



What's Happening in the ASPYA World | July Edition

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Congratulations!

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

5 Years

- Zelis Hair, QLD

10 Years

- Karen Jeffrey Hairstylist, QLD

15 Years

- Podium Hair & Beauty, QLD
-

Product of the Month

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

PRODUCT OF THE MONTH
INSTANT RESTRUCTURANT



Cost: \$106⁵⁰ (6 + 3 free)
RRP: \$36⁵⁰ each Value: \$213⁰⁰
Exclusive to ASPYA and Salons

NEW Acrylic Display Stand
\$34.95

Available 2/6/25 - 1/8/25.



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.

DMAN
FATHERS DAY STYLE & BODY PACKS



Cost: \$29⁹⁸
RRP: \$59⁹⁹ each Value: \$86⁸⁵⁺
Exclusive to ASPYA and Salons
Available 7/7/25 – 5/9/25



SPECIAL BUY
NOVAFUSION



Cost: \$12⁵⁰
Special RRP: \$24⁹⁹ each Value: \$31⁵⁰
Exclusive to ASPYA and Salons
Available 30/6/25 – 1/8/25



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

Examples:



The image shows two examples of campaign support artwork. The left example is for DMAN Fathers Day Style & Body Trio Packs, featuring a grey background with the De Lorenzo logo, a Vegan Australia Certified logo, and a price tag showing RRP \$59.99 ea and Value \$86.85+. The right example is for Novafusion Special Buy, featuring a purple background with the De Lorenzo logo, a Vegan Australia Certified logo, and a price tag showing RRP \$24.99 ea and Value \$31.50. Both examples include images of the respective product lines.

Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

- New General Product Tiles have been added
- Novafusion Special Buy
- National Lamington Day - 21 July
- Christmas in July - 24 July



Meet Our Brand Ambassadors – Jules Gauci, VIC



Known for his engaging personality, distinctive style, and unwavering passion for hairdressing, Jules is set to inspire and educate professionals across the industry.

Jules embarked on his hairdressing journey at the age of 14, driven by a desire to make a meaningful impact on everyone he encounters. From family and friends to clients in his chair, his mission has always been to inspire and uplift.

After completing his apprenticeship in October 2024, Jules quickly made a name for himself. He was honoured with the Masters of Social Media 2023 title and received the Award of Excellence in Social Media (2024) from The Masters Institute of Creative Education, where he also refined his hairdressing skills.

However, Jules considers his greatest achievement to be the deep connections he builds with his clients. His relentless passion for hairdressing drives him to aim for the stars, and he won't stop until he reaches them. His admiration for De Lorenzo's ethos, brand, education, and the science behind it fuels his drive to share knowledge and creativity with others.

As part of the De Lorenzo Education Team, Jules will be leading a series of classes designed to empower fellow hair professionals with innovative techniques and insights. These sessions are invaluable opportunities for industry members to learn from one of the brightest talents in the field.

Follow Jules' journey and stay connected:

- Instagram: [@thejules.experience](https://www.instagram.com/thejules.experience)
 - De Lorenzo Education: [@delorenzoeducation](https://www.instagram.com/delorenzoeducation)
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Business Partner Spotlight



COMFOTEL

Comfortel, committed to providing visionary furniture and equipment that help salon professionals create beautiful results, proudly introduce the latest hairdressing and beauty furniture and equipment that will define the future of salons, giving you the salon space you love.

Comfortel offers trendsetting designs in hairdressing furniture, including salon chairs, wash lounges, barbers' chairs, trolleys, stools, and mirrors. These essential pieces partner with you in unleashing your creativity and setting you apart from the rest.

Alongside salon furniture, we provide exciting salon tools and equipment. Explore our hair-repellent wheels for salon stools, carts, and trolleys, along with the one-of-a-kind Comfortel Nova Salon Trolley featuring built-in power.

Experience efficient brush cleaning with our salon wonder tool—the Comfortel Presto Brush Cleaner—capable of cleaning your brushes in seconds. For colourists, discover our 24/7 automatic foil dispenser, perfectly cutting and folding foils with a single touch of a button.

For over 25 years, Comfortel has been supplying premium salon furniture and equipment to salons in Australia. From industry leaders to cutting-edge salons, both small and large, they have relied on Comfortel for the most innovative and modern approach to salon equipment and furniture.

Exclusive ASPYA offer:

1. Exclusive ASPYA discount on ALL Comfortel furniture however this is not available on consumables or clearance items
2. FREE in showroom design consultation and the creation of a digital floorplan
3. Gift with purchase on ALL furniture orders

To redeem this offer contact:

VIC - 03 8581 8111 ext. 1
Gabby Chrysis - visales@comfortel.com.au

NSW - 02 9966 5900 ext. 1
Emma Sharkey - emma@comfortel.com.au
Rebecca Tran - newsales@comfortel.com.au

QLD - 07 3200 1444 ext. 1
Kara Johnstone - kara@comfortel.com.au
Aurora Walters - qldsales@comfortel.com.au
Allarah Carlines - qldrep@comfortel.com.au

SA - 08 7225 8006 ext. 1
Lauren Wallace - sasales@comfortel.com.au

WA - 08 9258 4446 ext. 1
Bobby Dougal - walesales@comfortel.com.au

 comfortel.com.au

ASPYA Conference

FINAL ONLINE REGISTRATIONS ARE DUE BY 4 JULY

Full details for the ASPYA Conference can be found at the below website link:

<https://2one2f.eventsair.com/cmspreview/2025-asya>

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)
