



What's Happening in the ASPYA World | July Edition

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Welcome to the Program!

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

- Sophrosyne Hair, Beauty & Nails, QLD
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Congratulations!

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

20 Years

- Hair @ Hillary's, WA

5 Years

- Casaellie Hair, VIC
-

ASPYA Cocktail Party Photos

Thank you to everyone who attended the ASPYA Cocktail Party on the June Long Weekend. Check out all the photos from the evening here:

<https://adobe.ly/44g00R9>

Save the Dates for the first 23/24 ASPYA Roadshow

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
Sydney	Monday, 31 July 2023
Melbourne	Monday, 21 August 2023
Perth	Monday, 18 September 2023
Townsville	Monday, 16 October 2023
Brisbane	Monday, 23 October 2023
Canberra	Monday, 30 October 2023
Adelaide	Monday, 13 November 2023

Full details (timing, locations and RSVP details) will be released soon!

RPET Shirts

De Lorenzo t-shirts are made from RPET recycled plastic water bottles and discarded fishing nets extracted from the ocean. They are then washed, flaked, extruded, and woven into rolls of fabric. The fabric is then dyed using OEKO-TEX approved, environmentally friendly dyes that eliminate toxic run off that would otherwise harm sea life, wildlife and worst of all people.

These are a premium bleach resistant and anti-fade shirt made for easy wear as it does not need any ironing due to its anti-crease properties.

Sizes range from XS to XXXL.

Each shirt costs \$39.95 and can be ordered through your Account Manager.



Kimono's

Following two successful Hair Festival sessions we have had a request from salons for the Kimono's the models were wearing as they were being prepped throughout the show.

They are a one size fits all robe, with the chest being 75cm wide. They also come with a De Lorenzo logo sash. They are a premium product with over 3m of satin fabric used to sew together. Each kimono is \$70.

We will be taking pre orders until the 25th August – please contact your Account Manager to place your order. They will then be delivered approximately mid-November.



Product of the Month

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

A promotional graphic for 'Instant The Ends' hair product. On the left, four tubes of the product are displayed. Text below them lists: Cost: \$3743 (3 + 1 no charge + decal), RRP: \$2495 each, Value: \$9980. A 'Vegan Certified' logo is present. On the right, a woman with long brown hair is shown in profile, wearing a dark purple dress. Above her, a tube of 'Acrylic Clarifier' is shown with a price of \$1995. The text 'PRODUCT OF THE MONTH Instant The Ends' is at the top left. The De Lorenzo logo is at the bottom right.

Social Media Posts/Images

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

A social media post featuring various De Lorenzo hair products. On the left, several tubes of 'NOVA' shampoo and conditioner are shown. A purple box with white text reads: 'LIMITED TIME OFFER FREE novafusion conditioner WITH THE PURCHASE OF ANY NOVA FUSION SHAMPOO'. On the right, a box of 'TRICHO' scalp treatment is shown next to a spray bottle. Text above the products reads: 'Two of our best-selling Scalp Treatments are currently bundled together for just \$36.95. Designed for sensitive and irritated scalps and available as a duo for a limited time only!'. The De Lorenzo logo is in the top left corner.

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.



DMAN
Essential Grooming Kit

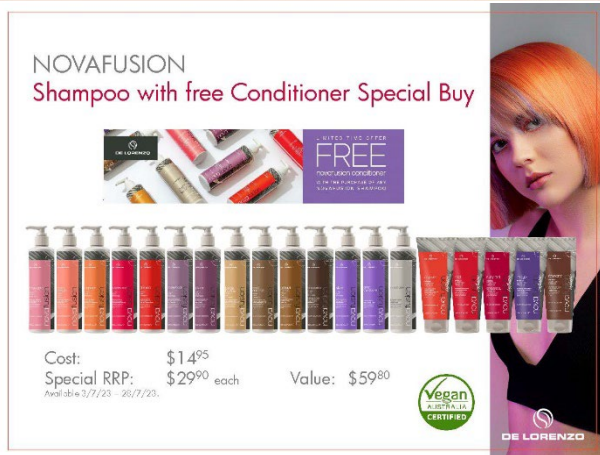
Cost: \$32⁹⁷
RRP: \$59⁹⁵ each
Available 3/7/23 - 1/9/23, Ex Sydney

Value: \$89⁸⁰

Vegan CERTIFIED

DE LORENZO

The advertisement features a collection of grooming products including a box labeled 'ESSENTIAL GROOMING KIT', a tube of 'DMAN SHAVE', and a jar of 'DMAN STYGE'. A woman with long hair is shown on the right side of the ad.



NOVAFUSION
Shampoo with free Conditioner Special Buy

Cost: \$14⁹⁵
Special RRP: \$29⁹⁰ each
Available 3/7/23 - 26/7/23

Value: \$59⁸⁰

Vegan CERTIFIED

DE LORENZO

The advertisement displays a row of various shampoo and conditioner bottles in different colors. A woman with red hair is shown on the right side of the ad.

ASPYA Conference 2024

Registrations are now open!

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



The MC and first two speakers have been announced!



Rob Carlton, MC

Rob has been the MC for the ASPYA Conference the last 3 years and has the ability to authentically connect with audiences, shape and deliver key business messages and elevate our event into an entertaining, insightful and meaningful experience.

He is an award-winning Australian actor (killed off every major Australian soap opera), writer and director. Rob is also a successful producer and he's delivered multi-million dollar projects globally.

Chris Helder

For over two decades, Chris Helder has been captivating audiences with his trademark style, explosive energy and powerful messages that build resilience and deliver hope, inspiration and entertainment.

You'll be hard pressed to find a speaker on the circuit who is more passionate about their craft or delivers longer term results than Chris Helder.

His principles have been adopted globally as the gold standard in building a mindset for resilience, high performance and results. But his presentations go way deeper than a single-shot motivational speech.

His ability to challenge traditional, outdated ways of thinking and seed proven sales and leadership concepts and an ethos for long-term change has made Chris the go-to speaker for sectors as diverse as real estate, retail, education, hospitality, banking and finance, insurance and more.

Amanda Stevens

Amanda Stevens is a renowned thought leader on the customer experience. She combines current consumer insights with fascinating research into buying behaviour, delivering organisations and business owners powerful strategies for connecting with their customers.

Amanda has a double degree in consumer psychology and marketing. She has consulted to some of the country's biggest brands, including Lend Lease, Microsoft, Procter and Gamble and even the Australian Liberal Party.

Recognised as one of the most entertaining speakers on the circuit, Amanda has presented at over 700 conferences in 14 countries. She combines practical strategies with a mesmerizing storytelling style, leaving audiences with memorable messages and actionable insights.

Amanda is a former Young Australian of the Year (Career Achievement, NSW) and in 2003 was awarded the prestigious Centenary Medal by the Governor General for Business Innovation. Amanda is a Certified Speaking Professional (CSP), one of the highest accolades awarded by the Professional Speakers Association of Australia. She has shared the stage with Sir Richard Branson, Sir Bob Geldof and in 2014 was the supporting speaker for Condoleezza Rice at the Global Leadership Summit.

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/
