

Submission Guidelines

Here's your chance to be featured on the Raw and Real COLOURS by Gina. Submissions will be used for print, social media, digital ads, and on the CBG website. Please submit all entries to www.coloursbygina.wetransfer.com from October 1-October 30. Please include your model release forms, your contact sheet and your own media release form.

Here's how you submit:

- BEFORE PHOTO of hair down with white background
- Take photos of colours and producer setup [product shot]



- Write down process including formulations [here's an example]
 - Step 1 - apply base for gray coverage, $1/4$ 6.0 + $3/4$ 6.32 + 20 vol, 1:1.5, 35 minutes
 - Step 2 - lightening dust in foils LD + 30 vol, 1:1.5, 25 minutes
 - Step 3 - toning and refreshing at the basin 8.13 + 5 vol, 1:2, 10 minutes
- Categories:
 - Gray Coverage
 - Reds/Coppers
 - Blondes
 - Brunettes
 - Balayage
 - Highlights
 - Fashion Colours [MUST use CBG /Pure Mixers]
 - Violets

- AFTER PHOTOS :
 - Before you take your photo here are some things to consider.
 - Remove styling cape, suggest your client/model to wear solid, neutral colors to make the hair the focal point in your photos.
 - Styling : has to be finished, no frizz, smoothed ends, styled to show the best dimension of your colour: curls or waves show off balayage and highlights best. Straight hair is great for ombre or all over colour. If hair is too clean, add dry shampoo or volumizer to create more volume and texture.
 - BEST LIGHTING is natural light diffused through a glass door or window. You'll see the light shift as the day progresses. If you do not have natural light, you may use the ring light indoors
 - Goal is to best show dimensional or rather highlights and lowlights within your finished look, it will show the hair colour better.
 - Most cell phones come with a good camera on them, but of course to have more detail in your photos, you may use a professional camera, or photographer.

- Other submissions accepted:
 - Videos - hair swaying back or forth
 - Slo Mo - hair toss
 - Boomerang - hair flip
 - Blurred background, indoor or outdoor (doesn't have to be white)

Here's an awesome video with great tips : <https://youtu.be/SHv9DZlr9M8>

Tips on How to Take Beautiful Hair Photos

All of these photos are COLOURS By Gina and are from the Artistic Team.

How to photograph from the back

When shooting hair from the back, always ask your client to tilt her head slightly back -- this will make her hair look longer and more dramatic.



Heather Nitta



Rachael Flynn



John Aultman

How to photograph from the side

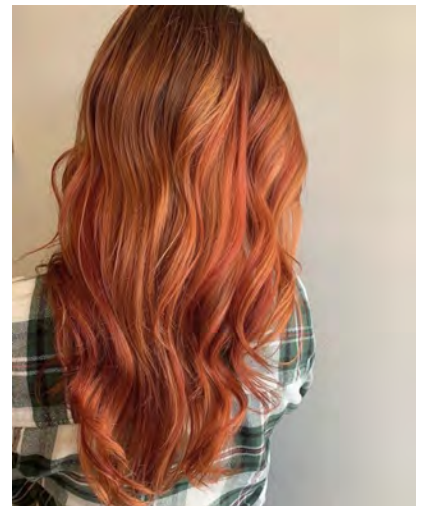
Have your client drop their shoulder, then adjust the hair so that it covers their entire shoulder. You can also have them put their hand slightly under their hair, as they would if they were going to do a hair flip.



Richie Roman



Heather Nitta



Chenille Paul

How to photograph from the front

Never have your client look directly into the camera - instead, put her hand in front of them, ask them to follow your finger, and then move your hand to the exact direction you want them facing. This gives you the ultimate control for where their head and hair ends up.



Heather Nitta



Richie Roman



Chenille Pauls

BEFORE AND AFTERS



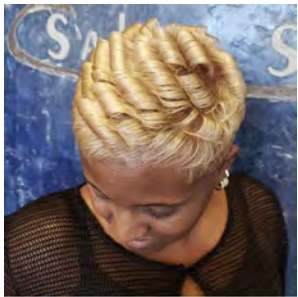
Jamie Goldman Before



1st



2nd



Final



Richie Roman Before

After



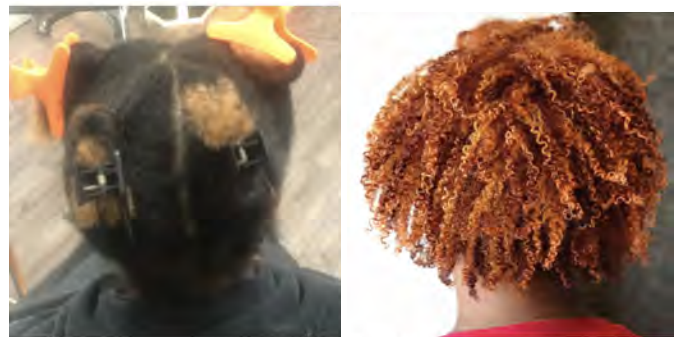
Richie Roman Before

After



Yvette Clay Before

After



Tas Ubank- Before

After



Matthew Elliott- Before

After



Dana Powell Before

After

Show Creativity



Kim Berry



Tas Ubank



Lexi Waterworth



Erin Fach



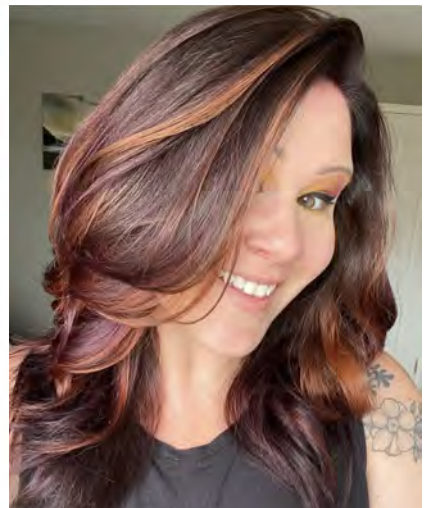
Hair by Harlow

Tell Your Colour Story



Amber Youngblood

Take Selfies of New CBG Hair



Contact Sheet

Name _____

Phone Number _____

Salon Name _____

Location _____

Instagram Handle _____

FB Page _____

- Completed COLOURS By Gina Model Release Form**
- Completed COLOURS By Gina Stylist Media Release Form**
- Completed COLOURS By Gina Formulation Sheet**

Upload images/videos, Model Release Forms, your Release Form, this contact sheet, and Formulation Sheets to the website: www.coloursbygina.wetransfer.com

Add your files, enter your email address and click on transfer.

