



## INFORMATION DOCUMENT

The **AMBA (AUSTRALIAN MODERN BARBER AWARDS)** are launching in 2020 to provide the Australian Barber and Men's hairdressing Industry a much needed and often requested benchmark of excellence and platform to showcase their creative and business skills.

With 14 categories including the Australian Modern Barber of the Year and the Australian Modern Barber Business of the Year, these awards will culminate in a very cool awards event in Melbourne on 8th November, 2020.

These awards have been launched due to industry demand and will be judged by an independent panel of judges, media, PR, business specialists, national and international barbers and specialists in the barbering industry

Proudly owned and operated by mocha publishing, owners of the Australian Hair Industry Awards and the Australian Beauty Industry awards and publishers of Hair Biz magazine and Barbershop Magazine.

### THE CATEGORIES

#### PHOTOGRAPHIC AND BUSINESS

Australian Modern Barber of the Year  
Australian Modern Barber Business of the Year

#### PHOTOGRAPHIC ONLY

Best Men's Collection Classic  
Best Men's Collection Freestyle  
Best Team Collection  
Best Men's Collection Junior

#### BUSINESS CATEGORIES

Best Director/Owner of the Year  
Best Customer Care  
Best Men's Educator of the Year  
(Independent or Organisation)  
Best Barbershop Design of the Year

#### NOMINATED CATEGORY

Special Recognition

#### AMBA Clean Skin Professional Product Awards Categories

HAIR CARE - Best Shampoo and Conditioner pair or 2 in one product  
HAIR STYLE - Best Styling Product. Entries can include:- Styling Wax, Cream or Paste

BEARD CARE - Best Beard Care Product. Entries can include:- Oil, Wax, Cream or Paste

## **PRIZES INCLUDE**

- Beautiful Trophy presented on the night of the AMBA's
- Use of the Title of winning category for 12 months
- Coveted PR in leading trade magazine Barbershop, Hair Biz, PR campaign for EVERY winner And more...
- Additional prizes

# **IMPORTANT DATES**

**Open for Entry Online – 21<sup>st</sup> February 2020**

**Entry Deadline - 22<sup>nd</sup> June 2020**

**(Care Treat and Style Product Deadline for Entry - 18<sup>th</sup> May 2020)**

**Finalists Announced - 1<sup>st</sup> August 2020**

**Winners Announced at the AMBA Awards Night – 8<sup>th</sup> November 2020**

**The 2020 AMBA's WILL BE OPEN FOR ENTRY FROM 9 AM, 21<sup>st</sup> February 2020**

## **SUBMISSIONS**

Each entry will require specific information and imagery to be written and uploaded directly into the awards site. Please keep a separate copy of the information uploaded for your records, however you will be able to download all or part of your entry at any time. You are welcome to Start an Entry which gives you access to the actual information required and should you decide not to continue with this entry, you can delete it. You may edit your entry after submitting, up until the entry deadline.

### **Dates for all Photographic and Submission Categories**

- Entry deadline: 22<sup>nd</sup> June 2020 at 6PM EST
- Please note the entry deadline, this date is final and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.
- Finalists announced: 1<sup>st</sup> August 2020
- Winners announced at the Awards Night: 8<sup>th</sup> November 2020

### **Dates for all Product Awards**

- Entry deadline for submission and products to be received by Mocha: 18<sup>th</sup> May 2020 at 5PM EST
- Please note the entry deadline, this date is final and there will be no extensions provided.
- Finalists announced: 1<sup>st</sup> August 2020
- Winners announced at the Awards Night: 8<sup>th</sup> November 2020

## General Information

- An Entry fee of \$175 per entry will apply to All Award entries
- Entry fees are not required until you have completed your entry.
- A full list of judges will be published in BARBERSHOP magazine and on the BARBERSHOP Facebook and Insta Pages.
- For Business Awards, the independent panel of 15+ judges is made up of business coaches, trade and consumer media, key independent figures within the industry and non-industry business experts.
- For Photographic Awards, the independent panel of 15+ judges is made up of key national and international iconic barbers, hairdressers and media.
- For AMBA Product Awards, the independent panel of 8+ judges per category is made up of Australian media from varying magazines, blogs, social platforms and online media vehicles.
- Judging decision is final and no correspondence will be entered into.
- Please make sure all your personal details are entered accurately, including contact details, as this will be used in the awards presentation if selected as a finalist.
- For AMBA you are eligible to enter more than one category, as long as the work submitted meets the criteria and an entry fee is paid.
- AMBA is an Australian Competition and entrants must have resided in Australia for the full judging period.
- Entry fees may be paid by credit card or PayPal only and must be paid online at time of completing submissions. If your submissions have not been paid for at close of entry they may not be included for judging.
- PLEASE NOMINATE YOUR CHOICE FOR THE AMBA Special Recognition Award BY SIMPLY CLICKING THE RELEVANT CATEGORY BOX. THERE IS NO CHARGE FOR THIS NOMINATION

## IMPORTANT INFORMATION ABOUT YOUR ENTRY AND JUDGING PROCESS

1. Read each content block requirement carefully
2. The judges will look at all entries in full and give an overall rating score taking into consideration criteria content and attachments.
3. Rating scores will be added by an independent auditor and from that the highest rated entrants will be named as finalists in each category.
4. The winner of each category is determined based on the highest score and in the event of a draw a secondary round of judging of finalists will be carried out.

## IMPORTANT INFORMATION REGARDING UPLOADS

1. For multiple images required upload one single multi-paged pdf file. Maximum file size is 5MB per piece.
2. For individual images upload high res JPEG or PDF files. Maximum file size is 5MB per piece.
3. For additional text information upload .doc .docx or pdf file
4. For link or video upload please provide the url link to your website or a youtube or vimeo file.
5. A maximum of ten pieces can be uploaded with your entry.

## Support

If you have any questions on the entry process, please contact the organisers by email to [mail@mochapublishing.com.au](mailto:mail@mochapublishing.com.au) or call 07 5580 5155

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**ON THE FOLLOWING PAGES YOU WILL FIND A DUPLICATE OF WHAT IS REQUIRED ON THE ONLINE AWARD SITE FOR EVERY CATEGORY INCLUDING INFO ON ALL QUESTIONS, ATTACHMENTS AND HINTS.**

THIS DOCUMENT IS SPLIT INTO THE FOLLOWING CATEGORIES: -

- **PHOTOGRAPHIC AND SUBMISSION**
  - **PHOTOGRAPHIC ONLY**
  - **BUSINESS CATEGORIES**
  - **AMBA Clean Skin Professional Product Awards Categories**
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## **IMPORTANT INFORMATION REGARDING PHOTOGRAPHIC CATEGORIES**

**ALL COLLECTIONS MUST HAVE BEEN CREATED WITHIN THE AWARDS PERIOD OF 20<sup>th</sup> JUNE 2019 – 20<sup>th</sup> JUNE 2020**

**Collections must not have been published in any format, or seen on any media platform, either print, online or social, must be unique to the AMBA's and not have been entered into any other hair competition.**

**Collections need to have been photographed professionally and form a cohesive photographic collection with plain studio or on-location back drop. They MUST NOT be just salon shots of hairstyles created in an everyday situation.**

**Wigs, wefts, hairpieces and hair extensions are NOT permitted.**

**You must supply a collection of 4 photos showing 4 different looks on 4 different models.**

**Collection can be in Black and White or colour.**

**All photos must be uploaded as a multi-page PDF less than 5mg in size, however if you reach finalist status you will be required to upload to drop box high res images and could also be required to supply block mounted versions of imagery for display at the awards event. These will need to be provided as A4 (210 x 297mm) and mounted on cardboard or foam (no thicker than 5mm), without any border showing**

**Collections may be published as soon as the finalist announcements have been made and NOT before.**

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## **AMBA PHOTOGRAPHIC & BUSINESS CATEGORIES**

### **AUSTRALIAN MODERN BARBER OF THE YEAR**

This award is given to a Barber who can best demonstrate excellence in ALL barbering skills, Men's cutting and styling, customer care, training, retail sales and an overall contribution to the Barbershop or salon. This award is restricted to a barber, who must be fully qualified and be employed full time in a barbershop or salon. This award is open to an employee, independent contractor or shop owner.

## WRITTEN SECTION

### INFORMATION REQUIRED ON THE ENTRY SITE IS:-

**Opening Statement:** Explain your general day to day duties within the shop/salon and why you believe yourself to be the best modern barber of the year.

**Biography:** Give us a brief history of your career to date. Include age.

**Contribution to the Shop/Salon:** What do you do to contribute to the shop/salon?

For example:-

- details of day to day activities
- details of any internal training provided
- charitable or social activities organised
- other (as relevant)

**Training and Inspiration:** How do you keep up-to-date with the latest techniques and trends?

Please provide:

- events and/or education attended in the last 12 months
- magazines, websites and events you use to gain inspiration
- other (as relevant)

**Customer care:** Describe the ideal client's journey you activate yourself or instil in your staff, from consultation through to aftercare and re-booking.

Can also provide information such as:

- average number of clients per week
- average bill
- rebooking statistics
- upsells to include treatments and technical services
- retail results (including average client spend)

OR

How you guide your staff with Key Performance indicators in terms of the above

**Qualifications:** Give details of the qualifications you hold that assist with your position and additional study you have undertaken to enhance the quality of your role.

**Special Activities (Optional):** Have you been involved in any shows, extra-curricular activity or promotions and if so, what role did you play in them?

**Skill Set, Goals and Expertise:** Explain what you believe to be your best skill set, what your future goals are and where you see your area of expertise. Include what you do to be the best Barber you can be.

**Name of Business where you are currently employed or own:** This is for the purposes of announcing along with your name, should you reach finalist stage.

## PHOTOGRAPHIC AND ATTACHMENT SECTION

**Photograph:** Please supply a photograph of yourself

**Photo of Shop/Salon:** Please provide 1-3 photos of your work environment

**Photographic Collection:** Supply 4 photographs in a multi-page pdf. Collection can be classic, traditional, fashion, editorial, freestyle or mixture of all of the above to demonstrate the overall skill of the entrant.

**Credits:** Please include full name credits of Barber and photographer and also include if necessary, colourist, clothing stylist, MUA (if applicable)

**Name of Collection:** Tell us the name of the Collection

**Inspiration:** Give us information on what inspired you with your collection and a short description of your looks and how you achieved them.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

## **AUSTRALIAN MODERN BARBER BUSINESS OF THE YEAR**

Entrants must be a stand-alone Barbershop or Men's only Hair Salon. This award is given to barbershop or Men's salon that shows the highest excellence in facilities, environment, customer care, services, creative ability, menu and training.

**Opening Statement:** State why your Barbershop or Men's only salon should be awarded as the Best Barber Business of the Year and how you have demonstrated excellence.

**Full Description of Your Barbershop:** Give a full description of your barbershop/Men's only salon including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry.

**Success of Barbershop:** Explain the success your salon has enjoyed during the period June 1<sup>st</sup> 2019 – May 31<sup>st</sup> 2020

**Customer Experience:** Explain what you offer your customers to make their experience the best that it can be before, during and after their visit.

**Staff and Training:** What training do you offer your staff both on and off site, what incentives do you offer and what additional activities do you have in place help them be the best that they can be.

**Business logo:** Please upload your business logo

**Photos of your Salon/Shop:** Please supply images of both interior and exterior

**Photos of creative work:** Please provide a multi-page pdf of a minimum of 4 before and after photos of clients from you or your staff. Can include more if you wish but with a maximum of 8. If you have a photographic collection you wish judges to see, or selection of images from various collections, please upload these in the supporting documents and images section.

**Salon service menu and pricelist:** Upload your service menu showing what services you offer and prices

**Financials:** Please supply graph or bullet points showing growth of business over the last year (June 1<sup>st</sup> 2019 – May 31<sup>st</sup> 2020) including financial growth (service and retail), increase in clients and growth of repeat business.

**Testimonials:** Supply 2 Testimonials from Clients regarding your customer care and point of difference

**Awards and Accolades (optional):** Include information on any awards or accolades your salon has enjoyed during the period of (June 1<sup>st</sup> 2019 – May 31<sup>st</sup> 2020) that will support your entry

**Advertising and Marketing (optional):** Include information on any advertising or marketing of your salon during the period of June 1<sup>st</sup> 2019 – May 31<sup>st</sup> 2020 that will support your entry

**Press Coverage (optional):** Include any relevant press coverage you have enjoyed during the period of June 1<sup>st</sup> 2019 – May 31<sup>st</sup> 2020 that will support your entry

**Industry Association Membership (optional):** Please show if you belong to any industry associations or groups that you feel would be relevant to your submission

### **Supporting documents & images**

Include any additional photos or documentation that you feel is required to support your entry

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## **AMBA PHOTOGRAPHIC CATEGORIES**

### **BEST MEN'S COLLECTION - CLASSIC**

This award is given to a qualified Barber who can produce a classic collection that is commercial and uses skilled barbering techniques that can include, cutting, clipping, fading, styling, grooming and dressing to show current or fashion forward styles and trends. This award is open to an employee, independent contractor or shop owner.

### **WRITTEN SECTION**

The written section is not judged on. This is for the organisers to have information on the entrant should they become a finalist and/or winner.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

#### **Full Name, age and current place of work**

**Biography:** Give us a brief history of your career to date.

**Qualifications:** Give details of your qualifications.

**Agreement:** Please tick the check box confirming that your collection has been created within the period of 1<sup>st</sup> June 2019 and 31<sup>st</sup> May 2020 and has not been published anywhere before.

**Hair enhancements:** Please tick check box to confirm that no Wigs, wefts, hairpieces and hair extensions have been used

### **PHOTOGRAPHIC AND ATTACHMENT SECTION**

**Photograph:** Please supply a photograph of yourself

**Photo of Shop/Salon:** Please provide 1-3 photos of your work environment

**Photographic Collection:** Supply 4 photographs in a multi-page pdf. Collection must demonstrate the overall skill of the entrant. **Collections need to have been photographed professionally and form a cohesive photographic collection with plain studio or on-location back drop.**

**Credits:** Please include full name credits of Barber and photographer and also include if necessary colourist, clothing stylist, MUA (if applicable)

**Name of Collection:** Tell us the name of the Collection

**Inspiration:** Give us information on what inspired you with your collection and a short description of your looks and how you achieved them.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

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## **BEST MEN'S COLLECTION - FREESTYLE**

This award is given to a qualified Barber who can produce a freestyle collection that is more alternative than commercial, can be clipper art, avant-garde, visionary and uses skilled barbering techniques that can include, cutting, clippers, fading, styling, grooming and dressing to show a more visionary look and style. Be imaginative in this category. This award is open to an employee, independent contractor or shop owner.

## **WRITTEN SECTION**

The written section is not judged on. This is for the organisers to have information on the entrant should they become a finalist and/or winner.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Full Name, age and current place of work**

**Biography:** Give us a brief history of your career to date.

**Qualifications:** Give details of your qualifications.

**Agreement:** Please tick the check box confirming that your collection has been created within the period of 1<sup>st</sup> June 2019 and 31<sup>st</sup> May 2020 and has not been published anywhere before.

**Hair enhancements:** Please tick check box to confirm that no Wigs, wefts, hairpieces and hair extensions have been used

## **PHOTOGRAPHIC AND ATTACHMENT SECTION**

**Photograph:** Please supply a photograph of yourself

**Photo of Shop/Salon:** Please provide 1-3 photos of your work environment

**Photographic Collection:** Supply 4 photographs in a multi-page pdf. Collection must demonstrate the overall skill of the entrant. **Collections need to have been photographed professionally and form a cohesive photographic collection with plain studio or on-location back drop**

**Credits:** Please include full name credits of Barber and photographer and also include if necessary colourist, clothing stylist, MUA (if applicable)

**Name of Collection:** Tell us the name of the Collection

**Inspiration:** Give us information on what inspired you with your collection and a short description of your looks and how you achieved them.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

## **BEST TEAM COLLECTION**



This award is given to a team of barbers formed from one barber shop, product company or any other artistic team who can produce a collection that is commercial or alternative but showcases all team members skilled barbering techniques that can include, cutting, clippers, fading, styling, grooming and dressing. This award is open to employees, independent contractors, educators or shop owners and can comprise of both qualified and apprentice barbers

## WRITTEN SECTION

The written section is not judged on. This is for the organisers to have information on the entrant should they become a finalist and/or winner.

### INFORMATION REQUIRED ON THE ENTRY SITE IS:-

#### Full Name, age and current place of work

**Biography:** Give us a brief history of your career to date.

**Agreement:** Please tick the check box confirming that your collection has been created within the period of 1<sup>st</sup> June 2019 and 31<sup>st</sup> May 2020 and has not been published anywhere before.

**Hair enhancements:** Please tick check box to confirm that no Wigs, wefts, hairpieces and hair extensions have been used

## PHOTOGRAPHIC AND ATTACHMENT SECTION

**Photograph:** Please supply a photograph of yourself

**Photo of Shop/Salon:** Please provide 1-3 photos of your work environment

**Photographic Collection:** Supply 4 photographs in a multi-page pdf. Collection must demonstrate the overall skill of the entrant. **Collections need to have been photographed professionally and form a cohesive photographic collection with plain studio or on-location back drop**

**Credits:** Please include full name credits of Barber and photographer and also include if necessary colourist, clothing stylist, MUA (if applicable)

**Name of Collection:** Tell us the name of the Collection

**Inspiration:** Give us information on what inspired you with your collection and a short description of your looks and how you achieved them.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

## BEST MEN'S COLLECTION JUNIOR

This award is given to an apprentice non-qualified Barber who can produce photographic collection that is commercial or freestyle and uses skilled barbering techniques that can include, cutting, clippers, fading, styling, grooming and dressing. This award is open only to apprentices or non-qualified barber

## WRITTEN SECTION

The written section is not judged on. This is for the organisers to have information on the entrant should they become a finalist and/or winner.

## INFORMATION REQUIRED ON THE ENTRY SITE IS:-

### Full Name, age and current place of work

**Biography:** Give us a brief history of your career to date.

**Agreement:** Please tick the check box confirming that your collection has been created within the period of 1<sup>st</sup> June 2019 and 31<sup>st</sup> May 2020 and has not been published anywhere before.

**Hair enhancements:** Please tick check box to confirm that no Wigs, wefts, hairpieces and hair extensions have been used

## PHOTOGRAPHIC AND ATTACHMENT SECTION

**Photograph:** Please supply a photograph of yourself

**Photo of Shop/Salon:** Please provide 1-3 photos of your work environment

**Photographic Collection:** Supply 4 photographs in a multi-page pdf. Collection must demonstrate the overall skill of the entrant. **Collections need to have been photographed professionally and form a cohesive photographic collection with plain studio or on-location back drop**

**Credits:** Please include full name credits of Barber and photographer and also include if necessary colourist, clothing stylist, MUA (if applicable)

**Name of Collection:** Tell us the name of the Collection

**Inspiration:** Give us information on what inspired you with your collection and a short description of your looks and how you achieved them.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

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## AMBA BUSINESS CATEGORIES

### BEST BUSINESS DIRECTOR/OWNER OF THE YEAR

This award is given to the Best Barbershop Director/Owner who can demonstrate excellence in motivation of individuals and the team, interpersonal skills, business acumen, marketing, innovation and management style. This award is restricted to an individual(s) who owns a Barbershop(s) or Men's hair salon.

### INFORMATION REQUIRED ON THE ENTRY SITE IS:-

**Opening Statement:** Give details of your day to day role within the shop and what makes you the business director/owner of the year. Include the goals and ambitions you have for the future both for you personally and for your business. (Restricted to 500 words)

**Career History:** Give details of your career to date, including your employment history.

**Keeping Up To Date:** Explain how you keep up-to-date to ensure that you and your staff are at the forefront of your profession when it comes to skills. Include what plans you have for future training

**Success of Salon:** Explain the success your business has enjoyed during the period June 1st 2019 – May 31st 2020

**Promotion of the Barber Industry:** Give details of how you have promoted the barber industry continually in a positive light through every channel available to you, within the salon environment, the local area and in the hair industry at large.

**Photograph:** Please supply a photograph of yourself

**Photo of Salon:** Provide a photo of your salon work environment.

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

## **BEST MEN'S EDUCATOR OF THE YEAR – Individual or Organisation**

This award is given to an individual or organisation that has shown excellence in Men's hair education and whose training and commitment to the industry has been demonstrated through the growth and skill level of others during the period of June 1st 2019 – May 31st 2020. This category is open to independent/individual educators representing themselves and not employed by a product company or an educational organisation specifically in relation to men's education. If individual, the educator may act as an ambassador for a product company, but this work must not be their sole source of income. They will need to demonstrate that the education offered is solely under their own name or their own business name.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain what makes you unique in the field of education. Why you are passionate about educating in the barbering industry. What you feel your strengths are, how you measure your success and why you should hold the title of best men's educator of the year. (Restricted to 500 words)

**History:** Include CV style information on your Career History to date or overview of history or organisation.

**Contribution to the Industry:** Give details of how you have contributed to the barber industry continually in a positive light through every channel available to you, within your work environment, through the media, with your students and in the hair industry at large.

**Programs and Seminars (optional):** Give details of the training programs/seminars that you offer or have been involved in during the period of June 1st 2019 – May 31st 2020. You may give info here and/or upload in the attachments section.

**Training Audience:** Give details of who you have trained and companies/salons/shops/individuals you may have worked with in terms of your educating.

**Evaluation and Resources:** What evaluation systems do you have in place for your students/attendees and what resources do you offer over and above personal training and education.

**Photograph:** Please supply a photograph of yourself or group photo of educators

**Qualifications:** Supply a single or multi page pdf of copies of your professional qualifications if independent or those of key personnel if an organisation

**Education Calendar:** Supply a pdf calendar of events of your full training program for the award year from June 1st 2019 – May 31st 2020

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

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## **BEST CUSTOMER CARE**

This award is given to the Barbershop who can demonstrate excellence in the area of customer care and goes beyond the norm to treat their guests in the best way possible.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain what practices and procedures you implement in your Barbershop to give your clients the best customer care and make you an award winner. (Restricted to 500 words)

**Customer Experience:** Explain what you offer your customers to make their experience the best that it can be before, during and after their visit.

**Unique experience:** Give a full description of what makes you unique in your customer care service and what sets you apart.

**Full Description of Your Shop:** Give a full description of your Barbershop including any relevant history, size, position, number of staff, demographic of clientele, services and any other information that supports your entry

### **Please upload your business logo**

**Visual Proof:** Upload 2-6 photos as a multi page pdf or single jpg that backs up your entry showing customer care practices/services and environment

**Testimonials:** Supply 2 Testimonials from Clients regarding your customer care and point of difference

**Press Coverage (optional):** Include any relevant press coverage you have enjoyed during the period June 1st 2019 – May 31st 2020 that will support your entry

**Supporting documents & images:** Include any additional photos or documentation that you feel is required to support your entry

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## **BEST BARBERSHOP DESIGN AWARD**

This award is given to the Barbershop that has undergone a complete renovation or has opened as a new salon during the period June 1st 2017 – May 31st 2020 i.e. within the last 3 years.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Opening Statement:** Explain the main features of your shop design, why they were chosen and what influence the design has had on your salon success. (Restricted to 500 words)

**Branding and Identity:** Give a brief synopsis of your creative identity and branding and how this translates to your shop through your website, signage, stationery and imagery.

**Financials:** Give some details of the budget and final spend for the design and shop fit-out.

**Aesthetics:** Explain the inspiration behind your design, how and why you chose the furniture, essentials and decorating items required to achieve the look you were after.

**Please upload your business logo**

**Photos of the Salon:** Three-six photographs of the interior of the shop after completion to include interior and exterior imagery.

**Renovated Salon (optional):** Provide before and after photos of the salon if renovated

**Mood Board (optional):** Supply any mood boards used in the inception of your design

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## FREE NOMINATED CATEGORIES

### **SPECIAL RECOGNITION AWARD**

This nominated award is given to a person who has made an outstanding contribution to the Australian Barber Industry throughout his or her career. Please nominate your recommendation for this award on the entry website. Click Submit. There is no Charge for this nomination

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## AMBA HAIR CARE, HAIR STYLE AND BEARD PRODUCT AWARDS

Product companies are invited to put their products to the test in this exclusive, unique 'Clean-Skin' Competition where judges will rank their preference based purely on the product alone without any knowledge of the name or brand. Mocha Publishing will contract a re-packer to re-package entry into clean skin bottles, containers and jars, and simply number the packages.

### **Only Open to PROFESSIONAL SALON-ONLY PRODUCTS**

Judges will be asked to use and test all products over a 6 week period and then rank them in order of preference without knowledge of the product name, manufacturer or distributor and based on aroma, use, preference, value for money and performance.

COMPANIES ARE ONLY ABLE TO ENTER 1 PRODUCT PER CATEGORY  
COMPANIES THAT OWN A VARIETY OF BRANDS CAN ENTER ONE CATEGORY PER BRAND.  
Condition of Entry is that all terms and conditions listed are agreed to with no exceptions.

## **CATEGORIES**

### **AMBA HAIR CARE PRODUCT OF THE YEAR - A SHAMPOO & CONDITIONER PAIR OR 2 IN 1 PRODUCT**

Entries can only be accepted if they are in the form of a liquid.

### **AMBA HAIR STYLE PRODUCT OF THE YEAR - A STYLING WAX, CREAM or PASTE.**

Entries can only be accepted if they are in the form of a wax, cream or paste.

## **AHIA BEARD CARE PRODUCT OF THE YEAR – AN OIL, WAX, CREAM or PASTE.**

Entries can only be accepted if they are in the form of a wax, cream or paste.

### **INFORMATION REQUIRED ON THE ENTRY SITE IS:-**

**Product name:** Please enter the brand and full name of the product you are entering.

**Product Description:** Please include a short description of the product, what it is, what it is for and the desired outcome after use.

**Non Branded Instructions of Product:** Please give instructions for use and RRP of the product.

**Ingredient List :** Full ingredient list must be provided for each product. These must be an exact match to the ingredients on the products provided.

### **Country of Production**

### **Image of Product(s)**

### **Safety Data Sheet**

Products are to be sent to Mocha Publishing, 200 Brygon Creek Drive, Upper Coomera, Qld 4209

**DEADLINE FOR RECEIVING PRODUCTS IS 18<sup>th</sup> MAY 2020**

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**If you have any questions on the entry process, please contact the organisers by email to [mail@mochapublishing.com.au](mailto:mail@mochapublishing.com.au) or call 07 5580 5155**

**PLEASE NOTE THE AWARD SITE WILL NOT OPEN FOR ENTRY ON 21<sup>st</sup> February 2020  
YOU CAN REGISTER BUT THE SITE WILL NOT OPEN UNTIL THE ABOVE DATE**

[CLICK HERE TO GO TO THE OFFICIAL  
AMBA ENTRY SITE](#)

## **FOLLOW THE STEPS BELOW**

1. Register an account or log in if you have already used the award force platform before. If you cannot remember your password click the link to reset.
2. Choose your category/categories and start your entry/entries
3. Save as you go and re-visit as often as you like to complete your entry/entries
4. Submit your entry to be in the running.  
Best of luck!

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