

RULES & GUIDELINES



WHAT DOES A SUCCESSFUL ENTRY LOOK LIKE?

- Cut and Color that complement each other and work in harmony.
- Clear and sharp images – can be phone images or professional images – we need them to be clear and focus on the hair.
- You do not need to use professional models.
A model with photogenic features will always enhance the visual impact of your entry – tip from us: take a picture of the model you have in mind before you do the work and evaluate if this is the best model for the work you have in mind.
- You should ensure your look is suitable for the face shape and skin tone of your model.
- Make-up and clothes need to complement the overall look, working in synergy with the hairstyle showing the highest level of craftsmanship.
- Make sure you upload your images of high quality.
- Images should have a clean background without clutter. Make sure to submit your images with your model front-facing (not only from the backside) so our judges are able to evaluate properly.

We want to see your transformations, your standout color work and the way you use color creatively to showcase your work.

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STYLIST GUIDELINES

- Hair color and styling can be created using any professional hair color brand—you are not required to use JOICO products alone. (Of course, we will love it if you do!).
- The haircut, color, and styling must be the focal point of the look and clearly visible in the submitted photo.
- The color work must be visible and showcase skillful application, dimension, and creativity—submissions with excessive filters or edits that alter the hair color will not be accepted.
- Only natural hair is allowed - with the exception of the Artistic Vision Award category where the use of wigs, pieces, and wefts is allowed.

MODEL GUIDELINES

- Models (male or female) must be 18 years or older.

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RETOUCHING GUIDELINES

Your photographic entry is the key element being judged. If you choose to retouch your photo, please follow these guidelines:

- Minor retouching to correct small skin or hair imperfections is allowed.
- Excessive retouching that significantly alters the hair color, texture, or overall look will be considered by the judges and may impact your score.
- No retouching is permitted on the model in the “before” image. The before photo must accurately represent the starting point of your work.

IMAGE REQUIREMENTS & GUIDELINES

- Each entry must include two images of one model:
1 “before” image + 1 final beauty shot
- Only color images are allowed—black & white photos and Polaroids are not permitted.
- All images must be submitted via the form on the website including the link to Instagram and the relevant Hashtag (see Category information) in digital format only—printed or scanned images will not be accepted.
- Excessive retouching of hair’s shape, texture, or color is not allowed—the judges must be able to evaluate the true artistry of the color work.

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IMAGE USAGE & COMPETITION EXCLUSIVITY

- All entries must be original and created specifically for the Color Talent Awards 2027—they cannot have been used, published, or submitted to any other competition or project.
- Participants cannot share or provide their submitted images to third parties for any kind of use or publication, before the announcement of the Winners.

IMAGE USAGE ACROSS CATEGORIES

- Only one participation in one category is permitted