

# WELLA NEXTGEN TALENT COMPETITION



**WIN WITH  
YOUR VISION**

**SHOWCASE YOUR TALENT LIVE ONSTAGE, ENTER TO WIN A CHANCE TO REPRESENT WELLA AS OUR  
NEXT GENERATION TALENT DURING THE BEAUTY CHANGES LIVES  
6TH ANNUAL NEXTGEN RUNWAY PRESENTATION @ AMERICA'S BEAUTY SHOW APRIL 29 2018**

---

ENTER NOW  
[BLOOM.COM/NEXTGEN](http://BLOOM.COM/NEXTGEN)

---

**ENTRIES CLOSE 3/5/2018**



**INSPIRATION**



# SPRING / SUMMER 2018 TRENDS

## NONTOURING

“Soft is beautiful. But only contrasting is daring.” These statements sound like absolute, self-evident truths. We disagree with this black & white thinking! Nontouring shifts the striking shapes of Contouring onto a higher level. Nontouring: Color to Soften Statement Styles.

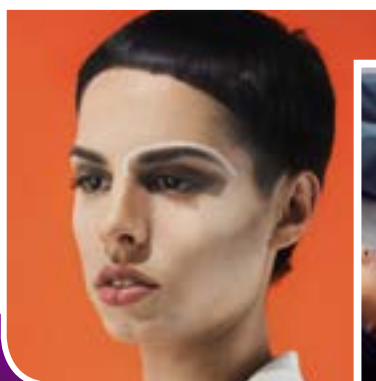
With Nontouring, color is used like a beauty filter. Harmonizing the lines of the hair style, color mellows even the most daring cut into a wearable, flattering look – without compromising on its edginess. Adding a natural glow and infusing your hair with warmth, while blending sharp contrasts in shapes and texture lets us go further in shifting the principles of beauty. For a flattering, mindful and positive self-image.



[Click here to browse all SS18 trend competition inspiration on Wella Professionals' Pinterest page.](#)

## COLOR PALETTE

The palette is rich with neutral tones. The accent colors are infusing your hair with warmth through shades that have a sunny undertone, giving your world a golden halo. Coral is key for cooler skin tones for a harmonious blend.



# AUTUMN / WINTER 2018 TRENDS

## PURE CHROMA

This season, Nontouring is the intentional use of tones within a color family that blend into one color – creating a monochrome effect. We created a monochromatic look, but with a closer look you can see multiple tones.

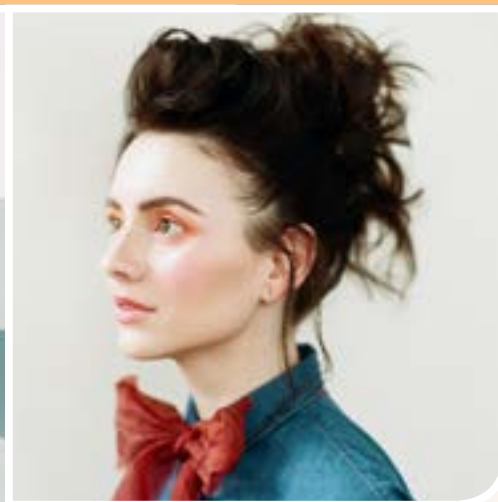
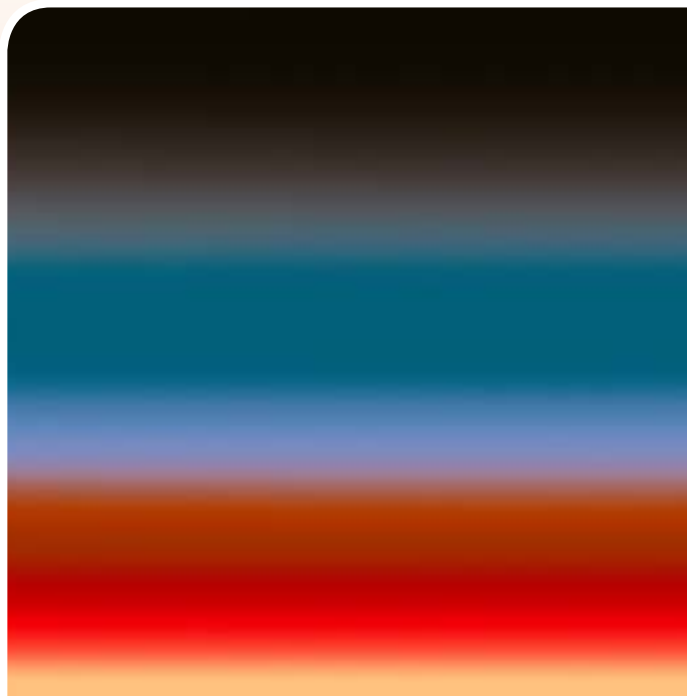
For AW18 we build on the Nontouring technique. Pure Chroma Nontouring is all about choosing carefully and intentionally the right tones in the same family for a harmonized look. Indeed, for contouring you will choose differentiated colors in order to create contrasts. For Nontouring, you want to blend, harmonize and hence choose tones within the same family. You do not choose only one color in order to still create dimensions.



[Click here to browse all AW18 trend competition inspiration on Wella Professionals' Pinterest page.](#)

## COLOR PALETTE

This season, the color palette heroes three single-minded pure colors: RED and BLUE and BLACK. These three vibrant intentional colors are played at different levels of intensity: from a bold red to brick and a pinkish nude, from black to pewter and from statement blue to lavender gray or cool silver.



# TIP SHEET

---

## HOW TO CREATE THE PERFECT HAIR PICTURE ON INSTAGRAM

### THE BASICS:

- A great model with character and personality.
- Suitable and interesting poses for your model.
- Wardrobe and makeup that complement the hair, not compete with it.
- Good light, and if not available the right tools to fix it.
- A clean background.

---

## MODEL

- Study your model's body shape and height, and find clothes that complement those lines, angles and general shape.
- Measure your model's bust, waist, hips and inseam prior to shopping for your TrendVision wardrobe.
- Although the focus is on hair, showing the person in the actual image adds more to the story.
- Eye contact and showing facial attributes are proven to attract more attention.

---

## POSES

- THE SUBJECT CLOSEST TO THE CAMERA WILL APPEAR THE LARGEST.
- In order to create more eye-catching images, create shapes by crossing and moving arms, legs, hips and face. There are several posing app guides for purchase that can help to get you started.
- Your angle of shooting dictates how the camera registers body proportions and also the emotion of your image. An upward angle states an elongated and empowered feeling, whereas a downward angle signals a belittling yet documentary feeling. Both angles work, but be aware how each affects your image!
- To create eye contact in your image, ask your model to push the face forward. If the belly or legs are in front, please bear in mind they will appear the largest and draw most attention to the viewer.
- Your choice for the pose is all dependent on your model's attributes and body shape. As a guideline, try to find shapes that both complement his/her facial shape and body yet at the same time creates VISUAL INTEREST.

---

## WARDROBE TIPS

- Create a storyboard of inspiration, incorporating fabrics, colors and a variety of textures that best reflect the trend you have chosen.
- Accessories can tell a story and should carry the design element through to complete a picture without overwhelming the overall image.
- Remember, the emphasis should be on hair color or hairstyling; choose clothing colors that enhance your hair color selection or complement your style choice.

---

## MAKEUP TIPS

- Pressed and finishing powders can "sit" on the surface of the skin, giving a dusty appearance in the final photo, so apply sparingly.
- Blend at every step of the application – eyes, lips and cheeks – to give the model's skin an airbrushed look.
- Highlight and contour your model's natural bone structure.
- Use individual and single lashes rather than full strips to create a more realistic look on the eyes.
- Matte eyeshadow and lipstick will add definition to your finished look.
- Before applying lipstick, exfoliate the model's lips to diminish lines.

---

## LIGHTING TIPS

Figure out what kind of light you have access to, then decide what tools you need to solve any issues, such as unflattering shadows or incorrect color cast from spotlights.

- The most neutral and flattering light for skin is natural light; always try to find a nearby window close to your background.
- If spotlights are your only source of light, tools such as an led ring lamp that mimic daylight are recommended. These lights will minimize long unflattering shadows on the facial area and also address incorrect color temperatures created from a spotlight.
- Some other tools that are more affordable are selfie LED Lights, phone flashlight and reflectors.
- Use walls as reflectors. A white wall will help to illuminate and a dark wall will assist to create shadows for a nice three-dimensional feel.  
The same theory applies to light or dark floors, it will bounce back light or create shadows onto your model.
- The best placement for the reflection of light is a 45-degree downward angle towards head.

---

## BACKGROUND

- Opt for a clean, non-reflective matte background.
- Avoid including rubbish, bottles, and any logos/signs.
- Look for textures, lines and material that enhance your look and complement the hair color (Ideally nearby a window for access to natural light).
- The further away from the background your model stands, the softer the background.

**NEW YORK STUDIO**

**LOS ANGELES STUDIO**





# RULES & REGULATIONS

# RULES & REGULATIONS

---

Submitting an entry constitutes your full and unconditional agreement to and acceptance of the complete **Official Rules** and the decisions of The Wella Corporation (“Sponsor”) and judges, which shall be final and binding on all matters relating to the Contest.

The Contest is open only to legal residents of the 50 United States, the District of Columbia, Canada and Puerto Rico who, as of the last day of the month prior to the date of entry, are eighteen (18) years of age, or the legal age of majority or older in the state or territory in which they reside. Void where prohibited by law. All federal, state, and local laws and regulations apply.

Any Entry not in compliance with the terms and conditions set forth in the complete **Official Rules** will be disqualified in Sponsor’s sole discretion.

The NEXTGEN open to hairdressers/colorists ages 18 and above **must be a current** STUDENT or recent graduates (up to 12 months). This recognizes best-in-class overall look. Models must be 18 years of age. The competition team consists of a hairdresser and a model. However, only the hairdresser whose name is on the entry form can do the color and the hair styling. Between the photo entry selection and the competition, the model can be changed.

## FINAL CONTESTANTS

---

- At the end of the application phase, when all nominees are assessed, the jury will pick the two finalist contestants who will compete at the Beauty changes lives 6th annual show April 29, 2018.
- Once the finalists have been chosen, WellaEd will publish an imagery in several places, i.e. Instagram, and Facebook. Coty, Inc. has the rights to post the images on owned social channels as well as on owned URLs.

- Throughout the entry period a jury will pick nominees.
- Criteria consists of:
  - 30% Consistency with Trend chosen and Suitability for promotional and advertising purposes
  - 30% Technical Finish and Displays Clear Link to Trend Movements
  - 40% Overall Appeal
- The chosen entrants are then requested to provide the following information via email:
  - School Name and address
  - Full Name
  - Address
  - Phone Number
  - Date of Birth
  - Full Style or Color description including all step-by-steps, including all products and formulas used.
- All nominees are initially contacted through Bloom, Direct Messenger with a standard text message including the email address they need to send their style/color details to.
- By uploading your Entry image to the Contest, you are agreeing that your photo will be available for viewing online and that your name will be present. Your Entry can be shared online.
- You also attest that you own any copyrights included in your Entry.
- The nominee images will be published on WellaEd Instagram and WellaEd Facebook pages.

---

Deadline for online application is **March 5,2018**. Entries/ photos that have been previously published cannot be considered (photo rights during the competition are reserved for Wella Professionals).

Please review the complete carefully.

# RULES & REGULATIONS

---

## LEGAL TERMS APPLICABLE GLOBALLY TO THIS CONTEST

Submitting an entry constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of The Wella Corporation ("Sponsor") and judges, which shall be final and binding on all matters relating to the Contest.

---

## ELIGIBILITY

The Contest is open only to legal residents of the 50 United States, the District of Columbia, and Puerto Rico who, as of the last day of the month prior to the date of entry, are eighteen (18) years of age, or the legal age of majority or older in the state or territory in which they reside. Void where prohibited by law. All federal, state, and local laws and regulations apply.

---

## PHOTO CONTENT RESTRICTIONS

All photos submitted in connection with this Contest must comply with the following:

- Your photo must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement.
- Your photo must not disparage Sponsor or any other person or party affiliated with the Contest.
- Your photo must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous, libelous or otherwise questionable. Sponsor retains sole discretion as to what constitutes inappropriate content.
- Your photo must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- Your photo must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state or territory where your photo is created.

Any Entry not in compliance with the above will be disqualified in Sponsor's sole discretion.

Each Entrant and, to the extent applicable, photographer and person/model depicted in photo, grant to Sponsor a worldwide, royalty-free, perpetual, non-exclusive right and license to copy, distribute, and display each submitted Entry, in any media and with the unlimited right to use, copy, modify, edit, and create derivative works therefrom, and agrees to execute documents confirming such right and license at Sponsor's reasonable request.

Sponsor's Address: The Wella Corporation, 6109 DeSoto Avenue, Woodland Hills CA 91367.

---

## PRIZES

### Creative Vision Gold Winner:

1. Winners trophy.
2. All expenses paid trip to participate in Wella's International Hair Competition. Dates, location and specifics TBD.
3. Participate in New York Fashion Week - Guaranteed spot working at New York Fashion week in the season following the 2018 Trend Vision competition. Take part in assisting the lead hairstylist or other top artist team members for the designer. Travel and expenses will be covered. Designer and specific dates TBD.
4. 12 month winner program which MAY consist of educational classes, social and trade media activities, recognition at local events, and involvement in brand and education plans.

## Two student winners will receive

1. Mentorship with Wella artistic team in preparation for the BCL show
2. All expense paid trip to attend the Beauty Changes Lives Sixth annual event in Chicago Il. April 29, 2018
3. Participate in the NextGen runway show.



# RULES & REGULATIONS

---

## GENERAL

Sponsor is not responsible for any problems or technical malfunctions, failures in servers, hardware or software transmission, errors, omissions, interruptions, communication failures or human error that may occur in the receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries and/or any entries submitted in a manner that is not expressly allowed under these rules. All incomplete or non-conforming entries and their entrants will be disqualified. Sponsor is not responsible for incorrect or inaccurate entry information caused by human error which may occur in the receipt or processing of the entries; or for any errors, misprints or typographical mistakes in any advertising of the Contest or prize notification.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

---

## WINNERS LIST

For the complete Contest winners list, available after the date the winners are announced, send your request along with a self addressed stamped envelope to Sponsor at the following address, within thirty (30) days following the end of the Contest: The Wella Corporation, 6109 De Soto Ave., Woodland Hills, CA 91367, USA.

---

## GOVERNING LAW

The Contest and the Official Rules shall be exclusively governed by and construed in accordance with the laws of the state of Ohio in the U.S., without regard to conflicts of law provisions. Entrants submit to exclusive personal jurisdiction in Ohio and agree that any dispute shall be brought in the state and federal courts in Ohio.

---

## About Products and Tools:

Only Wella Professionals products may be used on the day of competition. If competitors is chosen, they must document products and formulas used in the application form.

Use of fake hair is forbidden throughout the whole competition (no hairpieces, extensions, etc., are allowed)

Each hairdresser/team is responsible for providing his/her own personal equipment, such as scissors, brushes, combs, makeup, and clothing for completing the finished look.

Wella **does not** provide blowdryers, straightening irons.

A selection styling/finishing products. Other electrical equipment required by the hairdresser (e.g. curling and crimping irons) must comply with all health and safety regulations, must have a valid safety certificate

Wella Professionals accepts no responsibility for loss of and/or damage to electrical equipment

It is the competitor's responsibility to perform a skin sensitivity evaluation 48 hours before the color application. The model must sign the hair service consent form provided on site.

# RULES & REGULATIONS

Deadline for online application is **March 5, 2018**. Entries/photos that have been previously published cannot be considered (photo rights during the competition are reserved for Wella Professionals).

All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photos will not be returned.

Upon application, the candidate agrees to give his/her consent to publish his/her name on the wellaed.com, Wella Ed Tumblr, Facebook and Instagram. These photos can be used by Sponsor for promotional purposes.

## **ABOUT JUDGING**

The judges will be looking for the highest hair craftsmanship skills, creative interpretation of the individual's vision of "what's beautiful, wearable and inspiring" for salon-relevant hair taking inspiration from the Wella Professionals Trend Movements, as well as the candidate's own vision, while achieving a beautiful wearable and salon-relevant total look.

The requirements for a successful entry will include:

- Cut and color that complement each other.
- Inspiration that has been taken from many sources (e.g. the Wella Professionals Trend Collection, art, photography,

The competitor will be judged for his/her total individual vision:

- Criteria consists of:
  - o 30% Consistency with Trend chosen and Suitability for promotional and advertising purposes
  - o 30% Technical Finish and Displays Clear Link to Trend Movements
  - o 40% Overall Appeal