

# AA AUSTRALIAN HAIR FASHION AWARDS

2025/2026



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PRODUCT  
CATEGORY

BEST NEW  
COLOUR INNOVATION

RULES AND CRITERIA

## AHFA Best New Colour Innovation

This category will be awarded to the company with the best new innovation in/or for professional colour launched in Australia/New Zealand during the Awards Period.

This is not limited to colour products only; it also encompasses any system or service which adds to or complements the colour experience and service in the salon by professionals.

This category is strictly limited to professional colour-focused products used by professionals in a salon environment and not available for sale to clients. This category cannot include shampoos or conditioners unless there is innovative technology specifically designed to support a colour service in the salon.

Entered products will be judged by a selection of local industry experts. They will be evaluated according to a strict set of criteria, including technical innovation, performance, functionality compared to product promise, ease of use across physical product and supplementary technical information, and value proposition.

Enter either a single product or a system of products into AHFA Best New Colour Innovation. Products eligible for this category need to be focused on and supportive of the discipline of colour. This can include but is not limited to products, pre- or post-technical colour care, or tools related to the colour process.

Each entrant is permitted to submit more than one entry in this category, provided all entries meet the Category Rules & Criteria.

**Entry into this category does not require you to submit any physical products.**

To successfully complete your submission into this category, please check the Submission Checklist below.

### SUBMISSION CHECKLIST

**This checklist is EVERYTHING that is required from you in order to successfully submit your completed entry on the online AHFA Awards Platform:**

**1. 1 x 5-minute video (with a voiceover)** that covers a detailed step-by-step demonstration applying and using the product. (Your video should not exceed 5 minutes and should be a maximum file size of 30MB.)

Your video must also include and answer the following:

- Introduction to brand and product
- Technology and innovation - around ingredients, delivery, concept, effect on hair
- How to use and product promise (expected results and target consumer)
- What makes this product stand out in its relevant category?

## AHFA Best New Colour Innovation

- What makes this product stand out in its relevant category?
- How does this new innovation impact and improve salon business?
- Visual finished result

**N.B: Please do not submit a standard/existing promotional video unless it clearly shows a step-by-step colour application that covers all the points listed above. Judges need a clear understanding of your product to judge effectively.**

**2. Written Submission:** Answer all questions in 500 words or less each - you will be answering directly on the online Awards Platform, and will find these questions under the "Submissions Requirements" Tab. Your responses will be used by judges to evaluate your entry - so it is vital your answers provide them with information that will assist them in their assessment:

**a) Introduce your brand and this colour innovation.**

Tell us who you are, the story behind this product/system, and why it was developed.

**b) What's innovative about this product or system?**

Explain the technology, ingredients, or method—and how it benefits the hair, colourist, or salon workflow.

**c) How is it used, and what does it promise?**

Detail the application process, expected results, and the target professional user or client concern it addresses.

**d) What makes this product stand out in the colour category?**

Compare it to other offerings—highlight standout performance, ease of use, functionality, or added value.

**e) How does this innovation improve or enhance the salon business?**

Discuss how it supports revenue, efficiency, client satisfaction, service quality, or the overall colour experience.

**3. 1 x High Res Jpeg Image of the product/s** (max file size 20MB per image). You have the option to upload up to 3 photos.

**4. The same 1 x Low Res Jpeg Image of the product/s** (max file size 5MB per image). You have the option to upload up to 3 photos.

**5. Statutory Declaration (Stat Dec)** - this is an online form you will complete on the Awards Platform to confirm (no printing required):

- All work is original, accurate, and meets category criteria
- Permissions from models, photographers, and contributors are secured where relevant

**Please ensure you read this entire document which covers ALL the Rules and Criteria specific to this category.**

# RULES

## 1) AWARDS PERIOD

The 2025/2026 Australian Hair Fashion Awards (AHFA) Awards Periods are:

**Creative and Business Categories:** 26th July 2024 to 10th November 2025

**Product Categories:** 26th July 2024 to 17th September 2025

All images and/or video, and/or content submitted/referenced in your entry **MUST** have been created during the above applicable Awards Period.

## 2) LAUNCH REQUIREMENT

Product Category Entrants must have launched their entered Product/s in Australia or New Zealand respectively during the Awards Period.

**\*\*If you are unsure about whether you meet the criteria above - please enquire with the AHFA Awards team.**

## 3) SUBMITTING YOUR ENTRY

Entry into AHFA Best New Colour Innovation is **digital only**. Entrants are not required to print and submit their physical entry. Entrants are also **not required** to send in their physical colour samples. All entries into the 2025/2026 Australian Hair Fashion Awards must be submitted through our AHFA Awards Platform, available via [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com)

Please reference the Submission Checklist above for a complete list of what is required to successfully complete your entry.

## 4) STATUTORY DECLARATION

You will find this section as a simple online form pre-loaded on the Awards Platform **(no printing required)**. As you go through the process of completing your entry, you will be directed to sign and submit it online. You will be confirming that all work, details, and materials submitted as part of your entry are your original work and are true and accurate, and meet the specific criteria for the category/s you are entering. Where relevant, it also includes your confirmation that you have the appropriate permissions from models, photographers and any other suppliers that have contributed to your entry.

\*Please note that your entry is not valid until this online form has been completed.

# RULES

## 5) JUDGING

The AHFA has introduced a revamped, two-part judging process for its Product Categories to ensure fairness, transparency, and thorough evaluation.

The process includes an In-Person Judging Day for Best New Hair Tool and Best New Colour Innovation, and an extended At-Home Judging phase for Best New Hair Essential, Packaging and Design, Hair Care, and Hair Styling Product categories.

Judges will participate in a moderated Zoom discussion midway to clarify product understanding, followed by independent scoring to maintain integrity. These changes, supported by industry moderators and extended evaluation periods, aim to celebrate innovation and uphold the AHFAs as the gold standard in recognising excellence in the hair industry.

The Judges will be made up of local respected professionals who are best suited to Judge the Product Categories. For more detailed information on these exciting new changes, please visit [www.australianhaifashionawards.com](http://www.australianhaifashionawards.com)

## 6) FINALISTS ANNOUNCEMENT

For details on the Finalist Announcement, please see information coming soon at: [www.australianhaifashionawards.com](http://www.australianhaifashionawards.com)

## 7) REQUIREMENTS FOR FINALISTS AND WINNERS

Across all internal and external communications, publicity, marketing, and PR, AHFA finalists and winners must include the year of their award alongside their title.

E.g. Richi Grisillo - 2024 AHFA Australian Hairdresser of the Year.

This rule is set to respect all winners and finalists.

## 8) COPY OF YOUR WORK

Please note that all collections and information submitted become property of The Australian Hair Fashion Awards / M Division Pty Ltd. Entrants are advised to keep personal copies of their entries.



# RULES

## 9) ENTRY FEES

Entry into the Best New Colour Innovation Category is \$AUD350 (ex GST) per entry, which is payable upon successfully submitting your entry on the AHFA Awards Platform.

## 10) ENTRY DEADLINE

Please refer to [www.australianhairfashionawards.com](http://www.australianhairfashionawards.com) for the entry deadlines.

In rare cases, a deadline extension may be considered – please apply by emailing [info@mdivision.com.au](mailto:info@mdivision.com.au) with your reason for extension clearly stipulated in your email. Please note that extensions can be difficult to grant due to judging timelines already being confirmed with our busy Judging Panel. If an extension is possible, it is unlikely to be more than a few days extra.

\*The AHFA have the right to make adjustments to the above Rules and Criteria if they deem it to be in the best interest of entrants and the integrity that these Awards stand for. We will make all reasonable attempts to inform you of these changes.

***For any further general information or questions regarding entry into this category, please email [christelle@mdivision.com.au](mailto:christelle@mdivision.com.au)***