

hair

AWARDS

2019

hair SUPER 60

They are the most hard-working, high-achieving hair buys around and your product could be one of them. **Enter now!**

Haircare

- 1** Daily shampoo and conditioner
- 2** Shampoo and conditioner for dry hair
- 3** Shampoo and conditioner for oily hair
- 4** Volumising shampoo and conditioner
- 5** Shampoo and conditioner for curls
- 6** Colour care shampoo and conditioner
- 7** Shampoo and conditioner for blondes
- 8** Shampoo and conditioner for brunettes
- 9** Shampoo and conditioner for redheads
- 10** Smoothing/straightening shampoo and conditioner
- 11** Anti-aging shampoo and conditioner
- 12** Cruelty-free shampoo and conditioner¹
- 13** Shampoo and conditioner for hair loss
- 14** Clarifying shampoo
- 15** Leave-in conditioner
- 16** Intensive conditioning treatment
- 17** Hair Oil
- 18** Travel range
- 19** Zero plastic shampoo and conditioner

Afro

- 20** Shampoo
- 21** Conditioner
- 22** Natural hair range²
- 23** Hair Oil
- 24** Masque

Styling

- 25** Dry shampoo
- 26** Defining styler
- 27** Texturising product
- 28** Volumising product
- 29** Styling product for curls
- 30** Smoothing/straightening product
- 31** Heat protection product
- 32** Serum
- 33** Shine spray
- 34** Hairspray
- 35** Men's range³

Extensions

- 36** Human hair extensions (Afro)⁴
- 37** Human hair extensions (European)
- 38** Instant extensions – human hair
- 39** Instant extensions – synthetic hair
- 40** Hairpiece

Best High Street

- 41** Shampoo
- 42** Conditioner

Best Professional

- 43** Shampoo
- 44** Conditioner

Hot Tools

- 45** Hairdryer
- 46** Straighteners
- 47** Curling tongs/wands
- 48** Travel electrical set

Brushes

- 49** Round brush
- 50** Paddle brush
- 51** Multi-purpose brush
- 52** Natural bristle brush
- 53** Comb
- 54** Detangler

Home Colour

- 55** Permanent colour
- 56** Semi-permanent colour
- 57** Instant colour

Hair Health

- 58** Hair supplement
- 59** Hair loss product

- 60** Star product (most innovative new product)

Plus!

In recognition of the importance of the retailer:

Best Online Hair Boutique

Our winner will offer an extensive range of hair booty at the click of a mouse. Lots of product info, beautiful design and speedy presentation will all work together to make you a wonder!

Hottest High Street Hair Destination

With all the best products from the best brands on the market under one roof, our winner will be the go-to for brilliant deals and an easy-to-browse environment.

¹ These products must be accredited with the Cruelty Free International Leaping Bunny logo or PETA approved.
² Made specifically for natural Afro hair, maximum five products
³ Maximum five products
⁴ Weft extensions only

HOW TO ENTER...

hair SUPER 60

Each entry should comprise of:

- One sample of the product you are entering, clearly labelled with the category name and number. Please tape-up the bottle tops to ensure no spillage occurs during transit.
- A product nomination form must be fully completed (if entering more than one product, a nomination form must be filled out for each product).
- A cheque for £15 (per entry) made payable to Haversham Publications Ltd. Payment can be made via BACS or credit card. Please see hairawards.com for more information.
- Send your entry to: **hair** Magazine Awards
20 Freebournes Road, Witham, Essex CM8 3UN

Rules of entry

- Products that are not correctly labelled, without a nomination form or payment details will not be part of the shortlisting process.
- If your haircare/styling product is shortlisted, you must be prepared to submit a further five* samples for reader testing. These will not be returned.
- Products can be entered into multiple categories, but a separate entry form, fee and sample must be provided for each.
- All nominated products must be available for purchase in the UK in January 2019.
- **hair** reserves the right to move nominations into another relevant category. Should this happen, you will be informed of the change.

What's next ...

- Shortlisting will be performed by the **hair** team. If your entry has reached the shortlist you will be notified by email.
- Winners will be revealed on the **hair** magazine.co.uk website in early September 2019.
- *Electrical tools will be required to submit two further samples for testing.

The Super 60 Judging Process

After initial shortlisting by the **hair** team, the finalists will be tested by our elite panel of reader testers. Each judge will be allocated products based on their hair type and will have the opportunity to test them at home for one month, as part of their care and styling routine.

CLOSING DATE FOR SUPER 60 ENTRIES:

15th March 2019

For more information, go to hairmagazine.co.uk
or email hairawards@hairmags.co.uk



Sam Burnett of Hare & Bone receiving his 2018 HAIR Award for Best London Salon.

THE cut



Rules of Entry

- Open to all UK-based salons and stylists.
- Each entry must be accompanied by an entry form and a £30 entry fee.
- You can enter multiple categories, but an entry form and fee must be submitted for each.
- Entries for 'I Want His/Her Hair!' must have been photographed in the last 12 months.
- Finalists in all categories of **THE cut** (except 'I Want His/Her Hair!' and Extensionist) will be judged in part by mystery shoppers chosen from a panel of **hair** readers. As a finalist you will be required to submit a gift voucher for the value of a cut and blow-dry or colour service, to allow this to take place. Finalists will be contacted and given full details of this procedure at a later date.
- Entries must adhere to the criteria and be submitted in digital format and emailed to entries@thehairawards.com. Each PDF must be provided in 72 dpi and photographic examples of work supplied at 72 dpi and 300 dpi. Please limit PDF and 72 dpi images to 2 MB for each file.
- Entries arriving after the closing date 31st March 2019, will be disqualified.
- You will be notified if you are a finalist.
- No expenses incurred by **THE cut** will be paid.
- The judges' decision is final.

CLOSING DATE FOR THE CUT ENTRIES:

31st March 2019

For more information, go to hairmagazine.co.uk
or email hairawards@hairmags.co.uk

HOW CAN THE HELP YOUR BRAND?

hair
AWARDS
2019

You've won, so go ahead and shout about it...

From product stickers to window vinyls and online branding, previous years' winners used their award to drive brand awareness and sales. Winning a **hair** Award is a powerful brand endorsement and is proven to push sales. Make sure you're part of it!

“The Contemporary group of salons were absolutely delighted to pick up the award for Best Salon Group! It's been great for staff morale and of course our clients are enjoying the prestige of belonging to an award winning salon.”

Alan Simpson, Contemporary Salons

x1000

**hair AWARDS
STICKERS FOR YOUR
TARGETED MAILOUTS
AND PRODUCT
PACKAGING!**

Increased web presence

Feature on the **hair** website and link up with us! Plus, we'll Tweet about our winners all year long.

Show off with our showcards

Nothing finishes off a window or reception desk as well as a classic showcard. **hair** Awards showcards are eye-catching, informative and impressive.

Enhance your advertisements

We'll provide you with the coveted **hair** Awards accolade logo artwork for use on all of your advertising.

Wonderful word of mouth!

Our army of readers will test your products, love them and rave about them. There's no recommendation like it!

• **Stickers**

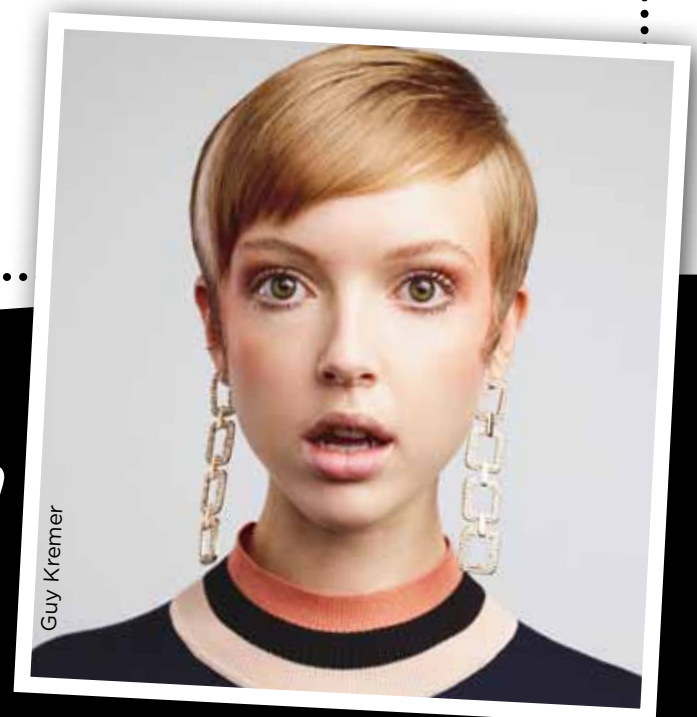
We can produce a variety of stickers to meet your requirements, from individual products to window vinyls.

• **Showcards and shelf-talkers**

We can produce bespoke showcards and shelftalkers – two great ways to let everyone know about your award in-store or in-salon to your customers. We are happy to work to your specifications.

**You know it
makes sense!**

Enquiries: hairawards@hairmags.co.uk



Guy Kremer

hair SUPER 60

Please return your entry form by **15th March 2019**

Product details

For Retailer categories only

*(This is the only information we require from you for this category as judging will be carried out by **hair** magazine readers)*

Nominee details

ALL entrants must complete this form in order to have their entry processed. Please feel free to photocopy this form as many times as you wish.

Go to hairmagazine.co.uk for further forms or more information. Please make sure that with your entry form you enclose a **CHEQUE FOR £15* PER ENTRY** made payable to Haversham Publications Ltd. Payment can also be made via BACs [Sort code: **40-05-16** Account no: **51641891** IBAN no: **GB82HBUK40051651641891** Account name: **Haversham Publications Limited** Reference: **Hair Awards/Entry Name**.

Please note: your entry will not be processed unless payment has been received. (*Includes VAT)