

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%

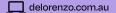
For entry forms, full terms and conditions go to https://www.delorenzo.com.au/ professional/ or see link in the Education app.



## 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









#### **HOW TO ENTER**

Entrants Full Name

- 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) **Hi-res.jpg** files must be more than **5MB** each or **MP4** File for Transformation Reel

Phone/Mobile number

5. You must be following De Lorenzo on Facebook and/or Instagram

Entraines Fair vairies	THOUGHT HAT IS OF	• • • • • • • • • • • • • • • • • • • •
Salon:	Salon Address:	
Email (compulsory):	Parent/Guardian Signa	iture (if under 18):
Social Media Handle: @	Date:	
AGREEMENT		
<ul> <li>I will only use De Lorenze</li> <li>I accept the judge's dee</li> <li>I agree to abide by the</li> <li>All photographs taken a be used for marketing a</li> </ul>	rules as published and understand disqualification and received become the property of De Lorenzo a	and may
Name of Entrant:	Entrants Signature:	
Salan Nama:	Do Loronzo Account Number	Dato:

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or intentional purposes etc.

Name of Entrant:

Salon Name:



### **SOCIAL IMAGE AWARDS 2025**



PRODUCTS USE	D					
Entrants Full Name:		Sa	alon:			
Tick the category this	photo or reel is to be	entered into (	one entry for	m per photograph/	reel)	
Nova360° Blondes Long Hair Upstyle			Image File Title:			
All Gender Cutting	9		i.e. susiebak	ker_Nova360_imag	e1.jpg	
Transformation Re	eel	_				
Existing colour:						
Roots:	Mid-lengths:	:		Ends:		
Colour formulas used	:					
a)	b)	C)		d)		
Technique applied:						
Styling/finishing products used:						
a)	b)	C)		d)		
DECLARATION:						
<ul> <li>I confirm I have rea</li> <li>I grant De Lorenzo and perpetual lice images generated winning sections) to media pages, blog</li> </ul>	s and promotion of th	ms and conditusearch Pty Ltdoral or other rigosocial Image Acoever includire Nova360° Se	tions of the co d with a trans ghts to use th Awards (whet ng without lim ocial Image A	competition including oferable, exclusive, we ne photos and any in ther or not they pro- nitation, use on De L wards, PR content in	g entry criteria vorldwide, royalty free materials, videos and	

Entrants Signature:

Date:

De Lorenzo Account Number:





#### **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 2025.

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

/B // 1 \*1

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				
Read Terms and Conditions				
Followed judges brief				
1 x Entry Form included for each photograph/reel (completed and signed)				
Model Release Form included (completed and signed)				
1 x Products used form for each photograph/reel (completed and signed)				
Portrait format (not landscape) Hi-res .jpg files must be more than 5MB each or MP4 file for reel				
Images, reels and completed documents emailed to: education@delorenzo.com.au or posted to: Education Department, 103 Carnarvon St Silverwater NSW 2128				





- 1. The promoter is De Lorenzo Hair & Cosmetic Research Pty Ltd ABN 63 003 218 577 whose registered office is at 103 Carnaryon 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
- 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 26th September 2025. 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 and model liability form by 26th September 2025 to:

  education@delorenzo.com.au
- 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, Novasemi or Novafusion
- 17. 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 2025
- 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 iurisdiction 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





#### 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
- De Lorenzo recommends the use of a free file transfer platform such as **www.wetransfer.com** or **www.dropbox.com** to send entries in as files are often too large for email

#### 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

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