

TBWE “HAIR EXPLOSION”

Black Hair Show Contest

The “Hair Explosion” Contest at **The Black Women’s Expo** is a new and exciting way to gain business/salon exposure, industry recognition, and an opportunity for an on-stage presentation before thousands of African American women! Your creative hair styles will be featured in this upscale, adult atmosphere to a discerning and sophisticated audience!

Competition Categories:

- **Battle of the Beauty/Barber Schools-** Who’s The Best? Schools showcase their creativity and artistic styling ability as they compete against the best schools in the Midwest!
- **Barber Competition-** Barbers create styles that reflect their fresh and creative clipper art!
- **Hype Hair Competition-** Outdo your peers in an outlandish, big hair creation that defies gravity and incorporates cultural references.

Rules:

- 10 participants per category! Hurry and enter before the slots fill up!
- 2 models max per competitor-All models must be complete upon arrival @ TBWE
- Judging is done on a visual basis only-judging will consist of celebrity stylists, salon owners, beauty educators, and hair care company execs.
- Models must be dressed in the appropriate attire to reflect the design of the hair

Prizes (for each competition category):

- Grand Prize-\$500/trophy

Registration Fee: \$25!

(See Application Attached. Application and fee due by Friday, July 30, 2010)

Show Date: Sunday August 8, 2010

Time: TBA

