

What's Happening in the ASPYA World | May Edition

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Congratulations!

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

5 Years

- HB @ 33, QLD

15 Years

- Envy Hair Design, QLD
- Hair & Body on George, VIC

20 Years

- Hornsby Heights Hairdressing, NSW
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Product of the Month

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

PRODUCT OF THE MONTH
INSTANT CURL PRIMER



Cost: \$40⁴³ (3 + 1 free)
 RRP: \$26⁹⁵ each Value: \$107⁶⁰
 Exclusive to ASPYA and Salons
Available 1/4/25 – 31/5/25.

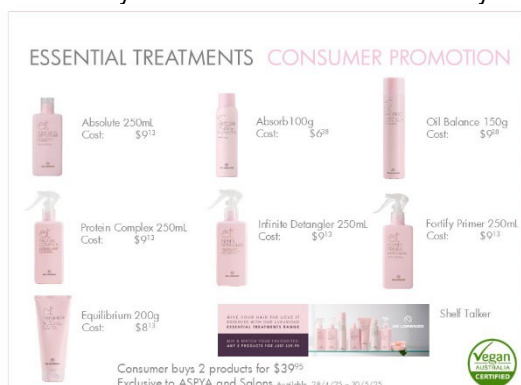
NEW Acrylic Display Stand
 69035 \$34.95



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.

ESSENTIAL TREATMENTS CONSUMER PROMOTION



Product	Cost
Absolute 250ml	\$9 ¹³
Absorb 100g	\$6 ⁰⁸
Oil Balance 150g	\$9 ⁰⁸
Protein Complex 250ml	\$9 ¹³
Infinite Detangler 250ml	\$9 ¹³
Fortify Primer 250ml	\$9 ¹³
Equilibrium 200g	\$8 ¹³

Consumer buys 2 products for \$39⁰⁰
Exclusive to ASPYA and Salons Available 28/4/25 - 30/5/25

Vegan
Certified

ESSENTIAL TREATMENTS FORTIFY PRIMER & BACK BASIN DEAL



Cost: \$219⁰⁰ (12 x Fortify Primer, 2 x Oil Balance, 2 X Protein Complex, 1 x Equilibrium 11)
Value: \$590⁰⁰ each
Exclusive to ASPYA and Salons
Available 31/3/25 - 30/5/25

Vegan
Certified

ELEMENTS QUICKSAND SPECIAL OFFER



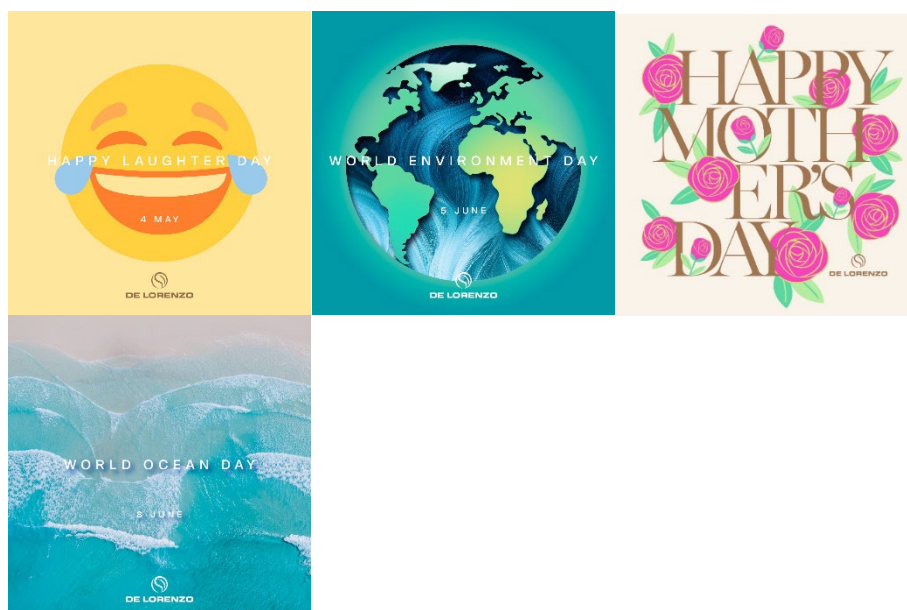
Cost: \$69⁰⁰ (6 + 2 free)
RRP: \$23⁰⁰ each Value: \$184
Exclusive to ASPYA and Salons
Available 28/4/25 - 30/5/25

Vegan
Certified

Social Media Posts/Images

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

- World Laughter Day – 4 May
- Mother's Day – 11 May
- World Environment Day – 5 June
- World Oceans Day – 8 June



ASPYA Event Survey

Thank you to everyone who completed the first ASPYA Event Survey on topics. We are now onto the planning stage. Your input into this process would be greatly appreciated. Please complete the below survey (should take no more than 5 minutes).

<https://www.surveymonkey.com/r/aspyaeventsurvey2025>

HR Premium Extensions Colour Workshop

Expressions of Interest are being taken for your areas. Contact your Account Manager or Educator.

Session Focus

- Introduction to HR Premium Extensions
- Hair extensions assessment, quoting & pricing
- Recommended Hair Extension Products by De Lorenzo
- Applications Demo on Tape & Weft hair extensions
- Custom Colouring: Cowboy copper & Muted Brown
- Toner Play: Creating trending blonde reflects
- Cre8 Shadows & Dimension: Root shadow, foil work & smooth blends

Cost: \$495

Time: 1 day

Includes: Hair wefts, achievement certificate, handouts, goodie bag, lunch and light refreshments.

Bring: Metal tail comb, detangling brush, blow-dryer.

Bookings are subject to availability.



GIVEAWAY COMPETITION

ASSORTED Creams

Want to indulge in the sweetest session at **Hair Festival 2025**? We're giving **YOU** the chance to **WIN** a Double Pass each week in May to our De Lorenzo Education Session "Assorted Creams" –valued at **\$198!**

Step into a world of velvety tones, rich colour palettes, and next-level inspiration as our De Lorenzo Brand Ambassadors and Education Team showcase the artistry of Nova360 colour. Think Golden Butter Blondes, Glowing Apricots, and Maple Cream hues – a flavour for every creative soul. Here's your chance to bring a friend and experience it all for **FREE!**

Giveaway Starts **MAY 1st** - Finishing **MAY 30th**

HERE'S HOW TO WIN!

1	2	3
LIKE	TAG	FOLLOW
Like each GIVEAWAY post	Tag a friend you'd take with you in the comments (Each comment = 1 entry, so tag as many as you like!)	Both be following our Education Instagram account @delorenzoeducation

📌 Bonus entries if you save the post and share it to your story!

DE LORENZO

HAIR FESTIVAL
DEEP. LEARN. COMPETE. CONNECT.

Meet Our Brand Ambassadors

Blonde Ambition: Meet Holly, Creator of Flawless Blondes and Bespoke Colour



With her incredible experience, dedication, and talent, Holly brings an unmatched passion to the world of hairdressing.

As a colourist with over 18 years in the hair industry and owner of Californian Blonde, Holly has earned her place as one of the most accomplished hairdressers in Australia. Her remarkable career includes becoming a finalist for the Australian Hair Fashion Awards (AHFA) Colourist of the Year in both 2022 and 2023, and more recently, a finalist for QLD Hairdresser of the Year in 2024 highlighting her journey as both a Master Stylist and Educator.

From her years in prominent salons as a Master Stylist and Educator to her award-winning work with De Lorenzo, Holly's expertise in colour is unparalleled.

But what truly sets Holly apart is her commitment to not only showcasing the 'how' but also empowering stylists with the 'why' behind her colour techniques, enabling them to elevate their craft with every client.

If you're ready to take your skills to new heights and learn from a colourist who lives and breathes creativity and precision, follow Holly at @hollydoes.hair and @californianblonde for inspiring insights and techniques that transform every look into a work of art.

Business Partner Spotlight

EVY PROFESSIONAL

EVY PROFESSIONAL, an Australian-owned brand, has quickly become a favourite among industry professionals and consumers alike.

Known for innovation and industry support, EVY PROFESSIONAL has won the AHFA Award for Most Innovative Tool for the IQ One Glide and AHFA Electrical Tool of 2023 with their E-Curl Pro. EVY PROFESSIONAL has also received multiple finalist nominations for the E-Style and Restyle Hot Brush, Infusate and BOSS Dryers within industry awards.

At the heart of every EVY product lies a powerful blend of innovation and nature. This approach treats each strand to deep nourishment, promoting strength, flexibility, and smoothness. By adding organic acids and active ingredients, our products ensure that your hair is naturally resistant to the daily environmental stressors that lead to frizz, dullness, and damage.

Our holistic hair care routine and heat tools, complemented by e-smooth, our smoothing system, combine the science of care with the art of styling. Designed to cater to all hair types, our system provides a seamless solution for anyone looking to maintain their salon look at home. Because when your hair is healthy - it looks great and you feel fabulous.

A bit about our e-smooth smoothing system, it is completely safe and smoke-free while being free from parabens, sulphates, and nasties. E-smooth has 100% vegan products which are as kind to the environment as they are to your hair. Suitable for all ages, including children and pregnant women, e-smooth is a safe choice for stylists and clients.

Backed by robust marketing and PR, EVY PROFESSIONAL remains a highly recognized and respected brand within the hair industry.

Exclusive ASPYA offer:

Enjoy a 12.5% discount on the entire EVY PROFESSIONAL range, plus eligibility for all promotions.

Enter **#EUYASPYA** when ordering through our website.

To redeem this offer contact

Tracey Lauretta
☎ 03 3407 9863
✉ sales@evyprofessional.com
🌐 evyprofessional.com

ASPYA Conference

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

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

Dress Codes:



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)
