

CONTEST REGULATIONS JOICO Color Talent Awards 2027

ARTICLE 1: ORGANISATION

This contest is organised by

Henkel Nederland BV
JOICO Europe Division
Jaarbeursboulevard 284
3521 BC Utrecht
Netherlands
(Hereinafter referred to as 'HENKEL')

ARTICLE 2: ACCEPTANCE OF REGULATIONS

Valid participation in this contest automatically implies the unconditional acceptance of these contest regulations [hereinafter: 'REGULATIONS']. Each participant is therefore deemed to have read, understood and accepted the content of these REGULATIONS without any limitation. These REGULATIONS can be consulted at any time at www.colortalentawards.joico.eu. By participating in the JOICO Color Talent Awards each participant expressly and formally agrees to the terms and conditions related to aforementioned contest, including the privacy policy. Such acceptance implies amongst others that JOICO, to the extent necessary, will need to process personal data of a participant within the framework of the handling of the contest.

ARTICLE 3: CONTEST PERIOD

The contest takes place from 01.10.2026 at 00:00 until 31.03.2027 at 23:59. Submissions sent after this period will no longer be accepted.

ARTICLE 4: PARTICIPATION

To validly participate and be eligible to win one of the prizes, participants must follow the guidelines and further instructions that can be found here www.colortalentawards.joico.eu. They then need to:

Step 1 - Choose one of the 3 categories they want to participate in:

- **Creative Color Award:** For innovative color techniques and creative expression
- **Artistic Vision Award:** For avant garde creativity and boundary pushing concepts
- **In-Salon Transformation Award:** For real salon transformations

Participation is only valid for one category, any subsequent entries for other categories will be disregarded.

Step 2 - Pick the mood board for inspiration. Select the theme of the chosen mood board as the foundation for their look.

Step 3

- Create a stunning hair color look based on their chosen category and mood board.
- Make sure the **hair color, cut, and style are clearly visible** in the final image.
- **No extensions, wigs, or excessive retouching** are allowed, with the exception of the **Artistic Vision Award** category where the use of wigs, pieces, and wefts are allowed.

Step 4 - Submit Entry

Once their masterpiece is complete, they can enter by uploading their image(s) on their own Instagram account and use the correct hashtags for the specific category, according to the Image Requirements & Guidelines:

- **Creative Color Award:** 1 “before” image + 1 final beauty shot

Submit on Instagram tagging @joicoeurope and using the hashtag: #CTA2027

- **Artistic Vision Award:** 1 “before” image + 1 final beauty shot

Submit on Instagram tagging @joicoeurope and using the hashtag: #CTA2027

- **Transformation Snapshot:** 1 “before” image + 1 after image (showcasing the salon transformation)

Submit on Instagram tagging @joicoeurope and using the hashtag: #CTA2027

Tag @joicoeurope and use the hashtags as described. Only submit their image in one of the three categories above. Fill out the form on the <https://colortalentaward.joico.eu/> website with their information including the link to their Instagram post and then submit the entry, otherwise their entry will not be considered.

Entries can be submitted only between 1st October and 31st March 2027.

Step 5 - Winners Announcement

The winner will be chosen by our Jury panel and will be announced in April 2027.

This contest takes place via Instagram by tagging @joicoeurope and using the above mentioned hashtags followed by sharing the link to the post via the form on the <https://colortalentaward.joico.eu/> website.

The contest is accessible free of charge, with the exception of the possible normal communication, without obligation to purchase and to any natural person that is 18 years of older and domiciled in EMEA and UK region with the exception of HENKEL employees and members of their families. Employees of companies involved in any way in the development and/or implementation of this contest and their family members are also excluded from participation.

To safeguard the chances of individual participants, no grouped entries will be accepted. Therefore, only one participation in one category in their own name and for their own account is permitted.

ARTICLE 5: WINNERS

As with all JOICO activities we will be transparent and impartial. We have a group of the most experienced European judges who have a wealth of experience in both entering and winning awards and competitions. Judging will take place online and each judge will be sent over the images that have been submitted in each category. All images will be judged anonymously, and scores will be sent to JOICO Europe where an independent adjudicator will collate the scores.

Successful finalists in each category will be informed by email in April 2027 and announced on the JOICO Europe Social Channels.

Winners will be notified personally by email or a DM message on Instagram no later than April 2027. By accepting the prize, the winners of this contest authorise HENKEL to use their name, photo, the visuals they sent in for this Color Talent Awards, and other visual material on which they appear for campaigns related to the contest. If requested, they will cooperate in other activities related to the campaign, without any compensation other than the ordinary prize.

If a winner does not respond within 14 days to the notification by Instagram/e-mail from HENKEL, the winner's prize will expire, and HENKEL has the right to choose the second-best entry or not to nominate any winner.

In case of redeemable prizes/vouchers: The prizes must be redeemed between April 2027 and December 2028. If they are not redeemed within that period, all vouchers will expire and lose their value.

ARTICLE 6: PRIZES

The prizes are:

The Color Talent Awards 2027 winners will receive prestigious industry recognition, exclusive opportunities, and exciting prizes. Each category will have an overall winner and 2nd and 3rd places.

1. Creative Color Award Winner

1st, 2nd, and 3rd place winners will receive a **personalized** Color Talent Awards 2027 trophy.

1st place winner will receive:

- **Cash Prize** of €2,500 / £2,000
- **Guest appearance at a European JOICO event** to engage with our European educator community
- **Industry PR coverage** and a dedicated **coverage piece in Estetica magazine**
- **Pre-selected package of JOICO Professional products** with a value of €1,000 / £ 850
- Your very own JOICO Color Talent Awards 2027 **winner apron pin**
- Be a **Judge** next year!

2nd & 3rd place winners will receive:

- **Salon fabric banner** with finalist image
- **Coverage on JOICO Europe's social media channels**
- Your very own JOICO Color Talent Awards 2027 **finalist apron pin**
- Pre-selected package of **JOICO Color Essentials** products with a value of €500 / £ 450
- **Professional tools** and cool JOICO **merchandise items**

2. Artistic Vision Award Winner

1st, 2nd, and 3rd place winners will receive a **personalized** Color Talent Awards 2027 **trophy**.

1st place winner will receive:

- **Cash Prize** of €2,000 / £1,700
- Invitation to a **Professional Content Day** with one of our JOICO European Creative Team members
- **Industry PR coverage** and a dedicated **coverage piece in Estetica magazine**
- **Pre-selected package of JOICO Professional products** with a value of €1,000 / £ 850
- Your very own JOICO Color Talent Awards 2027 **winner apron pin**
- Be a **Judge** next year!

2nd & 3rd place winners will receive:

- **Salon fabric banner** with finalist image
- **Coverage on JOICO Europe's social media channels**
- Your very own JOICO Color Talent Awards 2027 **finalist apron pin**
- Pre-selected package of **JOICO Color Essentials** products with a value of €500 / £ 450
- **Professional tools** and cool JOICO **merchandise items**

3. In-Salon Transformation Award Winner

1st, 2nd, and 3rd place winners will receive a **personalized** Color Talent Awards 2027 **trophy**.

1st place winner will receive:

- **Product & Professional Tools Pack** worth €1,000 JOICO professional products
- **Exclusive coverage on JOICO Europe's social media channels**
- **Salon fabric banner** with winning image and **window sticker**
- Your very own JOICO Color Talent Awards 2027 **winner apron pin**
- Get cool JOICO **merchandise items**

2nd & 3rd place winners will receive:

- **Mirror sticker** with finalist image
- **Coverage on JOICO Europe's social media channels**
- Your very own JOICO Color Talent Awards 2027 **finalist apron pin**
- **Professional tools** and cool JOICO **merchandise items**

The prizes are not transferable to third parties, not exchangeable, not refundable in cash, not extensible, not changeable, and are subject to the terms and conditions of the supplier. HENKEL is not responsible for technical defects in the prize. HENKEL reserves the right to replace the prize with a similar and/or equivalent prize.

The prizes will be sent at the risk of the winners to the address the participant/winner specifies for participation in the contest. In the event of loss, the prize will not be replaced.

Any tax burden arising from this contest will be fully borne by the winner(s).

ARTICLE 7: EXCLUSION & FRAUD

HENKEL reserves the right to immediately or at a later date exclude a participant from the contest and/or other ongoing and future contests, as well as to have the prize that the participant would have already received by participating in the current contest reimbursed in the case of:

- Incomplete, incorrect or falsely communicated personal or other data;
- Organised and/or collective (automated or not) participations;
- Behaviour that can disrupt the proper course of the contest for HENKEL and/or other participants;
- Any (attempted) fraud or unlawful action;
- Any violation of these REGULATIONS;
- Behaviour that is inconsistent with HENKEL's business philosophy.

If fraud is suspected, a report will always be made to the competent authorities.

ARTICLE 8: LIABILITY

HENKEL and any other intervening person or company cannot be held liable: in the case of force majeure and/or if an event occurs outside the will of HENKEL and/or in the case of exhaustion of the prize stock; if certain terms and conditions of this contest and therefore also of these REGULATIONS would be changed, or the contest would be interrupted, postponed, stopped or cancelled, or awarding of the prize would be postponed or cancelled for any reason.

HENKEL and any other intervening person or company cannot be held liable for any damage of any kind that results from participating in the contest or awarding of the prize. HENKEL thus excludes, among other things, its liability for errors in connection with (tele)communication, printing and spelling errors or for any prize defects.

HENKEL reserves the right to make changes to the REGULATIONS at any time. If any provision of these REGULATIONS is declared null and void, the other provisions of these REGULATIONS will remain in full force.

ARTICLE 9: COPYRIGHTS

By entering the JOICO Color Talent Awards 2027, the participant transfers to HENKEL all of his/her property rights to the photos (or collages, drawings, slogans, etc.), including any copyright and/or personal rights.

HENKEL reserves the right to use these photos (or the collages, drawings, slogans, etc.) for the exercise of its activity (e.g.: advertising). HENKEL may distribute the photos (or the collages, drawings, slogans, etc.) to the public or make them public and modify them. The participant explicitly gives his/her permission to destroy the works that were not selected.

The participant explicitly waives the right to any compensation for submitting his/her participation form and the accompanying photos (or the collages, drawings, slogans, etc.).

ARTICLE 10: PERSONAL DATA PROTECTION

The Personal Data collected within the framework of present contest will only be processed and used by HENKEL in connection with this contest.

HENKEL acts in accordance with the European General Data Protection Regulation (GDPR) of 2016/679 concerning the protection of personal data.

These data can be collected and processed depending on the consent given, in accordance with the [Statement on data protection](#).

The participant can withdraw his/her consent for the future at any given time by sending a DM to the JOICO Europe Instagram account no later than 31.03.2027. The withdrawal of consent does not affect the legality of processing based on the consent before it was revoked.

ARTICLE 11: DISPUTES

In the case of force majeure, if unforeseen circumstances would arise or in the case of dispute, HENKEL may take any decision necessary to ensure that the contest takes place properly. Its decisions are final and sovereign.

The current REGULATIONS are subject to Dutch legislation and are interpreted and implemented in accordance with Dutch law. In the event of a dispute related to this contest that cannot be settled amicably, only the courts of Den Haag shall have jurisdiction.

ARTICLE 12: COMMUNICATION

Except in the cases provided for in these REGULATIONS, no written correspondence will be made concerning this contest, nor will there be any telephone or other communications, during the contest. Only the winners will be announced after the contest and exposed like explained in this document.