

# are you born to **STYLE?**

**WIN YOUR TUITION CONTEST**

## **Contest Info Package**

Enter for your chance to win  
a Hairstyling Scholarship to  
the Aveda Institute Canada!

**AVEDA**  
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

HAIR SCHOOL. THE WAY IT SHOULD BE.



AVEDA INSTITUTE  
CANADA



## Section 1: Contest Overview

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### ARE YOU THE NEXT SUPERSTAR HAIRSTYLIST? ARE YOU BORN TO STYLE?

Win your way to a new career in the beauty industry with Aveda!

Aveda Institute Canada is giving away four hairstyling scholarships! The winning candidates will receive the grand prize of full tuition at one of our top hair schools in Toronto, Calgary, Vancouver and Victoria.

***Contest starts Thursday December 1st, 2011 at 12:00:01 a.m. ET  
Last day to submit a video is March 31st, 2012 at 11:59:59 a.m. ET***

#### ***STEP 1: MAKE A VIDEO***

Create a video to show us why you are BORN TO STYLE and why you've got the talent, passion and determination it takes to develop your hairstyling skills with the Aveda Institute Canada.

#### ***STEP 2: UPLOAD & SHARE***

Visit [www.avedainstitute.ca/scholarship](http://www.avedainstitute.ca/scholarship) to enter the contest. Upload your video then share your entry with the world! Share your Aveda Institute entry page link with all your family, friends, fans and followers and get to rate your video. Share your talent with the world!

#### ***STEP 3: HAIR SHOWDOWN***

Our panel of hair and beauty professionals along with our faculty will hand pick five aspiring hairstylists in each city to advance to the final round. These future hairdressers will participate in a live head-to-head competition and runway show putting together a complete look in front of a panel of style experts and hairstyling heavy hitters. The winner in each city will be awarded a full scholarship to the Aveda Institute hair school!

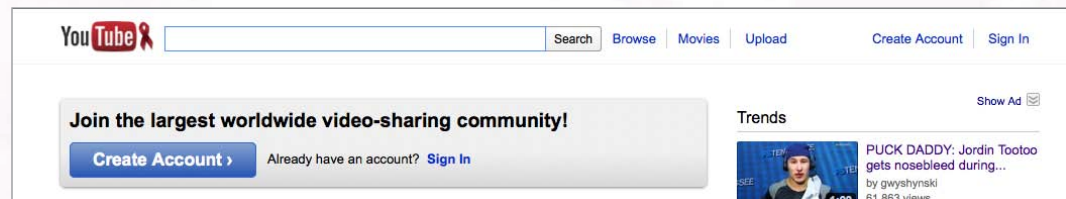
## Section 2:

# Contest Details

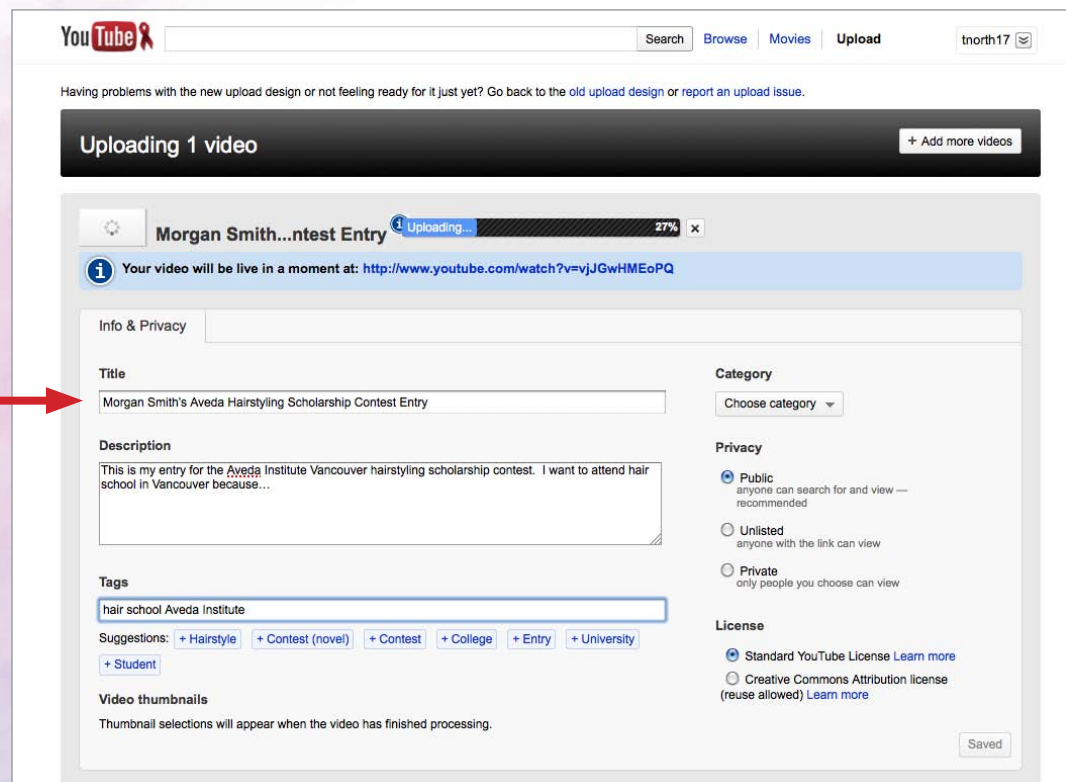
### STEP 1: MAKE A VIDEO

- Demonstrate your biggest inspiration for wanting to enter the hairstyling industry
- Your video must be 2 minutes or less in duration
- If you are using hair products in your video and the packaging is visible in the video, they must be Aveda products
- Your video should include footage of hairstyling and reference current trends in the fashion/beauty industry

### Upload your video on YouTube (www.youtube.com)



- The title of your video must be: **YOUR NAME'S AVEDA HAIRSTYLING SCHOLARSHIP CONTEST ENTRY**  
*e.g, Morgan Smith's Aveda Hairstyling Scholarship Contest Entry*



- In the description box for your video copy and paste the following text and finish this sentence explaining why you should win the hairstyling scholarship:

***This is my entry for the Aveda Institute [insert city name here] hairstyling scholarship contest. I want to attend hair school in [insert city name here] because...***

The screenshot shows a video description interface. On the left, there is a text area with the text: "This is my entry for the Aveda Institute Vancouver hairstyling scholarship contest. I want to attend hair school in Vancouver because...". On the right, there are privacy settings: "Public" (selected) with the subtext "anyone can search recommended" and "Unlisted" (unselected) with the subtext "anyone with the link".

- In the Tags field, type in “hair school” and “Aveda Institute Canada”

The screenshot shows a video tags field. The text "hair school Aveda Institute" is entered into the tag input box. Below the input box, there are several suggestion buttons: "+ Hairstyle", "+ Contest (novel)", "+ Contest", "+ College", "+ Entry", "+ University", and "+ Student". To the right, there are license options: "Private" (unselected, "only people you ch...") and "Standard YouTube License" (selected).

- Upload your video on to your YouTube channel as a response to this video:

[http://www.youtube.com/watch?feature=player\\_embedded&v=eCWC4ZXLv4g](http://www.youtube.com/watch?feature=player_embedded&v=eCWC4ZXLv4g)

The screenshot shows a YouTube video response interface. It features a text area for writing a response, with a "500 characters remaining" indicator below it. To the right of the text area, there is a red arrow pointing to a button that says "Create a video response or Post".

The screenshot shows the "Choose a Video" section of a video response interface. It has two tabs: "Choose a Video" (selected) and "Upload a Video". Under "Choose a Video", there is a list of existing videos. One video is selected: "Morgan Smith's Aveda Hairstyling Scholarship Contest En...". Below the list, there is a red arrow pointing to a blue button that says "Use the selected video". To the right, there is a section titled "What is a Video Response?" with explanatory text and instructions on how to post a video response.

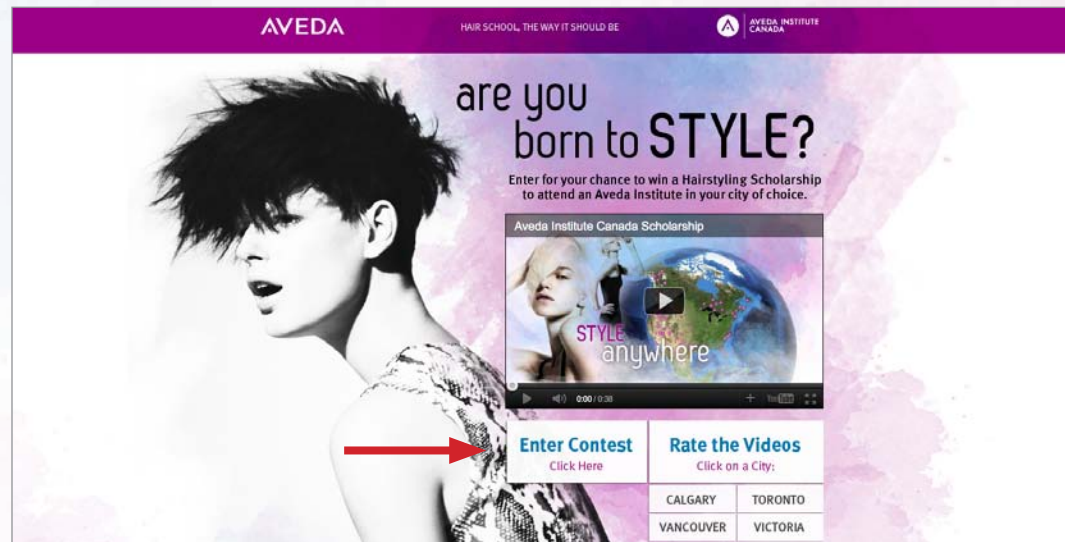
**VIDEOS WILL BE JUDGED ON THE FOLLOWING:**

- » ***Boldness and clarity of artistic vision***
- » ***Originality and creativity***
- » ***Demonstrates candidate is fashion forward and understands the Aveda mission***
- » ***Overall Impression***

**Last day to submit a video is March 31st, 2012 at 11:59:59 a.m. ET**

**STEP 2: UPLOAD & SHARE**

- Enter to win on [avedainstitute.ca/scholarship](http://avedainstitute.ca/scholarship) and click “ENTER CONTEST” on the website



- Select the Aveda Institute of your choice and then fill out the scholarship contest entry form  
*» The answers you provide will count towards your overall score in the finalist selection process so make every word count!*

**STEP 1: CHOOSE YOUR HAIR SCHOOL. WHICH HAIR SCHOOL ARE YOU APPLYING TO?**

**WHICH LOCATION ARE YOU APPLYING FOR?**

\*Candidates must be available to attend the competition taking place in the city of the school they are applying for and are responsible for all associated travel costs.

Calgary
  Toronto
  Vancouver
  Victoria

- Show everyone you are **BORN TO STYLE!**



Share your hairstyling scholarship entry page with the world! Copy the unique link to your contest entry page and share it on Facebook and Twitter. Get your friends to visit your entry page and rate your video!

**CONTEST ENTRY FORM JUDGING CRITERIA:**

- » Answers are complete and professional in tone*
- » Answers are thoughtful and authentic*
- » Candidate demonstrates knowledge of the Aveda brand*

### **STEP 3: HAIR SHOWDOWN**

20 aspiring hairstylists will be selected to compete in a live hair showdown and runway show between May 9th – 17th 2012. Chosen finalists must be able to attend and compete in the live show to be considered for the grand prize.

Finalists will prepare and present a complete look on a model of their choice including hair, makeup and clothing. Each finalist must prepare an inspiration board which must be submitted to the judging panel where the finalists will be competing. More details about the inspiration board and showdown details will be provided individually to the finalists.

Five entrants will compete in each of our hair schools and one entrant from each region will win their tuition. Good luck!

***Last day to submit a video is March 31st, 2012 at 11:59:59 a.m. ET***



## Section 3:

# Terms and Conditions

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### **NO PURCHASE NECESSARY**

This contest is sponsored by Collega International Inc. (the “**Contest Sponsor**”). Contest starts at 12:00:01 a.m. Eastern Time (“**ET**”) on Thursday December 1st, 2011 and ends at 11:59:59 p.m. ET on Friday May 18th, 2012 (the “**Contest Period**”).

#### **1. Eligibility**

The eligibility requirements are as follows:

This contest is open to all legal residents of Canada (except for residents of the province of Québec) who have reached the age of sixteen (16) as of the date entered into the contest.

Employees, agents and representatives of the Contest Sponsor, or a member of any such employee’s immediate family (regardless of where they live) or a person with whom any such person is domiciled (whether related to the employee or not) are not eligible to enter this contest. In these Official Contest Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse. Entrants may not have prior professional training as a hairstylist or be a registered apprentice.

#### **2. Online Entry Only**

(1) Visit [www.avedainstitute.ca/scholarship](http://www.avedainstitute.ca/scholarship) to complete the official online contest entry form. First, enter your name, full home address, email address, daytime/ evening telephone number and select the Aveda Institute location for which you are applying (Toronto, Vancouver, Calgary, or Victoria). Next, complete the online questionnaire (150 word limit per answer to each question). Then, upload a video essay which demonstrates your biggest inspiration for entering the hair industry. Videos should be a maximum of ninety (90) seconds in length. Entrants are to post videos as a reply on the Aveda Canada YouTube channel; have family and friends visit the site, view, rate and repost their videos; and share the videos on Facebook and Twitter (the “**Online Activity**”). On completion of these three steps, entrants receive one entry into the contest. Limit of one (1) entry per person. Only online submissions will be accepted. Applications must be completed before March 31, 2012. Only Online Activity on or before March 31, 2012 shall be considered by the Judging Panel. All Entries become the property of the Contest Sponsor and will not be returned. Without limiting the generality of the foregoing, each Entrant, by entering into the Contest, assigns and transfers all copyright interest he or she may have in and to his or her video essay to the Contest Sponsor, and waives any and all moral rights he or she may have in respect thereto. Entrants’ chances of winning depend upon number of eligible entries received and quality of videos and online questionnaire submitted.

#### **3. Prizes**

There is one (1) grand prize available to be won from each of the Aveda Institute Toronto, a hair school in Toronto, Ontario, Aveda Institute Vancouver, a hair school located in Vancouver, British Columbia, Aveda Institute Calgary, a hair school located in Calgary, Alberta, and Aveda Institute Victoria, located in Victoria, British Columbia totalling four (4) grand prizes. Each grand prize shall consist of one fully paid hair design scholarship to the Aveda Institute you have chosen (the “**Grand Prize**”). The approximate retail value of Grand Prize is as follows: Aveda Institute Toronto, \$12,500.00, Aveda Institute Calgary, \$10,000.00, Aveda Institute Vancouver, \$10,000.00, Aveda Institute Victoria, \$12,000.00

There is one (1) second prize available to be won from each of the Aveda Institute Toronto hair design program in Toronto, Aveda Institute Vancouver hairstyling program in Vancouver, Aveda Institute Calgary hairdressing school in Calgary and Aveda Institute Victoria beauty school in Victoria, totalling four (4) second prizes. Each second prize shall consist of one voucher valued at \$1,500.00 off tuition at the Aveda Institute specified on the voucher.

There is one (1) third prize available to be won from each of the Aveda Institute Toronto hairstyling program, Aveda Institute Vancouver hairstyling program, Aveda Institute Calgary hairstyling program and Aveda Institute Victoria hairstyling program, totalling four (4) third prizes. Each third prize shall consist of one voucher valued

at \$1,000.00 off tuition at the Aveda Institute hair school location specified on the voucher.

There is one (1) fourth prize available to be won from each of the Aveda Institute Toronto, Aveda Institute Vancouver, Aveda Institute Calgary and Aveda Institute Victoria, totalling four (4) fourth prizes. Each fourth prize shall consist of one voucher valued at \$500.00 off tuition at the Aveda Institute specified on the voucher.

There is one (1) fifth prize available to be won from each of the Aveda Institute Toronto, Aveda Institute Vancouver, Aveda Institute Calgary and Aveda Institute Victoria, totalling four (4) fifth prizes. Each fifth prize shall consist of one voucher valued at \$500.00 off tuition at the Aveda Institute specified on the voucher.

All of the foregoing shall be collectively referred to as (the "Prizes"). Prizes must be accepted as awarded, are non-refundable and non-transferable. Contest Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater monetary value.

#### 4. Judging: Finalist and Winner Selection

(1) The judging panel will consist of a member of the Aveda Canada Creative team, a member of the Institute Education leadership team, one Aveda Institute Director, one hair or beauty industry professional, and one education professional from outside of the Aveda team (the "Judging Panel"). Decisions of the judging panel will be final and there will be no right of appeal.

(2) Entries will be judged on the following criteria to determine finalists:

##### APPLICATION

/10

- Complete and professionally presented
- Thoughtful and authentic
- Candidate demonstrates knowledge of the Aveda Mission

##### VIDEO

/10

- Boldness and clarity of artistic vision
- Originality and creativity
- Demonstrates candidate is fashion forward and understands the Aveda mission
- Overall Impression
- Video adheres to technical guidelines and requirements provided in the application package

(3) The top five (5) selected entries per Aveda Institute location, totalling twenty (20) finalists, will be contacted by telephone and email within five (5) business days of the draw date. If the selected entrants cannot be contacted within five (5) business days, he or she will be disqualified and a new entrant from the remaining eligible entries will be selected and the process noted above will be repeated until a selected entrant is contacted or there are no more eligible entries, whichever comes first. Once contacted, the names of the finalists shall be posted online at [www.avedainstitute.com/scholarship](http://www.avedainstitute.com/scholarship).

(4) Finalists will compete in a Hair Show to be held at each Aveda Institute location between May 9th-May 17th, 2012 (final date to be announced). Five finalists will compete at the hair academy in Toronto, five finalists will compete at the hair academy in Vancouver, five finalists will compete at the hair school in Calgary and five finalists will compete at the hair school in Victoria.

(5) Finalists will prepare and present a complete look on a model of their choice including hair, makeup, and clothing (Models will be required to complete a model release form). Each finalist must prepare a Vision Board which must be submitted to the judging panel where the finalist will be competing by April 6, 2012. The competition will be judged on the model with the best overall look, including hairstyle, makeup, and outfit on the following basis:

##### VISION BOARD

/10

- Neat and pleasing to the eye
- Shows a clear vision of the desired hairstyle
- Shows a clear vision of the overall idea –styling, clothing, make up
- Shows a clear vision of the desired make-up look
- Can explain the story behind the pictures
- Originality and creativity
- Overall Concept
- Finalist follows contest guidelines and expectations

**PROFESSIONAL ETIQUETTE****/20**

- Finalist demonstrates a professional and stylish attire and appearance
- Finalist uses proper etiquette and engages in positive peer and team interaction
- Finalist is punctual and maintains a positive and professional attitude
- Finalist is prepared with all tools and materials required to execute their planned look
- Finalist manages their time well, and meets deadlines
- Finalist follows contest guidelines and expectations

**OVERALL OUTCOME/ FINAL LOOK****/50**

- Model transformation (Before and After)
- Final look is suitable for model (hair type, personality, body type, face shape, hair colour)
- Final look is cohesive (Clothing, makeup, style)
- Final look has balance and form
- Final look is even, neat and clean
- Final look is in line with the look presented in the vision board
- Final look demonstrates creativity, and originality
- Overall Impact/ impression
- Overall Design

Only Aveda makeup and styling products are allowed and will be provided by the Aveda Institute hosting the competition. Finalists are responsible for providing their own tools (i.e. flat irons, brushes), models and clothing. Models must be at least eighteen (18) years of age and complete a model release. Cutting and coloring of models' hair is not permitted.

(6) Before being declared a winner, each selected finalist must first correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question within five (5) business days of prize notification. The selected finalist will also be required to sign and return, within ten (10) business days of prize notification, a Declaration and Release Form (the "Release Form") confirming compliance with these Official Contest Rules, acceptance of the Prize as awarded without substitution, and releasing the Contest Sponsor, their affiliated and related companies, and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns from any liability in connection with the Prize or this contest. In addition to the foregoing, in order to claim the Prize, the selected finalist must have reached the age of majority in their Province of residence on or before April 23, 2012. If a selected finalist of a Prize is over 16 years of age but under the age of majority in his/her Province of residence, the Prize will be awarded to the parent or legal guardian of such person, who must accept the Prize on the individual's behalf. Contest Sponsor reserves the right to verify the age of any selected finalist.

(7) Declining the Prize, failing to answer the mathematical skill-testing question correctly or failing to return the Release Form within the specified time will cause the Prize to be forfeited and a new winner from the remaining eligible finalists will be selected and the process noted above will be repeated until a winner is declared or there are no more eligible entries, whichever comes first.

(8) The Prizes apply to tuition costs only and do not include payment of books, supplies, materials, kits and taxes, which costs shall all be the responsibility of the winners. Prizes exclude September enrollments. Winners must execute a contract with the Aveda Institute where they will be attending, meet all admissions requirements, participate in an informational interview, provide references, and attend the program within two years of being awarded the Prize, failing which he or she shall be deemed to have forfeited any right or entitlement to the Prize.

(9) Winners must maintain satisfactory academic progress. The Scholarship will be suspended in the event student's cumulative grade-point average falls below a pre-determined average or if the student fails a module. The Scholarship is forfeit in the event the student withdraws or is dismissed from the school which awarded it for any reason. Scholarship money awarded will be prorated during the length of the student's program. In the event education is terminated either by the student or the participating school/Contest Sponsor, the scholarship becomes null and void; any future quarter scholarship dollars not used will be revoked and will not be available upon re-entry.

**5. General**

(1) This contest is subject to all applicable federal, provincial and municipal laws and regulations. All decisions of the Judging Panel are final and the Contest Sponsor and Judging Panel shall not be held responsible for any accident, negligence, printing, administrative or other errors that may arise or occur in connection with the

contest with no obligation or liability, subject to applicable law.

(2) No correspondence will be entered into except with selected finalist. By entering this contest and accepting the Prize, the winner consents to the use of his or her name, city of residence, video image, voice, and/or photograph in any related publicity or Internet posting without further notification or compensation.

(3) By accepting the Prize, the winner releases and agrees to hold the Contest Sponsor, its directors, employees, officers and agents, including without limitation their advertising and promotion agencies and the Judging Panel, harmless against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death or property damage which the entrants or his or her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the contest and/ or in connection with the acceptance and/or use by the entrant of the Prize awarded.

(4) All entries become the property of the Contest Sponsor upon receipt and will not be returned. No responsibility will be taken for any failure of the website during the promotion or for any problems or technical malfunction of a telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail, online, or Internet entry to be received by the Contest Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion.

(5) The Contest Sponsor reserves the right to cancel, suspend or amend this Contest, or any portion thereof, in the event of any accident, printing, administrative, or other error or any kind without prior notice or obligation. The Contest Sponsor reserves the right to cancel or suspend the Internet portion of this contest should a virus, bug or any other cause beyond the reasonable control of the Contest Sponsor corrupt the security or proper administration of the contest from among all eligible entries received to that date. Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

(6) Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way. In the event of a dispute regarding the identity of the person submitting an electronic entry, the entry will be deemed submitted by the "authorized account holder". That is the person in whose name the Internet service or text message service is registered, provided that person meets all eligibility criteria set forth in the Eligibility section of these Official Contest Rules and Regulations. "Authorized Holder" shall mean the natural person assigned to the e-mail or text messaging address by an Internet service provider, online service provider, phone company, mobile phone service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email/text messaging addresses for the domain associated with the submitted e-mail/text message address. The Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process.

(7) By entering this Contest, Entrant acknowledges that he or she understands the Competition criteria above and agrees to abide by them. Entrant represents that all the information Entrant supplies is true and, in the case of the questionnaire, video and vision board, original. Entrant hereby irrevocably gives his or her consent to Contest Sponsor, and those it may authorize, to photograph, film, and/or videotape Entrant and/or Entrant's work, and to quote and record statements made by Entrant and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from Entrant's image, images of Entrant's artwork, and statements made by Entrant (with or without Entrant's name) and to identify Entrant by name and/or with school and employment information, in all forms of media now known or later developed, including without limitation, on the internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world. Entrant understands that Contest Sponsor and those they may authorize shall not be responsible for unauthorized duplications/use by third party on the internet or otherwise. Entrant hereby releases Contest Sponsor, those they have authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of Entrant's image or images of Entrant's artwork, or statements made by Entrant as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright. By submitting Entrant's entry, Entrant certifies that any work submitted is original and Entrant's alone and that Entrant has the right to grant permissions herein granted. Entrant confirms that he or she has read and understood this form.

(8) By entering the Contest, Entrant agrees to (a) Contest Sponsor's use of Entrant's personal information for the purposes of administering this Contest and, unless otherwise specified, for market and consumer research purposes; (b) disclosure of Entrant's personal information on this entry form to the Aveda Institute award-

ing the scholarship Entrant has entered and (c) Contest Sponsor's use of entrant's personal information as described in Contest Sponsor's privacy policy located on the Aveda Institute website. Questions regarding our privacy policy should be directed to **privacy@collega.com**.

(9) Contest may be cancelled or contest dates changed upon ten (10) business days prior written notice to all Entrants. E-mail communications shall be deemed satisfactory for communicating any changes to Entrants.

**6. Québec Residents**

Québec residents are excluded from participating in this Contest.

## Section 4: Our Mission

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**Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.**

## Section 5:

# Thinking About Hair School?

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Whether you are looking for a new creative outlet or have been in the beauty industry for years, we have a program to develop and refine your skills. Our institute hairstyling programs provide training for aspiring hair & beauty professionals who want the solid technical foundations and business tools required to develop successful careers.

The Aveda Institute Hairstyling Program allows you to express your creativity and talent by incorporating theory with practical hands-on experience. From basic anatomy to business development, you will gain a comprehensive understanding of beauty and wellness.

### You will learn and master:

- Hairstyling, Cutting & Colouring
  - Perms & Relaxers
  - Chemistry, Anatomy & Physiology
  - Editorial Styling
  - Plant Aromaology
  - Makeup Application
  - Skin & Nail Care
  - Professional Communication
  - Salon Ownership + Operations
  - Career Development Planning
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Call 1-877-90-AVEDA or visit [AvedaInstitute.ca](https://www.avedainstitute.ca) to find out more information or book a tour of one of our hair schools.

