



What's Happening in the ASPYA World | December Edition



In this Edition

Welcome to the Program
ASPYA Milestones
De Lorenzo Closure Period
Product of the Month
Current Promotions
Social Media/Marketing Images
Valentine's Day Kit
ASPYA Conference 2025 – website, MC & Speaker One
ASPYA 2025 Roadshow
De Lorenzo Education Program 2025

Santa is coming early!

Keep an eye out for your snail mail...



Welcome to the Program!

We would like to welcome the following Salon who joined the ASPYA Program:
Urban Boho, VIC

Congratulations!

We would like to congratulate the following Salons who has reached their 15 Year ASPYA Milestone in December:
PinkDiamond Hair, NSW



We would like to congratulate the following Salons who has reached their 5 Year ASPYA Milestone in December:
 Finnesse Hair, NSW

De Lorenzo Christmas Closure Period



Product of the Month

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

PRODUCT OF THE MONTH
 RESTRUCTURANT SUMMER FRAGRANCE

Cost: \$53²⁵ (3 + 1 no charge. Order decal separately)
 RRP: \$35⁵⁰ each Value: \$142⁰⁰
 Exclusive to ASPYA and Salons

Available 2/12/24 - 31/1/25

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.

DE LORENZO
 CURLS THAT WOW!

Cost: \$14⁹⁶
 RRP: \$29⁹⁵ each
 Value: \$51⁴⁵
 Exclusive to ASPYA and Salons

4/1/24 - 31/1/25



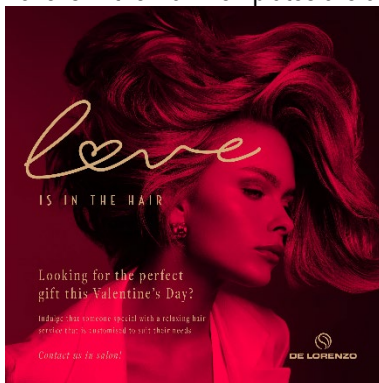
Social Media Posts/Images

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



Valentine's Day Kit

Love is in the Hair Templates are available on the ARC in preparation for Valentine's Day.



ASPYA Conference 2025

[Click here to access the Conference Website](#)

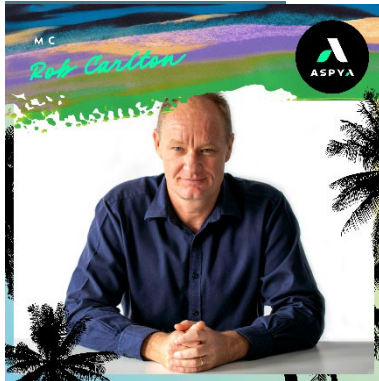
Get your Booking Forms in quickly to secure your spot as there are only 70 spot left!

So excited to see you all there!





ASPYA Conference - MC



ASPYA Conference - SPEAKER ONE

Therese Tarlinton

Marketing without money – The Collab Growth Hack



Bloomberg, Forbes Magazine, and American Express all say Partnership Marketing as the premier strategy to enhance your salon's visibility, brand, and revenue. De Lorenzo is committed to seeing your salon filled with happy, rebooking clients, recognising that your success fuels the whole industry. Together, we can all rise through strategic collaboration.

Join us for an insightful session with bestselling author Therese Tarlinton, presenting “Marketing without Money: The Power of Local Partnerships Uncovered,” tailored for salon owners. Dive into innovative, cost-effective marketing strategies that utilise local partnerships to enhance business growth.

Navigating the competitive salon industry can be challenging, especially when trying to stand out with limited budgets and traditional advertising. Therese will guide you through the art of local business collaborations to significantly expand your salon's reach and impact:

Master Local Collaboration: Forge partnerships with other local businesses to increase visibility and attract more clientele, all without direct monetary exchange

Community Success Stories: Hear how real-life salons have transformed their presence and profitability through successful local collaborations and industry partnerships

Utilise Your Hidden Assets: Identify and leverage resources within your salon that can benefit from partnerships with nearby businesses



Every salon will leave with a clear understanding on leveraging local collaborations to enhance their marketing efforts, drive customer loyalty, and achieve success in their community, ensuring that their success was assisted by De Lorenzo and your supply partnership is secured and sales increase.

ASPYA Roadshow 2025 – Creating Empowered Teams



Sydney:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-sydney>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-sydney-9a23bmbk>

Melbourne:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-melbourne>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-melbourne>

Brisbane:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-brisbane>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-brisbane>

Adelaide:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-adelaide>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-adelaide>

Townsville:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-townsville>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-Townsville>

Perth:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-perth>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-perth>

De Lorenzo Education PROgram 2025

Within this PROgram you will find a range of high-quality, specialised learning opportunities which can support your salon, up-skill staff, recognise, plan for and meet the learning needs of a diverse range of hairdressing PROfessionals, in your space or ours.

[Click here to download the 2025 De Lorenzo Education PROgram for 2025](#)



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)
