



## **AHP Making the Cut – Official Rules**

### Description of AHP Making the Cut

Associated Hair Professionals (“AHP”) members may submit videos performing treatment techniques within their scope of practice. Member video submissions will be selected based on editorial review and treatment accuracy. A “Submission” is any single video submission by an individual in addition to completing the official submission form that provides all required information including the individual’s name, email address, phone number, name of business, video file, and media release form.

### Agreement to the Rules

A Participant must agree to these Official Rules, including the media release form (“Rules”) to participate in Making the Cut. A Participant agrees that submissions to Making the Cut constitutes agreement to the Rules. A Participant is not eligible to receive the benefits described in the Rules unless Participants agree to the Rules. These Rules form a binding legal agreement between a Participant and AHP with respect to Making the Cut.

### Original Work

By participating in Making the Cut, Participants warrant that all contents of their Entry are wholly original, have been created entirely by Participant, have not been taken in whole or in part from any source other than Participant, and do not include anything owned by any third party or would require the permission of any third party. By submitting an Entry, Participants grant AHP an irrevocable right to use the Entry for any purpose for no further consideration.

### Who May Enter

Making the Cut is open to all licensed cosmetologists, hair stylists, and barbers with an active AHP membership who reside within the United States and are 18 years of age or older.

### How to Enter

Official entries must be submitted via the AHP Making the Cut submission form and videos submitted through WeTransfer. One to five photo stills are required and submitted through the official entry form.

## Selection and Notification

- Videos will be selected at the sole discretion of AHP staff.
- Entries will be chosen based on criteria such as (1) technique accuracy, (2) editorial review, and (3) personality.
- Participants waive any and all claims of liability against AHP and their employees and agents, for any personal injury or loss that may occur from the participation in Making the Cut.
- By participating in Making the Cut, the member authorizes for no further consideration the use of the member's name, likeness, biographical information, and video, for promotion or advertising purposes in any manner or any medium AHP deems appropriate.

If chosen:

- Your video will be featured and promoted to our AHP members and licensed cosmetologists.
- Your video will be promoted to AHP partners and AHP Influencers.
- Your video will be archived in the AHP video library for on-demand viewing.
- You may be selected for a feature in *AHP Indie Stylist* magazine, podcast interview, or blog post spotlight.
- Receive a special badge to show that your technique skills and knowledge were recognized
- Display your badge proudly on your website, social media, or within your spa or salon.
- Randomly chosen submissions will receive an AHP swag bag valued at \$100 (one per person).

## Video Requirements

- Place camera on a tripod.
- Film video horizontally.
- Give clear audio with no background noise including music.
- Provide clear view of service being performed.
- During the service:
  - Explain the steps you are taking.
  - Discuss styling.
  - Discuss product.
- To be considered, your video must meet all the video requirements.

## Additional Rules

- Must be working within your state scope of practice.
- Service must be performed within your professional treatment space.
  - No bathrooms or kitchens
- Follow proper sanitation guidelines, including masks due to COVID-19, if required by your state.
- More than one member may be chosen and featured.
- Provide 1-5 high resolution before and after images in addition to the video.