

# CHI Awards

*ECO Hair Products has launched a delightfully different competition for 2010 – the CHI Man, CHI Woman and CHI Colour Awards – three awards in one set to translate the latest men's and women's fashion trends.*

BY COMBINING ELEMENTS of a traditional photographic competition and an editorial style competition, ECO Hair Products is searching for the ideal men's and women's photograph as well as the most striking colour work. Perfectly timed to coincide with the launch of the new CHI men's range of haircare and grooming, ECO is challenging stylists to test their styling skills to produce images you would expect to see in a high quality fashion magazine.

## HOW TO ENTER:

Contact ECO Hair Products to receive your CHI colours of your choice or a CHI styling kit (for non-ECO salons) depending on your choice of entry. The \$85 entry fee includes the colour or styling kit. CHI products must be used for all entries. Choose an entry category that suits your talents or enter all three. If you're forte is colour, the CHI Colour Fashion Award is the ideal platform. If you're into men's fashion and styling then the CHI Man Editorial Fashion Award is for you, or if you are known to create the ideal beauty editorial look – then you've got a good chance at the CHI Woman Editorial Fashion Award.

Simply send your professional photograph by **Friday June 4** to: ECO Hair Products, 6-8 Tenancy Como Cntr, 299 Toorak Rd South Yarra, VIC

3141 by June 4. A high resolution electronic file should also be submitted. Judging takes place in Melbourne on June 7 by INSTYLE Editors, ECO Hair Products representatives and a known media personality. All finalists will be flown to Melbourne and shared accommodation will be provided for the final element of the judging process. Multiple entries can be submitted for one or all of the three competitions.

## THE AWARDS

The Finalists competition and winner Gala event will take place on Monday July 26 in Melbourne with the winner announced on [www.styleicons.com.au](http://www.styleicons.com.au) on Wednesday July 28 and full coverage of their winning image in the September issue of INSTYLE – released September 3.

## THE PRIZES

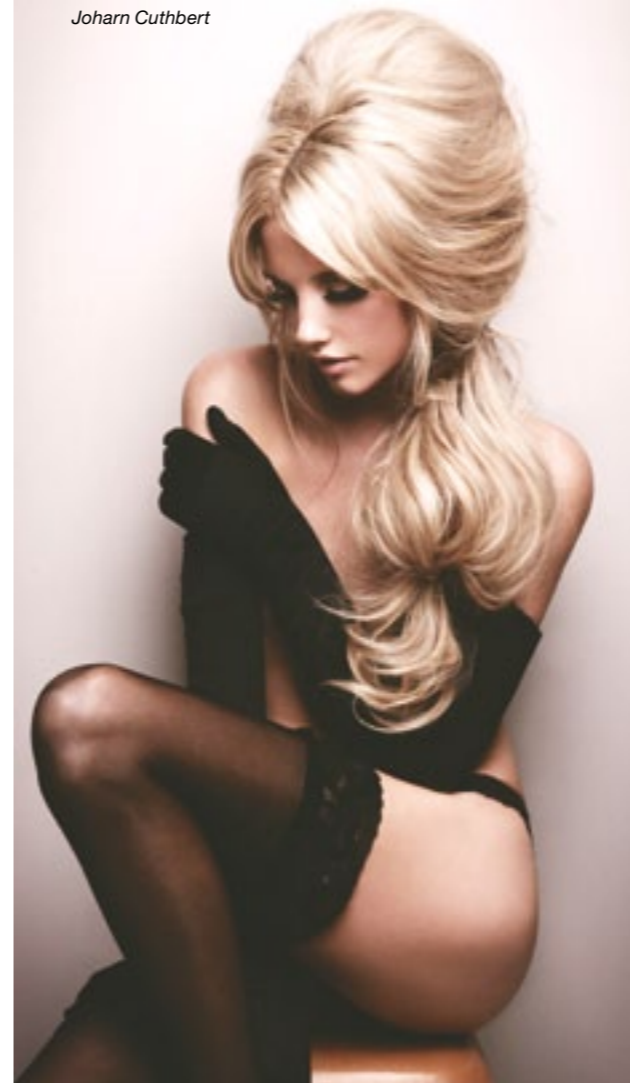
Each of the winners for all three competitions will receive the coveted ECO trophy and a five day Bali holiday for two people including airfares and accommodation. The strongest winning image will also feature on the front cover of INSTYLE's September issue.

*For further information and an entry kit contact ECO Hair Products on 1300 557 517. **IN***



Adam Noble

Johann Cuthbert



## CHI COMPETITION ENTRY FORM

First Name: .....  
 Surname: .....  
 Salon Name: .....  
 Salon Address: .....  
 State: ..... Post Code:.....  
 Daytime PH:.....  
 Mobile PH: .....  
 Email: .....

## COMPETITIONS

**CHI Man** ..... Number of entries .....  
**CHI Woman** ..... Number of entries .....  
**CHI Ammonia Free Colour Fashion** ..... Number of entries .....  
 Cost: \$85.00 per entry  
 Total Monies included: \$ .....  
 Cash/Cheque

## RULES AND REGULATIONS

**1. CHI Man Editorial Fashion Competition.** This is an editorial style photographic competition. Competitors must send an 8-10 photograph of a male model accompanied with a disc showing future fashion image of a CHI man. Judging emphasis will be on the quality of the photograph, the model look, hairstyle, clothing and accessories.

**2. CHI Woman Editorial fashion competition.** This is an editorial style photographic competition. Competitors must send an 8-10 photograph of female model accompanied with a disc showing future fashion image of a chi woman. Judging emphasis will be on the quality of the photograph, the model look, hairstyle, clothes and accessories. *Please note the above CHI Man and CHI Woman Competitions are editorial style competitions that capture the future fashion image of men and women suitable for high fashion magazine. Traditional competition styles will NOT be suitable for this competition.*

**3. CHI Ammonia Free Colour Fashion.** This is a photographic colour competition. Competitors must send an 8-10 photograph of female or male model from bust up. Photographs must be of high quality and featuring colour trends and techniques and be suitable to the style. CHI colour only must be used for this competition. Judges emphasis will be on the quality of the photograph, colour combinations and colour suitability to style.

- \* Entries only accepted from salon-based hairdressers and must show salon name and address.
- \* Competitors must show proof of working in registered salon in Australia full or part time.
- \* Part time hairdressers must work in a registered salon a minimum of two days per week.
- \* All photographs must be original and must not have been entered in any hairdressing competition before.
- \* All photograph entries will be kept by ECO Hair Products and may be used the promotion of ECO hair products in the future. (Credit of stylist will apply).
- \* Entrants must obtain clearance from photographer, stylist and make-up artist for all photographs send to ECO Hair Products for their competitions.
- \* ECO Hair Products will send all finalists a return ticket to Melbourne for the finals and shared accomodation.
- \* CHI styling and CHI ammonia free colours must be used for this competition and will be sent free to all entrants for their respective entries.

I have read and agreed to the conditions of entry. ECO Hair Products reserves the right to use any of the photographs for publicity and/or promotional purposes. The photos have not been submitted to any other competition nor have they been published previously. I am over the age of 18 years. (If under 18 years a letter of consent from your parent/guardian must be included.)

Hair Stylist Name: .....  
 Signature: ..... Date: .....  
 Model Name: ..... Signature .....  
 Date: ..... Photographer Name: .....  
 Signature: ..... Date: .....

Send your entry to ECO Hair Products to order your CHI products for the CHI Fashion Awards.  
 Ph 1 300 557 517 email: [sales@ecohairproducts.com.au](mailto:sales@ecohairproducts.com.au). ECO Hair Products 6-8 Tenancy Como Centre 299 Toorak Road South Yarra, VIC 3141