:16 aspect ratio) between 30-60 seconds (maximum) of a model having their hair coloured and styled, including the finished hair look.
- (b) The video reel:
 - i) must show the model before, during and after the hair colour application;
 - ii) feature the colour and styling products used; and
 - iii) should be artistic in vision and execution, creative in compilation and edit, impactful and highlight the entrant's colour, total finished look and creator skillset.
- (c) All participants in the video reel must follow the L'Oréal 'Professional Safety' protocol (including the use of gloves, aprons and plastic tools). The Promoter reserves the right to disqualify any entries which do not follow the L'Oréal 'Professional Safety' protocol (for example, if no gloves or apron is used or if the entrant is using inappropriate tools to colour or style the hair).
- (d) Entrants must create 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.
- (e) 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.
- (f) The work presented must always be exceptionally executed and technically correct.
- (g) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (h) The clothes, makeup and accessories should enhance and complement the overall look that the individual has created.
- (i) The hair colour will be the overriding factor in any decision-making process.

14. ENTRY REQUIREMENTS

- (a) The Competition is open to all UK and Republic of Ireland residents who are aged 16 years or over and employed by a salon or work as an independent colourist.
- (b) Once the entry form has been received by the Promoter, a member of the L'Oréal Colour Trophy support team will email the entrant with a secure link to upload their entry videos and documentation (as set out below).
- (c) Entrants must submit the following within 24 hours of receiving the secure link from the Promoter:
 - i) The video reel submitted must clearly showcase the entrant's interpretation of the brief as outlined in Section 13. Within the reel the entrant must show the model before any colour work is performed and the entrant's finished total look. The entrant must use Instagram or Tik Tok to create and then download the video reel, and then submit the reel to the Promoter. The reel should be no more than 30-60 seconds (maximum) and must:
 - be uploaded in an MP4 format
 - be uploaded with a thumbnail/screenshot of completed work
 - be in portrait
 - be 1080px wide x 1920px high
 - be 9:16 aspect ratio

- be in colour
 - be no more than one year old at the date of entry
 - 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)
 - exclude the use of any filters, retouching, artificial intelligence or other post-production techniques (provided by Instagram, TikTok or otherwise) to enhance the look or final outcome of the entry reel
 - be organic, genuine, and relatable to the current trends within the industry
 - only use music that has been approved by Instagram or TikTok (such as the TikTok Commercial Music Library) and could not be considered inappropriate, offensive or discriminatory
 - comply with the applicable Award Category terms.
- ii) A signed model release form.
- (d) At the option of the entrant, the Instagram or TikTok reel submitted for entry may also be uploaded by the entrant to their Instagram or TikTok profile tagging @lorealpro @lorealpro_education_uki and using the hashtags #LCT26 and #LOREALPROUK or #LOREALPROIRE (as applicable). For the avoidance of doubt, in the event that an entrant uploads their Instagram or TikTok entry reel to their Instagram or TikTok profile, this will in no way improve the entrant's chances of winning this Award Category and, for the avoidance of doubt, is not a requirement for entry into this Award Category.
- (e) By entering this Award Category, entrants will be deemed to be bound by and have accepted the [Instagram Terms](#), [Instagram Privacy Policy](#), [Instagram API Terms](#), [TikTok Terms](#), [TikTok Privacy Policy](#) (and any other terms that may be provided by Instagram and/or TikTok, for example on their platform/app/website). Promoter reserves the right to disqualify any entries that have failed to abide by and/or are in breach of these aforementioned terms.
- (f) This Competition is in no way sponsored, endorsed or administered by, or associated with Instagram or TikTok. Entrants are providing their information to the Promoter and not to Instagram or TikTok. The information the entrant provides will only be used as stated in these Terms and Conditions. By entering the Competition, entrants will be deemed to have released Instagram and TikTok from any and all liability arising from their participation in the Competition or out of, pursuant to, or as a result of the carrying out of the Competition.

15. JUDGING AND MARKING CRITERIA

- (a) The reel submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 13 above and all entries will be judged on the colour that's been created on the model's hair, the finished cut and/or styling (as applicable), the overall creativity, compilation and edit of the reel, and which best meet the brief set out in Section 13.
- (b) At judging will be split into two stages:
- i) **PART 1 – REEL ENTRY**
- Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 13, giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
 - Judging marks will be split as follows:
 - Colour result – 50%
 - Creativity and compilation of the reel – 25%
 - The overall total look created – 25%
 - 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 select a maximum of twenty (20) top marked entrants to proceed through to final judging, based on the average marks. 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 twenty entrants from the group of tied entrants using the criteria set out above in this Section 15(b)i).
- ii) **PART 2 – FINAL JUDGING**
- The judges will then discuss and unanimously select one (1) winner from the top twenty entrants. If a unanimous decision cannot be reached by the judges, a decision can be reached via majority vote or failing this, the highest marked entrant will be the winner of this Award Category (in the event of a tie with more than one entrant receiving the highest score, a minimum of three judges will deliberate and unanimously select the winner from the group of tied entrants using the criteria set out above in this Section 15(b)ii).
- (c) The L'Oréal Colour Trophy Social Colour Creator Award winner will be announced on www.lorealcolourtrophy.com or www.lorealcolourtrophy.ie (as applicable) from 17:00 (GMT) on 13 May 2026.
- (d) The remaining entrants can find out their placing (based on their average marks attained) by emailing lctqueries@loreal.com.

16. THE L'ORÉAL COLOUR TROPHY SOCIAL COLOUR CREATOR AWARD PRIZE(S)

- (a) The prize(s) will be awarded to the winner at the L’Oreal Colour Trophy 2026 Grand Final. The Grand Final will take place in person on 6 July 2026 at a venue in London to be confirmed by the Promoter.
- (b) The Social Colour Creator Award winner will receive the L’Oréal Colour Trophy Social Colour Creator Award 2026 trophy, a certificate, flowers and champagne (or a non-alcoholic alternative).
- (c) The Social Colour Creator Award winner will also receive a prize kit valued at £2500 which will include:
 - i) 1x pair of AI powered glasses with integrated cameras for hands-free content capture, calls and more, up to the value of £800. The Promoter will confirm the winner’s chosen style and prescription details (if required).
 - ii) An opportunity for 1:1 social mentorship with industry leaders at the value of £1700, to be used within the Winning Year. Mentorship lessons will be offered in person or virtually, as the Promoter and mentor(s) see fit. The Promoter will provide standard class travel tickets and 4-star accommodation where required to attend this in person (as applicable).
- (d) The Social Colour Creator Award winner will receive one free ticket to attend the L’Oréal Colour Trophy Grand Final in 2027. The Promoter will confirm the date, venue and agenda, but will not provide transportation, hotel accommodation and/or subsistence costs to attend this event. No under 16’s are permitted entry to the event.