

ALLIED BEAUTY ASSOCIATION

**ORDINARY TO EXTRAORDINARY
MAKEOVER COMPETITION**

OVERVIEW

The Allied Beauty Association will be hosting the Toronto ABA 'Ordinary to Extraordinary' Makeover Competition, which will be judged by the Producer and Director of Citytv's CityLine, on April 6, 2008.

The winner of the competition will have a chance to appear on a **live broadcast of CityLine** in Toronto gaining national exposure. Also, ABA will be providing the winner with \$1,000 to make the experience even better. Should the winner be from outside the Greater Toronto Area, ABA may also assist with transportation and accommodation for the winner, in ABA's discretion.

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.

ONLY THE FIRST 50 QUALIFIED ENTRANTS WHO COMPLY WITH THE FOLLOWING CONDITIONS AND COMPLY WITH THE REGISTRATION REQUIREMENTS WILL BE ACCEPTED INTO THE COMPETITION.

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. This competition is only open to hairstylists who are resident of and work in the Province of Ontario.
2. Entrants must be at least the age of majority by April 5, 2008.
3. Entrants must be a licensed hairstylist and have held a valid license for a minimum of 5 years on or before April 5, 2008.

4. 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.
5. By entering, entrants agree that, if declared a winner, he or she will appear on a live broadcast of CityLine in Toronto 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.

Entry Procedures and Requirements

Application Procedure

1. Completed entry forms, and all accompanying documentation and payment, must be received at the offices of the Allied Beauty Association (ABA) between 9:00a.m. on January 2, 2008 and 4:30p.m. on April 2, 2008. Entries can be mailed to the address below, faxed to (905) 568-1581 or emailed to stephanie@abacanada.com. To be considered complete, entries must also be accompanied by payment of the entry fee which, if not paid by cheque or money order, can be paid by Visa or MasterCard by calling Stephanie at (905) 568-0158 or 1-800-268-6644.
2. Entry forms are available from the offices of the ABA, from the website at www.abacanada.com and through programs for the 2008 ABA Toronto Show.
3. For an entry to be complete the following must be received at the offices of the ABA within the time period referred to above:
 - i.) Fully completed entry form;
 - ii.) Copy of the hairdressing license of the entrant showing that the entrant has been a licensed hairstylist for at least 5 years on or before April 5, 2008;
 - iii.) Proof of age showing that the entrant is the age of majority on or before April 5, 2008;
 - iv.) A short biography for the entrant summarizing work experience, education and training, awards, interests, hobbies etc.;
 - v.) Payment of the non-refundable \$125.00 entry fee by certified cheque or money order payable to Allied Beauty Association or payment of the entry fee by VISA or MasterCard by telephoning Allied Beauty Association;

Allied Beauty Association
145 Traders Blvd. East
Units 26 & 27
Mississauga, ON L4Z 2L3

Tel: (905) 568-0158
Toll Free: 1-800-268-6644
Fax: (905) 568-1581

Competitor Responsibilities

1. Competitors are responsible for providing their own models who must be “real women”. Professional models may not be used.
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.” Should competitors wish to make over one of their own clients and promote this event within his or her salon, they are encouraged to do so.
2. Models must come to the competition floor by at least 2:55 p.m., wearing their own clothes, and be accompanied by the competitor. 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 start of 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.
7. Models must not have been used in any previous ABA competition and cannot be used in another ABA competition at the 2008 Toronto show.

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.
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 3:00p.m. and 5:00p.m. on Sunday April 6, 2008 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 2:55p.m.
5. The makeover segment of the competition will commence at 5:30p.m. on Sunday April 6, 2008 and will last for a period of 55 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; and
 - 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 contacted approximately 2 weeks after the competition. The cash award will be presented to the winner at or immediately preceding the CityLine broadcast. Only 3 attempts will be made to contact the winner failing which an alternate winner may be selected. Should the winner be unable to be contacted or unable or unwilling to accept the prize and appear in the live broadcast of CityLine in Toronto on the date and time proposed by Citytv, then an alternate winner can be selected by Citytv from the other entrants at its sole discretion and the original winner shall not be entitled to any prize, award or compensation of any kind, having declined the prize as awarded. The first selected winner will have no recourse against Allied Beauty Association of Citytv.

OVERALL GENERAL RULES

1. In the event of a dispute of any kind, decisions of ABA are final.
2. No telephone contact or other correspondence will be entered into except with the winner.
3. 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 thereof of entry materials/data that have been tampered with or altered are void.