



JOIN IN



TWO TRENDS. ONE CHALLENGE.
YOUR CHANCE.

In 2009 GOLDWELL continues the search for the most creative trendsetters with the **Trend Zoom Color Challenge**.

Make sure you get the chance to set international trends yourself. The Trend Zoom Color Challenge is looking for the new creative team to create the new, global Trend Zoom Collection 2011 together with GOLDWELL's international Master Team!

Demonstrate your color competence and show that you can interpret trends in a highly creative way. Make yourself known among hairdressers worldwide: Set the trend.

SET THE TREND



THE CATEGORIES:

As a **GOLDWELL Stylist** you are able to choose between 2 categories at the Trend Zoom Color Challenge:

- » If Topchic and/or Colorance are the tools for your color creations, then you should enter the **Creative Colorist Category**.
- » If "illuminating hair" is your theme, then Elumen is the hair color for your creations, we welcome you to take part in the **Elumen Colorist Category**.

Have you already been working as a **GOLDWELL Freelancer**, either on stage or as a seminar trainer? Then we invite you to join the **Partner Colorist Category**. Interpret the trends with the GOLDWELL hair color of your choice!

In each of the three categories a national winner will be chosen and announced based on the beauty photos entered. All national winners will be invited to participate at the international live, hands-on competition in Las Vegas in October 2009!

THE JURY:

Both the national and international juries consist of famous, independent hairdressers, members of the professional press and fashion experts. The jury's decision is based on the following criteria: interpretation of the trend world, color technique, product use, appearance and attractiveness of the total style, harmony of cut and color, and aesthetics of the photo.

YOUR TICKET:

First, please decide which trend world you wish to interpret: Virtualist or Ecopolitan. Then choose a model, create your hair color and style, and send us a beauty photo showing the end result. The focus of the picture should be on the hair. The style and color have to be easily seen, and the overall feel should reflect the trend world you chose.

Please describe in detail which products and color technique you used to create your hairstyle and which trend world you are interpreting. For your competition entry only GOLDWELL hair colors are allowed (Topchic, Colorance, Elumen, Oxycur Platin, etc.).

WE HOPE YOU HAVE A LOT OF FUN AND EVEN MORE SUCCESS – SEE YOU SOON IN LAS VEGAS!

DEDICATED TO COLOR PERFECTION.



VIRTUALIST

VIRTUALIST

Can you merge unlimited virtual possibilities into reality? Virtualist shows you how:
By combining futuristic styles with mystical-heroic elements a trend with a fascinating, surreal aura is created.

Fashion becomes materialized identity – modern high-tech meets medieval spirituality. Inspired by armor and medieval gowns, the luxurious, shiny textures are weightless and thus give the futuristic touch.

It's the progressive, virtual color shades which give the straight, sleek, graphical hairstyles – inspired by medieval helmets – a futuristic look. Fascinating silvery grey shades and unseen metallic effects place unique accents and bring a mystical touch to the here and now.

Are you curious about this trend world? Then log on – we can't wait to see your interpretation of Virtualist!





ECOPOLITAN



ECOPOLITAN

Can you combine your cosmopolitan lifestyle with an awareness for nature?

An Ecopolitan lives it. An unconventional, exclusive look emerges that combines urban chic with natural appeal and aesthetics!

New thinking, new fashion. The Ecopolitan style breaks radically with classic cuts and functions, combining extremely natural elements with high-tech materials. Thus an extravagant fashion has evolved with playful and colorful details – the bio-hippie enters the high fashion designer stage.

Thanks to the innovative color scheme, a smooth transition between nature and design is created in the Ecopolitan world. Colorful, fashionable rich shades underline individuality and make a fashion statement with casual confidence.

Does this trend inspire you? Then we are already looking forward to your Ecopolitan creation!



TAKE PART



PARTICIPATION RULES

HOW TO PARTICIPATE IN THE TREND ZOOM COLOR CHALLENGE:

1. Choose which trend world you wish to interpret: Virtualist or Ecopolitan.
2. Define which category you belong to:
Creative Colorist Category: for creative color techniques with GOLDWELL Topchic and/or GOLDWELL Colorance (Lightening allowed).
Elumen Colorist Category: for creative color techniques done only with GOLDWELL Elumen (Lightening allowed).
Partner Colorist Category: for Stylists that have already worked as GOLDWELL Freelancers (seminar trainers, shows, photo shoots, etc.).
3. More than one Stylist per salon may participate but only one technique per Stylist is permitted.

YOUR ENTRY MATERIAL:

1. Maximum one beauty photo, which aligns to international press-standards (min. 4" x 6"; max. 8" x 10") and a photo CD with 300 dpi resolution.
2. Send your completed and signed participation form with the following information back to us:
 - Category you are participating in.
 - Name of the trend world you are interpreting.
 - Base shade level of your model.
 - A detailed description of your color technique, the products you used and placements. (Lightening and Blonding Cream are permitted.)
3. Payment of a \$50 entry fee must accompany your submission.

DEADLINE FOR RECEIPT OF ENTRIES IS THE 29ST OF MAY 2009.

SEND YOUR ENTRY TO:

USA: Trend Zoom Color Challenge
981 Corporate Boulevard, Linthicum Heights, MD 21090

CANADA: Trend Zoom Color Challenge
1045 Tristar Drive, Mississauga, Ontario, L5T 1W5

WHAT SHOULD THE PHOTO LOOK LIKE?

In order for the photographs to be comparable and to make sure the judging and evaluation focuses on color and technique, the pictures must meet following criteria:

1. The focus should be on the hair; hairstyle and color must be easy to identify.
2. No full body pictures. Waist high or above.
3. Of course you can support your interpretation of the trend with a respective outfit and/or accessories.
4. Male or female models (min. age 18), no children.
5. No black and white photos.
6. No Polaroids.
7. Include a photo CD with 300 dpi resolution of your entry photo.

THE JUDGING CRITERIA:

1. Interpretation of the trend world: Your style should reflect the trend world you chose, but at the same time not be a copy of the GOLDWELL Trend Zoom 09 collection! The picture will be judged both for trend world suitability as well as originality.
2. Color technique and product use of GOLDWELL colors: Use the GOLDWELL colors of your choice in the correct way, but also be innovative about your placements.
3. Appearance and attractiveness of the hairstyle.
4. Harmony of cut and color.
5. Aesthetics of the picture.

With all these criteria the focus is on the complete look.
Does your style fit the model? Does your color choice match the model?
Does your picture have an editorial appeal and can you imagine it in a top fashion magazine?

THE NATIONAL PRIZES:

1. Trip to international competition in Las Vegas
2. \$1,000 cash award
3. National award

THE INTERNATIONAL FINALE:

The national winners of all 3 categories will be invited by GOLDWELL to join the international, live hands-on competition in Las Vegas in October 2009.

1. At the international competition you have to recreate your look from the photo entry, and style and color a live model to present the end result in front of the jury.
2. The jury will judge your already submitted beauty photo and your live performance.
3. If you win on the international level you will be awarded the title of **Global Creative Colorist, Global Elumen Colorist** or **Global Partner Colorist** and you will be invited to be part of the new international creative team that will create the next GOLDWELL Trend Zoom Collection 2011.

Besides the great Award Party in Las Vegas you will experience first and exclusively the launch of the Trend Zoom Collection 2010! You will also have the opportunity to join inspiring Look & Learn Seminars.

IF YOU HAVE ANY QUESTIONS, CONTACT:

USA: 1-800-333-2442
CANADA: 1-800-387-3873

PARTICIPATION DECLARATION FOR THE TREND ZOOM COLOR CHALLENGE

Please enter your address here and send this card together with your beauty picture back to us.

Ms. Mrs. Mr.

Client Number (GOLDWELL to assign)

Name

Age

Salon

Salon Address:
Street, No.

Salon Telephone

E-mail Address

City, State, Postal Code

Country

INCOMPLETE ENTRIES WILL NOT BE JUDGED.

\$50 Entry Free to be paid via credit card:

_____ MC _____ Visa _____ American Express

Card No.: _____

Expiration Date: _____

3-or-4 Digit Security Code: _____

Card Holder's Name: _____

(Print)

PLEASE MARK

Trend: Virtualist
 Ecopolitan

Category: Creative Colorist
 Elumen Colorist
 Partner Colorist

- In the event that the registration for participation should contain personal data, the participant simultaneously communicates his or her consent that such data will be stored and electronically processed within the scope of the implementation of the Trend Zoom Color Challenge. Forwarding of such data to third parties shall be explicitly prohibited.
- Upon acceptance and execution of the terms and conditions of participation, the participant simultaneously assigns all rights of use/copyrights of image material submitted or generated in the course of a photo shoot in connection with the Trend Zoom Color Challenge to GOLDWELL/KPSS-Kao Professional Salon Services GmbH. Such utilization/copyrights shall be available indefinitely and without restrictions and may be transferred intra-KPSS-Group to other Group Companies.
- The required minimum age for all participants is 18.
- Employees of GOLDWELL and KPSS-Kao Professional Salon Services GmbH (or their local companies, subsidiaries or divisions) and their families shall be excluded from participation.
- We are unable to return submitted photos and registration documents. The assessment of submitted entries shall be performed strictly based upon the criteria stipulated in the terms and conditions of participation. No legal remedies are available.
- **The entry deadline is the 29th of May 2009. Unfortunately we will be unable to consider registrations received after this date.**

Signature

SEND YOUR ENTRY TO:

USA Participants: Trend Zoom Color Challenge
981 Corporate Boulevard
Linthicum Heights, MD 21090

CANADIAN Participants: Trend Zoom Color Challenge
1045 Tristar Drive
Mississauga, Ontario
L5T 1W5

IF YOU HAVE ANY QUESTIONS, CONTACT:

USA: 1-800-333-2442

CANADA: 1-800-387-3873

Please tell us the base shade level of your model and describe in detail your color technique, placements and the products you used:



Base level of model:

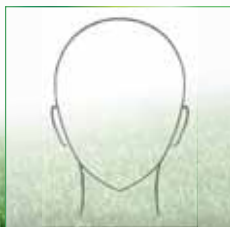
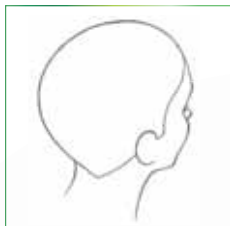
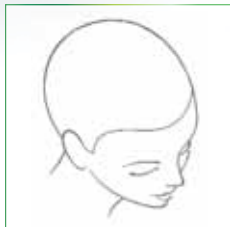


Photo (min. 4" x 6", max. 8" x 10").
Please do not bend or glue the photo.