



What's Happening in the ASPYA World | November Edition

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Welcome to the Program!

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

- The Little House of Hair, WA
 - Zalannis Hair, NSW
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Congratulations!

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

- Colour Hair and Beauty, WA
 - KD's Hair Flair, SA
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De Lorenzo Christmas Closure Period

We wish to advise that our Christmas closure will be from Tuesday 24th December, with orders closing on the 23rd December. We will be returning on Wednesday 8th January.

Last day to order to ensure Pre-Christmas delivery will be Thursday 12th 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



Product of the Month

PRODUCT OF THE MONTH
Elements Sandstorm

Acrylic Clarifier \$108
 Dical 679500

Cost: \$40⁵⁰ (3 + 1 no charge)
 RRP: \$270⁰⁰ each Value: \$108⁰⁰
 Exclusive to ASPYA and Salons

Available 30/9/24 - 29/11/24

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.

DE LORENZO
CURLS THAT WOW!

Cost: \$14⁹⁸
 RRP: \$29⁹⁵ each
 Value: \$51⁴⁵
 Exclusive to ASPYA and Salons

Available 4/11/24 - 31/1/25

INSTANT
MINI TRAVELLER DUO'S

Cost: \$7⁰⁰ per Duo
 RRP: \$14⁰⁰
 Exclusive to ASPYA and Salons

Available 4/11/24 - 23/12/24



DMAN
Essential Grooming Kit

Cost: \$32⁹⁷
RRP: \$59⁹⁵ each Value: \$89⁰⁰
Exclusive to ASPYA and Salons

Available 4.11.24 - 20.12.24 - Ex. Sydney

CHRISTMAS
BON BON CHRISTMAS GIFTS

Cost: \$10⁹⁵ - RRP \$19⁹⁵
Cost: \$13⁷² - RRP \$24⁹⁵
Exclusive to ASPYA and Salons

27/10/24 - 24/12/24 - All ASPYA & Salons

INSTANT
CHRISTMAS GIFT GIVING

Cost: \$35⁷²
RRP: \$64⁹⁵ each Value: \$88⁵⁰⁺
Exclusive to ASPYA and Salons

27/10/24 - 24/12/24 - All ASPYA & Salons

PRESCRIPTIVE SOLUTIONS
LUXURY GIFT GIVING

Cost: 43⁹⁷
RRP: \$79⁹⁵ each Value: \$125+
Exclusive to ASPYA and Salons

27/10/24 - 24/12/24 - All ASPYA & Salons

Christmas Merchandising Display Competition
Contact your Account Manager to order your Christmas Packs!
Post your images by 13th December 2024

ASPYA Conference 2025

[Click here to access the Conference Website](#)

Get your Booking Forms in quickly to secure your spot as there are only 160 available!
So excited to see you all there!





Christmas Planning Tips

Leaving it until the last few weeks to plan your marketing strategies for Christmas is going to rob you of opportunities to make the most of the Christmas rush.

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

By having nothing planned you will be left scrambling for ideas and ways to implement them at a time when you will be busy doing other things. This means you could miss many profitable opportunities that you would have otherwise implemented.

Prepare a written action 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 customer. 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.





ASPYA Roadshow 2025 – Creating Empowered Teams



Sydney:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-sydney>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-sydney-9a23bmbk>

Melbourne:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-melbourne>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-melbourne>

Brisbane:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-brisbane>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-brisbane>

Adelaide:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-adelaide>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-adelaide>

Townsville:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-townsville>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-Townsville>

Perth:

Salon Managers: <https://events.humanitix.com/creating-empowered-teams-salon-managers-perth>

Salon Owners: <https://events.humanitix.com/creating-empowered-teams-salon-owners-perth>

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/
