

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

---

### In this Edition

- ASPYA Milestones
  - ASPYA Webinar Recording Link
  - Product of the Month
  - Winter Hair Care Flyer
  - Current Promotions
  - Social Media/Marketing Images
  - Mother's Day Pack Images
  - ASPYA 2025 Roadshow (New Timings & Formats)
  - Business Partner Spotlight
  - ASPYA Conference Update
- 

### Congratulations!

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

#### 5 Years

- Lonique, VIC

#### 10 Years

- The Hair Pin, QLD

#### 15 Years

- SplitEnds, QLD
- Stylish Notts, NSW

#### 20 Years

- E P Teaze Hairdresser, QLD
- 

### ASPYA Webinar

Thank you to everyone who joined us online for the ASPYA Webinar. Below are the links to the Recorded Session and the Resources referenced.

Recording of the Webinar is located on the ARC:

<https://professional.delorenzo.com.au/online-events-library>

Business Partner Link:

<https://professional.delorenzo.com.au/business-partners>

Salon Marketing:

<https://delorenzo-salon.randemcommerce.com/SalonMarketing/LoadPage?customerId=2392>

---

Personal Benefits:

<https://professional.delorenzo.com.au/personal-benefits>

ARC Walk Through Video:

<https://professional.delorenzo.com.au/arc-how-tos>

If your login details do not work, please email [aspya@delorenzo.com.au](mailto:aspya@delorenzo.com.au) to have them reset.

## Product of the Month

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

PRODUCT OF THE MONTH  
INSTANT CURL PRIMER



Cost: \$40<sup>43</sup> (3 + 1 free)  
RRP: \$26<sup>95</sup> each Value: \$107<sup>80</sup>  
Exclusive to ASPYA and Salons  
Available 1/4/25 - 31/5/25.

NEW Acrylic Display Stand  
69035 \$34.95



## Winter Hair Care Flyer

Available on the ARC



# Winter Haircare Guide

DE LORENZO

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!

## 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.

<p><b>NOVAFUSION</b> GOLDEN BUTTER BLONDE OPENING DEAL</p>  <p>Cost: \$39<sup>00</sup> (opening deal of 4 units) RRP: \$32<sup>00</sup> each Value: \$128<sup>00</sup> Switches to be ordered separately Code: 69067 Available to all channels</p> <p>Available: 1/6/23 - 2/5/23</p> 	<p><b>BOND DEFENCE</b> NOVAPLEX PROFESSIONAL BONUS OFFEE</p>  <p>Cost: \$300<sup>00</sup> (1 x No 1, 2 x No 2 + 12 x 100g Treatment Free) Value: \$918<sup>00</sup> Exclusive to ASPYA and Salons</p> <p>Available: 3/1/23 - 25/4/23</p> 
<p><b>BOND DEFENCE</b> NOVAPLEX RETAIL DEAL</p>  <p>Cost: \$79<sup>00</sup> (6 x 100g Treatment + 2 Free) RRP: \$26<sup>50</sup> each Value: \$212<sup>00</sup> Exclusive to ASPYA and Salons</p> <p>Available: 3/1/23 - 25/4/23</p> 	<p><b>ESSENTIAL TREATMENTS</b> FORTIFY PRIMER &amp; BACK BASIN DEAL</p>  <p>Cost: \$210<sup>00</sup> (12 x Fortify Primer, 2 x Oil Balance, 2 X Protein Complex, 1 x Equilibrium II &amp; pump) Value: \$590<sup>00</sup> each Exclusive to ASPYA and Salons</p> <p>Available: 3/1/23 - 30/3/23</p> 
<p><b>ESSENTIAL TREATMENTS</b> FORTIFY PRIMER OPENING DEAL</p>  <p>Cost: \$59<sup>00</sup> (opening deal of 6 units) RRP: \$36<sup>50</sup> each Value: \$219<sup>00</sup> Exclusive to ASPYA and Salons</p> <p>Available: 3/5/23 - 30/4/23</p> 	<p><b>DE LORENZO</b> CLEAR TPU APRON</p>  <p>Replacement Apron without straps 6904B \$49.05</p> <p>Easy clean TPU with pockets and adjustable straps</p> <p>Cost: \$99<sup>95</sup> each Exclusive to ASPYA and Salons</p> 

## Social Media Posts/Images

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

- Easter – 20 April
- World Earth Day – 22 April
- Mother's Day – 11 May



## Mother's Day Pack Images

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



---

## ASPYA Roadshow 2025 – Creating Empowered Teams with Estelle Carroll

Book online: [www.delorenzo.com.au/professional](http://www.delorenzo.com.au/professional)

Format has been change to be one session for all attendees.

The format will now be a 3 hour workshop at the following times:

- Brisbane – 6.30 – 9.30pm: New Date to be Confirmed
- Perth – 10.30 – 1.30pm: <https://events.humanitix.com/creating-empowered-teams-perth>
- Sydney – 6.30 – 9.30pm: <https://events.humanitix.com/creating-empowered-teams-sydney>
- Melbourne – 9.00 – 12.00noon: <https://events.humanitix.com/creating-empowered-teams-melbourne>
- Adelaide – 6.30 – 9.30pm: <https://events.humanitix.com/creating-empowered-teams-adelaide>

## 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 4hrs 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 and proven 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. She 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
-

## Business Partner Spotlight

**KITOMBA SALON AND SPA SOFTWARE**

Kitomba Salon and Spa Software has proudly been helping top-rated salons to achieve success for over 20 years. Our mission is simple to help salons to become more successful.

Over the past two decades, we've built industry-specific features to simplify the lives of busy salon owners and their teams. Our reliable and easy-to-use software has everything you need to effectively run your business day-to-day, work smarter instead of harder, and have the tools you need to grow—paired with our commitment to offering unlimited, free customer support by phone, email and webchat.

Book your free demo of Kitomba to find out why so many salons across Australia choose us to help them manage and grow their businesses.

To redeem this offer contact:

- ☎ 0800 161 101
- 📧 [sales@kitomba.com](mailto:sales@kitomba.com)
- 🌐 [kitomba.com](http://kitomba.com)

**Exclusive ASPYA offer:**

Exclusive to ASPYA members, sign up for the Kitomba Diamond package and receive free migration of all your data from your current software and free training with one of our experts, to set you up for success. Valued at \$749!

If you're already a Kitomba customer, re-sign with the Kitomba Diamond package you'll receive 200 free text messages per month for the duration of your term.

Plus, Kitomba customers who identify themselves as ASPYA members are eligible to have De Lorenzo product lists added to Kitomba free of charge as required.

**Terms & Conditions:**

This offer cannot be combined with any other offer or promotion. It only applies to ASPYA members who sign up or re-sign for the Kitomba Diamond package. Standard Kitomba Salon and Spa Software fees still apply. Updated document De Lorenzo product lists are not included. Offer valid to 30 June 2025.

For more information, visit the Kitomba Salon and Spa Software website and book your free call with a Kitomba Business Consultant today.

## ASPYA Conference

Full details for the ASPYA Conference can be found at the below website link:

<https://2one2f.eventsair.com/cmspreview/2025-aspya>

## Dress Codes:



## 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](http://www.delorenzo.com.au) (Login to Pro, Click on ASPYA, Click on Contact Us at the top of the page)