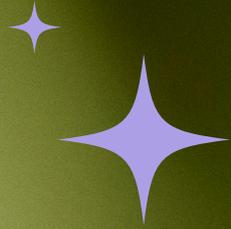




DE LORENZO

S  C I A L  
I M A G E

*awards*



# Social Image Awards



## 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.

## All gender cutting

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

## 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.

## 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.

## Image guidelines

**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 until 5:00 PM on Friday, September 26th, 2026.

Winners will be announced on De Lorenzo's social media platforms on October 16th, 2026.

## Images are judged on...

### Hair

colour, cut, finishing **70%**

### Styling

clothing, makeup, accessories **20%**

### Setting

location, background **5%**

### Total image composition **5%**

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

# Social Image awards

## What to submit

Download the De Lorenzo Education app to your device:



Ensure you update your profile to include all your details

Name, Salon and contact details.

For full terms and conditions go to:

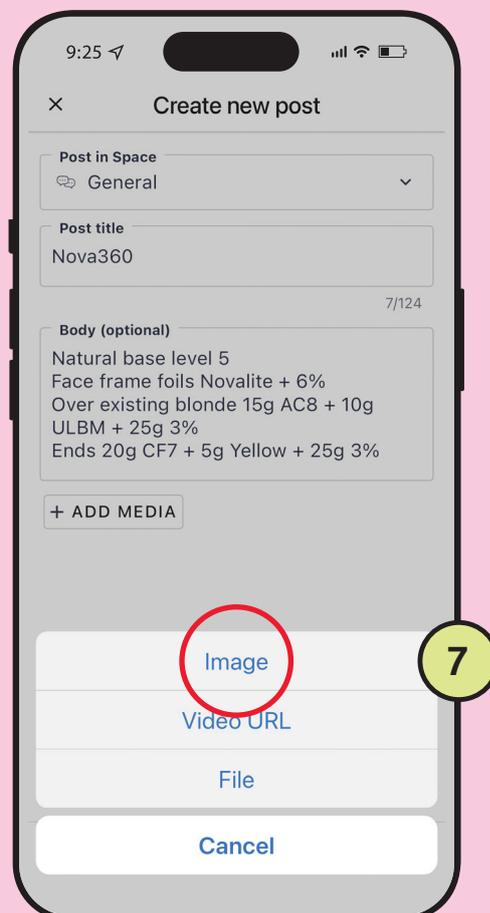
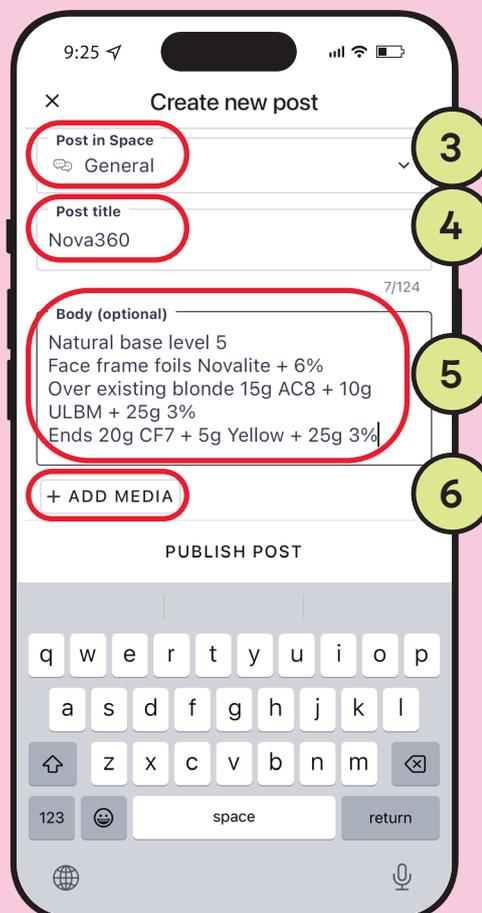
<https://www.delorenzo.com.au/professional/>  
or see link in the Education app.

Post in **GENERAL** space

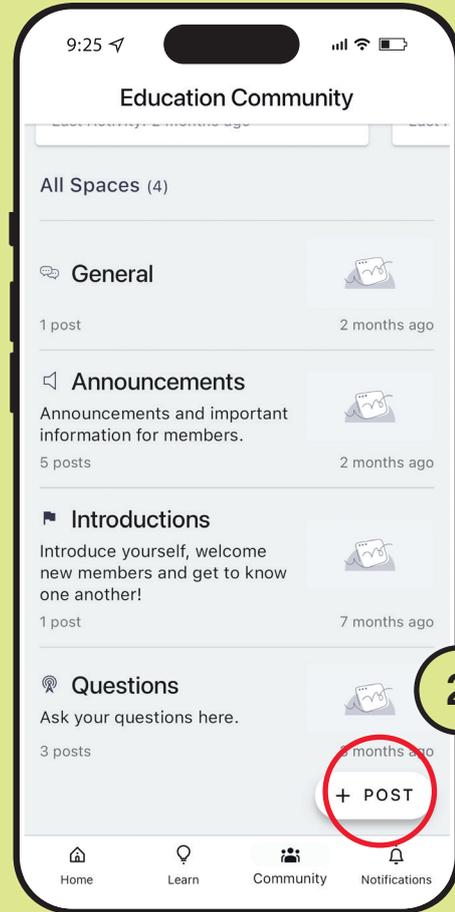
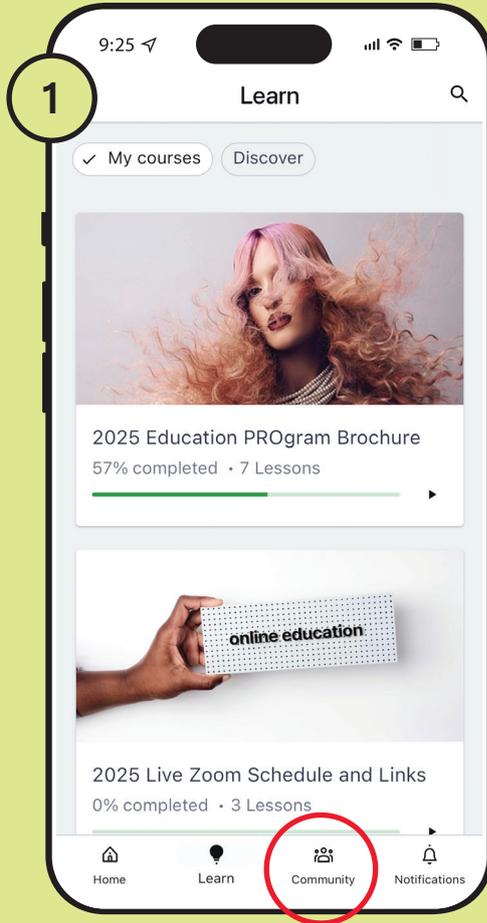
Type into **TITLE** category you are entering

Type into **body** your formula or description of your work

Select **ADD MEDIA**

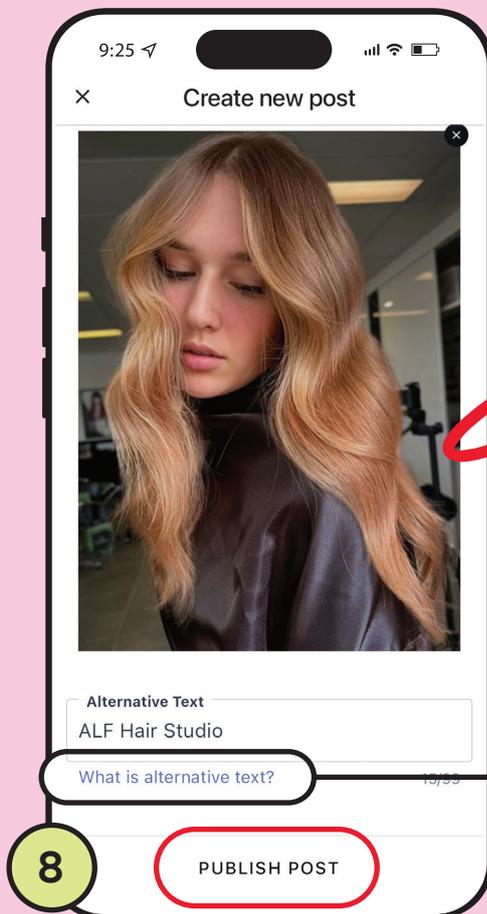


# Go to the Education Community



Select POST

# Publish Post!



Use Alternative text option to include your salon name.

*good luck!*

# SOCIAL IMAGE AWARDS 2026



## HOW TO ENTER

1. Fill in the competition entry form below clearly completing all fields.  
ONE ENTRY FORM PER PHOTO SUBMISSION
2. Email all images and reels and completed scanned documents to: education@delorenzo.com.au or post completed documents to Education Department, 103 Carnarvon St Silverwater NSW 2128
3. You may use the same model for different categories as long as the hair and finished look is **significantly** different, meeting the criteria for that section
4. Portrait format (not landscape)
5. You must be following De Lorenzo on Facebook and/or Instagram

Entrants Full Name: ..... Phone/Mobile number:.....

Salon: ..... Salon Address: .....

Email (compulsory): ..... Parent/Guardian Signature (if under 18):.....

Social Media Handle: @..... Date: .....

## AGREEMENT

- The hair colour and applications used on the model will be entirely my own work
- I will only use De Lorenzo colour products on entire head including styling products
- I accept the judge's decision as final
- I agree to abide by the rules as published and understand disqualification
- All photographs taken and received become the property of De Lorenzo and may be used for marketing and publicity purposes
- I confirm that I have read and agreed to all the terms and conditions of the promotion including entry criteria

Name of Entrant: ..... Entrants Signature: .....

Salon Name: ..... De Lorenzo Account Number: ..... Date: .....

**ENTRIES STRICTLY CLOSE 5.00PM 25TH SEPTEMBER 2026**

**WINNERS ANNOUNCED 16TH OCTOBER 2026 VIA DE LORENZO SOCIAL MEDIA PLATFORMS AND THE EDUCATION APP**

# SOCIAL IMAGE AWARDS 2026

## PRODUCTS USED

Entrants Full Name: ..... Salon: .....

Tick the category this photo or reel is to be entered into (one entry form per photograph/reel)

- Nova360°
- Blondes
- Long Hair Upstyle
- All Gender Cutting
- Transformation Reel

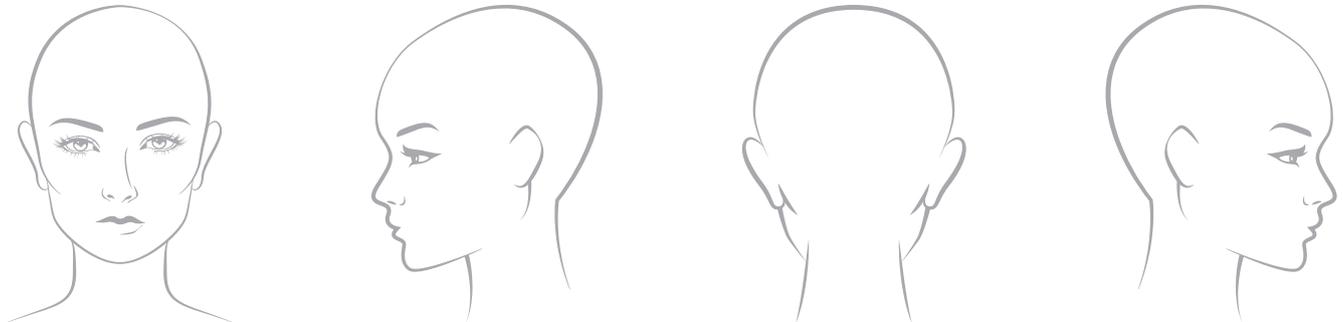
### Existing colour:

Roots: ..... Mid-lengths: ..... Ends: .....

### Colour formulas used:

a) ..... b) ..... c) ..... d) .....

### Technique applied:



### Styling/finishing products used:

a) ..... b) ..... c) ..... d) .....

## DECLARATION:

- I confirm that I have only used De Lorenzo products on the model and no other product/s
- I confirm I have read and agree to all terms and conditions of the competition including entry criteria
- I grant De Lorenzo Hair and Cosmetic Research Pty Ltd with a transferable, exclusive, worldwide, royalty free and perpetual license in all copyright, moral or other rights to use the photos and any materials, videos and images generated during the Nova360° Social Image Awards (whether or not they proceed to the finalist or winning sections) for any purpose whatsoever including without limitation, use on De Lorenzo websites, social media pages, blogs and promotion of the Nova360° Social Image Awards, PR content print and online, editorial, advertising and advertorial content, trade press and 2026 competition promotion print and online educational or intentional purposes etc.

Name of Entrant: ..... Entrants Signature: .....

Salon Name: ..... De Lorenzo Account Number: ..... Date: .....

# SOCIAL IMAGE AWARDS 2026



## ACKNOWLEDGMENT, RELEASE & INDEMNITY

Model release form is to be signed by both entrant and model along with parent or guardian for the model and entrant if under the age of 18 years.

I agree to be a model in a photoshoot for the De Lorenzo Nova360° Social Image Awards 2026.

I agree and understand that:

- The photos/videos/reels taken may be used by De Lorenzo Hair and Cosmetic Research Pty Ltd in various publications and media for training and promotions
- To act as a model for hair treatments will involve the application of various hair products including colourant and other substances, haircutting and styling
- De Lorenzo makes no warranties or representations as to the safety or suitability of the hair products applied
- It is a term of my contract that the application of all hair products, haircutting and styling is undertaken at my sole risk and I agree not to hold De Lorenzo Hair and Cosmetic Research Pty Ltd, its servant or agents, liable for any loss, injury or damage suffered as a result of such application

I have read and understood this document and have signed it with full knowledge of its terms.

Full Name: ..... Phone/Mobile number: .....

Salon: ..... Address: .....

Address: .....

Model Signature: ..... Parent/Guardian Signature (if under 18): .....

Entrants Signature: ..... Parent/Guardian Signature (if under 18): .....

Date: .....

## ACKNOWLEDGMENT, RELEASE & INDEMNITY

This form must be kept by the Entrant.

De Lorenzo may request the completed form if the image is selected to be used in other formats such as print media.

# SOCIAL IMAGE AWARDS 2026

1. The promoter is De Lorenzo Hair & Cosmetic Research Pty Ltd ABN 63 003 218 577 whose registered office is at 103 Carnarvon Street, Silverwater NSW 2128
2. The competition is open to residents of Australia, except employees or Guest Artists of De Lorenzo and their close relatives and anyone otherwise connected with the organisation or judging of the competition. Entrants must be a qualified hairdresser or apprentice working in a hair salon in Australia which uses De Lorenzo products
3. Entry for the competition and details of how to enter are via [www.delorenzo.com.au](http://www.delorenzo.com.au)
4. Multiple entries from the same person or hair salon are allowed per the Entry
5. By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions
6. Closing date for entry will be 5.00pm 25th September 2026. After this date no further entries to the competition will be permitted, unless De Lorenzo decides to extend the competition. If De Lorenzo extends the competition they will determine the new competition end date
7. No responsibility can be accepted for entries not received for whatever reason
8. The rules of the competition and how to enter are as follows:  
Submit your photos, reels, colour formulas/techniques used form by 25th September 2026 to:  
[education@delorenzo.com.au](mailto:education@delorenzo.com.au) or via the De Lorenzo Education App
9. Model used for the competition must be 16 years or over and have completed and signed the Model Release Form (including Parent or Guardian signature for those under 18)
10. All colour used and colour accessories, without exception, must be either De Lorenzo Novacolor, Novatone, Novasemi or Novafusion
11. All styling and finishing products must be De Lorenzo products
12. Entries must meet the requirements of the criteria outlined. The finished photo must reflect current trends and embody a modern commercial look with contemporary style, fashion and energy
13. The promoter reserves the right to cancel or amend the competition and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the promoter's control. Any changes to the competition will be notified to entrants as soon as possible by the promoter
14. If for any reason the Competition cannot be run as planned, due to infection by computer virus, bugs, worms, trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or affects the administration, security, fairness, integrity or proper conduct of this Competition, De Lorenzo reserves the right, at its sole discretion, to disqualify any individual(s) seen to have tampered with the entry process and/or to cancel, terminate, modify or suspend the Competition. If De Lorenzo elects to cancel or terminate the Competition, it will not retain any rights to the submitted photographs
15. The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition
16. The prize is as follows:
  - First place from each category will receive a \$1000 Visa Gift Card, a certificate with their winning image and a trophy
  - Second place from each category will receive a certificate with their image and a trophy
  - Third place from each category will receive a certificate with their image
17. The prize is as stated and no cash or other alternatives will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving notice
18. Winners will be chosen from all entries received and verified by the Promoter and/or its agents. De Lorenzo will judge the competition and decide on winners who will receive a prize. All prize allocations and winners are final. The entrant must be following De Lorenzo on Facebook and/or Instagram to enter the competition
19. Prizes are awarded to the individual entrant and not the salon. Where the entrant is an employee, the salon owner must give signed consent to the employee to enter the competition
20. All prizes awarded to the finalists and winners must be claimed during the winning year of 2026
21. The photos will be judged anonymously. The judges reserve the right to award prizes to multiple images by the same salon member
22. The winner will be notified by email/phone and/or DM on Facebook/Instagram within 28 days of the closing date. If the winner cannot be contacted or does not claim the prize within 14 days of notification, the Promoter reserves the right to withdraw the prize from the winner and pick a replacement winner
23. The Promoter will notify the winner when and where the prize can be collected/is delivered
24. The Promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into
25. The competition and these terms and conditions will be governed by Australian law and any disputes will be subject to the exclusive jurisdiction of the courts of Australia
26. The winner agrees to the use of his/her name and image in any publicity material, as well as their entry. Any personal data relating to the winner or any other entrants will be used solely in accordance with current Australia data protection legislation and will not be disclosed to a third party without the entrant's prior consent
27. Entry into the competition will be deemed as acceptance of these terms and conditions
28. De Lorenzo shall have the right, at its sole discretion and at any time, to change or modify these terms and conditions, such change shall be effective immediately upon posting to this webpage

# SOCIAL IMAGE AWARDS 2026

## JUDGING CRITERIA FOR FINALISTS AND WINNING STAGE

- The competition will be judged by hair industry leaders selected by De Lorenzo Hair and Cosmetic Research Pty Ltd
- The images/reels entered will be judged on: colour, cut, style and the overall finished look of the hair
- Technical skills must be seen in the cut and further complimented with an outstanding finish
- The final image/reel presented must reflect hair that is seen to be in good condition
- Minimal use of hair extensions, wefts, clip-on hairpieces, ornaments or any artificial materials is permitted
- The emphasis of the judging is on the hair however makeup and styling should complement the look and not detract from it
- The need of models to be professional is not necessary, however keep in mind the winning entry may be featured editorially and therefore judged to be photogenic
- The winning look should be original, fresh, trend-setting and inspiring to both the industry and consumer

## MARKING CRITERIA

- Each entry will be processed for full compliance with terms and conditions and judges brief by the Promoters
- Each entry will be judged on four components being: Colour Selection, Cutting Technical Skill, Overall Look and Photographic Composition
- The judges' decision is final and no correspondence will be entered into regarding this decision

**ENTRIES STRICTLY CLOSE 5.00PM 25TH SEPTEMBER 2026**

**WINNERS ANNOUNCED 16TH OCTOBER 2026 VIA DE LORENZO SOCIAL MEDIA PLATFORMS AND THE DE LORENZO EDUCATION APP**



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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](mailto:education@delorenzo.com.au)

 [delorenzo.com.au](http://delorenzo.com.au)   [delorenzohaircare](https://www.instagram.com/delorenzohaircare)