



## SECTIONS AND RULES

### **Section 1: GENTS CUT, COLOUR, AND STYLE**

- This section may be entered by learners, students, unqualified and qualified hairstylists.
- The final look must influence, represent, and interpret the 2022 theme: SOUTH AFRICAN
- A male model must be entered into this section.
- The competitor must cut and style a current fashionable hairstyle. Fantasy styles are forbidden.
- Extensions, hairpieces, or wigs are not allowed.
- Special attention will be given to the execution of colour. A harmonious graduation of 2 or more colour shades are compulsory.
- The haircut, hairstyle, and colour must be in focus and easy to identify on the photo.

### **Section 2: LADIES CUT, COLOUR, AND STYLE**

- This section may be entered by learners, students, unqualified and qualified hairstylists.
- The final look must influence, represent, and interpret the 2022 theme: SOUTH AFRICAN
- A female model must be entered into this section.
- The competitor must cut and style a current fashionable hairstyle. Fantasy styles are forbidden.
- Extensions, hairpieces, or wigs are not allowed.
- Special attention will be given to the execution of colour. A harmonious graduation of 2 or more colour shades are compulsory.
- The haircut, hairstyle, and colour must be in focus and easy to identify on the photo.



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### Section 3: CLASSIC BARBERING

- This section may be entered by learners, students, unqualified and qualified hairstylists, and trainee, junior, or senior barbers.
- The final look must influence, represent, and interpret the 2022 theme: SOUTH AFRICAN
- A live model must be entered into this section.
- The competitor must cut and style a current fashionable hairstyle. Fantasy styles are forbidden.
- The competitors final look must illustrate classic barbering skills for judging.
- The haircut, hairstyle, and classic barbering skills must be in focus and easy to identify on the photo.

### Section 4: CREATIVE BRAIDING

- This section may be entered by learners, students, unqualified and qualified hairstylist.
- The final look must influence, represent, and interpret the 2022 theme: SOUTH AFRICAN
- A live model must be entered into this section.
- The competitor must create and style a braided hairstyle on long hair (shoulder or longer).
- A harmonious graduation of 2 or more colour shades are compulsory. Creativity is encouraged in both colour and styling.
- Ornaments are allowed but must be proportional to the hairstyle and may not cover more than 25% of the entire head.
- At least two-thirds (2/3) of the braids must be up styled.
- The hairstyle, colour, and ornamentation must be in focus and easy to identify in the photos.



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### **Section 5: BRIDAL**

- This section may be entered by learners, students, unqualified and qualified hairstylist.
- The total look must influence, represent, and interpret the 2022 theme: SOUTH AFRICAN
- A live model must be entered into this section.
- The competitor must create and style a current bridal hairstyle on long hair (shoulder or longer).
- A harmonious graduation of 2 or more colour shades are compulsory. Creativity is encouraged in both colour and styling.
- Ornaments are allowed but must be proportional to the hairstyle and may not cover more than 25% of the entire head.
- At least two-thirds (2/3) of the hair must be up styled.
- The hairstyle, colour, and ornamentation must be in focus and easy to identify in the photo.

### **Section 6: 3D FREEHAND NAIL TIP ART (FULL SET TIP APPLICATION)**

- This section may be entered by unqualified, certified, and qualified nail technicians.
- The Full Set of Nails - free hand nail art should follow the provided 2022 theme: SOUTH AFRICAN
- A live model must be entered into this section.
- A competitor must design a full set of nails (10 nails).
- Any 3D art and medium may be used but not exceeding ½ cm in height or over the tip.

Examples include but not limited to acrylic paints, gel polish, brushes, colour shapers, sponges, dotting tools, rhinestones, pearls, studs, glitters, feathers, foils, nail polish, paper base coats, topcoats.

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- A full-length nail, Tip application, square shape and designed enhancement must be applied.
- No pre-designed tips or Press on Nails with printed images or patterned tips or any form of decal stickers may be used.
- No stamping, water transfer art or wraps or any pre- prepared acrylic add-on is allowed.
- Airbrushing is strictly prohibited.

### **Section 7: FANTASY MAKEUP**

- This section may be entered by Makeup Artists.
- The competitor must be a current student/learner enrolled and training at a make-up academy/studio, recent graduate (within past 12 months) or qualified (with more than 12 months experience).
- The competitor is to create a face and neck which captures and illustrates the provided 2022 theme: SOUTH AFRICAN
- A live model must be entered into this section.
- The model will be judged from the collar bone up. Headdresses and accessories may be used to compliment the final look.
- Prosthetic applications will not be allowed.
- Stickers, lace, beads, crystals etc. are allowed.

Competitors will be judged based on the following criteria:

- Interpretation and Reflection of the 2022 Theme (SOUTH AFRICAN);
- Design;
- Application Technique;
- Use of Colour and;
- Overall Presentation.



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### Section 8: NOVICE TALENT AWARD 2022

- This section may only be entered by students or learners enrolled at an accredited training provider and or an individual not older than 25 years of age and who does not hold a trade test certificate or Diploma in Ladies Hairdressing.
- The final look must influence, represent, and interpret the 2022 theme: SOUTH AFRICAN
- A live model must be entered into this section.
- The competitor must style a current fashionable hairstyle for the cover of a fashion magazine. Fantasy styles are forbidden.
- Extensions, hairpieces, or wigs are not allowed.
- A harmonious graduation of 2 or more colour shades are compulsory.
- The haircut, hairstyle, and colour must be in focus and easy to identify on the photo.

### Section 9: THE GRAM AWARD 2022

- Follow our Instagram page - @eohcbsa
- Like this post and share it to your story.
- Upload a before and after photo or video of your favourite in-salon work created by you between the 1st of July and the 31st of October 2022
- SHARE this post to your feed with the following hashtags:

1. #TheGramAward2022
2. #EOHCBSA
3. #AddingValueToYourBusiness, and;
4. The relevant hashtag for the section you are entering  
#EOHCBHairSection2022;  
#EOHCBNailSection2022 or;  
#EOHCBMakeupSection2022.

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- TAG the EOHCB in your shared post - @eohcbসা
- Encourage your friends, family, and colleagues to like your entered post(s) to increase your chances of winning.
- Multiple entries are welcome.

### **RULES:**

- Submitted photos/videos must be of work done during the duration of the competition (between 1 July 2022 and 31 October 2022).
- Submitted photos/videos must be the original work created and taken by the contestant.
- The Gram Award 2022 section will be held exclusively on Instagram and email submissions will not be accepted.
- Any editing should not affect the authenticity of the work, no manipulation or adding/removing significant elements within the frame is permitted.
- The submission should not infringe on copyright, trademark or moral rights of any person or entity.
- Entries close midnight on 31 October 2022.

### **JUDGING:**

- As this is a social media section with public interaction, entries will be judged based on the social media engagement of the post. The more likes received per entry, the greater the chance of being awarded the title winner of The Gram Award 2022 and fantastic prize(s)
- Only one winner will be selected per category (Hair, Nails and Makeup).
- Winners will be announced on the 30th of November 2022 via the EOHCB Instagram page.
- The public's vote is final.



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Ts and Cs apply!

“The Gram Award 2022” is part of The EOHCB Digital Hair, Nails and Makeup Artistry Competition and is subject to the same competition rules which can be found at [www.eohcb.com](http://www.eohcb.com) (link in our Instagram bio).