



## What's Happening in the ASPYA World | April Edition

### In this Edition

- Welcome to the Program
- Celebrating our ASPYA's Milestones
- Products of the Month
- Social Media/Marketing Images
- Current Promotions
- Mothers' Day Packs
- 2023 ASPYA Cocktail Event – Hair Festival
- 2023 ASPYA Roadshow – Michael McQueen



### Its finally here!

#### **Nova360 is now a full colour spectrum with the introduction of Novatone!**

Novatone is a gentle, ammonia-free, demi-permanent gel colour that has been formulated with exclusive Novabond Technology. The versatile Novatone range provides the flexibility to customise any shade resulting in multi-dimensional colour options.

The depth and intensity of any Novatone colour can be adjusted by mixing lighter shades with darker shades or by diluting with Novatone Clear

The exclusive non-drip formula develops in 20 minutes and gradually fades lasting up to 28 washes.

Only available as professional use and exclusive to ASPYA.

**Your Account Manager will be delivering your complimentary kit during April.**

**The Introductory Deal will be available from Tuesday 11 April 2023 – speak to your Account Manager for all the details!**

### Welcome to the Program!

We would like to welcome the following Salons who joined the ASPYA Program in March 2023:

- Californian Blonde, QLD
- Eclectic Styles, WA
- Eden Hair & Body, QLD
- Elysian Hair Beauty Spa, NSW



- Love Ya Locks, WA
- Luxe Mane and Co, WA
- The Bird House Hair Whitsundays, QLD
- Uni Hair & Beauty, NSW
- White Diamond Hair Design, NSW

---

## Congratulations!

We would like to congratulate the following Salons who has reached their ASPYA Milestones in April:

### 20 Years

- Punch Salon, VIC

### 15 Years

- Cutting Creations, VIC
- DCS Hairdressing, VIC
- SOGO, VIC

### 5 Years

- Copper Butterfly, VIC
- Hairworld Fountain Gate, VIC
- The Hair Spot, NSW

---

## Product of the Month

Speak with your Account Manager for full details and ordering processes.

PRODUCT OF THE MONTH  
Essential Treatments Equilibrium

Cost: \$44.85 (3 + 1 no charge + decal)  
RRP: \$29.90 each Value: \$119.60  
Available 2/4/23 - 26/5/23

Acrylic Clarifier \$10.15

DE LORENZO



### Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork).

Easter

9 April

World Earth Day

22 April



### Current ASPYA Promotions

Located on the ARC under Marketing (Promotions & Offers) are the current ASPYA Promotions.

Make sure you check them out online or ask your Account Manager for full details and ordering processes.

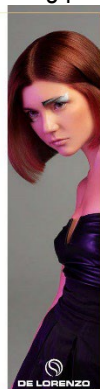
NOVAPLEX  
Professional Deal

Cost: \$274<sup>00</sup> (1 x Construct 1, 2 x Restoro 2, 1 x Treatment 3)  
Value: \$835<sup>40</sup>  
Available 3/4/23 - 28/4/23



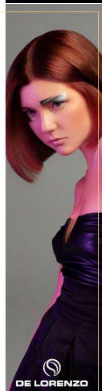
DEFENCE  
Extinguish & Heat Mat Duo

Cost: \$16<sup>47</sup>  
RRP: \$29<sup>95</sup> each  
Available 3/4/23 - 28/4/23



DEFENCE  
Limited Edition 500ml Duo

Cost: \$34<sup>98</sup>  
RRP: \$65<sup>90</sup> each  
Available 3/4/23 - 28/4/23





## Mother's Day 2023 Instant Packs

De Lorenzo Mother's Day packs continues our story and journey with Jacinta-Rai. All Mother's Day packs include a complimentary limited print Jacinta-rai bag. The print pays homage to Motherhood.

The packs are available across the four Instant variants as a quad, 4 piece set. Each pack contains a 375mL Shampoo, conditioner and Quick Fix 15ml plus the following additional product:


- Rejuven8– The Ends 120mL
- Allevi8– Instant Restructurant 200mL
- Accentu8– Elements Densify 200mL
- Illumin8– Instant Restructurant 200mL

INSTANT  
Jacinta-rai x De Lorenzo Mother's Day Gift Packs



Cost: \$32<sup>97</sup>  
RRP: \$59<sup>95</sup> each      Cost: over \$100<sup>00</sup>

Available from: 27/2/23. Shipped in 9.



to Mum, with Love

DE LORENZO  
x  
JACINTA-RAI

The perfect Mother's Day gift in an Instant

## ASPYA Cocktail Event – Save the Date

Saturday 10th June 2023

7-10pm

Sunset Room, Luna Park Sydney


Paul St &, Northcliff St, Milsons Point

You must be 18+ to attend this event. De Lorenzo promotes the responsible service of alcohol.

Strictly RSVP by 26 May 2023

<https://events.humanitix.com/aspya-cocktail-event>

Limit of 4 tickets per Salon



DE LORENZO

Exclusive ASPYA Event



## 2023 ASPYA Roadshow – Michael McQueen

Click on the City below to book:

[Perth](#)

[Adelaide](#) (change of date to Monday 5 June)

An [Online Event](#) has been added for 19 June 2023



---

## Feedback

I would love to hear your feedback! Please feel free to email me, phone me on 02 9748 8900 or you can post feedback (which can be anonymous – just fill in a dummy name or email address) through the Contact Us page on the ARC.

[www.delorenzo.com.au/aspya/](http://www.delorenzo.com.au/aspya/)

---