



What's Happening in the ASPYA World | August Edition

In this Edition

- Welcome to the Program
 - Celebrating our ASPYA's Milestones
 - The ARC Update
 - ASPYA Roadshow July – November 2023
 - Product of the Month
 - Social Media/Marketing Images
 - Current Promotions
 - ASPYA Conference Early Pricing Ends 31.8.23 & Final Speaker Announced
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Welcome to the Program!

We would like to welcome the following Salon who joined the ASPYA Program in July 2023:

- Hair on Q, NSW
 - Headrush Hair, VIC
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Congratulations!

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

15 Years

- Interlocks Hair – Face – Body, SA

10 Years

- Cuts on Gibraltar, NSW
- Vicolo Hair Studio, NSW

5 Years

- Elements Hair Room, VIC
 - Hair Etiquette Salon, VIC
 - La Halo Hair, NSW
-

[The ARC](#)

The ASPYA Resource Centre has had a face lift! New information, new images, new content. Along with a Brand New Salon Marketing portal.

Check out the 'How To' video here!

Username: your email address

Password: Aspya123!

If you are unable to access using these details, please email aspya@delorenzo.com.au



23/24 ASPYA Roadshow
[Pricing Your Services – Mick Dwyer](#)

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Pricing Your Services – Mick Dwyer

Success is not based on luck or guesswork. Managing your expenses, giving your clients value and setting your price structure and strategy is a calculated winning formula.

In this in-depth presentation, accomplished salon business owner Mick Dwyer will explain pricing structure, price rise strategy, discounting and how to strengthen your market position by adding perceived value for your clients.

In addition, learn why and how market pricing affects your business and how to accurately calculate your salon prices using Cost + Margin Pricing.

You will walk away with an understanding of how to bring all this information together to best place your business into a position that enables you to maximise your profit.

Location	Date	Time	Venue
Melbourne	Monday 21 August 2023	12noon - 3pm. Lunch Provided	The Royce Hotel
Perth	Monday 13 September 2023	6pm - 9pm. Dinner Provided	Ingot Hotel
Townsville	Monday 16 October 2023	6pm - 9pm. Dinner Provided	Mercure
Brisbane	Monday 23 October 2023	6pm - 9pm. Dinner Provided	The Colmslie Hotel
Canberra	Monday 30 October 2023	6pm - 9pm. Dinner Provided	Novotel
Adelaide	Monday 13 November 2023	6pm - 9pm. Dinner Provided	The Playford Hotel

Join Us
 To book tickets visit: delorenzo.com.au/professional

ASPYA

Product of the Month

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

PRODUCT OF THE MONTH
 Elements Mudslide

Cost: \$40⁵⁰ (3 + 1 no charge + decal)
 RRP: \$27⁰⁰ each Value: \$108⁰⁰
 Exclusive to ASPYA & Salons
 U.CCCE-0266 - available 1/1/23 - 29/9/23

MUDSLIDE
 Arylic Glycerin
 67814 - \$10⁰⁰
 Decal
 6/9/08

Vegan
 CERTIFIED

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Social Media Posts/Images

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



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.

NOVATONE
NEW SHADES Offer

V9 Goddess 60ml	x 3
V5 Femme Fatale 60ml	x 2
V3 Dark Mysteria 60ml	x 1
G9 Salty Grain 60ml	x 1
G18 Ochre 60ml	x 2
R5 Scarlett 60ml	x 1

Novatone Stand included
Ex. Sydney



Cost: \$129⁵⁰
Value: \$259⁰⁰
Available 28/7/23 – 25/8/23



NOVATONE
NEW Intro Offer

N9 Flax 60ml	x 3
N8 Ancient Fig 60ml	x 2
N6 Winter Bark 60ml	x 2
N4 Nut Bush 60ml	x 2
P9 Periwinkle 60ml	x 3
P7 Iris 60ml	x 2
V9 Goddess 60ml	x 3
V5 Femme Fatale 60ml	x 2
V3 Dark Mysteria 60ml	x 1
G9 Salty Grain 60ml	x 1
G18 Ochre 60ml	x 2
R5 Scarlett 60ml	x 1
Clear 375ml	x 2
Novatone Solution 900ml	x 2

Novatone Swatches & Stand included



Cost: \$379⁰⁰
Value: \$888⁶⁰
Available 28/7/23 – 25/8/23



ASPYA



INSTANT Limited Edition Restructurant



Cost: \$98⁸⁵ (6 + 1 no charge + decals x 2 + bookmarks x 20 + triangles) **DE LORENZO x JACINTA-FAI**
RRP: \$32⁹⁵ each Value: \$197⁷⁰

Available 31/7/23 - 29/9/23.



DMAN Essential Grooming Kit



Cost: \$32⁷⁷
RRP: \$59⁹⁵ each Value: \$89⁸⁰

Available 2/7/23 - 1/9/23. Ex Sydney





ASPYA Conference 2024

Registrations are now open! **Early Bird Pricing ends 31 August 2023**

[Click here to access the online brochure and downloadable registration form](#)



The Last Speaker has been announced!



Antony Whitaker is the ultimate educator and motivator, with a worldwide reputation based on more than 30 years' experience in the hairdressing industry. He is internationally acclaimed as a gifted, multi award-winning stylist-turned-educator, motivator, business coach and best-selling author.

Originally from New Zealand, Antony moved to London and a job with Vidal Sassoon after completing his hairdressing apprenticeship in 1980. Cutting his teeth at the prestigious London salon, he swiftly moved from stylist to staff trainer, eventually becoming creative director in 1985 before, in 1989, heading back to the southern hemisphere in search of fresh challenges.

He opened the first Antony Whitaker salons in Australia, which soon gained a name for excellence in hairdressing and second-to-none service and training. He was twice named Australian Hairdresser of the Year, and picked up a clutch of other titles for team-building, salon design and marketing, education and photography, cementing his reputation as a first-class hairdresser, trainer and businessman.

In 1999 Antony sold his salons to focus on his growing consultancy work, travelling across the globe as an educator and motivational speaker.



Antony is now recognised and highly respected worldwide as one of the industry's leading lights, having taken his message on management, money, marketing, team-building and retailing to more than 250,000 hairdressers in more than 40 countries.

He has continued to pick up international industry awards, including the prestigious Grand trophy of the professional press in France. His photographic images and business articles have been published in more than 50 trade and fashion magazines.

Antony currently resident in the UK, presenting to packed audiences, working as a consultant to leading salons and writing inspirational articles for trade magazines.

He has released four books in his highly acclaimed GROW series. The books aim to set a new benchmark of business excellence for hairdressers.

In the fast moving world of hairdressing Antony Whitaker has remained at the top and continues to train, lead and inspire many of the hairdressing world's biggest names. His unrivalled reputation as an educator across the industry ensures he is respected, admired and in much in demand.

MC and Speakers



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 (Login to Pro, Click on ASPYA, Click on Contact Us at the top of the page)
