

# MODERN SALON

## PROCESS EDITORIAL PAGE & COVER OPTION HAIRCOLOR "FASHION" COLLECTION

As a PROCESS Gold Sponsor, you will receive a beautiful "portfolio" feature showcasing 1 to 4 model images from a current editorial collection. **Also, a limited number of these collection submissions will be considered for PROCESS COVER opportunity!** PROCESS 2016 will include a unique "split cover" featuring a variety of great color work from our PROCESS partner educators and artists. (Hurry, cover spots are limited and will be filled on a first-come, first serve basis as suitable images are submitted.) *Following are all the details if you choose to participate in this optional editorial opportunity.*

### PROCESS 2016 Collection & Cover Consideration Guidelines

1. Provide up to 4 exclusive, editorial hi-res (300 dpi) model images at 8x10 size, along with credits (colorist/stylist, makeup artist, photog, products used).
2. Include text describing the collection and its inspiration/trend, as well as any step-by-step how-to, formula and/or "get the look" information you have on at least one of the images. Please clearly indicate which image the how-to and credits info represents.
2. Images should show strong haircolor and design crafted to appeal to a salon professional audience.
3. Collections must be editorial in nature, ideally crafted under the direction of a brand platform artist, educator, creative team or leading colorist from the brand network. NO AD IMAGES OR OUTTAKES will be published as a cover.
4. For best cover consideration, the image crop is ideally waist up, with enough border/extended image to allow the art director to have flexibility in placing callouts and logo.
5. Plain backgrounds are best, as are simple, but contemporary fashion, makeup, etc.
6. For PROCESS, the focus is all about the hair color. Fashion, makeup and photography should not compete with the hair color or finish.
7. Avoid avant garde. Collections need to represent haircolor and looks that can be applied to clients, even if it's a more creative or "hairstylist" version.
8. If nails show in the shot, make them count. No chips or unfinished nails, please. The hair style and color needs to be strong, but nothing else can be weak.

All images must be exclusively editorial in nature to be considered, and all images are subject to editor approval, and **MUST** be submitted to Project Editor Laurel Nelson ([laurelnelson14@gmail.com](mailto:laurelnelson14@gmail.com)) NO LATER than August 15.

THANK YOU! We are excited to collaborate with you on PROCESS 2016 and MODERN SALON is committed to creating the most beautiful results with you!

Questions? Contact PROCESS Project Editor Laurel Nelson ([laurelnelson14@gmail.com](mailto:laurelnelson14@gmail.com)) or PROCESS Editorial Director Michele Musgrove ([michele.musgrove@bobit.com](mailto:michele.musgrove@bobit.com))