



What's Happening in the ASPYA World | February Edition

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Welcome to the Program!

We would like to welcome the following Salons who joined the ASPYA Program in January 2023:

- Xquisite Hair Dezin, NSW
-

Congratulations!

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

5 Years

- Affinity for Hair
- Complete Hair & Education
- Instyle Studio
- Jomara Hair Studio
- Laura J Hair Design
- Sebelle Salon
- Shear Pleasure

10 Years

- Head On In
 - Sapphire Hair Design
-

Proud to be Australian Made and Australian Owned

De Lorenzo is one of the few Australian made and owned professional hair brands who create products that are conceived, researched, developed, tested, manufactured and dispatched on Australian shores – supporting Australian jobs and the Australian Economy.

De Lorenzo is a proud to be accredited by the Australian Made Campaign which allows us to display the official Australian Made Logo.

Our unique story as an Australian Maker was launched on Thursday 26 January.



Click the link below to view our story and take the opportunity to explore all the other proud Australian made companies.

<https://australianmade.com.au/why-buy.../australian-makers/>

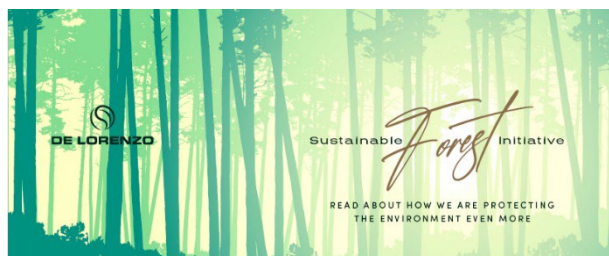


Sustainable Forest Initiative

For just over 35 years, De Lorenzo has been working hard to ensure words such as eco-friendly, vegan, sustainable and recyclable – you name it - are synonymous with our brand, and now we're taking another step to further reduce the impact of our environmental footprint!

We have joined forces with Impact International, to become part of their Sustainable Forest Initiative. Their Forest is home to a 20,000 tree forest and we have purchased a portion to offset our carbon emissions of the product tubes manufactured by Impact International for our brand.

[Click here to read the full blog article about how this works!](#)



23/24 Program Survey – Draw Winners

Thank you to all those who completed the 23/24 Program Survey. We greatly appreciate your feedback and time.

We can't guarantee that we'll implement every suggestion but we will certainly consider all points of view.

Congratulations to the 5 recipients of 500 ASPYA Points!

- Lisa Sze, Short Cutz Hair & Beauty
- Jemma Frame, Coffs Coast Hair Studio
- Shuiying Zhao, KC Hair 4 U
- Nicole Carney, Shakai Hair
- Kylie Anderson, Casaellie Hair Design



New Product Accessory available

De Lorenzo's Straightening and Colour Application Boards are made for use with Create Professional Straightening Balm and Fix and are also perfect for use with foiling techniques. They are made with colourfast material that will not bleach. The Boards are washable and reusable.

Each pack contains 40 boards with the following mix:
10 x 15cm, 10 x 20cm, 10 x 30cm, 10 x 40cm

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

DE LORENZO
NEW Straightening & Colour Boards



Cost: \$69⁹⁵ (Pack of 40 - 10 x 40cm, 30cm, 20cm 15cm boards)
Available 30/1/23 until sold out. Ex-Sydney.



Product of the Month

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

PRODUCT OF THE MONTH
Prescriptive Solutions Moist Repair Revive



Cost: \$41⁹³ (3 + 1 no charge + decal)
RRP: \$27⁹⁵ each Value: \$111⁸⁰
Available 30/1/23 - 30/3/23



PRODUCT OF THE MONTH
Prescriptive Solutions Moist Repair Intense



Cost: \$41⁹³ (3 + 1 no charge + decal)
RRP: \$27⁹⁵ each Value: \$111⁸⁰
Available 30/1/23 - 30/3/23





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.



Social Media Awards

The 2023 Social Media Awards are now open. Get all the information here:

<https://www.delorenzo.com.au/professional/>

Choose or create your best work, upload your photos and give yourself a chance to compete for social media prestige, exposure and awards!

The Nova360® Social Image Awards recognize the superior, innovative colour, cutting and styling work used to enhance and complete a finished look. This competition allows hairdressers with all levels of experience to showcase their skills through their social media images straight out of the salon.

No need for professional photo shoots!

Image Awards 2023

Winners will be selected by the Jurors Social Media starting on 20th September 2023

For each Instagram, Social Media or YouTube channel (Facebook, TikTok, YouTube, etc.)

What to submit:

- 1 The image for the image competition
- 2 The image for the video competition
- 3 The image for the social media competition
- 4 The image for the YouTube competition
- 5 The image for the TikTok competition
- 6 The image for the Instagram competition
- 7 The image for the Facebook competition
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2023 ASPYA Roadshow – Michael McQueen

Click on the City below to book:

[Melbourne](#)

[Adelaide](#)

[Brisbane](#)

[Sydney](#)

[Townsville](#)

[Perth](#)

[Canberra](#)



[ASPYA Conference 2024](#)

Register your details for the 2024 Conference at the below link.

Those registered will be first in the know in all things Conference (Event & Registration dates, speakers, pricing and more)!

<https://professional.delorenzo.com.au/aspya-conference>

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/
