

FASHION COMPLETE OFFICIAL Rules

HAIR STYLING COMPETITION *frenzy*

This is a contest of skill. Contest finalists and all winners will be selected on an objective basis as determined by the criteria set forth below. You (the entrant) must already have independently made plans to attend the Niagara Falls Evolve™ show October 18, 2009 at the Sheraton Fallsview Hotel and Conference Centre.

A copy of these Official Rules and Official Entry Form also available at www.cosmoprofbeauty.com (sometimes "Web Site"). No entry into Contest available on-line or through Web Site.

CONTEST PERIOD AND ELIGIBILITY

Contest period begins at 12:01 a.m. Eastern Time on June 1, 2009 and lasts through 5:00 p.m. Eastern Time on September 15, 2009 (sometimes the "Contest Period"). Stylist Alternative category open only to the professional trade of active, practising (certified as per local province requirements) cosmetologists, and Student Fantasy category open only to students enrolled in (or if graduated within six (6) months of entry into Contest, not licensed, employed or active as a bona fide, working member of a Canadian professional beauty salon during the Contest Period) an accredited beauty school, each of whom must have reached age of majority in the province in which they reside and who are individual legal residents of Canada (except Quebec), as of May 14, 2009 (sometimes individually an "entrant" or collectively "entrants"). Residents of Quebec are excluded from this Contest. Members of the general public, and employees and/or family members of Beauty Systems Group (Canada), Inc. ("BSG (Canada)") and its parents, subsidiaries, and affiliate companies and organizations, their advertising and promotional agencies and the immediate families (parents, siblings, children or relatives by marriage) and household members of the foregoing employees, and/or any others associated or involved with this Contest, are expressly prohibited from participating and are not eligible to win. Professional cosmetologists who are restricted from participation as per their employer or company policies are not eligible to win. All entrants, finalists and winners solely responsible for adherence to their own company policies, if any, regarding prizes and contests. A letter from student entrant's beauty school confirming enrollment must be submitted with the entry.

TO ENTER

Limit one category per entrant, and one (1) entry per person. Submit one (1) colour proof (preferably on the cover of the CD), minimum size of the proof should be 2"x 1.5" image labeled with: name of entrant, salon name or beauty school as applicable, phone number, category and photographer's contact information. Each entry must be complete and in English. Modified existing work is not deemed original. Model may not be the entrant. To ensure fair competition, extreme digital manipulation is strongly discouraged and judging points will be deducted accordingly. Elaborate packaging is discouraged and will not be scored. Images and entries property of BSG (Canada) and will not be returned. If desired, entrant may make own duplicates before entering Contest.

Prior to entering Contest, entrant must have secured and have proof of release forms authorized by the photographer(s), makeup artist(s), model(s) and other parties involved in the production of each entry, in a form approved by BSG (Canada).

TO SUBMIT ENTRY

Payment of \$50 + applicable taxes must accompany the registration form. Payment method must be noted on the registration form. Payment options include an approved account, major credit card or cheque (1) Neatly hand print or type your entry on the Official Entry Form, answering all questions fully as instructed, or (2) on a separate, plain 8½" x 11" paper, the following information neatly hand printed or typed, signed and dated by both entrant and model agreeing to rules: a) entrant's name (the person completing and submitting the entry), salon or beauty school name as applicable, date of birth or age, complete mailing addresses (home and salon), day and evening phone numbers; b) model's name, occupation, education and business organizations and affiliations, date of birth or age, complete mailing addresses (home and business if any) and day and evening phone numbers. Mail entry in a stamped envelope, postmarked by September 13, 2009 and received by September 15, 2009 to: Beauty Systems Group Canada, 102-2345 Argenta Rd., Mississauga, ON L5N 8K4, Attention: Fashion Frenzy.

Non-compliant entries void and will not be acknowledged. Entries not in keeping with BSG (Canada)'s image void. ANY ENTRY THAT IS NOT COMPLETE FOR ANY REASON IS VOID. BSG (Canada) not responsible for: (a) any postage-due, late, lost, illegible, damaged, stolen, misdirected, garbled or distorted transmissions or entries, (b) entries not received; (c) telephone, electronic, hardware, software, network, Internet, or other computer or communications related malfunctions or failures; (d) any Contest disruptions, injuries, losses or damages caused by events beyond the control of BSG (Canada); or (e) any errors in any material associated with Contest. Entries that are garbled, incomplete or not received for any reason, including mail delivery failure or delay, are not eligible entries. BSG (Canada), in its sole discretion, reserves the right to disqualify any person tampering with Contest, the entry process, Web Site operation, or otherwise in violation of the Official Rules. BSG (Canada) further reserves the right to cancel, terminate or modify any part of the Contest not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

JUDGING

All entries judged based on following criteria: a 100 point system comprised of originality (20 points), creativity (20 points), fashion appeal (10 points), model suitability (10 points), technical execution (15 points), photography (5 points), makeup (5 points), wardrobe (5 points) and overall concept (10 points).

BSG (Canada) shall select the judges whose decisions will be final and binding in all matters relating to this contest. If a tie, finalists re-judged based on Overall Quality of Entries in Terms of Relevance to Theme: 0-100 points.

Entrants responsible for all meals, transportation (including airfare if required), hotel or other accommodations, extra tickets, gratuities, and any other expenses not specified herein, including getting to and from airports, home, and the Niagara Falls Evolve™ Show, and costs of travel documentation. Show must be attended as and on dates BSG (Canada) selects. Travel, accommodation and other restrictions may apply. Required travel documentation (e.g., proper identification, visas, passports, and entry requirements) is sole responsibility of entrants.

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Entrants judged based on following criteria, in live format on October 18, 2009: a 100 point system comprised of originality (20 points), creativity (20 points), fashion appeal (10 points), model suitability (10 points), technical execution (15 points), photography (5 points), makeup (5 points), wardrobe (5 points) and overall concept (10 points). Beauty Systems Group (Canada), Inc. ("BSG (Canada)") shall select the judges whose decisions will be final and binding in all matters relating to this contest. If a tie for winner, finalists re-judged based on Overall Quality of Entries in Terms of Relevance to Theme: 0-100 points.

PRIZES

One (1) Grand Prize awarded to the winner of each category: Photo shoot with Babak. Photos from that shoot will be used on the front cover of CosmoProf™ Shopping Guide.

If Babak is not available to perform for any reason, BSG (Canada) reserves the right to substitute a comparable artist at BSG (Canada)'s sole discretion. If a comparable artist is not available, BSG (Canada) shall have no further obligation other than to award the remainder of the prize.

MISCELLANEOUS

BSG (Canada) may substitute prizes at its sole discretion. No transfer. Winners solely responsible for taxes. Winners required to sign release, eligibility and publicity affidavit within five (5) days, or prizes will be forfeited and alternate winners selected. Participation equals acceptance of Official Rules by entrant and model. By participating, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by decisions of BSG (Canada) and judges, and promises that (1) entry submitted does not defame or otherwise violate any third party rights or any federal, provincial or local laws, (2) any third party referenced or used in entry (including, but not limited to, the model) has consented to entry, BSG (Canada) ownership and unrestricted use of the entry, and, if entry is a winner, agree to provide legal releases as BSG (Canada) requests; (3) BSG (Canada) owns entry(ies) and all material; (4) by entering, entrant irrevocably assigns to BSG (Canada) and its designees any and all rights, title and interest in the entry including but not limited to all intellectual property rights; and (5) BSG (Canada) and its designees shall have, without limitation, the perpetual, worldwide right to edit, adapt, modify, publish, exploit and use the entries in any way and in any media for trade, advertising, promotional and/or other purposes as BSG (Canada) and/or its designees may determine without further compensation to any entrants, models or any third parties, including, without further compensation, rights to use the name, voice, photograph, likeness and biographical material of all finalists and winners for broadcast and promotional purposes in connection with the contest and follow-up. Entrants and models agree to release BSG (Canada), any judge, and all of their respective affiliates or subsidiaries, officers, directors, employees, representatives and agents from any claims, and that BSG (Canada), any judge, and all of their respective affiliates or subsidiaries, officers, directors, employees, representatives and agents shall have no liability and will be held harmless by entrants or models for any liability, loss, injury or damage to participants or any other person or entity, including personal injury or death to participants or any other person or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of entrant's or model's participation in this contest, the use of any entry or acceptance, possession, use or misuse of a prize and any travel or activity related thereto.

BSG (Canada) reserves the right, in its sole discretion, to modify, suspend, and/or terminate this contest for non-authorized human intervention or other causes beyond BSG (Canada)'s control. Void where prohibited by law. All applicable federal, provincial and local laws apply.

WINNERS LIST AND SPONSOR

For a list of the winners, send a stamped, self-addressed envelope for receipt by February 18, 2010 to: Beauty Systems Group Canada, 102-2345 Argentia Road, Mississauga, ON L5N 8K4 Attention: Fashion Frenzy. Sponsor: Beauty Systems Group (Canada), Inc. ("BSG (Canada)"), 102-2345 Argentia Road, Mississauga, ON L5N 8K4.

To ensure acceptance of your entry(ies), the following statement must be signed by entrant, all models, photographer(s), makeup artist(s) and any other party having a legal claim on the images:

We, the undersigned entrant, model(s), photographer, makeup artist and other party hereby grant Beauty Systems Group (Canada), Inc. all of our respective rights, title and interest in the entry, including but not limited to all applicable copyright rights and intellectual property rights, title and interests in the enclosed image submissions. We further hereby grant Beauty Systems Group (Canada), Inc. permission to reproduce any and/or all of our submitted images in any way they deem reasonable, and any advertising, promotions or publicity associated therewith, including the perpetual, worldwide right to edit, adapt, modify, publish, exploit and use the entries in any way and in any media for trade, advertising, promotional and/or other purposes as BSG (Canada) and/or its designees may determine without further consideration to any entrants, models or any third parties, including, without further compensation, rights to use the name, voice, photograph, likeness and biographical material of all finalists and winners for broadcast and promotional purposes in connection with the Contest and follow-up. By hereby entering this competition, we waive the right to make any claims against Beauty Systems Group (Canada), Inc., its subsidiaries, parents and affiliates, and its and their officers, directors, employees and agents, and the judges of the Contest, the venue for the Contest, any organizers, co-sponsors or any group that endorses the Contest or assists in its conduct. We understand that the decision of the judges is final and that all submitted images become the property of Beauty Systems Group (Canada), Inc. without payment of any compensation therefore and without restriction as to date, location or manner of any Evolve™ show, contest, or Beauty Systems Group (Canada), Inc.'s use, so long as such are related in any way to the event or future Beauty Systems Group (Canada), Inc. event. We further agree to abide by all Contest rules issued now or hereafter.

CONFIDENTIALITY

BSG (Canada), d/b/a CosmoProf™ and its affiliate distributors ("CosmoProf™ Canada") respect your privacy. The information you have provided to us will be utilized to send you information about the Fashion Frenzy Hair Styling Competition, to notify you if you are the winner, or to comply with legal requirements. Note that we may utilize third party service providers to assist us in providing some of the services described above. In such cases, the third party service provider is required to sign a Non-Disclosure Agreement, utilize the information only for the purpose of providing the service described above, and to either destroy the information upon completion of the service or return it to our company. For further information about our Canadian Privacy Policy, write to CosmoProf™ Canada Privacy Officer, 2345 Argentia Road, Suite 102, Mississauga, Ontario L5N 8K4.