

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 recognise superior, innovative colour, cutting, and styling work used to enhance and complete a finished look.

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

No need for professional photoshoots!

## What to submit

The image file per the image guidelines

The Entry Form (one per submission

The Products Used Form (one per submission)

The Acknowledgment, Release & Indemnity Form (one for each model)

ONLY submit HI-RES.JPG files and reels in MP4 format (this is essential)

Portrait format (not landscape

Be sure that the order and the file name are correct, eg. category.fullname.image2.jpg (note this on your Products Used Form).

# 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

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

## Image quidelines

For all sections, please follow these rules:

We will only accept photos in colour.

Some post-production is allowed; however, corrections and AI modifications should 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 accepted at education@delorenzo.com.au until 5:00 PM on Friday, September 26th, 2025.

Winners will be announced on De Lorenzo's social media platforms on October 17th, 2025.



#### 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. Every variation of buns, ponytails, updos, and half-up, half-down looks is acceptable. The judges will be looking for technical ability and the overall composition of the image.

#### ALL GENDER CUTTING

Demonstrate distinctive and bold cuts with strong complementary 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 the overall composition of the reel.



# Images are judged on...

#### **HAIR**

colour, cut, finishing 70%

#### **STYLING**

clothing, makeup, accessories 20%

#### **SETTING**

location, background 5%

### TOTAL IMAGE COMPOSITION 5%

For entry forms, full terms and conditions go to https://www.delorenzo.com.au/ professional/ or see link in the Education app.



# SOCIAL MAGE WWW/W



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



