

# **L'Oréal Colour Trophy Moving Image Award**

## **Terms & Conditions 2023**

### **1. GENERAL**

- 1.1 **Promoter:** L'Oréal Professionnel Paris, a trading division of L'Oréal (UK) Limited, 255 Hammersmith Road, London, W6 8AZ.
- 1.2 By entering this competition, entrants will be deemed to be bound by and have accepted these terms and conditions.
- 1.3 English law applies and the English courts shall have exclusive jurisdiction over any proceedings in connection with this competition.
- 1.4 The Promoter will process personal data in accordance with its Privacy Policy.

### **2. THE 2023 BRIEF**

#### 2.1 THE REEL

- Entrants must create a reel on Instagram or TikTok (9:16 aspect ratio) between 30-55 seconds (maximum) of a finished hair look that follows the hair brief below. The reel should be artistic in vision & execution, creative in compilation & edit, impactful and highlight your colour, total finished look and creator skillset.

#### 2.2 HAIR

- 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. 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 Paris. These are:
  - Fashion: Taking inspiration from trends
  - Innovation: Classic elements, with a brand-new twist
  - Pioneering: A colour that could be a future trend
- The work presented must always be exceptionally executed and technically correct.
- 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.
- Models do not have to be professional, but they have to be confident, self-assured, 'own' their look.
- The clothes, makeup and accessories should enhance and complement the overall look that the entrant has created.
- The hair colour will be the overriding factor in any decision-making process.

### **3. THE COMPETITION**

- 3.1 The competition is open to all UK and Republic of Ireland residents who are employed by a salon or work as an independent stylist with the exception of (i) L'Oréal (UK) Limited employees, (ii) freelancer consultants engaged by L'Oréal (UK) Limited's Professional Products Division and (iii) immediate family members of an employee or freelancer consultant engaged by L'Oréal Professionnel Paris. 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 engaged by the Promoter are not included in the abovementioned excluded connections and may enter.
- 3.2 The competition opens on Wednesday 1 February 2023 and closes at 22:00 on Monday 17 April 2023. Entries must be received on or before 22:00 on Monday 17 April 2023.
- 3.3 Any entries received after 22:00 on Monday 17 April 2023 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.
- 3.4 All team members and models used at all stages of the competition must be 16 years or over on the closing date of the competition Monday 17 April 2023. Any model or competitor, who is 16 years or over but under 18 years is required to have Parental/Guardian consent to compete in the competition. Promoter reserves the right to request written consent.
- 3.5 Entry to the L'Oréal Colour Trophy Moving Image Award is free.

- 3.6 This is a competition for individuals only and the prize will be awarded to the individual who enters. The individual who enters must remain the same throughout the competition.
- 3.7 Entrants must only use L'Oréal Professionnel Paris colour and styling products on the model. This includes discontinued L'Oréal Professionnel Paris products as long as they are within the stated expiry date.
- 3.8 For any colour application, the model must have had an allergy alert test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol.
- 3.9 Promoter reserves the right to request proof of age / identity / evidence to show employment/independent stylist professional status (by way of example, a photocopy of passport). Failure to produce any such requested document(s) may result in disqualification.
- 3.10 Entrants must truthfully and accurately complete their application. If an entrant supplies any untruthful, inaccurate or misleading details and/or information and/or have failed to abide by these Terms and Conditions, the entrant may be disqualified.
- 3.11 Entries must be completed as original work by only the one individual named on the entry form, and the individual 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.
- 3.12 At any point in the competition, entrants must be prepared to answer questions from the Promoter about their colouring technique and products used.
- 3.13 In respect of any timings and deadlines of the competition, it is the responsibility of the entrants to allow sufficient time to meet such times and deadlines, including, by way of example only: to factor in any waiting time where there is a high volume of entrants online.
- 3.14 The Promoter reserves the right in its absolute discretion to, acting in the interests of fairness, add to or waive any of these terms and conditions. The Promoter reserves the right to cancel the competition at any stage, in the event of circumstances arising beyond its reasonable control.
- 3.15 Respect for the individual is a fundamental part of L'Oréal's guiding values and principles. L'Oréal believes in the value of difference and diversity. L'Oréal categorically rejects all forms of unlawful discrimination, both in thought and deed. No entrant shall suffer discrimination because of gender or gender reassignment, gender expression, trans-gender, age, disability, sexual orientation, marital or registered civil partnership status, pregnancy or maternity, religion or belief, or race.
- 3.16 The Promoter reserves the right in its absolute discretion to disqualify any individual who conducts themselves 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.
- 3.17 The Promoter and any venue accept no responsibility for any loss, damage or theft of personal property.
- 3.18 The Promoter will keep the COVID-19 situation under review and reserves the right to revise, extend or cancel any dates in the event of circumstances arising beyond its reasonable control. For example only, the Promoter may make such a decision owing to salon closures and government enforced lockdown restrictions resulting from the COVID-19 pandemic. Any such decisions will be taken at the Promoter's sole discretion and any such changes to the competition will be communicated in due course by the Promoter.
- 3.19 It is the sole responsibility of the entrants to ensure that any activity carried out in relation to this competition, is carried out in strict adherence to the local and/or national government guidelines or rules on COVID-19 applicable to that entrant at the relevant time (and/or any other local and/or national government guidelines that may be in force at the relevant time). The Promoter is not responsible for any entrants' breach of any such guidelines or rules.
- 3.20 The reels will be judged by a panel of three (minimum) hairdressing industry leaders selected by the Promoter.
- 3.21 The judges' decisions are final, and no correspondence or feedback will be entered into regarding any decisions.
- 3.22 An individual who has accepted to judge the competition in any category is not permitted to enter the competition in any category. For the avoidance of doubt, team members of the judge (by way of example, their workplace salon colleagues) may enter.

#### 4. **ENTRY REQUIREMENTS**

- 4.1 To enter the L'Oréal Colour Trophy Moving Image Award, the entrant must submit and provide as follows:
- The Instagram/TikTok reel submitted must clearly showcase the entrant's interpretation of the category brief for the reel and for the hair. Within the reel you must show the model before any colour work is performed and your finished total look. The entrant must use Instagram or Tik Tok to create and then download the reel, and then submit the reel to the Promoter.
  - The reel should be no more than 30-55 seconds (maximum) and must be:
    - Uploaded in an MP4 format
    - In Portrait
    - 1080px by 1920px wide
    - 9:16 aspect ratio
    - In colour
  - A signed model usage rights form.
  - A colour verification form which must outline the below:
    - Case study of colours used, and colour technique applied
    - Colours used + mixing ratio including oxidant
    - Remember to detail all the colour applications step by step
    - Development time
    - Explain the colour technique used and diagram the application
- 4.2 An entry form must be completed online on [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) (for UK residents or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (for Republic of Ireland residents). Once the entry form is received, 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. The entrant must upload their entry assets: entry video/reel, colour verification form and a signed model release form within 24 hours of receiving the link. 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, corrupted or delayed entries due to technical or connectivity problems or otherwise.
- 4.3 At the choice of the entrant, the entry reel may also be uploaded by the entrant to their Instagram or TikTok profile tagging @lorealpro @lorealpro\_education\_uki and using the hashtags #LCT23 and #LOREALPROUK or #LOREALPROIRE. If entrant wishes this to be the case, in order for the Promoter to view such reel on the entrant's Instagram/TikTok, the relevant account/profile (including the reel) must be made public by the entrant via their Instagram/TikTok settings i.e. must be an open account, not private.
- 4.4 During the entry process, the top twenty (as marked by the judges) entrants will be required to have a Colour Verification Meeting which will be a virtual appointment with a L'Oréal Professionnel Paris Education Team member. During the Colour Verification Meeting, the entrant must be present via a video and audio call and will be required to show their proof of ID on the call and answer some questions about the colour(s), technique(s) and application(s) used on the model. This is to confirm that only L'Oréal Professionnel Paris Products have been used on the model's hair.
- 4.5 Please be informed that the Colour Verification Meeting will be recorded for internal purposes only. No sensitive or critical information can be shared during the recording. Entrants can refuse to be recorded by notifying the Teams Meeting organizer, who will respect your choice (by inviting you to join a non-recorded session). The recording will be available to the attendees in the Teams conversation for 20 days. No download or sharing is allowed without the prior approval of the Teams Meetings organizer. Each attendee is self-accountable for the respect of these rules.
- 4.6 Entrants may not enter the same look for more than one award category across all other categories within the L'Oréal Colour Trophy competition.
- 4.7 An individual can only enter 1 out of the 8 categories in the UK and Republic of Ireland. For the avoidance of doubt, these categories are:
- UK - L'Oréal Colour Trophy Award
  - UK - L'Oréal Colour Trophy Afro Award
  - UK - L'Oréal Colour Trophy Star Award
  - UK - L'Oréal Colour Specialist Award
  - UK & Republic of Ireland - L'Oréal Colour Trophy Future Talent Award
  - UK & Republic of Ireland - L'Oréal Colour Trophy Moving Image Award (this category)
  - Republic of Ireland - L'Oréal Colour Trophy Award

- Republic of Ireland - L'Oréal Colour Trophy Star Award
- 4.8 Entrants must have internet access to participate.
- 4.9 Any entries which do not comply with the entry requirements, or which contain any third party intellectual property, or which contain any abusive, inappropriate, offensive or obscene language or imagery will be disqualified. In such case, the entrant must remove their reel from their Instagram/TikTok account/profile (if the entrant had initially taken the decision to post it on their Instagram/TikTok account/profile). 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) sexual innuendo, sexual language or sexual acts, actions or gestures; (d) promoting any illegal unlawful activity such as drug use; (e) any message that appears to be an advertisement or solicitation to buy; and (f) any materials (whether written or visual) that directly or indirectly relate to the Promoter's competitor brands or that show any intention of promoting any brand other than the Promoter's brand.
- 4.10 By entering this competition, 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.
- 4.11 This promotion 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. The information you provide 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.
- 4.12 Entrants must not make heavy use of photo editing, filters, retouching or other post-production techniques (provided by Instagram or TikTok otherwise), to excessively enhance the look/final outcome of any entry asset.

## **5. JUDGING PART 1**

- 5.1 The reel submitted must showcase the entrants' interpretation of the brief as per clause 2.1 and 2.2 and will be judged on the colour that's been created on the model's hair, the finished cut and/or styling and the overall creativity, compilation and edit of the Instagram/TikTok reel.
- 5.2 The judges will select twenty (20) maximum entries to go through to the Grand Final stage.

## **6. JUDGING PART 2**

- 6.1 Once the twenty (20) maximum Grand Finalists have been selected and the individuals have completed their Colour Verification Meeting, the judges will then select their overall winner of the L'Oréal Colour Trophy Moving Image Award.
- 6.2 All entrants will be marked in the following way:
- Judging marks are split as follows: 50% – hair colour result 25% - creativity and compilation of reel and 25% - the overall total look created on your model.
  - Each of the judges will be required to mark each of the entrants giving each entrant a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
  - All of the judges' marks are averaged for each entrant in order to calculate the positions of the entrants from first to last relative to one another.
  - The judges will then have a combined discussion about the five (5) (maximum) top marked entrants, discussing them together as a group in the context of the category brief.
  - The judges will discuss and agree unanimously who should be the winner. In the event that a unanimous decision cannot be reached, the decision may be reached by a majority vote.
  - If a unanimous nor majority vote decision can be reached by the judges, the highest marked entrant will be the winner.
- 6.3 The winner of the L'Oréal Colour Trophy Moving Image Award will be announced on [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (as applicable) from 5pm on 12 June 2023.

## **7. USAGE RIGHTS**

- 7.1 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 later stages of the competition or not) for any purpose whatsoever (including without limitation, use on L'Oréal Professionnel Paris websites, social media pages (e.g. Facebook, Tik Tok and Instagram) and blogs, promotion of the L'Oréal Colour Trophy event, PR content print and online, editorial, advertising and advertorial content, trade press and 2023/2024 competition promotion print and online and educational or internal purposes, etc.).
- 7.2 In consideration for the opportunities, exposure and experience granted by L'Oréal (UK) Limited in the winning year, the winner(s) agrees 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.
- 7.3 Entrants must ensure that their chosen model has completed and signed a model release form in respect of all parts of the competition. For the avoidance of doubt, no other third parties aside from the model may feature in any entry assets.
- 7.4 At its sole discretion (to be communicated by the Promoter if applicable), the Promoter may decide to allow an entrant to use their images. Any images supplied by the Promoter to any entrant must always be credited to the L'Oréal Professionnel Paris L'Oréal Colour Trophy when being used for any purpose whatsoever.
- 7.5 The winner(s) must be prepared to take part in publicity accompanying or resulting from the competition. No additional compensation will be awarded for such promotional activities.

## **8. THE PRIZE**

- 8.1 All prizes must be claimed during the entrant's winning year from the 12 June 2023 to 11 June 2024.
- 8.2 The winner will receive the L'Oréal Colour Trophy Moving Image Award 2023 and will have the opportunity to attend the prize experiences.
- 8.3 The prize(s) (including any certificate(s) are as stated and there are no alternatives or cash substitutes.
- 8.4 The winner will:
  - Have the opportunity to attend an online course(s) of their choosing up to the total value of £700 at the University of the Arts, London. The entrant must select the course(s) from those available at the time of selection, and send the relevant course(s) and date detail to [lctqueries@loreal.com](mailto:lctqueries@loreal.com) for the chosen course(s) to be booked by the Promoter. Once booked, the Promoter will confirm the course detail but will not provide transportation, hotel accommodation and/or subsistence costs to attend any chosen course. For the avoidance of doubt, such course(s) must be booked and attended during the entrant's winning year. Such course(s) are subject to availability and subject to any terms and conditions of booking and/or terms and conditions of attendance, as communicated by the University of the Arts, London at the relevant time (including in relation to any changes and/or content alterations and/or cancellation of any course(s)). The Promoter reserves the right to propose alternative course(s)/alternative course providers.
  - The winner and their reel will be profiled online with a trade publication.
  - Receive one (1) free ticket to attend the L'Oréal Colour Trophy Grand Final 2023. The Promoter will confirm the date, venue and agenda, but will not provide transportation, hotel accommodation and/or subsistence costs to attend this event. This ticket is strictly non-transferrable and no under 16's are permitted entry to the event.
- 8.5 If the prize(s) (including any certificate(s)) is declined or if a winner forfeits the prize under these terms and conditions, then the judges may at their absolute discretion select an alternative winner.
- 8.6 Prizes are as stated, they are not transferable and there are no alternative prizes or cash substitutes (for example, in the event that the total amount of £700 in respect of the course(s) has not been redeemed, then any 'balance' is not owed as cash to the winner).
- 8.7 The Promoter reserves the right to substitute a prize of equal or greater value in the event that the selected prize is unavailable for any reason whatsoever.