2022
HAIR COLOUR
Competition
#COTLAUS

COLOR OUTSIDE THE LINES. Australia







Get creative. Share your look.

competition from Paul Mitchell

The annual Color Outside the Lines

Australia is back! Open to all Australian

hairdressers, from apprentice to senior

stylist, share your hair colouring talent with Color Outside the Lines for the

coverage, industry recognition, and the

chance to win a cash prize, press

pride of being a 2022 winner!

Win big!

WHAT YOU'LL NEED

- 1. Review the competition's official rules on the entry form.
- Read the terms and conditions, available at www.365salongroup.com
- 3. Find a model or salon guest to showcase your entry on. *Tip:* consider current Australian trends, plan your technique in advance, and map out your creative vision before you begin.
- 4. Secure all the rights from the model and any make-up artists, clothes stylists, and/ or photographers used to create the image. Download and complete the Model Release Form from www.365salongroup.com
- 5. Use only Paul Mitchell® Professional Hair Color, lightening products, and styling products to achieve the final look.



SCAN TO DOWNLOAD THE MODEL WAIVER FORM AND READ THE T&Cs

HOW TO ENTER

SUBMIT YOUR COMPLETED ENTRY BY FOLLOWING THE BELOW STEPS:

- STEP 1 Complete the Model Release Form
- STEP 2 Post your entry to your salon's Instagram page
- STEP 3 Tag @paulmitchellaus in the photo
- STEP 4 Briefly describe the look you have created in the caption
- STEP 5 Mention the stylist's name who created the look
- STEP 6 Mention that you used @paulmitchellaus Professional Hair Color
- STEP 7 Include the hashtag #cotlaus in your post caption or in the first comment underneath. Add any other relevant hashtags as you like!

ONLY ENTRIES RECEIVED BETWEEN 7AM AEST 1ST AUGUST 2022 AND 11.59PM 17TH OCTOBER 2022 AEDT WILL BE CONSIDERED.

TIMELINE

SUBMIT YOUR ENTRY

Remember, all entries must be posted to Instagram as per the Official Rules and Terms and Conditions outlined in the Color Outside the Lines Entry Form and 365 Salon Group website.

PRELIMINARY JUDGING

Each entry will be judged individually. Here's how you will be scored:

70% of the marks are attributed to hair colour technique, choice of colour and how the hair colour works with the haircut and style

30% of the marks are attributed to overall vision, creativity and interpretation of the Australian hairstyle trends.

FINALIST ANNOUNCEMENT

Monday 24th October 2022 – State finalists announced
Wednesday 26th October 2022 – National finalists announced
Friday 28th October 2022 – Top 5 announced

Winners will be announced at 7.00pm AEDT on the above days via the Paul Mitchell Australia Instagram (@paulmitchellaus).

ALL PRIZE WINNERS ANNOUNCED

Monday 31st October 2022

Winners will be announced at 7.00pm AEDT via the Paul Mitchell Australia Instagram (@paulmitchellaus).

PRIZE POOL

TOP 10 NATIONAL FINALISTS

- Certificate of recognition
- \$500 Paul Mitchell gift pack

FIRST PRIZE

- \$1,500 AUD cash prize
- Press release for local area marketing
- Announcement to Australian hairdressing trade media
- Social media spotlight
- A Color Outside the Lines trophy and certificate

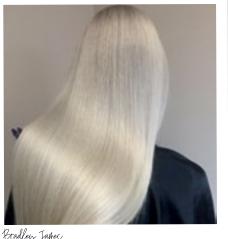
RUNNER UP

- \$500 AUD cash prize
- Press release for local area marketing
- Announcement to Australian hairdressing trade media
- Social media spotlight
- A Color Outside the Lines trophy and certificate

SECOND RUNNER UP

- \$300 AUD cash prize
- Press release for local area marketing
- Announcement to Australian hairdressing trade media
- Social media spotlight
- A Color Outside the Lines trophy and certificate

202 Winners







- Ensure your photograph is a head and shoulders image of your model, in full colour, with no filters applied.
- Shoot image against clean, simple, light-coloured backgrounds. Avoid busy areas that take the emphasis away from your hair creation.
- Make sure your background is clear of any non-Paul Mitchell® products or branding.
- Shoot in natural window light, ensuring the light is behind the photographer.

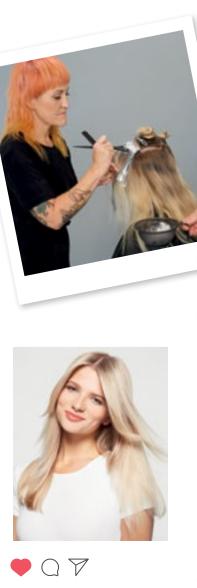


Fareeda Nonasyyyan @fw.hairandbeauty

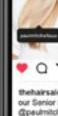


Sara Newlin-Smith

- Too dark inside the salon? Shoot outside in an area not in direct sunlight. Shooting in direct sunlight will diminish photo quality, so instead make use of shaded walls.
- Try different angles to see what best complements your creative work and your model.
- If your model (or salon guest) is wearing bright colours or bold patterns, shoot them wearing a gown to ensure the hair remains the focus.
- Get snap happy! Taking several photos gives you more options to find the perfect shot.









Instagram

OFFICIAL RULES

The competition is open to Australian Hairdressers using only Paul Mitchell® Professional Hair Color and Paul Mitchell styling products to create their submission.

By entering this competition, an entrant agrees to be bound by the terms and conditions available at www.365salongroup.com and the 'How to Enter' criteria and 'Official Rules' as detailed in this Color Outside the Lines 2022 Entry Form.

Salons can submit multiple individual entries.

Each entry must consist of one hairdresser and one model. Only the hairdresser whose name is on the entry and model release form can cut, colour and style the model's hair and be eligible for any prize.

Entrants must only use Paul Mitchell® Professional Hair Color, lightening products and styling products to achieve their final look.

Only colour photographs will be accepted, and images must not be retouched or filtered in any way.

Photographs must not display any non-Paul Mitchell® products or branding.

Hair extensions, hair pieces or hair ornamentations are permitted. Wigs are not permitted.

All finalists must provide a completed model release form upon request to qualify. Failure to provide this form will disqualify the entrant from being a finalist.

All entrants must be an Australian hairdresser and over 18 years of age.

Entries received after 11.59pm 17th October 2022 AEDT, will not be eligible for judging.

Prizes are not transferable and there is no cash alternative. In the event of a prize being unavailable for any reason 365 Salon Group reserve the right to substitute prizes of equal or greater value at any time.

No responsibility can be accepted for entries lost, delayed or corrupted, or due to computer error.

The judges' decision is final. No correspondence will be entered into.

Any failure to comply with the official rules of this competition will render an entry ineligible for prizes.



SCAN TO DOWNLOAD THE Model Waiver Form and Read the T&Cs



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