



What's Happening in the ASPYA World | November Edition



Attached is our World Vegan Day eNewsletter

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Something special is on its way to your Salon over the two weeks!

Keep an eye out for your snail mail...



Welcome to the Program!

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

- Lyneham Hair, NSW
 - Serene Hair & Body Clinic, NSW
 - Super Natural Hair & Body Clinic, NSW
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Congratulations!

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

10 Years

- Hair Affair

5 Years

- Hair Chapter

De Lorenzo Christmas Closure Period

We wish to advise that our Christmas closure will be from Friday 22nd December, with orders closing on the 21st December. We will be returning on Monday 8th January.

Last day to order to ensure Pre-Christmas delivery will be Thursday 14th December.

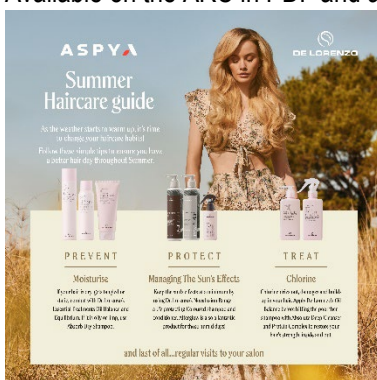
World Kindness Day

Monday 13 November is World Kindness Day. A social media post will be loaded to the ARC and the FB Page.



Summer Flyer

Available on the ARC in PDF and as a Social Media Tile





Looking for a great Incentive to boost Xmas Pack Sales?
 Check out this fabulous incentive chart located on the ARC

Receive \$5 for every De Lorenzo pack sold!

1 pack a day x 5 days per week
 (\$25 per week x 8 Weeks = \$2000)
 2 packs per day = \$4000!
 3 packs per day = \$6000!

Simply mark how many sold each day
Good Luck!

Stylist Name: _____ My Christmas Cash Goal \$ _____

Week	Mon	Tues	Wed	Thurs	Fri	Sat	Sunday Total \$
18th Oct							
22nd Oct							
29th Oct							
5th Nov							
12th Nov							
19th Nov							
26th Nov							
3rd Dec							
							Total \$



24/25 Program Survey

We would like your say on the ASPYA program and what you would like to see in the program for 24/25. We can't guarantee that we'll implement every suggestion but we will certainly consider all points of view.

Click here to complete the survey. It will close 31 January 2024.




https://www.surveymonkey.com/r/24_25programsurvey

It will only take 10 minutes of your time and you will go into the draw for one of 5 lots x 500 ASPYA points for doing so.

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>DEFENCE Protect & Shine</p>  <p>Cost: \$1999 RRP: \$2995 each Exclusive to ASPYA and Salons Valid 4.1.2024-30.11.2024</p> <p>VEGAN CERTIFIED COSMETICS</p>	<p>DE LORENZO HAIR WRAP Special Offer</p>  <p>Cost: \$3300 Pink or white wrap options (6 + 1 free) Exclusive to ASPYA and Salons Valid 4.1.2024-30.11.2024</p> <p>VEGAN CERTIFIED COSMETICS</p>	<p>PRESCRIPTIVE SOLUTIONS Philosophy Kits</p>  <p>Cost: \$2500 Exclusive to ASPYA and Salons Valid 4.1.2024-30.11.2024</p> <p>VEGAN CERTIFIED COSMETICS</p>
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Social Media Posts/Images

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



Christmas Planning Tips

few weeks to plan your marketing strategies for Christmas is going to rob you of opportunities to make the most

marketing action plan in place well in advance, so that you can organise what needs to be done and so sail through a very busy period.

ined you will be left scrambling for ideas and ways to implement them at a time when you will be busy doing other u could miss many profitable opportunities that you would have otherwise implemented.

n plan outlining:

- what specifically you want to achieve from your campaign
- who you want to reach with your marketing message
- what mediums you are going to use
- when your campaign will start and finish
- who will be responsible to run it
- what your budget will be

How to make extra money this busy Christmas season!

Essential Treatments are not new to us but they may be new to your costumer. Transfer this into extra money this busy Christmas season!!

Use Essential Treatments as add on services to existing services or sell them as Gift Vouchers for those who are stuck for Christmas 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 for Christmas
- A social media post for each Treatment option

Don't forget to stock up on the boxed De Lorenzo Gift Cards! Speak to your Account Manager today to order.



et
ESSENTIAL TREATMENTS

TREATMENT MENU

Our extensive treatment menu is designed to provide for every hair type's needs, by addressing the Four Natural Factors: the Structure, Volume, Natural Shine and pH Balance. The key is to choose the right hair!

The Line De Lorenzo Care Kit encompasses a variety of occasions and more products that stimulate, repair, hydrate and strengthen. They are combined from organic plant oils and pure botanical essences and are enriched with vitamins.

Essential Fatty Acids, Omega 3 and 6, UV protectants and natural conditioning nutrients.

Our newest products do not contain parabens or colorants, as we have added botanicals and natural ingredients.

Softens Treat 8
The 3-in-1 Softens hair, softens the scalp and provides moisture. It is enriched with natural oils and vitamins, including argan oil, to help with hair loss. It is enriched with a special fragrance, a fragrance that is not only pleasant but also helps to soothe the scalp.

Energize Treat 8
The energize treatment is enriched with 18 essential oils, including the most precious ones, to help with hair loss. It is enriched with a special fragrance, a fragrance that is not only pleasant but also helps to soothe the scalp.

Bleed Body Treat 8
The bleed body treatment is enriched with 18 essential oils, including the most precious ones, to help with hair loss. It is enriched with a special fragrance, a fragrance that is not only pleasant but also helps to soothe the scalp.

Maintain Treat 8
The maintain treatment is enriched with 18 essential oils, including the most precious ones, to help with hair loss. It is enriched with a special fragrance, a fragrance that is not only pleasant but also helps to soothe the scalp.

Your stylist is happy to recommend the appropriate De Lorenzo home hair care to maintain beautiful, healthy hair in between salon visits.

Product of the Month

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

PRODUCT OF THE MONTH
Limited Edition Restructurant

Limited Edition Summer Fragrance

Cost: \$499.12 - 1 no charge - death
RRP: \$3295 each
Exclusive to ASPYA and Salons

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Vegan Certified

Business Partner Spotlight

Savvy Clothing

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 (Login to Pro, Click on ASPYA, Click on Contact Us at the top of the page)