

FREQUENTLY ASKED QUESTIONS

TO HELP YOU WITH YOUR ENTRY FOR TRENDVISION AWARD 2025

WHAT ARE THE COMPETITION DATES?

Photographic entries open:
Monday 21st April

Photographic entries close:
Friday 16th June 5pm

Photographic results
announced:
W/c 21st July

TVA UK & Ireland Final*:
TBC September – October

HOW DO I ENTER?

The entry process for 2025 has changed so
please note carefully the steps below

1. COMPLETE THE ENTRY FORM

The entry form will be available on wella.co.uk/trendvision

Forms must include your Instagram handle and x2 photos:

- 1st photo - a finished "after" shot,
- 2nd photo - a "before" shot.

2. UPLOAD TO INSTAGRAM EITHER:

- A reel demonstrating the "before" and "after" transformation.
- Your two static images ("after" then "before" looks).

Entrants must include the Creative Colour hashtag

#ntva **xposurecreativecolour** **uki** the competition hashtag
#NTVA2025 and tag **@WellaProfessionalsUKI**.

You can find more information on www.wella.co.uk/trendvision

FREQUENTLY ASKED QUESTIONS

DO I NEED TO USE WELLA PRODUCTS FOR MY PHOTOGRAPHIC ENTRY?

No, you don't have to use Wella products at this stage, however, if you go through to TVA UK & Ireland Final, you will be required to use Wella products.

If you are a non-Wella account, we will provide guidance over the product range and how to use it, please email wellaevents@wella.com with your request.

DO I HAVE TO POST MY PHOTOGRAPHIC ENTRIES ON INSTAGRAM EVEN IF I HAVE COMPLETED THE FORM?

Yes, photographic entries are not complete until your images or reels have been uploaded on to Instagram by **Friday 21st June**. Make sure the account you are using is public, otherwise we will not see your entry. Why not showcase your look in a reel? Please see some examples below:



WHAT IF I DON'T HAVE MY OWN INSTAGRAM ACCOUNT?

If you haven't got an Instagram account, click [HERE](#) to see how to create one.

Alternatively, you can enter the competition under your college/training academy's Instagram account but please make sure the college/training academy has given you permission to do so.

You will also need to make sure the caption of the post includes your name, for example, Hair By [Your Name], to differentiate between multiple people entering from the same salon/college/training academy.

IS IT POSSIBLE TO SUBMIT A PHOTOGRAPHIC ON A HEADBLOCK?

Yes, you are allowed to submit your photographic entry look on headblocks. Headblocks can only be used during the entry stage of the competition.

DOES MY ENTRY PHOTO NEED TO BE NEW/PROFESSIONAL?

The photo does not need to be professionally shot, does not need to be taken specifically for the competition, cannot have been previously submitted to TVA and can have been previously published. The photo should be no older than 12 months.

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE MINIMUM LEVEL AND QUALIFICATION REQUIREMENTS FOR THE XPOSURE CREATIVE COLOUR CATEGORY?

Competitors from England, Northern Ireland and Wales must be studying at their college/private training academy at the time of entering the competition (the current academic year September 2024 – June 2025) for at least one day a week and for the duration of the competition, for their NVQ (National Vocational Qualifications) level 2 or 3, or VRQ (Vocationally Related Qualifications) level 2 or 3.

Competitors from Scotland must be studying at their college/private training academy at the time of entering the competition (the current academic year September 2024 – June 2025) for at least one day a week and for the duration of the competition, for their National Certificate or National Qualification level 5 or 6, or SVQ levels 2 or 3.

Competitors from Ireland must be studying at their college/private training academy at the time of participation (the current academic year September 2024 – June 2025) for at least one day a week and for the duration of the competition, for their QQI level 5 or 6.

You must have no more than 5 years' hairdressing experience.

DO I NEED TO PAY TO ENTER?

Entry into the competition is free. During live competitions, light meals will be provided to the competitors and models. Travel to and from the venue will be at your own expense.

IS THERE AN AGE LIMIT?

For the XPOSURE category Creative Colour, the competitor must be over 16 years of age. The model must be over 18 years for both the Photographic Entry and for the UK & Ireland Final.

DO I HAVE TO GET CONSENT FROM MY COLLEGE/TRAINING ACADEMY?

Yes, you must gain consent from the college/training academy that you are representing to take part in TVA XPOSURE 2023. Upon entry submission, the lecturer/training academy manager will receive an email asking them to confirm that they have given their consent for you to take part in the competition.

FREQUENTLY ASKED QUESTIONS

CAN I CHANGE THE MODEL THROUGHOUT THE COMPETITION?

Yes, the model can be changed at any time during the competition. Competitors must gain consent from the model whose photograph they are using to enter TVA XPOSURE 2024, so their images can be used in the competition.

WHAT IF I CHANGE OR LEAVE COLLEGE/TRAINING ACADEMY THROUGHOUT THE COMPETITION?

The college or private training academy that you state on the online entry form will be the college or private training academy that the student must represent in the UK & Ireland Final. Should you leave your place of education/training (i.e. move to a different college or private training academy) during any stage of the competition, you will lose your right to compete. In the case of withdrawal of the competitor, the college or private training academy loses the right to compete with that student, the college/training academy can't replace the withdrawn student and can only continue with other valid, previously accepted entries.

WHO JUDGES THE PHOTOGRAPHIC ENTRIES?

Entries will be judged by a panel of industry professionals (a minimum of 3) based on the category judging criteria. The list of judges and judging criteria will be available on www.wella.co.uk/trendvision.

HOW WILL I KNOW IF MY PHOTOGRAPHIC ENTRY IS SUCCESSFUL?

Successful applicants will be announced week commencing **21st July**, details on these announcements will be communicated soon.

Successful winners will also receive an email confirming their entry is successful.

**MORE INFORMATION ON
WELLA.CO.UK/TRENDVISION**

#NTVA2025