

Trend Zoom '19

COLOR
ZINSPIRE

Let your
CREATIVITY
&
IMAGINATION
be your guide
for
your entry



ZOOM COLOR CONTEST

STYLIST
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 stylist per salon can participate. One photo entry per stylist is permitted.

Open to all Licensd New York State Cosmetologists, (Goldwell New York territory)

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.

HOW TO ENTER

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

or

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

JUDGING

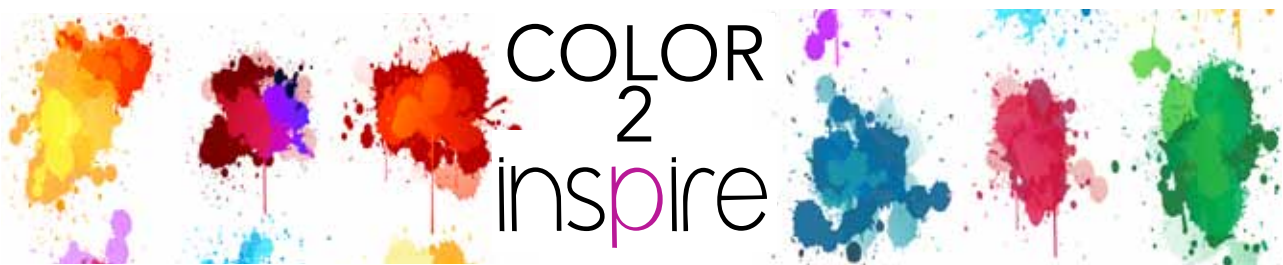
On or about October 6, 2019 the entries will be judged by a panel of qualified judges determined by Sr. Management of GNY its sole & absolute discretion, including independent hairdressers.

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 clearly marked voting tickets. **Voting will end at 3:00 pm SUNDAY, OCTOBER 27, 2019.**



THE PRIZES

1ST PLACE

- 1- Ticket to the KMS/Goldwell NYC Academy. This ticket includes airfare and hotel for 2 nights (this does not include meals)
- 2- Show tickets to Goldwell NY Trend Zoom '20
- 2- Front row reserved seats to the main stage presentation
- Winner will have their entry featured **on** the front cover of a Goldwell New York News and Events Magazine

Value: \$2,000
Value: \$150
Value: Priceless
Value: Priceless
TOTAL VALUE: \$2,150

2ND PLACE

- 2- Show tickets to Goldwell NY Trend Zoom '20
- 2- Front row reserved seats to the main stage presentation
- 1- Hands On Ticket to Goldwell NY Trend Zoom '18 (winner's choice)
- 1- Overnight Room in the Turning Stone Resort and Casino Tower (for Sunday night stay)

Value: \$150
Value: Priceless
Value: \$175
Value: \$175
TOTAL VALUE: \$500

3RD PLACE:

- 2- Show tickets to Goldwell NY Trend Zoom '20
- 1- \$75 Gift Card to a Goldwell New York Store

Value: \$150
Value: \$75
TOTAL VALUE: \$225

GUEST ARTIST CHOICE:

- 1- Carry bag containing:
 - 1- Blow Dryer, 1- Flat Iron and 3- Brushes
- Entry will be published in a future Goldwell New York News and Events Magazine

Value: \$350
Value: Priceless
TOTAL VALUE: \$350

ENTRANTS 4-10:

- 1- \$25 gift card to a Goldwell New York Store
- Entry will be published in a future Goldwell New York News and Events Magazine

Value: \$25
Value: Priceless
TOTAL VALUE: \$25

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
TOTAL VALUE: PRICELESS

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 publicity 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 stylists. More than one employee per salon 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.

STYLIST COMPETITION

GOLDWELL NEW YORK ZOOM COLOR CHALLENGE '19

PLEASE PRINT CLEARLY

STYLIST Name: _____

Address: _____ Zip Code: _____

Email Address: _____ Phone: _____

Salon Name: _____

Salon Address: _____

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 Stylist: _____ Date: _____

LIST ALL PRODUCTS USED

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

