



#LOREALCOLOURTROPHYAUS

L'ORÉAL
PROFESSIONNEL
PARIS

COLOUR TROPHY 2019

CONGRATULATIONS!

You are a state finalist in L'Oréal Professionnel Colour Trophy 2019!

The live Semi-Finals will take place on 5 dates across 5 cities with the National Finalists being announced live at each spectacular event.

SOUTH AUSTRALIA

& TASMANIA

LIVE RECREATE & JUDGING – MONDAY 14TH OCTOBER 9-3PM

L'ORÉAL PROFESSIONNEL ACADEMY | 134 FULLARTON ROAD ROSE PARK SA 5067

STATE FINAL – SUNDAY 14TH OCTOBER 7-10PM

ADELAIDE FESTIVAL CENTRE | KING WILLIAM STREET, ADELAIDE, SA 5000

WESTERN AUSTRALIA

& NORTHERN TERRITORY

LIVE RECREATE & JUDGING – TUESDAY 16TH OCTOBER 9-3PM

L'ORÉAL PROFESSIONNEL ACADEMY | SUITE 15 LAKESIDE CORPORATE PARK, 24 PARKLAND ROAD, OSBOURNE PARK, WA 6017

STATE FINAL – TUESDAY 16TH OCTOBER 7-10PM

LC SPACE | 20 THOROGOOD STREET, BURSWOOD, WA 6100

QUEENSLAND

LIVE RECREATE & JUDGING – SUNDAY 21ST OCTOBER 9-3PM

L'ORÉAL PROFESSIONNEL ACADEMY | UNIT 1, 305 MONTAGUE ROAD WEST END QLD 4101

STATE FINAL – SUNDAY 21ST OCTOBER 7-10PM

THE JOINERY WESTEND | 244 MONTAGUE ROAD, WEST END, QLD 4101

#LOREALCOLOURTROPHYAUS

NEW SOUTH WALES**LIVE RECREATE & JUDGING – TUESDAY 23RD OCTOBER 9-3PM****L'ORÉAL PROFESSIONNEL ACADEMY** | 19 HARRIS ST, PYRMONT NSW 2009**STATE FINAL – TUESDAY 23RD OCTOBER 7-10PM****OVOLO WOOLLOOMOOLOO** | 6 COWPER WHARF ROAD, WOOLLOOMOOLOO, NSW 2011

VICTORIA**LIVE RECREATE & JUDGING – MONDAY 29TH OCTOBER 9-3PM****L'ORÉAL PROFESSIONNEL ACADEMY** | 564 ST KILDA ROAD MELBOURNE VIC 3000**STAE FINAL – MONDAY 29TH OCTOBER 7-10PM****THE PARK @ ALBERT PARK** | 36 LAKESIDE DRIVE, MELBOURNE VIC 3026

GRAND FINALE | MONDAY 25TH FEBRUARY, 2019

All finalists will come together in Melbourne on **Monday 25th February 2019** to recreate their look in front of **L'ORÉAL PROFESSIONNEL** representatives. Grand Finalists will be given four hours to recreate their look and will be judged by both the International and National panel of industry experts, who will blind judge each finished model. The lucky winner will progress to the prestigious International level of **COLOUR TROPHY 2019**.

WHEN WILL WE KNOW WHO HAS MADE IT TO THE SEMI-FINALS?

Semi-finalists will be announced on 1st October 2018 and will be published in the "finalists" tab of the website – www.lorealcolourtrophy.com.au

WHAT TO EXPECT AS A SEMI-FINALIST:

Semi-finalists will be required to attend their regional semi-final event with their model (and 2nd entrant if they are in a team). They will be given four (4) hours to recreate their look (Pre-lightening can only be completed beforehand if it's full head lightening).

There will be a break while the models are blind judged by a panel of National hairdressing industry leaders. Shortly after their will be an event to unveil the looks and announce the grand finalists.

SEMI-FINAL EVENT TIMELINE & SCHEDULE:

TIME	ACTIVITY	LOCATION
8.45.am	Arrival	
9AM	Briefing	L'Oréal Professionnel Academy
9.30AM-1.30PM	Hair Prep - Pre-lightening can only be completed beforehand if it's full head lightening. Colour must be applied for full development time on the day.	L'Oréal Professionnel Academy
1.30-3.00PM	Blind Judging	L'Oréal Professionnel Academy
3.00-4.00PM	Travel to venue from L'Oréal Academy	The Venue
4.00-6.00PM	Rehearsals	The Venue
7.00-10.00PM	Show and event commences. National Finalists will be announced	The Venue

PLEASE BRING:

- Yourself
- Styling kit
- Model (the model used at state finals must be the same model used at National Grand Final)
- Models Outfit (clothes used at State Final must be the same used at National Grand Final)

PROVIDED:

- Make-up artist on site HOWEVER you can bring your own make-up artist
 - If so, please notify Brand Coaches or Mark Thompson (mark.thompson@loreal.com) or Abbey Vlahov (abbey.vlahov@loreal.com) if you are bringing your own make-up artist
- All colour as listed on your entry form, Smartbond and Styling Product

PLEASE NOTE: All Semi Finalists will need to complete and sign the **model release form** at the Live Semi-Finals.

LIVE RECREATIONS:

- All Semi Finalists will be brought together in each region to recreate their look in front of L'Oréal Professionnel representatives and National Judges (all travel costs including team members and models to state finals will be covered by the finalist)
- The regional Semi Final dates are confirmed as follows:
 - South Australia & Tasmania = 14th October 2018
 - Western Australia & Northern Territory = 16th October 2018
 - Queensland = 21st October 2018
 - New South Wales & Australian Capital Territory = 23rd October 2018
 - Victoria = 29th October 2018
- All Semi Finalists will be given four (4) hours to recreate their winning Photographic look (from Round 1)
- Pre-lightening may be done prior to arrival, **only if it's full head lightening**. Colour must be applied for **full development time on the day**.
- The Semi Finalists' completed looks will be judged by a panel of National hairdressing industry leaders as selected by the Promoter.
- A before photograph will be taken of each model to be shown to the judging panel
- The Promoter has the right to change the judging panel at its absolute discretion, including if any unforeseeable circumstances arise. The Promoter may appoint a new judge in the circumstance that any judge is connected with a team or individual.
- The rankings from each round do not go towards scores in subsequent rounds.
- The judges' decision is final and no correspondence will be entered into regarding this decision.

JUDGING INFORMATION & CRITERIA:

- Points will be awarded as follows:
 - 70% Hair; Broken down by
 - 50%: Colour Placement execution, technique and colour choice
 - 20%: Finished result of hair styling / cut if featured
 - 20% Complete Look, Styling of photograph and Luxury Consumer Magazine potential
 - 10% how closely you have re-created your photographic entry
- **The same model used at state finals judging must be the same model used at National Grand Final**

COMPETITORS MUST DEMONSTRATE THE FOLLOWING:

- **THE COLOUR:**
 - The colour on the model should be technically well-executed
 - Should be a modern, fashion-forward and beautiful interpretation of upcoming trends
 - Should showcase the expertise and ability of the colourist to create a unique look.
 - NB: Colour choice and saturation of colour will be judged; and colour will be the overriding factor in any decision making process
- **THE HAIR:**
 - Can be any length, texture or colour but has to be inspirational and show skill in the colour, style/cut and finish.
 - The hair must be in optimal condition – if the hair is in bad condition the model will not be considered as a Grand Finalist
 - The hair must suit the model's face and bone structure
 - The hair style must be modern and on-trend
- **THE CUT:**
 - If featured, must show exceptional technical skill to THE FINISH:
 - On the hair must be accompanied with an appropriate amount of product (not too much), and the correct choice of product for the colour / style.
- **THE COMPLETE LOOK:**
 - The clothes should enhance and complement the overall look that the colourist and hair stylist have created.
 - The clothes should be fashion-forward and on-trend, accurately representing the brief to align with a commercial magazine cover.
 - The model does not have to be professional but should be confident, self-assured, 'own' their look and walk convincingly down the catwalk
 - The clothes worn for judging at State final's must be the same clothes used at National Grand Final

NUMBER OF NATIONAL FINALISTS:

- 2019 L'Oréal Professionnel Colour Trophy Award:
 - The highest three (3) ranked entries in each region will advance to Round 3, the Grand Finale.
- 2019 L'Oréal Professionnel Rising Star Award:
 - The highest ranked entrant in each region will advance to Round 3, the Grand Finale.

PUBLICATION OF NATIONAL FINALISTS:

All Grand Finalists will be announced at the Regional Finals then displayed on the www.lorealcolourtrophy.com.au website in the "Finalists" tab from the 1st November 2018.

TICKETS:

All Colour Trophy Semi Finalists individual and teams as well as models will receive a complimentary ticket to their regional event.

TICKET SALES:

Tickets are available to purchase through your L'Oréal Professionnel Business Consultant or

- Go to the L'Oréal Professionnel education website and click COLOUR TROPHY STATE FINALS, or Follow the link: <https://education.lorealprofessionnel.com.au/site/educationlist/147>
- Click on book now
- Sign in or Sign Up
- Once you have done either it will take you to the booking page
- Select state you wish to attend, select payment options & enter details to complete the booking!

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