

# Trend Zoom '19

**COLOR**  
Zinspire

Let your  
**CREATIVITY**  
&  
**IMAGINATION**  
be your guide  
for  
your entry



# ZOOM COLOR CONTEST

**student  
APPLICATION**

**TREND ZOOM '19 SALON & SPA TRADE SHOW**

SUNDAY, OCTOBER 27, 2019 10:00am - 6:00pm  
MONDAY, OCTOBER 28, 2019 9:30am - 4:00pm

Turning Stone Resort and Casino • 5218 Patrick Rd. ¥ Verona, NY 13478

**goldwellny.com**



**GOLDWELL NEW YORK**  
PRODUCTS. EDUCATION. BUSINESS SOLUTIONS.

# The Rules

Your model entry must be completed with **GOLDWELL NY** products only

## COLOR

- Goldwell Topchic
- Colorance
- Elumen
- Nectaya
- @pure pigments
- ReShade
- Surface Pure Color
- MiN
- American Culture
- Pure Blends

## LIGHTENERS

- HiBlondes
- SilkLift
- SilkLift Control
- Oxycur Platin
- Oxycur Platin Ultra
- Surface Pure Blonde

## FINISHING STYLING

- Goldwell
- KMS
- Surface
- amika:
- DevaCurl
- Agadir
- Malibu
- American Culture

*Be Creative* Choose a suitable model (male or female) and take a photo of model's hairstyle. Model's hairstyle must be original and does not copy any past or present Goldwell NY Brand Collections.

More than one student per class/ school can participate. One photo entry per stylist is permitted.

Open to legal residents of NYS, (Goldwell New York territory) who are currently enrolled in a Cosmetology Program. Student is responsible for completing **ALL** work on submission during school hours under the supervision of your Instructor.

Re-touching is permitted as long as it serves to correct the skin tone or minor blemishes only.

Complete the **ZOOM COLOR CHALLENGE '19** form on page 4 or available through your Goldwell NY Salon Consultant, Store Associate or email Laurie DeSanto @ [ldesanto@goldwellny.com](mailto:ldesanto@goldwellny.com).

ALL ENTRIES MUST BE RECEIVED BY MIDNIGHT OCTOBER 1, 2019.

Photo must be a min of 300 DPI resolution on either JPG or PDF format. The photo must be at least 4,800 x 6,000 pixels and no smaller than 16x20" DO NOT BEND PHOTO.

All entries will receive a confirmation return email. ***IF YOU SUBMIT AN ENTRY AND DO NOT RECEIVE A CONFIRMATION EMAIL PLEASE CALL LAURIE DESANTO @ 585.424.4110 EXT.223***

**EMAIL:** Laurie DeSanto at [ldesanto@goldwellny.com](mailto:ldesanto@goldwellny.com)

or

**MAIL:** Goldwell NY 2117 Brighton Henrietta T.L. Rd. Rochester, NY 14623  
ATTENTION: GNY Zoom Color Challenge '19/ L DeSanto

# How to Enter

# Judging

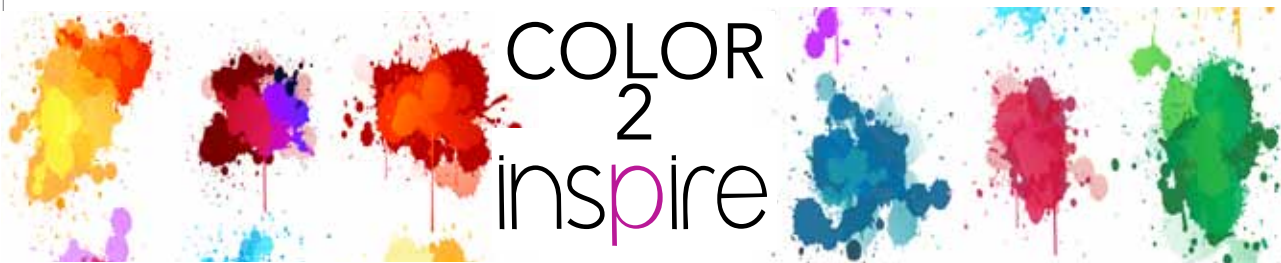
On or about October 6, 2019 the entries will be judged by a panel of qualified judges determined by Sr. Management of GNY its sole & absolute discretion, including independent hairdressers.

The Top 10 Finalists will be notified by phone on or about October 6, 2019. **It is only after this time that the entrant may post their submission on Social Media.**

*Any posting prior to October 6, 2019 the entry will be disqualified*

The TOP 10 FINALISTS will have their submission displayed at the Goldwell NY Trend Zoom '19 Trade Show Sunday October 27 & Monday 28, 2019.

Each stylist entering the Goldwell NY Trend Zoom '19 Trade Show will be given 1 clearly marked voting ticket. **Voting will end at 12:00 pm MONDAY, OCTOBER 28, 2019.**



### 1<sup>st</sup> Place

- 1- "Tools of the Trade" to include: Scissors, Blow Dryer, Brush Set, Combs, Clips and Cape in a carry bag. Value: \$450.00
- 2- 2-Day Show tickets to Goldwell NY Trend Zoom '20 Value: \$150.00
- 2- Front row reserved seats to the main stage presentation Value: Priceless

**TOTAL VALUE: \$600.00**

### 2<sup>nd</sup> Place

- 1- "Tools of the Trade" to include: Blow Dryer, Brush Set, Combs and Clips in a carry bag. Value: \$150.00
- 2- 2-Day Show tickets to Goldwell NY Trend Zoom '20 Value: \$150.00
- 2- Front row reserved seats to the main stage presentation Value: Priceless

**TOTAL VALUE: \$300.00**

### 3<sup>rd</sup> Place

- 2- Show tickets to Goldwell NY Trend Zoom '18 Value: \$150.00
- 1- \$50.00 Gift Card to a Goldwell New York Store Value: \$50.00

**TOTAL VALUE: \$200.00**

### Guest Artist Choice

- 1- Carry bag containing: 1- Flat Iron and 3- Brushes Value: \$200.00

**TOTAL VALUE: \$200.00**

### Entrants 4-10

- 1- \$25.00 gift card to a Goldwell New York Store Value: \$25.00

**TOTAL VALUE: \$25.00**

### The 10 Finalists

- Will receive their entry printed and mounted (24x36)
- A Congratulatory letter and a participation certificate signed by Steven Neumaier, President Goldwell New York

**TOTAL VALUE: PRICELESS**

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### Fine Print:

Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability, Goldwell NY reserved the right to substitute a prize of equal or greater value. By entering Goldwell NY Zoom Color Challenge '19, each entrant warrants and represents the following with respect to entrants submission: **(a)** Entrant is the sole and exclusive owner of the Submission; **(b)** The submission will not infringe on any rights of any third party, including but not limited to copyright, trademark, privacy, publicity and/or other intellectual property right; **(c)** The submission complies with the contest guidelines and contest restrictions (defined below); and **(d)** The submission has not been submitted in a promotion of any kind, won any kind of award &/or been exhibited or displayed publicly through any means. **(e)** Entrant must have permission from the model appearing in submission to use model's name, photo, image and other likeness in the submission for purposes of this contest. If requested by Goldwell NY, entrant must be able to provide such permission in a form acceptable to Goldwell NY **(f)** Limit one (1) submission per Student. More than one student per school can enter. All entries, including submission, become the sole and exclusive property of Goldwell NY and receipt of entry will not be acknowledged or returned. Goldwell NY is not responsible for lost, late, illegible, stolen incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Goldwell NY.

# STUDENT COMPETITION

GOLDWELL NEW YORK ZOOM COLOR CHALLENGE '19

**PLEASE PRINT CLEARLY**

**STUDENT** Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**School Name:** \_\_\_\_\_  
School Address: \_\_\_\_\_  
Number of hours completed as a Comstology Student: \_\_\_\_\_ Age: \_\_\_\_\_

*I hereby confirm with my signature that I have read and understood and agreed with the Terms and Conditions for participation as laid out in this brochure.*

\_\_\_\_\_  
Signature of Student: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Parent or Legal Guardian: \_\_\_\_\_ Date: \_\_\_\_\_  
*(if Student is under the age of 18)*

\_\_\_\_\_  
Signature of Teacher or Director of School: \_\_\_\_\_ Date: \_\_\_\_\_

**list all products used**

_____	_____	_____
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Entry Form

*Please describe in detail your*  
**>> COLOR TECHNIQUE**  
**>> COLOR PLACEMENT**  
**>> GOLDWELL NY PRODUCTS**  
*you used to create your entry*







