

ALLIED BEAUTY ASSOCIATION “ORDINARY TO EXTRAORDINARY” MAKEOVER COMPETITION

OVERVIEW

The Allied Beauty Association will be hosting the Calgary ABA's 'Ordinary to Extraordinary' Makeover Competition, which will be judged by the Producer and Director of Citytv's CityLine, on October 3, 2010.

The winner of the competition will have a chance to appear on a **taped broadcast of CityLine** in Toronto gaining national exposure. Also, ABA will be providing the winner with \$500 to make the experience even better. Please note that only the hair stylist will appear on CityLine.

Note: This competition is a *real woman* make over, and should be modeled after what every salon client wants: to transform herself from ordinary into the most attractive, stylish woman she can be.

When you arrive at the ABA show you will check in at the competition kiosk with your makeup artist no later than **2:45 p.m.** You will then be directed to **PALOMINO F** for **3:15 p.m.** to choose your model.

The CityLine producer and director will be conducting some pre-competition interviews once models have been assigned in room PALOMINO F. Following the interviews, all models, stylists and make up artists will have their photos taken. There will be one 'before' model shot and one team shot. At **5:30 p.m. sharp** all competitors will begin the live makeover competition in the **competition area HALL C**. You will have exactly **45 minutes** to transform your model. This is to include the hair and makeup. At **6:15 p.m.** the competition will end and a winner will be announced. Following this announcement all models will line up to have their 'after' pictures taken. 'After' pictures will be posted on the CityLine website.

Citytv will be taping this competition and airing bits and pieces of it during an upcoming CityLine Fashion Friday show. No wardrobe changes are permitted on the models after the "before" picture is taken.

Note: All models will be provided by CityLine. Stylists will draw numbers to determine the order in which stylists will get to choose their models.

COMPETITION RULES

All persons entering the Allied Beauty Association *Ordinary to Extraordinary Makeover Competition* acknowledge having read these Competition Rules, accept them and agree to be bound by them. By submitting an entry application and paying the entry fee, you are acknowledging that you have read and accepted these rules and all conditions.

Entry fees are non-refundable.

Who is Eligible to Enter?

1. Entrants must be at least the age of majority by October 3, 2010.
2. Only entrants who are prepared to sign Releases and Waivers satisfactory to Allied Beauty Association are eligible to enter. The Releases will release Allied Beauty Association and promotional partners from any responsibility for loss or injury and give Allied Beauty Association and Citytv the right to use his or her image and artistic work in photographic, video, audio or other electronic form, for publicity, use, broadcast, webcast, rebroadcast, or other reproduction in whole or in part in all media without compensation.
3. By entering, entrants agree that, if declared a winner, he or she will appear on a taped broadcast of CityLine in Calgary at a place and time to be determined by the producer or director of Citytv's CityLine, and for no compensation. Entrants who meet all of the above requirements will be considered Qualified Entrants.
4. Stylists who have appeared as a guest artist on CityLine in the past are not permitted to enter this competition.

Entry Procedures and Requirements

Application Procedure

1. To register for this competition please call or email Vanessa Ferrone at 905-893-0630 (Vanessa@langtonpr.com) Monday-Friday between 9 a.m. and 4 p.m., you will be asked to provide the following:
 - i.) Current picture of yourself (the competitor)
 - ii.) Short biography or your work experience, education, and training
 - iii.) Completed entry form (forms can be found on the ABA website www.abacanada.com or from Vanessa)
 - iv.) A non refundable registration fee of \$150

Competitor Responsibilities

1. All models will be provided by CityLine. Stylists will draw numbers to determine the order in which stylists will get to choose their models.
2. Competitors are responsible for providing all of their own cutting and styling tools and makeup for their model.
3. **Competitors must provide a makeup artist other than himself or herself, it being a requirement that the makeup artist and the stylist be different people.**
4. All costs and expenses or competing are the responsibility of the competitor including, but not restricted to, the costs and expenses of the model and the makeup artist.

Rules for Allied Beauty Association "Ordinary to Extraordinary" Makeover Competition Event

Models

1. While model selection is the responsibility of the competitor, it should be

remembered that this is a **real woman** makeover and a large portion of the judging criteria is based on the transformation of the model “from ordinary to extraordinary.”

2. Models must come to the competition floor by at least 3:00 p.m., wearing their own clothes, and be accompanied by the competitor and makeup artist. No wardrobe changes will be permitted. Models must wear capes during cutting and styling.

3. Models must refrain from using blow dryers or arranging hair with fingers.

4. Models' hair must be dry and can be sprayed wet for cutting and styling after the start of the competition.

5. Models must not be wearing any makeup at the commencement of the competition.

6. Models' hair must be cut and styled and makeup completed within the allotted time.

Overall Rules and Procedures

1. Timing is critical. Lateness by a competitor, the competitor's model or the competitor's makeup artist for any segment of the competition may result in the immediate disqualification of the competitor.

2. All competitors and their models will be photographed on site prior to the makeover segment of the competition beginning at 3:15 p.m.

3. Competitors' models and makeup artists must sign all necessary releases and waivers.

4. Photography and interviews with competitors, models and makeup artists will take place between the hours of 3:15 p.m. and 5:00 p.m. on Sunday October 3, 2010 in an order determined by Citytv. All competitors, models and makeup artists must be present in the competition area and ready to start by at least 3:15 p.m.

5. The makeover segment of the competition will commence at 5:30 p.m. on Sunday October 3, 2010 and will last for a period of 45 minutes when the makeover will be deemed to be completed and all work on the model must stop.

Judging and Judging Criteria

1. Judging of the ABA “Ordinary to Extraordinary” makeover competition shall be the sole responsibility of the producer and director of Citytv's CityLine television program. All judging decisions are final.

2. Judging criteria will be those established by Citytv in its sole discretion and will specifically include the following:

i.) Degree of model transformation

ii.) Suitability of the makeover to the model's head and face structure

iii.) Competitor's personality, presentation and performance during the pre-makeover interview.

Declaration of Winner

1. The winner of the ABA "Ordinary to Extraordinary" makeover competition will be announced at the end of the competition. The cash award will be presented to the winner at following the competition.

OVERALL GENERAL RULES

1. In the event of a dispute of any kind, decisions of ABA are final.

2. All entries become the property of ABA who assume no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions. ABA does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination there of entry materials/data that have been tampered with or altered are void.