

FASHION Rules

OFFICIAL
Summary

HAIR STYLING COMPETITION *Frenzy*

CATEGORIES: *Student Fantasy*
Stylist Alternative

ENTRY FEE: \$50 + applicable taxes

TO ENTER: Submit a photo with the artist name and contact information along with the registration form and payment authorization. Registration will not be accepted after September 15, 2009. Payment must accompany registration form. (Registration form to include authorization to bill to credit card or account.) Payment options include an approved account, credit card or cheque. No cash. All money is non-refundable. Applications may be submitted to: **Beauty Systems Group (Canada) Inc., 102-2345 Argenta Road, Mississauga, ON, L5N 8K4, Attention: Fashion Frenzy**

JUDGING: Judging to take place on October 18, 2009 at 3:00 pm at the Sheraton Fallsview Hotel and Conference Centre in Niagara Falls, ON.

PRIZES: Winner of each category receives photo shoot with Babak* centered around your styles. Photos from this session will be featured on the cover of an issue of the CosmoProf™ Shopping Guide.

*If Babak is not available to participate for any reason, we reserve the right to substitute a comparable artist at our sole discretion. Photo session date to be determined.

ACCEPTING ENTRIES BEGINNING JUNE 1ST, 2009.

contest rules

1. Competitors must provide their own models and are responsible for all costs associated with model fees.
2. All models must sign a model release form prior to the competition. Failure to provide a signed form will result in disqualification.
3. Competitors are allowed one additional team member limited to make-up and wardrobe only.
4. No coaching allowed during prep prior to the competition or while competitors are on the stage.
5. Costumes should reflect the look of the hair without being offensive or vulgar. No obscene, horror, cult or other offensive themes are to be used. No nudity.
6. Competitors must report to the competition area by 1:00 pm on October 18.
7. Only one model per competitor.
8. Competitors must provide their own products and supplies. There is no brand promotion permitted during competition. This includes but is not limited to products, marketing materials, T-shirts or other clothing promoting a particular brand or product.
9. **fantasy competitors:**
 - a. Judging includes hair, headdress, clothing, make-up, nail and accessories. Judging based on total appearance.
 - b. Hairpieces and/or accessories cannot cover more than 1/3 of the head. Hair ornaments must be made of 85% hair.
 - c. A minimum of two colours is required in the hair. Spray on colour is not permitted.
10. **alternative competitors:**
 - a. Judging based on overall appearance, which includes hair, make-up and wardrobe.
 - b. Hair accessories are not permitted.
 - c. A minimum of two colours is required in the hair. Spray on colour is not permitted.

Open only to the professional trade of practicing (certified as per local province requirements) cosmetologists who 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. No internet applications will be accepted. The original application with signature must be mailed to process payment. Applications/forms available for download via the internet. Promotion begins June 1, 2009. Entries not accepted after September 15, 2009. Non-compliant or incomplete entries void and will not be acknowledged. Void in Quebec

or any country not listed, and where prohibited. Prizes: Grand Prize: Photo Shoot with Babak (subject to availability), front cover feature of CosmoProf™ Shopping Guide. For details, full Official Rules, and application forms, visit www.cosmoprofbeauty.com, ask your Ontario Distributor Sales Consultant or send an e-mail to Competitions@beautysystemsgroup.com. Application forms and contest rules available through www.cosmoprofbeauty.com, your Ontario Distributor Sales Consultant or by contacting Competitions@beautysystemsgroup.com.

For more information and to register, call 1-888-241-3330, ext. 2289 or 905.817.2289, or e-mail Competitions@beautysystemsgroup.com.

Event sponsored by Fashion Focus™ and Beauty Systems Group (Canada), Inc.