



2010
M  **ST**
WANTED

creative
head
WELLA
PROFESSIONALS



**ENTRY
FORM**





www.head1st.net/mostwanted
Enquiries 01434 610940

Stars of 2010

Creative HEAD's Most Wanted is back, and this year's competition – partnered exclusively with **Wella Professionals** – promises to showcase more talent than ever before. Open to all hairdressing professionals based in the UK, Most Wanted recognises and rewards exceptional creativity, outstanding business acumen and supreme dedication across myriad hairdressing disciplines. Past winners include Headmasters, HOB Salons, Sacha Mascolo-Tar buck and Trevor Sorbie, so this is a great opportunity for you to be name-checked with the best!

For 2010, Most Wanted has a fresh look, an exciting set of awards, and 10 new opportunities to make you a star.

Now it's time to make it happen!

Closing
date
Friday 21 May

Entry forms
[www.head1st.net/
mostwanted](http://www.head1st.net/mostwanted)

Enquiries
01434 610940

All the glory

2010
**MOST
WANTED**

creative
head
STYLING

WELLA
LONDON



Exceptional judges

From internationally renowned stylists and colourists to new media specialists and business gurus, our Most Wanted judges are the best in their field. We've worked with fashion authority Professor Louise Wilson, *Vogue* contributing editor Anna-Marie Solowij, and multi-award-winning hairdresser-turned-businessman Andrew Barton, and we'll be working with the best again this year to ensure your work is in exceptional hands.



Stylish celebrations

Expect the unexpected at this year's Grand Final, where hairdressing's A-list will be celebrating the Most Wanted victors. There'll be more talent, more people and heaps more action – and we're going to capture it all in a special Most Wanted magazine, out with the October issue of Creative HEAD.

THE ULTIMATE ACCOLADE



2010 MOST WANTED M

creatively
head
MAGAZINE

WELLA
PROFESSIONAL

Just rewards

Win a Most Wanted award and receive: recognition, from a stellar panel of industry VIPs, new media moguls, fashion and beauty figureheads, and business gurus; reward, in the shape of a Most Wanted trophy and priceless exposure in Creative HEAD magazine; and respect, from your hairdressing peers and heroes. Could it get any better?

CATEGORIES

BEST LOCAL SALON

For a salon that is a significant asset to its local community

Submit:

- A brief overview of your salon and how it interacts with your local community. Maximum 500 words.
- THREE examples of initiatives that show how you engage with your local community and the impact/success of each initiative. Maximum 500 words per example, with pictures.
- THREE testimonials from local businesses/organisations supporting your hard work in the community.
- A CD containing the following: exterior image of the salon, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.



BEST SALON TEAM

For a first-class team that always delivers

Submit:

- A brief introduction to your team. Maximum 500 words.
- THREE examples of how teamwork is fostered and encouraged. Each example up to 500 words, plus pictures.
- THREE examples of how teamwork has had a positive impact on business (eg. client retention figures, press and publicity, training and support, client testimonials, etc).
- A CD containing the following: image of the team, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.

Please refer to the full list of rules before entering
Entry forms www.head1st.net/mostwanted
Questions? Call 01434 610940

NEW!

BEST ONLINE SALON

For a salon that's embraced new technology with proven business results

Submit:

- A brief overview of your salon website, its functionality and the role it plays within your business/marketing strategy. Maximum 500 words. (NB Judges will visit your website as part of the judging process).
- TWO examples of how and why your salon uses new technology to communicate with clients between appointments. Please provide evidence of efficacy. Maximum 500 words.
- A CD containing the following: exterior image of your salon, plus three images of your website pages that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.



NEW!

BEST SALON EXPERIENCE

For the salon that provides the ultimate service to clients

Submit:

- A summary of your salon's approach to customer care. Maximum 500 words.
- THREE examples of the ways in which you perfect the salon experience (eg. bespoke service packages, relaxation facilities, décor and comfort, food and refreshments, entertainment, etc). Maximum 500 words per example. Pictures optional.
- THREE client testimonials supporting the above.
- A CD containing the following: exterior image of the salon, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.

Please refer to the full list of rules before entering
Entry forms www.head1st.net/mostwanted
Questions? Call 01434 610940

NEW!

SESSION STYLIST OF 2010

For the most exciting hairstylist working in fashion

By nomination only

Five finalists will be determined by nominations from UK-based consumer media, including *Vogue*, *Elle*, *Harper's Bazaar*, *Love*, *InStyle*, *Wallpaper**, *Glamour*, *Tatler* and *i-D*. The five successful nominees will then be asked to provide five examples of session work published since September 2009.



NEW!

COLOUR EXPERT OF 2010

For the colourist with first-class technical skills

Submit:

- Your colour CV – introduce yourself and your technical abilities, and describe what you feel are your most significant achievements, accolades and qualifications in colour. Maximum 1,000 words.
- THREE prints of your colour work.
- ONE example of how your colour expertise has had a positive impact at the salon (eg. increased bookings, client loyalty, involvement in shoots and/or shows, press and publicity, etc).
- A CD containing the following: head shot of entrant, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.

Please refer to the full list of rules before entering
Entry forms www.head1st.net/mostwanted
Questions? Call 01434 610940

NEW!

CREATIVE TALENT OF 2010

For the stylist whose exceptional artistic skills stand out

Submit:

- Your creative CV – introduce yourself, show how you are rising to creative challenges, and describe what you feel are your most significant creative achievements, accolades and moments. Maximum 1,000 words.
- THREE prints of your creative work.
- ONE example of how your creative skills have had a positive impact at the salon (eg. input into photographic collections, creative direction of business, increased bookings, client loyalty, show work, press and publicity, etc).
- A CD containing the following: head shot of entrant, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.



BUSINESS THINKER OF 2010

For an owner/manager who has shaped a red-hot salon business

Submit:

- An overview of your overall business strategy/mission statement, including evidence of business innovation. Maximum 1,000 words.
- Choose THREE areas of business from the list, and for each provide examples and evidence of how your salon has benefited from your strategic thinking. Maximum 500 words per example. Pictures optional.
 - Marketing & PR
 - Retail
 - Staff training and education
 - Staff recruitment/retention
 - Customer service
 - Salon décor
 - Salon services (eg. colour, beauty, chemical straightening, hair treatments)
 - Technology implementation
- A CD containing the following: head shot of entrant, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.

Please refer to the full list of rules before entering

Entry forms www.head1st.net/mostwanted

Questions? Call 01434 610940

HAIR TREND OF 2010

For the cut and colour look of the year

Submit:

- A 10in x 8in portrait colour photograph that demonstrates a key cut and colour trend for 2010.
- 50-word description supporting your entry.
- A CD containing the following: Hair Trend image submitted plus a head shot of entrant. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.



NEW!

HAIR ICON OF 2010

For the most talented and inspirational individual in hairdressing

Submit:

- THREE photographic collections.
- THREE examples of ambassador work for British hairdressing. Maximum 500 words per example. Pictures optional.
- THREE testimonials from three different people, each testifying to your iconic status.
- A CD containing the following: head shot of entrant, plus three additional images that best support your entry. Should your entry be successful, these images may be used in Creative HEAD and at the Grand Final. Images must be 300dpi and large format.

Please refer to the full list of rules before entering
Entry forms www.head1st.net/mostwanted
Questions? Call 01434 610940

MOST WANTED 2010 **IMPORTANT** **DETAILS**

Closing date Friday 21 May

Entry forms

www.head1st.net/mostwanted

Enquiries 01434 610940

COMPETITION RULES

- Most Wanted is open to all UK-based professional salons and hairdressers.
 - Each entry must be accompanied by a completed entry form.
 - If an entry does not comply with the entry criteria, it will be disqualified.
 - You may enter more than one category, but a separate entry form is required for each. You can download entry forms at head1st.net/mostwanted. Photocopies of the entry form are acceptable.
 - The completed entry form must be signed by the entrant.
 - Salons may submit multiple entries for each Most Wanted category. However, for Most Wanted Hair Trend, entries are restricted to a maximum of three per salon. You/your salon may not enter multiple shots of the same hairstyle.
 - The top 100 entries in Most Wanted Hair Trend will be chosen for judging. Entries will be pre-judged anonymously, and by a named and impartial hairdresser.
 - Most Wanted Session Stylist of 2010 is by nomination only, and cannot be entered.
- The top five nominees (those with highest number of nominations) will be notified by Friday 18 June and asked to provide five examples of session work published since September 2009. If a successful nominee declines their nomination, the nominee with the next highest number of nominations will take his/her place as a finalist.
- All Most Wanted entries will be scrutinised by members of the relevant judging panel. A list of judges will be available on request after Monday 14 June.
 - Judges allocate points to each entry based on a fair and independently supervised judging system. Scores are handed to an adjudicator, who collates the marks to determine an overall result.
 - There will be a maximum of five finalists in each category.
 - Finalists will be notified via post by Friday 18 June.
 - A list of finalists will be published in the July/August issue of Creative HEAD.
 - It is the responsibility of the entrant to ensure that all images and material relating to their
- entry are cleared for publication in Creative HEAD and all associated Most Wanted material.
- You must submit a stamped, self-addressed envelope if you would like any of your entry material to be returned.
 - Proof of postage is not proof of delivery.
 - No entries will be accepted after the competition closing date of Friday 21 May 2010.
 - No employee of Alfol Ltd or P&G Salon Professional and it's brands, including Wella (UK) Ltd and Sebastian Professional, or their families is allowed to enter Most Wanted.
 - The judges' decision is final. No correspondence will be entered into.
 - Category finalists will be invited to attend the Most Wanted Grand Final on Monday 6 September 2010. Travel expenses cannot be reimbursed.
 - Prizes must be accepted as offered. There is no cash alternative.
 - Entry implies acceptance of these rules.

MOST WANTED 2010 ENTRY FORM

You must complete all sections of this form. If you are entering more than one category, you can download more copies at www.head1st.net/mostwanted. Photocopies of the entry form are acceptable.

PLEASE TICK THE CATEGORY YOU ARE ENTERING

- BEST LOCAL SALON
- BEST SALON TEAM
- BEST ONLINE SALON
- BEST SALON EXPERIENCE
- COLOUR EXPERT OF 2010
- CREATIVE TALENT OF 2010
- BUSINESS THINKER OF 2010
- HAIR TREND OF 2010
- HAIR ICON OF 2010

PLEASE COMPLETE YOUR DETAILS

Name.....

Salon name (if applicable).....

Job title.....

Salon/contact address.....

..... Postcode.....

Daytime telephone number.....

Mobile telephone number.....

Email address.....

How/where did you find out about Most Wanted (please tick one box)

- In Creative HEAD magazine
- Online at www.head1st.net / www.head1st.net/mostwanted
- Via a Wella Professionals representative
- Other (please detail)

Do you subscribe to Creative HEAD magazine?

- Yes
- No

Please tell us the name of your local newspaper

(we will contact them for PR purposes if you make the finals!)

- I would like my entry returned and enclose a stamped, self-addressed envelope
- Please tick here if you do not wish to be contacted by, or receive promotional literature from, the sponsors of Most Wanted
- Creative HEAD may wish to keep you informed of future events, competitions and special offers. Please tick this box if you would prefer not to be contacted.
- I have read and understood the Most Wanted competition rules

Signature.....

Date.....