COLOUR WORLD GENIUS AWARDS 2020

ENTRY PACK

#colourgenius20

ARE YOU A 2020 COLOUR GENIUS?

YES! LET US TELL THE WORLD YOU ARE #COLOURTASTIC

Open to colourists in the UK, the Awards invite you to enter your choice from seven categories of Genius. The judges will be a panel of eminent colourists, looking to reward exceptional and creative talent!

Each category is brand-neutral and open to colourists whatever their colour brand.

The winner of each category will receive a bespoke, engraved Colour World Genius Trophy. Winners will be announced at a special ceremony taking place at the Colour World UK event on Sunday 17th May.

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THE COLOUR CATEGORIES... CHOOSE YOURS

1 PEOPLE'S CHOICE COLOUR GENIUS

2 CREATIVE COLOUR GENIUS

3 COLOUR CORRECTION GENIUS

4 COMMERCIAL COLOUR GENIUS

5 INNOVATIVE COLOUR GENIUS

6 MEN'S COLOUR GENIUS

7 #COLOURTASTIC GENIUS

8 COLOUR COMMUNICATOR GENIUS

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1 PEOPLE'S CHOICE COLOUR GENIUS

This category is nomination-only and will be awarded to the most popular UK-based colourist as chosen by you.

We want to find the most exciting, inspirational and fashion-forward colourist. Who do you think fits the bill?

Who can you nominate:

Any colourist with 6 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to nominate:

Visit www.colourworlduk.com and nominate your People's Choice Colour Genius.

- The top 6 most-nominated colourists will be invited to submit a single image to display at #CWUK20
- Visitors at Colour World UK 2020 will then choose the winner of the six displayed images
- Voting will close at 4pm on Sunday 17th May

- The winner will be announced at the Genius Awards ceremony on Sunday 17th May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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2 CREATIVE COLOUR GENIUS

Awarded to the most bold, striking or adventurous colour look on a female model submitted by a masterful colourist.

We are looking for someone who is brave in their use of colour to produce an attractive, show-stopping result. Don't be shy!

Who can enter:

Open to any colourist with 6 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to enter:

Via www.colourworlduk.com and must include:

- A full-size image in colour – no retouching will be allowed – must be between 3-7mb or A4 in size
- A before image will be required which must also be in colour and demonstrate clearly the colour and condition of hair pre-colour application
- 1st round judging to take place with a panel of industry experts including a representative from each of the sponsors of Colour World UK 2020
- Finalists will have their image displayed at the viewing gallery at Colour World UK on Sunday 17th May
- Visitors at Colour World UK 2020 will then choose the winner of the displayed images
- Voting will close at 4pm on Sunday 17th May
- The winner will be announced at the Genius Awards ceremony on Sunday 17th May

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3 COLOUR CORRECTION GENIUS

Awarded to the most accomplished colour correction work on a female model submitted by a colourist of 3+ years experience.

You'll need to show you can assess colour and make corrections for a tasteful transformation your client will love.

Who can enter:

Open to any colourist with 3 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to enter:

Via www.colourworlduk.com

- A single colour image – must be between 3-7mb or A4 in size – with before photographs (max 3) clearly showing the condition and colour of the hair pre-colour process
- A short explanation of the issues tackled (can be in list form) and a timeline
- Result judged on suitability, taste and technical ability by our panel of colourists

- The winner will be announced at the event on Sunday 17th May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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4
COMMERCIAL COLOUR GENIUS

Awarded to the colourist who has their finger on the trend-pulse and delivers a fabulous commercial colour look on a female model.

We are looking for someone who can produce accessible yet head-turning colour reflective of current trends.

Who can enter:

Open to any colourist with 3 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to enter:

Via www.colourworlduk.com and to include:

- A single colour image – must be between 3-7mb or A4 in size –with before photographs (max 3) clearly showing the condition and colour of the hair pre-colour process
- A comment about the technique used to achieve the result – e.g. Balayage
- Result judged on suitability, taste and technical ability by our panel of colourists

- The winner will be announced at the event on Sunday 17th May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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5 INNOVATIVE COLOUR GENIUS

Awarded to the colourist who most impresses with their innovative use of colour on a female model – either commercial or avant garde.

We want to see how you've devised or developed a technique for applying colour that is truly fresh and exciting.

Who can enter:

Open to any colourist with 3 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to enter:

Via www.colourworlduk.com and to include:

- A single colour image – must be between 3-7mb or A4 in size – with before photographs (max 3) clearly showing the condition and colour of the hair pre-colour process
- A short explanation of why the entrant believes it is innovative – it can be innovative in the placement, the application or use of colour
- Result judged on suitability, taste and technical ability by our panel of colourists

- The winner will be announced at the event on Sunday 17th May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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6
MEN'S COLOUR GENIUS

Awarded to the colourist who most impresses with colour work on a male model.

It's time to showcase how important colour is to the male client – whether to totally transform a look, enhance a cut, or blend out grey – demonstrate your talent.

Who can enter:

Open to any colourist with 3 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to enter:

Via www.colourworlduk.com and to include:

- A single colour image – must be between 3-7mb or A4 in size – with before photographs (max 3) clearly showing the condition and colour of the hair pre-colour process
- Result judged on suitability, taste and technical ability by our panel of colourists

- The winner will be announced at the event on Sunday 17th May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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7 #COLOURTASTIC GENIUS

Awarded to the colourist who submits the best short film explaining why they are a colour genius for 2020.

Show us your passion – make a film that sums up how you live and breathe colour. At home, at work, at play... everywhere!

The brief:

Entrants must present a short film – up to 90 seconds – titled 'This Is Me' which showcases the entrant's portfolio of colour work, and can include comment from other people and personal portrait of the entrant. It should show passion and devotion to colour work

Who can enter:

Open to any colourist with 6 years or more experience working in a commercial environment for a salon or as a freelance working directly with consumers

How to enter:

Visit our site www.colourworlduk.com and complete an entry form and upload your film. Remember

- a short film of no more than 90 seconds
- filming on a Smart phone is acceptable
- three finalist films to be shown at the awards

- The winner will be announced at the event on Sunday 17th May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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8 COLOUR COMMUNICATOR GENIUS

Awarded to the colourist who persuades us they are the best at sharing their colour know-how, ideas and passion with the industry and beyond.

This is not a numbers game – think beyond social media and show us how you talk colour to your clients, sharing your know-how with your team, and inspire with your ability to promote the joy of colour to the industry through pictures and words.

Do you educate beyond the salon? Are you a stage presenter? Do you create films, blogs, magazine features? Are you an Instagram/Twitter/Facebook sensation? Tell us what makes you a great colour communicator.

The brief:

Entrants must submit a short film made on their Smartphone perhaps. Keep to 60 seconds or less. Talk about your work, show examples, explain how you quantify success with feedback or engagement. Tell us your proudest achievements and your most successful. It's up to you to persuade us you really can talk colour with enthusiasm and expertise.

Who can enter:

Open to any colourist with 6 years or more experience working as a colourist in a commercial or an educational environment. You can be academy or college based.

How to enter:

Via www.colourworlduk.com and to include:

- a short film – no more than 60 seconds
- filming on a Smartphone is acceptable
- three finalists films to be shown at the awards

- The winner will be announced at the event on Sunday 17 May

All entries must adhere to the Colour Genius rules & regulations as listed on page pg. 12

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RULES & REGULATIONS

Colour World UK and the Colour World Genius Awards are owned by IHAA Ltd. All references to Colour World UK and Colour World Genius Awards implicitly refer to IHAA Ltd

- The competition is open to all UK residents aged 16 and over. As part of your entry, you will need to provide a current UK address and agree that you work in the UK on average more than 40 weeks a year
- The competition opens on Wednesday 8th January and closes midnight on Tuesday 31st March 2020.
- Colour World UK 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
- Late entries will not be permitted
- Entries must be uploaded via www.colourworlduk.com (entries delivered by other means will NOT be allowed in to the competition)
- Entry to the Colour World Genius Awards is free
- Entrants may enter the same picture for more than one award category should it fit the brief
- The colourist's full name must be confirmed on the entry form and must remain the same throughout the competition
- Only one name can be applied to each entry as responsible for the colour work. You may credit other members of the team eg photographer, MUA and stylist
- You must be a fully-qualified hairdresser to enter the Colour World Genius Awards. This means that you need to have completed an NVQ or apprenticeship, which certifies you as a fully-qualified professional. If challenged: you must be prepared to confirm your qualification status; you may be asked for proof of ID, such as passport or driver's license to verify your name and age; you may be asked to provide your employment history to verify your experience
- Should an entrant be successful after a photographic entry stage, and go through to the final stage, the same entry/photograph will be used in the final judging
- Entrants must guarantee the work submitted, by photograph or film, is their own and they have the right to submit it to this competition, and that IHAA Ltd, as owner of the Colour World Genius Awards, has the right to publish this work in print or digitally: Specifically... Entrants grant Colour World UK/IHAA Ltd 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 Colour World Genius Awards competition (whether they proceed to the final or not) for any purpose whatsoever (including without limitation, use on IHAA Ltd websites, Facebook pages and blogs, promotion of the Colour World Genius Awards, PR content in print and online, editorial, advertising and advertorial content, trade press and 2020 competition promotion in print and online and educational or internal purposes, etc.)
- Trophies are awarded to the individual winner of each category
- The prize is a trophy and there are no alternatives or cash substitutes.
- If an entrant enters the Colour World Genius Awards in the name of a salon business, the hair colourist must get the consent of the salon owner to enter into this competition
- The winners must be prepared to take part in publicity accompanying or resulting from the competition. No additional compensation will be awarded for such promotional activities
- The judges' decisions are final and no correspondence will be entered into regarding any decisions
- At its sole discretion, IHAA Ltd may decide to allow the individual to publish their images on social media. Any images supplied by IHAA Ltd must always be credited to Colour World Genius Awards when being used for any purpose whatsoever
- If the prize is declined or if the winner forfeits the prize under these terms and conditions, then the judges may at their absolute discretion select an alternative winner
- IHAA Ltd reserves the right in its absolute discretion to add to or waive any of these terms and conditions, or to cancel the awards at any stage, in the event of circumstances arising beyond its reasonable control
- By entering this competition, entrants will be deemed to be bound by and have accepted these terms and conditions.
- In the event that the registration for participation should contain personal data, the participant simultaneously communicates his or her consent that such data will be stored and electronically processed by IHAA and affiliated IHAA companies. Forwarding of such data to third parties shall be explicitly excluded.

All Awards comprise of two stages: photographic, film or nomination stage; and final judging stage

PHOTOGRAPHIC/FILM/NOMINATION ENTRY STAGE

- Entries must be received on or before midnight on Tuesday 31st March
- Entrants must submit their entry through www.colourworlduk.com
- Entrants must showcase a female look interpreting the brief for all categories except 6. Men's Colour Genius for which a male model must be used.
- Entrants must upload their entry photo which must be:
  - minimum 3mb and maximum 7mb or equivalent to A4 in size;
  - in colour;
  - in either jpeg or tiff format only
  - a photograph or film made since 1st April 2019, ie no more than 1 year old on 31st March 2020
- The photograph must show maximum ¾ length view of models, and include head and shoulders primarily
- Photographs and film must be in full colour
- Re-touching minor skin or hair imperfections is allowed unless stated in the category requirements. Extreme re-touching work will be taken into account by the judges
- Entries will only be accepted if they are uploaded onto the official website www.colourworlduk.com with the fully completed entry form. 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, damaged or delayed entries due to technical or connectivity problems or otherwise
- A list of the finalists for each category will then be available on www.colourworlduk.com from Friday 17th April

JUDGING CRITERIA FOR ALL STAGES

- The photographic entries will be judged by a panel of colourists and brands invited by Colour World UK
- The photograph submitted must showcase the entrant's interpretation of the brief
- The photograph will be judged as described in the category brief
- Wefts, weaves and extensions covering a maximum 20% of the head can be used providing they have been coloured by the entrant.
- No full wigs are allowed.
- 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 most appropriate for creating an authentic look that fits with their personality, face, and bone structure.
  - Make-up and clothes styling that complement the overall look, working in synergy with the hairstyle showing the highest level of craftsmanship
- The judges' decision is final. No correspondence will be entered into. Entrants have no right to legal recourse.

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

KEY DATES

ENTRIES OPEN:
8th January 2020

ENTRIES CLOSE:
31 st March 2020

JUDGING TAKES PLACE:
Mid April 2020

FINALISTS ANNOUNCED:
17th April 2020

WINNERS ANNOUNCED:
17th May 2020

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WINNING WAYS!

COLOUR WORLD GENIUS AWARDS 2020

The Colour World Colour Genius Awards were launched in 2019 and last year's winners set the bar high for 2020. Browse the notes below and see how they can help you:

PEOPLE'S CHOICE COLOUR GENIUS

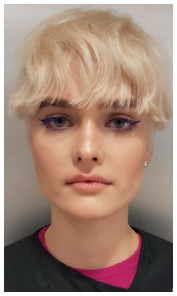
You'll need to rally friends and family, clients and colleagues to get you as many votes as possible. Then if invited, submit your most powerful, engaging colour image. Think magazine front cover for this one – Karine Jackson did!

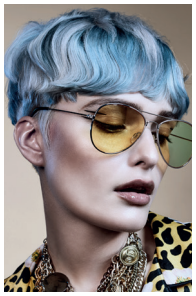
← Hair colour by Karine Jackson, People's Choice Colour Genius 2019

COLOUR CORRECTION GENIUS

Showcase a real difference in the appearance and condition of the hair. In 2019 Rebecca Emmett worked magic on her client's hair and the photography enhanced the shine and condition of the result.

← Hair colour by Rebecca Emmett, Colour Correction Genius 2019





INNOVATIVE COLOUR GENIUS

Remember to use your skills in creating a colour result that is also reflective of current trends and gives a sophisticated finish when styled, which suits the model. Stuart Matuska worked with colour of the moment 'blue' in 2019.

← Hair colour by Stuart Matuska, Innovative Colour Genius 2019

MEN'S COLOUR GENIUS

We need to see colour on a male model that both complements the man's appearance and demonstrates your colour technique. Lydia Wolfe was spot on with her winning look.

← Hair colour by Lydia Wolfe, Men's Colour Genius 2019

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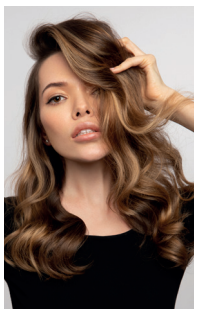
WINNING WAYS!

COLOUR WORLD GENIUS AWARDS 2020



COMMERCIAL COLOUR GENIUS

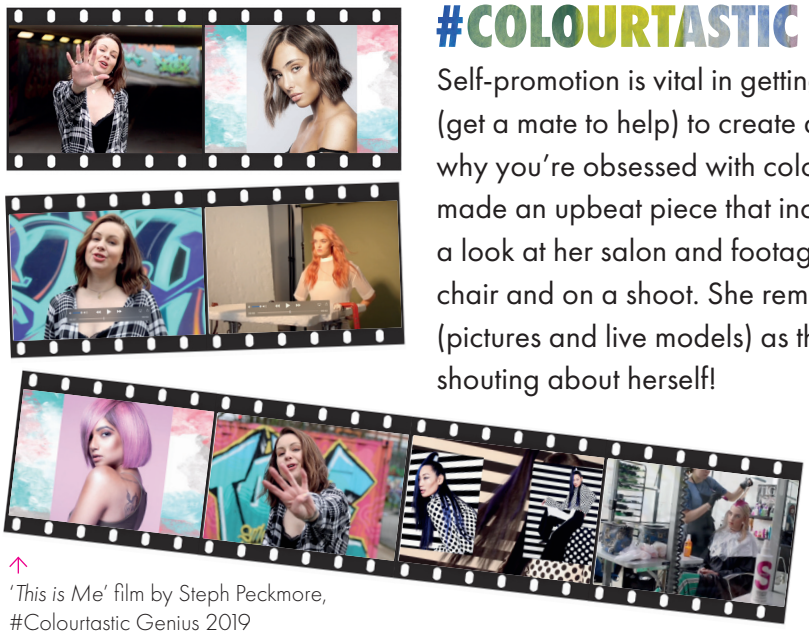
This category really is about salon work – something you deliver to your clients which puts a spotlight on your colour craft while being accessible and wearable for the female customer. Jack Howard understands the commercial tag superbly. See if you can emulate this.

← Hair colour by Jack Howard, Commercial Colour Genius 2019

CREATIVE COLOUR GENIUS

Go bold or go home! But remember, you can be brave and 'out-there' whilst remaining tasteful and creating a beautiful result. Steve Austin worked a really clever blend of colour for his 2019 winning look.

← Hair colour by Steve Austin, Power Colour Genius 2019



#COLOURTASTIC GENIUS

Self-promotion is vital in getting noticed! Use your phone (get a mate to help) to create a 90-second film showing us why you're obsessed with colour. In 2019 Steph Peckmore made an upbeat piece that included lots of her hair pictures, a look at her salon and footage of her working behind the chair and on a shoot. She remembered to keep hair colour (pictures and live models) as the main story... as well as shouting about herself!

↑ '*This is Me*' film by Steph Peckmore, #Colourtastic Genius 2019

Get to it! Any questions, email us: aurore@ihaa.co.uk

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