

1<sup>ST</sup> COMPETITION YEAR OPEN TO THE WHOLE HAIRDRESSING WORLD

# **INSPIRATION 2011**



THE WINNER TAKES AWAY  
**100 000**  
CZECH CROWNS

THE 14 FINALISTS TAKE AWAY A LUXURY  
**PARFLUX 3800 PROFESSIONAL HAIRDRYER**



ALL PARTICIPANTS GET AN ORIGINAL DIPLOMA FOR TAKING PART IN THE COMPETITION AS  
WELL AS FREE ENTRY TO THE TRADE FAIR WORLD OF BEAUTY & SPA 2010 AUTUMN IN THE O<sub>2</sub> arena

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## COMPETITION CONDITIONS

### TOPIC

- Light pastel blond shades combined with a creative short cut

### CUT

- Any kind of technique
- 20% of styles allow hair length up to 20 centimetres, the length of other styles are to be shorter

### COLOUR

- Any kind of colour technique and resolution of colour can be used
- The darkest possible tone allowed is depth tone 8
- An unlimited number of shade combinations are allowed

### OTHER USES

- Any kind of aids and tools are allowed to work the style
- Daily make-up should not overshadow and be more dominant than the cut
- All accessories ( earrings, chains, necklaces, piercings etc) are strictly forbidden

### PHOTOGRAPHY

- It is essential to send your photo covering all four sides, in printed as well as electronic (on a CD) form
- The photo background is to be white, glossy and 20 x 30 cm in size
- The photo should be taken including the shoulders up to the cleavage
- No retouching of photos allowed

### EVALUATION

- Selection of the fourteen best pieces of work is carried out anonymously by a jury of independent experts
- The final will be evaluated by a commission made up of only the top foreign experts
- Emphasis will be placed on originality in terms of the combination of colours and cut, imaginativeness, shape, execution of the styling, the overall appearance of the hair which despite having undergone a demanding colouring process, should still give off a healthy look
- The use of colour sprays, hair mascara, hairpieces, hair extensions and hair thickening products is forbidden
- Throughout the duration of the competition, sponsors will be keeping a close eye on whether the rules are being adhered to

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## COMPETITION FINAL



### THE COMPETITION FINAL WILL TAKE PLACE ON SATURDAY 3. 9. 2010 AT THE O<sub>2</sub> areně IN PRAGUE 9

- Colour and cut are to be prepared in advance
- The model is to enter the catwalk with wet smoothly combed hair at the back
- During the course of the final competitors are banned from making any amendments to the cut using scissors
- All models will wear special styling raincoats which they will pick up before the competition starts
- The time limit for completing the style is 20 minutes

The winner will receive 50.000 CZK in cash and 50.000 CZK in vouchers to purchase goods from the competition partner.

The winner is banned from competing the following year and automatically becomes a member of the sponsor team

All finalists receive a luxury Parlux 3800 hairdryer

All competing participants receive a diploma and a free ticket to the  
**WORLD OF BEAUTY & SPA TRADE FAIR 2010 AUTUMN**

A condition for taking part in the competition is to demonstrate a completed training course in the field of hairdressing – apprenticeship or requalification

Photographs may not be used for other purposes prior to the competition

Sent materials are not returned, the competitor and model agree for use according to the needs of the organiser

Startovne amounts to 200 CZK which needs to be paid by postal order type A to the following address: **BEAUTY EXPO s.r.o., account number: 557275028/5500**

Please send your application, photo, CD and photocopied slip confirming payment by **16. 08. 2010** to the following address: **BEAUTY EXPO s.r.o., Smaragdova 322, Praha 5, 154 00**

On the envelope please include this pass code: **INSPIRACE 2010**

The list of the 14 competition finalists will be published by 23.08.2010 on [www.beautyexpo.eu](http://www.beautyexpo.eu), the competition organiser will contact all chosen finalists

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APPLICATION FORM FOR THE INSPIRATION 2011 COMPETITION

NAME AND SURNAME .....

ADDRESS: .....

TELEPHONE: .....

E-MAIL: .....

I WOULD LIKE TO APPLY TO THE INSPIRATION 2011 CONTEST AND AGREE WITH THE CONTEST CONDITIONS

SIGNATURE OF COMPETITOR: .....

SIGNATURE OF MODEL: .....

Applications for further competitions organised as part of the trade fair can be found at [www.beautyexpo.eu](http://www.beautyexpo.eu)

