

**NORTH AMERICAN HAIRSTYLING AWARDS  
2012 ENTRY FORM**



**Be More Recognized**  
**Enter the North American**  
**Hairstyling Awards!**

**SUNDAY, JULY 22, 2012**  
**MANDALAY BAY RESORT & CASINO**  
**LAS VEGAS, NEVADA**

**ENTRY DEADLINE: FEBRUARY 9, 2012**



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**BE MORE RECOGNIZED**

## PBA Beauty Week

PBA Beauty Week is North America's largest, most inclusive beauty event, offering unlimited networking, education, and professional growth opportunities to all sectors of the beauty industry.

This week of beauty features the North American Hairstyling Awards (NAHA), PBA Symposium, Best

Practice Club (BPC), PBA Beacon, and City of Hope.

PBA Beauty Week is a Professional Beauty Association (PBA) event hosted by Cosmoprof North America.

Learn more at:  
[probeauty.org/beautyweek](http://probeauty.org/beautyweek)

**COSMOPROF**  
NORTH AMERICA LAS VEGAS  
HOSTS

**pbaBeauty**  
Week

## The Professional Beauty Association (PBA)

The Professional Beauty Association (PBA) advances the beauty industry by providing its members with actionable education, networking opportunities, industry events, business tools, and government advocacy to ensure business and career success.

PBA is the largest organization of beauty industry professionals with members representing salons, spas, distributors, manufacturers, and licensed professionals.

Learn more at:  
[probeauty.org](http://probeauty.org)

Or call:  
800.468.2274

professional **beauty** pba **NCA**  
association National Cosmetology Association

Beauty is our business

The North American Hairstyling Awards (NAHA) is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the professional salon industry. Part of PBA Beauty Week, individuals are recognized in 13 categories of excellence during a star-studded awards ceremony. Showcase your skill and add prestige to your portfolio by joining the ranks of the industry's brightest and most talented artists.

# Be More Recognized NAHA 2012

**NORTH AMERICAN  
HAIRSTYLING AWARDS**

**JULY 22, 2012**

**MANDALAY BAY  
RESORT & CASINO  
LAS VEGAS, NEVADA**

**ENTRY DEADLINE  
FEBRUARY 9, 2012**

# NAHA Entry Categories



## AVANT GARDE

Submit visionary work demonstrating new or experimental concepts in expressive, cutting-edge hair. Entries should reflect good taste and aesthetically pleasing images. This is not a fantasy category but a display of fashion forward, unique and edgy styles.

*Three Images / One – Three Models / Male or Female*



## CONTEMPORARY CLASSIC

Show off your skill with *wearable* commercial styles in haircutting and finishing designed to complement the individuality of the model. Entrants should focus on updating a very classic look.

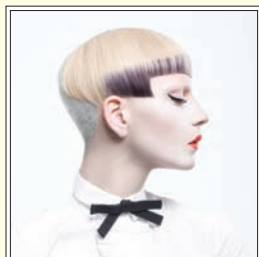
*Three Images / Three Models / Male or Female*



## EDITORIAL STYLIST OF THE YEAR

Submit your best published cover or editorial work. Work must be published in a *consumer publication*, defined as a popular consumer media magazine available for purchase on newsstands. Editorial entries submitted from industry publications will be disqualified. In addition to the standard NAHA entry and release forms, Editorial Stylist entries must be accompanied by the Editorial Stylist Entry Information Form, signed by the publication's editor. Download the form at [probeauty.org/naha](http://probeauty.org/naha).

*Maximum Five Images / One – Five Models / Proof of Publication*



## HAIRCOLOR

Submit your three before-and-after designs showing off your eye for the perfect palette and hair-coloring techniques. All haircolor must be performed by the stylist named on the entry form. No color manipulation of photography is allowed in the Haircolor category. Before images must be taken the day of color service, with the same background and draping for each model. In addition to the standard NAHA entry and release forms, Haircolor entries must be accompanied by the *Haircolor Technical Information Form*, indicating the natural texture and level, the formula(s) and process(es) used, and a diagram of color placement. Download the form at [probeauty.org/naha](http://probeauty.org/naha).

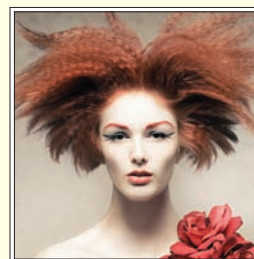
*Six Images (Three Before and Three After) / Three Models / Male or Female*



## HAIRSTYLIST OF THE YEAR

Hairstylist of the Year is the most prestigious recognition a North American hairstylist can attain. Submit your collection of diverse, creative and versatile hair designs capturing the excellence and artistry of the industry. Entries from this category may be used in other categories, except Salon Team.

*Five Images / Five Models / Male or Female*



## MAKE-UP ARTIST OF THE YEAR

Exquisite hair deserves a flawless face! Nominate your make-up artist on your entry form when submitting your work. The winner will be selected from among the finalists' entries. Make-up artists must sign the release form.

*There is no additional entry fee for this nomination.*



## MASTER HAIRSTYLIST OF THE YEAR

This invitation only category is designed to allow the biggest names in the industry to compete with one another. Entrants are top platform artists, educators, artistic directors and previous Hairstylists of the Year. Submit five images of a collection exemplifying your best work.

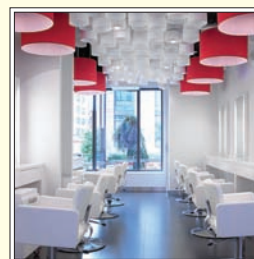
*Five Images / One – Five Models / Male or Female*



## NEWCOMER STYLIST OF THE YEAR

Stylists with less than three (3) years experience as a licensed cosmetologist are welcome to enter their best work. Submit your collection of diverse, creative and versatile hair designs capturing the excellence and artistry of the industry. This category is designed to bridge the gap from *Student Stylist of the Year*, to *Hairstylist of the Year*.

*Entrants must submit proof of graduation or licensure date. In addition to the standard NAHA entry and release forms, Newcomer entries must be accompanied by the Licensure Date Confirmation Form. Download the form at [probeauty.org/naha](http://probeauty.org/naha).*



## SALON/SCHOOL DESIGN OF THE YEAR

Ambiance is key to a successful salon. Enter your salon to be recognized as the most esthetically pleasing and well designed salon in North America. Entrant must be the salon or school owner. Images must NOT expose the name of the Salon or School, maintaining anonymity. In addition to the standard NAHA entry and release forms, entries must be accompanied by a Salon Design Entry Information Form indicating furniture designer. Download the form at [probeauty.org/naha](http://probeauty.org/naha). The Salon Design award will be presented at PBA Symposium with the winner being recognized at NAHA.

*Three Images Featuring Salon's / School's Interior Design*



### SALON MASTER OF BUSINESS AWARD (SALON MBA)

The Salon MBA category is an opportunity for business-savvy salon owners to showcase their work and is open to salons generating at least \$300,000 in annual revenue, have at least three licensed professional staff, are involved in day-to-day operations, and have been open for at least three years. Judging is based on Demographics, Business Strategies, Marketing, Financials, Retail, and Images. School owners are *not* eligible to enter. Salon MBA entries are only accepted online. All Salon MBA entrants must download the Salon MBA entry packet at [probeauty.org/naha](http://probeauty.org/naha). The Salon MBA award will be presented at PBA Symposium and the winner recognized at NAHA.

*Three Images of Salon Design, Including Reception, Retail and Service Areas. Images cannot expose or promote a salon name.*



### SALON TEAM OF THE YEAR

Join your colleagues to show your team's diversity, versatility, creativity and expertise in hairstyling. Salon teams must consist of at least two members and be employed at the same salon to be eligible. Teams must enter under their salon's name. Salon Team entries cannot be used in any other category. *All Salon Team entries must be accompanied by the Salon Team Responsibility form.* Download the form at [probeauty.org/naha](http://probeauty.org/naha).

*Five Images / Five Models / Male or Female*



### STUDENT HAIRSTYLIST OF THE YEAR

Submit your collection displaying creativity, versatility and expertise in hairstyling. Students must be enrolled in school or performing required hours in a salon and *not* be a licensed cosmetologist as of the February 9, 2012 entry deadline. Students may be asked to submit references if selected as a finalist.

*Three Images / One – Three Models / Male or Female*



### TEXTURE

Showcase your texture skills with designs which complement the individuality of diverse hair textures. Hair texture may be natural or chemically treated. *This is not an avant garde or fantasy category. Entries not displaying wearable, cutting edge textured hairstyles will be disqualified.*

*Three Images / Three Models / Male or Female*



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# Rules & Regulations

## RELEASE FORM

By entering NAHA, the entrant ensures that the photographer(s), make-up artist(s), models and other parties involved in the production of each entry have authorized the entry. All parties involved must sign the attached release form, even if the entrant enters online. Please ensure that any modeling agency you are working with has confirmed the release form and that the agent representative has signed off on the NAHA release form. For more information to provide to your model and/or agency, download a general letter at [probeauty.org/naha](http://probeauty.org/naha). The NAHA release form *must* be signed. Failure to return signed release forms will disqualify your entire entry. All artists will be credited when images are used.

## REQUIREMENTS

Entry is limited to licensed cosmetologists and cosmetology students from the U.S., Canada and Mexico. Students may only enter the Student Hairstylist of the Year category provided they are enrolled in cosmetology school or are performing required hours in a salon as of the entry due date. In all categories, models may be male or female.

## PRICING

All payments must be in U.S. funds. Enter Online and Save!

### Online PBA | NCA Member Pricing:

\$60.00 per category (licensed cosmetologists)

\$35.00 per category (cosmetology students)

### Online Non-Member Pricing:

\$75.00 per category (licensed cosmetologists)

\$50.00 per category (cosmetology students)

### Mail-In PBA | NCA Member Pricing:

\$85.00 per category (licensed cosmetologists)

\$60.00 per category (cosmetology students)

### Mail-In Non-Member Pricing:

\$100.00 per category (licensed cosmetologists)

\$75.00 per category (cosmetology students)

## IMAGE SPECIFICATIONS

All images must be submitted either online or on disc. DVD's are not accepted. All image files must be in JPEG (.jpg) format, at a resolution of at least 300 DPI and no smaller than 8" x 10". For online entries, image files must be 3 mbs or less. High resolution images may be

requested if selected as a finalist. *TIFFS, Bitmaps, PDFs, photographs and slides are not accepted.*

## PHOTO USAGE RULES

Images that have been used in other photographic hair competition programs in North America *may not* be entered into NAHA. You may use images from the same photo shoot, but the exact image must be unique. We discourage the same look and feel of images that are promoted by other contests. Any entries not adhering to this rule will be disqualified.

Images used for commercial purposes (advertisements, posters, packaging, promotion, social media presence, etc.) before July 22, 2012 (date of NAHA 2012 Awards Ceremony) will be disqualified.

## MULTIPLE ENTRIES

Although you may enter each category up to two times, no entrant can be a finalist in the same category more than once. You may also use the same model for a different entry in the same category or in another category, but you must enter a noticeably different image of the model in a different pose. Note: cropping, black and white or sepia tone, and reversing or flipping the image does not constitute a noticeably different image. *\*You may only submit images with the same look and feel into two categories. Your images must fit that category.*

*\*There is one exception to this rule: The exact same image submitted in a category may also be submitted in the Hairstylist of the Year category *only*, except for Salon Team images, which may not be submitted for Hairstylist of the Year.*

## PHOTO MANIPULATION

Photo manipulation will be taken into consideration by the judges. It is neither encouraged nor discouraged (except in the Haircolor category). Use your best judgment when manipulation is considered. Remember, this is a photographic hairstyling competition. Color manipulation of images is *not* permitted in the Haircolor category.

## WIGS & EXTENSIONS

Please indicate on your entry form if full or partial wigs or hair extensions have been used. There is no penalty for such use, except in the Haircolor category where full wigs are not permitted.

## HAIRCOLOR BEFORE SHOTS

When submitting "before" shots for the Haircolor category, use a photograph taken of the model the day of service. Name before and after images as "Model 1 Before" / "Model 1 After." Images must be uploaded in consecutive order as three (3) before and three (3) after, e.g. Model 1 Before, Model 2 Before, Model 3 Before, Model 1 After, Model 2 After, Model 3 After.

Not a member?  
Want to learn more about  
membership?

Visit [probeauty.org](http://probeauty.org) or contact  
the PBA Membership Team  
at 800.468.2274  
(480.281.0424).

Mail-In Entries must be  
postmarked by  
February 9, 2012.

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## The Entry Process

### ENTER ONLINE

The NAHA online entry process is a quick and easy way to enter NAHA 2011.

- Visit [probeauty.org/naha](http://probeauty.org/naha) to begin the entry process.
- Click on the “Enter Now” Icon.
- Enter your entry information, including the category.
- Enter any category-specific information.
- Upload the necessary signature forms (release form, editorial form, salon team form, haircolor form, newcomer stylist form).
- Upload your entry photos in the order you want them to appear.
- Make your payment with a valid credit card.
- Print your emailed confirmation page and mail or fax it along with your signed forms, if not uploaded during online entry process.

### MAILING YOUR ENTRY

You may submit multiple entries in one shipment, provided they each have all required materials and are clearly differentiated. All entries must be postmarked by February 9, 2012.

If you enter by mail, you may ship multiple entries in one package, but each entry should be treated as an individual entry.

Each entry must include:

- One disk (CD-ROM) per entry containing images for that entry *only* (include entrant name, salon/school and category on disc). DVDs are not accepted.
- Printed or thumbnail images to cross reference disc images with your name.
- Completed Entry Form.
- Completed Release Form.
- Completed Payment (check/money order or credit card information. All payments must be in U.S. funds).
- All applicable forms to qualify your entry.

Every piece submitted must be clearly marked with the entrant’s name, salon or school and category entered. Do not use staples with your entry. Elaborate packaging of entry is discouraged. Download additional forms at [probeauty.org/naha](http://probeauty.org/naha) and track your shipment. You will not be notified when we receive your entry. Please keep a copy of your entry. You will receive a confirmation email after we process your entry. This will be complete in early March 2012.

### ENTRY DEADLINE

All mail-in entries must be postmarked and online entries completed by February 9, 2012. *There are no exceptions.*

All mail-in entries must be postmarked and online entries completed by February 9, 2012. There are no exceptions.

Mail all materials to:

NAHA | PBA  
15825 N. 71st Street  
Suite 100  
Scottsdale, Arizona 85254

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## JUDGING

The online judging process is confidential. Entries are assigned a code, which is logged into a master roster, held by the NAHA staff. For the judges, this creates a “blind” system of judging, making it impossible for them to know any names associated with any of the entries. The judging process is taken seriously. In no way do we ever jeopardize the integrity of the process.

A select panel of internationally renowned stylists and top beauty editors from consumer magazines judge the entries and choose the NAHA finalists and winners. Judges take into consideration the following:

- Concept or overall creative approach.
- Art direction and composition.
- Demonstration of skill in the execution of style, make-up and appropriate wardrobe.
- Harmony between photographer’s execution and stylist’s creativity.
- Appropriateness of image for concept.
- Technical ability corresponding to category entered.
- Continuity of all images within the entry.
- Understanding of category entered.

All finalists will be notified by phone by April 30, 2012. Finalists must provide a headshot by June 1, 2012.

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## JUDGING TIPS

Do your homework, take charge and direct the process to create a unique feel and look for your signature work.

Keep the main focus on the hair. For most categories, avoid full body shots, unless relevant to your theme and artistic direction. Entering too many categories with the same look is likely to dilute your chances. Focus on the lighting. Dark lighting does not showcase hair well.

Avant Garde is the category designed for more innovative and creative entries. Although creativity is key, this is *not* a fantasy category. Styling hair into objects is not the goal. Images should be beautiful and ahead of the curve.

Texture entries must exemplify your ability to work with textured hair. Avant garde and fantasy images will be disqualified.

Overuse of props and accessories take focus away from the hair.

Images that do not represent the industry in a positive and professional fashion or are not of professional quality will be disqualified.

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## Photography Credits

### Cover

Hair by 2011 NAHA Finalist Giovanna Simington

### Page 2

Avant Garde: Hair by 2010 NAHA Finalist Alain Pereque

Contemporary Classic: Hair by 2010 NAHA Winner Alain Pereque

Editorial Stylist of the Year: Hair by 2011 NAHA Finalist Amy Freudenberg

Haircolor: Hair by 2011 NAHA Finalist Dimitrios Tsioumas

### Page 3

Hairstylist of the Year: Hair by 2010 NAHA Winner Tony Ricci

Make-Up Artist of the Year: Hair by 2011 NAHA Finalist Katelyn Simkins

Master Hairstylist of the Year: Hair by 2010 NAHA Winners Wendy and Oscar Bond

Salon / School Design of the Year: 2010 NAHA Winner Vasken Dimirjian Salon

### Page 4

Salon Master of Business Award (Salon MBA): Salon by 2011 NAHA Finalist Neroli Salon and Spa

Salon Team of the Year: Hair by 2011 NAHA Finalist Fresh Hair Studio

Student Hairstylist of the Year: Hair by 2010 NAHA Finalist Josh Parkin

Texture: Hair by 2010 NAHA Finalist Shirley Gordon

### Page 5

Hair by 2011 NAHA Finalist Eli Mancha

### Page 8

Hair by 2011 NAHA Finalist Kris Sorbie



# NAHA 2012 Release Form

Entry Deadline:  
February 9, 2012

Enter Online at:  
[probeauty.org/naha](http://probeauty.org/naha)

A separate release form is required for each entry. Duplicate this form or download additional forms at [probeauty.org/naha](http://probeauty.org/naha). This form *must* be signed by all parties: the stylist entrant, photographer, make-up artist and all models. Incomplete entries and release forms will not be processed. No other release forms will be accepted.

Do not mail entry art if entering online. However, you must return this signed release form by email ([naha@probeauty.org](mailto:naha@probeauty.org)), fax (480.905.0708), or mail (15825 N. 71st Street, Suite 100, Scottsdale, AZ 85254) with a print out of the NAHA website confirmation page.

I used partial wigs in my entry

I used extensions in my entry

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## Hairstylist Entrant

Hairstylist's Name: \_\_\_\_\_

Hairstylist's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

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## Clothing Stylist

Clothing Stylist's Name: \_\_\_\_\_

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## Photographer

Photographer's Name: \_\_\_\_\_

Photographer's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

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## Make-Up Artist

Make-Up Artist's Name: \_\_\_\_\_

Make-Up Artist's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

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## Models

*Models under 18 must have parent/guardian signature. Include first and last name.*

*Model signatures are not required if you are only entering the Editorial Stylist category.*

*To download the Editorial Stylist Form, please visit: [probeauty.org/naha](http://probeauty.org/naha)*

Model One's Name: \_\_\_\_\_

Model One's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

Model Two's Name: \_\_\_\_\_

Model Two's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

Model Three's Name: \_\_\_\_\_

Model Three's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

Model Four's Name: \_\_\_\_\_

Model Four's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

Model Five's Name: \_\_\_\_\_

Model Five's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

/ /

We, the undersigned entrant, photographer, make-up artist and models, hereby grant the North American Hairstyling Awards (NAHA), the Professional Beauty Association (PBA) and all its subsidiaries and Cosmoprof North America (CPNA) respective rights, titles and interests in the enclosed submission, including all applicable copyright rights. We further hereby grant NAHA, PBA and CPNA permission to reproduce any of our submitted images in any way they deem reasonable. We understand that all images submitted become the property of NAHA, PBA and CPNA without payment of any compensation therefore and without restriction as to date, location or manner of NAHA's, PBA's or CPNA's use. We grant NAHA, PBA and CPNA the right to use, edit and modify any submitted images as NAHA, PBA or CPNA determine in their discretion is appropriate in support of NAHA, PBA and CPNA, including advertising, promotion, or publicity associated with NAHA, PBA and CPNA. We understand that we still retain rights to use these images to promote our work. However, by participating in the competition, we cannot use the images in any advertising or promotion until after July 22, 2012 (date of NAHA 2012 Awards Ceremony). To protect the "blind" judging process, we will hold work from editorial publication until after the NAHA finalists have been announced (May 1, 2012) unless entering the Editorial Stylist of the Year category.

By hereby entering this competition, we waive the right to make any claims against the judges of the competition, the co-sponsors or any group which endorses the competition or assists in its conduct. We understand that the decision of the judges is final. We further agree to abide by all contest rules issued now or hereafter.

