

REDKEN NYC HAIR AWARDS 2010

CONTESTANTS SCHEDULE FOR THE JUDGING DAY

MIDLAND REGION SUNDAY 25TH APRIL (* Please note that there is a major event taking place on the same day- The London Marathon. Therefore please allow extra time for travelling into London.)

ARRIVAL TIME 09:45

VENUE DETAILS

Redken Exchange
L'Oreal Building
255 Hammersmith Road
Hammersmith
London
W6 8AZ

SCHEDULE FOR THE DAY

09:45 Registration
10:00 Briefing on the judging day, process, expectations
10:30 Recreate your look on your model
11:30 Present your look to the judges
12:30 Green screen shot of your model
13:00 Depart

What you need to bring

- The Team (no more than 4 people incl model & make up artist)
- Your model (please note: all color application needs to have been carried out prior to the day and please remember your model should be the same one you put forward in your initial application)
- Any tools you need - You will be responsible for any equipment and products on the day so please ensure you do bring everything you need!
- Any styling products you will be using (please note: only Redken products are allowed to be used)
- Clothes, accessories for your model to wear to complete his/her total look (no clothes stylists are allowed to be used, the total look needs to be 100% your own)
- Model waiver forms signed by your model (blank form enclosed)
- Skin allergy test confirmation for you model (blank form enclosed)

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Considerations:

- All team members (including model) must be the same as at the photographic entry stage. The Promoter will only deviate from this rule in the case of exceptional circumstances (such as serious illness, disability or death) to be determined at Redken's sole discretion.
- All hair color application must be completed prior to arriving to the judging day. There is no provision for entrants to color hair at the venue.
- Photographs submitted in the photographic stage, particularly the model prior to the restyle and color work performed on her hair, will be placed on the work station to assist judges understanding the expertise and extent of the work performed on the model.
- The colorist and stylist within the team will be required to answer some questions about the technique used on the model. The hair will then be checked on the competition floor to verify the answers given by the colorist by a Redken Educator. This is to confirm that only Redken Products have only been used on the model's hair.
- The team members will be required to answer questions on their inspiration for their looks and the Autumn/Winter 2010 trend they used as inspiration.
- Models should be dressed in the competition clothes prior to the start of the competition, where the teams will have 60 minutes to finish their look. They will be provided with a Redken gown.
- Neither the hair stylist nor the model may leave the floor during the competition.
- No smoking or drinking is allowed on the competition floor.
- Only cutting and styling will be allowed on the competition floor.
- The model may sit or stand during the judging. The judges are allowed to move the model in order to judge different angles and the models are catwalked to assess their animation. The judging will take up to 60 minutes so the models should not be presented in an un-natural pose.
- The model will be photographed and filmed during the judging.
- Five teams across the six regions (Southern, Midland, Northern, and Ireland) will be selected from the 25 teams to go through to the Grand Final. The finalist will be announced at the regional Redken Connects event and not on the judging day.
- The judges' decision is final and no correspondence will be entered into.