



AHA
AUSTRALIAN
HAIR FASHION
AWARDS

PRODUCT GROUP CATEGORY

**BEST NEW
COLOUR INNOVATION**

RULES // 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 compliments, 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, not available for sale to a client. This category cannot include shampoos or conditioners unless there is innovative technology specifically designed to support a colour service in salon.

Entered products will be judged by a selection of impartial industry experts and select Beauty Media and 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 and supportive of the discipline of colour. This can include but is not limited to - product, pre or post technical colour care, or tools.

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 min **voiceover video** of a detailed step by step demonstration applying and using the product. (Your video should not exceed 5 min and should be a max file size of 30MB)

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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?
- 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 demonstration that covers all the points listed above. Judges need a clear understanding of your product in order to judge effectively.

2. 1 x **PDF Document** (max file size 20MB & max 4 pages - you will upload this separately on the AHFA Awards Platform). The Press Kit must have the following topic headings with information on each topic underneath:

- 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?
- How does this new innovation impact and improve salon business?

3. 1 x High Res Jpeg Image of the product/s (max file size 20MB - you will upload this separately on the AHFA Awards Platform. You have the option to upload up to 3 images)

4. The same 1 x Low Res Jpeg Image of the product/s (max file size 5MB - you will upload this separately on the AHFA Awards Platform. You have the option to upload up to 3 images)

5. Official Documentation (you will upload this separately on the AHFA Awards Platform):

- 1 x Statutory Declaration

This can be found under Rules & Criteria on our website.

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TIP: If you are having trouble compressing your PDF document to fit the max file size upload, below is a great free tool for instantly compressing PDFs:

https://www.ilovepdf.com/compress_pdf

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

RULES

1) AWARDS PERIOD

The 2024 Australian Hair Fashion Awards (AHFA) Awards Period is between **26th July 2023 to 26th July 2024**. All images and content submitted/referenced in your entry **MUST** have been created during the Awards Period.

2) NEW ZEALAND

The Australian Hair Fashion Awards (AHFA) is honoured to welcome New Zealand based brads/companies/businesses, to compete within this category. All categories, excluding State Group Categories, Australian Hairdresser of the Year, and Global Hairdresser of the Year, are open to New Zealand based hairdressers.

There is a new category created specifically for New Zealand based hairdressers to enter: New Zealand Hairdresser of the Year.

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 2024 Australian Hair Fashion Awards must be submitted through our AHFA Awards Platform, available via www.australianhairfashionawards.com

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

4) OFFICIAL DOCUMENTATION

Official documentation must be included as part of your submission to meet certain contractual obligations. The official documentation includes:

- Statutory Declaration

5) JUDGING

In the continued pursuit of a wholly independent competition platform and unbiased judging process, the 2024 Australian Hair Fashion Awards

will be judged by a prestigious panel of impartial industry experts and esteemed representatives from the Australian Beauty Media. These judges, renowned for their discerning eye and deep understanding of the beauty industry, bring a wealth of experience and knowledge to the evaluation process.

Through their discerning evaluations, these respected judges play a crucial role in recognizing excellence and innovation within the Australian and New Zealand Hair Fashion Beauty industry, guiding the competition towards its mission of celebrating outstanding products and advancements.

Judges are provided with category descriptions as the key criteria to allocate scoring against (Please refer to each category description for an outline on criteria).

6) FINALISTS

The 2024 AHFA finalist announcement will take place on @TheJournalMag Facebook Livestream after entries close – the date will be announced on www.australianhairfashionawards.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. Lyndal Salmon - 2023 AHFA Australian Hairdresser of the Year

This rule is set to respect all winners and finalists, and the integrity of the awards.

8) ENTRY FEES

Entry into the Best New Colour Innovation Category is \$350 (ex gst) per entry which is payable upon successfully submitting your entry into the 2024 Australian Hair Fashion Awards through the Awards Platform.

9) ENTRY DEADLINE

Please refer to www.australianhairfashionawards.com for entry deadline into the 2024 Australian Hair Fashion Awards.

In rare cases, a deadline extension may be considered – please apply by emailing 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.

*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 information or questions regarding entry into this category please email christelle@mdivision.com.au