

E D U

C A T

H O N



DE LORENZO

Twenty Four

WITH THE
RIGHT MINDSET,
WE CAN'T LOSE,
WE EITHER
PRACTICE WHAT
WE'VE LEARNED
OR WE LEARN
WHAT WE NEED
TO PRACTICE

Nuora

Education is a powerful driver of development, and one of the strongest instruments for improving growth, stability and overall job satisfaction. It delivers consistent returns in terms of income and is the most important factor to ensure customer satisfaction and a healthy bottom line for your business.

For the hairdresser or barber individually, education promotes skill, knowledge and confidence to succeed in career progression and while it is subjective, education may also be crucial for overall development including your approach to the way you speak and present yourself.

Education is a catalyst in a hairdressers or barbers professional development. It introduces different perspectives and helps to provide a clear and broad vision to the hair industry as a whole.

Our attitudes, ideas, principles and growth are shaped by our Education.

Education with a solution-oriented approach, discipline and understanding develops a salon business and the individual.

Index

In-Salon Support

- Technical Hotline
- dLearning
- Online Zoom Sessions
- In-Salon Education
- ASPYA Member Program
- In-salon Private Sessions
- TAFE & Colleges

Housekeeping

Concept Sessions

Creative Sessions

Guest Artists

Social Image Awards

 delorenzoeducation

 delorenzoprofessional



In-Salon Support

Technical Hotline

A FREE call number is available 7 days per week between 8am and 6pm AEST: 1300 733 303

Speak with one of our highly skilled Educators for information on how to use and recommend all De Lorenzo products.

For example call if you have:

- a colour problem and are unsure how to approach it
- can't decide which colour to choose
- unsure how long to process a colour
- should heat be applied or not
- which perm solution to use
- if you have made a mistake and need help to fix it
- not sure which take home product to recommend

We are always happy to help!

dLearning



Now on the Thinkific platform

A FREE online program providing you with all that there is to know about De Lorenzo products at your convenience.

This program is essential for all who are using De Lorenzo for the first time.

Go to: dlearning.thinkific.com or follow the link from the De Lorenzo Professional website and set up your own unique login and password.

You will then be able to browse through courses, click on the presentation relevant to your salon and learn at your own pace.

Once the course is complete you will be able to print a certificate which will state that you are now certified to use and recommend those products throughout 2024.

Philosophies

Core Values - The Four Natural Balances - Hair And Scalp Analysis - Consultation

Home Haircare

Essential Treatments - Prescriptive Solutions -Tricho Natural Scalp Therapy - Instant - Bond Defence - DMAN - Elements - Novafusion

Nova360°

Fundamentals - Solutions - Colour Removal - Novatone - Novafusion - Novasemi - Novaplex

Specialty Services

Create Wave Perms - Create Professional Straightening





Online Zoom Sessions



Visit the De Lorenzo website to access the ongoing Free Online Sessions delivered via Zoom:
<https://dlearning.thinkific.com/>

This is a live program that is regularly updated with sessions covering all aspects of hairdressing including Novacolor knowledge, ASPYA Business Partners, product launches, styling tips and consultation techniques with new and exciting topics included regularly.

This is a great tool for:

- New salon team members and salon team training
- Apprentices and students
- Experienced hairdressers wanting to continue upgrading their knowledge and skills
- Regional and remote salons
- Single operator/home salon or time-poor hairdressers

Private Sessions In-salon

This Education program is designed to alleviate the pressure of having to give up a full day in the salon by coming to you and your team

Many of our Education sessions or Guest Artists will benefit your teams experience level, skill diversity, combat staffing issues and out-of-salon time.

Ask your Educator or Account Manager for further information or email: education@delorenzo.com.au

Cost: POA

ASPYA Members Program

This Education program is comprehensive and will offer your team cutting edge artistic inspiration and young apprentices a creative platform to boost their potential straight into your growing business.

De Lorenzo offers all ASPYA Members a generous 20% discount for all education classes - this includes Guest Artists and Specialised Workshops.

You are able to use your ASPYA Points on Education invoices.
(20% discount excludes mannequins).

ASPYA Members who utilise the full Nova360° range receive 4 x 2 hour De Lorenzo Concept Sessions annually.

These classes specifically focus on De Lorenzo products and ensures all ASPYA salon team members are knowledgeable and proficient in using the entire De Lorenzo range. With this in mind enquire with your Educator about a Salon Management program available exclusively to ASPYA salon owners and managers that are new to leading a team.

This Education program will encourage your team to talk about, use and ideally recommend De Lorenzo to each and every salon client. This education reduces mistakes, waste and promotes the recommending of home haircare (retail).

Your Educator will consult with you about which session will be best to achieve the results you desire.





In-Salon Education

In-Salon education enables you to continue growing your knowledge base with De Lorenzo.

Our Educators are highly skilled in the use of our products and can support you and your business to maximise your potential with De Lorenzo. Your De Lorenzo Educator can be booked to spend up to three hours in your salon to help you and your team trouble shoot and problem solve.

Speak to your De Lorenzo Account Manager or Educator to arrange In-Salon Support.

Bookings are subject to availability.

COST: \$80

(charged to your account)

NOTE: colour application skills such as foiling and balayage are not taught in these sessions.

TAFE & Colleges

De Lorenzo provides an extensive education package to assist and engage the teaching team and educate emerging hairstylists. This is our commitment to ensure professional support is always available for emerging hairdressers.

The TAFE/College education package contains ten sessions (including fundamental lessons) which are designed to underpin your education program with De Lorenzo products, training materials and technical support.

The Package includes:

1. Colour Basics
2. Fundamental Novacolor
3. Novacolor Blondes
4. Advanced Novacolor
5. Novatone
6. Novafusion Colour Shampoos
7. Novasemi Colours
8. Perming - Alkaline and Acid perms
9. Create Professional Straightening
10. Tricho Natural Scalp Therapy

This package will arm both the teachers and students with all the knowledge they require about De Lorenzo Haircare and its product lines.

Emphasis is placed on the four learning styles and will enable teachers and students the best opportunity to retain the information delivered.

De Lorenzo will also provide a Student of the Year trophy for your annual graduation and an Educator or Account Manager will be available to judge your event/competition.





House keeping



Ticketing

All bookings for De Lorenzo Education are purchased up-front. ASPYA members and De Lorenzo account holders may choose to be invoiced for some sessions.

To book go to: www.delorenzo.com.au/professional

Certificates:

Participation certificates are provided for theory only sessions and Achievement certificates for practical hands workshops.

Session Times

For location, session requirements and start/finish times, please refer to the ticketing page for your specific session.

Session Changes

De Lorenzo reserves the right to cancel or postpone sessions for any reason including inadequate participant numbers. In this case, session transfers or refunds will be applied directly.

ASPYA

ASPYA Members receive a 20% discounted rate for tickets (not including mannequins) and may use their ASPYA Reward Points on invoices for De Lorenzo Education.

Contact your Account Manager or Educator for your ASPYA discount code.

Mannequins

Bought separately \$150 each (no ASPYA discount applies)

Cancellation & Refunds Policy

Due to the high cost of scheduling these events, venue hire, flights, accommodation and catering De Lorenzo must adhere to our Cancellation & Refunds Policy.

If you need to cancel, change booking or require a refund, please email or call at least 10 days prior to the session. If you are ill and unable to attend, please email us a copy of your medical certificate in order to credit your booking to the next available session in your area (depending on availability). De Lorenzo will make every effort to accommodate your request.

Contact us at: 1800 800 347 or education@delorenzo.com.au

Confirmation, Notifications & Reminders

Confirmation, notifications and reminders are automatically sent to the email address and mobile number supplied when booking. De Lorenzo takes no responsibility for missed reminders, disconnected numbers, unattended email addresses or participants leaving or not turning up on the day of the session. Group discounts may apply.

Enquire with your Account Manager, Educator or call Customer Service 1800 800 347 or email: education@delorenzo.com.au



The Concept Session is designed to alleviate the pressure of having to give up a full day in the salon. Book a Concept Session to come to you and your team. Each session may be adjusted to benefit your teams experience level, skill diversity, help combat staffing issues and reduce out-of-salon time.

Time

2-3 hours

Cost

\$80 per person

which includes

Participation certificate
& Nova360° workbook.

Hair Science & Biology

The need to know stuff about hair and scalp. The fundamental information every hairdresser needs to know when working with hair, hair chemicals and product. Put your white coat on - this one is definitely going to make you wiser and smarter!

Consultation - Home Haircare to Professional

How to successfully conduct a productive consultation from the front of the salon to the back room. Learn how to direct the conversation in order to receive the information you need, save time and encourage rebooking.

Mindful Communication

Learn to mindfully communicate with your clients and team, how to manage stress successfully and create self and team awareness.

Home Haircare

In depth product information including ingredient origins and actions, how to use in the salon and at home. This session will help you talk about and discuss hair product with your clients confidently.

Nova360°

All there is to know about the Novacolor range, how to use it effectively, reduce waste and maintain your colour clientele. A tradie needs to understand their tools!

Novatone

Novatone is an ammonia-free, demi-permanent gel colour that has been formulated with exclusive Novabond Technology®. Discover the versatile Novatone range and the flexibility of customisable shades resulting in multi-dimensional colour options.

Semi Chroma

A great way to keep colour interesting, fun and playful. Discover new and interesting colour combinations using Novasemi and Novafusion direct dyes. Workshop application and removal methods.

Colour Correction

How to approach large corrections, solve colour problems, how to maintain the integrity of the hair and most importantly what to charge.

The Gift of Lift, On-Scalp Lightening

How to successfully lift and lighten both natural and artificial colour from the hair using De Lorenzo products. Get the result you want whilst protecting the integrity of the hair.

Fashion Formulations & Colour Scenarios

An interactive and brainstorming class with a variety of colour situations faced in day-to-day salon colouring. A fun and challenging session designed to get your brain working.

Colour Eliminator

Learn when and how to use Colour Eliminator successfully. This session addresses re-colouring after Colour Eliminator and takes the guess work out of gentle colour removal.

Create Professional Straightening or Create Wave Perms

Master straightening or perming with product selection, "how to" directions, techniques and after service maintenance. It's your choice, straight or curly, let your Educator know!



CREATING
FIVE
SEASONS

Fundamental Lived in Colour Techniques

Time

1 day

Cost

\$290 per person
which includes a
mannequin, Achievement
Certificate, workbook
and lunch.

Bring

Hairdryer, thermal tools,
brushes, clips, tail comb.

This session will focus on teaching you the basics of how to create a lived in colour using baby lights, drop foils, balayage just to name a few and techniques to achieve the perfect blend of colour tones. It will also cover how to take appropriate sections, application techniques, blend, mix and apply the correct products and conduct a full and thorough consultation to achieve the results you want.

Recommended for

All hairdressers looking for an entry level of lived in colours. Must have a basic level of colour knowledge.

Session focus

- Lived in colour techniques, patterns and foil placement
- Avoiding creating lines and patchiness, colour blending
- Best product selection and timing
- Tools used to achieve the various techniques such as colour paddles, foils, combs and brushes

Fundamental Foiling

Time

1 day

Cost

\$290 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Hairdryer, thermal tools, brushes, clips, tail comb.

Starting your foiling journey here with perfecting your techniques in foil placement and patterns. This session focuses on emerging colourists that need to expand their training with foiling, it will explain and demonstrate the application techniques, foil placement and colour combinations that will help you to build and keep steady clientele.

Recommended for

Emerging colourists wanting to up-skill and expand their repertoire. Must have a basic level of colour knowledge.

Session focus

- Applying firm and secure foils in a modern pattern
- Foil patterns and placement of colour
- Best product to achieve desired result
- Accurate application of product and timing
- Toning foiled hair and avoiding root glow

Power of Placement - High Impact Colouring

Time

1 day

Cost

\$290 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Hairdryer, thermal tools, brushes, clips, tail comb.

Time saving tips for increasing productivity and efficiency. Practice layering colour, unique colour placements and multi-tonal colour selections. This session will use all of the Nova360° range, combined with methods to add interest to your colour work making it quick, individualised and exclusive to salon only applications

Recommended for

All hairdressers looking for inspiration and aiming to expand their repertoire. Must have a basic level of colour knowledge.

Session focus

- Colour combinations
- Colour placement and application
- Creating dimension
- Light, shade and fade

Novacolor Core

Time

2 days

Cost

\$400 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Hairdryer, thermal tools, brushes, clips.

A two day intensive workshop which will have you up and running with the Nova360° range. This high intensity session will provide you with all the essential Nova360° theory and practical skills you desire. Feel confident with your colour choices and be sure about which product to use. Achieve amazing results and get creative with lots of practical colouring elements

Day One

Discover the Nova360° range, explore general colour theory and get hands on with practical exercises.

Session focus

- Components of the Nova360° ranges, including developers
- Colour theory, including the colour wheel and undertones
- Depth and reflect of Nova360° products
- Nova360° Accessories

Day Two

Move into a more technical session with the how's and why's of advanced colouring. Learn how to overcome difficult colouring scenarios with confidence. Practical sessions throughout the day will help you to see and experience real results.

Session focus

- Resistant white hair coverage
- Filling and colouring hair darker
- Complicated colour correction
- Using creative mixers such as ULBM

Rookies Nova360° Bootcamp

Time

2 or 3 days

Cost

**\$400 (2 day)
\$500 (3 day)
per person**

which includes a mannequin, Achievement Certificate, workbook and lunch each day.

Bring

Hairdryer, thermal tools, brushes, clips, tail comb.

This bootcamp is dedicated to building confidence in up and coming hairdressers. We start right at the beginning to develop communication skills and explore everyday experiences in salon life. We cultivate the importance of knowing your tools and De Lorenzo products before moving onto developing creativity.

This energising and confidence building experience will enable Rookies to pick up skills they can bring back into the salon straight away. Each participant will finish this bootcamp by creating a total look and showcase their work.

Recommended for

First and second year apprentices who want to fast track their career, gain skills, build confidence and develop creativity.

Session focus

- Salon communication, client interaction and etiquette
- Fundamental colour theory and practical experiences
- Learn about De Lorenzo products and how to use the various ranges
- Basic colour, foil application, style and design
- Demonstrating and showcasing colour and styling work in a group setting

Note:

These two or three day bootcamps may be run over a period of months. Check times and dates for your area.

Rookies Cutting Bootcamp

Time

2 or 3 days

Cost

\$400 (2 day)

\$500 (3 day)

per person

which includes a mannequin, Achievement Certificate, workbook and lunch each day.

Bring

Scissors, cutting comb, hairdryer, brushes, clips, water spray.

Note:

These two or three day bootcamps may be run over a period of months. Check times and dates for your area.

To become a great hairdresser it is especially important to develop a good foundation to your skill set. Get a great start to cutting before bad habits take hold by learning correct preparation of the hair, how to hold your scissors correctly and position your body.

Recommended for

This three day workshop is aimed at first and second year apprentices ready to learn the art of hair cutting. All the basics are covered over the first two days. The third day will finish with a short haircut taking all the fear out of achieving a bold look.

Session focus

- Consultation and hair preparation
- Face shapes, cowlicks, crowns, hairlines and part lines
- Cutting tool options and their uses (such as freehand and texturising)
- Your posture and body positioning, finger positioning and cross checking
- Three mainstream haircuts encompassing techniques such as: solid form, graduation, layering, over direction and guidelines
- Day three is taking your mannequin to a cute short haircut



Angela Soong

Time

1 day

Cost

\$550 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Metal tail comb, wide tooth comb, section clips x 6, brushes, hairdryer, thermal tools.



Angela is a passionate hairdresser who thrives on education in the industry she loves. She has gained extensive experience by working overseas, worked at Melbourne Fashion Week, won De Lorenzo Educator of the Year, been a guest artist on the Main stage for Hair festival, become the first Australian educator for X-Presion Creativos pixel method of colouring and a finalist for AHFA Victorian Hairdresser and Colourist of the year for 2023. Angela is now sharing her knowledge, over 20 years of hairdressing experience and her inspiration for colour education in her own fun innovating colour class.

Life in Colour - Multidimensional and colour blocking colours

You will be shown how to use different techniques to create multidimensional and colour blocking fashion and commercial colours through coppers, reds, pastels and vivids using our complete Nova360° range.

Recommended for

Intermediate and Advanced colourists who want to learn something fun and new! Push the boundaries of colouring and extend their colouring knowledge.

Session focus

- Creating multi-dimensional and colour blocking
- Working with coppers, red, pastels, vivids
- Learning techniques to utilise more than just one colour
- Personalising colours for your clients

Holly Breen

Time

1 day

Cost


\$550per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Minimum of 6 sectioning clips, metal tail comb, detangling brush, blow dry brushes, hairdryer, thermal tools.

 californianblonde

 hollybreen.educator

No one is more passionate about creating beautiful blondes and technical colour work than Holly. As a colourist in the hair industry for over 17 years, Holly is an accomplished hairdresser and salon owner, being a finalist for the AHFA's Colourist of the Year in both 2022 and 2023, the winner of multiple industry awards, working as a Master Stylist and Educator in prominent salons before becoming a highly regarded and award winning Educator for De Lorenzo.

When it comes to achieving brilliant colour results, Holly can not only show you the how but more importantly tell you the why.

Blonde Ambition

How to get the perfect lift without overly compromising the hair condition.

Recommended for

Somewhat experienced colourists or apprentices who have a general knowledge of foil application.

Session focus

- When to use tip outs + basin brightening
- Colour correcting blonde
- Addressing colour banding
- Professional and precise foil placement
- What product to use, why and when

The Art of Contrast - Light & Shade

All things dimension and lived in blondes, including a "less is more" approach.

Recommended for

Somewhat experienced colourists or apprentices who have a general knowledge of foil application.

Session focus

- How to add depth on blondes
- Balancing contrast
- How to lowlight correctly
- Specialised toning
- Utilising the Nova360° range for perfect results
- What product to use, why and when

Lisa Polini

Time

1 day

Cost

\$550 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Scissors, razor, cutting comb, tail comb, sectioning clips, water spray, clippers and attachments, hairdryer, thermal tools and brushes.

An innovative and creative hair stylist with over 25 years industry experience, Lisa's inspired and diverse approach to hairdressing has been recognised across the global industry's revered award platforms, winning 2020 International Hair Awards Best International Women's Commercial Collection of The Year & 2018 AHFAs WA Hairdresser Of The Year.

Lisa's background in education, platform experience and salon ownership has seen her become a regular guest artist at expos all over the country. Lisa will take you on a creative cutting journey in a friendly and fun environment that will leave you inspired to take your techniques back to your clients and feel more confident in your short haircutting ability.

Mirror Image

This will be a fun-filled cutting workshop with plenty of creativity and visual colour placement.

Mirror Image is an interactive and progressive cutting session. Immerse yourself in knowledge of symmetry, precision and textural creative cutting to give you the confidence to take these skills back to the salon for instant client satisfaction.

Recommended for

Ideal for emerging stylists and seniors wanting to take away on-trend commercial styles that can be achieved in a timely manner.

Session focus

- Learn two signature on-trend haircuts
- Gain confidence in cutting techniques to create both precision and texture
- Time efficient colour placement techniques and tools to enhance and complement these signature styles
- Symmetry and clean sectioning



Jason McRae

Time

1 day

Cost

\$400 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.



Jason McRae is a certified Trichologist, Hairdresser and qualified Trainer and Assessor. He has 20 years of experience in the hairdressing industry and within that time he has operated his own hair salon, competed and judged live IHS Hairdressing Competitions, attended many photo shoots and runway shows and has been an Educator for De Lorenzo for 10 years. Jason was awarded the Ronald Salinger Award in London 2023 from the International Association of Trichologists in recognition of his contribution to Trichology in Australia.

Jason is a wealth of knowledge when it comes to bridging the gap between the hairdressing industry and Trichology, his practical approach to solving hair and scalp concerns will leave you feeling motivated and inspired enabling you to provide a premium service to your clientele immediately. Jason has a holistic understanding of the effect internal and external body factors have on the hair and scalp and addresses them to ensure the best possible outcome is achieved.

Tricho Natural Scalp Therapy and Trichology

The De Lorenzo Tricho Natural Scalp Therapy range has been developed to specifically treat scalp disorders. De Lorenzo have spent years working with Trichologists to develop topical treatments that contain live probiotics adding a protective layer of good bacteria to lower the risk of 'problems' associated with unwanted organisms which can aggravate scalp conditions such as dryness, inflammation, dandruff and psoriasis.

Recommended for

Those wishing to learn about the De Lorenzo Tricho Natural Scalp Therapy range and feel more confident about recognising common hair and scalp disorders.

Session focus

- Learn to recognise and understand various scalp disorders using a Trichoscope
- How to perform scalp treatments as a point of difference in your salon
- How to use the Tricho Range in the salon and at home
- How the Tricho range works, key ingredients

Note

The I.A.T Hair Practitioner Certificate Course is still available on request.

Please enquire with your Account Manager, Educator, call 1800 800 347 or email education@delorenzo.com.au

Anthony Staltari

Time

1 day

Cost

\$550 per person

which includes a mannequin, Achievement Certificate, workbook and lunch.

Bring

Clippers - adjustable with leaver & attachments, foil shaver (if possible), trimmer, scissors, razor, clipper & scissor combs, water spray, hairdryer, brushes & clips.

From the age of 14, Anthony started experimenting on his friend's hair just for some fun. It was then he realized his passion and built up quite a clientele. After posting photos on social media, Anthony was offered a hairdressing apprenticeship with Barber Boys and eventually moved to work and teach at the Barber Academy: Barbery, The Craft of a Barber.

Anthony is well known for his fading techniques and traditional barbering skills having travelled internationally to teach and compete. As a multi-award winning barber, Anthony counts being finalist of the AHFA 2020 Men's Hairdresser of the Year and winner of the AHIA 2021 Men's Hair Specialist of the Year as some of his proudest moments.

In this class, you will unpack the skills needed to achieve a perfect style, from cutting with scissors, using clippers and different styles and types of fades, Anthony will demonstrate placement of the blend, terminology and how to use the tools. You will have a better understanding of how to approach a faded haircut, when to execute a low, medium or high fade and how to blend seamlessly.

Recommended for

Hairdressers or Barbers who wish to expand their knowledge in fading techniques, styling and grooming of men's hair and beards.

Session focus

- Live model followed by workshop
- Understanding the correct tools and products to use for particular styles
- Blending and Fading
- Scissor Work
- Brief Clipper Maintenance



Also available on request

For full details and more information on all Guest Artists scan the QR code or got to: <https://dlearning.thinkific.com/courses/de-lorenzo-guest-artists-2024>



Marcela Lastra

 **longkosalon**

Haircutting techniques to develop your skills in a salon and client friendly fashion



Ryan King

 **ryankinghaircutter**

Excel in hair cutting by overcoming your fears and build on your cutting foundations



Fraser Forsey

 **barbereducationbyfraser**

On-trend looks for all genders, multiple scissor and razor techniques with modern styling



Ben Kane

 **benwardscissorhands**

A combination of advanced barbering and precision hairdressing techniques



Caterina di Biase

 **caterinadibiase**

Achieve beautiful and creative long hair looks suitable for special events such as bridal, and formal events.



Narelle Gibson

 **narellegibsoneventhair**

Event and creative hair work focusing on up-styling and polished hair looks.

SOCIAL IMAGE AWARDS

Choose or create your best work, upload your images and give yourself a chance to compete for social media prestige, exposure and awards!

The Nova360° Social Image Awards recognises superior, innovative colour, cutting and styling work used to enhance and complete a finished look.

This competition allows hairdressers with all levels of experience to showcase their skills through their social media images, straight out of the salon.

No need for professional photoshoots!

This is a FREE and open invitation to all Apprentices, Students, Hairdressers & Barbers

Why you should enter!

FIRST PLACE FROM EACH CATEGORY WILL RECEIVE:

- \$1000 visa gift card
- Trophy
- Certificate with winning image

SECOND PLACE FROM EACH CATEGORY WILL RECEIVE:

- Trophy
- Certificate with winning image

THIRD PLACE FROM EACH CATEGORY WILL RECEIVE:

- Certificate with winning image



The Categories

NOVA360°

Demonstrate beautiful colour work using one or a combination of the Nova360° range. The Judges will be looking for colour combinations, placement and technical application.

BLONDES

Demonstrate pristine blondes using methods such as tinting, toning, foiling and balayage. The Judges will be looking for beautiful tones and precision application.

LONG HAIR UPSTYLE

Demonstrate your most beautiful classic or creative long hair work using a model or mannequin. The Judges will be looking for technical ability and overall composition of the image.

ALL GENDER CUTTING

Demonstrate distinctive and bold cuts with strong complimentary styling methods. The Judges will be looking for interesting shapes and precision results.

TRANSFORMATION REEL

Delight us with a 10-20 second stunning and visually stimulating transformation reel. Judges will be looking for the most transformative result and overall composition of the reel.

Image guidelines:

For all sections please follow these rules:

- We will only accept photos in colour
- Some post production is allowed, however corrections are to be kept to a minimum
- Pictures with visible signatures from a photographer will not be accepted
- We do not accept images or works with offensive content; decisions regarding content will be made by the judges and are to be considered final.

Final entries will be received by education@delorenzo.com.au up until 5:00pm Friday September 27th 2024. Winners will be announced on De Lorenzo social media platforms on 18th October 2024.

What to submit

- The image file per the image guidelines
- The Entry Form (one per submission)
- The Products Used Form (one per submission)
- The Acknowledgement, Release & Indemnity Form (one for each model)
- HI-RES.JPG files, reels in MP4 format
- Portrait format (not landscape)
- Be sure that the order and the file is name is correct e.g. Category_fullname_Image1.jpg (note this on your Products Used Form)
- For entry forms, full terms and conditions go to <https://www.delorenzo.com.au/professional/>





E D U

C A T

H O N

Twenty Four

DE LORENZO HAIR & COSMETIC RESEARCH 103 Carnarvon Street, Silverwater NSW 2128
Free: 1800 800 347 | Technical Hotline: 1300 733 303 | Email: education@delorenzo.com.au