

1. This promotion is open to residents of Great Britain GB aged 16 or over except employees of the Promoter, their families, agents or anyone professionally connected with the promotion.
2. To enter, email BeBoldProject@tigi.com with your artwork inspired by 1 of our 3 iconic products (Curls Rock, Queen for a Day & After Party). The artwork must be a high-quality jpeg or mp4 file and in the email contents you must include: your name, social media handle, a bit about you as well as a description of the entry and the inspiration behind it. As part of the entry you must also post your artwork on Instagram tagging [@BedHeadbyTIGI](https://www.instagram.com/BedHeadbyTIGI) and adding the hashtags [#BHBoldProject](https://www.instagram.com/explore/tags/BeBoldProject) [#BedHeadbyTIGI](https://www.instagram.com/explore/tags/BedHeadbyTIGI) and [#LetYourCreativityRule](https://www.instagram.com/explore/tags/LetYourCreativityRule). For the entry to be valid, entrants must follow [@BedHeadbyTIGI](https://www.instagram.com/BedHeadbyTIGI)
3. The opening date for entries is 12am BST on 25/10/21 and the closing date for receipt of entries is 11:59 GMT on 21/11/21.
4. No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete or corrupted entries will be accepted. Entries will only be accepted if they comply with all entry instructions.
5. Each entry:
 - a. must be suitable for display and publication online and should not be obscene or indecent (including but not limited to nudity, pornography or profanity), it must not contain defamatory statements or words or symbols that are offensive either generally or to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group. It must not include threats to any person, place, business or group, it must not invade privacy or other rights of any person, firm or entity, and it must not in any other way violate applicable laws and regulations or network standards;
 - b. must not contain or refer to any products other than those of Bed Head and it must not contain or reference any third party trade marks or logos (other than those of Bed Head) unless such inclusion is merely incidental and is not unduly prominent and as long as it is included with due cause and in such a way that it does not take unfair advantage of any third party trade marks; and
 - c. must be the entrant's own work and must not contain any copyright protected works (other than as owned by the entrant).
6. If anyone other than you appears in your entry, you must have their permission to use their name and/or likeness in the manner contemplated by this promotion.
7. If any group of people elects to collaborate on a submission, they are required to designate one person as the agent of the group to enter the promotion, agree to these terms and conditions and accept the prize on behalf of the group.

8. If you submit an entry that includes material the rights in which are owned by a third party, including intellectual property rights such as copyright and trademarks, you will be responsible for any legal action that party may take against you.
9. Entrants shall indemnify and hold the Promoter and their respective affiliates, directors, agents, or other partners ("the Indemnitees") harmless from any claims, actions, proceedings, costs (including reasonable legal fees) and expenses brought or asserted by a third party against any of the Indemnitees arising as a result of the Promoter's use of the entrant's submission including but not limited to any breach of third-party intellectual property rights.
10. By participating in this promotion, you agree to release, discharge and hold us harmless from any and all injuries, liability, losses and damages of any kind resulting from your participation in this promotion (save that nothing shall limit our liability for fraud, or for death or personal injury caused by our negligence).
11. By submitting your entry, you grant us a perpetual, worldwide, non-exclusive, royalty-free, sub-licensable and transferable licence to use, reproduce, distribute, and make derivative works of your entry in any media and through any media channel. The winning entry will be published in printed media as part of the winner's prize alongside promotion on social media.
12. Responsibility is not accepted for entries lost, damaged or delayed as a result of any network, computer hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
13. The winner will receive a £2,500 cash prize, a year's supply of Bed Head products (6 400ml Bed Head Shampoo & Conditioners and 6 Bed Head styling products suitable for the winner's hair type), an interview with Stylist Magazine and the winners work will be projected onto a famous building/landmark within a big city local to the winner.
14. All entries received by the closing date will be reviewed by our expert panel under the supervision of an independent judge. The best entry in the opinion of our panel will win the prize. The criteria for selection is best creative artwork inspired by Bed Head's iconic products (including Curls Rock Amplifier, After Party and Queen for a Day). In the event of any dispute, the decision of the Promoter is final. In the event of unforeseen circumstances, the Promoter reserves the right to substitute the prize for an alternative of equal or greater value. No correspondence will be entered into.
15. The winner will be notified by email from BeBoldProject@tigi.com within 28 days of the closing date. The winner must claim their prize by responding to the email and confirming their full name and address within 28 days of the notification. If the prize is unclaimed after this time, it will lapse and the Promoter reserves the right to offer the unclaimed prize to a substitute winner selected in accordance with the promotion rules.
16. The winner's details (name and county) may be made available on request to those writing to Cream London, 3rd Floor, Block A Clifton Centre, 110 Clifton

Street, London EC2A 4HT within ten weeks after the closing date, enclosing a stamped SAE. (With the permission of the winner).

17. The winner may be filmed / photographed / interviewed by the Promoter or on our behalf during the evening of the projection & for the Stylist Article. The winner grants us a perpetual, worldwide, non-exclusive, royalty-free, sub-licensable and transferable licence to use, reproduce, distribute and make derivative works of such footage / photographs / testimonials in any media and through any media channel.
18. The winner may be required to participate in publicity arising from this promotion.
19. This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram. Entrants are providing information to the Promoter and not to Instagram. Entrants release Instagram for all claims and liabilities arising in respect of the promotion.
20. By entering the promotion, all entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the Data Controller for the purposes of the administration of this promotion and any other purposes to which the entrant has consented. The personal data will be processed in accordance with the Data Controller's Privacy Policy, which is available at http://www.unileverprivacypolicy.com/en_gb/policy.aspx. All entry instructions form part of the rules.
21. These terms and conditions and any issues or disputes which may arise out of or in connection with these terms and conditions (whether such disputes or issues are contractual or non-contractual in nature, such as claims in tort, for breach of statute or regulation or otherwise) shall be governed by and construed in accordance with English law. Entrants hereby irrevocably submit to the exclusive jurisdiction of the English courts to settle any such dispute or issues.

Promoter and Data Controller: TIGI International Ltd, Bed Head Studios, Unit 6, Ransomes Dock, 35-37 Parkgate Road, London SW11 4NP (**please do not send entries to this address**).

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See [BedHead.com/Bed-Head-Be-Bold-Project](https://www.bedhead.com/Bed-Head-Be-Bold-Project) for full terms.