



## New Zealand Hairdressers! Enter Your Collection by 14 August for a Chance to Win Worldwide Publication

Hair Shots 2 The World is giving away two international releases of suitable hair fashion collections... One prize is for Junior hairdressers – apprentices and those up to 5 years from qualifying and one for Seniors.

PRIZES for each category: 1 x Hair Shots 2 The World International PR release to the world's hairdressing media.

- Total value is \$AUD630. Winners will receive:
  - A strategized release to trade and consumer hair magazines around the world, media liaison including the sourcing of any additional information or interviews from you that might arise.
- Supply of electronic and/or print clippings
- Media monitoring for a minimum of 18 months from the date of release,
- Up to 10 professional designed social media tiles, and
- Two reports; one initial email update on early progress, and a progress report on request.

### HOW DO YOU ENTER?

All Entrants -

- Simply send your collection to [hairshots \[at\] hairshots2theworld.com](mailto:hairshots@hairshots2theworld.com) (low res images)
- alongside collection credits and personal details (name, salon, position),
- and confirm that model and photographer release permissions are signed.  
Plus entrants in the **Junior category** must have their boss's email us to confirm that you are either an apprentice or hairdresser qualified up to 5 years.

**Winners will be announced on Facebook and Instagram on Monday 21 August.**

An international panel of judges will judge the best collection in each category for publication. The criteria are:

- technical hairdressing,
- photo theme/style,
- innovation/fashion forward, and
- suitability of Photoshop usage.

The judges are:



- Sheryl Buckley, Images Magazine
- Damien Rinaldo, 2017 Australian Hair Fashion Awards Hairdresser of the Year
- Ruth Hunsley, RedMane Media UK (formerly editor of Hairdressers Journal International)

Hair Shots 2 The World thanks Images Magazine and the NZARH for their support.

Image by previous apprentice winner Sophie Butson, Photography: Oz Spinelli MUAs: Eleni Tekeste & Krista Jade Stylist: Steph Vaughan