

CREATIVE VISION

RULES & REGULATIONS

STAGE 1: - PHOTOGRAPHIC HEATS

THE HAIRDRESSING TEAM

1. TrendVision Award 2016 Creative Vision category is open to all professional hairdressers aged 18 years and over who are an employee of a commercial salon at the time of participation and have worked in a commercial salon environment for a minimum of 3 years.
2. There is no upper age limitation for the competitor, model or assistant in the TrendVision Award 2016 Creative Vision Category.
3. No employee of Wella, Procter & Gamble, or their families, will be allowed to enter the TrendVision Award 2016.
4. The competitor must be totally responsible for all elements contributing to the cut, finish and style of the hair. Colour work can be pre-done.
5. Please note, only one assistant is allowed per competitor. Competitors are allowed to share one assistant if they wish, but they cannot use several assistants among each other. The competitor is allowed to change their assistant at every competition stage. The assistant does not have to be employed by the participating salon.
6. The model and assistant can be changed anytime during the competition but the competitor must stay the same. The model does not have to be employed by the participating salon.
7. Only the competitor (whose name is on the entry form) can win.

THE SALON

8. Salons are allowed to enter as many competitors as they like, but only one competitor is allowed per entry form. Competitors may only submit one entry and in only one category – either Creative Vision OR Color Vision.
9. The salon that appears on the entry form will be the salon that the hairdresser must represent in the photographic heat, the regional heats, the national final and the international final. Should a competitor leave his/her employment (i.e. move to a different salon) during any stage of the competition, he/she will lose their right to compete. In the case of withdrawal of a competitor, the salon loses the right to compete.

THE ENTRY FORM

10. **Please note that you should submit your creative vision of either a cut & finish and/or dressing hair with an editorial catwalk feel. You should take your inspiration from a variety of places including the Wella Professionals Trends, but also from other sources such as art, photography and fashion.**
11. Each entry must be accompanied by a completed entry form, signed disclaimer and TWO 8"x10" / 20cm x 25cm colour photographs of your model (one head-and shoulders photo of the model before & one head-and-shoulders photo of the model after with the final look). If any entry does not comply with this rule, it will be disqualified. Photocopies of the entry form are not permitted.
12. A fully completed entry form will include details of the concept of the look, reasons why the look fits your individual vision, hair cut description, styling explanation, description of the techniques used and a list of the Wella Professionals products used.
13. Professional photographs are not necessary for entry to the competition. However, please make sure both your head and shoulders photographs meet the size requirements of 8"x10"/ 20cm x 25cm. Please affix both photographs securely to the entry form provided.
14. Entries that have been previously published (either online or in print) cannot be considered (photo rights during the competition are reserved for Wella Professionals).
15. All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photographs cannot and will not be returned.
16. Overuse of Photoshop will result in disqualification. It can be used minimally to even out skin tone, tidy up clothing or to remove an errant hair. You should not use it for creating, enhancing or manipulating the hair.
17. Wella Professionals cannot accept responsibility for entries lost in the post. Proof of postage cannot be accepted as proof of delivery.

18. **The deadline is final. No entries will be accepted after the closing date of Thursday 24th March 2016.**

JUDGING

19. **The judges will specifically be looking for the highest hair craftsmanship skills and the most creative interpretation of the individual's vision of "what's new, cool and inspiring" using the Wella Professionals Seasonal Trend Collection 2016 as inspiration. The candidate must demonstrate a significant change to the model's hair, using their own vision to create a beautiful end result. The judges will also be looking for the completed work to demonstrate a strong editorial/catwalk link. The requirements for a successful entry will include:**
 - Cut and colour that complement each other and work in harmony.
 - Models are not necessarily professional but appropriate for creating an authentic look that fits with their personality, face, and bone structure. Models must be sufficiently confident to carry the look on the catwalk.
 - Makeup and clothes styling that complement the overall look, working in synergy with the hairstyle, showing the highest level of craftsmanship.
 - A strong link to editorial and catwalk inspired looks.

20. Photographic entries for the Creative Vision Category will be marked by an independent judging panel in the following way:

70% Creative Styling

Option 1: Cut & Styling option:

- 20% finished look - including complementary colour that works in harmony with the haircut and model's skin tone.
- 10% on the selection and appropriate use of Wella Professionals products.
- 20% on catwalk inspired looks executed with a professional haircut that is suitable to the models face shape.
- 20% on styling & finishing in harmony with the haircut showing professional mastery & excellent finishing skills.

Option 2: Hair Up Option:

- 20% finished look - including complementary colour that works in harmony with the haircut and model's skin tone.
- 10% on the selection and appropriate use of Wella Professionals products.
- 40% on catwalk inspired looks, beautifully crafted showcasing professional skills in dressing & styling hair up. Demonstrates excellent finishing skills.

30% Overall Vision & Look

Option 1: Cut & Styling AND Option 2: Hair Up

- 10% Total look: how the hair (colour, styling and/or cut) works together with clothes & make up.
- 20% Your creativity: influenced by Wella Professionals Seasonal Trends.

21. It is the competitor's responsibility to perform a skin test 48 hours before the colour application.

22. The judge's decision is final. No correspondence will be entered into. Competitor's and their salons have no right to legal recourse.

PRODUCTS AND TOOLS

22. Extensions – the model's own hair is the basic working material. The use of artificial hair pieces/extensions is forbidden unless it is used as padding/filling material inside the hair look and not visible on the surface.

REGIONAL HEATS

23. Competitors selected to go through to the regional heats will be notified via an announcement on the Wella Professionals Facebook page by 5pm on Tuesday 12 April 2016. You will also receive a follow up letter after this date.

OTHER

24. Any contravention of the rules will render a competitor liable for disqualification.
25. Entry implies acceptance of these rules.

NEW
FOR
2016!

STAGE 2: - REGIONAL HEATS

THE HAIRDRESSING TEAM

1. TrendVision Award 2016 Creative Vision category is open to all professional hairdressers aged 18 years and over who are an employee of a commercial salon at the time of participation and have worked in a commercial salon environment for a minimum of 3 years.
2. There is no upper age limitation for the competitor, model or assistant in the TrendVision Award 2016 Creative Vision Category.
3. No employee of Wella, Procter & Gamble, or their families, will be allowed to enter the TrendVision Award 2016.
4. The competitor must be totally responsible for all elements contributing to the cut, finish and style of the hair. Colour work can be pre-done.
5. Please note, only one assistant is allowed per competitor. Competitors are allowed to share one assistant if they wish, but they cannot use several assistants among each other. The competitor is allowed to change their assistant at every competition stage. The assistant does not have to be employed by the participating salon.
6. The model and assistant can be changed anytime during the competition but the competitor must stay the same. The model does not have to be employed by the participating salon.
7. Models and assistants must be at least 16 years of age at the time of participation and are the responsibility of the competitor during the regional, national and international events.
8. Only the competitor (whose name is on the entry form) can win.

THE SALON

9. The salon that appears on the entry form will be the salon that the hairdresser must represent in the photographic heat, the regional heats, the national final and the international final. Should a competitor leave his/her employment (i.e. move to a different salon) during any stage of the competition, he/she will lose their right to compete. In the case of withdrawal of a competitor, the salon loses the right to compete.

THE COMPETITION

10. Travel and costs incurred will be at the competitor's expense.
11. Please note that you should submit your creative vision of either a cut & finish and/or dressing hair with an editorial catwalk feel. You should take your inspiration from a variety of places including the Wella Professionals Trends, but also from other sources such as art, photography and fashion.
12. Competitors will have 1 hour to complete styling, finishing, clothes styling and make-up. Please note, the model can be dressed and base make-up can be applied prior to the competition. Base make-up includes foundation and blusher but excludes lip and eye make-up as well as false eyelashes. Model's hair will not be allowed to be prepared for styling / preset in any way prior to the competition.
13. All technical work and cutting must be prepared prior to the competition day using only Wella Professionals products. The model must arrive with clean hair as there will be no facilities for shampooing during the competition. For hair cut and styling models the hair must be sprayed wet before the competition commences. For hair dressing and styling models the hair must be dry and in its natural state with no styling products previously applied before the competition commences.
14. **NEW** On completion of the 1 hour, each competitor will be expected to present their model and give an overview to the judges on the finished look. The presentation must include the inspiration and background behind your seasonal trend interpretation – find an imaginative way to showcase this to the judges using whatever props or technology you think will help you to best communicate your message. **Please note – You must present from your own device. Wella will not provide any additional supporting technical equipment.** Your presentation should give details behind the concept of the total look, to include hair cut description, styling explanation, description of the techniques used, a description of your inspiration and the Wella Professionals style and finishing products used. This presentation must not exceed 3 minutes.
15. Only the competitor, model and assistant will be allowed in the competition room. No spectators will be allowed at the competition during the day. Only the competitor, model and assistant will be allowed backstage at the evening event. No spectators will be allowed in the backstage area.

JUDGING

16. **The judges will specifically be looking for the highest hair craftsmanship skills and the most creative interpretation of the individual's vision of "what's new, cool and inspiring" using the Wella Professionals Seasonal Trend Collection 2016 as inspiration. The candidate must demonstrate**

a significant change to the model's hair, using their own vision to create a beautiful end result. The judges will also be looking for the completed work to demonstrate a strong editorial/catwalk link. The requirements for a successful entry will include:

- Cut and colour that complement each other and work in harmony.
- Models are not necessarily professional but appropriate for creating an authentic look that fits with their personality, face, and bone structure. Models must be sufficiently confident to carry the look on the catwalk.
- Makeup and clothes styling that complement the overall look, working in synergy with the hairstyle, showing the highest level of craftsmanship.
- A strong link to editorial and catwalk inspired looks.

17. At the regional heat all work throughout the competition will be observed by an independent judging panel. As the competition starts, judges will move freely amongst the competitors to assess their work.

18. Competitors in the Creative Vision Category will be marked by an independent judging panel in the following way:

70% CREATIVE STYLING:

Option 1: Cut & Styling option:

- 20% finished look - including complementary colour that works in harmony with the haircut and model's skin tone.
- 10% on the selection and appropriate use of Wella Professionals products.
- 20% on catwalk inspired looks executed with a professional haircut that is suitable to the models face shape.
- 20% on styling & finishing in harmony with the haircut showing professional mastery & excellent finishing skills.

Option 2: Hair Up Option:

- 20% finished look - including complementary colour that works in harmony with the haircut and model's skin tone.
- 10% on the selection and appropriate use of Wella Professionals products.
- 40% on catwalk inspired looks, beautifully crafted showcasing professional skills in dressing & styling hair up. Demonstrates excellent finishing skills.

30% Overall Vision & Look

Option 1: Cut & Styling AND Option 2: Hair Up

- 10% Total look: how the hair (colour, styling and/or cut) works together with clothes & make up.
- 20% Your creativity: influenced by Wella Professionals Seasonal Trends.

19. It is the competitor's responsibility to perform a skin test 48 hours before the colour application.

20. The judge's decision is final. No correspondence will be entered into. Competitor's and their salons have no right to legal recourse.

PRODUCTS AND TOOLS

21. Extensions – the model's own hair is the basic working material. The use of artificial hair pieces/extensions is forbidden unless it is used as padding/filling material inside the hair look and not visible on the surface.
22. Wella Professionals will provide all styling and technical products. Each competitor is responsible for providing his/her own personal equipment such as scissors, brushes and combs, make-up and clothes for completing the finished look.
23. Wella Professionals will supply hairdryers with diffusers, straightening irons and water sprays. If a competitor wishes to use a specific item of electrical equipment of their own e.g. tongs and heated rollers, they must comply with Electrical Safety at Work Regulations under the Health and Safety Act, and must be supported by a current safety certificate. Adapters are not permitted. Wella Professionals accepts no responsibility for loss and/ or damage to competitor's personal equipment.
24. Wella Professionals cannot accept responsibility for loss or damage to any personal belongings brought to the competition by competitors, assistants or models

PLEASE NOTE ANY FAILURE TO COMPLY WITH THE RULES & REGULATIONS WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.