

# STARS 2010

America's  
Beauty Show®

MARCH 27 - 29, 2010

## 10th Annual STARS Hair, Make-Up & Fashion MAKEOVER Photo Contest HAIR, MAKE-UP & FASHION for the PROFESSIONAL RULES & REGULATIONS

MODERN  
SALON

We're looking for High Fashion!  
We're giving Runway Recognition!

Plus  
THREE \$750 Cash Prizes  
And lots of Publicity!

### WHO CAN WIN?

Professional stylists holding a current cosmetology license. You may enter as an individual or as a salon team of three (stylist, colorist & makeup artist).

### WHAT CAN YOU WIN?

Three winning MAKEOVER photo entries (by individuals or salon teams) will be selected by 2010 celebrity judge: David Raccuglia

Creators of the three winning entries will receive

- \$750 from Cosmetologists Chicago and trophy. (Only one \$750 award and trophy per salon team.)
- Their winning photos featured in *Modern Salon Magazine*
- On-stage award presentation at the 2010 America's Beauty Show McCormick Place Chicago.



STARS 2010:  
Celebrity Judge!  
David Raccuglia

### DEADLINE

All entries must be received by  
**Friday, February 13, 2010**

### COMPETITION RULES

1. This competition is open to licensed, professional cosmetologists, barbers and stylists.
2. Competitor salon teams must **submit three (3) digital photos** of their best commercial work.
  - a. The **first photo should be the "before" look** prior to styling and make up application.
  - b. The **second photo is the "after" headshot** (and must show a the entire hairstyle) **once all styling and make-up application have been performed.**
  - c. The **third photo should be of the whole look including fashion** once all styling and make-up application have been performed.
  - d. The photos should highlight creative skills for commercial day time or evening hair.
  - e. **All three (3) photos must be submitted to win.**
  - f. The photos may be either black/white or color as **electronic files saved in jpg format at 300dpi in 8"x10"**. Slides and printed materials will not be accepted unless accompanied by electronic files in the format listed above. All entry materials will not be returned and become property of Cosmetologists Chicago.

Discs should be mailed to:

**STARS 2010 Makeover Competition**

**Attn: Christie Smadris**

**c/o America's Beauty Show, 401 N. Michigan Ave.Suite 2200, Chicago, IL 60611**

and/or zipped files can be emailed to:

**CSmaidris@AmericasBeautyShow.com**

3. Judges will select three (3) equal winners based solely on the quality of the work submitted.
4. Winners will be recognized on Sunday, March 28, 2010 at America's Beauty Show.

### FEES

\$75 for Cosmetologists Chicago or  
Cosmetólogos Latinos members

\$125 for non-members

AFTER



BEFORE

Over All  
FASHION  
Look Photo  
>>>>>>>>



Photo by Stars 2009 Winning Salon Team:  
Laurentius Salon; Color: Kim Ha Tran;  
Make-up - Laurentius Purnama; Philadelphia, PA.

America's Beauty Show is a registered trademark of Cosmetologists Chicago.

# STARS 2010 OFFICIAL ENTRY FORM

## COMPETITOR INFORMATION:

Membership Status: CC Member \_\_\_\_\_ Non Member \_\_\_\_\_

Entry Level: Professional \_\_\_\_\_

Entry Type: Individual \_\_\_\_\_ Salon Team \_\_\_\_\_

Name (1) \_\_\_\_\_ (For Salon Team) Name (2) \_\_\_\_\_ Name (3) \_\_\_\_\_

License Number (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

Salon name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Signature required-I am completely familiar with the Rules and Regulations of this competition of the 2010 America's Beauty Show and in entering same, agree to abide by said Rules and Regulations and will accept the decisions of the Competitions Committee and Judges as final.

Signature: \_\_\_\_\_

## Image Usage:

I consent to and authorize the use of any and all images submitted to the Cosmetologists Chicago (CC), and of any reproductions of them, for any purpose whatsoever, including (but not by way of limitation) the publication, display and exhibition of those images in promotion, advertising and trade, without any further compensation to me, or the individual in the images I also consent to the use of my name in connection with the images. I agree that the images and the related negatives shall constitute CC's sole property, with full right of disposition in any manner whatsoever. As CC immediately is taking actions in reliance on this consent, I declare it to be irrevocable: and I release and discharge CC from any and all claims whatsoever in connection with the use of photographs, reproductions of the photographs and my name.

(check box) By my signature below, I, and the business listed above, consent to receive all communications sent by or on behalf of Cosmetologists Chicago, and its subsidiaries the International Nail Technicians Association and Cosmetólogos Latinos, and American Association for Esthetics whether by fax, email, direct mail or telephone.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## METHOD OF PAYMENT:

Make check/money order or bank draft payable to:  
America's Beauty Show

Mail form to:  
STARS 2010 Photo Makeover Competition  
Attn: Christie Smadris  
c/o America's Beauty Show  
401 N. Michigan Avenue, Suite 2200, Chicago, IL 60611

Check/money order

Visa

MasterCard

Name on Card \_\_\_\_\_

Credit card # \_\_\_\_\_

Expiration date \_\_\_\_\_

MODERN  
SALON

America's  
Beauty Show®

MARCH 27 - 29, 2010