

Immediate Release

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Calling up all junior hairdressers for IBE Hairdresser Awards 2012

Kuala Lumpur, Malaysia: The annual grand hair competition – IBE Hairdresser Awards 2012 is now calling up all talented junior hairdressers and blasts the world stage with their most creative hair design! Organized by the International Beauty Expo (IBE) 2012, this hair competition is definitely the perfect platform for the junior hairdressers to obtain recognition among the Asian hair industry.

There are two categories for this competition, namely the Commercial Style Category and Fantasy Open Category. The theme for both categories is "Rapturous Renaissance", which is also defined as the moment of the rebirth of a dying soul. The participants are free to unleash their creativity by fostering the idea of joyous moments where a soul is regaining its precious life. The designs should be appeal with the market value or fabricate on artistic yet extravagant character for both categories respectively. The participants are free to sign up for both categories, but only one entry as per category. There will be two rounds for the competition: semi final (6 May 2012) and grand final (8 May 2012). Only shortlisted contestants will be informed to proceed to the semi-final round on 6 May 2012.

IBE Hairdressers Awards have been striving to propel the local hair industry forward and provide a platform for the potential hairdressers to excel in their career. The competition is opened for all junior hairdressers or junior make-up artist with all nationality, provided below age 30 on the day of competition. Commercial Style Category is only opened for individual participation, while the participants of Fantasy Open Category are free to participate individually, or in a group, with the limit of three team members for each group.

IBE Hairdresser Awards 2012 are pleased to gain support from several pioneers in hair industry as our honorable judge panel, namely Bengio Leong, David Mercer, Glen Hew, Lois Lee, Michael Poh, Terence Chin, Winnie Loo and many more. For Commercial Style Category, the panel would judge the hair design based on four criterions: (1) haircut technique; (2) hair blow/perm technique; (3) hair coloring technique and (4) overall image. As for Fantasy Open Category, the four judging criterions are: (1) creativity of theme interpretation; (2) hair accessories; (3) teamwork and (4) overall image. Participants have to achieve all required criterion in order to outshine the other hairdressers in this competition.

The gold prize winners for both categories are entitled for cash prize worth RM2, 000 and RM3, 000 for commercial and fantasy category respectively; trophy and certificate, Japan JOEWELL Y575 Scissor and ET40G Scissor, exclusive interview by Backstage Professional Magazine, and will be fully sponsored to

compete in the Grand Final of 7th Asian Hairdresser Festival Competition 2012 in Macau. Winners for silver prize and bronze prize in both categories are entitled for cash prize, trophy and certificate, scissors and exclusive interview by Backstage Professional Magazine. Besides, consolation prize comprises of a certificate and a product hamper worth RM800 too.

If you are a talented junior hairdresser and believe you have what it takes to take on the hairdressing industry, sign up for IBE Hairdresser Award 2012 and get recognized by all the pioneers in the industry! Winning the award may become a stepping-stone for your future career, so don't miss out!

Special thanks to Asia Hairdesigner Association (AHA), Artizta Professionals, Hairizon, Joewell Tokosha, Kiepe, Samurai and Backstage Professional Magazine for their fully support in this competition.

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