

hair

AWARDS

2019

THE cut

Are you the best at what you do? Will you make The Cut?
There's only one way to see if you've got what it takes...

ENTER NOW! AWARDS CATEGORIES

Salon Stylist

Some stylists are just born to be brilliant! You've created a buzz in your salon, the industry and beyond for being amazing at what you do. Clients love you and your hairdressing which is creative yet commercial, beautiful yet not afraid of pushing the boundaries. You embrace the diversity of working behind the chair but also those opportunities beyond the salon, such as shoots and session work.

Colour Expert

There's nothing like a good colour job to really finish off a look! And if you're a shade fanatic who loves conjuring up beautiful hues that make clients look gorgeous, then this is the category for you.

Best Extensionist

Applying extensions is an art all of its own and we're looking for the go-to experts who make it look easy and give the most natural results.

Men's Hairdresser

It's a massive area of the market, so we want to celebrate those stylists who are all about the blokes! If you're dedicated to male grooming and are constantly thinking up new styles and innovative looks, then we want to hear from you.

Bridal/Long Hair Expert

You're passionate about tresses for that big occasion and have a queue of brides-to-be beating their way to your door! You work tirelessly with your clients to create a look that fits their vision, theme, dress and personality and can soothe the most nervous wedding party.

London Salon

This salon is the coolest place to go for hair in the capital. Beautiful hair and a 'want-to-be-part-of-it' atmosphere go hand-in-hand to make this salon a must-visit for Londoners in the know.

Regional Salon

(categories: North, South, East, West, Midlands, Scotland, Ireland)

A brilliant local salon is a hub of creativity and cool in its area. Your reputation has grown by word of mouth and you have a legion of loyal followers that wouldn't dream of booking anywhere else. A dedicated team with original ideas, an amazing environment that makes clients want to return time after time and that edge that makes you stand out from the crowd are what we're looking for in a winner.



Afro Stylist

The knack for predicting trends and making your clients look and feel beautiful comes naturally to you! Word of your talent has spread beyond the salon and you are now known in the industry for being brilliant at what you do. You are not afraid to push the boundaries, yet your hairdressing remains commercial even at its most creative. Clients love you and your hairdressing, and while you enjoy the diversity of working behind the chair you also grab the opportunity to excel outside the salon, taking part in photoshoots and session work.

Afro Salon

A brilliant local salon is a hub of creativity and cool in its area. Your reputation has grown by word of mouth and you have a legion of loyal followers that wouldn't dream of booking anywhere else. A dedicated team with original ideas, an amazing environment that makes clients want to return time after time and that edge that makes you stand out from the crowd are what we're looking for in a winner.

Salon Group

A strong brand, first class hairdressing and a presence in every town in the area makes for a winning regional salon group. Your brand is synonymous with the local area and has built up a true trust with clients - enabling you to expand and grow. Open to groups with five salons or more.

'I Want Her Hair!'

Quite simply, we are looking for an image which depicts a look that will have our readers telling their hairdresser: 'I want that hair!' Beautiful, stylish, wearable - does your hairdressing have what it takes?

'I Want His Hair!'

This needs to be an image which embodies everything the modern man wants from his hairstyle and will inspire our male readers to say 'I want that hair!' Slick, edgy, wearable - are your skills up to the challenge?

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

THE **cut** ENTRY CRITERIA

Please ensure your entry meets the following specifications

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Salon Stylist

Some stylists are just born to be brilliant! You've created a buzz in your salon, the industry and beyond for being amazing at what you do. Clients love you and your hairdressing, which is creative yet commercial, beautiful yet not afraid of pushing the boundaries. You embrace the diversity of working behind the chair but also those opportunities beyond the salon, such as shoots and session work.

To enter, please submit:

- 5 reasons why you are a truly brilliant stylist (up to 100 words on each) – relevant imagery can be used to support your reasons.
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your hairdressing work

Colour Expert

There's nothing like a good colour job to really finish off a look! And if you're a shade fanatic who loves conjuring up beautiful hues that make clients look gorgeous, then this is the category for you.

To enter, please submit:

- 5 reasons why you are a truly brilliant colourist (up to 100 words on each) – relevant imagery can be used to support your reasons.
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your hairdressing work

Best Extensionist

It's not just WAGs who wear extensions these days. From city bankers to school teachers – hair extensions are the must-have accessory and are a simple way of updating a look or enjoying locks that go to new lengths of style. Applying extensions is an art all of its own and we're looking for the experts who make it look easy and give the most natural results.

To enter, please submit:

- 5 reasons why you are a truly brilliant extensionist (up to 100 words on each) – relevant imagery can be used to support your reasons.
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your hairdressing work

Men's Hairdresser

It's a massive area of the market, so we want to celebrate those stylists who are all about the blokes! If you're dedicated to male grooming and constantly thinking up new styles and innovative looks then we want to hear from you.

To enter, please submit:

- 5 reasons why you are a truly brilliant men's stylist (up to 100 words on each) – relevant imagery can be used to support your reasons.
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your hairdressing work

Bridal/Long Hair Expert

You will be a wizard at creating beautiful, romantic and/or striking bridal and occasion hair including hair up and formal. With great client-facing skills you will put the bridal party at their ease and inspire confidence in the most nervous of brides!

To enter, please submit:

- 5 reasons why you are a brilliant bridal and hair up specialist (up to 100 words on each) – relevant imagery can be used to support your reasons.
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your bridal/occasion hair work.

London Salon

This salon is the coolest place to go for hair in the capital. Beautiful results and a 'want-to-be-part-of-it' atmosphere go hand-in-hand to make this salon a must-visit for London girls in the know.

To enter, please submit:

- 5 reasons why you are a truly exceptional salon (up to 150 words on each) – relevant imagery can be used to support these
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your hairdressing work

Regional Salon

A brilliant local salon is a hub of creativity and well-known in its area. Your reputation has grown by word of mouth and you have a legion of loyal followers who wouldn't dream of booking anywhere else. A dedicated team with original ideas, an amazing environment that makes clients want to return time after time and that edge that makes you stand out from the crowd – that's what we're looking for in a winner.

To enter, please submit:

- 5 reasons why you are a truly exceptional salon (up to 150 words on each) – relevant imagery can be used to support these
- A brief explanation of your role within the local community
- 3 client testimonials (email/tel. no to be supplied – these will be verified)
- 3 photographic examples of your hairdressing work

Afro Stylist

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To enter, please submit:

- 5 reasons why you are a truly brilliant Afro stylist (up to 100 words on each) - relevant imagery can be used to support your reasons
- 3 client testimonials (email/tel. no to be supplied -these will be verified)
- 3 photographic examples of your hairdressing work

Afro Salon

Your reputation has grown by word of mouth and you have a legion of loyal followers that wouldn't dream of booking anywhere else. A dedicated team with original ideas, an amazing environment that makes clients want to return time after time and that edge that makes you stand out from the crowd are what we're looking for in a winner.

To enter, please submit:

- 5 reasons why you are a truly exceptional Afro hair salon (up to 150 words on each) - relevant imagery can be used to support these
- 3 client testimonials (email/tel. no to be supplied- these will be verified)
- 3 photographic examples of your hairdressing work

Salon Group

A strong brand, first class hairdressing and a presence in every town in the area makes for a winning regional salon group. Your brand is synonymous with the local area and has built up a true trust with clients - enabling you to expand and grow. Open to groups with five or more salons.

To enter, please submit:

- 5 reasons why you are a truly exceptional salon group (up to 150 words on each) - relevant imagery can be used to support these
- 3 client testimonials (email/tel. no to be supplied- these will be verified)
- 3 photographic examples of your hairdressing work

'I Want Her Hair!'

Quite simply, we are looking for an image which depicts a style that will have our readers telling their hairdresser: 'I want that hair!' Beautiful, stylish, wearable - does your hairdressing have what it takes?

'I Want His Hair!'

This needs to be an image which embodies everything the modern man wants from his hairstyle and will inspire our male readers to say 'I want that hair!' Slick, edgy, wearable- are your skills up to the challenge?

To enter, please submit:

- Your image must be in digital format in both 72dpi and 300dpi at A4 size and emailed to entries@thehairawards.com
- A short explanation of how you created the style in the image (up to 100 words)

Ross Charles



Dale Hollinshead, Hazel & Haydn



Christian Wiles



Karine Jackson for Organic Colour Systems

HOW CAN THE HELP YOUR BRAND?

hair
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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

Ashley & Stephanie Gamble



THE cut



Please return your entry form by **31st March 2019**

hair

Entrant details

Category name

Name of nominated hairdresser/salon

Entry checklist

Have you:

Emailed your entry portfolio (pdf & jpegs) to **entries@thehairawards.com**

Enclosed a cheque or payment details

Please include a copy of this form with all entry submissions

Nominee/representative details

Company name

Contact name

Address

Telephone number

Email

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 £30* 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)