



What's Happening in the ASPYA World | January Edition

Happy New Year! We hope everyone had a fabulous break!! De Lorenzo Head Office is open again from today. We are looking forward to a spectacular 2024 and working with you all. Look forward to seeing up all at the upcoming ASPYA Events x

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Congratulations!

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

20 Years

- Devyani Hair

5 Years

- Anika's Mirror

[24/25 Program Survey](#)

We would like your say on the ASPYA program and what you would like to see in the program for 24/25. We can't guarantee that we'll implement every suggestion but we will certainly consider all points of view.

Click here to complete the survey. It will close 31 January 2024.

https://www.surveymonkey.com/r/24_25programsurvey

It will only take 10 minutes of your time and you will go into the draw for one of 5 lots x 500 ASPYA points for doing so.



Product of the Month

PRODUCT OF THE MONTH
Elements Ocean Mist



OCEAN MIST
SUMMER BEACH STYLE
A light misting formula that adds shine, softens and hydrates hair, and provides protection against humidity.

Acrylic Clarifier
\$10⁰⁰


Cost: \$42⁰⁰ (3 + 1 no charge + decal)
RRP: \$28⁰⁰ each
Exclusive to ASPYA and Salons

Available 27/11/23 - 26/1/24



Valentine's Day Kit

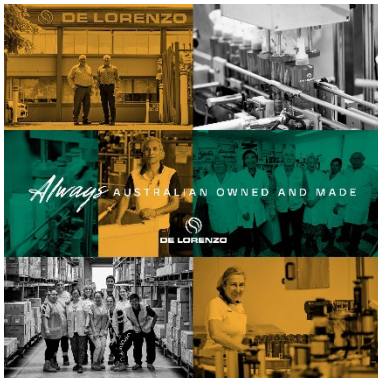
Love is in the Hair Templates are available on the ARC in preparation for Valentine's Day.



The image displays two hair templates for Valentine's Day. The left template features a woman's hair styled in a classic, voluminous updo, with the text "love IS IN THE HAIR" and "Happy Valentine's Day" overlaid. The right template shows a woman's hair styled in a more modern, wavy, and voluminous look, with the text "love IS IN THE HAIR" and "Looking for the perfect gift this Valentine's Day? The perfect answer could be a styling template that captures her look. Contact us to view!" overlaid. Both templates include the De Lorenzo logo.

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.

DEFENCE
Heat Shield Trio Pack



Cost: \$34⁹⁵
RRP: \$69⁹⁰ each Value: \$101⁹⁰
Exclusive to ASPYA and Salons
Available 8/1/24 – 26/1/24



DEFENCE
Diamond Finish Trio Pack



Cost: \$34⁹⁵
RRP: \$69⁹⁰ each Value: \$104⁴⁰
Exclusive to ASPYA and Salons
Available 8/1/24 – 26/1/24





2024 ASPYA Roadshow – Training The New School

Click here to book your spot!

[Adelaide](#)

[Sydney](#)

[Melbourne](#)

[Brisbane](#)

[Townsville](#)

[Perth](#)



[Business Partner Spotlight](#)

Excellent Edges

Excellent Edges has been in operation since 1988 which makes us the longest standing company in Australia solely devoted to producing the best scissors available for hairdressers.

We source all of our materials from Japan to ensure you are getting the best possible grades of steel. All of our scissors, including our Japanese brand imports go through our own workshop procedures to ensure you are getting the perfect scissor.

Besides making the world's [greatest scissors](#), we also have a huge range of [accessories](#) including [combs](#), [brushes](#), [clips](#), [pouches](#), [cases](#) and [mannequin heads](#)

Exclusive ASPYA offer:

Use the code ASPYA on the website, when purchasing instore or through an Excellent Edges rep and receive a free packet of carbon clips and free postage with every scissor purchase.

To redeem this offer contact:

Pete Walstab

Phone: 0447886630

Email: petew@exedges.com

Website: <https://excellentedges.com/>

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/
