

CONTEST REGULATIONS JOICO Color Talent Awards 2025

ARTICLE 1: ORGANISATION

This contest is organised by

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(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 01.06.2025 at 00:00 until 01.11.2025 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 category they want to subscribe for:

- **Young Creative Talent** – For stylists under 30 ready to bring fresh, bold ideas to life.
- **Creative Talent** – For experienced professionals looking to showcase their expert skills.
- **Transformation Snapshot** – For salon stylists capturing real-life color transformations.

Step 2 - Pick the mood board for inspiration.

- If they enter Young Creative Talent or Creative Talent, they need to choose from three exclusive mood boards (available on www.colortalentawards.joico.eu) designed to spark creativity. Then the participant needs to select the theme of the chosen mood board as the foundation for their look.
- If they are entering for the Transformation Snapshot category, there's a special mood board for this category—to guide their transformation while keeping it salon-real!

Step 3

- They need to create a stunning hair color look based on their chosen category and mood board.
- They need to make sure the **hair color, cut, and style are clearly visible** in their final image.
- **No extensions, wigs, or excessive retouching** is 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:

- **Young Creative Talent:** 1 final beauty shot, 1 before image, and 1 unedited final image. Submit on Instagram tagging @joicoeurope and using the hashtags: #joicoeurope #YoungCreativeTalent2025 #ColorTalentAwards2025
- **Creative Talent:**
1 final beauty shot, 1 before image, and 1 unedited final image. Submit on Instagram tagging @joicoeurope and using the hashtags: #joicoeurope #creativetalent2025 #ColorTalentAwards2025
- **Transformation Snapshot:** 1 before image & 1 after image showcasing the salon transformation. Submit on Instagram tagging @joicoeurope and using the hashtags: #joicoeurope #TransformationSnapshot2025 #ColorTalentAwards2025

They must tag @joicoeurope and use the correct hashtags as described above otherwise the entry does not count! Entries can be submitted only between 1st June and 1st November 2025.

Step 5 - Winners Announcement

The winner will be chosen by our Jury panel and will be announced in January 2026.

This contest takes place exclusively via Instagram tagging @joicoeurope using the above mentioned hashtags.

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 consumers, no grouped entries will be accepted. Therefore, only one participation 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 January 2026 and announced two days later on the JOICO Europe Social Channels. Finalists will be provided with a tile to promote on their social media accounts and to share with their clients and peers.

Winners will be announced on a digital awards ceremony. The winners will be notified personally by a DM message towards them on Instagram no later than March 2026. By accepting the prize, the winners of this contest authorise HENKEL to use their name, photo, the visuals they send in for this Color Talent Awards and other visual material on which they appear (for example during the award ceremony) 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 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 March 2026 and December 2026. 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 2025 winners will receive prestigious industry recognition, exclusive opportunities, and exciting prizes. Each category will have 1st, 2nd, and 3rd places, with even more rewards for the best of the best!

Young Creative Talent

- 1st, 2nd, and 3rd place winners will receive a personalized Color Talent Awards 2025 trophy.
- 2nd & 3rd place winners will receive an exclusive Salon Branding Package featuring their winning image. (e.g. banners; posters; salon cards; video reel; salon easel a.o.).
- 1st place winner will move forward to compete for the Total Winner Title.

Creative Talent

- 1st, 2nd, and 3rd place winners will receive a personalized Color Talent Awards 2025 trophy.
- 2nd & 3rd place winners will receive an exclusive Salon Branding Package featuring their winning image. (e.g. banners; posters; salon cards; video reel; salon easel a.o.).
- 1st place winner will move forward to compete for the Total Winner Title.

The Total Winner will receive:

- Media coverage in industry trade press & exclusive social media coverage.
- Your own professional photoshoot with the JOICO European Creative Team.
- €2.500 / £2.000 cash prize.

The Runner-Up will receive:

- The 1st place winner of the Young Creative Talent or Creative Talent that will not become the Total Winner will get the Runner-Up prize
- Social Media exposure as the runner up on the JOICO Europe social media channels.
- The opportunity to participate in a professional photoshoot with the JOICO European Creative Team.
- €2.000 / £1.500 cash prize.

Transformation Snapshot (in-Salon):

- 1st, 2nd, and 3rd place winners will receive a personalized Color Talent Awards 2025 trophy.
- 2nd & 3rd place winners will receive an exclusive Salon Branding Package featuring their winning image. (e.g. banners; posters; salon cards; video reel; salon easel a.o.).
- 1st place winner will also receive:
 - A larger Salon Branding Package featuring their winning image.
 - Exclusive coverage on JOICO Europe's social media channels.

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 2025, 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

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 01.11.2025. 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.