

## YOUR MISSION

American CREW FACE OFF is a competition showcasing men and men's grooming. We are looking for a blend of modern hair and looks, with a simple yet progressive fashion focused edge. Models, photography and overall aesthetic should reflect the man of today, without losing sight of the timeless character that is undeniably "CREW".

## PRIZES

There will be 20 finalists and three winners nationally, regardless of the state you live in. For example, there could be three winners from QLD.

### The three winners will enjoy the following prizes:

- Return economy airfares to the US, with four nights accommodation (non transferable).
- A photo shoot with David Raccuglia and American CREW USA.
- An exclusive men's shoot for Culture Magazine.
- An exclusive editorial spread in Culture Magazine in 2012.
- A photo shoot and editorial coverage with GQ magazine.
- Editorial coverage in nominated trade and consumer magazines.
- Competition coverage in FACE OFF magazine, available through both GQ and Culture Magazines.
- Inclusion in the next FACE OFF advertising campaign.
- 50 free copies of FACE OFF magazine for publicity and salon promotions.
- One year's free GQ subscription to each winning stylist's salon.
- A "Winner" FACE OFF 2012 plaque.
- One years free Culture Subscription to each winning stylist's salon.
- A FACE OFF winner's 2012 banner for your salon.

### 20 finalists will be awarded with:

- An American CREW cutting course voucher, valued at \$495. This can be redeemed for any American CREW course in 2012. (non transferable).
- A "Finalist" FACE OFF 2012 plaque.
- All finalists will receive full credits in the FACE OFF 2012 magazine.
- A FACE OFF finalist's banner for your salon.

### Additional prizes:

- The winning FACE OFF entries, including the "PEOPLE'S CHOICE", will receive an APPLE IPHONE each for their photographer.
- One model will win a two year modelling contract with The Men's Division.
- One winner will be announced as the "PEOPLE'S CHOICE" award winner and take home a \$2000 wardrobe from AG-Arthur Galan.
- CULTURE EDITOR'S AWARD. Awarded to the look that best represents a directional, fashion trend as inspired by current international runways and fashion houses. Prize includes an exclusive profile feature on the winner, published to culturemag.com.au FASHIONculture page, and blasted via an exclusive winner's cultureBYTE.

\*All additional prizes are subject to sponsorship agreement changes.

## MODEL PRIZE & INFORMATION

If you would like your model to be considered for The Men's Division model prize, it is advisable that they fit the following criteria. This criteria is not essential to win the FACE OFF section of the competition.

- The Men's Division will only consider models for the prize that are not currently signed with an agency. However, this does not mean existing signed models cannot be entered in the FACE OFF competition.
- Ideally, your model's height should be between 6' and 6'3". The Men's Division will also look favorably on models with good skin, hair and athletic physique, with an overall healthy appearance.

### The winning model will receive:

- An exclusive two year modelling contract with The Men's Division to the value of \$200,000\*. \*This is based on the potential earnings for a top model and is not guaranteed.
- A photo shoot with a top Australian Photographer.
- A Men's Division Folio, including prints and model composite cards.

## JUDGING

- All entries will be mounted by American CREW.
- All winners and finalists will be selected by a panel of judges. The panel will consist of American CREW All Stars, Editors of GQ and Culture Magazines and representative of the Mens Division Model Agency. Stylists and salon names are kept anonymous during the judging process.
- The AG "PEOPLE'S CHOICE" award will be voted by attendees of exhibitions held in Melbourne, Sydney and Brisbane. (Refer to Rules & Conditions).
- Entries will be judged on the following criteria: Cutting Technique. Styling Technique. Is the look on trend? Is the image masculine? Strong front and profile shot. Questionnaire accuracy.

## NEED A PHOTOGRAPHER?

If you have difficulty finding a photographer or have never done a shoot, we can suggest photographers who understand the FACE OFF submission requirements.

**Sydney** - ALI SALEHI Photography Ph: 0451 300 100 ali@ali-salehi.com

**Melbourne** - STEVE PINIROU, Spin Images, Ph: 0402 837 853 E: info@spinimages.com.au

**Adelaide** - David Solm Photography, Ph: 0412 100 448 E: david@solmphoto.com

**Brisbane** - ISRAEL RIVERA, Ph: 0414 790 078 E: info@israelrivera.com

**Perth** - Stephen Nicholls, Ph: 0407 420 479 E: info@stephennicholls.com

Travel rates can be negotiated should you live outside NSW, VIC, QLD or SA.

## HOW TO ENTER?

Complete the attached entry form and questionnaire. You can enter as many times as you like. (Submit one entry form per entry).

All entries must be submitted in black & white.

You must submit two 5 x 7 inch (127 x 178mm) images.  
One of your pics must be shot front on, the other side on.  
Both photos must be of the same model.  
Do not enter 2 x front shots or 2 x side shots.  
These will not be accepted.  
Images should be portrait not landscape.

### EXAMPLE OF A CORRECT SUBMISSION.

Rita Ferraro  
To Fred - NSW



Front

Side

You must include CD with both original images. One front and one side. Images should be saved onto disc at 300dpi. The hair of your model must not be digitally altered or manipulated in any way.

A cheque/money order of AUD \$35 per entry, payable to Ozdare, must accompany the entry form. Alternatively you can provide credit card details on the entry form. A receipt will be mailed to you.

## HELPFUL HINTS

The American CREW look is not about "fantasy". Be creative but not crazy.

-Use a model with strong looks and features

-When cutting and styling your models hair, pay particular attention to tapering and masculine square head shapes

Product knowledge and information can be obtained from our website at [www.americancrew.com](http://www.americancrew.com)

Please note that this is not an Australian based site and some contact details/information is not relevant to the Australian market.

In this entry form you will find some helpful shaving hints and a guide to the various types of products you might recommend to your model.

If you require additional entry forms, please contact Ozdare on 1800 104 204 or download them from our website at [www.americancrewfaceoff.com.au](http://www.americancrewfaceoff.com.au)

## RULES & CONDITIONS OF ENTRY

Only American CREW products are to be used on each model shot entered. Contact us on 1800 104 204 should you want to purchase an American CREW sample product pack.

You can submit as many entries as you like, however you cannot use the same model twice. Each entry must use a new model and look.

The entry fee is AUD \$35 per entry.

The competition is open to all hairdressers (qualified or apprentices) who are residents of Australia. American CREW Educators and employees are not eligible to enter.

20 finalists will be announced on November 8th 2011 in Melbourne at an exhibition of all American CREW FACE OFF entries. Finalists will also be notified the following day by phone and mail. QLD and NSW will have a chance to view all entries at an exhibition in their state. (This will be subject to number of entries.) Each visitor to the state exhibitions will have a chance to vote for their favourite entry in the "PEOPLE'S CHOICE" award category of the competition.

The three winning entries will be announced at the FACE OFF Winner's Night in February 2012. All finalists will be flown to Melbourne for the event. No results will be given prior to this date.

Two 5 x 7 inch (127 x 178mm) black and white shots of the same model must be submitted:  
a) Front profile-face & head shot b) Side profile-face & head shot. No other sizes will be accepted.

American CREW does not accept responsibility for loss or damage to your entry. Photographs will not be returned, therefore it is advisable that you make duplicate prints.

Photographs will remain the property of American CREW and may be used for publicity, editorial and advertising purposes. Stylists will be credited.

A selection of entries will be published in the Australian publication "FACE OFF"; produced by American CREW.

All entries must be original and your own work. Photographs must not have been previously published or used for prior competitions.

In the event that one entrant is awarded more than one place as a finalist or winner, only one prize will be awarded.

No entries will be accepted after this date.

Send all entries to:  
American CREW FACE OFF  
7 Endeavour Way, Sunshine West, VIC 3020

**(No entries will be accepted by hand delivery, only by post or courier.)**  
For any further enquiries please contact American CREW on 1800 104 204.

**ENTRIES CLOSE:  
16th September  
2011**

# PERSONAL DETAILS (Please print using blue or black pen in clear capital letters)

Name \_\_\_\_\_  
Salon Name \_\_\_\_\_  
Salon Address \_\_\_\_\_  
Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
Salon Phone Number \_\_\_\_\_ Mobile \_\_\_\_\_

## FACE OFF QUESTIONNAIRE

**Part A:** American CREW hair product(s) used on model. You may use more than one styling product.

Hair Product - Shampoo: \_\_\_\_\_

Why I chose to use this product: \_\_\_\_\_  
\_\_\_\_\_

Hair Product - Conditioner: \_\_\_\_\_

Why I chose to use this product: \_\_\_\_\_  
\_\_\_\_\_

Styling product - 1: \_\_\_\_\_

Styling product - 2: \_\_\_\_\_

Styling product - 3: \_\_\_\_\_

Techniques - Tell us about the techniques you used to create your style \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Inspiration -What inspired you to create this look \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Description- Describe your look in 3 words or less \_\_\_\_\_

**Part B:** American CREW Shave

Shave product I would recommend to my model: \_\_\_\_\_

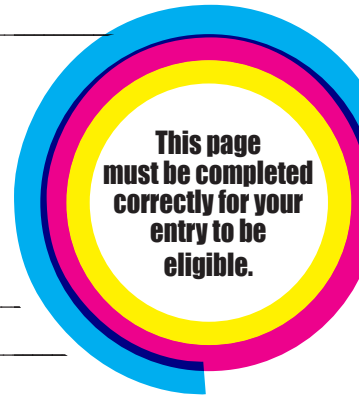
Moisturizer I would recommend to my model: \_\_\_\_\_

Tell us what you like most about either the shave product or moisturizer you would recommend:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tell us two key benefits of American CREW's hair colour for men PRECISION BLEND:  
\_\_\_\_\_  
\_\_\_\_\_

Tell us your favourite CREW product that's not a hair or shave solution:  
\_\_\_\_\_  
\_\_\_\_\_

Why I love this product: \_\_\_\_\_  
\_\_\_\_\_



## MODEL DETAILS (Please print details clearly)

Models Name \_\_\_\_\_

Height \_\_\_\_\_

Waist \_\_\_\_\_

Chest \_\_\_\_\_ Age \_\_\_\_\_

Currently signed with an agency?  Yes  No Models Mobile Number: \_\_\_\_\_

## PHOTO RELEASE AND AGREEMENT

I have read the Rules & Conditions and agree that all submitted photos will be the property of American CREW and may be used for editorial, promotional and advertising purposes.

Stylists Name \_\_\_\_\_

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

Models Name \_\_\_\_\_

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

Photographers Name \_\_\_\_\_

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

## PAYMENT FOR ENTRY Each entry is AUD \$35.

### PAYMENT METHOD (Choose one method only)

I have included a cheque or money order "payable to Ozdare" for AUD \$35 per entry.

or

Please charge my salons Ozdare account (you must have an existing Ozdare account).

or

Please charge my credit card

### CREDIT CARD DETAILS (Please print details clearly)

Please provide us with your credit card details if you would like us to charge your credit card.

Type of Card:  MasterCard  Visa  Amex

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

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Amount to Charge \_\_\_\_\_

A receipt will be sent once payment is received.

### CHECK LIST

Please make sure that you have completed all the fields on this entry form and the mandatory items below.

I have read all the Rules & Conditions

Enclosed with my application(s) is:  
Two black and white photos, 5 x 7 inch (1 front shot and 1 side shot)  
A disk containing my 2 black and white photos at 300dpi

Ensure your initials are written on the back top left hand corner of each photo in small print.

Payment, AUD \$35 per entry

Completed entry form

## BEST OF LUCK!





## AMERICAN CREW SHAVE SOLUTION

Four products that meet the needs of any and every man.

Use this as a guide to recommend the right Shave Product to your model.

### Which product is right for you?

Beard Type:	Fine	Normal	Coarse	Detail
Recommended Product:				
Lubricating Shave Oil	●	●	●	●
Precision Shave Gel	●	●		●
Moisturizing Shave Cream		●	●	
Post-Shave Cooling Lotion	●	●	●	



### LUBRICATING SHAVE OIL

Concentrated irritation prevention.

The ultimate in versatility, this product can be used as a primary shave solution for any type of beard or as a layering product under our Precision Shave Gel. It can also be used as a Moisturizing Shave Cream to create a noticeably closer shave. Barbers love this product for detail work to trim sideburns and goatees.

#### Additional Product Highlights

- A non-greasy solution. This is one oil that's actually good for a man's skin, with its lightweight blend of 12 essential oils, including eucalyptus, comfrey and rosemary.
- Say goodbye to air pockets. This amazing product prevents air pockets from forming between the skin and the razor, helping to eliminate nicks and cuts.
- Keeps bumps away. With its anti-irritation properties, Lubricating Shave Oil is a must-have for those prone to razor rashes or bumps. It can also be used as a prep-step under shaving cream or gel.



### PRECISION SHAVE GEL

Non-foaming formula for normal to fine beard types.

This clear gel refreshes the skin for a clean, close shave every time.

#### Additional Product Highlights

- Clear finish. This non-foaming gel remains clear while shaving, making it a great alternative for detail work, as well as neck clean-ups.
- Clean rinsing. Because it's a super light gel, it doesn't clog the razor.
- Tingle all the way. Special ingredients, including tea tree oil and menthol provide a pleasant cooling sensation while shaving.



### MOISTURIZING SHAVE CREAM

Herbal formula for normal to coarse beard types.

This vitamin-rich formula helps replenish what's lost during shaving.

#### Additional Product Highlights

- See where you shave. This cream helps reduce unnecessary razor strokes, which are the leading cause of razor burn.
- Traditional cream-based formula. The rich lather nourishes the skin with minimum foam and fewer air pockets.
- Complete coverage is achieved. Dry skin will soak up the moisturizing benefits, with soothing aloe and healing avocado oil providing maximum protection. A great primary shave product for those with lighter beards or normal-to-dry skin during winter months.



### POST-SHAVE COOLING LOTION

Moisturizing shave relief.

This dual action formula works as a lightweight moisturizer and a calming aftershave.

#### Additional Product Highlights

- Maximum versatility. This 2-in-1 formula saves time and helps keep it simple.
- Let the healing begin. The natural antiseptic properties of this formula help prevent redness and irritation. They can even help heal pre-existing shave-related skin irritations.
- Fast absorbing. This non-greasy lotion is quickly absorbed into the skin, leaving a fresh matte finish and a softer complexion.
- Defence barrier. The unique moisturizer helps to close pores after shaving, when skin is most vulnerable to environmental aggressors.