

Republic of Ireland L'Oréal Men's Image Award Terms and Conditions 2019

THE BRIEF

- Entrants must create a well-executed, complementary colour showcasing a male look. This must be complemented by a well finished style 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 Men's Image Award 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 the L'Oréal Men's Image Award should consist of no more than three (3) people (including the model) and all members of the team must be Irish residents aged 16 years or over on the closing date of the competition (Monday 18 February 2019).
- There are 3 ROI award categories: 1) ROI - The L'Oréal Colour Trophy Award, 2) ROI - L'Oréal Men's Image Award (this category) 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, clothes, make-up and hairstyle must remain the same at both Semi-Final stage and Grand Final stage. For the avoidance of doubt, if the models hair has been cut into a different style in between these two stages of the competition, the team will be disqualified.
- 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.
- 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 this 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 male 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.
- 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 twenty (20) entrants 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 will need to select twenty (20) finalists from the list of entrants to go

- through to the Semi-Final 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 of 20% of the head using L'Oréal Professionnel Colour can be used.
- No full wigs are allowed.

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. 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.
- 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 three (3) team members (including the model) will be given free tickets to attend the Semi-Final. These tickets are strictly non-transferrable.
- 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-pli/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.
- 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 (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.
- 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.
- Models should be dressed prior to the competition start. They will be provided with a L'Oréal Professionnel gown at registration.
- 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 hair stylist nor the model may leave the floor during the competition.
- 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. 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 on stage 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.
- Once the judging is complete, all competition teams will need to leave the competition floor.
- Twelve (12) teams from the twenty (20) teams at the Semi-Final will be selected to go through to the Grand Final and will be announced on stage at the Semi-Final.

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 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 Men's Image Semi-Finalists judged on the criteria above will be marked in the following way: Each of the 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 averaged for each entrant in order to calculate the positions of each from 1st to last relative to one another.
- The fourteen (14) highest marked entrants will then be selected and after a discussion between the judges, twelve (12) out of the fourteen (14) will be selected to go through to the Grand Final. If a unanimous decision cannot be reached by the judges, the twelve (12) highest marked entrants will go through.
- Twelve (12) winning teams will be announced on stage together later on in the evening.

GRAND FINAL

- The L'Oréal Colour Trophy Grand Final awards event will take place on Monday 27 May 2019 at the Clayton Hotel, Burlington Road, 4 Leeson Street, Upper Dublin 4.
- All team members will be given three (3) free tickets (to include their model) to attend the Grand Final awards event. These tickets are strictly non-transferrable.
- All team members (including the model) that made up the team which won at the Semi-Final must attend the Grand Final. The Promoter 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.
- On Monday 27 May 2019, the twelve (12) L'Oréal Men's Image Award finalist models

must report to L'Oréal Professionnel at the Grand Final venue, the Clayton Hotel, Burlington Road, 4 Leeson Street, Upper Dublin 4 at 4.30pm dressed and styled as per the Semi-Final.

- For all L'Oréal Men's Image Award Finalists who qualify for the Grand Final, the model, hair colour, hair style, clothes and make-up must remain the same as presented at the Semi-Final. 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 and if the models are not exactly the same as at the Semi-Final the team will be given the opportunity to correct the look on the spot. If the team are unable to do this, they will be instantly disqualified.
- The models will be escorted by L'Oréal Professionnel staff who will then work with the models to rehearse a catwalk that they will perform later that evening at the L'Oréal Colour Trophy Grand Final awards event.
- The hair stylist will be allowed to report to L'Oréal staff at the Grand Final venue 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 and runner up will be announced at the L'Oréal Colour Trophy Grand Final on the evening of Monday 27 May 2019.

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.
- 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.

GRAND FINAL MARKING CRITERIA

- All Grand Finalists judged on the criteria outlined above will be marked in the following way:
 - Judges select their 1st, 2nd, etc. to 12th for each Finalist and indicate on their marking sheet 1, 2 to 12 for their placing with 1 being their favourite and 12 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 have a combined discussion about the top 4 placed entrants, discussing them together as a group in the context of the brief. The judges will overall agree who should be placed 1st and runner up. If a unanimous decision cannot be reached by the judges, the finalists with the highest marks will be placed 1st and runner up.
 - The remaining entrants will then be given a placing of 3rd to last position dependent on their average marks attained.

THE PRIZE

- The salon of the winning team (Grand Final overall winner) will receive the L'Oréal Men's Image 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 from the winning salon.
 - 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.