

REDKEN GLOSS BOSS AWARDS 2026

UK & IRELAND

TERMS & CONDITIONS

Full T&Cs

SECTION A – GENERAL COMPETITION TERMS

1. GENERAL

- (a) By entering the Redken Gloss Boss Awards Competition (the "**Competition**"), you agree to be bound by these terms and conditions (these "**Terms and Conditions**"). Promotional materials relating to the Competition, including all information on how to enter the Competition, also form part of these Terms and Conditions. In the event of any conflict between any terms referred to in such promotion materials and these Terms and Conditions, these Terms and Conditions take precedence.
- (b) For the avoidance of doubt, this General section of the Terms and Conditions applies to all categories of the Competition that are included in the sections that follow, namely the following categories: (1) Redken Gloss Boss Blonding 2026, (2) Redken Gloss Boss Brunette 2026, (3) Redken Gloss Boss Reds 2026 and (4) Redken Gloss Boss People's Choice Award 2026. All categories forming part of the Competition shall run concurrently in accordance with these Terms and Conditions. By entering this Competition, entrants will be deemed to be bound by and have accepted these Terms and Conditions.
- (c) The Promoter reserves the right to disqualify an entrant or winner that in its absolute discretion could bring the Promoter into disrepute.
- (d) The Promoter shall disqualify any entries that have failed to abide by and/or are in breach of these Terms and Conditions.
- (e) The names of the winners can be obtained by sending a stamped, self-addressed envelope, within 4 weeks of 20th April 2026 to the Promoter at Gateway Central, 187 Wood Lane, London, W12 7SA, referencing the Competition name.
- (f) All personal details and/or information given either in the entry process or otherwise must be truthful, accurate and in no way misleading. The Promoter reserves the right to disqualify entrants if they have supplied untruthful, inaccurate or misleading personal details and/or information.
- (g) Any personal information that entrants share with the Promoter (including name, address, email, social media profile, or other data) will be kept secure and only used in line with the [Promoter's Privacy Policy](#) and these Terms and Conditions. By entering the Competition, entrants acknowledge that their information may be used by the Promoter and their suppliers to administer the Competition. The Promoter may contact entrants by email, post, phone, SMS or other means in relation to the Competition, but will not send entrants any marketing communication unless entrants have also agreed to this, or the Promoter has another lawful basis for the communication.
- (h) Neither the Promoter nor agencies nor suppliers involved in this Competition may be liable to the winners, whether arising from tort including negligence, breach of contract or otherwise or for any damage, loss, liabilities, injury or disappointment incurred or suffered whatsoever as a result of or relating to participation in this Competition or the prizes unless they suffer personal injury or death as a result of the Promoter's negligence. No compensation for loss of earnings will be paid by the Promoter for participation in any aspect of this Competition.
- (i) The Promoter's decisions are final and no correspondence will be entered into.
- (j) The Promoter reserves the right in its absolute discretion to amend or waive any of these Terms and Conditions, or suspend or cancel the Competition at any stage, in the event of circumstances that are unforeseen or beyond its reasonable control (including suspected or actual fraudulent or misleading practices or other breaches of these Terms and Conditions).
- (k) By entering the Competition, entrants will be deemed to be bound by and have accepted these Terms and Conditions, [Promoter's Privacy Policy](#), the [Instagram Terms](#), [Instagram Privacy Policy](#), and [Instagram API Terms](#). Promoter reserves the right to disqualify any entries that have failed to abide by and/or are in breach of any of these agreements.
- (l) This Competition is in no way sponsored, endorsed or administered by, or associated with, Instagram. You are providing your information to the Promoter and not to Instagram. The information you provide will only be used as stated in these Terms and Conditions. By entering the Competition, entrants will be deemed to have released

Instagram from any and all liability arising from their participation in the Competition or out of, pursuant to, or as a result of the carrying out of the Competition.

- (m) English law applies and the English courts shall have exclusive jurisdiction over any proceedings in connection with the Competition.

2. THE COMPETITION

- (a) The Competition is open to all UK and Ireland residents, 18 years or older, with the exception of (i) L'Oréal (UK) Limited or any of L'Oréal (UK) Limited's group companies' employees; (ii) freelancer consultants engaged by L'Oréal (UK) Limited's Professional Products Division and (iii) immediate family members of an employee or freelancer consultant referenced in (i) or (ii) and those living in their same households (whether or not related), and (iv) any third party directly associated with the Competition. If any of the abovementioned excluded connections is discovered, the Promoter reserves the right to automatically disqualify the relevant entrant/team. For the avoidance of doubt, guest artists engaged by the Promoter are not included in the abovementioned excluded connections and may enter.
- (b) The Competition opens at 10:00 (UK time) on Monday 23rd March 2026 ("**Entry Opening Date**") and closes at 22:00 (UK time) on Monday 13th April 2026 ("**Entry Closing Date**"). Entries must be received on or before 22:00 (UK time) on the Entry Closing Date. Any entries received after 22:00 (UK time) on the Entry Closing Date will automatically be disqualified. The Promoter reserves the right to revise this date and extend the period for accepting entries to the Competition in the event of circumstances arising beyond its reasonable control.
- (c) All entrants must ensure that their chosen model has completed and signed a model release form in respect of all parts of the Competition.
- (d) For any colour application, the model must have had an allergy alert test 48 hours before the colour application or have completed the L'Oréal 'Professional Safety' protocol. The L'Oréal 'Professional Safety' protocol can be located in every box of Redken colour product and you can also access it via uk.lorealaccess.com (if you are in the UK) or ie.lorealaccess.com (if you are in the Republic of Ireland).
- (e) If you are entering as an employee or owner of a salon (who is also a professional hairdresser):
- you must obtain the consent of the owner(s) of the salon;
 - the salon must be located in the UK or Republic of Ireland; and
 - the salon must be trading at the time of entry and all stages of the Competition. If the salon is trading with L'Oréal (UK) Limited, it must be fully compliant with L'Oréal (UK) Limited's conditions of sale and credit terms at all stages of the Competition.
- (f) In respect of any timings and deadlines of the Competition, it is the responsibility of the entrants to allow sufficient time to meet such times and deadlines.
- (g) The Competition is free to enter and no purchase is necessary.

3. ENTRY REQUIREMENTS

For the avoidance of doubt, the information contained in this section 3 (Entry Requirements) applies to all categories of the Competition that are included in the sections that follow. In addition, there are more specific entry requirements under each category below.

- (a) Entrants must enter the Competition by completing their entry form online and upload their video entry (including a thumbnail picture or screenshot of their entry for the judges' reference) via the Competition portal on redkenglossbossawards.co.uk. Upon submission of the entry to the Competition portal, entrants must also include a cover photo. The cover photo must be a still image/snapshot taken from the video, which will be used as the cover image to identify your entry on judging day.
- (b) Entrants must also post a video on Instagram in accordance with the "Award Category Terms" in section 7 below (The 2026 Brief) and under one of the following award categories: Redken Gloss Boss Blonding 2026, Redken Gloss Boss Brunette 2026, and Redken Gloss Boss Reds 2026 (each an "**Award Category**" and together the "**Award Categories**").
- (c) Entrants must only use Redken colour, lightening and styling products on the model. This includes discontinued Redken products as long as they are within the stated expiry date.
- (d) Only wefts, weaves and extensions covering a maximum 25% of the head using Redken colour can be used. No full wigs are allowed.
- (e) Entrants must have internet access and an open Instagram account (i.e. an account that is not set to 'private').
- (f) Entrants must upload their entry video, which must:
- be in colour
 - be a maximum of 60 seconds long

- be posted to Instagram Reels
- feature no clear visual branding other than Redken (i.e. on colouring tools and styling equipment, clothing, or featured on products in the background)
- be created in compliance with the L'Oréal 'Professional Safety' protocol when applying lightener & colour (including wearing an apron and gloves, using plastic colouring tools, plastic tail comb and plastic sectioning clips)
- be filmed in portrait mode (9" x 16")
- be no more than 1 year old at the date of entry
- exclude the use of a filter, retouching, artificial intelligence or other post-production techniques (provided by Instagram or otherwise) or any other photo editing/colour enhancing tools
- comply with the applicable Award Category Terms
- include a 'before' and 'after' result on their model

(g) Entrants must include the below in the Instagram caption when uploading their entry video:

- The formulations & mixing ratio of the Redken colour used on the model
- Brief description of the technique carried out in the video
- Tag @redkenpro
- Include hashtags #GLOSSBOSS2026; and #GLOSSBOSS_UKI
- Include the category they wish to enter into by including all THREE of the relevant hashtags:
 - To enter **Redken Gloss Boss Blonding 2026:**
 - ◆ #REDKENGLOSSBOSS26
 - ◆ #REDKENGLOSSBOSS_UKI
 - ◆ #REDKENGLOSSBOSS_UKI_BLONDING
 - To enter **Redken Gloss Boss Brunette 2026:**
 - ◆ #REDKENGLOSSBOSS26
 - ◆ #REDKENGLOSSBOSS_UKI
 - ◆ #REDKENGLOSSBOSS_UKI_BRUNETTE
 - To enter **Redken Gloss Boss Reds 2026:**
 - ◆ #REDKENGLOSSBOSS26
 - ◆ #REDKENGLOSSBOSS_UKI
 - ◆ #REDKENGLOSSBOSS_UKI_REDS

- (h) Entrants may not enter the same model video for more than one award category/more than one entry. Entrants may not enter the same model video as entered previously for this Competition in any category.
- (i) Participants must be a professional hairdresser that is either: (i) the owner of, or employed as a hair colourist and/or stylist by, a professional hairdressing salon in the UK or Republic of Ireland; or (ii) a freelance hair colourist and/or stylist in the UK or Ireland.
- (j) All team members and models used at all stages of the Competition must be 18 years or over on the closing date of the Competition on 13TH April 2026.
- (k) Entrants must truthfully and accurately complete their application. If an entrant supplies any untruthful, inaccurate or misleading details and/or information and/or have failed to abide by these Terms and Conditions, the entrant may be disqualified.
- (l) The entrants may enter as an individual or part of a team. The team entering should consist of a maximum of three (3) people, which must include the colourist and model. The rest of the team can be made up of a stylist. An individual may enter in a dual role as both a colourist and stylist within the team. Colourists and stylists in the same team must be from the same salon.
- (m) An individual can only enter the Competition once, either as an individual or as part of a team. No individual can enter in more than one team. An individual/team can only enter one out of the above listed Competition categories.
- (n) An individual who is judging the Competition in any category is not permitted to enter the Competition. For the avoidance of doubt, team members of the judge (e.g., their workplace salon colleagues) may enter but all entries shall be made anonymous at the time that they are judged.
- (o) Incomplete, illegal, misdirected or late entries will not be valid. Proof of complying with the entry requirements set out in these Terms and Conditions will not be accepted as proof of receipt or entry. Promoter is not responsible for entries lost, damaged or delayed due to technical or connectivity or other problems.
- (p) Only one entry per person. Multiple entries made by the same person from various email, social media or other accounts or from the same IP address will not be valid.
- (q) Any entries which do not comply with these Entry Requirements or which contain any third party intellectual property without prior informed consent from the rights holder, or which violate or infringe another's rights,

including but not limited to privacy, publicity, which contain political views, or which contain any abusive, inappropriate, offensive or obscene language or imagery will be disqualified. Examples of language/images considered to be inappropriate, offensive or obscene, include (but are not limited to) any message/image which contains: (a) swearing; (b) comments or actions which appear to be discriminatory of any person, company or group of individuals, for example comments of a racist, sexist or homophobic nature; (c) comments or actions which promote bigotry, racism, hatred or harm against any group or individual or promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age (d) sexual innuendo, sexual language or sexual acts, actions or gestures; (e) promoting any illegal unlawful activity such as drug use; (f) content which is tortious, defamatory, slanderous or libellous; (g) any message that appears to be an advertisement or solicitation to buy; and (h) any materials (whether written or visual) that directly or indirectly relate to Promoter's competitor brands or that show any intention of promoting any brand other than the Promoter's brands.

- (r) The Promoter reserves the right to require entrants to prove that they are eligible to enter the Competition and/or to carry out its own investigations (either itself or through a third party acting on its behalf). If a winner is found to be ineligible, the Promoter reserves the right to select an alternative winner from all other eligible entrants to receive their prize and to require the return of any prize already awarded.

4. ENTRANT ROLES

- (a) The colourist and stylist full names (as applicable) must be confirmed in the online entry form via the Competition portal and must remain the same throughout the Competition. They cannot change and they cannot swap roles after entry.
- (b) If, after entry, the stylist (as applicable) is unable to be a part of the competing team (whether they leave the salon or for any other reason), the colourist can continue on their own but must not include a new stylist in the team. If the colourist cannot continue to be a part of the competing team (whether they leave the salon or for any other reason), then the team will be disqualified. If an individual enters in a dual role as both stylist and colourist and is unable to continue to be part of the competing team, then the team will be disqualified.
- (c) The Competition will be judged by a panel of minimum of seven hairdressing industry leaders. The judging panel will be comprised of a selection of Redken expert hairdressers, who specialise in Redken Colour and Redken styling products and who are able to judge with deep knowledge of the Redken brand and product ranges. The panel will also include an independent judge from Creative Head magazine.

5. PRIZES

- (a) Full details of the prizes are set out in section 9 (The Award Category Winner and People's Choice Award Winner Prizes). Prizes are awarded to individuals / the individuals within a team unless otherwise stipulated by these Terms and Conditions.
- (b) All prizes must be claimed before 31 December 2026.
- (c) The prizes are as stated and there are no alternatives or cash substitutes.
- (d) The winning individual/individuals from the winning team must redeem the prize. Prizes are not transferable to other individuals.
- (e) The Promoter reserves the right to substitute a prize of equal or greater value in the event that the prize is unavailable for any reason whatsoever.
- (f) A winner forfeits their prize and the Promoter reserves the right to select an alternative winner if:
 - i. within 3 weeks of being notified by the Promoter, a winner does not respond or does not provide their full name and relevant details (including address for the prize to be despatched); or
 - ii. a prize is rejected or returned undeliverable; or
 - iii. an entry is invalid or an entrant is disqualified or in breach of these Terms and Conditions.

6. USAGE RIGHTS

- (a) The Promoter shall own all the copyright and other intellectual property rights in the entries and any other materials (whether visual, oral or written) generated during the various stages of the Competition, in perpetuity and on a worldwide basis for use at Promoter's sole discretion including, without limitation, use in advertising, other media, press releases, editorial and promotional activity, point of sale material, Promoter's websites, third party websites (including Facebook, Instagram, Twitter and YouTube), newsletters and e-newsletters.
- (b) Accordingly, entrants assign to Promoter any copyright and other intellectual property rights which exist in their Competition entries to the Promoter and irrevocably waive any moral rights that could vest in them (which shall include their name, location and age) under the Copyrights, Designs and Patents Act 1988 or otherwise, and undertake to do all things necessary immediately on Promoter's request to effect or confirm any assignment in this paragraph.

- (c) In entering the Competition, all entrants and winners agree to participate in any promotional activity relating to the Competition, which may include entry content, voice, image and name for publicity purposes (in any media, print or online, including any websites, social media sites or third party retailer websites) and in advertising, marketing or promotional material (whether or not related to the Competition) free of charge without additional compensation or prior notice. Promoter may modify any entry content to fit in context with the relevant usage, whilst maintaining its original sentiment.

SECTION B – REDKEN GLOSS BOSS CATEGORY AWARD AND REDKEN GLOSS BOSS PEOPLE’S CHOICE AWARD 2026 TERMS

7. THE 2026 BRIEF

- (a) Entrants must create a well-executed, inspirational and modern colour look on any model of any gender or any identity, or a hair type as per the table below for the relevant award category. The judges will be looking for colour, technique and placement that is complemented by a beautiful style and finish. The total look must take inspiration from upcoming trends and sources. The total look must also reflect the professional skillset of the individual colourist (and/or stylist), whilst maintaining the integrity of the hair, which can be demonstrated by healthy and shiny hair on the final result of the model.
- (b) Entrants can interpret this as they see fit, but the final look must share the same values as Redken. These are:
- Fashion: Taking inspiration from trends – current trends or upcoming trends
 - Innovation: Classic elements, with a brand-new twist
 - Digital: Socially-optimised video editing of a look, capturing the colouring & styling journey of the hair

Award Category	Description	Hair type requirements
Redken Gloss Boss Blonding 2026	In this category, an impressively blond-colored look is required! You decide whether you want to submit a dreamy balayage look, breathtaking Baby lights effects, a super shiny blonde inspired by Sabrina Carpenter, creative blond pastels or your personal blond creation . What is expected is a fascinating blond that shines brilliantly	80% of the hair should be on Level 7-10
Redken Gloss Boss Brunette 2026	In this category, an impressive brunette colored look is required! You decide whether your look includes chocolate tones, coffee tones, creative pastels, blondes or reddish nuances. Combine brown shades however you like, and create your expensive brunette or creative brunette.	80% of the hair should be on Level 5–7
Redken Gloss Boss Reds 2026	In this category, an impressive red, copper or violet colored look is requested! You decide how strong and powerful it is or how natural and luxury. Combine every shade that you like, and create your WOW RED!	80% of the hair should be in copper, red or violet

- The hair colour/type referred to in the table above shall be according to the universal hair type and colour chart, copies of which you can find [here](#).
- Wefts, weaves and extensions covering a maximum 25% of the head using Redken Colour can be used.
- No full wigs are allowed.
- The work presented must always be exceptionally executed and technically correct.
- The use of filters, retouching, artificial intelligence or other post-production techniques or photo editing or photo-enhancement tools is not permitted.
- Models do not have to be professional, but they have to be confident, self-assured and ‘own’ their look.
- The clothes, makeup and accessories should enhance and complement the overall look that the colourist and stylist have created.

- o The hair colour will be the overriding factor in any decision-making process.

8. JUDGING AND MARKING CRITERIA FOR VIDEO ENTRIES

- (a) The models in the video must showcase the entrant's interpretation of the brief as outlined in section 7 above (The 2026 Brief) and will be judged on the colour that's been created on the model's hair and/or the overall finished cut and/or styling as applicable and which best meet the brief set out in section 7 (The 2026 Brief).
- (b) Judging for the Redken Gloss Boss Category Awards will take place on 20th April 2026.
- (c) All entrants will be marked in the following way:
 - Each of the judges will be required to mark all entrants as to how well they meet the brief set out in section 7 (The 2026 Brief), giving each a mark from 1 to 10 with, 1 being "poorly executed" and 10 being "excellently executed".
 - All of the judges' marks will be averaged for each entrant to calculate the positions of each from first to last relative to one another.
 - The judges will have a combined discussion about the top six (6) placed teams in each award category, discussing them together as a group in the context of the brief to decide via unanimous decision or failing this, via a majority vote, three (3) Award Category winners (one (1) from each Award Category).
- (d) The Award Category winner that receives the highest overall score from the judges marks across all 3 Award Categories will be crowned the Gloss Boss Winner UKI 2026 (the "**Gloss Boss Winner**").

9. REDKEN GLOSS BOSS PEOPLE'S CHOICE AWARD 2026

- (a) Following the announcement of the Redken Gloss Boss Category Awards winners, the teams that placed in positions two (2) to six (6) in each Award Category (fifteen (15) teams in total, five (5) from each Category) (each a "**People's Choice Award Entrant**") will automatically be entered into the Redken Gloss Boss People's Choice Award 2026.
- (b) The video entry submitted by each People's Choice Award Entrant for the Redken Gloss Boss Category Awards will be considered each People's Choice Award Entrant's competition entry for the People's Choice Award.
- (c) The Promoter will make available each video entry submitted by each People's Choice Award Entrant for the Redken Gloss Boss Category Awards online to the public on the Redken Gloss Boss website from 18:00 (UK time) on Sunday 26th April 2026 till 23:59 (UK time) on Tuesday 28th April 2026 (the "**Voting Period**").
- (d) Entries will be judged by the general public with access to the Redken Gloss Boss website (including salon customers, family, friends and the public at large) who will vote for their favourite submission online via a voting mechanism.
- (e) To vote, a voter must access the Redken Gloss Boss website People's Choice page and click on the image of the submission they would like to vote for. The voter must enter their email address once prompted. A verification email will then be sent to that email address. The voter must click on the link contained in the email to verify their vote and enable it to be counted. If the voter does not click on the link in the email, their vote will not be verified, their vote will not be classed as valid, and will be discounted.
- (f) A voter may only vote once on the People's Choice page. Any additional votes using the same email address will not count.
- (g) After 23:59 (UK time) on Tuesday 28th April 2026, the voting will close and any votes thereafter will not be counted.
- (h) The winner of the People's Choice Award will be the People's Choice Award Entrant who receives the highest number of legitimate votes from the general public whilst the Redken Gloss Boss People's Choice Award is live during the Voting Period.

10. THE AWARD CATEGORY WINNER(S) AND PEOPLE'S CHOICE WINNER PRIZES

- (a) The winner of each Redken Gloss Boss Category 2026 and the overall Gloss Boss Winner 2026 will be announced on 26th April 2026 at the Gloss Boss Awards Announcement Ceremony at the L'Oréal Academy, 187 Wood Lane, London, W12 7SA and notified via email following the announcement. For avoidance of doubt, attending the Gloss Boss Awards Announcement Ceremony is not compulsory and does not increase or decrease the chances of winning.
- (b) The winner of the Redken Gloss Boss People's Choice Award 2026 will be announced on 29th April 2026 on Instagram on the @redkenpro account and notified via email following the announcement.
- (c) The winners of each Redken Gloss Boss Category 2026 and Redken Gloss Boss People's Choice Award 2026 will receive (a) a trophy; (b) a complimentary ticket (including travel) and opportunity to present at the Redken on Stage event in London on 20th September 2026 at L'Oréal Academy, 187 Wood Lane, London, W12 7SA; and (c) a feature in a double page spread as a collective in Creative Head Magazine in 2026.

- (d) The Gloss Boss Winner 2026 will, in addition to the prizes described at 10(c) above also win: (a) a trophy, (b) a trip to Las Vegas, USA for 2 people (including flights, transfers, 3 nights' accommodation) from the 12th – 16th June, and (d) the opportunity to attend the Redken Symposium 2026 on 13th & 14th June 2026 at Ceasars Forum, 3911 Koval Ln, Las Vegas, NV 89109..
- (e) All prizes are non-transferable, and must be claimed and completed before 31 December 2026.
- (f) The Promoter will contact the winning individuals to confirm the dates, venue and agenda, and arrange such hotel accommodation and/or transport arrangements as may be included in the prizes listed above.
- (g) If the individuals wish to extend their trip, they can do so by contacting the Promoter, and this may be done so at their own discretion and funding.
- (h) In the case that the winning team comprised of a colourist only, the winning individual may wish to choose an additional member of the salon to accompany them on the trip. This must be agreed by the salon manager and the additional team member must be 18 years old or over.
- (i) The train times and/or flight times and airports will be decided by the Promoter at its sole discretion, and the Promoter will arrange public transport to reach the departing airport/train station. Once issued, flights and/or train tickets cannot be re-issued and date or routing changes are not permitted. All flights and train tickets are subject to availability and usual booking terms and conditions apply.
- (j) The flight tickets, train tickets and hotel vouchers forming part of the prizes cannot be applied to the cost of any previously purchased reservations or other miscellaneous charges. The winner(s) are responsible for paying all associated costs that are not specifically stated in these Terms and Conditions, including (where applicable) transport to and from departure airport, accommodation, meal costs, spending money, insurance and all other incidentals.
- (k) The winner(s) and their companions (if applicable) are responsible for obtaining valid passports and visas and, where appropriate, obtaining appropriate vaccinations and inoculations for foreign travel. The winner(s) are also personally responsible for any personal or incidental expenses and any VAT, national and/or local tax liabilities incurred in claiming or using the prize. The prize is as stated and is non-exchangeable and non-transferable.
- (l) For the avoidance of doubt, any extension of any of the prize elements is a personal request for leisure time and is thus not associated with Redken Gloss Boss Award prize events. As such, any associated costs and arrangements for any additional days to stay at the location of a prize day (by way of example only, travel, accommodation and travel insurance) are the individual team members' responsibility.
- (m) The individuals of the Award Category Winner and People's Choice Award Winner teams will also be featured in a piece within Creative Head magazine with all other category winners. By entering this Competition you agree to sign a [Redken Model Release Form](#) to be featured in Creative Head, should you be an Award Category Winner.