



Davines 2017 MASK with Vibrachrom 1st Anniversary Color Contest!

INTRODUCING the Davines North America MASK with Vibrachrom 1st Anniversary Color Contest. The one selected winner will receive a full package trip to the World Wide Hair Tour 2018 in Parma, Italy.

Last year we embarked on the largest product launch in the history of Davines. We called it MASK with Vibrachrom, and it was the culmination of two decades of color experience paired with the latest research and development and created in adoration of hair colorists everywhere.

The response has been nothing short of overwhelming, as Davines (and non-Davines!) colorists have taken their game to a completely new level. We encourage you to follow and browse @davinescolor on Instagram for just a taste of what Davines Colorists are doing!

Eligibility & Requirements

The contest is open to all colorists of legal age (18 years) in the United States and Canada only.

This year's contest has just one category: Overall Creative! The limits of creativity are defined only by your own talent and imagination. There is no limit on the number of entries you may submit.

- Contestants **MUST** submit a minimum of two (2) high-resolution, full-head pictures of the look, preferably one front and one back. The color must be predominantly focused on Mask with Vibrachrom but can be supported by other Davines color lines.
- Contestants **MUST** submit a **COMPLETE** step-by-step of the process and the **COMPLETE** color formula in bullet-point format.
- Contestants **MUST** submit a **COMPLETE** step-by-step of the process and the **COMPLETE** color formula in bullet-point format. Davines North America reserves the right to request additional process and formula information.
- Photos **MUST** be submitted via **E-MAIL**, to socialmedia@davines.us. (If your pictures are too large to email, let us know and we will accept submissions via file transfer like WeTransfer.) We encourage you to post your photos to your social channels and use #davinesmaskcolorcontest17.
- By participating in the contest, contestants agree to abide by all of the contest rules and regulations. Davines North America shall be the sole arbiter of the rules in the event of a conflict.

The Judging

Submissions will be judged on the following criteria, all of which are weighted equally:

- Composition of the look
- Quality of the hair
- Color application
- Suitability
- Finish of the style
- Photo quality

The Prize

One (1) round-trip coach/economy flight ticket to Milan, Italy with transfers to/from Parma and with four (4) nights accommodations in the city, complete with free tickets to all World Wide Hair Tour events.

*Flight tickets to be approved and paid for by Davines North America.

*Flights must originate from and return to the United States or Canada. Any necessary connections or other flight expenses in excess of \$1,100.00 will be the responsibility of the winner.

How to Enter

Send your submissions to socialmedia@davines.us, subject line "MASK with Vibrachrom Color Contest - First Name, Last Name". If your pictures are too large to email, please let us know and we will arrange to accept a file transfer submission via WeTransfer or other file transfer/cloud sharing software or program.

Contest Period

The contest will run from June 15th to August 17th at 11:59:59PST. The winner will be announced by email and social media on or about October 3rd, 2017.

The Fine Print

By participating, each contestant grants Davines North America, its partners and assigns, permission to use their name, likeness and contest submission photos for publicity purposes without payment or additional consideration, except where otherwise prohibited by law. Davines North America shall be the sole judge of contest submissions and their decision regarding the winning submission shall be final. This contest is in no way affiliated with or sponsored by Facebook, Inc. or any of its partners or assigns.