

STYLE MASTER TERMS AND CONDITION

STYLE MASTER

The National TrendVision Award (NTVA) is an online photographic competition run by HFC Prestige International Sweden AB hereinafter referred to, together with its affiliates and parent company as "Wella Company").

NTVA is a competition with several categories:

- Swedish Color Artist of the year (by Wella Professionals)
- Swedish Craft Artist of the year (by Wella Professionals)
- Swedish Style Master of the year (by ghd)

This document presents the terms and condition of only Swedish Style Master of the year category.

1. ABOUT THE HAIRDRESSER

- 1.1 The Swedish Style Master of the year category is open to all qualified hairdressers working as a hairdresser in Sweden only.
- 1.2 No families and closer family members (brothers, sisters, parents, children, husband or live-in partners) of employees working for Wella Company, will be allowed to enter the competition.
- 1.3 Only the competitor, whose name is on the entry form, can do the styling and receive the Swedish NTVA Style Master of the year prize (see article 4).
- 1.4 The competitor and model must be above 18 years old.
- 1.5 The competitors are allowed to submit as many entries as they like across all categories, but each entry must be a different image/look with a clear difference in the hair color, cut or style. If a competitor is selected in several categories at the national final, he/she will be contacted to choose the category he/she wants to compete.

2. ABOUT THE COMPETITION

- 2.1 The Swedish NTVA is an online photographic competition where competitors will post a photograph of the finished look on social media made with ghd tools and products from Wella Company (Wella Professionals Sebastian Professional, ...) only.
- 2.2 By submitting pictures to us in connection with the TrendVision Awards competition, you "the competitor" represent and warrant to Wella Company that all photographic images submitted in connection with the TrendVision Award were done with ghd tools and products from Wella Company (Wella Professionals Sebastian Professional, ...). Upon Wella Company's request, each competitor must be prepared to provide (within five calendar days of receipt of Wella Company's request) the list of tools & products used. Failure to provide such information or failure to proof the looks were done with ghd tools and products from Wella Company (Wella Professionals Sebastian Professional, ...) upon request may result in disqualification at any time during the competition and selection of an alternate finalist or winner.
- 2.3 A panel of Nordic judges will judge all pictures and will choose the winning looks.
- 2.4 Each entry will be judged based on the amount of online vote (representing 20% of the total vote) as per as the criteria written in paragraph 3.8 (representing 80% of the total vote).
- 2.5 A successful look should show:
 - 2.5.1 Exceptional styling execution to produce a modern wearable look.
 - 2.5.2 Hair should be free flowing with a minimum on 80% of the hair being loose.
 - 2.5.3 Hair colour should have soft natural tones or a soft blend of highlights and must always compliment skin tones.
 - 2.5.4 Makeup should be kept on-trend and skin should always be luminous. Eyeliner, lipstick and nails are immaculately executed.
 - 2.5.5 Your model in the image should embody the ghd girl, energetic, bold and fearless, yet poised, calm and polished.
- 2.6 Use of fake hair is forbidden (no hairpieces, extensions, etc., are allowed)

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3. ABOUT ENTRY PHASE

- 3.1 Complete a look and upload one photo of the completed look on Instagram using hashtag **#StyleMaster_Sverige** and tag, **@wellanordic** into the caption (not in the comments) and on the photograph.
- 3.2 By submitting pictures to us in connection with the TrendVision Awards competition, you “the competitor” represent and warrant to Wella Company that all photographic images submitted in connection with the TrendVision Award, constitute original copyrighted works of the competitor and that the competitor is free to grant and does hereby grant Wella Company a non- exclusive, royalty-free, fully paid, perpetual, right and license to reproduce, distribute, display and create derivative works of the entry in connection with the competition and promotion of the competition, in any media now or hereafter known. If the photograph contains any materials or elements that are not owned by the competitor and/or which are subject to the rights of third parties and/or if any persons appear in the photograph, the competitor is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition and use of the photograph in the manner set forth in these official terms and condition without any compensation. If any person appearing in any photograph is under the age of the majority in their country of residence, the signature of a parent or legal guardian is required on each release. Competitor shall indemnify and hold Wella Company harmless from any losses incurred by the indemnified parties as a result of a breach by competitor of the representations and warranties made in this agreement. Upon Wella Company’s request, each competitor must be prepared to provide (within five calendar days of receipt of Wella Company’s request) a signed release from all persons who appear in the photograph submitted and/or from the owner of any materials that appears in the photograph, authorizing Wella Company to reproduce, distribute, display and create derivative works of the entry in connection with the competition and promotion of the competition, in any media now or hereafter known. Failure to provide such release upon request may result in disqualification at any time during the competition and selection of an alternate finalist or winner.
- 3.3 Each contestant who wishes to enter the competition will be asked to write in the Instagram comment box “ By posting this photo, I agree and assign my intellectual property rights to Wella Company”.
- 3.4 Entries will be accepted using an existing photo, as long as it has not been submitted previously to NTVA. The photo should have been taken no more than 12 months prior to submission.
- 3.5 Photos taken on a phone are totally acceptable and care must be taken to submit the best possible quality of photograph. All photographs either professionally shot or taken on a mobile phone will be judged equally.
- 3.6 Models wearing a mask is allowed.
- 3.7 Closing date for entries is December 1st. Entries received after this date cannot be accepted.
- 3.8 Pictures will be judged by ghd panel of artists (“Judges”) on:
 - 3.8.1 40% of the total vote will come from the exceptional styling technique
 - 3.8.2 30% of the total vote will come from the overall vision & look
 - 3.8.3 20% of the total vote will come from the hair color
 - 3.8.4 10% of the total vote will come from the model selection and make up
- 3.9 The winning looks will be notified and be asked to send a description of the inspiration behind the look created within five calendar days of receipt of Wella Company’s request.

4. ABOUT THE SWEDISH NTVA STYLE MASTER PRIZES

- 4.1 On the 19th of January, the Swedish NTVA Style Master of the year Bronze winner, Silver winner and Gold winner will be announced on social media on **@wellanordic** channel.
- 4.2 The Swedish NTVA Style Master of the year Bronze winner will receive:
 - 4.2.1 Seminar/products 5000 SEK, a trophy & diploma.
- 4.3 The Swedish NTVA Style Master of the year Silver winner will receive:
 - 4.3.1 Seminar/products 7000 SEK, a trophy & diploma.
- 4.4 The Swedish NTVA Style Master of the year Gold winner will receive:

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- 4.4.1 ghd tools, products & seminars products value: 10.000 SEK, trophy & diploma, chance to win full kit of ghd tools, and to be 1 of top 5 international winners to get a unique and creative experience at 70.000 SEK.

5. ABOUT ITVA COMPETITION

- 5.1 The Swedish NTVA Style Master of the year Gold winner will compete for the International TrendVision Award (ITVA) against all other NTVA Style Master of the year Gold winners from around the world.
- 5.2 ITVA is a competition where a panel of Judges will evaluate each competitors NTVA winning looks. The competitors will be judged based on the following:
- 5.2.1 **80% of the total vote will come from the NTVA winning look:**
- 5.2.1.1 70% of the total vote will come from the styling technique
- 5.2.1.1.1 Technique, execution, finish, commercial appeal
- 5.2.1.1.2 Visible consideration of how styling compliments the haircut
- 5.2.1.1.3 Cut and color that complement each other while creating a beautiful, wearable, commercially relevant look
- 5.2.1.1.4 Finished styling result
- 5.2.1.2 30% of the total vote will come from the overall vision and look
- 5.2.1.2.1 Total look (colour, makeup, clothes/fitting, model choice)
- 5.2.1.2.2 Trend related Vision
- 5.2.1.2.3 Combination of total look
- 5.2.2 **10% of the total vote will come from the portfolio looks previously created and visible on Instagram**
- 5.2.2.1 Craftmanship
- 5.2.2.2 Beauty of the looks created
- 5.2.3 **10% of the total vote will come from Instagram Activities:**
- 5.2.3.1 Have an active channel by posting minimum 3 times a week
- 5.2.3.2 Have more than 1,000 followers
- 5.1 The competitor who will receive the highest score as per the article 5.2 will be declared the ITVA Style Master of the year and will be announced on social media in March 2022.
- 5.2 The ITVA Style Master of the year will receive:
- 5.2.1 The ITVA trophy
- 5.2.2 Total ghd kit. This will include: This will include: ghd Curve X4, ghd Platinum+, ghd Helios, ghd Brushes, ghd Dressing kit, for a total value of 1300€.

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 TERMS AND CONDITION.

ANY FAILURE TO COMPLY WITH THE TERMS AND CONDITION WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.