

Republic of Ireland L'Oréal Colour Trophy Award Terms and Conditions 2019

THE BRIEF

- Entrants must create a well-executed, inspirational, modern colour showcasing a female look. This must be complemented by a beautiful style, finish and total look taking inspiration from upcoming trends.
Entrants can interpret this as they see fit but the final look must share the same values as L'Oréal Professionnel. These are:
 - Fashion: Taking inspiration from trends
 - Innovation: Classic elements, with a brand new twist
 - Pioneering: A colour that has not been done before and could be a future trend
 - The work presented must always be exceptionally executed and technically correct.
- The hair colour will be the overriding factor in any decision making process.

GENERAL

- The competition is open to all Irish residents aged 16 and over, with the exception of L'Oréal (UK) Limited employees and freelancer consultants engaged by L'Oréal (UK) Limited's Professional Products Division, their immediate families or friends, or anyone connected with such persons or the competition. If such connection is discovered, relevant entrants will automatically be disqualified.
- The competition opens on Wednesday 2 January 2019 and closes on Monday 18 February 2019.
- L'Oréal 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.
- Late entries will not be permitted.
- Entries must be uploaded onto www.lorealcolourtrophy.ie.
- Entrants must only use L'Oréal Professionnel colour and styling products on the model and no other products.
- Entry to the L'Oréal Colour Trophy is free.
- Entrants may not enter the same picture for more than one award category.
- Each team that enters must create a unique username and email address upon entry.
- The team entering should consist of no more than four (4) people (including the model). All members of the team must be Irish residents and be aged 16 or over on the closing date (18 February 2019).
- There are 3 ROI award categories: 1) ROI - The L'Oréal Colour Trophy Award (this category), 2) ROI - L'Oréal Men's Image Award and 3) ROI - L'Oréal Colour Trophy Star Award.
 - Only one team from the same salon can enter a category i.e. a salon cannot have two or more competing teams in the same category. The same salon can enter one team in each of the 3 ROI categories (meaning a maximum of 3 teams can be entered by the same salon across the 3 categories).
 - Any teams entered by a salon must be comprised of a unique set of individuals. No individual can enter in more than one team, whether in the same or different role.
 - An individual can only enter 1 out of the above 3 categories.
 - An individual can only enter 1 team within its 1 chosen category.
 - An individual may enter in a dual role as both a colourist and stylist within its team.

- An individual who has been invited to judge the competition for any category is not permitted to enter the competition in any category.

For the avoidance of doubt, an individual may only enter once across the 3 above ROI categories as well as the 4 UK categories.

- During the competition, the team member in the role of colourist cannot change and the team member in the role of stylist cannot change.
- The colourist and stylist full names must be confirmed in the entry form and must remain the same throughout the competition. Proof of ID, such as passport or driver's license will be checked by L'Oréal Professionnel to verify the team names at the Semi-Final and Grand Final.
- The hair colourist and hair stylist must get the consent of the salon owner(s) to enter into this competition.
- If the stylist 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 and cannot 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 be a part of the competing team, then the team will be disqualified. L'Oréal Professionnel will only deviate from this rule in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at L'Oréal's sole discretion.
- Should a team be successful after the Photographic Entry stage and go through to the Semi-Final stage, they are not required to recreate the winning look from the Photographic Entry stage; therefore the model, clothes, make-up and hairstyle may change between the Photographic Entry stage and the Semi-Final stage.
- Should a team be successful at the Semi-Final stage and go through to the Grand Final stage, the model must remain the same at both Semi-Final and Grand Final stages, however, the clothes, make-up, hairstyle and hair colour **must** change between the Semi-Final and Grand Final stage.
- The models used at all stages of the competition must be 16 or over.
- If a colour application is carried out at any point during the competition period, the model must have had an allergy alert test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol. A signed client record card will be required as proof of this if the team is applying colour at the L'Oréal Academy.
- The entrant salon must be trading at the time of entry. If the salon is trading with L'Oréal (UK) Limited, it must be fully compliant with L'Oréal (UK) Limited's conditions of sale and credit terms at all stages of the competition.
- At any point in the competition, teams must be prepared to answer questions from the judges and L'Oréal Professionnel Education Managers about their colouring technique and products used.
- Prizes are awarded to the salon rather than individuals within a team and if any members of the winning team leave their salon they forfeit their prize experiences.
- All prizes awarded to the salon must be claimed during the salon's winning year from Monday 27 May 2019 to Tuesday 26 May 2020.
- The prizes are as stated and there are no alternatives or cash substitutes.
- Strictly no under 16's will be allowed admission to any stages of the competition.
- Entrants grant L'Oréal (UK) Limited with a transferrable, exclusive, worldwide, royalty free and perpetual license in all copyright, moral or other rights under the Copyright, Design and Patents Act 1988 to use the photos and any materials, videos and images generated during the L'Oréal Colour Trophy competition (whether they proceed to the Semi-Final and Grand Final or not) for any purpose whatsoever (including without limitation, use on L'Oréal Professionnel websites,

- Facebook pages and blogs, promotion of the L'Oréal Colour Trophy event, PR content print and online, editorial, advertising and advertorial content, trade press and 2019/2020 competition promotion print and online and educational or internal purposes, etc.).
- The winning salon and team members must be prepared to take part in publicity accompanying or resulting from the competition. No additional compensation will be awarded for such promotional activities.
 - The judges' decisions are final and no correspondence will be entered into regarding any decisions.
 - At its sole discretion, L'Oréal Professionnel may decide to allow salons to use its images. Any images supplied by L'Oréal Professionnel to any salon must always be credited to L'Oréal Professionnel Colour Trophy when being used for any purpose whatsoever.
 - If the prize is declined or if the winner forfeits the prize under these terms and conditions, then the judges may at their absolute discretion select an alternative winner.
 - L'Oréal Professionnel reserves the right in its absolute discretion to, acting in the interests of fairness, add to or waive any of these terms and conditions. L'Oréal Professionnel reserves the right to cancel the competition at any stage, in the event of circumstances arising beyond its reasonable control.
 - L'Oréal Professionnel reserves the right in its absolute discretion to disqualify any individual who conducts himself/herself in any manner that may bring L'Oréal (UK) Limited, its affiliates or its products into disrepute. This includes, but is not limited to, bullying or aggressive behaviour towards others (for example only, threats or violence towards members of staff, crew, other entrants and/or venue staff), racism, homophobia, misogyny, religious intolerance.
 - By entering this competition, entrants will be deemed to be bound by and have accepted these terms and conditions.
 - English law applies and the English courts shall have exclusive jurisdiction over any proceedings in connection with this competition.
 - Promoter: L'Oréal Professionnel, a trading division of L'Oréal (UK) Limited, 255 Hammersmith Road, London, W6 8AZ.

PHOTOGRAPHIC ENTRY STAGE

- Entries must be received on or before Monday 18 February 2019.
- Entrants must complete their entry form online on www.lorealcolourtrophy.ie.
- Entrants must showcase a female look interpreting the Brief. Entrants must upload their entry photo which must be:
 - an aspect ratio of 1:1.41 and a minimum resolution of 1080 pixels in height;
 - in colour;
 - in one of the following file types only: png, .jpg, .jpeg, .gif; and
 - no more than 1 year old at the date of entry
- The photograph may be a head or full-length shot.
- At Photographic Entry stage, entrants are not required to submit a “before” photograph of their model prior to any colour application, but they will be required to bring along a “before” photo of their live model (taken from the front or side only) if they get through to the Semi-Final stage or Grand Final stage.
- Entries will only be accepted if they are uploaded onto the official website www.lorealcolourtrophy.ie with the fully completed entry form. Incomplete, illegal, misdirected or late entries will not be valid. Proof of complying with these requirements will not be accepted as proof of receipt or entry. Responsibility cannot be accepted for lost, damaged or delayed entries due to technical or connectivity problems or otherwise.

- A list of the thirty five (35) entrants (maximum) successfully through to the Semi-Final can be obtained by looking on www.lorealcolourtrophy.ie from 12pm on Wednesday 6 March 2019.
- All entrants will be notified whether they have gone through to the Semi-Final by email by Friday 8 March 2019.

JUDGING CRITERIA FOR PHOTOGRAPHIC ENTRY STAGE

- The photographic entries will be judged by a minimum of ten (10) hairdressing industry leaders selected by L'Oréal Professionnel.
- The judges can select a maximum of thirty five (35) finalists to go through to the Semi-Final stage based on the photographic entry criteria outlined below.
- The photograph submitted must showcase the entrant's interpretation of the Brief.
- The photograph will be judged on the colour that's been created on the model's hair and the overall finished cut and/or styling.
- Wefts, weaves and extensions covering a maximum 20% of the head using L'Oréal Professionnel Colour can be used.
- No full wigs are allowed.
- All L'Oréal Colour Trophy Award Entrants will be marked in the following way:
 - Judges select their top 35 entries from the dossier entry photos entered in each region. These will be each given a mark from 1 to 35.
 - All of the judges' marks are then averaged for each entrant in order to calculate the position of the top 35 marked entrants who will proceed to the regional semi-final stage.

SEMI-FINAL STAGE

- The 2019 L'Oréal Colour Trophy Semi-Final will take place on Sunday 24 March 2019 at RDS, Merrion Road, Ballsbridge, Dublin 4.
- All competition teams must arrive at 4:00pm at the venue to register with L'Oréal Professionnel. All members of the competition team (including the model) must be present at registration.
- If the team has not registered with L'Oréal Professionnel by 5.30pm the team will be automatically disqualified.
- All Semi-Finalists will need to ensure that their chosen model has completed and signed a model release form.
- At registration, the colourist within the team will be required to answer some questions about the colour and technique used on the model. The hair will then be checked on the competition floor by a L'Oréal Professionnel Education Manager to verify the answers given by the colourist. This is to confirm that only L'Oréal Professionnel Products have been used on the model's hair.
- The colourist and stylist names (excluding the model) must correspond to the names that were submitted on the entry form at the Photographic Entry stage. L'Oréal Professionnel will only deviate from this rule in the case of exceptional circumstances (such as serious illness, disability or death) to be determined at L'Oréal Professionnel's sole discretion.
- The model, clothes, make-up and hairstyle may change between the Photographic Entry stage and the Semi-Final stage.
- All models at the Semi-Final must be dressed in either an all-black or all-white outfit to enhance the overall look created and ensure that the hair is the primary focus.
- Models should be dressed prior to the competition start. They will be provided with a L'Oréal Professionnel gown at registration.
- All 4 (four) or less team members (including the model) will be given free tickets to the Semi-Final. These tickets are strictly non-transferrable.
- All Semi-Finalists will be required to produce a photograph of the model prior to any colour work performed on the hair dated no older than 1 January 2019. This

- photo must be a front or side view of the model and will be shown to the judges so they can understand the expertise and extent of the colour work performed on the model. Failure to do this will result in disqualification.
- By 5.30pm, only the stylist and model must be at their tables on the competition floor. If they are not at the table at this time, this could result in disqualification.
 - Neither the stylist nor the model may leave the floor during the competition.
 - All hair colour application and rinsing off must be completed prior to arriving at the Semi-Final venue. There is no provision for entrants to colour hair at the venue. Prior to the live competition starting, the model's hair can be only in one of these 4 states:
 - Damp, pre-damp ready to be dried/styled;
 - Dry ready to be damped down and dried/styled;
 - Dry, ready to be styled; or
 - En-ply/prepped and/or set with rollers/bendies still in - these cannot be removed prior to the start of the competition.
 - Previously coloured wefts, weaves and extensions covering a maximum of 20% of the head using L'Oréal Professionnel colour can be used.
 - No full wigs are allowed.
 - Once the model and stylist have entered the competition floor, the model's state of hair cannot change and the stylist cannot touch the hair until the competition starts.
 - Teams will have 30 minutes to finish their look.
 - No smoking or drinking is allowed on the competition floor.
 - Cutting will be allowed on the competition floor.
 - Only the hair stylist is allowed on the floor until the last ten minutes when the make-up artist is allowed to come on and touch up the make-up. This will be strictly enforced by the L'Oréal Professionnel staff during the competition time and any other team members present at the workstation will be asked to leave immediately.
 - The model may sit or stand during the judging. The judges are allowed to move the model in order to judge different angles and the models will be catwalked to assess their animation. The judging will take up to 45 minutes.
 - The model will be photographed and videoed during the judging, including photographs taken by L'Oréal Professionnel which will be used at the Grand Final stage to ensure the look created at the Grand Final stage is different from the look created at the Semi-Final stage.
 - Twenty (20) teams will be selected from the Semi-Finalists to go through to the Grand Final.
 - All twenty (20) teams will be invited on stage together for photographs.

JUDGING CRITERIA FOR SEMI-FINAL STAGE

- The competition will be judged by a minimum of five (5) hairdressing industry leaders selected by L'Oréal Professionnel.
- The competitors must demonstrate they are able to follow the Brief.
- Wefts, weaves and extensions covering a maximum 20% of the head using L'Oréal Professionnel Colour can be used.
- Models do not have to be professional but they have to be confident, self-assured, 'own' their look and walk convincingly down the catwalk.
- The models must be dressed in either an all-black or all-white outfit to enhance the overall look created and ensure that the hair is the primary focus.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and hair stylist have created.

MARKING CRITERIA FOR SEMI-FINAL STAGE

- All L'Oréal Colour Trophy Semi-Finalists judged on the criteria above will be marked in the following way: Each of the judges select their 1st, 2nd etc. to 35th from the L'Oréal Colour Trophy Semi Finalists and indicate on their marking sheet 1, 2 to 35 for their placing with 1 being their favourite and 35 their least favourite.
- All of the judges' marks are averaged for each entrant in order to calculate the positions of each from 1st to last relative to one another.
- The fifteen (15) highest marked entrants will automatically go through to the Grand Final.
- The judges will then be required to discuss and agree a further five (5) teams out of the remaining Semi-Finalists to go through to the Grand Final. If a unanimous decision cannot be reached by the judges then the five (5) highest marked entrants (out of those remaining following the selection of the fifteen (15) teams as outlined above) will go through.
- The twenty (20) winning teams will be announced together on stage at the Semi-Final show later on in the evening.
- The remaining entrants can find out their placing after the Semi-Final by emailing lctqueries@loreal.com.
- Once the judging is complete, all competition teams will need to leave the competition floor.

GRAND FINAL STAGE

- The L'Oréal Colour Trophy Grand Final will take place on Monday 27 May 2019 at the L'Oréal International Academy, Styne House, Upper Hatch Street, Dublin.
- The winning teams from the Semi-Final must arrive at 11:30am to register at the L'Oréal International Academy in Dublin to be eligible to take part in the Grand Final.
- All team members (including the model) that made up the team which won at the Semi-Final must compete at the Grand Final. L'Oréal Professionnel will only deviate from this in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at L'Oréal's sole discretion.
- Each team member (including the model) will be given a free ticket (maximum 4 per team) to attend the awards event at the Clayton Hotel, Burlington Road, 4 Leeson Street, Upper Dublin 4 on the evening of Monday 27 May 2019. These tickets are strictly non transferrable.
- For all teams that qualify for the L'Oréal Colour Trophy Award Grand Final, the model must remain the same as presented at the Semi-Final.
- The model's hair colour and styling must differ from the Semi-Final look. The model's hair may also be cut between Semi-Final stage and Grand Final stage. The new look created on the model must follow the Brief.
- L'Oréal Professionnel will verify this as follows: The models at the Semi-Final will be photographed both close up and full length. At the Grand Final models will be scrutinised by L'Oréal Professionnel to ensure the model is the same. If L'Oréal Professionnel becomes aware that any model at the Grand Final is not the same model used at the Semi-Final, the model's team will be instantly disqualified.
- Teams will have 1 hour in which to create their look. For the Grand Final stage, teams are allowed to have coloured the model's hair prior to arriving at the Grand Final. They can also (but it is not compulsory) to colour part or all of the model's hair during the 1 hour time slot at the Grand Final.
- All teams must be prepared to answer questions from a selection of the judges about their colouring technique and products used during the prep time.
- Entrants will be required to produce a copy of a photograph of the model prior to any colour work performed on the hair dated no older than 1 January 2019 (taken from the front or side only). This will be shown to the judges to assist them in understanding the extent of the colour work performed on the model. Failure to have this will result in disqualification.
- L'Oréal Professionnel will also supply an image of each team's model, as

presented at the Semi-Final to determine that the look presented at the Grand Final is different from the look presented at the Semi-Final and to assist the judges in understanding the amount of colour work and styling that has gone into creating the two looks.

- Teams will be interviewed by L'Oréal Professionnel Education Managers about their technique, application and colours used on the model to verify the sole use of L'Oréal Professionnel products.
- An overall 1st, 2nd and 3rd place for the L'Oréal Colour Trophy 2019 will be selected from all twenty (20) Grand Finalists.

JUDGING CRITERIA FOR GRAND FINAL STAGE

- The competition will be judged by a minimum of five (5) hairdressing industry leaders selected by L'Oréal Professionnel.
- The competitors must demonstrate they are able to follow the Brief.
- The colour and style on the hair will need to be different to that presented at the Semi-Final and the judges will refer to photographs from the Semi-Final to confirm that the colour and style presented at the Grand Final is different from the colour and style presented at the Semi-Final.
- Wefts, weaves and extensions covering a maximum 20% of the head using L'Oréal Professionnel Colour can be used.
- No full wigs are allowed.
- Models do not have to be professional but they have to be confident, self-assured, 'own' their look and walk convincingly down the catwalk.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and hair stylist have created.
- The clothes must be different to that presented at the Semi-Final stage. There is no requirement at Grand Final stage that the model wear an all-black or all-white outfit.

GRAND FINAL MARKING CRITERIA

- All L'Oréal Colour Trophy Finalists judged on the criteria outlined above will be marked in the following way:
 - Each of the judges is required to select overall 1st, 2nd and 3rd place from the twenty (20) Grand Finalists of the L'Oréal Colour Trophy.
 - Judges select their 1st, 2nd etc. to 20th for each Finalist and indicate on their marking sheet 1, 2 to 20 for their placing with 1 being their favourite and 20 their least favourite.
 - All of the judges' marks are then averaged for each finalist in order to calculate the positions of each from 1st to last relative to one another. The judges will be required to discuss and agree who overall should be placed 1st, 2nd and 3rd.
 - If a unanimous decision cannot be reached by the judges, the finalists with the highest marks will be placed 1st, 2nd and 3rd. The remaining entrants will then be given a placing of 4th to last position dependent on their average marks attained.
- Once the judging is completed the models will be given lunch and transported to the Grand Final venue. Here they will be escorted by L'Oréal Staff and L'Oréal's appointed production agency who will then work with the models to rehearse a catwalk that they will perform later that evening at the Awards event and show.
- The make-up artist and hair stylist will be allowed to report to L'Oréal Professionnel staff at the Clayton Hotel, Burlington Road, 4 Leeson Street, Upper Dublin 4 at 6:30pm where they will gain access to their model in order to re-touch the make-up and hair prior to their catwalk in front of the assembled crowd. They will be given wristbands in order to gain entry into the venue.
- The winner, 2nd and 3rd place will be announced at the L'Oréal Colour Trophy

Grand Final Awards event and show to be held on the evening of Monday 27 May 2019.

THE PRIZE

- The salon of the winning team (Grand Final overall winner) will receive the L'Oréal Colour Trophy Award 2019 and the winning salon team members comprising of the hair stylist and hair colourist will have the opportunity to attend the prize experiences.
- The prize will consist of the following:
 - A European trip from 8 to 9 July 2019 for the winning hair stylist and hair colourist to photograph the winning look (the model will only be required for the shoot day on Monday 8 July 2019). L'Oréal Professionnel will confirm the venue and agenda, and provide reasonable transportation, hotel accommodation and subsistence costs to attend this trip. The photographs produced will be used to promote the salon's win in local press and hairdressing trade publications during the salon's winning year and to promote the L'Oréal Colour Trophy competition for the following year.
 - Other PR opportunities for the hair stylist and hair colourist.
 - Attendance at selected education courses in Dublin in consultation with a L'Oréal Professionnel Technical Manager and as agreed with L'Oréal Professionnel for the hair stylist and hair colourist from the winning salon.
- In consideration for the opportunities, exposure and experience granted by L'Oréal (UK) Limited, the winning salon and team agree to grant L'Oréal (UK) Limited a transferable, exclusive, worldwide, royalty free licence in all copyright, moral and other rights created during the competition and prize year and agree to sign a release and consent form to be provided by L'Oréal Professionnel.