

COLOR OUTSIDE THE LINES

20
YEARS

PAUL MITCHELL®

PROFESSIONAL HAIR COLOR

2018

THIRD ANNUAL HAIR COLOR COMPETITION

20TH ANNIVERSARY EDITION

COMPETITION OVERVIEW

INTRO TO COMPETITION

Paul Mitchell® invites you to Color Outside the Lines and show off your hair-coloring skills. Enter to snag incredible prizes, including a trip to Las Vegas to attend Gathering 2018—our industry extravaganza for salon professionals around the world.

TIMELINE

- Entries accepted starting January 1, 2018
- Entries must be uploaded by Sunday, April 1, 2018, 11:59 p.m. PST
- Grand Prize winners announced May 15, 2018
- Grand Prize winners presentations at Gathering in July 2018

ENTRIES

We're looking for colorists with top talent:

- **Best National Entry** (licensed within the U.S. and Canada; see official rules for details)
- **Best Student Entry** (currently enrolled in a U.S. beauty school)

CATEGORIES

- **Natural Makeover**—a salon-friendly look using natural tones
- **Creative Makeover**—an avant-garde look using fashion tones

PRIZES

GRAND PRIZE WINNER IN EACH CATEGORY (4 TOTAL)

- Grand prize “Color Outside the Lines” trophy
- Airfare and hotel accommodations to attend Gathering for an on-stage presentation (Las Vegas, July 2018)
- Participation in a Paul Mitchell® collection shoot—includes airfare and hotel accommodations
- Feature in New and Now
- Blog post, social media coverage and a feature on paulmitchellpro.com
- Paul Mitchell® 20th Anniversary collection of limited edition color items

COMPETITION OVERVIEW

HOW TO ENTER

- 1) Visit paulmitchell.com/cotl and choose a category.
- 2) Create your entry look and secure all releases.
- 3) Upload your entry and complete a submission form.

JUDGING

The contestant will be judged for individual vision. All judging is done blindly; the judges will not know the names or identities of the entrants during the contest.

- 70% Hair color technique, choice of colors, and how the hair color respects the cut and style
- 30% Overall vision, creativity and interpretation of trend

OFFICIAL RULES

- May only use Paul Mitchell® Professional Hair Color and lightener products to achieve your final look.
- Must include a before and after picture of your model. If the model has been retouched, please include the unretouched photo with your submission.
- Each entry must consist of one hairdresser and one model. Only the hairdresser whose name is on the entry form can cut the hair, style the hair and receive the award.
- No extensions, wigs or hair pieces permitted.
- No full-body pictures. Must show from the waist up only.
- All model and stylist participants must be 18 years of age or older.
- Color photos only; black-and-white images will not be considered.
- No Polaroids.
- Entry photos that have been previously published cannot be considered.
- Photo rights during the competition are reserved for Paul Mitchell®. Upon completion of the competition, all photographs may be used by both Paul Mitchell® and the entrant.
- Deadline for online application is Sunday, April 1, 2018, 11:59 p.m. PST. Entries received after this date will not be accepted.
- Any failure to comply with the rules of this competition will render a competitor liable for disqualification.
- It is the contestant's responsibility to perform a patch test prior to a hair color service.
- Please read and review all the contest rules at paulmitchell.com/cotl.

TIPS FOR ENTRANTS

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- Storyboard your concepts down to the nail polish, poses, props, etc. Practice the looks before the shoot.
- Be selective when choosing a model, makeup artist, fashion stylist and photographer. These essential people will make your best work even better and elevate the average shoot into award-winning territory.
- Minimize the number of people on set at the shoot. Too many could lead to chatter and distractions.
- Create a timeline and do your best to stick to it. Time management is very important—a shoot can easily get derailed, drain the energy of the team, frustrate the photographer or upset the model. See our Timeline Example for help.
- Set up a mini station on set with products, pins, water bottles and anything else you might need.
- Stay with the photographer and the model, paying attention to each and every frame.
- Make sure the final image submitted reflects your best effort and goal for the competition.

TIMELINE EXAMPLE

- 10 weeks out: Choose your inspiration look.
- 8 weeks out: Create your own storyboard.
- 6 weeks out: Choose your photo shoot team and select/book your model.
- 4 weeks out: Practice your complete look. Does it require adjustments with makeup, wardrobe or hair?
- 2 weeks out: Have your final model fitting.
- 1 week out: Create and confirm your shoot day. Send a schedule to your team so they know how the day will flow.
- Day of the shoot: Arrive calm with a positive attitude and your shoot will be a success.

NATURAL MAKEOVER



BEFORE



AFTER



BEFORE



AFTER

CREATIVE MAKEOVER



BEFORE



AFTER



BEFORE



AFTER



PAUL MITCHELL
PROFESSIONAL HAIR COLOR

RELEASE

Submission Date: _____

Contestant Name: _____

Contestant Email: _____

Telephone Number: _____

I hereby authorize and consent Paul Mitchell® the unlimited rights and permissions for the use and publication of the photo submitted.

Hairdresser (print name): _____

Hairdresser (signature): _____

Model (print name): _____

Model (signature): _____

Makeup artist (print name): _____

Makeup artist (signature): _____

Photographer (print name): _____

Photographer (signature): _____