



What's Happening in the ASPYA World | March Edition

In this Edition

- Welcome to the Program
- Celebrating our ASPYA's Milestones
- A/W 2023 New Season Collection Release
- Mother's Day Instant Packs
- Essential Treatments
- Products of the Month
- Social Media/Marketing Images
- Current Promotions
- Winter Haircare Poster
- 2023 ASPYA Cocktail Event – Hair Festival
- 2023 ASPYA Roadshow – Michael McQueen
- 2024 ASPYA Conference Register Your Interest

Welcome to the Program!

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

- Atchara Salons, QLD
- Chapmans Hair, WA
- Daisy & The Six, NSW
- Hair of Distinction, QLD
- Jourdis Hair Oasis, NSW
- Tantrum Hair Studio, VIC
- Techniques Hair Beauty, QLD
- The Salon by Maddi, VIC
- Womba Hair, QLD

Congratulations!

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

10 Years

- SAHB Hair & Beauty, WA

De Lorenzo Autumn/Winter 2023 Multi-Dimensional Collection





Enviably shine and expertly melded tones combine with sharp, edgy precision cuts to deliver intricate transformative colours and a commercial urban vibe for MULTI-DIMENSIONAL, De Lorenzo's Autumn/Winter 2023 Collection.

Our talented Technical Team – Angela Soong, Jason McRae, Becky McEvoy and Hayley Smith – created both the stunning colours and hair styling magic, featuring a bowl cut to chin-grazing bobs and a shorter layered style – encouraging salon customers to embrace their sophisticated side, blend with a commercial edge and truly become Multi-Dimensional.

Mother's Day 2023 Instant Packs

De Lorenzo Mother's Day packs continues our story and journey with Jacinta-Rai. All Mother's Day packs include a complimentary limited print Jacinta-rai bag. The print pays homage to Motherhood.



The packs are available across the four Instant variants as a quad, 4 piece set. Each pack contains a 375mL Shampoo, conditioner and Quick Fix 15ml plus the following additional product:

- Rejuven8– The Ends 120mL
- Allevi8– Instant Restructurant 200mL
- Accentu8– Elements Densify 200mL
- Illumin8– Instant Restructurant 200mL

INSTANT
Jacinta-rai x De Lorenzo Mother's Day Gift Packs

Cost: \$32⁹⁷
RRP: \$59⁹⁵ each Cost: over \$100⁰⁰
Exclusive to ASPYA from 27/2 – 10/3. Salons from 11/3
Available from 27/2/23. Shippers of 9.

Essential Treatments – the perfect gift or add on service

Essential Treatments are not new to us but they may be new to your customer. Transfer this into extra money for your Salon!

Use Essential Treatments as add on services to existing services or sell them as Gift Vouchers for those who are stuck for Mother's Day Ideas.





To help with this, we have created the following tools to assist you (located on the ARC):

- An A4 Essential Treatments Menu (enter your own \$ amount and time)
- A5 Gift Voucher Flyer to promote buying a gift voucher
- A social media post for each Treatment option



Products 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

Anelys Clarifier \$1015

DE LORENZO

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

Anelys Clarifier \$1015

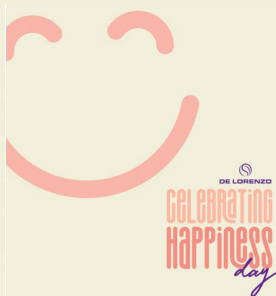
DE LORENZO

Social Media Posts/Images

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


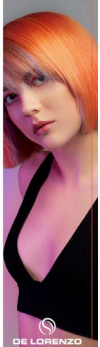

International Women's Day	8 March
International Happiness Day	20 March
Harmony Day	21 March
World Earth Day	22 April

ASPYA Celebrating 20 years



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.

<p>DE LORENZO NEW Straightening & Colour Boards</p>  <p>Cost: \$69⁹⁵ (Pack of 40 - 10 x 40cm, 30cm, 20cm 15cm boards) Available 30/1/23 unit sold out. Ex Sydney.</p>		<p>INSTANT 750ml Duo packs</p>  <p>Cost: \$32⁴⁸ RRP: \$64⁹⁵ each Available from 1/2/23 - 31/3/23. Shippers of 6.</p>
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ASPYA Cocktail Event – Save the Date

Saturday 8 June

Luna Park

Invitation information coming soon



Winter Haircare Poster

Printable Flyer and Social Media image available on the ARC:



2023 ASPYA Roadshow – Michael McQueen

Click on the City below to book:

[Adelaide](#)

[Brisbane](#)

[Sydney](#)

[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/
