

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 **Wella colour salons** in South Africa.

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

- 1.1 The #gameofwella Colour Specialist Competition is open only to qualified hairdressers working as a hairstylist in South Africa.
- 1.2 No families and close family members (brothers, sisters, parents, children, husband, 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 open to a team comprising 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 allowed only one entry per stylist.
- 1.9 The salon name must appear in the Before/After post 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 salon owner of the original salon will still receive their prizes.

2. ABOUT THE COMPETITION

- 2.1 The #gameofwella Colour Specialist has only **one round** consisting of the following:
 - Before/After photos posted on Instagram that are tagged with @wellaprofessionals_sa in the caption and images.
 - An explanation of the formulas & techniques used.
 - A mention of the salon's name.
 - Competition hashtags in the caption: #gameofwella, #colourspecialist2020, #wellastockist, #askforwella
 - Only images. No videos 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
 - 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

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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, #wellastockist, #askforwella
- 3.2 Provide an explanation of the formulas & techniques used.
- 3.3 The salon name must be mentioned in the caption.
- 3.4 Post only one Before image and one photo of the completed look.
- 3.5 Entries/photos that have been previously published will not 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.
- 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 looks 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

1. The People’s Choice Award Winner will receive:
R5000 voucher to the stylist (selected shopping centre of your choice)
2. 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
3. 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)
4. 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)

*Salon’s account needs to be in good standing.

PLEASE NOTE

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