
DE LORENZO

BY AUSTRALIANS, FOR AUSTRALIANS

A lot of people still don't know that De Lorenzo is proudly Australian. It's written on their bottles, it's on their advertising, and on Australia Day this year they released an image of a model wrapped in an Aussie flag with the tagline, 'Australian Made' just to drive the point home. So allow me to clear up any confusion. De Lorenzo is 100%, Aussie-run, owned, developed, tested, manufactured and distributed from their site in Sydney's Silverwater. Every step of the brand's production process takes place in their own factory on our sandy, Australian soil and the company supports our local economy by providing 100 jobs on-site. This is an absolute rarity for an industry in which the majority of brands manufacture off-shore. So how do I know this? Because I did a tour of said factory. I visited their laboratory, wore the neon yellow vest and craned my neck to take in the epic scale of the De Lorenzo warehouse. I learnt every detail about this inspiring family-run business, and as I did it became extremely apparent that at De Lorenzo, everything is made from scratch, and everything is made from the heart.

The De Lorenzo brand has been driving its way through the Australian cultural landscape since its beginnings in 1945 when brothers Vincent and Anton De Lorenzo opened the prestigious De Lorenzo salon in Sydney. This was followed two decades later by their first and extremely successful product line, Delva, which was later bought by Procter & Gamble. The face of the brand during these years was undoubtedly the charismatic Vincent, who was known as a trendsetter, influencer and industry leader, being the first to introduce a number of concepts to the hairdressing market. He pioneered implementing a 'salon only' concept in Australia and also paved the way for scientific research into the hair and scalp as the country's first qualified Trichologist.

It wasn't until 1986, after a lacklustre attempt at early retirement, that Vincent and Anton restlessly headed back to the laboratory with their sons, who now run the business, and began developing the De Lorenzo product line that we all know today. It was launched one year later as a 100% vegan brand, in keeping with Vincent's ethical lifestyle, and remains free of all animal products to this day. The company is as green as they come and aims for the lowest environmental footprint possible. "We always say De Lorenzo is 'inspired by nature'," co-Director Chris De Lorenzo says. "That comes from something our father always said, which is, 'nature is far cleverer than man will ever be.'" In a market that is flooded by products with 'keratin' stamped across the bottle, De Lorenzo has gone in the complete opposite direction and will not use keratin or lanolin (both derived from sheep's wool), beeswax or silk proteins. Although these restrictions at first seem limiting, they mean that De Lorenzo is constantly on the pulse of new, innovative product





DE LORENZO FACTORY AND WAREHOUSE, SILVERWATER, NSW, AUSTRALIA

technology. Marketing Manager Bridget Bajada says, "What is so unique about De Lorenzo is how we've incorporated new technology while maintaining our core beliefs."

De Lorenzo are not interested in quick fixes. Their commitment is to the ongoing health and condition of the scalp and hair, and to creating products that are, quite simply, good for you. This month, the brand is launching its highly anticipated thermal protection range, Defence, which has been independently tested and proven to reduce damage and breakages by up to 88% in heat-styled hair. With nothing else like it on the market, Defence has been a long time in the making and is a testament to the dedication that goes into each and every De Lorenzo product.

De Lorenzo is Vincent and Anton De Lorenzo's legacy and on hearing their story you can begin to understand the love and dedication that has gone into creating each and every locally-made bottle of Rejuven8. This is really what sets the brand apart from its competitors. It is not only the quality and reliability of their products, but the conscience and heart of the brand. As Bridget puts it, "We've managed to find a wonderful balance between being big enough to compete, but small enough to care." Perhaps that is why I can still vividly recall the look of those iconic, 90s black and white bottles sitting in my parents' bathroom when I was growing up. The bold, block letters of DE LORENZO stamped lengthways and somehow etched into my memory along with the associations this brand now continues to have with my family. Perfect, really for a brand that considers family to be at its very core.

De Lorenzo is an Australian household name. It has intricately weaved its way into the fabric of this country's cultural history and remains a brand that is always progressing, while staying loyal to its roots. Today, that loyalty is reciprocated in the brand's consumer following. It is evidently a brand that people want to support, a brand people want to use, and a brand that is fiercely proud to be Australian.

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