



TONI & GUY

**PHOTO
GRAPHIC AWARDS**

2021
VIRTUAL EVENT

ADDITIONAL INFORMATION
COMING SOON

RULES & REGULATIONS 2021

ENTRANT REQUIREMENTS

Entrants must be a licensed hairdresser or instructor, and currently employed at a TONI&GUY salon or academy location. Exceptions are for student and makeup categories only in which the entrant may be a current/alumni TONI&GUY student or front desk employee. Specific requirements are listed within each category.

- TONI&GUY Stylists at salon locations may enter the following categories: Cut – Men's – Total Look – Editorial – Makeup – Avant Garde and Hairdresser of the Year
- TONI&GUY Technicians at salon locations may enter the following categories: Colour – Total Look – Makeup and TIGI Colourist of the Year
- TONI&GUY Team Members who have successfully tested out of the TOTAL CONCEPT program may enter all appropriate categories.
- Academy Team Members who have a cosmetology and/or instructor's license may enter all appropriate categories.
- TONI&GUY Students who have or will graduate from a TONI&GUY Academy location after February 1, 2021 may enter all appropriate STUDENT categories.

PHOTO REQUIREMENTS

Images must be formatted as follows:

- 8"x10" or 10"x8"
- 300 dpi
- 2400 x 3000 or 3000 x 2400 pixels

ENTRY REGULATIONS

- Images may not be submitted that have been previously entered in a previous hairdressing competition including a prior year's PHOTOGRAPHIC AWARDS.
- There is an entry fee of \$20 for each submission.
- Entrants may submit multiple entries in the same category – however, a different model must be used for each entry.
- Entrants may utilize the same model + look in different categories by submitting a different pose for each submission.

PHOTOGRAPHIC AWARDS PRIZES 2021

\$250 VISA GIFT CARD + INDIVIDUAL TROPHY

Awarded to the winning entry for the following categories:

- PRO CUT
- PRO MEN'S
- PRO COLOUR
- PRO EDITORIAL
- PRO AVANT GARDE
- PRO MAKEUP
- STUDENT CUT
- STUDENT MEN'S
- STUDENT COLOUR
- STUDENT FANTASY
- STUDENT MAKEUP

\$250 VISA GIFT CARD + INDIVIDUAL TROPHY

Awarded to each winning entry (up to 3) for the following categories:

- PRO TOTAL LOOK
- STUDENT TOTAL LOOK

\$1,000 VISA GIFT CARD + INDIVIDUAL TROPHY

Awarded to the winning entry for the following categories:

- HAIRDRESSER OF THE YEAR
- TIGI COLOURIST OF THE YEAR

COVID 19

Due to covid 19 and social distancing practices we have removed the team categories for the 2021 Photographic Awards.

PRO CATEGORIES 2021

CUT

ENTRANT REQUIREMENTS

- Licensed Stylists at a TONI&GUY Salon location
- Licensed Technicians at a TONI&GUY Salon location – with completion of TOTAL CONCEPT stylist program.
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

(1) Image of (1) Female Model that exemplifies Cut + Style

MEN'S

ENTRANT REQUIREMENTS

- Licensed Stylists at a TONI&GUY Salon location
- Licensed Technicians at a TONI&GUY Salon location – with completion of TOTAL CONCEPT stylist program.
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

(1) Image of (1) Male Model that exemplifies current Men's Trends

COLOR

ENTRANT REQUIREMENTS

- Licensed Technicians at a TONI&GUY Salon location
- Licensed Stylists at a TONI&GUY Salon location – with completion of TOTAL CONCEPT technician program.
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

(1) Image of (1) Male or Female Model that exemplifies a Colour statement.

*Images may not be artificially enhanced

EDITORIAL

ENTRANT REQUIREMENTS

- Licensed Stylists at a TONI&GUY Salon location
- Licensed Technicians at a TONI&GUY Salon location – with completion of TOTAL CONCEPT stylist program.
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

(3) Images of (3) Models that exemplifies the Stylist's best session work

PRO CATEGORIES 2021

AVANT GARDE

ENTRANT REQUIREMENTS

- Licensed Stylists at a TONI&GUY Salon location
- Licensed Technicians at a TONI&GUY Salon location – with completion of TOTAL CONCEPT stylist program.
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

(1) Image of (1) Model that showcases an Avant Garde concept utilizing either natural or artificial hair.

MAKEUP

ENTRANT REQUIREMENTS

- All TONI&GUY Team Members at Salon + Academy locations

ENTRY REGULATIONS

(1) Image of (1) Model that exemplifies current cosmetic trends + artistry

TOTAL LOOK

ENTRANT REQUIREMENTS

- All TONI&GUY Team Members at Salon + Academy locations

ENTRY REGULATIONS

(1) Before Image and (1) After Image of a Model that showcases the model's transformation utilizing cut, colour, style + makeup.

HAIRDRESSER OF THE YEAR

ENTRANT REQUIREMENTS

- Licensed Stylists at a TONI&GUY Salon location
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

- (3) Images of (3) Models (1 Model per Image) utilizing a combination of (2) cuts in addition to (1) Editorial or Avant Garde look.
- Images must be a cohesive collection showcasing the entrant's hairdressing skills – Images/Models may not be utilized in other categories.

Not recommended for first-time entrants

TIGI COLOURIST OF THE YEAR

ENTRANT REQUIREMENTS

- Licensed Technicians at a TONI&GUY Salon location
- Licensed Instructors at a TONI&GUY Academy location

ENTRY REGULATIONS

- (3) Images of (3) Models (1 Model per Image) utilizing multiple techniques, multiple lengths to showcase a cohesive collection.
- TIGI Copyright Colour must be used.
- Images/Models may not be utilized in other categories.

Not recommended for first-time entrants

STUDENT CATEGORIES 2021

CUT

ENTRANT REQUIREMENTS

- Currently enrolled Students at a TONI&GUY Academy location
- Students who have graduated from a TONI&GUY Academy location after February 1, 2019
- Non-Licensed Apprentices at a TONI&GUY Salon location

ENTRY REGULATIONS

(1) Image of (1) Female Model that exemplifies Cut + Style

MEN'S

ENTRANT REQUIREMENTS

- Currently enrolled Students at a TONI&GUY Academy location
- Students who have graduated from a TONI&GUY Academy location after February 1, 2019
- Non-Licensed Apprentices at a TONI&GUY Salon location

ENTRY REGULATIONS

(1) Image of (1) Male Model that exemplifies current Men's Trends

COLOR

ENTRANT REQUIREMENTS

- Currently enrolled Students at a TONI&GUY Academy location
- Students who have graduated from a TONI&GUY Academy location after February 1, 2019
- Non-Licensed Apprentices at a TONI&GUY Salon location

ENTRY REGULATIONS

(1) Image of (1) Male or Female Model that exemplifies a Colour statement.

*Images may not be artificially enhanced

AVANT GARDE

ENTRANT REQUIREMENTS

- Currently enrolled Students at a TONI&GUY Academy location
- Students who have graduated from a TONI&GUY Academy location after February 1, 2019
- Non-Licensed Apprentices at a TONI&GUY Salon location

ENTRY REGULATIONS

(1) Image of (1) Model that showcases an Avant Garde concept utilizing either natural or artificial hair work.

STUDENT CATEGORIES 2021

MAKEUP

ENTRANT REQUIREMENTS

- Currently enrolled Students at a TONI&GUY Academy location
- Students who have graduated from a TONI&GUY Academy location after February 1, 2019
- Non-Licensed Apprentices at a TONI&GUY Salon location

ENTRY REGULATIONS

(1) Image of (1) Model that exemplifies current cosmetic trends + artistry

TOTAL LOOK

ENTRANT REQUIREMENTS

- Currently enrolled Students at a TONI&GUY Academy location
- Students who have graduated from a TONI&GUY Academy location after February 1, 2019
- Non-Licensed Apprentices at a TONI&GUY Salon location

ENTRY REGULATIONS

(1) Before Image and (1) After Image of a Model that showcases the model's transformation utilizing cut, colour, style + makeup.