

Terms & Conditions

The Wella Trend Vision Award (TVA) is an online hairdressing competition run by Wella Australia Pty Ltd, of Level 9, 1 Market Street, Sydney, NSW 2000 Australia and HFC Prestige International New Zealand Ltd, of PO Box 5076, Auckland, 1141 New Zealand (hereinafter referred to, together with its affiliates and parent company, as "Wella Company").

TVA 2025 is a competition with three categories:

- Australia & New Zealand Transformation Visionary
- Australia & New Zealand Editorial Visionary
- Australia & New Zealand Apprentice Award

This document presents the terms and conditions of TVA and should be reviewed thoroughly prior to entering the competition.

1. ABOUT THE ENTRANT (HEREINAFTER REFERRED TO AS "COMPETITOR").

- 1.1 TVA is open to qualified hairdressers and hairdresser apprentices working and living in Australia or New Zealand only for the duration of the competition.
- 1.2 Employees of Wella Company and their immediate family members including, but not limited to, spouse/partner, children, parents or siblings are not permitted to enter TVA.
- 1.3 Only the person whose name is on the entry form will be recognized as the competitor in TVA.
- 1.4 Only a competitor can receive the TVA prize (see article 4).
- 1.5 The competitor and their model must be 18 years or older.
- 1.6 Competitors are allowed to submit as many entries as they like across both Transformation Visionary and Editorial Visionary categories, but each entry must be a different image/look with a clear difference in the hair colour, cut and style. If a competitor is a finalist in both categories, the entry with the higher score will determine the category they will remain a finalist in. The lower scoring category entry will be removed from the competition.
- 1.7 If a Competitor has multiple entries in one category selected as a finalist, the entry with the highest score will remain in the category. The lower scoring entry/ies will be removed from the competition.

2. ABOUT THE COMPETITION

- 2.1 The Australia & New Zealand TVA is an online photographic competition showcasing visionary looks demonstrating the entrant's interpretation of the Wella Professionals trend "Surreal Color".
- 2.2 By submitting your entry to TVA, the Competitor represents and warrants to Wella Company that the look in your entry was created using Wella Professionals colour, care and styling products exclusively. Upon Wella Company's request, each competitor must be prepared to provide (within five calendar days of receipt of Wella Company's request) the list of Wella Professionals products used. Failure to provide such information or failure to prove the looks were done with Wella Professionals products upon request may result in disqualification at any time during the competition and selection of an alternate finalist or winner.
- 2.3 A panel of judges will score each entry to determine the top ten (10) finalists within the Transformation Visionary and Editorial Visionary category in Australia and New Zealand. The Apprentice Award will be awarded to the entry by an apprentice with the highest judge's score.
- 2.4 Hair Up do's are prohibited in Transformation Visionary category only.
- 2.5 The use of artificial hair, including, but not limited to/ wigs / hair pieces /wefts / extensions is prohibited in the Transformation Visionary category only.
- 2.6 The use of artificial hair, including, but not limited to/ wigs / hair pieces /wefts / extensions can be used in the Editorial Visionary category, but is limited to 30% of the total hair.
- 2.7 The excessive use of image editing is forbidden.
- 2.8 The use of any form of artificial intelligence (AI), including but not limited to AI-generated or AI-assisted content, is strictly prohibited in the creation, filming, editing, or production of competition entries. All submissions must be entirely original and created by human effort. Any entry found to have been produced or altered using AI tools will be disqualified.
- 2.9 The use of AI for inspiration purposes only, in line with the Surreal Color trend, is permitted.

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3. CATEGORY CRITERIA

	TRANSFORMATION VISIONARY	EDITORIAL VISIONARY
Objectives	Showcase a clear transformation of both colour and cut that highlights your craftsmanship.	Showcase a total look, that is visually striking and evokes high fashion by expressing creativity.
Focus	A transformative colour work that reflects your professional expertise and ability to create a tailor-made end result.	Total look: cut and/or styling, colour and texture
End Look Goal	The hair should showcase a clear transformation: full cut, colour, care & styling transformation with a high quality of execution, taking into consideration the overall beauty of the end result's colour, hair quality, condition and shine.	Creative colour, styling and texture for a total look and global visual. End result must be beautifully crafted and not look out of place in a luxury fashion magazine.
Topline Criteria	SURREAL COLOR as source of inspiration: <ul style="list-style-type: none"> • More than one Wella colour brand and a Wella bleach product should be used to create the look, taking into consideration the type of finish you want to achieve. • Total look should respect the code of the trend and colour palette direction 	SURREAL COLOR as source of inspiration: <ul style="list-style-type: none"> • Full transformation of colour featuring an element of lightening • Total final visual should respect the code of the trend and colour palette direction

4. ABOUT THE ENTRY PHASE

- 4.1 Entries are open from Monday 11th August 2025 and close at 5:00PM AEST on Friday 26th September 2025.
- 4.2 Entry costs AUD / NZD \$30.00. Credit card fees and currency conversion fees may apply and are subject to the applicable policies of the website.
- 4.3 Create your look and complete the entry form, including uploading photos and linking your video here: <https://register.wellatrendvisionanz.com.au/>
- 4.4 One before photo and one photo of the complete look in a full body shot, with a process video must be included in your submission. The video must also include the model before and after the completed look, including all formulas and products used.
- 4.5 Once the submission is complete, Competitor may post their submission video on social media platforms. Videos must tag @wellapro_anz and @wellahir and include the hashtag #ANZ_WellaNTVA2025 in the caption, as well as the relevant category hashtag:
 - #ANZ_TransformationVisionary
 - #ANZ_EditorialVisionary
- 4.6 Each competitor currently still in their apprenticeship, with a valid student ID is invited to submit their entry to the Apprentice Award category. The competitor will be required to supply their apprentice ID upon submission and will be required to provide further confirmation of their apprenticeship and/or work history, such as a letter from their employer if requested by Wella Company. Should a competitor fail to select whether they are entering the Apprentice Award, their entry will not be considered for the award and modifications to their entry will not be accepted once it has been submitted
- 4.7 By entering TVA, the Competitor represents and warrants to Wella Company that all photos and videos submitted in connection with your entry, constitute original copyrighted works of the Competitor and that the Competitor is free to grant and does hereby grant Wella Company a non-exclusive, royalty-free, fully paid, perpetual, right and license to use, reproduce, distribute, publish, display and create derivative works of the entry in connection with the competition and promotion of the competition, in any media now or hereafter known. If the photograph or video contains any third party rights (including without limitations to any intellectual property rights and personality rights), materials or elements that are not owned by the Competitor and/or which are subject to the rights of third parties and/or if any

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persons appear in the photograph, the Competitor is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition and use of the photograph and video in the manner set forth in these terms and conditions without any compensation. Personal models appearing in any photograph and video submission must be at least 18 years old. Upon Wella Company's request, each competitor must be prepared to provide (within five calendar days of receipt of Wella Company's request) a signed release from all persons who appear in the photograph submitted and/or from the owner of any third party rights, materials and elements that are used in the photograph or the video, authorizing Wella Company to use, reproduce, distribute, publish, display and create derivative works of the entry in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed in connection with the competition and promotion of the competition, in any media now or hereafter known. Failure to provide such a release upon request may result in disqualification at any time during the competition and selection of an alternate finalist or winner.

- 4.8 There is only one Gold / Silver / Bronze winner awarded in each of the categories of Transformation Visionary and Editorial Visionary. There is only one Apprentice Award winner across the entire competition.
- 4.9 Entries will be accepted using existing before/after photos and before/after videos, as long as they have not been submitted previously to TVA. The photo and/or videos should have been taken no more than 12 months prior to submission.
- 4.10 Photos and videos taken on a phone are acceptable, however, care must be taken to submit the best possible quality of photograph. All photographs and videos, either professionally shot or taken on a mobile phone will be judged equally.
- 4.11 Your photographic submission must be supported by a video of your creative process; please ensure you take note of key information:

4.11.1 Requirements of the Photo Submission:

- 4.11.1.1 One head-and-shoulders image of the model before
- 4.11.1.2 One head-and-shoulders image of the model after
- 4.11.1.3 One full-body image of the total look
- 4.11.1.4 Image dimensions: 1250px (w) x 1000px (h)
- 4.11.1.5 JPEG file at 72ppi
- 4.11.1.6 File size must not exceed 1MB
- 4.11.1.7 The original image should be high-resolution (minimum 300dpi) and to be provided should you place as Gold, Silver, Bronze, or receive the Apprentice Award

4.11.2 Requirements of the Video Submission:

- 4.11.2.1 Before of model
- 4.11.2.2 Artistic process including colour formula and technique, and all colour, care & styling products used
- 4.11.2.3 After of model
- 4.11.2.4 16:9 (1080p HD) format
- 4.11.2.5 MP4 File Type
- 4.11.2.6 Maximum 3 minutes
- 4.11.2.7 Video size should not exceed 1GB
- 4.11.2.8 Captions are mandatory, you will be required to explain your transformation
- 4.11.2.9 Voiceover is optional, but should be clear, with no expletives
- 4.11.2.10 Music may be used but must be royalty free/copyright free

5. JUDGING PROCESS

- 5.1 TVA Judging panel is made up of a combination of Wella Professionals Guest Artists and Ambassadors, industry experts and salon owners.
- 5.2 Entries will be judged and weighted as follows:

	TRANSFORMATION VISIONARY	EDITORIAL VISIONARY
30%	Choice of colour and cut and their suitability to the models features, face shape, skin tone, and eye colour.	Showcase a color, cut and style that embodies a chic editorial feel. Taking inspiration from magazines, art & architecture to craft a unique look suited to your model.
40%	Quality of the execution, transformation and overall beauty of the colour, hair quality, condition and shine.	Creative Color, styling and texture for a total look and a global visual. End result beautifully crafted that can stand in a fashion magazine
30%	Overall finished look of colour, cut, styling in line with the Surreal Color trend	Overall finished look of colour, cut, styling in line with the Surreal Color trend

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- 5.3 The ten (10) highest scoring looks of each category will be announced as the finalists in October 2025.
- 5.4 The highest scoring look in each category will be awarded Gold; the second highest scoring look in each category will be awarded Silver; the third highest scoring look in each category will be awarded Bronze. The winners will be announced by Wella Company in October 2025.

6. ABOUT THE PRIZES

- 6.1 The TVA Bronze winner of the year of each category will receive:
 - 6.1.1 Salon decal
 - 6.1.2 \$500 worth of Wella Professionals Education
- 6.2 The TVA Silver winner of the year of each category will receive:
 - 6.2.1 Salon decal
 - 6.2.2 \$750 worth of Wella Professionals Education
- 6.3 The TVA Gold winner of the year of each category will receive:
 - 6.3.1 Represent Australia & New Zealand at an international Wella Company event
 - 6.3.2 Winners Trophy
 - 6.3.3 Salon Decal
 - 6.3.4 \$1000 worth of Wella Professionals Education
- 6.4 The TVA the Apprentice Award winner will receive:
 - 6.4.1 Salon Decal
 - 6.4.2 \$250 worth of Wella Professionals Education
 - 6.4.3 Opportunity to assist at a Wella Company event in 2026
- 6.5 Wella Professionals Education vouchers must be used within 2026 calendar year and can only be used on Wella Education in Australia and New Zealand curriculum, excluding Wella Color Expert, Wella Business Expert, and Creating Captivating Campgains.
- 6.6 If the Education vouchers fail to be used in 2026, the prize is null and void.
- 6.7 The Gold winners will have the opportunity to represent Australia & New Zealand at an international Wella Company event within two years of the TVA 2025 winners announcement, valued at AUD\$10,000 (GST included). The date and location of the international event is at the discretion of Wella Company, and includes economy return flights from Australia or New Zealand, airport transfers (up to 50km), min. 4 star accommodation, breakfast/lunch/dinner for the duration of the event, and the event program ticket. If the Gold winner does not live in Australia or New Zealand at the time of the international Wella Company event associated with the prize, Wella will endeavour to fulfil the commitment based on availability of flights and accommodation from the winners place of residence.
- 6.8 All other expenses and costs, not expressly listed above, including, but not limited to, taxes, insurance, telephone charges, room service and laundry services, personal expenses, gratuities, entertainment, transfers, incidental charges, or any other items not specifically described in these official terms and condition, any transportation not mentioned within such prize descriptions and all expenses for any of the foregoing are the sole responsibility of the Gold winner.
- 6.9 The date and location of the opportunity to assist at a Wella Company event in 2026 for the winner of the Apprentice Award is at the sole discretion of Wella Company.
- 6.10 No transfer, substitution or cash equivalent for any prizes will be permitted, except at the sole discretion of Wella Company due to prize unavailability for any reason, including but not limited to, cancellation, scheduling conflicts or an event of force majeure; and, in such circumstance, an alternate prize/prize component of equal value will be awarded and Wella Company's obligation to the winners will be fulfilled, and no other additional compensation will be provided.
- 6.11 Each Gold winner must possess valid travel documents (i.e., valid photo ID, valid passport, VISA, etc.) and the ability to travel internationally. Failure to obtain required travel documents by the Gold winner may result in forfeiture of prize.
- 6.12 Gold winners will be required to book their own flights, should they wish to upgrade or extend their travel days, and Wella Company will provide reimbursement for the cost of one economy fare return ticket from their nearest airport to their home address to the destination of the international opportunity up to \$3000 AUD(GST included).
- 6.13 Any and all federal, state and local taxes are the sole responsibility of winner.

7. PERSONAL DATA

- 7.1 By attending the competition and accepting the prize, the competitor agrees to provide certain personal data to Wella Company pursuant to these terms and conditions. Such personal data will be used and processed in accordance with the applicable data protection laws and the [privacy policy](#) of Wella Company.

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8. LIMITATION OF LIABILITY; DISCLAIMER OF WARRANTIES:

- 8.1 By submitting your entry for the competition and accepting the prize, the competitor agree to release, indemnify and hold harmless Wella Company, and its agents, affiliates and advertising and promotion agencies and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "Released Entities"), from any and all liability for loss, harm, injury, damage, cost, claim, or expense whatsoever, including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in the competition, or possession, acceptance and/or use or misuse of prize or participation in any competition-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action that may arise, directly or indirectly, in whole or in part, from the participation in the Competition or acceptance or use of any prize. To the fullest extent permitted by law, in no event will the Released Entities be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to and use of the any websites associated with the competition or prize acceptance, or downloading from and/or printing material downloaded from any websites associated with the competition or prize acceptance. Without limiting the foregoing, the competition and all prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

PLEASE NOTE

THE JUDGES' DECISION IS FINAL. NO CORRESPONDENCE WILL BE ENTERED INTO. COMPETITORS HAVE NO RIGHT TO LEGAL RECOURSE. ENTRY OF THE COMPETITION CONFIRMS THE COMPETITOR AGREES TO ABIDE BY THE COMPETITION TERMS AND CONDITION. ANY FAILURE TO COMPLY WITH THE TERMS AND CONDITION WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.