



DE LORENZO



ASPYA

The De Lorenzo brand encapsulates a unique sense of pride. It strives to continually build on its past, create memorable moments in the present and deliver on the best for the future. The desire to consistently improve on product offerings is essential to the strength and reputation of the brand.

As a result, stylists and clients are rewarded with a brilliant product and service that is second to none. ASPYA members can celebrate and be part of this success as we enter a new era; offering exclusive services, that will keep you a step ahead of the rest.

Be part of a new wave of...



that is the ASPYA Program

The program delivers on the De Lorenzo ethic of constantly creating something new and the desire to be an inspiration in the industry. This is what is on offer for ASPYA members – enhanced and innovative services all backed by an Australian owned brand that is top of its class and truly inspirational.





THE PROGRAM

At De Lorenzo we understand that as well as a diverse range of high quality products, our salons deserve excellent service and recognition for their loyalty and support.

As an ASPYA Salon you will be a part of a program that delivers tangible business strategies, salon support to assist in achieving growth, and adds value to your salon in all areas from marketing to technical education to profitability.

You will have access to innovative, fresh ideas and vital business tools to help you succeed in today's competitive market environment.

OUR COMMITMENT TO YOU

As a wholly Australian owned and operated family company, De Lorenzo are committed to continually researching, developing and manufacturing natural, professional haircare products.

We will provide intensive business and hair related coaching as well as hands on training for new techniques, styling and professional and retail products through seminars, studio classes and salon sessions.

We will provide merchandising material that has impact and creates results.

We will provide business development tools (marketing, sales, customer service, events, education) that support you, your team and add value to your business.

We will provide an exceptional level of customer service by assisting you with questions, concerns and enquiries in a timely, honest and professional manner.

We will provide payment of ASPYA Points in a timely manner.

YOUR COMMITMENT TO US

De Lorenzo professional products will be used for all hairdressing services including colour, treatment, hair and scalp analysis and back basin usage and offer De Lorenzo retail products as the preferred home haircare range.

De Lorenzo products are displayed with prominent positioning within the salon with supporting De Lorenzo and ASPYA collateral and merchandise.

Ensure all staff are trained in the De Lorenzo Philosophies, Four Natural Balances™, CAP system and colour techniques.

Maintain and continuously implement salon policies and procedures (employee, customer service, client, complaints, privacy, environmental, employment).

You will purchase a minimum of \$12,000 in De Lorenzo products across the 12 month program period.

Maintain above a 80% rating in the Mystery Shopping Program.

You will maintain your account within the agreed trading terms; to be rewarded with ASPYA Points.



THE BENEFITS

The ASPYA Program combines the very best in innovative salon marketing strategies, empowering business conferences, networking events, education programs and exclusive salon merchandise!

The program will provide an unprecedented level of support from De Lorenzo from customer service through to your Account Manager.

ASPYA REWARDS

As an ASPYA salon, you can use your ASPYA points to redeem event tickets, products, accessories, educational vouchers and merchandise.

MARKETING MATERIAL

ASPYA members will have exclusive access to the ASPYA website, which contains 'how to' guides, reference guides, tips/tricks, blogs and event information. Members will also receive ASPYA monthly communications, the ASPYA newsletter, first preview and free samples for new products, and are eligible for quarterly exclusive promotions and competitions.



MERCHANDISE

Branding is a crucial element in remaining fresh, innovative and competitive, which is why we have a range of exclusive pieces available to ASPYA members. This includes display panels, window transparencies or banners, support packs, and branded merchandise such as capes, brushes and colour bowls.

PROMOTIONS

We offer our ASPYA members an exclusive promotion every quarter to help you to be more competitive in the marketplace.

RECOGNITION

We believe it's important to recognise ASPYA members for their loyalty and dedication to promoting the De Lorenzo way of life.

- Certificate of Recognition for 5 years
- Certificate of Recognition and Trophy for 10 Years
- Certificate of Recognition, Trophy and Membership Discount for 15 and 20 Years

HALL OF FAME

The ASPYA Hall of Fame is dedicated to recording the history of some of the ASPYA's best-known and influential members. Those that are eligible for induction into the Hall of Fame need to have completed 20 or more continuous years of ASPYA membership.

- Certificate of Recognition and Trophy

NATIONAL ROADSHOWS

As a valued ASPYA member, we understand the importance of connecting with your customers.

In order to succeed in today's competitive environment, it's important to have a unique selling point. To help you achieve this, ASPYA will be offering exclusive invitations to events year round – a great opportunity to share and network with fellow ASPYA salons.



CREATING EMPOWERED TEAMS

WITH ESTELLE CARROLL



SALON MUMPRENEUR COACH

Estelle owned a successful salon in a regional area with her superpower being able to create empowered teams so that she had more choices - the choices of where to spend her money and time. This enabled her to have 14 weeks off each year with her children, and only work on her salon floor 10 hours a week - then eventually only 4 hours working 'on the business.

Estelle is all about the Language of Leadership - a skill developed over the years and as a certified Master practitioner of Neuro-Linguistic Programming.

ABOUT BOSS COACHING

BOSS Coaching is about empowering salon owners to create the salon and life of their dreams through personalised leadership and business coaching. This unique approach focuses on truly listening to our clients' needs and providing tailored support, strategies, and training that drive real results.

Estelle has developed strategies that have transformed her own salon and numerous other salons from merely surviving to truly thriving. Her programs are infused with insights and techniques that bring freedom and success to salon owners across Australia and New Zealand.

She understands the importance of a systematic approach to salon management and has created a comprehensive program that not only guides salon owners but also empowers their teams.

Through these facilitated training sessions (one for Salon Owners and the other for Salon Managers), Estelle will ensure that every attendee learns the strategies for:

- Building a Profitable Business
- Developing a High-Performance Team
- Achieving Financial Abundance
- Enhancing Leadership Skills



SERVICE & SUPPORT

DEDICATED ACCOUNT MANAGERS

Each ASPYA salon member has a dedicated Account Manager to assist with everyday tasks such as orders/promotions and business planning and growth.

PRIORITY PACKING & DELIVERY OF ORDERS

All ASPYA salon members receive priority packing and delivery of orders.

PREMIUM ACCESS

Members have exclusive access to online tools and systems to assist in increasing and assisting business growth. This includes access to the online Salon Marketing Portal and ASPYA social media channels, the Resource Centre, and eligibility for exclusive promotions.



A R C

The ASPYA Resource Centre is an online resource that has been created to support salons by acquiring, managing and delivering relevant information and tools in an easy to locate and search environment – a 24/7 'one stop shop' online portal.

F A C E B O O K

This is a dedicated closed group on Facebook for ASPYA salons to join in on conversations, learn new techniques and share their success stories.

S A L O N M A R K E T I N G

The ASPYA Salon Marketing Portal (accessed via the ARC) is an exclusive, online approach to marketing your salon in a cost effective and personalised way.

The Salon Marketing Portal is accessible 24/7 and designed to increase your overall business performance. You will have the ability to create customised marketing material for your salon from professional templates.

F R E E S A M P L E S & F I R S T P R E V I E W

As an ASPYA member you will be the first to know about all new product launches we release throughout the program period, as well as receive FREE samples to trial in your salon.

EDUCATION

Our program is world class and will offer your top stylists cutting-edge artistic inspiration and your young apprentices a creative platform to boost their potential straight into your growing business.

Your team will also have the chance to compete in our photographic competition where you could win prestigious prizes and industry accolades.

De Lorenzo offers all ASPYA members a generous discount for all education classes – this includes Guest Artist and Specialised Workshops.

You will also receive a specialised, additional training class designed exclusively for ASPYA members for FREE as well as a FREE personalised training program to support your salon.

An aerial photograph of a swimming pool with a person swimming. The image is overlaid with a vibrant, abstract, wavy pattern in shades of orange, blue, pink, and green. Several small, semi-transparent circles in blue and green are scattered across the pattern. The pool is surrounded by a white deck and palm trees.

CONFERENCE

De Lorenzo holds an exclusive conference for its ASPYA members in a luxurious destination, providing you with an exciting opportunity to network with industry professionals.

INVESTMENT & RETURN

Investment payments can be made upfront or over a six month period.

Salons who have completed 15 Years of continuous Membership will receive \$100 off their investment fee.

Salons who have completed 20 Years or more of continuous Membership will receive \$200 off their investment fee.





MEMBERSHIP PACKAGES	ASPYA PACKAGE 1	ASPYA PACKAGE 2	ASPYA PACKAGE 3	ASPYA PACKAGE 4
SALON PERFORMANCE				
Promotions	✓	✓	✓	✓
Marketing Material	✓	✓	✓	✓
Merchandise	✓	✓	✓	✓
In-Salon Branding	✓	✗	✗	✗
ASPYA Rewards	✓	✓	✓	✗
Recognition	✓	✓	✓	✓
SALON EVENTS & EDUCATION				
National Roadshow	✓	✓	✓	✓
Annual Conference	✓	✓	✓	✓
Education Discount	✓	✓	✓	✓
SERVICE & SUPPORT				
Dedicated Account Manager	✓	✓	✓	✓
Priority Pack & Order Delivery	✓	✓	✓	✓
Premium Access	✓	✓	✓	✓
Business Review	✓	✓	✓	✓
Mystery Shopping	Full Service	Product Only	✗	✗
PRODUCT EXCLUSIVES				
First Preview	✓	✓	✓	✓
Free Samples	✓	✓	✓	✓
FINANCIAL EDGE				
Perpetual Sign Up	\$1200	\$950	\$600	\$300
Rebates/ASPYA Points	Up to 39k - 5% 40 to 59k - 6% 60k+ - 7%	Up to 40k - 5% 41k+ - 6%	3%	✗
Personal Benefits	✓	✓	✓	✓
Profit Sharing	✓	✓	✓	✓

PERSONAL BENEFITS PROGRAM

In addition to the existing benefits of being an ASPYA member, members can now enjoy a great range of Personal Benefits as well. To recognise and reward its members for their valued loyalty, the ASPYA program will offer members exclusive offers and discounts on some of Australia's biggest brands in travel, entertainment, lifestyle and more.

BUSINESS PARTNERSHIPS

At De Lorenzo, we understand the importance of branding and store appearance. This is why we have partnered with industry professionals who can provide salon owners with tools and options to really differentiate your business from the competition. ASPYA business partners have been incorporated to enhance your ASPYA experience, and aim to provide a solution to most business problems.

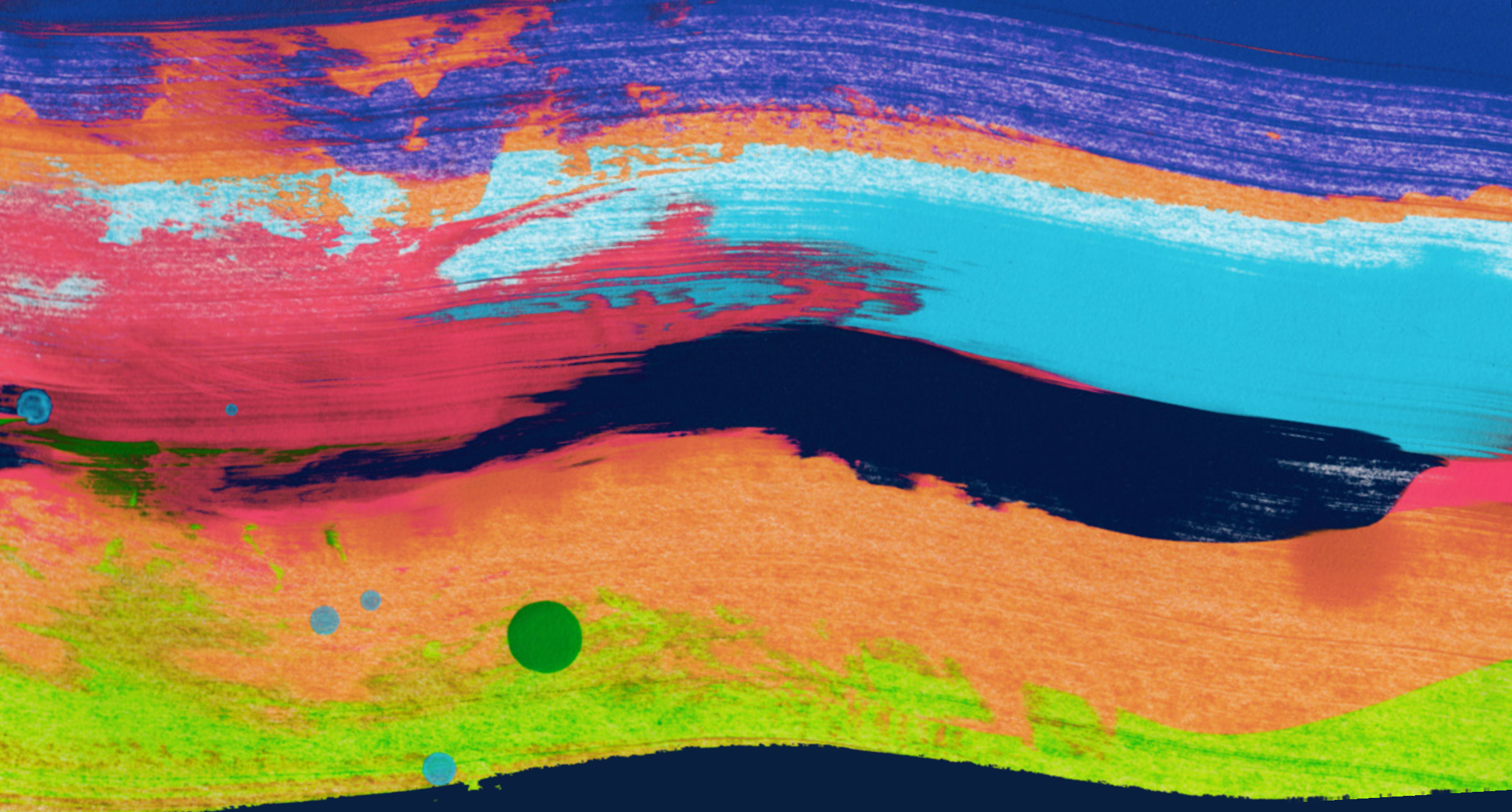


TERMS & CONDITIONS

- ASPYA members must use the De Lorenzo professional products for all hairdressing services including treatment, hair and scalp analysis and basin usage and offer the De Lorenzo retail range as the preferred product
- ASPYA members must supply De Lorenzo with a prominent space within the salon and display all provided De Lorenzo and ASPYA collateral and merchandise
- ASPYA members must ensure all staff are trained in the De Lorenzo philosophies, Four Natural Balances™, CAP system and colour techniques
- ASPYA members must maintain and continuously implement salon policies and procedures (employee, customer service, client, complaints, privacy, environmental, employment)
- ASPYA members must maintain above a 80% rating in the ASPYA Mystery Shopping Program
- ASPYA members must have a minimum annual spend of \$12,000 over the program period
- ASPYA members must maintain their account within the agreed trading terms to be rewarded with ASPYA Points. No points will be awarded if trading terms are not adhered to
- De Lorenzo reserves the right to cease a membership agreement at any point if the terms and conditions are not adhered to.







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