

RULES & REGULATIONS FOR THE NEW CATEGORY

ABOUT THE HAIRDRESSER/TEAM

1. The Creative Vision category is open to all hairdressers/colorists of all ages. There is no age limitation for the model and the assistant.
2. No employee of Wella Professionals, or their families, will be allowed to enter the competition.
3. The competition team consists of a hairdresser and a model, and can be supported by an assistant (to help with the hair color). However, only the hairdresser (whose name is on the entry form) can do the hair cutting and styling and receive the award.
4. The hairdresser must be a qualified hairdresser employed by a hairdressing salon; there is no such obligation for the model or the assistant.
5. Between the photo entry selection and the national/ regional competition, the model can be changed. The assistant may be changed at any stage during the competition.
6. The assistant and model do not necessarily have to be employed by the participating salon.

ABOUT THE SALON

7. 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 the Color Vision.

8. The salon name that appears on the entry form will be the salon that the hairdresser must represent during the competition. Should a competitor leave his/her employment (i.e. move to a different salon) during any stage of the competition, he/she will lose the right to compete. In the case of withdrawal of a competitor, after Photo entry, the salon loses the right to compete.

ABOUT PRODUCTS AND TOOLS

9. Only Wella Professionals products may be used. The products used (color products included) must be documented in the application form and category package.
10. The use of fake hair pieces is forbidden unless it is used as padding/filling material inside the hair look and not visible on the surface.
11. Each hairdresser/team is responsible for providing his/her own personal equipment, such as scissors, brushes, combs, makeup, and clothing for completing the finished look.
12. WELLA provides blow dryers, straightening irons and a selection of styling/finishing products. Other electrical equipment required by the hairdresser (e.g. curling and crimping irons) must comply with all health and safety regulations must have a valid safety certificate and be approved by the NTVA team on site.
13. Wella Professionals accepts no responsibility for loss of and/or damage to electrical equipment.
14. It is the competitor's responsibility to perform a skin sensitivity evaluation 48 hours before the color application.

The model must sign the provided on site hair service consent form

ABOUT THE ENTRY FORM/PHOTO STAGE

15. The Creative Vision application form consists of:
 - Completed entry form
 - Signed disclaimer
 - Two colored model pictures, each 20x25cm (one head and-shoulders picture of the model before and one head-and-shoulders picture of the model afterwards with the final look)
 - Completed the Creative Vision package, outlining the concept of the look, which must include:
 - o Reasons outlining why this look fits the individual vision
 - o Haircut description
 - o Styling explanation
 - o Description of the techniques used/color or perm result to enhance the haircut
 - o The Wella Professionals products used

16. Deadline for entry is (INSERT DATE), and applications must be sent to (INSERT ADDRESS). Entry forms received after this deadline cannot be accepted.
17. Entries/photos that have been previously published cannot be considered (photo rights during the competition are reserved for Wella Professionals). All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photos will not be returned.

ABOUT THE REGIONAL AND NATIONAL COMPETITION STAGES

18. This is a live competition stage where, in front of the judges, the hairdresser will be expected to present their models within 3 hours, including:
 - Haircut: to be done live on the day of the competition; the competitor will be expected to create a significant change to the hair and must cut off a minimum of 2 cm.
 - Color work: the majority of color can be prepared prior to the competition. However, on the day of the competition, the participant will be expected to personalize the color/perm. (Assistant optional to help with hair color)
 - Show styling and finish.
 - Present the overall look/result (NB: To allow for completion of the hair work within the required 3 hours, the fitting of clothes and application of makeup foundation may be done beforehand).
19. The hairdresser will be expected to present his/her overall Look Concept in up to 5 minutes, supported by a mood board (size A2), which should include:
 - Reasons outlining why this look fits the individual vision
 - Haircut description
 - Styling explanation
 - Description of the techniques used/color or perm result to enhance the haircut
 - The Wella Professionals products used

ABOUT JUDGING

The judges will specifically be looking for the highest hair craftsmanship skills, creative interpretation of the individual's vision of "what's new, cool and inspiring" influenced by Wella Professionals Seasonal Trends to demonstrate a significant change to the model's hair while achieving a beautiful end result.

20. The requirements for a successful entry will include:

- Cut and color that complement each other and work in harmony
- Models are not necessarily professional but most 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

21. The competitor will be judged for his/her total individual vision:

70% CREATIVE STYLING:

- 20% finished look - including complimentary color that works in harmony with the haircut and models skin tone
- 10% on the selection and appropriate use of Wella Professionals products
- Option 1: Cut & Styling option:
20% on catwalk inspired looks executed with a professional haircut that is suitable to the models face shape
20% on styling & finish in harmony with haircut showing professional mastery & excellent finishing skills
- Option 2: Hair Up Option:
40% on catwalk inspired looks, beautifully crafted showcasing professionals skills in dressing & styling hair up . Demonstrates excellent finishing skills

30 % OVERALL VISION & LOOK

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

22. The judges' decision is final. No correspondence will be entered into. Entrants have no right to legal recourse.

PLEASE NOTE

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