



ANNOUNCEMENT – L'ORÉAL PROFESSIONNEL COLOUR TROPHY

The L'Oréal Professionnel Colour Trophy has proven to be the most prestigious and successful hairdressing event in Australia for the past 12 years.

Flourishing year after year, the event has transformed the lives and businesses of all of its finalists and winners, both past and present.

The L'Oréal Professionnel Colour Trophy has cultivated emerging talent and flaunted existing talent, exhibiting skills and techniques across the country and increasing the prestige of the hairdressing industry to Australian consumers.

L'Oréal Professionnel, a leader in innovation and inspiration, now pushes forward the boundaries of expectation and the potential of hairdressing in Australia, with an exciting reinvention.

The L'Oréal Professionnel Colour Trophy will be transformed and staged as a biennial event (i.e. every two years), launching in 2009.

Called on by the industry, the time has come for a truly unique event capable of identifying true talent, developing and refining the skills of emerging talent and profiling industry individuals to achieve lasting success.

It is our dream to push forward the industry standard. Following an abundance of talent entering year after year, we aim to challenge hairdressers and believe that the industry is ready for new opportunity.

The preparation of a biennial event will be extensive and L'Oréal Professionnel is thrilled to bring you an event that will bring originality to the industry.

In 2008, we will bring you a series of workshops and seminars hosted by industry professionals and held for all potential applicants. These will assist you in preparing your entries and providing you with information on how to maximise their potential after the event.

The vision of Colour Trophy 2009 will continue to fascinate and lead, encompassing all of its existing attributes. In essence, we hope that the competition will respond more closely to building your business potential, refine your talents and build your profile; for long-lasting success in your career.

Although Colour Trophy will not be held in 2008, L'Oréal Professionnel will continue each year to inspire and motivate the industry; to *Dream, Excel* and *Succeed*.

In 2008 we bring forward the launch of L'Oréal Professionnel Stylist Awards!

With the past success of Style and Shoot, our strong link to fashion and our influence backstage at major fashion events, L'Oréal Professionnel launches the new Stylist Awards to bring freshness to the industry and provide both senior and junior stylists the opportunity to showcase their individual style and talent.

The L'Oréal Professionnel Stylist Awards will be launched in March 2008 and will continue on as a biennial event (every alternate year to Colour Trophy).

With the launch of the new Stylist Awards and the redefined Colour Trophy event, L'Oréal Professionnel is committed in its pursuit of the hairdressing industry and will evidently bring forth the best colourists and the best stylists every consecutive year.

L'Oréal Professionnel would like to take this opportunity to personally thank you for all of your continued support and look forward to seeing you in 2008.

If you have further enquiries please contact Tess Tzambazis.

Ph: 03 9272 2223

E: tzambazis@au.loreal.com

**Ludovic Dellazzeri
General Manager
L'Oréal Professionnel**

**Tess Tzambazis
Communications & Events Manager
L'Oréal Professional Products Division**