

Terms & Conditions

The Wella National TrendVision Award (NTVA) is an online competition with photo and video submissions run by Wella Sweden AB, Rättarvägen 3, 169 68 Solna (hereinafter referred to, together with its affiliates and parent company, as "Wella Company").

NTVA is a competition with several categories:

- Sweden Transformation Visionary of the year (by Wella Professionals)
- Sweden Editorial Visionary of the year (by Wella Professionals)

This document presents the terms and conditions of only Sweden Transformation Visionary of the year category.

1. ABOUT THE HAIRDRESSER

- 1.1 The Sweden Transformation Visionary of the year category is open to all qualified hairdressers/colorists working as a hairdresser or currently as a hairdresser student in [add country] only.
- 1.2 No families and closer family members (brothers, sisters, parents, children, husband or live-in partners) of employees working for Wella, will be allowed to enter the competition.
- 1.3 Only the competitor, whose name is on the entry form, can receive the Sweden Transformation Visionary of the year prize (see article 4).
- 1.4 The competitor and model must be 18 years or older.
- 1.5 Competitors are allowed to submit as many entries as they like across all categories, but each entry must be a different image/look with a clear difference in the hair color, cut or style. If a competitor is selected in several categories as finalist, he/she will be contacted to choose the category he/she would like to compete in.

2. ABOUT THE COMPETITION

- 2.1 The Sweden NTVA is an online competition with photos and videos submission where competitors will post a photo and a video of a finished look on social media and send in the entry via an online form. The content must be made with Wella Professionals products only.
- 2.2 By submitting pictures to us in connection with the TrendVision Awards competition, you "the competitor" represent and warrant to Wella Company that all photo and video submitted in connection with the TrendVision Award were created using Wella Professionals products. 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 local panel of judges will judge all photos and videos and will choose the top 1 in each category, which will continue to the live Northern Europe competition in Sweden the 23rd of November.
- 2.4 Each entry will be judged based on the number of online votes (representing 20% of the total votes) as per the criteria written in paragraph 3.9 (representing 80% of the total votes).
- 2.5 A successful look should show:
 - 2.5.1 A complete cut, color, care & styling transformation of your model that showcases the craft skills of the hairdressers and highlights the authentic beauty of your model.
 - 2.5.2 A full color, cut and styling transformation that complement each other and create a beautiful, wearable and salon-relevant total look.
 - 2.5.3 Transformative color work that reflects the professional expertise and skill of the colorist to create a tailor-made end result
 - 2.5.4 Shiny hair in excellent condition with the highest professional finish.
 - 2.5.5 Makeup and clothing styling that enhance the overall appearance and harmonize with the hairstyle, exemplifying the highest standard of craftsmanship.
- 2.6 Hair Up do's are prohibited in this category as is the use of fake hair / hairpieces / extensions, etc.

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3. ABOUT THE ENTRY PHASE

- 3.1 Complete a look and Upload photos and videos as a multi-media carousel. One before photo and one photo of the completed look. One video including the before and after completed look on Instagram using hashtag #transformationaward26_NE, #NE_NTVA26 and tag @wellaeducation_sverige into the caption (not in the comments) and on the photograph. Send in the before and after photo via the online form.
- 3.2 The excessive use of image editing is forbidden as is the use of AI.
- 3.3 By submitting photos and videos to us in connection with the TrendVision Awards competition, you “the competitor” represent and warrant to Wella Company that all photos and videos submitted in connection with the TrendVision Award, 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 reproduce, distribute, 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 contains any 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 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 in the manner set forth in these official terms and conditions without any compensation. If any person appearing in any photograph is under the age limit of their country of residence, the signature of a parent or legal guardian is required on each release. Competitors shall indemnify and not hold Wella Company accountable for any losses incurred by the indemnified parties as a result of a breach of the representations and warranties made in this agreement. 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 materials that appears in the photograph, authorizing Wella Company to reproduce, distribute, 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. 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.
- 3.4 Each contestant who wishes to participate in the competition will be required to write the following statement in the Instagram comment box: “By posting this photo, I agree to assign my intellectual property rights to Wella Company.”
- 3.5 Entries will be accepted using existing before/after photos and before/after videos, as long as they have not been submitted previously to NTVA or any other competition. The photo and/or videos should have been taken no more than 12 months prior to submission.
- 3.6 Photos and videos taken on a phone are totally acceptable, however, care must be taken to submit the best possible quality of photograph. All photographs, either professionally shot or taken on a mobile phone will be judged equally.
- 3.7 Models wearing a mask are allowed.
- 3.8 Opening and closing dates for entries is from the 1st - 30th of September. Entries received after this date will not be accepted.
- 3.9 Pictures will be judged by Wella Professionals panel of artists (“Judges”) on:
 - 3.9.1 30% of the total votes will come from the choice of color and cut and their suitability to the models features, face shape, skin tone, and eye color
 - 3.9.2 40% of the total votes will come from the quality of the execution, transformation and overall beauty of the color, hair quality, condition and shine
 - 3.9.3 30% of the total votes will come from the overall finished look color, cut, styling in line with the Trend Vision trend
- 3.10 All entries will be asked to send the color formula, care and styling used on their look through the online entry form.

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- 3.11 The best one in each category will be invited to participate in the Northern Europe live finale in Sweden the 23rd of November. There each competitor will have their work judged by another panel of judges, based on the same criteria as described in paragraph 3.9, to pick the NTVA Editorial Visionary of the year bronze, silver and gold winner.

4. ABOUT THE NORTHERN EUROPE NTVA TRANSFORMATION VISIONARY PRIZES

- 4.1 The Northern Europe NTVA Transformation Visionary of the year gold winner will receive:
- 4.1.1 A 10.000 SEK gift card which can be used for Wella seminars and/or products.
 - 4.1.2 A trophy & diploma
 - 4.1.3 Automatically part of the ITVA competition.
- 4.2 The Northern Europe NTVA Transformation Visionary of the year silver winner will receive:
- 4.2.1 A 5.000 SEK gift card which can be used for Wella seminars and/or products.
 - 4.2.2 A trophy & diploma
- 4.3 The Northern Europe NTVA Transformation Visionary of the year bronze winner will receive:
- 4.3.1 A 3.000 SEK gift card which can be used for Wella seminars and/or products.
 - 4.3.2 A trophy & diploma

5. ABOUT ITVA 26' COMPETITION

- 5.1 The Northern Europe NTVA Transformation Visionary of the year Gold winner will compete for the International TrendVision Award (ITVA) against all other NTVA Transformation Visionary of the year Gold winners from around the world.
- 5.2 ITVA is a competition where a panel of Judges will evaluate each competitor NTVA winning looks. The competitors will be judged based on the following:
- 5.2.1 **100% of the total votes will come from the NTVA winning look:**
- 5.2.1.1 40% on the overall color and cut technique transformation:
 - 5.2.1.1.1 Explanation of Technique, color selection, commercial usability
 - 5.2.1.1.2 Visible consideration of how color compliments the haircut and vice versa (shape and length)
 - 5.2.1.1.3 Cut and color that complement each other while creating a beautiful, wearable, salon relevant look
 - 5.2.1.1.4 Finished color and cut result that represents a true transformation
 - 5.2.1.2 30% on the overall vision & look transformation:
 - 5.2.1.2.1 Total look (style, finish, makeup, clothes/fitting)
 - 5.2.1.2.2 Relevant individual vision/interpretation/creative personalization
 - 5.2.1.2.3 Professional finish
 - 5.2.1.2.4 Individual vision/creative personalization
 - 5.2.1.3 30% on the trend representation
 - 5.2.1.3.1 Total look should respect the code of the trend and color palette direction
- 5.3 The competitor that receives the highest score as per the article 5.2 will be declared the ITVA Transformation Visionary of the year and will be announced on social media and at the Destination event in 2027.
- 5.4 The ITVA Transformation Visionary of the year will receive:
- 5.4.1 The ITVA trophy
 - 5.4.2 An opportunity to experience an international shoot or event. (exact location and date to be announced at a later stage) (transport, accommodation, food & beverage and costs associated to this to be covered by Wella Professionals).
 - 5.4.3 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

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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 ITVA Transformation Visionary of the year.

- 5.4.4 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. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of any prize.
- 5.4.5 ITVA Transformation Visionary of the year must possess valid travel documents (i.e., valid photo ID, valid passport, VISA, etc.) in order to travel if needed. Failure to obtain required travel documents by ITVA Transformation Visionary of the year may result in forfeiture of prize.

PLEASE NOTE

THE JUDGES' DECISION IS FINAL. NO CORRESPONDENCE WILL BE ENTERED INTO. ENTRANTS 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.