



## **COMPETITION RULES, GOLDEN LASH AWARD 2016**

The 2016 edition of the Golden Lash Award, a competition for technicians working in the applying eyelash extensions, is organised by JOLICILS, a French registered company based in rue Lecuireot 9, 75014 Paris. The following articles define the terms and conditions by which applicants for, and participants in, the competition agree to be bound

### **Article 1: Competition theme**

The Golden Lash Award is an international event to find the best eyelash extensions technician using the lash-to-lash method and Russian Volume. This is the second edition of the event, which falls under the category “Beauty Look”. Competitors in the event will be required to put a full set of eyelash extensions on a female model, using products from the JOLICILS brand, and the quality of these extensions will be assessed by a jury who will consider both the technical and aesthetic qualities of the work. The final of the Golden Lash Award 2016 is to take place on Sunday, October 9, 2016 in Congress BEAUTY FORUM at the “Palais des Congrès” in Paris.

### **Article 2: Pre-selection**

Participation in the final is conditional upon a pre-selection process which involves the assessment of submitted online registrations by a technical jury. The jury will select the 40 best records, noting, however, that, depending on the technical quality of submissions, the jury reserves the right to select a smaller number of finalists.

Online registration to the pre-selection is easy and quick.

Each candidate must:

- Complete an online form providing details of identity and place of residence;
- Upload three photos, in JPEG format, showing a set of eyelash extensions as applied to a model;
- Read and accept the requirements of these regulations.

Photos which do not meet the following criteria will not be eligible for consideration:

- Lack of clarity of image (for example, too large an image, blurring, overly bright or poor contrast);
- Any image that has been retouched digitally;
- Any picture with a file size below 1 MB or greater than 2MB.

### **Article 3: Deadline for submissions**

The date for the submission of applications for pre-selection is midnight, May 31, 2016. The form for submissions is available on the JOLICILS website (<http://www.jolicils.com>).

### **Article 4: Exclusions**

The following will be automatically excluded from participation in the pre-selection process:

- Applications received after the filing deadline;
- Incomplete submissions or those sent in several parts;
- Submissions that do not sufficiently show the quality of the applicant's work;
- Submissions by minors;
- Submissions by a non-professional eyelash extensions technician.

### **Article 5: Selection to the final**

The selection of submissions to go forward to the competition will be made between June 1 and June 10, 2016. Finalists will be notified by email and must confirm their presence in the final of October 9, 2016, in Paris by sending a competition entry fee of 90 euros (including VAT) to JOLICILS before June 20, 2016. After this date, the jury reserves the right to appoint a substitute competitor. Upon receipt of the entry fee, each competitor will receive a folder to help prepare for the competition, as well as a JOLICILS mini-training kit (see art. 7).

### **Article 6: Conditions for participation in the finals**

Participants are required to observe the following conditions:

- Participation is on an individual basis;
- Each competitor will have to bring their own model;
- The "dress code" for the final: chic;

**Article 7: JOLICILS mini-training kit**

Each candidate selected to participate in the finals will, after payment of the entry fee, receive a mini training kit of JOLICILS products which can be customized according to habits and preferences.

**Article 8: Conduct of the contest final**

Each competitor must present themselves for registration on October 9, 2016, at 9 am at the following address: Salon BEAUTY FORUM, "Palais des Congrès" 75017 Paris.

The timetable for the final is as follows (all times local to Paris, France);

9:00: Registration of candidates

10:00-12:00: the competition Lash to Lash

12:30-13:30: Deliberation by the Jury

14:00-16:30: the competition Russian Volume

16:30-17h30: Deliberation by the jury

18:00-18h45 Announcement of results by the TV presenter Clio Pajczer, and presentation of the awards by Myriam Lamare and Ariane Brodier, the event's compere.

The "Competition" area will be clearly marked to preserve the comfort of the competitors. Aside from members of the jury, only photographers and videographers of the press will be entitled to access this area.

**Article 9: Code of Ethics**

Competitors, by applying online for pre-selection, are indicating that they undertake to respect the attached code of ethics of the competition.

**Article 10: Technical Evaluation Criteria**

Eyelash extensions completed by competitors will be assessed using the following technical and aesthetic criteria:

- Respect for the lash-to-lash technique; Or Russian Volume technique (lash-to-lash)
- Placement of the extensions at the correct distance from the eyelid;
- Whether the extensions are adapted to the facial structure of the model;
- Whether the extensions respond well to brushing;
- Uniformity and consistency of the extensions;
- Health and safety, both for the technician and the model, are duly respected;
- Cleanliness of the workstation.

### **Article 11: Jury**

The jury will consist of 6 members. Miss Myriam Lamare and Ariane Brodier, compere of the 2016 event, will be part of the jury responsible for aesthetic assessment.

The jury's decision is final. The jury reserves the right to disqualify any contestant who does not respect the conditions of participation or whose behaviour could disrupt the event, with any competitor so disqualified having no claim to any compensation or other right to damages.

### **Article 12: Prizes**

The following prizes will be awarded for each category:

- First prize: trip and one week stay for two people, the Golden Lash Award 2016 trophy, Newspaper article;
- Second prize: a weekend for two people, the Silver Golden Lash Award 2016 trophy, Newspaper article;
- Third prize: Jolicils training with kit included, and the Bronze Golden Lash Award 2016 trophy, Newspaper article;
- All competitors will receive a batch of JOLICILS products and a certificate of participation in the competition.

The prize for the best performances will be presented by the compere of the event, and the winner of the Golden Lash 2015 : Sofia Sadou.

### **Article 13: Image Rights**

JOLICILS, as well as its authorized providers, reserve all rights to reproduce, publish and disseminate photographic and video images, for presentation purposes, as well as for media and communication promotions. Each competitor, by applying to participate in the competition commits to be bound through these regulations to not obstruct or otherwise hinder the official photographers and / or videographers in the course of their work, and all participating competitors are deemed to have consented to be photographed and filmed.

### **Article 14: Responsibility**

JOLICILS assumes no liability in the event of cancellation, postponement or modification of the competition due to unforeseen circumstances and undertakes solely in this case to reimburse the registration fee.

### **Article 15: Acceptance of the rules**

Participation in the contest Golden Lash Award 2016 involves the acceptance of these regulations. Successful candidates who wish to do their own advertising using authorized images from competition may do so but on strict condition that the brand name JOLICILS is clearly mentioned and to the exclusion of the mention of any other brand.

## **CODE OF ETHICS**

### **Article 1: Products used**

Competitors undertake to use only JOLICILS products during the competition.

### **Article 2: Image rights**

All competitors are reminded that by participating in the competition they have agreed to co-operate, and not hinder in any way, the official photographers and / or videographers of the event, and that they have agreed to be photographed and / or filmed.

### **Article 3: Commitments**

Competitors agree to behave courteously towards the models, the organisers of the events and the other competitors.

Competitors undertake to respect the dress code: chic.

These Regulations shall be lodged with Maitre Geraldine Larapidie, Bailiff, 68 rue deTurbigot, 75003PARIS.

These Regulations may be requested free of charge upon written request to the organising company, JOLICILS, rue Lecuirot 9, 75014 Paris.

Information gathered as part of this contest may be subject to a data or electronic processing, for the sole purpose of the effective and efficient organisation of the event.

The recipient of any data so collected during the competition is JOLICILS, the organiser of the competition.

In accordance with the law of January 6, 1978, you may request a copy of any data collected in relation to your participation in the competition by submitting a written request, accompanied by a copy of an appropriate identity document, to JOLICILS, 9 rue Lecuirot, 75014Paris.