

## What's Happening in the ASPYA World | March Edition

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### Welcome to the Program

We would like to welcome the following Salons who joined the ASPYA Program in February 2025:

- Ashleigh Renea Hair and Beauty, WA
  - Natalie Parker Hair Studio, WA
  - Snips by Alicia, WA
  - Show Off Hair, QLD
  - The Aphrodite Studio, VIC
  - Vive Hair & Beauty, VIC
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### Congratulations!


We would like to congratulate the following Salons who has reached their 5 Year ASPYA Milestone in March:

- Head 2 Toe Hair & Beauty, NSW
  - Studio B Hair Creations, SA
  - Studio Co Drysdale, VIC
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### You're Invited!

Join us for an exclusive online session packed with valuable insights and updates!

 **Date:** 24 March 2025

 **Time:** 6 PM EST

 **Online Event**

### Topics to be covered:

- ✓ ASPYA Overview including the ARC
  - ✓ Education App with Megan Yabsley
  - ✓ Estelle Carroll will chat all things Roadshow
  - ✓ A short presentation by Sustainable Salons
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- ✔ A short presentation by The AHC
- ✔ Chats with some other Business Partners

Don't miss this opportunity to gain industry insights and connect with experts!

BOOK IN: <https://events.humanitix.com/an-evening-with-the-aspya-team>

## Product of the Month

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

**PRODUCT OF THE MONTH**  
**DEFENCE EXTINGUISH**  
 with NEW DISPLAY STAND



Cost: \$118<sup>80</sup> (8 x Extinguish 200mL + new Acrylic Display Stand)  
 RRP: \$33<sup>00</sup> each  
 Exclusive to ASPYA and Salons  
 Available 3/2/25 – 28/3/25



## 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.

<p><b>PRESCRIPTIVE SOLUTIONS</b> MOTHER'S DAY PACKS</p>  <p>Cost: \$43<sup>97</sup> each              RRP: \$79<sup>95</sup> each    Value: \$125+              Available 3/2/25 – 9/5/25</p> 	<p><b>INSTANT</b> MOTHER'S DAY PACKS</p>  <p>Cost: \$32<sup>48</sup> each              RRP: \$64<sup>95</sup> each    Value: \$91+              Available 3/2/25 – 9/5/25</p>
<p><b>ESSENTIAL TREATMENTS</b> BLISSFUL INDULGENCE TREATMENT KIT</p>  <p>Cost: \$25<sup>77</sup> each              RRP: \$45<sup>95</sup> each              Available 3/2/25 – 9/5/25</p> 	<p><b>MOTHER'S DAY</b> WINDOW &amp; MIRROR DECALS</p>  <p>Available with any salon order of 18 mixed Mother's Day packs              (\$2 minimum on 4 Mother's Day packs)              Available 3/2/25 – 9/5/25</p> 


DE LORENZO  
LIMITED RELEASE HAIR PARFUM




Limited Release for Mother's Day  
RRP: \$29<sup>95</sup> each (normal discount applies)  
Available: 3/2/25 - 20/3/25



ESSENTIAL TREATMENTS  
FORTIFY PRIMER OPENING DEAL



Cost: \$50<sup>00</sup> (opening deal of 6 units)  
RRP: \$36<sup>50</sup> each  
Exclusive to ASPYA and Salons  
DE CE39: RRF1 - Available: 3/2/25 - 30/6/25



INSTANT  
QUICK FIX BONUS BUY



Cost: \$74<sup>85</sup> Buy 6 + 3 free  
RRP: \$24<sup>95</sup> each  
Available: 3/2/25 - 28/3/25

Acrylic Stand & Backing Card  
Cost: \$11<sup>95</sup>



INSTANT  
RESTRUCTURANT REFILLS



Cost: \$82<sup>50</sup> Buy 1 x 15 x 20ml pack get another free  
Value: \$330<sup>00</sup>  
Available: 3/2/25 - 28/3/25



DE LORENZO  
CLEAR TPU APRON



Replacement Apron  
without straps  
\$49<sup>95</sup>

Easy clean TPU with pockets  
and adjustable straps

Cost: \$99<sup>95</sup> each  
Available: 3/2/25



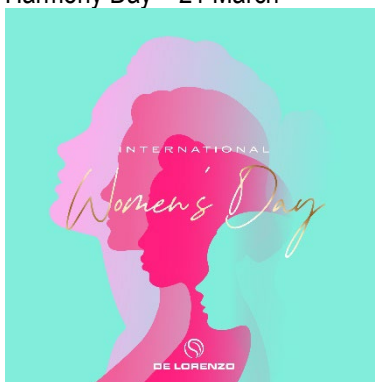
## Social Media Posts/Images

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

International Women's Day – 8 March

Happiness Day – 20 March

Harmony Day – 21 March



## ASPYA Roadshow 2025 – Creating Empowered Teams with Estelle Carroll (NEW TIMES)

Book online: [www.delorenzo.com.au/professional](http://www.delorenzo.com.au/professional)

Format has been change to be one session for all attendees.

The format will now be a 3 hour workshop at the following times:

- Brisbane – 6.30 – 9.30pm: <https://events.humanitix.com/creating-empowered-teams-brisbane>
- Perth – 10.30 – 1.30pm: <https://events.humanitix.com/creating-empowered-teams-perth>
- Sydney – 6.30 – 9.30pm: <https://events.humanitix.com/creating-empowered-teams-sydney>
- Melbourne – 9.00 – 12.00noon: <https://events.humanitix.com/creating-empowered-teams-melbourne>
- Adelaide – 6.30 – 9.30pm: <https://events.humanitix.com/creating-empowered-teams-adelaide>

### Creating Empowered Teams *with Estelle Carroll*



#### "Salon Mumpreneur Coach"

Estelle owned a successful salon in a regional area with her superpower being able to create empowered teams so that she had more choices - the choices of where to spend her money and time. This enabled her to have 14 weeks off each year with her children, and only work on her salon floor 10 hours a week - then eventually only 4hrs working 'on the business.

Estelle is all about the Language of Leadership - a skill developed over the years and as a certified Master practitioner of Neuro-Linguistic Programming.

#### About BOSS Coaching

BOSS Coaching is about empowering salon owners to create the salon and life of their dreams through personalised leadership and business coaching. This unique approach focuses on truly listening to our clients' needs and providing tailored support, strategies, and training that drive real results.

Estelle has developed and proven strategies that have transformed her own salon and numerous other salons from merely surviving to truly thriving. Her programs are infused with insights and techniques that bring freedom and success to salon owners across Australia and New Zealand.

She understands the importance of a systematic approach to salon management. She has created a comprehensive program that not only guides salon owners but also empowers their teams.

Through these facilitated training sessions (one for Salon Owners and the other for Salon Managers), Estelle will ensure that every attendee learns the strategies for:

- Building a Profitable Business
  - Developing a High-Performance Team
  - Achieving Financial Abundance
  - Enhancing Leadership Skills
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## Business Partner Spotlight

<p><b>AFFORDABLE ECO SOLUTIONS</b></p> <p>Affordable Eco Solutions offers sustainable alternative supplies for hair salon businesses with a focus on reducing their carbon foot without sacrificing on quality and without costing the earth.</p> <p>We offer an extensive range that include disposable eco towels, eco gloves, Refoil, eco colour remover wipes, disposable eco capes and more.</p> <p><b>Exclusive ASPYA offer:</b></p> <p>ASPYA Salons receive 15% off all products</p> <p>Discount code: ASPYA15</p> <p>To redeem this offer contact:</p> <p>☎ 0499 042 862 ✉ <a href="mailto:info@affordaleecosolutions.com.au">info@affordaleecosolutions.com.au</a> 🌐 <a href="http://affordaleecosolutions.com.au">affordaleecosolutions.com.au</a></p>	<p><b>HR PREMIUM EXTENSIONS</b></p> <p>HR Premium Extensions is the latest luxury hair extension brand to the Australian market. We are proudly owned and operated here in Australia, providing our stockists with an exclusive collection of handcrafted hair extensions made from high-quality 100% Outicle Remy hair, ethically sourced from paid donors in Europe.</p> <p><b>Exclusive ASPYA offer:</b></p> <p>Receive a 5% ASPYA discount off all wholesale hair extension orders.</p> <p>Receive a 5% ASPYA discount off any education bookings.</p> <p>No opening account orders required. No minimum spend required.</p> <p>To redeem this offer contact:</p> <p>☎ 0428 020 759 ✉ <a href="mailto:info@hairreview.com.au">info@hairreview.com.au</a> 🌐 <a href="http://hrpremiumextensions.com">hrpremiumextensions.com</a></p>	<p><b>SWEET MEMORIES PROMOTIONAL GIFTS</b></p> <p>Sweet Memories Promotional Gifts is an Australian company specialises in importing and distributing promotional merchandise - including: corporate gifts, corporate clothing, staff uniforms, work wear, point of sale items such as banners and flags and much more...</p> <p><b>Exclusive ASPYA offer:</b></p> <p>Receive 10% discount on all products excluding tech products</p> <p>Please advise at the time of requesting a quote that you are an ASPYA Member.</p> <p>To redeem this offer contact:</p> <p>Lisa Gork or Jane Chowdry ☎ 02 8577 6400 🌐 <a href="http://sweet-memories.com.au">sweet-memories.com.au</a></p>
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## 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](http://www.delorenzo.com.au) (Login to Pro, Click on ASPYA, Click on Contact Us at the top of the page)

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