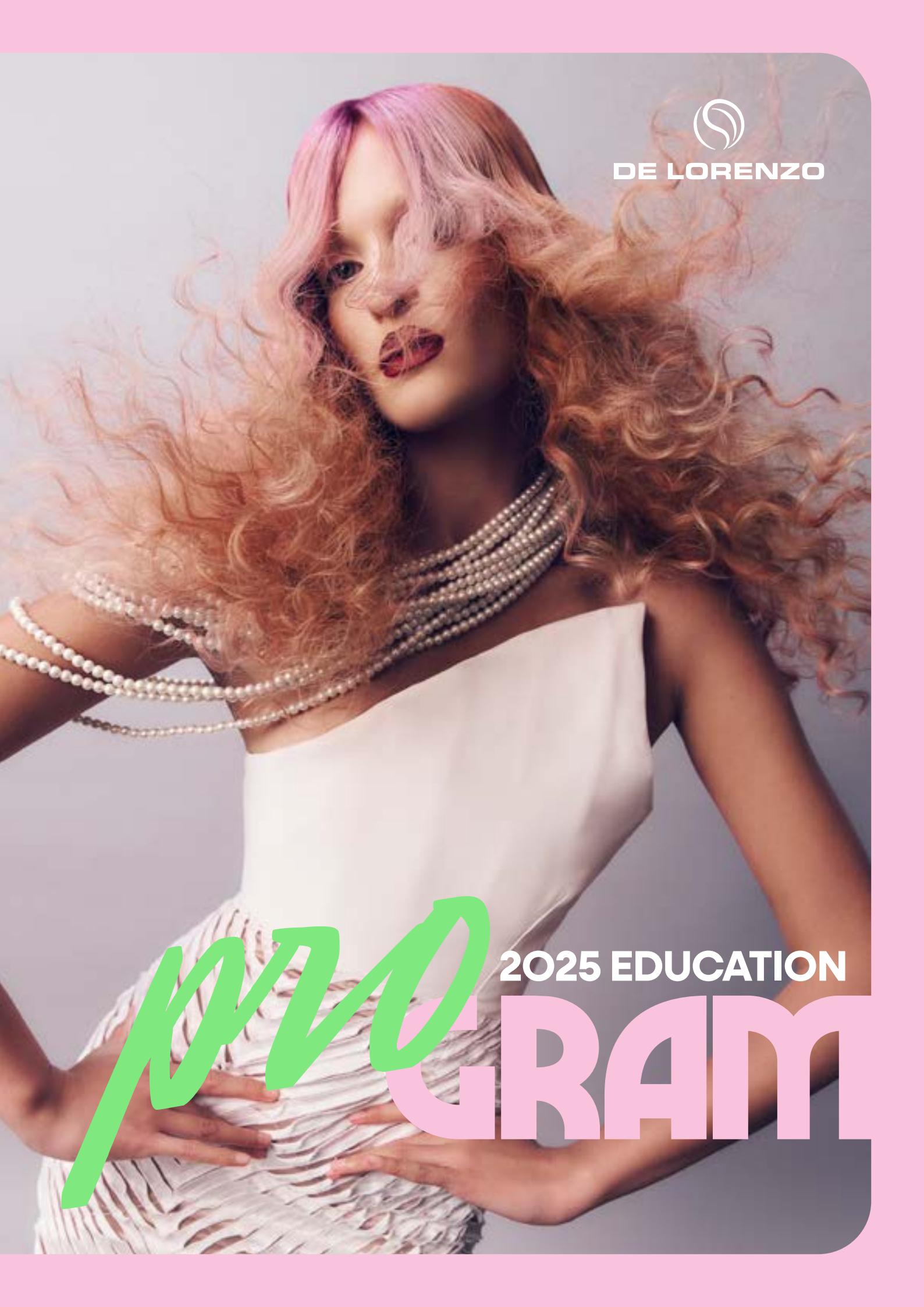




DE LORENZO



WVO

2025 EDUCATION

GRAM

welcome

TO THE DE LORENZO 2025 EDUCATION *pro*GRAM

Within this **PRO**gram you will find a range of high-quality, specialised learning opportunities which can support your salon, up-skill staff, recognise, plan for and meet the learning needs of a diverse range of hairdressing **PRO**essionals, in your space or ours.

As always, the De Lorenzo Philosophies and Core Values underpin all that we do, and we hope to share it with you and your customers. There is a bigger purpose and greater goal we can achieve in reducing our carbon output, being cruelty free, plant based and focusing on the hairdresser and hairdressing industry we all love so much.

At De Lorenzo, we pride ourselves on being adaptable to the ever-changing needs of the hairdressing industry which is influenced by many factors. We believe that Education, and continuous learning develops great **PRO**fessional Hairdressers who are then able to meet the needs of their clients.

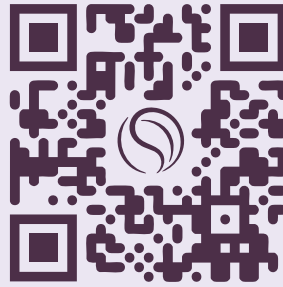
The focus of the 2025 **PRO**gram is to make Education accessible, deliver a variety of options, and make your time invested valuable and uplifting.



DE LORENZO EDUCATION

APP

The 2025 Education
PROgram is located
on the De Lorenzo
Education App.



Scan the QR code below to
download the app from the
App Store or Google Play.

THE 2025 EDUCATION *PRO*GRAM INCLUDES:

Consultation

With the individual or salon group
to address immediate concerns,
developing a learning plan that meets
the needs identified.

Technical Assistance

To assist individuals and salons to
improve by offering resources and
information, in a variety of ways.

Culture of Practice

We look to improve professional
training by engaging in group sessions
and learning with people who have a
common goal.

Mentoring/Coaching

The Education team aim to promote
an individual's understanding of the
importance of professional development
by providing and recommending
opportunities and guidance along the way.

Case Study Methods

Within the program case studies are used
as a relatable teaching approach that
helps put you in the role of a decision
maker facing a problem.

Education is key to accomplishment
for a **PRO**fessional.

Megan Yabsley

Megan Yabsley
Education Manager



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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
- Are unsure how long to process a colour
- Need to know if heat should be applied or not
- Aren't sure which perm solution to use
- Have made a mistake and need help to fix it
- Don't know which take-home product to recommend

We are always happy to help!





A **FREE** online **PRO**gram providing you everything 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.

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

Once the course is complete, you can print a certificate stating that you are now certified to use and recommend these products throughout 2025.



Download the **De Lorenzo Education App** or go to <https://dlearning.thinkific.com> to set up your unique login and password.

Available Lessons

Introduction

De Lorenzo Philosophies / Core Values / The Four Natural Balances / Hair & scalp analysis and consultation

Home Haircare

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

Nova360° Complete Colour Range

Novacolor / Novatone / Novafusion / Novasemi / Novaplex / Nova Powder lighteners / Novacolor Eliminator

Specialty Services

Create Wave Perms / Create Professional Straightening

ONLINE ZOOM SESSIONS

This live program is regularly updated with sessions covering all aspects of hairdressing, including Nova360° knowledge, ASPYA Business Partners, product launches, styling tips, and consultation techniques. New and exciting topics are added regularly.



Download the
De Lorenzo Education App
to access the ongoing
FREE Online Sessions
delivered via Zoom

This is an excellent **PRO**fessional development tool for:

- New salon team members and team training
- Apprentices and students
- Experienced hairdressers wanting to continually upgrade their knowledge and skills
- Regional and remote salons
- Single operators, home salons, or time-poor hairdressers



PROFESSIONAL IN-SALON *education*

PROfessional in-salon education is designed to ease the pressure of giving up a full day in the salon by having your Educator come directly to you and your team.

Many of our Education sessions or **PRO**file Artists can enhance your team's experience level, broaden skill diversity and address staffing challenges and out-of-salon time.

Ask your Educator or Account Manager for further information or email:

education@delorenzo.com.au

Cost: POA

ASPYA MEMBERS *pro* PROGRAM

This Education program is comprehensive and will offer your team insights and inspiration to maximise the benefits of the De Lorenzo range, helping you to grow your business. Our goal is for your salon team to truly know and believe in the product range you've chosen and to equip you with tools to communicate all the benefits of De Lorenzo to your customers.

Your Educator will consult with you about each session to ensure it meets the needs of your salon and that it is designed to achieve your desired results.

De Lorenzo offers all ASPYA members a generous 20% discount on all education classes - including **PRO**file Artists and Specialised Workshops.

ASPYA Points may also be applied to education invoices.

(Note: 20% discount excludes mannequins purchased separately)

ASPYA Members who utilise the full Nova360° range receive four 2 hour De Lorenzo **PRO**duct technical sessions annually. These classes focus specifically on De Lorenzo products, ensuring all ASPYA salon team members are knowledgeable and proficient in using the entire De Lorenzo range.

With this in mind, please enquire with your Educator or Account Manager about exclusive sessions and events for ASPYA members throughout the year, or refer to the notifications in the De Lorenzo Education App.

IN-SALON *PRO*BLEM SOLVING

In-Salon **PRO**blem Solving enables you to continue expanding your knowledge and overcome any fears or challenges you may encounter.

Our Educators are highly skilled in using our products and can support you and your business in maximising your potential with De Lorenzo. This is also an excellent option for new salon team members who need assistance in getting started with De Lorenzo.

Your De Lorenzo Educator can be booked for up to 3 hours in your salon to help you and your team troubleshoot and problem-solve with any of the product ranges.

Speak to your De Lorenzo Account Manager or Educator to arrange In-Salon **PRO**blem Solving.

Cost: \$80

(charged to your account)

Bookings are subject to availability

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



PRODIGY
PRO
GRAM

PRODIGY NOVA360° PROGRAM

Education specifically targeted at apprentices and emerging stylists to build their fundamental knowledge and skills over four technical workshop sessions. This fun and engaging approach immerses our **PRO**digies in the hairdressing industry and fosters a desire for a long career in hairdressing. A certificate and trophy are awarded on completion.

Recommended for

This program is aimed at first and second year apprentices

Session Focus

- **Novacolour Foundation Training**
Philosophy, Theory Application, Accessories
- **Lightening**
Theory, Tips, Tricks, Techniques
- **Novatone/Novasemi/Novafusion**
Creative Mixes, Application, Toning Trivia
- **Treatments and Elements Styling**
Home Haircare and Styling Tips

Cost: \$400

Time: 10am - 3pm

Includes: Mannequin (used over 4 sessions), achievement certificate, trophy, workbook, goodie bag, and lunch.

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

Bookings are subject to availability.



CAUTION
DO NOT USE IN CHILDREN
DO NOT USE FOR
HAIR COLORING
DO NOT USE FOR HAIR PERMANENT

DE LORENZO.

novaxyl
6%
20 volume
cream developer

FOR PROFESSIONAL USE ONLY

900ml / 30.43oz e

novacolor®

POISON
DO NOT USE IN CHILDREN
DO NOT USE FOR
HAIR COLORING
DO NOT USE FOR HAIR PERMANENT

DE LORENZO

novartiste

Oxy powder lightener
for open air techniques

FOR PROFESSIONAL USE ONLY

NET WT. 334g/100g e

FUNDAMENTAL *FOILING*

Start your foiling journey by perfecting techniques in foil placement and patterns. This session is designed for emerging colourists who need to expand their training with foiling. It covers and demonstrates application techniques, foil placement, and colour combinations to help build and retain a steady clientele.

Recommended for

PROdigy students who want to upskill and expand their repertoire. A basic level of colour knowledge is required.

Session Focus

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

Cost: \$290

Time: 1 day

Includes: Mannequin, achievement certificate, workbook, goodie bag and lunch.

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

Bookings are subject to availability.

FUNDAMENTAL LIVED-IN *colouring*

This session focuses on teaching you the basics of creating a 'lived-in' colour using techniques such as baby lights, drop foils, and balayage, to name a few. You'll learn techniques to achieve the perfect blend of colour tones. The session also covers sectioning, application techniques, blending, mixing and applying the correct products, and conducting a full and thorough consultation to achieve the desired results.

Recommended for

All **PRO**digy students looking for an entry-level course in lived-in colours. A basic level of colour knowledge is required.

Session Focus

- Lived-in colour techniques, patterns and foil placement
- Avoiding lines and patchiness; mastering colour blending
- Product selection and timing
- Tools for various techniques, such as colour paddles, foils, combs and brushes

Cost: \$290

Time: 1 day

Includes: Mannequin, achievement certificate, workbook, goodie bag and lunch.

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

Bookings are subject to availability.

PRODIGY CUTTING *pro* PROGRAM

To become a great hairdresser, it is especially important to develop a solid foundation for your skill set. Get a great start to cutting before bad habits take hold by learning the correct preparation of the hair, how to hold your scissors properly, and how to position your body. All the basics will be covered, and the session will conclude with a short haircut that takes the fear out of achieving a bold look. A certificate and trophy will be awarded upon completion.

Recommended for

This two-day workshop is aimed at first and second year apprentices ready to learn the art of haircutting.

Session Focus

- Consultation and hair preparation
- Face shapes, cowlicks, crowns, hairlines and part lines
- Cutting tool options and their uses (such as freehand cutting 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
- If time permits, take your mannequin to a cute short haircut

Cost: \$400

Time: 2 days

Includes: Mannequin (used over 2 days), achievement certificate, trophy, workbook, goodie bag, and lunch.

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

Bookings are subject to availability.



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

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

This package will equip both teachers and students with the knowledge they require about De Lorenzo Haircare and its product lines. Emphasis is placed on the four learning styles, enabling teachers and students to retain the information delivered effectively.

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 or competition

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

PRODUCT TECHNICAL *SESSIONS*

The **PRO**duct Technical sessions are a collection of presentations designed to focus on specific De Lorenzo product ranges and topics. It is essential to understand the product ranges you are working with and how they can enhance your business. This understanding eliminates mistakes, saves time, and produces better outcomes for the salon and its clientele.

- Specific colour types
(eg, lift and deposit, high lift blondes)
- Communication
- Consultation and analysis
- Home haircare
- Lightening
- Colour correction
- Colour and tone formulation
- Perms
- Straightening
- Tricho Natural Scalp Therapy
- Colour Eliminator...and much more!

A shorter two-hour session will provide you with the opportunity to learn the theory and participate in a brief practical exercise.

In consultation with your Educator, we can develop a custom **PRO**duct Technical session to suit your needs. Each session can be adjusted to benefit your team's experience level, skill diversity, and to help combat staffing issues while reducing out-of-salon time.

Book a **PRO**duct Technical Session for your team.


These sessions are included in the ASPYA members program, up to four times per annum.

Cost: \$80

Time: 2 hours

Includes: Participation certificate

Bookings are subject to availability.



Sessions with a variety of creative options. These skill **PRO**gression sessions will help you become familiar with the De Lorenzo product ranges, delivering creative applications and methods of use.

The goal is to aid you, the hairdresser, in achieving a greater level of skill and confidence to produce work that is profitable and most importantly, to create hair you can be proud of.

PRO GRESSION SESSIONS

NOVA360° *introduction*

A two-day intensive workshop that 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 in your colour choices and be sure about which product to use. Achieve amazing results and get creative with numerous 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 covering 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 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

Cost: \$400

ASPYA Members: \$150

No further discount.

Time: 2 days

Includes: Mannequin (used over 2 days), achievement certificate, workbook, goodie bag, and lunch.

Bring: Hairdryer, thermal tools, brushes, clips, and tail comb.

Bookings are subject to availability.

NOVA360° CREATIVE SESSIONS

Hair colouring allows for a wide range of personal expression, from subtle and natural to bold and attention-grabbing. Achieving the perfect shade, depth, and tone can be challenging, which is why we have developed a series of five Nova360° creative sessions to help you achieve the specific colour you desire.

There are several distinctive shades and variations within the following categories:

- **Reds and Coppers**
Bold, rich, fiery, or warm, golden and ginger
- **Blondes**
Sun-kissed, honey, buttery, or white, icy and cool
- **Brunettes**
Deep, cool, and neutral, or warm, golden chestnut
- **Vibrants**
Intense, bold, dramatic, or neon, edgy, and avant-garde
- **Pastels**
Soft, playful, dreamy, or light, fresh, and feminine

In these practical sessions, we will explore how to determine the desired tone, which product range(s) to use, colour placement, techniques, and how to apply them to achieve the right outcome.

Cost: \$250

Time: 5 hours
(typically runs from 10:00 AM to 3:00 PM)

Includes: 1 x mannequin, achievement certificate, workbook, goodie bag, and lunch.

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

Bookings are subject to availability.

DEPTH *and* DIMENSION

With a focus on conscious colour placement and contouring, this session is designed specifically to explore how to enhance face shapes and haircuts. Truly understand the impact that beautiful colour selection and placement can have on a client.

Practice layering colour, unique colour placements, and multi-tonal colour selections. This session will utilize the entire Nova360° range, combined with maps and methods to add individuality and interest to your colour work.

Recommended for

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

Session Focus

- Fresh colour combinations
- Unique colour placement and application
- Creating depth and dimension
- Light, shade, and fade

Cost: \$290

Time: 1 day

Includes: Mannequin, achievement certificate, workbook, goodie bag and lunch.

Bring: Hairdryer, thermal tools, brushes, clips, and tail comb.

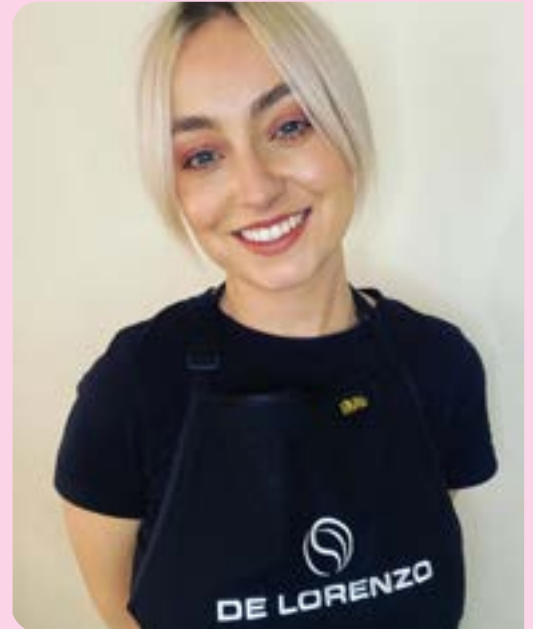
Bookings are subject to availability.



NVO

FILE
ARTISTS

BECKY MCEVOY



PALLETE

Meet Becky McEvoy, a dedicated De Lorenzo Educator and hairdresser. As a mentor to aspiring hairdressers, she loves sharing her expertise, techniques, and industry insights to help them succeed in this competitive field. Whether leading workshops, hosting classes, or providing one-on-one training, she approaches every teaching opportunity with enthusiasm and dedication. She instills in her students not only the technical skills they need to excel but also the creativity, confidence, and professionalism that are the hallmarks of a true artist. An all-around colourist and stylist, her passion is creating beautiful, healthy hair.

 [becky.delorenzoedu](https://www.instagram.com/becky.delorenzoedu)

Join a fun and inspiring creative class designed to foster colourful applications and individualism for clients. Immerse yourself in a dynamic session aimed at elevating your colour skills. This session will help you push boundaries and explore forecasted colour palettes. These colour combinations and application techniques can be taken straight back to the salon and incorporated into your new repertoire.

Recommended for

Hairdressers with some colour experience who may be feeling stagnant and in need of inspiration.

Session Focus

- Clientele – Who are you trying to attract to your chair?
- Consultation approach and breakdown
- Explore the palettes of colour that suit the client
- Demonstrations of colour combination and application
- Planning with head sheets
- How to prepare the hair
- Complete finish and style with a photo opportunity

Cost: \$495

Time: 1 day

Includes: Mannequin, achievement certificate, workbook, goodie bag, and lunch.

Bring: Scissors, metal tail comb, wide-tooth comb, 6 section clips, brushes, hairdryer, and thermal tools.

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.

HOLLY Breen

No one is more passionate about creating beautiful blondes and technical colour work than De Lorenzo Brand Ambassador Holly Breen. With over 18 years in the hair industry, Holly is an accomplished hairdresser and salon owner. She was a finalist for the AHFA's Colourist of the Year in 2022 and 2023, a finalist for QLD Hairdresser of the Year 2024, and the winner of multiple other industry awards. She has worked 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 how but, more importantly, tell you why.

 [hollydoes.hair](#)

 [califonianblonde](#)

Showcasing two of Holly's signature blondes using the Nova360° range, this session will teach you tips and tricks to maximize impact and get the most out of your colour work. Learn how to achieve the perfect lift without overly compromising hair condition. Watch Holly demonstrate toning, low lighting, and tipping-out techniques on two live models.

BLONDE AMBITION LOOK & LEARN

Recommended for

Hairdressers who like to observe and experience results from beginning to end.

Session Focus

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

Cost: \$250

Time: 1 day

Includes: Handouts, goodie bag, lunch, and participation certificate.

Bookings are subject to availability.

THE ART OF CONTRAST

This session covers 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 to blondes
- Balancing contrast
- How to lowlight correctly
- Specialised toning
- Utilizing the Nova360° range for perfect results
- What product to use, why and when

Cost: \$495

Time: 1 day

Includes: Mannequin, achievement certificate, lunch and refreshments, handouts, and goodie bag.

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

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.







MIRROR IMAGE

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

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

 [lisapolini.delorenzoedu](https://www.instagram.com/lisapolini.delorenzoedu)

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 the knowledge of symmetry, precision, and textural creative cutting to gain the confidence to apply these skills in the salon for instant client satisfaction.

Recommended for

Ideal for emerging stylists and seniors wanting to learn 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

Cost: \$495

Time: 1 day

Includes: Mannequin, achievement certificate, lunch and refreshments, handouts and goodie bag.

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

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.

JASON McRae

SKIN DEEP TRICHOLOGY

Jason McRae is a certified Trichologist, Hairdresser and qualified Trainer and Assessor. Jason 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 over 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 and was invited to be a keynote speaker at the 2024 World Trichology Conference in Dubai.

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.

📷 [jason.delorenzoedu](https://www.instagram.com/jason.delorenzoedu)

Cost: \$395

Time: 1 day

Includes: Achievement certificate, workbook, goodie bag and lunch.

Bookings are subject to availability.

This session is designed to give you an excellent understanding of the Human body and how it works in relation to Trichological problems. Within this one day class you will receive the latest up to date information regarding treating various skin disorders that you may encounter as a hairdresser when dealing with your customers scalps. 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 such as dryness, inflammation, dandruff and psoriasis.

Recommended for

Those wishing to learn more about all factors that contribute to various scalp disorders and creating treatment plans with the De Lorenzo Tricho Natural Scalp Therapy range. You will feel more confident about recognising common scalp disorders and how to effectively treat them.

Session Focus

- Learn basic anatomy and mechanics of the human body
- Internal and external factors that cause skin/ scalp disorders
- Symptoms to look for when recognising scalp disorders
- Learn how to use a Trichoscope to delve deeper into the analysis
- Key ingredients used to effectively treat the skin.
- How to perform scalp treatments as a point of difference in your salon

INTERNATIONAL ASSOCIATION OF TRICHOLOGISTS - HAIR PRACTITIONER CERTIFICATE COURSE

Recommended for

Hairdressers who are looking to step up their Trichology knowledge to a recognised certification. If you love science and desire a deeper knowledge of how & what we do in salon affects the hair, then this session is definitely for you. Discover the influences we need to understand in order to fully service our clients and provide accurate advice based on real evidence and facts!

Learn the many different treatments that are available for hair loss and which of those are proven to be most effective. This course consists of 12 modules, each of which is a small insight to each module of the full Trichology course itself. You will be provided with an understanding of what it takes to further your studies to become a fully qualified Trichologist. This Hair Practitioners Certificate Course is recognised as prior learning towards the full Trichology course (RPL).

Session Focus

The course includes the following 12 lessons

- Functions and structures of the skin
- Glands of the skin
- The chemistry and physiology of the hair
- Nervous and circulatory support systems
- Amino acids and bonds in the hair
- pH
- Cystine, cysteine and permanent waving
- Colouring and decolouring
- Diffuse hair loss
- Genetic hair loss in men and women
- Microscopy
- Scarring alopecia



Day 3 is a simulated clinic day, where you will use a trichoscope to recognise hair/scalp problems and perform treatments to treat those problems.

Cost: \$1200

Time: 3 days

Includes: IAT certificate, IAT workbook, IAT Hair Loss Handbook, goodie bag, and lunch.

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.





BARBERING

From the age of 14, Anthony started experimenting with his friends' hair just for fun. It was then that 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 on 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 traveled internationally to teach and compete. As a multi-award-winning barber, Anthony counts being a finalist for the AHFA 2020 Men's Hairdresser of the Year and winning the AHIA 2021 Men's Hair Specialist of the Year among his proudest moments.

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

 **anthonystaltari**

Recommended for

Hairdressers or barbers who wish to expand their knowledge in fading techniques, styling, and grooming 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

Cost: \$495

Time: 1 day

Includes: Mannequin, achievement certificate, workbook, goodie bag, and lunch.

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

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.

NICOLE Healy

THE SOCIAL MEDIA COACH FOR HAIRDRESSERS

Nicole Healy is the mastermind behind Melbourne Hair Blogger (with a jaw-dropping 113K followers) and Social Salon School (a buzzing community of 13K). As Australia's first social media coach for hairdressers, Nicole has been leading the charge in helping stylists master the online world for over seven years.

Known for her fun, no-nonsense approach, Nicole transforms social media from an overwhelming task into an exciting opportunity. She's helped countless hairdressers and salon owners ditch the guesswork and start creating scroll-stopping content that fills their books with dream clients. Nicole is all about providing hairdressers with the tools they need to rock their Instagram game, build their brand, and convert followers into paying clients.

Ready to take your salon's social media to the next level? Let Nicole show you how to transform your followers into a steady stream of clients and make your business thrive—because your next big success is just one post away!

Nicole provides hairdressers with the tools and strategies to understand how to use social media to grow their online presence and business. Since 2018, she has been offering specialized salon classes that reveal the secrets to filming captivating reels, crafting eye-catching video content, and capturing that picture-perfect Instagram shot!

 **social.salon.school**

These interactive and engaging education sessions cover a wide range of topics, including content creation, curation, client attraction, and effective marketing strategies. With newfound confidence, hairdressers will seize the opportunity to showcase their talent and leverage social media to their advantage.

Recommended for

All hairdressers and salon owners who enjoy interactive classes. Hairdressers will gain the confidence to market themselves and their work and to use social media to their advantage.

Cost: \$250

Time: 1/2 day

Includes: Participation certificate and lunch.

Bring: Phone and charger.

Bookings are subject to availability.

SOCIAL MEDIA STRATEGIES - ONE-DAY WORKSHOP

Recommended for

All business owners looking to gain the confidence to market themselves and their work and to use social media to build their business.

Highly recommended for those who wish to enter the 2025 Social Image Awards.

Session Focus

- How to be found on Instagram by dream clients
- Hashtag tips
- Caption creation
- Branding
- Engagement and growth strategies
- How to increase your reach
- Creating a Dream Client Strategy
- Understanding your insights
- The theory behind Reels and the audio you use
- Essential apps for your Instagram strategy

Cost: \$390

Time: 1 day workshop

Includes: Participation certificate and lunch.

Bring: Phone and charger.

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.







THE COLOURIST BOARD

Michele is a seasoned hairdresser from Sydney with over 20 years of experience in the industry. Throughout her career, she has refined her skills and expertise, demonstrating a passion for hair colouring and a talent for understanding her clients' desires through consultations. Currently studying to become a qualified colour analysis and body shape stylist, Michele's entrepreneurial spirit, desire to innovate, and quest for knowledge led her to identify a gap in the market, inspiring her to create the Colourist Board—a revolutionary tool designed to simplify and elevate the hair colouring process. Through extensive research and collaboration with graphic designers, Michele brought her vision to life, providing fellow hairdressers with a valuable resource to enhance their craft.

 **thecolouristboard**

This course will be a grassroots, hairdresser-to-hairdresser, hands-on learning experience. We will deep dive into colour analysis tailored for hairdressers.

A perfect tool for hairdressers to elevate their client services: 12 seasonal colour analysis boards comprising the four main seasons of Spring, Summer, Autumn, and Winter, as well as the three subsections: Light/Cool, Warm/Deep, and Soft/Clear. A discount code will be provided for any of the Colourist Board products.

Recommended for

All hairdressers, particularly colourists.

Session Focus

- How to identify a client's skin tone
- The difference between vision colours
- Learn the foundations of the Colourist Board
- Look & learn with hands-on experience using the Colourist Board
- How clothing swatches work
- How to confidently recommend hair colour to suit your client

Cost: \$90

Time: 3 hours

Includes: Participation certificate, workbook, goodie bag, and light refreshments.

Note: Private in-salon sessions available upon request (POA).

Bookings are subject to availability.



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
or use the De Lorenzo Education app.

Certificates

Participation certificates are provided for theory-only sessions, and achievement certificates are awarded for practical 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 (excluding 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

Available for purchase separately at \$150 each (no ASPYA discount applies).

Cancellation & Refund Policy

Due to the high costs associated with scheduling these events, including venue hire, flights, accommodation, and catering, De Lorenzo must adhere to our Cancellation & Refund Policy.

If you need to cancel, change a 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 to credit your booking toward 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.

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



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 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!

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

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).

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. 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.

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 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.

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.

pro 2025 EDUCATION GRAM



DE LORENZO

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