

COLOUR SPECIALIST
RULES AND REGULATIONS
#gameofwella



The #gameofwella Competition is run by Modern Hair & Beauty.

This document presents the Rules and Regulation of the Colour Specialist Competition for **non-Wella colour salons** in South Africa. A non-Wella colour salon is one that uses **less than 20% Wella colour**.

1. ABOUT THE HAIRDRESSER, THE TEAM, AND THE SALON

- 1.1 The #gameofwella Colour Specialist Competition is open only to all qualified hairdressers working as a hairstylist in South Africa.
- 1.2 No families and close family members (brothers, sisters, parents, children, husband, wife, or live-in partners) of employees working for Modern Hair & Beauty will be allowed to enter the competition.
- 1.3 The #gameofwella Colour Specialist Competition is opened to a team comprised of a competitor (who will cut, colour, and style the hair) and a model. No assistant is allowed.
- 1.4 Only the entrant and salon owner can receive the #gameofwella Colour Specialist prize.
- 1.5 The competitor must be a qualified hairdresser employed by a hairdressing salon. There is no such obligation for the model.
- 1.6 The competitor and model must be above 18 years old.
- 1.7 Competitors can submit only one entry for this competition.
- 1.8 Salons may enter as many competitors as they like, but only one entry per stylist
- 1.9 The salon name must appear on the registration form and it will be the salon that the hairdresser will represent during the competition. Should a competitor leave his/her employment (i.e. move to a different salon) during any level of the competition, he/she and the original salon will still receive the prizes.

2. ABOUT THE COMPETITION

- 2.1 The #gameofwella Colour Specialist has only one round consisting of the following:
 - 2.1.1 Register online [here](#) and wait for approval.
 - 2.1.2 Once you receive the approval email qualifying you to take part in #gameofwella, we will send you a presentation of the Wella products you can choose from to fill up your box in order for you to create your #gameofwella entry balayage. All you need to do is send us your selection and we will place the order and have it delivered to your salon. Create the look using only the products in the box.
 - 2.1.3 Post Before/After photos on Instagram and tag @wellaprofessionals_sa in both the caption and images.
 - 2.1.4 Include an explanation of the formulas & techniques used.
 - 2.1.5 Mention the salon's name in the post caption.
 - 2.1.6 Use the following hashtags in the post: #gameofwella #colourspecialist2020 #nonwellastockist #askforwella
 - 2.1.7 No videos are allowed.
- 2.2 A successful look should show:
 - 2.2.1 A beautiful and natural-looking Balayage with a soft transition from dark to light and a harmonious shade selection
 - 2.2.2 A Balayage that shows a multi-tonal look with a transition from a deeper root to enhanced or lightened ends
 - 2.2.3 A soft graduation or bold contrasting lights to see seamless transitions and sheer reflective results melting from dark to light
 - 2.2.4 A lightening technique, toning or glossing services, and formulation of both lightening and expert toning
 - 2.2.5 A result that must be commercial and wearable while beautifying the model by contouring with placement and enhancing the model's colouring with the best colour choice
 - 2.2.6 #gameofwella Colour Specialist is not a competition to show blonde hair but rather the perfect execution of tailored lights that show the natural or darker hair colour at the root for a more natural look.
 - 2.2.7 Shiny hair in excellent condition with the highest professional finish

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2.2.8 Makeup and outfit styling that complements the overall look; in synergy with the hairstyle showing the highest level of craftsmanship

2.3 No Up-styles, fake hair, hairpieces, extensions, etc. are allowed in this competition

3. ABOUT THE RULES

- 3.1 Complete your look and post your Before/After photos on Instagram and tag @wellaprofessionals_sa. The following hashtags must be used in the post: **#gameofwella #colourspecialist2020 #nonwellastockist #askforwella.**
- 3.2 Provide an explanation of the formulas & techniques used.
- 3.3 The salon name must be mentioned in the post caption.
- 3.4 Post only one Before image and one photo of the completed look.
- 3.5 Entries/photos that have been previously published cannot be considered (photo rights during the competition are reserved for Modern Hair & Beauty). All pictures entered for the competition, will become the property of Modern Hair & Beauty and may be used for publicity purposes.
- 3.6 Competitors can only use Wella Professionals products that they have received in their box.
- 3.7 Closing date for **#gameofwella Colour Specialist** entries is on **31 January 2021**. Entries posted after this date will not be accepted.
- 3.8 Photos will be judged by an International Wella Professionals Panel of Artists (“Judges”) as follows:
 - 3.8.1 40% of the total points will come from: Balayage technique and craft
 - 3.8.2 30% of the total points will come from: High quality end-result that show a soft transition from dark to light
 - 3.8.3 30% of the total points will come from: Hair in excellent condition and looks healthy
- 3.9 The Top 6 look from **#gameofwella People’s Choice Colour Specialist will be** announced on Instagram live on @wellaprofessionals_sa, on 15 February 2021 at 19h00.
- 3.10 **People’s Choice Awards** will be open for public voting directly after the finalist announcement until midnight, 28 February 2021.
- 3.11 The winner will be announced on Instagram and this includes the **People’s Choice Award as well as the Gold, Silver and Bronze awards**, live on @wellaprofessionals_sa on 1 March 2021 at 19h00.

4. ABOUT THE #gameofwella COLOUR SPECIALIST PRIZES

The **People’s Choice Award Winner** will receive:
R5000 voucher to the stylist (selected shopping centre of your choice)

The **Colour Specialist of The Year Gold** winner will receive:
Salon - Wella Colour products to the value of R15 000 (List Price excl. VAT)
Stylist - Destination Trip 2021

The **Colour Specialist of The Year Silver** winner will receive:
Salon - Wella Colour products to the value of R10 000 (List Price excl. VAT)
Stylist – R10 000 voucher (selected shopping centre of your choice)

The **Colour Specialist of The Year Bronze** winner will receive:
Salon - Wella Colour products to the value of R5 000 (List Price excl. VAT)
Stylist - R5 000 voucher (selected shopping centre of your choice)

PLEASE NOTE

THE JUDGES’ DECISION IS FINAL. NO CORRESPONDENCE WILL BE ENTERED INTO. ENTRANTS HAVE NO RIGHT TO LEGAL RECOURSE.

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ENTRY OF THE COMPETITION CONFIRMS THE COMPETITOR AGREES TO ABIDE BY THE COMPETITION RULES.
ANY FAILURE TO COMPLY WITH THE RULES AND REGULATIONS WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.