

What's Happening in the ASPYA World | August Edition

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Welcome to the Program

We would like to welcome the following Salon who joined the ASPYA Program in July 2025:

- Hair Love by Stacey, QLD
 - Hair Truss and Co, NSW
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Congratulations!

We would like to congratulate the following Salons who have reached an ASPYA Milestone in August:

5 Years

- Soul Hair @ McGraths Hill, NSW
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ASPYA Roadshow featuring Rita Marcon

Conscious Communication - Confident Conversations

Transform the Way You Speak, Listen and Connect - One Conversation at a time.

"Every word you speak sets the tone for the experience."

In salons, communication is everything. This energising 2-hour keynote is designed to help salon owners, stylists, and managers strengthen their communication skills - so they can connect better with clients, reduce tension within teams, and handle difficult conversations with clarity and care. Whether it's what you say, how you say it, or the energy behind it - communication shapes every moment.

Links to book in:

- Townsville – <https://events.humanitix.com/aspya-roadshow-townsville-rita-marcon-conscious-communication>
 - Brisbane – <https://events.humanitix.com/aspya-roadshow-brisbane-rita-marcon-conscious-communication>
 - Melbourne – <https://events.humanitix.com/aspya-roadshow-melbourne-rita-marcon-conscious-communication>
 - Perth – <https://events.humanitix.com/aspya-roadshow-perth-rita-marcon-conscious-communication>
 - Adelaide – <https://events.humanitix.com/aspya-roadshow-adelaide-rita-marcon-conscious-communication>
 - Sydney – <https://events.humanitix.com/aspya-roadshow-sydney-rita-marcon-conscious-communication>
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In the salon world, great communication is the key to everything - from trust with clients to harmony within the team.

This session gives leaders and team members practical, down-to-earth strategies to:

- Express themselves clearly, confidently, and respectfully
- Decode what clients and colleagues really mean
- Avoid assumptions, tension, and unnecessary reactivity
- Feel more grounded, calm, and connected - even on the busiest days

Whether they're answering phones, consulting with clients, or resolving team issues, this session will help your team feel:

- More equipped to say what they mean, without being reactive
- More confident in handling conflict or miscommunication
- More intentional in how they connect and collaborate

Each Attendee will walk away with:

- Practical tools to improve how they speak and listen under pressure
- Strategies to reduce miscommunication and prevent unnecessary drama
- Techniques for setting clear boundaries and expectations



Product of the Month


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

PRODUCT OF THE MONTH
FORTIFY PRIMER



Cost: \$73⁰⁰ (4 + 2 free)
RRP: \$36⁵⁰ each Value: \$219⁰⁰
Exclusive to ASPYA and Salons
Available 4/8/25 - 26/9/25.

NEW Acrylic Display Stand
\$34.95



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.

ELEMENTS
CONSUMER PROMO WITH CREASELESS CLIPS



RECEIVE A FREE PACK OF CREASELESS CLIPS WITH THE PURCHASE OF ANY 2 ELEMENTS PRODUCTS

Cost: \$379⁰⁰ (30 x Elements, max 4 of any variant + 15 packs Creaseless Clips)
Value: \$915²⁰
Exclusive to ASPYA and Salons
Available: 4/8/25 - 26/9/25.

Vegan
AUSTRALIA
CERTIFIED

INSTANT SEAL & SLEEK

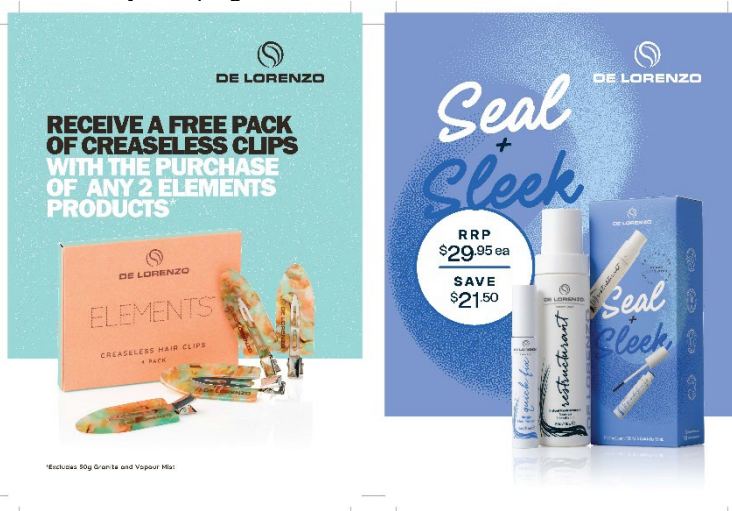


Cost: \$14⁹⁸
RRP: \$29⁹⁵ each
Exclusive to ASPYA and Salons
Value: \$51⁹⁰
Available: 4/8/25 - 26/9/25.

Vegan
AUSTRALIA
CERTIFIED

Campaign Support Artwork

Located on the ARC under Marketing (then Campaign Artwork) is artwork sized to fit into your Display Stands for each Monthly Campaign that is released



DE LORENZO

RECEIVE A FREE PACK OF CREASELESS CLIPS WITH THE PURCHASE OF ANY 2 ELEMENTS PRODUCTS*

DE LORENZO

Seal + Sleek

RRP \$29.95 ea
SAVE \$21.50

DE LORENZO

Seal + Sleek

*Excludes 50g Granite and Vapour Mist

Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)



Business Partner Spotlight

SUSTAINABLE SALONS

Sustainable Salons is a for-purpose organisation that enables salons to divert 95% of their resources away from landfill and back into the circular economy.

Exclusive ASPYA offer:

- 100% off Sustainable Salons installation fee of \$348 for the first 50 x ASPYA members to sign up
- 50% of the offer is supported by Sustainable Salons
- The other 50% of the offer is matched by DeLorenzo

Note: Sustainable Salons will invoice DeLorenzo 50% installation pre-purchase 10 salons at a time (up to 50)

To redeem this offer contact:

Shubho Palheerattan

✉ shubho@sustainablesalons.org

🌐 sustainablesalons.org/delorenzo

Feedback

We would love to hear your feedback! Please feel free to email us, phone us 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)