



What's Happening in the ASPYA World | April Edition

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Welcome to the Program!

We would like to welcome the following Salons who joined the ASPYA Program in March 2024:

- Shampoo Shop, NSW
 - White Diamond Hair Design, NSW
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Congratulations!

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

5 Years

- K C Hair 4 U, VIC

15 Years

- Meki Hair, ACT
 - Mico Hair Salon, NSW
 - The Hive, SA
-

Introducing the New Activ8 Curl Primer

New leave-in spray to enhance and activ8 your waves and curls.

Lightweight formula delivers hydration and conditioning. The dual purpose formula nourishes to encourage curl bounce whilst delivering anti-humidity and hold actives to reduce frizz, helping curls stay beautiful throughout the day.

Key Benefits

- Reduces frizz and provides a flexible hold
 - Strengthens fragile hair and detangles to improve combing and reduce breakage
 - Provides colour and heat protection
 - Provides an anti-humidity effect
 - Provides all day hold and definition
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Key Hero Ingredients



Apricot Kernel and Jojoba Oils for manageability

Citrus Ferment for added softness

INSTANT
NEW Curl Primer Intro Deal



Cost: \$79⁹⁹ (6 + 2 no charge + 2 Orange Combs)
 RRP: \$26⁹⁵ each Value \$218⁰⁰
 Exclusive to ASPYA and Salons

Available 1/4/24 – 31/5/24

Vegan AUSTRALIA CERTIFIED

Order Decal separately



DE LORENZO

Winter Haircare Poster

Printable Flyer and Social Media image available on the ARC:

DE LORENZO

WINTER HAIRCARE GUIDE

Follow these tips to ensure your hair stays beautiful and healthy despite the cold, dry air and other problems winter can bring!

CONDITION, CONDITION, CONDITION!

Prevent hair from drying out with the De Lorenzo Prescriptive Solutions Range. This range will keep hair hydrated and assist in maintaining the hair's condition.

Once a week, deep condition your hair with the De Lorenzo **Equilibrium Treatment Masque** to replenish any lost moisture from cold air and heaters.


Protect hair from heated appliances such as blow dryers and irons by using the De Lorenzo Defence Range (especially **Extinguish and Argan Oil**) to reduce breakage, keep static electricity at bay and protect the hair from drying out.

Avoid excessively hot water when you wash your hair. Hot water is drying to hair. Follow with the De Lorenzo **Hair Moisturiser** to maintain the hair's moisture.

Hair can be more dry and brittle in winter. Try to avoid over-brushing and use the De Lorenzo **Infinite Detangler** to easily remove tangles that do occur.

LAST BUT NOT LEAST...

Remember regular trips to the hairdresser for trims through the cooler season to reduce the chance of split ends!





Product of the Month

PRODUCT OF THE MONTH
Bond Defence Treatment

Acrylic Clarifier
\$10⁹⁵

Cost: \$38²⁵ (3 + 1 no charge + decal)
RRP: \$25⁵⁰ each Value: \$102⁰⁰
Exclusive to ASPYA and Salons

Available 1/4/24 - 31/5/24

Vegan AUSTRALIA CERTIFIED

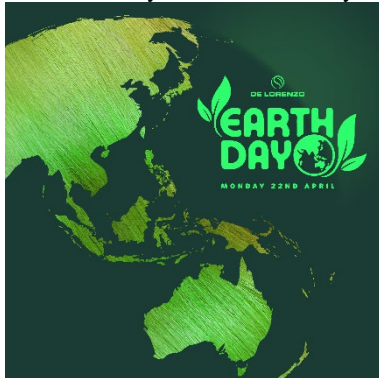
DE LORENZO

Social Media Posts/Images

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

World Earth Day 22 April

Mother's Day 5 May



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.

NOVACOLOR
Easi-Frame Deal

Cost: \$1320⁰⁰ (06 x assorted Novacolor/Novatone/Novasemi)
Value: \$2729⁰⁰
Exclusive to ASPYA and Salons

Available 1/3/24 - 30/3/24

Vegan AUSTRALIA CERTIFIED

PRESCRIPTIVE SOLUTIONS
Mother's Day Gift Packs

Cost: \$34⁹⁸ Value: over \$94⁵⁰
RRP: \$69⁹⁵ each
Exclusive to ASPYA and Salons

Available 11/3/24 - 10/5/24

Vegan AUSTRALIA CERTIFIED



INSTANT
Mother's Day Gift Packs



Cost: \$34⁹⁸ Value: over \$100⁰⁰
RRP: \$69⁹⁵ each
Exclusive to ASPYA and Salons
Available 11/3/24 – 10/5/24

Vegan
ASSTYLEX
CERTIFIED

NOVAPLEX
Professional Deal



Cost: \$274⁰⁰ (1 x No 1, 2 x No 2 + 12 x No 3 at no charge)
Value: \$835⁴⁰
Exclusive to ASPYA & Salons
1/3/24 – 28/4/24 (while stock lasts)

DE LORENZO

ASPYA Conference Recap & Offers Available to All ASPYA Salons

Media Links

[Style Icons](#)

[Mocha](#)

Photos & Video Galleries

[Sunday Welcome Event](#)

[Monday Conference](#)

[Neon Nights](#)

[Tuesday Conference](#)

[Gala Event](#)

[Video](#)

Antony Whitaker Offers – available to all ASPYA Salons

Offer One – Grow My Salon Business Courses

Receive a USD\$200 discount for two of the 'Grow My Salon Business' online courses (can be applied against both or just the one)

- Management course: Details <https://growmysalonbusiness.com/course/management/> [Currently open for enrolment]
- Money course: Details <https://growmysalonbusiness.com/course/money/> [Enrolment opens 3rd June 2024]

The offer applies for either or both courses [Management and Money] until June 12th 2024

Code: DELORENZO200

Offer Two - Creating the Client Experience Mini Course

Use the QR Code or Link below to access Antony Whitakers free online mini course "Creating the client experience" which normally sells at US\$47



Website page link: <https://growmysalonbusiness.com/course/creating-the-client-experience/>

Use DELORENZO2024 [all uppercase no spaces] in the Apply coupon code section and this will give you free access to the course once you have filled in your name address details etc to set up an account. You do not put in any payment details.

www.GrowMySalonBusiness.com

2024 ASPYA Roadshow – Training The New School

Click here to book your spot!

[Melbourne](#)

[Brisbane](#)

[Townsville](#)

[Perth](#)

[Adelaide](#)



[Business Partner Spotlight](#)

New Business Partner – Affordable Eco Solutions (replaces Big Towel)

Affordable Eco Solutions offers sustainable alternative supplies for hair salon businesses with a focus on reducing their carbon foot without sacrificing on quality and without costing the earth.

We offer an extensive range that include disposable eco towels, eco gloves, refoil, eco colour remover wipes, disposable eco capes and more.

ASPYA Salons receive 15% off all products.

Discount code: ASPYA15

Website: www.affordableecosolutions.com.au



Email: info@affordableecosolutions.com.au
Phone: 0499042862

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/
