




DE LORENZO



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Since De Lorenzo's inception we have looked for what we can learn and how we can contribute to the evolution of the hairdressing community. We seek to be open to new ideas by listening to and understanding the needs and aspirations of others. We advocate for all to realise their full potential. We encourage each hairdresser and barber, to explore further and imagine a hair culture that adapts to change and is unafraid of failure. We are not limited by what we know now, rather we work together with the industry to challenge the status quo so that we can find new ways of thinking, courage, creativity and collective success.

Education is for all hairdressers and barbers as learning improves the lives of all who exist within the community that we serve.

CONFERENCE
INTRO

NOVACOLORIST

A reward for your
courage to learn,
explore and achieve

REWARDS

BRONZE LEVEL NOVACOLORIST

dLearning + 2 x Sessions + 1 x Guest Artist

SILVER LEVEL NOVACOLORIST

dLearning + 4 x Sessions + 1 x Guest Artist

GOLD LEVEL NOVACOLORIST

dLearning + 4 x Sessions + 2 x Guest Artist
+ Nova360° Social Image Awards

PLATINUM LEVEL NOVACOLORIST

dLearning + 4 x sessions + 3 x Guest Artist
+ Nova360° Social Image Awards

REWARDS

Bronze: Bronze Level Novacolorist Certificate

Silver: Silver Level Novacolorist Certificate

Gold: Gold Level Novacolorist Certificate + Gold Level trophy

Platinum: Platinum Level Novacolorist Certificate +
Platinum Level trophy + \$300 EVY Professional Voucher

Terms and conditions: participant must have completed all four dLearning courses and obtain certificates. Sessions include all Short and Sweet and Formal Education Sessions in the 2020 Education calendar.
Must attend Guest Artists full day class.

dLearning is an online program that provides you with all that there is to know about De Lorenzo products at your convenience. All product information is updated annually and available on all iPad, iPhone, Android and desktop devices.

Go to: <https://delorenzo.mrooms.net> or follow the link from the De Lorenzo Professional website and set up your own unique login and password. You can then browse through courses, click on the presentation relevant to your salon and learn at your own pace.

Once each 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 2020.

dLEARNING

COURSES AVAILABLE:

PHILOSOPHIES

- Core Values
- The Four Natural Balances™
- Hair and Scalp Analysis
- Consultation

NOVACOLOR 360°

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

HOME HAIRCARE

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

SPECIALISED SERVICES

- Create Professional Permanent Straightening
- New Directions Perms
- Performance Perms

IN-SALON

ASPYA MEMBER SESSIONS

a) Treatment Temptations

explore options for specific hair types,
discover the various treatment services
available within the De Lorenzo range

2 hours

b) Colour Forecasting

planning and preparing for the upcoming
seasonal changes encouraging new colours
and appointments with your existing clientele

2 hours

c) Colour Selection

consulting for and selecting appropriate
colours for various skin tones

2 hours

d) Novacolor Advanced Correction

and colour placement for various face shapes

2 hours

ONLINE

The De Lorenzo Education team are available to support you via online video link sessions and classes. You may want to hold a team training, gather together other salons and local hairdressers in a group for an online education session or simply use this service as a means to keep in touch with what is new at De Lorenzo.

IN-SALON SUPPORT

Enabling you to continue growing your knowledge base with De Lorenzo. Our Educators are highly skilled in the use of our products and the service they provide is to support you and your business to maximise your potential with De Lorenzo.

Your De Lorenzo Educator may be booked to spend up to 3 hours in your salon to help you and your team further your practical product knowledge and problem solving skills.

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

Bookings subject to availability and an \$80 call out fee.

Note: colour application skills are not taught in these sessions.

HOTLINE 1300 733 303

De Lorenzo Technical Hotline is available 7 days a week for colour and product support.

SUPPORT

SHORT AND SWEET

Designed to maximise your education time and dollar, these Short and Sweet Sessions will help you to fully understand your products, gain confidence and give you useful information to take back to the salon immediately.

BRAZEN BRUNETTES

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Explore the beautiful Novacolor range of Brunettes, Chocolates and Neutrals. Be inspired to introduce new flavour to your Brunettes with tones of Rose, Jaffa, Violet and Rouge extending your colour knowledge and repertoire. Discover how to achieve great results and colour dimension using new colour combinations and application techniques.

BEAUTIFUL BLONDE TONING

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

An inspirational session designed to help you achieve beautiful blondes. We will show you a variety of different blonde toner mixes for levels 8, 9 and 10. This session will also include colour correction and fashion formulas.

COLOUR ELIMINATOR

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Once you have used Colour Eliminator you will wonder how your salon ever did colour correction without it! In this session, you will be shown how, when and where to use Colour Eliminator. Step by step we will discuss the process of application so you feel confident to use this product and be able to predict the end results confidently.

CREATE STRAIGHT

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Not only will you learn the step by step process of how to use Create Professional, we will show you the potential of growing your existing business by introducing this service to clients you would have never thought of before. Using the three recommended application techniques, Create Professional can either Relax, Straighten or Retexturise the hair permanently. Create Professional is a unique product that leaves the hair feeling manageable and easy to style.

FLAMING BEAUTIES

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Explore the beautiful Novacolor range of reds and coppers. Be inspired to set your reds on fire by introducing new tone combinations to your clientele. Learn how to achieve great results using various mixes, colour palettes and application techniques.

ELEMENTS EXPRESS STYLING

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Learn how to create Elements Express Styling looks with quick and easy techniques using the Elements range and EVY Professional styling tools. This practical session delivers looks that are an easy add-on to any existing appointment, increasing your income by working smarter not harder.

HAIR & COLOUR SCIENCE

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Put your lab coats on. This is a theory session sure to satisfy the scientific mind. Gain a deeper understanding of the biology of hair and scalp to help you appreciate the science and chemistry behind the art of hair colouring. Learn about the skin, hair follicle, keratinisation, cuticle, cortex, medulla, melanin and decolourisation. Explore professional colour ingredients, oxidation and the oxidative process.

Your mind will be blown!

PERMANENT TEXTURE

Time: 3 hours | Provided: Light refreshments | **Cost: \$49**

Curls and Whirls! Don't be scared of perming. We can show you some fantastic ways to introduce texture and movement into your client's hair that is easy to learn and fun to do. This is a great way to expand your business beyond colour and cutting by creating a point of difference between your salon and all the others.

CONSULT ANALYSE PRESCRIBE

Time: 3 hours | Provided: Light refreshments | **Free**

Coming from one of the most successful hairdressers in Australia, who introduced salon only retail to this country, learn the Vincent de Lorenzo way of performing a Consultation, Hair and Scalp Analysis, and then Prescribe Salon Services and Home Haircare. See how C.A.P relates to the De Lorenzo Philosophies and Core Values of "Individual Hair Needs Individual Care". Discover how to make your clients feel special and provide them with the service they deserve.

NOVACOLOR CORE

Become familiar with the Nova360° range of products. This session will provide you with all the essential Novacolor theory and practical skills, delivering a working knowledge of the product range.

RECOMMENDED FOR

Hairdressers new to the Novacolor range or new to colouring. Feel confident with your colour choices and be sure about which Novacolor product to use.

SESSION FOCUS

- Philosophies of De Lorenzo, the Four Natural Balances™ and Core Values
- Components of the Novacolor range
- Colour theory including the colour wheel and undertones
- Types of colouring
- Depth and reflect of Novacolor
- White hair coverage

Morning theory + afternoon workshop | 1 day | **Free**
Model to arrive 1pm

Mannequin can be purchased with at least one weeks' notice

Cost \$70

Provided: Light refreshments

Bring: hairdryer, brushes, clips

Novacolor Core theory only session | 3 hours | **Free**

NOVACOLOR ADVANCED

Discover all the nuances of the Nova360° range by getting technical with the how's and why's of advanced colouring. Learn how to overcome those difficult client scenarios with confidence.

RECOMMENDED FOR

Hairdressers wanting to expand on their Novacolor knowledge, how to problem solve and avoid unexpected colour results. Discover colour correction formulas and explore creative colour combinations.

SESSION FOCUS

- Philosophies of De Lorenzo, the Four Natural Balances™ and Core Values
- Colouring resistant hair types
- Filling and colouring hair darker
- Colour correction
- Creative mixers
- Use of the Vibrants range and Concentrates

Morning theory + afternoon workshop | 1 day | **Free**
Model to arrive 1pm

Mannequin can be purchased with at least one weeks' notice

Cost \$70

Provided: Light refreshments

Bring: hairdryer, brushes, clips

Novacolor Advanced theory only session | 3 hours | **Free**

NOVACOLOR LIGHTENING

Experiment and play with all the lightening products available in the Nova360° range, in a fun and safe workshop. At times taking the hair lighter can be scary with so many factors to consider. This workshop is an opportunity to learn without the pressure of the salon environment.

RECOMMENDED FOR

Blonde lovers or those who want to feel confident in doing more challenging blondes. This is a full day of the tricks and tips you need to not only remove colour from the hair but how to achieve and tone amazing blondes.

SESSION FOCUS

- Philosophies of De Lorenzo, the Four Natural Balances™ and Core Values
- Ice Blonde Series and Ultra Light Blondes
- Ultra Lift Blonde Mix (ULBM)
- Novalite, Supanova and Nova Artiste
- Toning at the correct depth level
- Timing and application methods

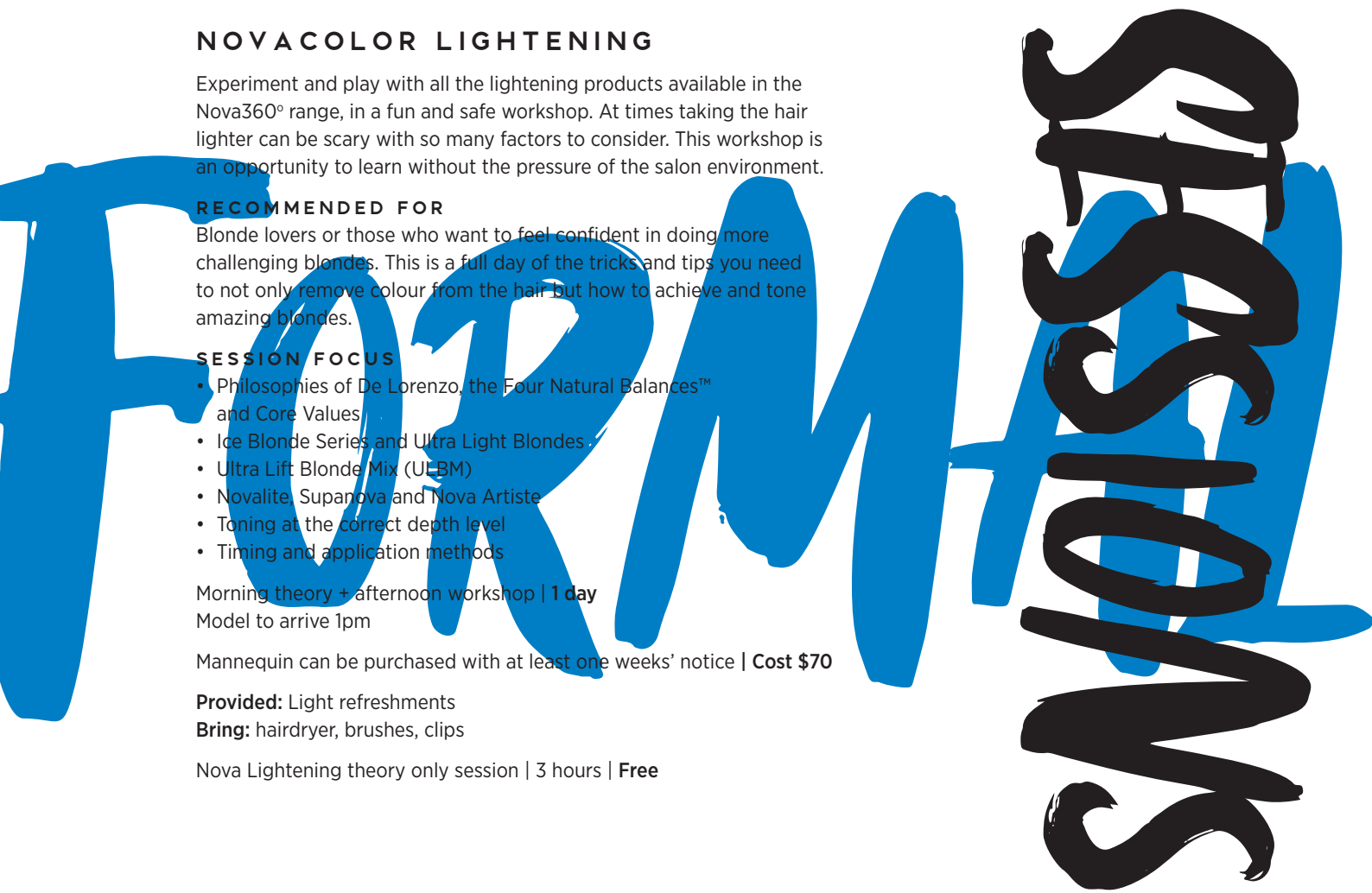
Morning theory + afternoon workshop | **1 day**
Model to arrive 1pm

Mannequin can be purchased with at least one weeks' notice | **Cost \$70**

Provided: Light refreshments

Bring: hairdryer, brushes, clips

Nova Lightening theory only session | 3 hours | **Free**



FORMAL SESSIONS

BALAYAGE BASICS

This session will get you started with balayage and other important colour application techniques. Learn to take the appropriate sections, mix and apply the correct products and conduct a full and thorough consultation.

RECOMMENDED FOR

New colourists with at least some colouring experience and understanding. This class will explain and demonstrate what balayage should look like, the application techniques and foil placement to help create the best result. Learn how to transition from balayage to a brighter and softer look using drop foils/baby lights that can create a low-maintenance look.

SESSION FOCUS

- What balayage should look like
- Avoiding creating lines and patchiness
- Techniques and patterns for successful balayage
- Drop Foiling, Baby Lights, Root Stretch, High Ombre
- Tools used to achieve the various techniques such as colour paddles, foils, combs and brushes

Cost \$170 | Time 1 day | mannequin included

Provided: Light refreshments and lunch

Bring: tail comb, hairdryer, brushes and sectioning clips

NOVASEMI - KALEIDOSCOPE

Experiment and play with Novasemi in a fun and creative workshop. This is an opportunity to experiment with colour and learn techniques without the pressure of the salon environment. This four hour session encompasses all the tricks and tips you need to create fabulous combinations in the hair including colour melts and blends, strong contrasts and complimentary tones.

RECOMMENDED FOR

Colour lovers! Fun and bright looks for those who want to feel confident in doing more challenging colour combinations with Novasemi.

SESSION FOCUS

- Preparation and care of the hair
- Recognising appropriate depth levels
- Fun and challenging application methods
- Unique colour combinations

Cost \$70 | Time 4 hours | for mannequin (no ASPYA discount applies)

Provided: Light refreshments

Bring: hairdryer, brushes and sectioning clips

ROOKIES CUTTING BOOTCAMP

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. Encompassing all the basics over two days then finishing the third day 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 hair cut

Cost: \$370 | Time: 3 days | mannequin included

Provided: Light refreshments and lunch

Bring: hairdryer/irons, scissors, brushes, clips, combs and your mannequin for day two and three

Note: This three day Bootcamp may be run over a period of months, check times and dates for your area.

ROOKIES NOVA360° BOOTCAMP

This bootcamp is dedicated to building confidence in consultation and communication, becoming familiar with De Lorenzo products and developing creativity. It will enable Rookies to pick up skills they can bring back into the salon straight away. Each participant will create 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 skills, client interaction, professional consultations and basin etiquette
- Understanding application and removal of colour at the basin
- Learn all about De Lorenzo products and how to use the various ranges
- Basic colour, foil application, style and design
- Day three demonstrating and showcasing colour and styling work in a group setting

Cost: \$300 | Time: 3 days | Model to arrive Day three at 10am | with at least one weeks' notice a mannequin can be purchased

Provided: Light refreshments and lunch

Bring: hairdryer/irons, scissors, brushes, clips, combs and your model or mannequin for day three

Note: This three day Bootcamp may be run over a period of months, check times and dates for your area.

BRAD



NGATA

GLITTERATI!

Brad is the Creative Director of one of Australia's edgiest boutique salon brands, Brad Ngata Hair Direction, located in the heart of Sydney. Synonymous with fabulous hair styling and a huge stage presence, Brad is recognised both throughout Australia as a multi award winning artist with Hair EXPO and Australian Hair Fashion Awards and internationally for his adaptability and versatility.

Brad will share with you four very strong editorial looks just like what we have seen in collections across New York, London and Paris where designers made bold statements with hair adornments. This session will teach you looks that can be used for competitions, photographic sessions or tamed for salon-friendly looks. A tool box of adornments will be available for use on the day or you may bring any additions you want to learn to apply to the hair.

Let there be glitter!

Mannequins will be supplied for use on the day.

RECOMMENDED FOR

Stylists who want to learn to achieve outrageous editorial looks. Learn how to completely finish the hair with shine and glamour choosing the right angles and position for clips, glitter and other hair adornments.

SESSION FOCUS

- Planning the look and preparation of the hair
- How to apply the appropriate amount of product
- How to not over do it!
- How to achieve beautiful, balanced finishes
- How to use lighting and other props for the perfect social media image

Cost: \$200 | **Time:** 4 hours

Provided: Light refreshments

Bring: hairdryer with nozzle/irons/wands, brushes, clips any hair adornments you may like to use

PAULA



HIBBARD

FOR THE LOVE OF... LONG HAIR

Paula Hibbard, finalist for Hair Expo and AHFA NSW Hairdresser of the year 2019, has become one of hairdressing's most in-demand boutique educators across all facets of long hair styling. She is a passionate and motivated educator who delivers classes jam - packed with simple, creative and inspirational techniques. Spending time with Paula is an opportunity to elevate your confidence, build on your current skill set and gain new tricks across all facets of long hair styling.

"A well trained stylist saves time, makes money and results in clients walking out of the salon looking fabulous - this is your best advertisement! I have a passion for long hair and styling because I've always loved seeing the finished product... women who look glamorous and feel fantastic!" *Paula Hibbard.*

Mannequins will be supplied for use on the day.

RECOMMENDED FOR

Stylists who want to build their long hair clientele, build on their existing client base and create a point of difference in finishing for special occasions.

Learn the steps for quick looks that you can take back into the salon for use on all ages immediately.

SESSION FOCUS

Look and Learn

Take a long hair journey with Paula as she presents three models to you with styling techniques you can take back to the salon to WOW clients and broaden your style repertoire. As she creates, Paula will share with you how to choose the right product, styling tools, extensions, padding and consultation tips to nail your long hair styling service.

Workshop

Put into practice what you have been inspired with in the morning. As you build on what you have learnt Paula will walk you through three hairstyles of your choice, sharing her wealth of knowledge and helping you become a better long hair artist.

Cost: \$400 | Time 1 day

Provided: Light refreshments and lunch

Bring: hairdryer with nozzle, curling iron, hot rollers, large round brush, paddle brush, teasing brush, oval cushion brush, metal end tail comb, brown bobby pins, 3 inch fringe pins, elastics and sectioning clips

Morning Look and Learn only \$150

SARA



BRISCOE

REAL COLOUR JOURNEY

Sara Briscoe from Roca Verde will take you on a colour journey from the chair, to the basin to the final finish. Get educated on how to achieve the perfect lived in colour. Sara will cover colour placement, techniques of low lights, highlights and where to leave negative space. Followed by high impact basin work including zone toning, basin balayage and achieving a beautiful finish.

Sara will also touch on taking a blonde from light to a more natural look in two easy steps.

This class is an open and honest class with NO question off limits including business and team management. Look and learn on a live model in the morning and workshop the ideas on a mannequin in the afternoon.

RECOMMENDED FOR

Colourists who want to see what's new and what improvements we have made over the last few years. Recap on our favourite techniques we just can't live without - as you know some things change and some stay the same.

Sara will also cover when to rebook your clients for maintenance toners and basin balayage to make your colour business boom!

SESSION FOCUS

- Learn how to give your clients effortless, sun kissed hair with an easy grow out.
- Learn the art of light and shade
- How to add depth to make your light pop
- Maximise a blonde feeling without harsh lines

Cost: \$390 includes mannequin to keep | Time: 1 day

Provided: Light refreshments and lunch

Bring: metal tail comb x 2, curling iron, hairdryer, brushes, clips, combs and foil

Morning Look and Learn only | Cost: \$150

TYNNE



SANDERS

SHORT HAIR GOALS

Tynne's career has seen her move from a stylist to a full-time educator and back again and is now the owner of the Award winning Hoopla Salon. Hoopla has developed a reputation for chic, creative and stylish haircuts that combine classic and contemporary techniques. Tynne's goal of creating a team of very highly skilled stylists, is derived from believing that with confidence and knowledge comes creativity and clarity.

This course will focus on breaking down your consultation, planning and executing a very versatile long pixie style haircut.

You will have a clear understanding of the areas of the head and what structures work best.

Disconnection without the disconnection and take the fear out of going above the shoulders!

RECOMMENDED FOR

Third year apprentices through to experienced senior stylists who are looking to grow their short haircut clientele, build confidence and speed. Refine your skills and perfect a cutting consultation.

SESSION FOCUS

- Create a commercial yet edgy long pixy haircut with texture and movement
- Tricks to cut the perfect fringe
- Work with disconnection to create a seamless result
- Lead the consultation, 'sell' the haircut and discover what your client really wants
- Make confident recommendations based on your clients face shape and hair type
- Understand what structures work best on areas of the head
- Break down a haircut and make a plan based off an Instagram reference image
- Focus on cutting and razor technique to develop speed and accuracy as well as posture/ergonomics to prevent fatigue and injuries

Cost: \$390 includes mannequin to keep | Time: 1 day

Provided: Light refreshments and lunch

Bring: your scissor kit, feather razor, cutting combs, hairdryer, brushes, clips and water spray

Morning Look and Learn only | Cost: \$150

BEN



KANE

CUSTOM BARBERING WORKSHOP

With years of experience and a combination of advanced Barbering and Precision Hairdressing techniques, Ben has set a benchmark within the industry.

An award winning barber and established educator in his field, Ben is always willing to share his knowledge. His coaching and mentoring is directed to those at any level wanting to advance their knowledge on current trends and techniques combined with traditional barbering.

RECOMMENDED FOR

Somewhat experienced hairdressers or barbers who wish to learn how to expertly cut and style their male clientele, perform grooming services, build clientele and expand their business.

SESSION FOCUS

- Look and learn followed by a hands on workshop
- Scissor over comb technique
- Blending and fades
- How to finish and style men's hair using DMAN products
- Beard maintenance and how to perform a face shave (using balloons)

Cost: \$390 includes a mannequin to keep | Time: 1 day

Provided: Light refreshments and lunch

Bring: clippers and attachments, scissors, combs, hairdryer, brushes and clips

Morning Look and Learn only | Cost: \$150

ANGELA



SOONG

PIXEL COLOURING

Angela is the only person in Australia qualified to teach the Pixel method of colouring. After spending time in Madrid with X-Preision Creativos to learn this wonderful technique, Angela is now sharing her knowledge about this unique and fun colouring method. This session will give you the opportunity to learn something brand new, challenging your precision and skill. Angela will demonstrate with a live model going through theory of Level 1 Pixel. There will be mannequins on display demonstrating the various results and patterns that can be achieved. You will learn to use the De Lorenzo Nova360° range and the unique tools to create a Pixel colour. There is also the option to continue to Level 2 Pixel in another session.

RECOMMENDED FOR

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

SESSION FOCUS

- Pixel colouring theory, colour selection and tools
- Level 1 Pixel using one or two colours to tone
- Creating a commercial pixel look that is salon friendly

Cost: \$390 includes mannequin to keep | Time: 1 day

Provided: Light refreshments and lunch

Bring: metal tail comb, hairdryer, flat irons, brushes, flat sectioning clips

Morning Look and Learn only | Cost: \$150

JASON



MCRAE

I.A.T HAIR PRACTITIONERS CERTIFICATE COURSE

Jason McRae (I.A.T) is a certified Trichologist and a qualified trainer and assessor. In his experience in the hairdressing industry, Jason has also owned a successful salon and is a panel judge for the IHS hairdressing competitions in Australia. Jason has an extensive understanding and practical approach to share with you on maintaining healthy hair, scalp and internal wellness to take back to the salon for your clients.

You will be provided with a detailed workbook, IAT approved exam and certification from the IAT.

RECOMMENDED FOR

Hairdressers who desire a deeper knowledge of how what we do in salon affects the hair. Discover the external and internal influences we need to understand in order to fully service our clients and provide accurate advice. You will be provided with an insight into what it takes to further your studies to become a fully qualified Trichologist. This Hair Practitioners Certificate Course is recognised as prior learning (RPL).

SESSION FOCUS

- Structure, function and physiology of the hair and skin
- Fundamental knowledge on hair and scalp disorders
- Science of chemical processes and how the hair is affected
- Internal and external factors that cause hair loss and hair breakage
- Day three is a clinical workshop including microscopy

Cost: \$900 | **Time:** 3 days

Provided: Light refreshments and lunch



PRIVATE IN-SALON SESSIONS

All of our Guest Artists offer customised sessions to improve and build on techniques and skills within your salon team. These sessions are ideal for entire salons or salon groups. They are conducted in your salon with all of your staff members or you may wish to collaborate with other salons in your area and work together as a group. The Guest Artist will consult with the salon organiser once a date is set to ensure your specific outcomes are met.

Cost: POA



nova360°

S C I A L

I M A G E

AWARDS 2020

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

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

No need for professional photo shoots.

This is the opportunity to show your colour talent; combining beautiful colour palettes, interesting application methods, impeccable cutting and styling to finish.

The images will be judged on colour selection, cutting technical skill, styling, overall look and photographic composition.

This is an open invitation to all apprentices, hairdressers and barbers.

JOIN THE COMPETITION AND CHOOSE FROM THE CATEGORIES:

1 NOVACOLOR

demonstrating beautiful
Novacolor combinations and
technical application

2 NOVASEMI/ NOVAFUSION

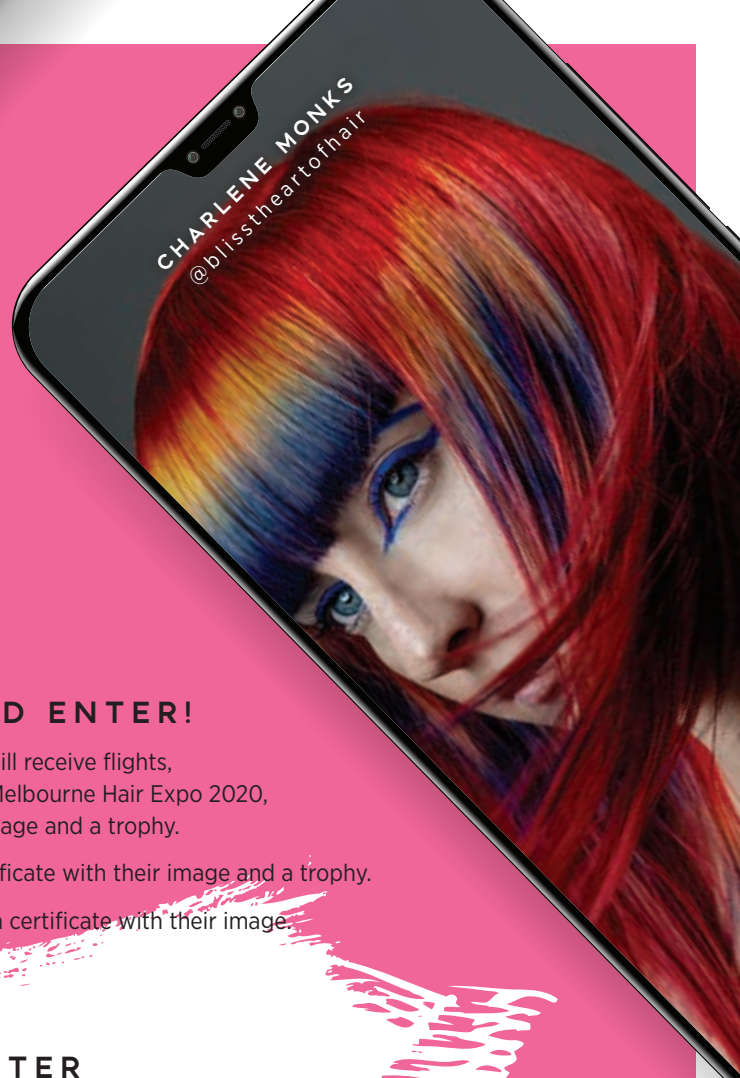
fun and fashionable tones
used in unique and
playful combinations

3 MENS

distinctive and bold
cuts complimented with
strong styling methods

**Do not miss this opportunity to take part in the inaugural Nova360°
Social Image Awards. The competition runs until 30th April 2020.**

**CHOOSE YOUR BEST WORK, UPLOAD YOUR
PHOTOS AND GIVE YOURSELF A CHANCE
TO COMPETE FOR SOCIAL MEDIA PRESTIGE,
EXPOSURE AND AWARDS!**



WHY YOU SHOULD ENTER!

First place from each category will receive flights, accommodation and a three day pass to Melbourne Hair Expo 2020, 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.

HOW TO ENTER

Entry forms, terms and conditions can be found on the De Lorenzo website under Education:

www.delorenzo.com.au/education

CHOOSE YOUR OPTION:

One Image

\$20

Enter one image for one category

Three Images

\$30

Enter three images for one or all categories

Six Images

\$40

Enter six images for one or all categories

WHAT TO SUBMIT

For each image, send the following to education@delorenzo.com.au by 30th April 2020:

The image file per the Image Guidelines.

The Entry Form (one per image submitted).

The Products Used Form (one per image submitted).

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

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.

TECHNICAL SPECIFICATIONS

.jpg format.

Files must be less than 10MB each.

Minimum size on the smaller side: 2000 px / maximum size on the longest side: 6000px.

Be sure that the order and the file name are correct eg FullName_Category_Image1.jpg (note this on your Products Used Form).

TICKETING

All bookings for De Lorenzo Education are purchased up-front. For Guest Artist sessions you may choose to be invoiced.

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

CONFIRMATION, NOTIFICATIONS AND 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 or Educator or contact: education@delorenzo.com.au

REFUNDS, CANCELLATION OR ILLNESS

If you need to cancel and require a refund or would like to transfer your booking to another session, please email us at least 14 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 transfer 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 education@delorenzo.com.au.

SESSION TIMES


For precise locations, 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 salons 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.



The wonderful images
featured throughout
this education program
were created by
[@paulahibbardtheducator](#)



DE LORENZO



delorenzo.com.au



[delorenzohaircare](#)

Hair & Cosmetic Research 103 Carnarvon St, Silverwater NSW 2128 **Free:** 1800 800 347 **Technical Hotline:** 1300 733 303 **Email:** education@delorenzo.com.au