



L'ORÉAL COLOUR TROPHY AWARD

@lorealpro #LCT19

Please ensure that you go through everything in this document carefully prior to the competition as it contains very important information applicable to you and your team.

SEMI-FINAL DETAILS

Venue: Hall 4 (Industries Hall), RDS, Anglesea Road, Ballsbridge, Dublin 4

Date: Sunday 24 March 2019

Time: You must arrive at 4pm for check-in (competitors ONLY)
If you arrive later than 5.30pm you will be disqualified

YOUR TEAM

Your team of a **maximum of four people**, comprising of up to 2 hairdressers, the makeup artist and the model, will be provided with wristbands at check-in for access to the 2019 competition and evening event (please note these are non-transferrable). ID will be checked at the Semi-Final so make sure you bring a form of identification with you.

YOUR MODEL

The model you choose for the Semi-Final may differ from the one who appeared in your Photographic Entry and please note that you will **not be required** to recreate the look that you presented at Photographic Entry Stage. You are therefore allowed to create a new look at the Semi-Final as long as it follows the 2019 L'Oréal Colour Trophy Brief.

SCHEDULE FOR THE SEMI-FINAL

4.00pm	Colour Trophy & Men's Image Competitors and models check-in
5.00pm	All other guests to check in
6.00pm	Event starts
6.15pm	Competition starts (you will have <u>30 minutes</u> to complete your look)
6.45pm	Competition ends & judging starts
8.00pm	Interval
8.40pm	Event continues with Hair Show and Awards Ceremony
10.00pm	Event ends

TICKETS

Guests who want to come along to support you can purchase tickets to attend the Semi-Final. With one ticket they will enjoy a high energy evening, with the live competition at the heart and an incredible hair show by a top UK team. The evening will be rounded off with the awards ceremony to recognise and celebrate the top salons in Ireland. To purchase tickets, please contact Julie McGuire on 01 604 5912. Each ticket costs €25 (including VAT) or buy 4 and get the 5th free!



PR

Your salon will receive a certificate and window cling at the Semi-Final to promote and advertise that you are a L'Oréal Colour Trophy Semi-Finalist. Additional to that, you can also make the most of your win within your local newspapers, magazines and on your website by sending a press release out to them with your great news. Please also find a press release template for you to use.

Also, as a Semi-Finalist, we would love to hear from you, so join us or follow us on Facebook, Twitter or Instagram @lorealpro using our hashtag and #LCT19.

Thank you for all your time and effort in producing your photographic entry for the 2019 L'Oréal Colour Trophy Award and we wish you every success at the Semi-Final. If you have any further queries, please feel free to contact Julie Maguire on 01 604 5912.

CHECKLIST FOR SEMI-FINALISTS

Please remember to bring along all the below with you to the Semi-Final – you can tick these off as you complete them:

- YOUR MODEL WITH PRE-COLOURED HAIR (please note that **no** hair colouring will be allowed onsite as there are no facilities to support this at the venue)
- CLOTHES, SHOES, ACCESSORIES, ETC AND MAKE-UP FOR YOUR MODEL
- YOUR SESSION KIT (including tongs, straighteners, hairdryer, etc)
- YOUR OWN L'ORÉAL PROFESSIONNEL PRODUCTS (we will **not** provide products for you to use on the competition floor and all non-L'Oréal Professionnel products will be confiscated).
- A PRINTED COLOUR "BEFORE" PHOTO OF YOUR MODEL (before any colour work or cutting has been done). This must be a side or front view only.
- A COMPLETED TECHNICAL SUMMARY SHEET (included in this document)
- A COMPLETED AND SIGNED MOTION PICTURE AND TELEVISION RELEASE FORM TO BE COMPLETED BY YOUR MODEL ONLY (included in this document)
- PHOTO ID FOR HAIR STYLIST AND COLOURIST IN THE TEAM
- HAVE YOU OPTIONED YOUR MODEL FOR MONDAY 27th May 2019? (should you get through to the L'Oréal Colour Trophy Grand Final)
- HAVE YOU OPTIONED YOUR MODEL FOR 8th /9th JULY 2019? (should you win the L'Oréal Colour Trophy Award 2019)



TECHNICAL SUMMARY SHEET

Please ensure you complete only **PART 1** of this sheet, print it off and bring a copy along with you to the Semi-Final. This will be checked at the Semi-Final by a L'Oréal Professionnel Education Manager.

PART 1 (to be completed by the salon)

Your Salon Name:

Colourist Name:

Stylist Name:

Circle the correct category:

* L'Oréal Colour Trophy Award

* L'Oréal Men's Image Award

* L'Oréal Colour Trophy Star Award

Using the space below, please indicate the colours and formulations you have used on your model.

PART 2 (to be completed by a L'Oréal Professionnel Education Manager)

Model No:

Notes:



MOTION PICTURE AND TELEVISION RELEASE FORM

Please ensure your model completes this form and signs it. Please bring the signed copy along with you to the Semi-Final.

I hereby irrevocably agree and consent that L'Oréal (UK) Ltd (acting through its business division, L'Oréal Professionnel), together with its affiliates and assigns ("L'Oréal") may show, store, reproduce, display, broadcast and use in any way and via any media (including via the internet and as part of a motion picture or television broadcast) all or any part of:

- Any video footage of or featuring me;
- Any filmed interviews with or featuring me;
- Any photographs or stills of or featuring me;
- Any images of my profile or silhouette;
- Any sound recordings of or featuring my voice; and
- Any altered, enhanced, computer-generated or edited version of each of the above,

which is filmed, recorded, taken or created by or on behalf of L'Oréal during, for or in relation to the L'Oréal Colour Trophy (the "Competition") (together the "Image Rights").

I understand that L'Oréal will only use such Image Rights as part of, in connection with or for the purposes of advertising or promoting the Competition or any of L'Oréal's brands. I hereby give my consent, for the purposes of the UK Data Protection Act 1998, to the use of my image by L'Oréal for the purposes referred to in this agreement and to the use of my name, address and other personal details by L'Oréal for internal and administrative purposes.

I acknowledge and agree that all intellectual property rights that exist now or in the future in the Image Rights shall vest in L'Oréal and I hereby assign any such rights that may vest in me to L'Oréal and undertake that I will, if requested by L'Oréal in the future, do all such things and execute all such documents as may be necessary to vest (and perfect the vesting of) such rights in L'Oréal. I hereby unconditionally and irrevocably agree to waive any moral rights that I may have in relation to the Image Rights, to the extent that such rights are capable of being waived.

I acknowledge that I give the above consents and grant the above rights in consideration for L'Oréal agreeing to interview me and that this is valid and adequate consideration. I understand that L'Oréal will incur substantial expense in interviewing me; in reliance on the consents and undertakings I have given.

I further acknowledge and agree that L'Oréal is not obliged to make use of any interview with me or to exploit the Image Rights in any way and shall have no liability to me in respect of any use of or failure to use the Image Rights (save that nothing in this Agreement shall purport to exclude liability for fraud or death or personal injury caused by negligence).

I have read and understood the meaning of this release. This agreement shall be governed by the law of England and Wales and both parties will submit to the jurisdiction of the English courts.

Yours sincerely,

Lucie Seffens
Communications Director - L'Oréal UK Professional Products Division

.....
Model Signature

.....
Date

.....
Print Name & Salon Name

.....
Model Phone No.



[SALON NAME] REACHES SEMI-FINAL OF L'ORÉAL COLOUR TROPHY

Local salon **[SALON NAME]** in **[LOCATION]** has made it through the first round and into the semi-final of the **L'Oréal Colour Trophy Award 2019**. This means that they will now go head to head with salons at the Republic of Ireland Semi-Final event on the 24th March 2019 at RDS (ROYAL DUBLIN SOCIETY), Industries Hall.

During the first round, hundreds of photographic images from across the country were judged by the most influential names in hairdressing, including British Hairdresser of the Year, Sally Brooks, Charlotte Mensah and Jamie Stevens as well as hairdressing icons Errol Douglas MBE and Charles Worthington MBE. **[SALON NAME]** fought off stiff competition and were successfully chosen to go through to the next round of the competition – the Semi-Final.

The next stage of the competition will put the team through their paces as they now look to create a truly inspirational, contemporary colour, complemented by trend-driven styling and finish. The team of judges will be looking for work that is exceptionally executed and technically precise.

“[Add your quote here about how you feel to have got through to the Semi-Finals]”

At the Semi-Final, the industry judges will select their top 20 in the L'Oréal Colour Trophy Category, and these 20 salons will also compete at the Grand Final - just one step away from scooping the unparalleled prize of a 2 day European trip to shoot the winning look as well as PR and press opportunities throughout the winning year!

[ADD SALON CONTACT DETAILS – Telephone / address / website etc]

Tickets for the Semi-Finals are now available to purchase, €25.00 for individual tickets €20.00 for group tickets of 5 or more: To buy your ticket now please call 01 604 5912.

Follow the competition on Instagram, Facebook & Twitter: @lorealpro #LCT19

For further press enquiries for L'Oréal Colour Trophy contact Leonie Flynn or Julie Maguire

Leonie.flynn@loreal.com / Julie.maguire@loreal.com