



L'ORÉAL MEN'S IMAGE AWARD

@lorealpro #LCT19 #LOREALPROIRE

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.

On page 03 there is a checklist – please ensure you are aware of all the requirements needed for the Semi-Final and ensure you complete the correct documentation to bring along.

YOUR TEAM

Your team of up to **three people only**, comprising of 2 hairdressers 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 Men's Image 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
5.00pm	Competitor model rehearsals
6.00pm	Doors open and event starts
6.15pm	Competition starts (you will have <u>30 minutes</u> to complete your look)
6.45pm	Competition ends
7.00pm	Model presentation
7.30pm	Judging starts
8.10pm	Judging ends and Interval
8.45pm	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 a hair show. 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 Maguire on 01 604 5912. Each ticket costs €25 (including VAT) or buy 4 and get the 5th free! **Please**



note that no under 16's will be allowed to attend the Semi-Final and the venue will be conducting bag searches upon arrival.

PR YOURSELF!!

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 find attached the press release.

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 #LCT19.



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 (as separate attachment)
- 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 THE 8th /9th JULY 2019? (should you win the L'Oréal Men's Image 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:



**[SALON NAME] REACHES SEMI-FINAL OF
L'ORÉAL COLOUR TROPHY MEN'S IMAGE AWARD**

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 in the Men's Image Award category 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 12 in the L'Oréal Colour Trophy Category, and these 12 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