

# L'ORÉAL COLOUR TROPHY AWARDS COMPETITION (JOINT UK & ROI RESIDENTS ONLY) – TERMS & CONDITIONS 2025

## (A) L'ORÉAL COLOUR TROPHY FUTURE TALENT AWARD (B) L'ORÉAL COLOUR TROPHY MOVING IMAGE AWARD

### Minimum T&Cs

UK and ROI residents 16+. Entries open at 16:00 (UK time) on 3 February 2025 until 18:00 (UK time) on 3 April 2025. For your chance to win, upload a photo or video (as applicable) of your model's hair styled with L'Oréal Professionnel Paris products, under 1 of the 2 L'Oréal Colour Trophy Award Categories, to the Competition portal here: [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) (for UK residents) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (for ROI residents). Depending on the Award Category entered, the winners will receive prizes which may include a trophy, flowers, champagne (or a non-alcoholic alternative) and/or limited experiences. Entrants must be a professional hair stylist that is the owner of a UK hair salon or a professional hair stylist employed by a UK hair salon. Entrants to Award Category A must be a full-time or part-time student enrolled on and attending one of the Eligible Courses listed in the full T&Cs. Entrants must enter as individuals, not as part of a team. Full T&Cs: [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) (for UK residents) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (for Republic of Ireland residents). Promoter: L'Oréal Professionnel Paris, a trading division of L'Oréal (UK) Limited, Gateway Central, 187 Wood Lane, London, W12 7SA.

### Full T&Cs

## GENERAL COMPETITION TERMS

### 1. GENERAL

- (a) By entering the L'Oréal Colour Trophy Awards Competition for Joint UK & ROI Residents Only (the "**Competition**"), entrants will be deemed to be bound by and have accepted these terms and conditions (these "**Terms and Conditions**"). Promotional materials relating to the Competition, including all information on how to enter the Competition, also form part of these Terms and Conditions. In the event of any conflict between any terms referred to in such promotion materials and these Terms and Conditions, these Terms and Conditions take precedence.
- (b) For the avoidance of doubt, this General section of the Terms and Conditions applies to all categories of the Competition that are included in the sections that follow, namely the following categories: Award Category A - L'Oréal Colour Trophy Future Talent Award 2025, and Award Category B - L'Oréal Colour Trophy Moving Image Award 2025 (each an "**Award Category**" and together "**Award Categories**"). All Award Categories forming part of the Competition shall run concurrently in accordance with these Terms and Conditions.
- (c) The "**Promoter**" of the Competition is L'Oréal Professionnel Paris, a trading division of L'Oréal (UK) Limited, a company incorporated and registered in England and Wales with company registration number 00271555, whose registered office address is at Gateway Central, 187 Wood Lane, London, W12 7SA.
- (d) By entering into any Award Categories forming part of this Competition, entrants acknowledge that they cannot enter any of the award categories offered as part of the other L'Oréal Colour Trophy Awards competitions also made available by the Promoter – namely (i) the L'Oréal Colour Trophy Awards Competition for UK Residents Only and (ii) the L'Oréal Colour Trophy Awards Competition for ROI Residents Only, both of which are subject to their own separate terms and conditions available via [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) (for UK residents) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (for Republic of Ireland residents), save as set out in Section 3(g) below.
- (e) The Promoter reserves the right to disqualify an entrant or winner that in its absolute discretion could bring the Promoter, its affiliates or its products into disrepute.
- (f) The Promoter reserves the right to disqualify any entries that have failed to abide by and/or are in breach of these Terms and Conditions.
- (g) The Promoter reserves the right in its absolute discretion to disqualify any individual who conducts themselves in any manner that could be deemed inappropriate, offensive or discriminatory, whether attending any in-person event associated with this Competition or interacting, in any other way, with the Promoter or its employees or any other entrants to the Competition. This includes, but is not limited to, harassment, bullying or aggressive behaviour towards others (for example, threats or violence towards members of staff, crew, other entrants and/or venue staff), racism, homophobia, misogyny and/or religious intolerance.
- (h) The names of the winners can be obtained by sending a stamped, self-addressed envelope, within four weeks of 19 May to the Promoter at Gateway Central, 187 Wood Lane, London, W12 7SA, referencing the Competition name.
- (i) All personal details and/or information given either in the entry process or otherwise must be truthful, accurate and in no way misleading. The Promoter reserves the right to disqualify entrants if they have supplied untruthful, inaccurate or misleading personal details and/or information when entering into or participating in any aspect of the Competition.
- (j) Any personal information that entrants share with the Promoter (including name, salon address, email address, phone number or other data) will be kept secure and only used in line with the Promoter's privacy policies (please see [Consumer Privacy Policy](#) and [Model and Event Attendee Privacy Policy](#)) and these Terms and Conditions. By entering the Competition, entrants acknowledge that their information may be used by the Promoter and their suppliers to administer the Competition. The Promoter may contact entrants by email, post, phone, SMS or other means in relation to the Competition, but will not send entrants any marketing communication unless entrants have also agreed to this or the Promoter has another lawful basis for the communication.

- (k) Neither the Promoter nor agencies nor suppliers involved in this Competition may be liable to the entrants or winners, whether arising from tort including negligence, breach of contract or otherwise or for any damage, loss, liabilities, injury or disappointment incurred or suffered whatsoever as a result of or relating to participation in this Competition or the prizes unless they suffer personal injury or death as a result of the Promoter's negligence. No compensation for loss of earnings will be paid by the Promoter for participation in any aspect of this Competition.
- (l) The Promoter reserves the right in its absolute discretion to amend or waive any of these Terms and Conditions, or suspend or cancel the Competition (or any Award Category or any other elements of the Competition) at any stage, in the event of circumstances that are unforeseen or beyond its reasonable control (including suspected or actual fraudulent or misleading practices or other breaches of these Terms and Conditions).
- (m) English law applies to the administration of the Competition and the interpretation and fulfilment of these Terms and Conditions, and the English courts shall have exclusive jurisdiction over any proceedings in connection with the Competition or these Terms and Conditions.

## 2. THE COMPETITION

- (a) The Competition is open to all UK and Republic of Ireland residents who are employed by a hair salon as a hair stylist or own a hair salon, with the exception of (i) any of L'Oréal (UK) Limited's or any of L'Oréal (UK) Limited's group companies' employees; or (ii) any freelancer consultants engaged by L'Oréal (UK) Limited's Professionnel Products Division; or (iii) immediate family members of any employee or freelancer consultant referenced in (i) or (ii); and (iv) employees of any third party directly associated with the Competition. 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 (e.g., any hairdressers who may be educating for L'Oréal Professionnel Paris) engaged by the Promoter are not included in the abovementioned excluded connections and may enter the Competition.
- (b) The Competition opens at 16:00 (UK time) on 3 February 2025 ("**Entry Opening Date**") and closes at 18:00 (UK time) on 3 April 2025 ("**Entry Closing Date**"). Entries must be received on or before 18:00 (UK time) on the Entry Closing Date. Any entries received after 18:00 (UK time) on the Entry Closing Date 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.
- (c) The Competition is free to enter and no purchase is necessary.
- (d) The Competition is open to individuals only and the prize(s) will be awarded to the individual who enters. The individual who enters must remain the same throughout the Competition.
- (e) All entrants and models used at all stages of the Competition must be 16 years or over on the Entry Opening Date. Any model or entrant, who is 16 years or over but under 18 years is required to have parental or guardian consent to compete in the Competition. Promoter reserves the right to request a copy of such written consent.
- (f) Entries must be completed as original work by the individual named on the entry form only, and the 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.
- (g) Entrants must adhere to the safety announcements and other rules and regulations of any venue used in relation to the Competition and their entries to the Competition.
- (h) The Promoter and any venue used in relation to the Competition accept no responsibility for any loss, damage or theft of personal property.
- (i) It is the responsibility of the entrants to ensure their availability for all dates of the Competition and throughout the overall Competition period as required.
- (j) All entrants must ensure that their chosen model has completed and signed a model release form in respect of all parts of the Competition. The Promoter reserves the right to request a copy of the model release form at any stage of the Competition.
- (k) For any colour application, entrants must ensure that their model must have had an allergy alert test 48 hours before the colour application or has completed the L'Oréal 'Professional Safety' protocol. Promoter reserves the right to request written evidence of any such allergy alert test or protocol adherence at any stage of the Competition. A copy of the L'Oréal 'Professional Safety' protocol is located in every box of L'Oréal Professionnel Paris colour product and you can also access it via [www.lorealaccess.com/uk/login](http://www.lorealaccess.com/uk/login).
- (l) If an entrant is entering as an employee or owner of a hair salon:
  - i) the salon must be located in the UK or Republic of Ireland; and
  - ii) the salon must be trading at the time of entry and all stages of the Competition. If the salon is a stockist of L'Oréal Professionnel Paris products, it must be fully compliant with L'Oréal (UK) Limited's conditions of sale and credit terms at all stages of the Competition.
- (m) In respect of any timings and deadlines of the Competition, it is the responsibility of entrants to allow sufficient time to meet such times and deadlines, including, by way of examples only: to factor in ample time in allowance of traffic or public transport issues and to factor in any waiting time where there is a high volume of entrants (including online).
- (n) The judges' decisions are final and no correspondence or feedback will be entered into regarding any decisions.
- (o) If a prize (including any certificates) is declined or if a winner forfeits their prize under these Terms and Conditions, then the judges may at their absolute discretion select the next best entry as the winner for the Award Category in accordance with the judging process for the relevant Award Category.

## 3. ENTRY REQUIREMENTS

For the avoidance of doubt, the information contained in this Section 3 applies to all Award Categories of the Competition that are included in the sections that follow. In addition, there are more specific entry requirements under each Award Category below.

- (a) Entrants must have internet access and complete an entry form via the Competition portal on [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) (for UK residents) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (for Republic of Ireland residents).
- (b) Entrants must only use L'Oréal Professionnel Paris colour and styling products on their model. This includes discontinued L'Oréal Professionnel Paris products as long as they are within the stated expiry date of the product.

- (c) Only 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.
- (d) Entrants may not enter the same model photograph or reel for more than one Award Category/more than one entry. Entrants may not enter the same model photograph or reel as entered for previous versions of this Competition operated by the Promoter in previous years, in any Award Category.
- (e) Each entrant that enters must create a unique username and email address to access the Competition portal upon entry.
- (f) Incomplete, illegal, misdirected or late entries will not be valid. Proof of complying with the entry requirements set out in these Terms and Conditions will not be accepted as proof of receipt or entry. The Promoter is not responsible for entries lost, damaged or delayed due to technical or connectivity or other problems.
- (g) An individual can only enter one of the eight Award Categories set out below:
  - i) **The Award Categories for this Competition:** (A) Award Category A - L'Oréal Colour Trophy Future Talent Award or (B) Award Category B - L'Oréal Colour Trophy Moving Image Award.
  - ii) **The award categories applicable to the L'Oréal Colour Trophy Awards Competition for UK Residents Only namely -:** (A) L'Oréal Colour Trophy Award, (B) L'Oréal Colour Trophy Afro Award, (C) L'Oréal Colour Trophy Star Award or (D) L'Oréal Colour Specialist Award.
  - iii) **The award categories applicable to the L'Oréal Colour Trophy Awards Competition for ROI Residents Only - namely:** (A) L'Oréal Colour Trophy Award or (B) L'Oréal Colour Trophy Star Award.
- (h) An individual who has accepted to judge the Competition in any Award Category is not permitted to enter the Competition in any Award Category. For the avoidance of doubt, any team members of the judge (eg., their workplace salon colleagues) may enter but all entries shall be made anonymous at the time that they are judged.
- (i) Entrants must truthfully and accurately complete their application. If an entrant supplies any untruthful, inaccurate or misleading details and/or information, the entrant may be disqualified.
- (j) If employed by a salon, the entrant must get the consent of the salon owner(s) to enter.
- (k) Any entries which do not comply with these Terms and Conditions or which contain any third party intellectual property without prior informed consent from the rights holder, or which violates or infringes another's rights, including but not limited to privacy, publicity, which contain political views, or which contain any abusive, inappropriate, offensive or obscene language or imagery will be disqualified. 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) comments or actions which promote bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age (d) sexual innuendo, sexual language or sexual acts, actions or gestures; (e) promoting any illegal unlawful activity such as drug use; (f) content which is tortious, defamatory, slanderous or libellous; (g) any message that appears to be an advertisement or solicitation to buy; and (h) any materials (whether written or visual) that directly or indirectly relate to Promoter's competitor brands or that show any intention of promoting any brand other than the Promoter's brands.
- (l) The Promoter reserves the right to require entrants to prove that they are eligible to enter the Competition and/or to carry out its own investigations (either itself or through a third party acting on its behalf). If a winner is found to be ineligible, the Promoter reserves the right to select the next best entry as the winner for the Award Category from all other eligible entrants to receive their prize and to require the cancellation or return of any prize already awarded (as applicable).

#### 4. ENTRANT ROLES

- (a) The entrant's name must be confirmed in the online entry form via the Competition portal and must remain the same throughout the Competition. The Promoter reserves the right to request the entrant to provide proof of identity, such as passport or driver's license to verify the entrant's name at any stage of the Competition.

#### 5. JUDGING

- (a) All stages of the Competition will be judged by a panel of a minimum of three judges selected by the Promoter. The judging panel may be comprised of different judges for each stage of the Competition but will be comprised of a selection of independent hairdressing industry leaders and hairdressing trade press editors.
- (b) At any point in the Competition, entrants should be prepared to answer questions from the judges and must be prepared to answer L'Oréal Professionnel Paris Education Managers about their colouring technique and products used.

#### 6. PRIZES

- (a) Full details of the prizes are set out in Award Categories A and B of these Terms and Conditions.
- (b) All prize(s) must be claimed during the entrant's winning year from 19 May 2025 to 18 May 2026.
- (c) The prize(s) (including any certificates) are as stated and there are no alternatives or cash substitutes.
- (d) The winning entrants must redeem the prize(s). Prize(s) are not transferable to other individuals.
- (e) The Promoter reserves the right to substitute a prize of equal or greater value in the event that the prize is unavailable for any reason whatsoever.
- (f) A winner forfeits their prize and the Promoter reserves the right to select the next best entry as the winner for the Award Category if:
  - i) the winner leaves their salon (as applicable);
  - ii) within three weeks of being notified by the Promoter, a winner does not respond or does not provide their full name and relevant details (including address for the prize to be despatched);
  - iii) if a prize is rejected or returned undeliverable; or
  - iv) if an entry is invalid or an entrant is disqualified or in breach of these Terms and Conditions.

## 7. USAGE RIGHTS

- (a) The Promoter shall own all the copyright and other intellectual property rights in the entries and any other materials (whether visual, oral or written) generated during the various stages of this Competition, in perpetuity and on a worldwide basis for use at Promoter's sole discretion including, without limitation, use in advertising, other media, press releases, editorial and promotional activity, point of sale material, Promoter's websites, third party websites (including Facebook, Instagram, TikTok, Twitter and YouTube), newsletters and e-newsletters.
- (b) Accordingly entrants hereby assign to Promoter any copyright and other intellectual property rights which exist in their Competition entries to the Promoter and irrevocably waive any moral rights that could vest in them (which shall include their name, location and age) under the Copyrights, Designs and Patents Act 1988 or otherwise, and undertake to do all things necessary immediately on Promoter's request to effect or confirm any assignment in this paragraph.
- (c) In entering the Competition, all entrants and winners (including the winning salons) agree to participate in any promotional activity relating to the Competition, which may include entry content, voice, image and name for publicity purposes (in any media, print or online, including any websites, social media sites or third party retailer websites) and in advertising, marketing or promotional material (whether or not related to the Competition) free of charge without additional compensation or prior notice. Promoter may modify any entry content to fit in context with the relevant usage, whilst maintaining its original sentiment.

## AWARD CATEGORY A – L'ORÉAL COLOUR TROPHY FUTURE TALENT AWARD COMPETITION TERMS

## 8. THE 2025 BRIEF

- (a) 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. The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources, and reflect the professional skillset of the entrant.
- (b) Entrants can interpret this as they see fit, but the final look must share the same values as L'Oréal Professionnel Paris. These are:
  - i) Fashion: Taking inspiration from current or upcoming trends;
  - ii) Innovation: Classic elements, with a brand-new twist; and
  - iii) Pioneering: A colour that could be a future trend.
- (c) The work presented must always be exceptionally executed and technically correct.
- (d) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (e) The clothes, makeup and accessories should enhance and complement the overall look that the entrant has created.
- (f) The hair colour will be the overriding factor in any decision-making process.

## 9. ENTRY REQUIREMENTS

- (a) This Award Category is open to all UK and Republic of Ireland residents who are students aged 16 years or over on the Entry Opening Date.
- (b) Entrants must be enrolled on and must be attending as a full-time or part-time student (at a college or private training provider located in the UK or Republic of Ireland) one of the "Eligible Courses" from the list below, awarded by a formally recognised awarding body:
  - i) National Vocation Qualification - NVQ - Level 2
  - ii) National Vocation Qualification - NVQ - Level 3
  - iii) Vocationally Related Qualification - VRQ - Level 2
  - iv) Vocationally Related Qualification - VRQ - Level 3
  - v) National Certificate – NC - Level 5
  - vi) National Certificate – NC - Level 6
  - vii) National Qualification - NQ - Level 5
  - viii) National Qualification - NQ - Level 6
  - ix) Scottish Vocational Qualification – SVQ - Level 2
  - x) Scottish Vocational Qualification – SVQ - Level 3
  - xi) Quality and Qualification Ireland – QQI - Level 5
  - xii) Quality and Qualification Ireland – QQI - Level 6
  - xiii) Technical Qualifications – by way of example but not limited to VTCT - Level 2
  - xiv) Technical Qualifications – by way of example but not limited to VTCT - Level 3
  - xv) Hairdressing Diploma - City and Guilds - Level 2
  - xvi) Hairdressing Diploma - City and Guilds - Level 3
  - xvii) ITEC Qualification – VTCT - Level 2
- (c) If an entrant believes that they are enrolled on and attending an alternative Hairdressing course equivalent to one of the Eligible Courses stated above, then the Promoter may determine the eligibility of such student at its sole discretion.
- (d) Entrants must notify the Promoter immediately if they discontinue or pause their enrolment on, and/or attendance of, the Eligible Course at any stage of the Competition. In such case, the Promoter may at its sole discretion decide to disqualify such entrant.
- (e) Entrant must submit the following as part of their online entry:
  - i) A "before" photo of the model prior to any colour application dated no older than one year old which must be at an angle so the face and side view of the model's head is clearly visible;
  - ii) An "after" photo of the model once the hair has been coloured dated no more than one year old which must be at an angle so the face and side view of the model's head is clearly visible; and
  - iii) A letter from the college or private training provider where they are enrolled and attending as a full-time or part-time student studying one of the "Eligible Courses" listed above, to verify their student status. This letter must be on the official letter headed paper of the relevant education institute and must be signed by an authorised person on behalf of that

education institute, such as a College Lecturer, Training Provider or Education Leader. This letter must be uploaded with the entry.

The photographs submitted as part of the entrant's online entry will be shown to the judges to assist them in understanding the extent of the colour work performed on the model and must showcase the entrant's interpretation of the brief as outlined in Section 8. Failure to submit these photographs and/or the letter referred to above will result in disqualification of the entrant.

- (f) Entrants must upload their entry photo(s) via the Competition portal which must:
- i) be in either JPEG or PNG format;
  - ii) be in portrait;
  - iii) be 720px wide x 1080px high;
  - iv) be in colour;
  - v) be no more than one year old at the date of entry;
  - vi) feature no clear visual branding other than L'Oréal Professionnel Paris (i.e. on colouring tools and styling equipment, clothing, or featured on products in the background);
  - vii) exclude the use of any filter or any colour enhancing tools; and
  - viii) comply with the applicable Award Category terms.

## 10. JUDGING AND MARKING CRITERIA

- (a) The photograph submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 8 above and all entries will be judged on the colour that's been created on the model's hair, the overall finished cut and/or styling (as applicable), and which best meet the brief set out in Section 8.
- (b) On the judging day, all entrants will be marked in the following way:
  - i) Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 8, giving each a mark from 1 to 10, with 1 being "poorly executed" and 10 being "excellently executed".
  - ii) All of the judges' marks are averaged for each entrant to calculate the positions of each from first to last relative to one another.
  - iii) The judges will select a maximum of ten top marked entrants, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the ten highest marked entrants (in the event of a tie with more than ten entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top ten entrants from the group of tied entrants using the criteria set out in Section 10(b)i) and ii) above).
  - iv) The judges who will then discuss and unanimously select the five winners from the top ten entrants. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the five highest marked entrants will be the winners of this Award Category (in the event of a tie with more than five entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top five entrants from the group of tied entrants using the criteria set out in Section 10(b)i) and ii) above).
- (c) The five winners of this Award Category will be announced on [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (as applicable) from 17:00 (UK time) on 19 May 2025.
- (d) The remaining entrants can find out their placing (based on their average marks attained) by emailing [ltqueries@loreal.com](mailto:ltqueries@loreal.com).

## 11. THE AWARD CATEGORY PRIZE(S)

- (a) The top five winners will receive a certificate, flowers and champagne (or a non-alcoholic alternative).
- (b) The top five winners will receive an opportunity to join a one-year mentorship programme, consisting of online and offline events throughout the year. The exact date and venue will be confirmed by the Promoter. The Promoter will provide standard class travel tickets and 4-star accommodation where required to attend this day (as applicable).
- (c) Each of the top five winners will receive two free tickets to attend the L'Oréal Colour Trophy Grand Final in 2025. The Promoter will confirm the date, venue and agenda, but will not provide transportation, hotel accommodation and/or subsistence costs to attend this event. No under 16's are permitted entry to the event.
- (d) The prizes are non-exchangeable and non-transferable.

## AWARD CATEGORY B – L'ORÉAL COLOUR TROPHY MOVING IMAGE AWARD COMPETITION TERMS

### 12. THE 2025 BRIEF

- (a) Entrants must create a reel on Instagram or TikTok (9:16 aspect ratio) between 30-60 seconds (maximum) of a finished hair look. The reel should be (1) artistic in vision and execution, (2) creative in compilation and edit, (3) impactful and (4) highlight the entrant's colour, total finished look and creator skillset.
- (b) Entrants must create well-executed, inspirational and modern colour look on any model of any gender or any gender identity, of any hair type. The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources, and reflect the professional skillset of the entrant.
- (c) Entrants can interpret this as they see fit, but the final look must share the same values as L'Oréal Professionnel Paris. These are:
  - i) Fashion: Taking inspiration from current or upcoming trends;
  - ii) Innovation: Classic elements, with a brand-new twist; and
  - iii) Pioneering: A colour that could be a future trend.
- (d) The work presented must always be exceptionally executed and technically correct.
- (e) Models do not have to be professional, but they have to be confident, self-assured and 'own' their look.
- (f) The clothes, makeup and accessories should enhance and complement the overall look that the individual has created.
- (g) The hair colour will be the overriding factor in any decision-making process.

### 13. ENTRY REQUIREMENTS

- (a) The Competition is open to all UK and Republic of Ireland residents who are aged 16 years or over and employed by a salon or work as an independent colourist.
- (b) Once the entry form has been received by the Promoter, 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 (as set out below).
- (c) Entrants must submit the following within 24 hours of receiving the secure link from the Promoter:
  - i) The Instagram or TikTok reel submitted must clearly showcase the entrant's interpretation of the brief as outlined in Section 12. Within the reel the entrant must show the model before any colour work is performed and the entrant's 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 30-60 seconds (maximum) and must:
    - be uploaded in an MP4 format
    - be uploaded with a thumbnail/screenshot of completed work
    - be in portrait
    - be 1080px wide x 1920px high
    - be 9:16 aspect ratio
    - be in colour
    - be no more than one year old at the date of entry
    - feature no clear visual branding other than L'Oréal Professionnel Paris (i.e. on colouring tools and styling equipment, clothing, or featured on products in the background)
    - exclude the use of any filters, retouching, artificial intelligence or other post-production techniques (provided by Instagram, TikTok or otherwise) to enhance the look or final outcome of the entry reel
    - be organic, genuine, and relatable to the current trends within the industry.
    - only use music that has been approved by Instagram or TikTok and could not be considered inappropriate, offensive or discriminatory
    - comply with the applicable Award Category terms;
  - ii) A signed model usage rights form; and
  - iii) A colour verification form which must outline the below:
    - Case study of colours used, and colour technique applied
    - Colours used and mixing ratio, including oxidant
    - Detail of all the colour applications step by step
    - Development time
    - Explanation of the colour technique used and diagram of the application.
- (d) At the option of the entrant, the Instagram or TikTok reel submitted for entry may also be uploaded by the entrant to their Instagram or TikTok profile tagging @lorealpro @lorealpro\_education\_uki and using the hashtags #LCT24 and #LOREALPROUK or #LOREALPROIRE. For the avoidance of doubt, in the event that an entrant uploads their Instagram or TikTok entry reel to their Instagram or TikTok profile, this will in no way improve the entrant's chances of winning this Award Category and, for the avoidance of doubt, is not a requirement for entry into this Award Category.
- (e) By entering this Award Category, 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.
- (f) This Competition 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 or TikTok. The information the entrant provides 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.

### 14. JUDGING AND MARKING CRITERIA

- (a) The reel submitted for entry must showcase the entrant's interpretation of the brief as outlined in Section 12 above and all entries will be judged on the colour that's been created on the model's hair, the finished cut and/or styling (as applicable), the overall creativity, compilation and edit of the reel, and which best meet the brief set out in Section 12.
- (b) At judging will be split into three stages:
  - i) **PART 1 – REEL ENTRY**
    - Each of the judges will be required to mark all entrants as to how well they meet the brief set out in Section 12, giving each 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 to calculate the positions of each from first to last relative to one another.
    - The judges will select a maximum of twenty top marked entrants to proceed through to final judging, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the twenty highest marked entrants (in the event of a tie with more than twenty entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top twenty entrants from the group of tied entrants using the criteria set out above in this Section 14(b)i)).
  - ii) **PART 2 – COLOUR VERIFICATION MEETING**
    - The top twenty 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 present via a video and audio call and will be required to 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.
  - The entrant will be required to show their proof of identity on the call.
  - 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 the entrant's choice (by inviting the entrant 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.
- iii) **PART 3 – FINAL JUDGING**
- Judging marks will be split as follows:
    - Colour result – 50%
    - Creativity and compilation of the reel – 25%
    - The overall total look created – 25%
  - Each of the judges will be required to mark the top twenty entrants as to how well they meet the brief set out in Section 12, giving each 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 to calculate the positions of each from first to last relative to one another.
  - The judges will select a maximum of five top marked entrants, based on a unanimous decision. If a unanimous decision cannot be reached by the judges, a decision shall be based on a majority vote or failing this, the five highest marked entrants (in the event of a tie with more than five entrants receiving the highest scores, a minimum of three judges will deliberate and unanimously select the top five entrants from the group of tied entrants using the criteria set out above in this Section 14(b)iii).
  - The judges who will then discuss and unanimously select the one winner from the top five entrants. If a unanimous decision cannot be reached by the judges, a decision can be reached via majority vote or failing this, the highest marked entrant will be the winner of this Award Category (in the event of a tie with more than one entrant receiving the highest score, a minimum of three judges will deliberate and unanimously select the winner from the group of tied entrants using the criteria set out above in this Section 14(b)iii).
- (c) The winner of this Award Category will be announced on [www.lorealcolourtrophy.com](http://www.lorealcolourtrophy.com) or [www.lorealcolourtrophy.ie](http://www.lorealcolourtrophy.ie) (as applicable) from 17:00 (UK time) on 19 May 2025.
- (d) The remaining entrants can find out their placing (based on their average marks attained) by emailing [lctqueries@loreal.com](mailto:lctqueries@loreal.com).

## 15. THE AWARD CATEGORY PRIZE(S)

- (a) The Award Category winner will receive the L'Oréal Colour Trophy Moving Image Award 2025 trophy, a certificate, flowers and champagne (or a non-alcoholic alternative).
- (b) The Award Category winner will receive an opportunity within a year from the date they win the Award Category:
- i) To attend an online course(s) of their choosing up to the total value of £700 at the University of the Arts, London. In the event that the winner selects a course which exceeds £700, the winner may use the £700 as a part payment but will be responsible for paying all additional costs associated with such course. The entrant must select the course(s) from those available, as confirmed by the Promoter 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 from 19 May 2025 to 18 May 2026. 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. In the event that the total amount of £700 in respect of the course(s) has not been redeemed, no 'balance' is owed as cash to the winner.
  - ii) To be profiled online with a trade publication. The Promoter will contact the winner with further information on this opportunity.
- (c) The Award Category winner will receive one free ticket to attend the L'Oréal Colour Trophy Grand Final in 2025. The Promoter will confirm the date, venue and agenda, but will not provide transportation, hotel accommodation and/or subsistence costs to attend this event. No under 16's are permitted entry to the event.
- (d) The prizes are non-exchangeable and non-transferable.