



**Contest Deadline:
SUBMIT YOUR :30
VIDEO BY 7/26**

ENTER TO WIN

THE INTERCOIFFURE AMERICA CANADA
STUDENT CONTEST + TRIP TO NEW YORK

SEPTEMBER 29 & 30

The theme for this year's ICA Student Contest is sustainability! We'll be working with the Green Beauty Community, and we want to see your creativity and passion for eco-friendly hairstyling.

SUBMIT YOUR VIDEO BY JULY 26

Modeled on the well-known Intercoiffure America Canada (ICA) Nouveau program—which recognizes outstanding looks created by stylists in the first five years of their career—the ICA Student program recognizes outstanding beauty school students and their instructors.

All finalists' entries will be shared onscreen at the ICA Fall Atelier and featured on the ICA and Pivot Point websites, and the top student honoree and their instructor will both be brought to New York City (all expenses paid) and honored onstage at the ICA Fall Atelier (September 29 - 30)!

Instructors - Enter with your students

Students create a short video (under 30 seconds) on your phones explaining what sustainability means to you as hairstylists. There are no wrong answers. Submit your video by July 26, using Instagram or the online link below.

How it works - The theme is Sustainability

Our student finalists, with direction from their beauty school instructor, will be working on one of Pivot Points eco-friendly Cap Series Mannequin to create a design, with their instructor—including any combination of cut, color, and style—to create a hairstyle inspired by sustainability.

Next Steps - Submit your entry by July 26

Create a short video on your phone (less than 30 seconds) sharing your thoughts on how sustainability will impact the beauty industry. There are no wrong answers - we want your thoughts on where things are headed.



TO ENTER:

Click [Online](#) to share your video.

SUBMIT YOUR VIDEO BY JULY 26

ICA Student Contest finalists will be chosen based on the submitted videos. Each finalist will need to choose a beauty school instructor to work with. We'll provide each finalist a Pivot Point mannequin, detailed contest guidelines, and directions how to submit their sustainability inspired look.

Competition guidelines and details are available at intercoiffure.com.

