



BROWN AVEDA INSTITUTE

2011 Scholarship Contest Application Sunday, August 14th, 2011

How to apply:

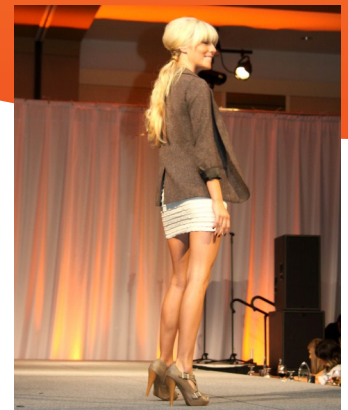
Complete the essay & questions and return them to Brown Aveda Institute by August 5th, 2011 at 5pm, or email them to Spartin@brownaveda.com or by mail at Brown Aveda Institute, 8816 Mentor Ave. Mentor, Ohio 44060 or at 19336 Detroit Rd, Rocky River, Ohio 44136. Please call for questions or concerns at 440.255.9494 ext 208.

If selected you will participate in an event where you select a model of your choice and you style the models hair and makeup.

Of those that compete two cosmetology and one esthetic winner are chosen to receive a full scholarship to attend either location of Brown Aveda Institute. Please review all rules and details of the contest in order to be eligible to compete and accept the scholarship. Please be sure to include the application along with your essay and questions. Applications will not be returned .



2010 Esthetics Winner



2010 Cosmetology Winner



2010 Cosmetology Winner



Contest Rules:

Guidelines for entry

- Cosmetology Contest is based on the model that has the best finished look (hair style, makeup, and clothing) the Esthetics Contest is judged by the best makeup application along with your essay submission.
- All models must be 13 years or older and cannot use Men or Children.
- Esthetics contestants must have a model dressed in Formal Black Tie attire, with there hair pulled back away from their face. You are being judged on the best evening glamour look of the model's makeup.
- Cosmetology Contestants: No cutting or Chemical services will be performed on the models anytime in the competition. You are responsible for the overall style of the models (hair, makeup, and clothing), you will not be judged on the haircut or color of the models hair.
- Contestants work alone on their model, you must bring all of your own supplies, tools, product, and clothing needed to prepare your model.

Entry Submission

- As a contestant you must do the models Hair, Makeup, and Clothing. Complete the essay and questions attached and email them to spartin@brownaveda.com or return them to Brown Aveda Institute by August 5th. 2011 at 5pm, or mail them to Brown Aveda Institute, 8816 Mentor Ave. Mentor, Ohio 44060 or 19336 Detroit Rd, Rocky River, Ohio 44136.
- Any questions or concerns please call Susan Partin at 440.255.9494 ext. 208.

Contest Details

- Those selected will be contacted.
- When both Cosmetology and Esthetics contestants arrive the day of the contest their will be a before picture taken that will be taken that will be given to the judges that evening so they can judge the best before and after model.
- The day of the competition you will be given 5 hours to complete the models hair and makeup and clothing, you are required to bring all of your own supplies and products to perform these tasks.
- It is not a requirement to enroll prior to the competition, if chosen as a winner you may register after that evening.

Winner Selection

- The judging panel will be comprised of stylists, salon owners and alumni industry professionals.
- Finalists will be scored on their essay , model transformation (before and after), and overall look of the model. Each category will count for 1/3 of the total score.
- All winners will be selected on merit. Brown Aveda Institute will not discriminate on the basis of age, color, sex, creed, or any other characteristics protected by law.

Requirements

- Contestants with any prior industry training or schooling are not eligible to participate. To participate you must be finishing high school, GED, or graduate.

Details

- There will be two full cosmetology scholarships awarded and one Esthetics scholarship awarded that will include all tuition, kit fees, enrollment, and application fees that can be used in both locations
- All winners must complete admission requirements to accept scholarship, and if program is not completed the scholarship is null and void.

2011 Scholarship Contest Application

Name _____

Address _____

City, State, Zip _____

Home phone _____

Cell Phone _____

Email address: _____

High school student _____ Grade: _____

High school graduate _____ Year: _____

GED _____

Campus interested in attending:

Mentor _____ Rocky River _____

Program of interest:

Cosmetology _____ Esthetics _____

When would you like to start school _____

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Please complete the following questions, essay, and submit to either email spartin@brownaveda.com or drop off or mail to Brown Aveda Institute 8816 Mentor Ave, Mentor ,Ohio 44060 or 19336 Detroit Rd, Rocky River, Ohio 44136.

Please **DO NOT** include your name on the pages that include your questions or essay. We issue a contestant number to each person so the judges are not aware of the contestants name. Please do not make reference in your questions or essay any affiliations to product lines, salons, or names of people.

Questions:

1. What specific goals other than those related to your occupation, have you established for yourself?
2. What motivates you to put forth your best effort?
3. How do you determine or evaluate success?
4. Explain one defining moment in your life and how it affected you?
5. What accomplishments have given you the most satisfaction ?
And why?
6. Are there any obstacles or circumstances that would prevent you from starting school?
7. How would you utilize your training in the field?

Essay:

Please describe in at least a page typed how you feel the salon industry as a whole would benefit by your involvement in becoming a hairdresser or esthetician? If selected, why would you be the best candidate to have the scholarship? Include as much information and experience as you can to describe your motivation and passion for the industry.

Model Script

- Concept of model, business, evening, casual, other _____

- Styling techniques used (no product names) curling, braiding, flat iron etc... _____

- Makeup description (natural, evening, glamour) _____

- Fashion created by contestant(inspiration) _____

You will be judged by these criteria:

1. Questions and Essay
2. Before and After
3. Hair– how well was the contestant chose the style for the model, and how well was it finished.
4. Makeup– How well was the application of the makeup done, and how did it complement the model.
5. Fashion/ Concept– How appropriate the clothing is for the model and the trend was executed. What was the impression of the entire look of the model.

Please review these criteria when choosing your model and her overall look.

Any question please call Susan Partin at 440.255.9494 ext. 208.