

# L'Oréal Professionnel Style & Colour Trophy 2025

## Global Competition

### Terms and Conditions

Thank you for your interest in this Competition (the “**Competition**”) organized by L'Oréal, a limited company having a share capital of EUR 111 534 349,60 € with its head office located at 14, rue Royale – 75008 PARIS (France), registered at the Paris Trade & Company Register under number 632 012 100, acting on behalf of its brand “L'ORÉAL PROFESSIONNEL PARIS” (hereinafter the “**Organizer**”, “**Corporate Organizer**” or “**We**” or “**Us**”).

Please read these Terms & Conditions (hereinafter the “**T&Cs**”) carefully. They govern your participation in the Competition. By participating in the Competition, you unconditionally accept and agree with these T&Cs.

These T&Cs may be obtained free of charge by any person who requests access from the Organizer during the term of the Competition by e-mail request sent to [LPstyleandcolourtrophy@loreal.com](mailto:LPstyleandcolourtrophy@loreal.com) or by letter to the following address:

L'OREAL  
L'OREAL PROFESSIONNEL PARIS  
Style & Colour Trophy International  
62 avenue Charles Pasqua  
92300 Levallois-Perret  
France

“Style & Colour Trophy by L'Oréal Professionnel Paris” (the “**SCT**”) is a global Competition created by L'Oréal Professionnel Paris in order to make hairstylists shine and get the recognition of the profession and consumers through the creation of the most beautiful & creative looks.

The 2025 brief (the “**Brief**”) is for the Hairstylists (hereinafter the “**Competitor(s)**” or the “**Hairstylist(s)**”) to create a well-executed, modern, and personalized “elevated classics” looks (the “**Look**”). They must create one original look based on a classic hairstyle, made to express beauty and avant-gardism, matching the spirit of L'Oréal Professionnel Paris 's brand codes, respecting the Elevate Classics theme (the “**Theme**”). It's an invitation for competitors to explore the potential of timeless hairstyles, reinvented with cutting-edge techniques and avant-garde artistry. Reimagined iconic looks with a modern twist to showcase creativity and technical skills.

This Competition consists of national and global stages. The Local Stages of this Competition (defined on the Section 2.2.1) are governed by local terms and conditions established by each country participating in the Competition (the “**Country/ies**”) whereas the Global Stage of this Competition (defined on the Section 2.2.2) is governed by the following T&Cs.

#### **SECTION 1: TERM**

The Global Stage (as defined below) of this Competition shall be held from September 15th, 2025, to January 31st 2026.

#### **SECTION 2: PARTICIPATION**

##### **2.1. CONDITIONS OF PARTICIPATION**

Entry into the Competition is free of charge without any purchase obligation.

The Competition is open to all Hairstylists who have reached the minimum working age on the Competition start date in their respective countries. We may also require that you forward a copy of your personal identification as proof of age.

Members of personnel of the Organizer and persons having collaborated in the organization of the Competition and their respective families (i.e. persons within the same home for tax purposes) are prohibited from participating in the Competition.

The Hairstylist must remain the same throughout the Competition (from Local stage to the Finale). Proof of ID, such as passport or driver's license will be checked by the Organizer to verify the Competitor's names. The Organizer will only deviate from this rule in the case of exceptional circumstances (such as death, disability or serious illness) to be determined at the Organizer's sole discretion.

Wefts, weaves and extensions covering a maximum 50% of the head using exclusively L'Oréal Professionnel Paris color. No full wigs are allowed.

## 2.2. PROCEDURE FOR PARTICIPATION

### 2.2.1 Local Stages

The Local Stages defined hereinafter are governed by specific terms and conditions established by each Country.

Each Country shall designate one (1) Hairstylist to represent its respective Country.

Hairstylists shall provide to their respective countries:

- One (1) high-resolution photograph of the Hairstylist ;
- A comprehensive list of the Hairstylist's active social media account(s) (including relevant URLs/handles) ;
- A digital portfolio showcasing the Hairstylist's relevant work ;
- A video (16x9 format) wherein the Hairstylist introduces themselves

(hereinafter the "Submission **Materials**").

Countries shall provide to Organizer the Submission Materials listed above by September 15th 2025.

### 2.2.2 Global Stage

#### 2.2.2.1 Global Semi-Finale Stage

All Hairstylists designated until September 15th, 2025, by each Country will be eligible to enter the Global Semi-Finale Stage

Among the Hairstylist selected by the country, Organizer will select the 6 (six) finalists (" **Finalists**") to enter into the final competition. The Organizer shall select the finalists based on the Submission Materials.

The Global Semi-Finale involves the selection of the 6 (six) most promising Hairstylists from the pool of national selected Hairstylists by each Country.

Finalists will be notified by their respective countries of the Organizer's decision concerning their qualification for the Finale.

In the event, Hairstylists cannot participate in the Global Finale due to death, disability, illness, retirement or any other reason, the Competitors that will not be able to compete the Global Finales will be replaced by the following candidate in the ranking of the Global Semi-Finale.

#### 2.2.2.2 Finale

The Global Grand Finale trial will be recorded on set in a studio in Paris area (France) between November 17<sup>th</sup>, 2025, and November 21<sup>st</sup>, 2025.

The 6 (six) Finalists will enter the Finale which is composed of a recorded trial (the “**Trial**”).

The Global Grand Finale shall require each Hairstylist to create a new 'Elevated Classic Look' on a live model. Such models shall be selected and provided by the Organizer.

The competition shall be held at a designated venue in the Paris area and judged by a jury composed of Min Kim, Cesar Ramirez and Cyndia Harvey (the “**Jury**”)

The evaluation criteria applicable to the Hairstylists will be following :

- Execution : shape/ design, color and technique
- Creativity: story behind the hair related to them
- Elevated: avant gardness, is the look modern and daring ?

The hair can be any length, texture or color but must be inspirational and show skills in the color, style/cut and finish.

The hair must be in optimal condition – if the hair is in bad condition the model will not be considered as a winner. Show respect of safety and security rules. A cut, if featured, must show exceptional technical skill. The finish on the hair must not be overloaded with product. The hair must suit the model’s face and bone structure. Wefts, weaves and extensions shouldn’t exceed a maximum 50% of the model’s hair using exclusively L’Oréal Professionnel Paris color. (No full wigs are allowed.) The clothes & makeup should enhance and complement the overall look that the Finalists have created and not detract from it.

In case a Hairstylist use hairpieces and/or extensions, they must be colored on stage during the given time of the trial

The Organizer will provide makeup artist, clothes stylist and a model per Hairstylists.

The Hairstylists will work alone on set. No additional person is allowed on stage except the Hairstylist and the model.

The Hairstylist will proceed in two steps:

- 1<sup>st</sup> slot dedicated to color work
- 2<sup>nd</sup> slot to styling.

The Hairstylist can decide to continue with color on the 2<sup>nd</sup> slot but his/her look must be finished at the end of the 2<sup>nd</sup> slot. The exact details of the run du Trial will be communicated later by Organizer.

All Hairstylists International Finalists must be prepared to answer questions from the Organizer and the Jury about their technique, application and coloring techniques and products used on the model during the Trial.

It is agreed that the Trial will be recorded (including questions with the Jury, realization of the Look by Hairstylists) and broadcast online, from January 2026.

No smoking is allowed during on Trial.

In November (date to be confirmed by Organizer) a dinner/event gathering the Finalist will be scheduled.

Each Finalist hereby agrees to be filmed and photographed during the Trial.

### **SECTION 3: SELECTION OF WINNERS AND PRIZES**

#### **3.1. DESIGNATION OF THE INTERNATIONAL GRAND FINALE STAGE WINNERS**

The Jury will vote and designed the following winners: the Grand Winner, Second Place Winner and Third Place Winner on November 2025 (exact dates to be confirmed).

The winning Hairstylists shall receive a prize (the “**Prize**”) as described below:

1. Style & Colour Trophy 2025 –Grand Winner
2. Style & Colour Trophy 2025 – Second Place Winner
3. Style & Colour Trophy 2025 –Third Place Winner

(the “**Winners**”)

### **3.2. AWARDS & PRIZE**

The Grand Winner shall receive the following Prize: 10.000 euros paid via wire transfer by the relevant Country.

The Second Winner shall receive the following Prize: 5.000 euros paid via wire transfer by the relevant Country.

The Third Winner shall receive the following Prize: 3.000 euros paid via wire transfer by the relevant Country.

All Winners shall each receive a physical award.

The Organizer shall be responsible for covering the accommodation and food costs for participating Hairstylists during the Competition period and for the dinner organized by the Organizer in Paris. All travel expenses for participating Hairstylists, however, shall be the sole responsibility of the respective Hairstylists. Furthermore, the Organizer shall not bear any travel or accommodation costs for Winners’ companion(s), if applicable.

This award is personal and may not be assigned to any person other than the Winners. The Competitor agrees that the Organizer reserve the right to substitute another award as a substitute for the proposed award at any time whatsoever.

The Organizer shall be under no obligation to grant award if the Winners has not complied with the present Competition T&Cs.

The Prize offered to Winners may not give rise to any claim of any kind, nor the delivery of their exchange value in cash (total or partial), nor to the taking-back of the Prize, replacement or exchange with another Prize, of any value whatsoever, for any reason, including in case of loss or theft.

If the Winner renounces to the Prize, the said Prize would be considered as remaining the property of the Organizer which will be free to reassign or not.

## **SECTION 4: ORIGINAL CREATIONS AND PERSONALITY RIGHTS**

### **4.1 ORIGINAL CREATIONS**

For the purposes of the Competition, as a Competitor, you hereby expressly and free of charge authorize us to: reproduce, represent, modify, adapt (including translate), transfer and distribute the Submission Materials (hereinafter the “ **Creations**”) for all purposes of internal or external communications, including corporate communication (*inter alia* the L’Oréal Group Annual Report, L’Oréal Group activity reports and / or of its French and foreign subsidiaries, brochures, letters to shareholders ...), as well as for all public & press relations purposes, and for promotional and advertising purposes in relation to the products and/or the L’Oréal Professionnel Paris brand of the Organizer or companies of its group, on the following supports:

#### **AUDIOVISUAL**

Television (including billboards/sponsoring) by any and all means of exploitation/broadcast, whatever the standard of transmission, on fixed or mobile devices, free of charge or by subscription or by service on demand (including VOD, replay, sponsorship) including cooperative advertising; Cinema; Radio.

#### **DIGITAL/VIRTUAL MEDIA**

Any websites (internet, intranet, extranet) including but not limited to social networks, metaverse, gaming platforms, web3 and any extensions existing or future, e-commerce, market place, online retail store offering

virtual downloadable goods, CRM, e-mails, cooperative advertising, newsletters, online catalogues, online training materials, mobile/tablet apps, text transmissions (SMS, MMS), in-game advertisements, advergames, any online advertising (including online video ads, banner ads, key words advertising, augmented reality ads, shopping ad formats), any multimedia files containing text, video, audio or artworks, authenticated by non-fungible tokens [NFT] or transactions using blockchain technology.

#### PRESS

Any form of press (whether free or paid), whether in print or digital format, including newspapers, weeklies, consumer and trade magazines.

Concerning "on-board magazines", only the date of publication is relevant, even if the duration of their distribution may be particularly long given their method of distribution.

#### PUBLIC AND PRESS RELATIONS

Any form of press relations material (print or digital) including press kits, press releases, editorials and/or magazine covers (without buying media space), material used during events, samples.

#### OUTDOOR ADVERTISING (OOH)

Any and all forms of outdoor display (printed and digital) in public places such as billboards, airport advertising, urban furniture/kiosks, campus ads, bus shelters, metro ads, taxi ads, elevator ads.

#### POINT OF SALE (POS)

Any and all forms of materials (printed and digital) located in points of sales such as posters, shelf/presentation display, boxes, podiums, aisles, digital display, coverings, virtual try-on, virtual testers.

#### PACKAGING

Any and all forms of packaging such as primary and secondary packaging, coffrets, boxes, kits, sleeves, inner instruction guides.

#### EDITION

Any and all other printed materials such as brochures, catalogues, sample cards, leaflets, postcards, promotional bags, sales/trade materials, training materials, cooperative advertising, gifts with purchase.

Hereinafter the **"Media Supports"**.

This authorization includes the possibility for the Organizer to modify, add, and delete parts of the original Creations.

This authorization is granted free of charge commencing from the initial broadcast to the public of your Creations throughout the world without limitation as to number or excerpt, on the Media Supports for the legal duration of intellectual property rights.

You hereby expressly declare that you hold any and all rights to the Creations forwarded to our attention.

You hereby guarantee to the Organizer the free and peaceful enjoyment of the Creations and the rights attached to these Creations. You will indemnify the Organizer against any claim from a third party, whatever its nature, which may be incurred due to the use of the Creations by the Organizer.

For any non-commercial, internal or external communication for cultural, educational, documentary, journalistic, or information purposes, as well as for all corporate and financial communication of the L'Oréal Professional Paris Brand and/or L'Oréal Group (e.g. annual report of the L'Oréal Group, business reports of the L'Oréal Group, of its French and foreign subsidiaries, brochures, letters to shareholders, financial press, greeting cards etc.), or historic retrospectives of the L'Oréal Professional Paris Brand or the L'Oréal Group, You authorize the Organizer or the L'Oréal Group, to proceed or authorize, in such regard, to reproductions, representations and adaptations of the Creations covered hereby. Such authorization is granted without additional remuneration, for an unlimited period of time and for the entire world, on all media, without limitation as to quantity.

## 4.2 PERSONALITY RIGHTS

For the purposes of the Competition, as a Competitor, you hereby expressly and free of charge authorize us to: reproduce, represent, modify, adapt, transfer and distribute your image (including but not limited to the attributes of your personality such as your image, name, surname, avatar, voice, professional name, pseudonym etc.) as reproduced in the Submission Materials but also as reproduced during the Competition in connection with the Competition for all purposes of internal or external communications, including corporate communication (*inter alia* the L'Oréal Group Annual Report, L'Oréal Group activity reports and / or of its French and foreign subsidiaries, brochures, letters to shareholders ...), as well as for all public & press relations purposes, and for promotional and advertising purposes in relation to the products and/or the L'Oréal Professionnel Paris Brand of the Organizer or companies of its group, on the Media Supports as defined in Article 4.1.

This authorization is granted free of charge commencing from the date of first use of the Competitor's image throughout the world without limitation as to number or excerpt and for the Media Supports as stated in Section 2.1 for a 5 (five) year term commencing on the date of first use of the Competitor's image.

It is understood that communication materials reproducing Competitors' image may be difficult to remove from the L'Oréal Paris and/or L'Oréal Group's social media channels and sharing websites (such as Facebook, Instagram, Pinterest, Tumblr, Youtube etc.), and Competitors agree that such communication materials may remain on social media channels and sharing websites as they were originally posted provided that after the aforementioned term, the Corporate Organizer shall not repost or authorize others to repost such materials.

You hereby expressly declare that you hold any and all rights and all necessary authorizations required for the quiet enjoyment by the Corporate Organizer of the rights assigned hereby.

#### **4.3 MISCELLANEOUS**

Any images supplied by L'Oréal to the Competitors must always be credited to L'Oréal Professionnel Paris Style & Colour Trophy (#lorealpro #SCT2025) when being used for any purpose whatsoever.

The Winners must be prepared to take part in publicity accompanying or resulting from the Competition. No additional compensation will be awarded for such promotional activities.

#### **SECTION 5: PERSONAL INFORMATION**

Personal data collected for the purposes of the Competition is processed by the Organizer in order to enable the judges to choose the International Winners.

Personal data is collected to be able to send the prizes to the International Winners of the International Stage.

The Participants' personal data is retained by the Organizer as long as necessary (i) for the purposes of the Competition, (ii) to meet the Participants' needs or (iii) in order to fulfill the Organizer's legal obligations.

The duration of the data retention is based upon the following criteria:

- If you participate in the Competition, your personal data is retained for the whole time of the Competition and during the time necessary to deliver the prizes earlier mentioned in Article 3 hereinabove.
- If you contact the Organizer to ask it about something related to the Competition, your personal data is retained during the time necessary to answer your demand.

You are entitled to a right of access, opposition, rectification and deletion of data, which concern you personally. You may exercise these rights by sending an e-mail to our attention with a copy of a personal identification document (such as: identity card, passport or driving license) to the following address:

You hereby recognize that, by exercising the right to delete your data prior to the end of the Competition, you have waived your right to participation.

#### **SECTION 6: LIABILITY**

The Organizer shall not be held liable for the granting of a Competitor's Prize, nor incur any liability whatsoever in the event of force majeure or other similar events which are beyond their control interfering with the organization and management of the Competition.

If exceptional circumstances require, the Organizer reserves the right to postpone, shorten, extend, modify, cancel or suspend the Competition and the liability of the Organizer cannot be sought as a result.

The Organizer shall not be held liable for any dissatisfaction of the Winners regarding their Prize.

The Organizer shall not be held liable for any incidents and/or accidents that may occur to the Winners during the enjoyment of the Prize.

#### **SECTION 7: AMENDMENT OF THE RULES**

We may be required to amend these rules *inter alia* to comply with any new legislation and/or applicable regulations.

Any amendment shall be integrated within these rules and shall be announced by e-mail and filed with the Court bailiff identified in Section 8.

In the event that any clause hereunder is declared null or void, it shall have no impact on the validity of the rules themselves.

#### **SECTION 8: DEPOSIT AND CONSULTATION OF THE RULES**

The full set of T&Cs is filed with SCP KRIEF - Jacky KRIEF, 28 Rue Palloy, 92110 Clichy

The full set of T&Cs may be consulted at the following address by simple e-mail request sent to : [constance.hochberg@loreal.com](mailto:constance.hochberg@loreal.com) or [LPstyleandcolourtrophy@loreal.com](mailto:LPstyleandcolourtrophy@loreal.com) throughout the term of the Competition and may also be forwarded at no charge to any person requesting them throughout the duration of the Competition from the Corporate Organizer at the following postal address:

#### **LP Style & Colour Trophy International**

62 avenue Charles Pasqua  
92300 Levallois-Perret  
France