



What's Happening in the ASPYA World | September Edition

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Welcome to the Program!

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

- Hair @ The Village, WA
 - Hently Beauty Bar, QLD
 - Infinity Hair by Bec, VIC
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Congratulations!

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

20 Years

- Fred & Ginger Hair Studio, QLD

10 Years

- Liana James, VIC
-

Spring/Summer 23 has launched

Our latest season collection called Home Grown has now launched. It pays homage to being Australian made as well as reflecting on our natural vegan values.

Banners and Technique Sheets will be delivered to you over the coming weeks by your Account Manager

*HOME
GROWN*





Christmas 2023 Salon Collection

Instant and Prescriptive Christmas Packs will be available exclusive to ASPYA from 18.9.23 – 1.10.23

INSTANT
Christmas Trio Packs

Cost: \$30²²
 RRP: \$54⁹⁵ each
 Exclusive to ASPYA only

Value: from \$81⁹⁵

Available 18/9/23 – 21/1/2/23

PRESCRIPTIVE SOLUTIONS
Christmas Trio Packs

Cost: \$32⁹⁷
 RRP: \$59⁹⁵ each
 Exclusive to ASPYA only

Value: from \$91⁴⁰

Available 18/9/23 – 21/1/2/23

Instant Restructurant Limited Edition Summer Fragrance

Available for a limited time only! Speak to your Account Manager to order yours

Limited Edition Summer Fragrance

Instant Restructurant

The weightless, beauty-boosting formula delivers 8 superior benefits to all hair types.

Back for a limited time only!

DE LORENZO
 Instant Restructurant
 Limited Edition Summer Fragrance
 300ml / 10.14oz



Social Media Posts/Images

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

Limited Edition Summer Fragrance

Instant Restructurant

This weightless, leave-in treatment, delivers 8 superior benefits to all hair types ensuring hair absorbs the active care ingredients according to its need.

Providing strength, shine, moisture, smoothness, conditioning, UV sun protection, colour protection and detangling.

Transcend with Instant Restructurant to an Oasis, your tropical getaway amongst the palms. A tranquil place free of chaos. The summer fragrance has the following notes...

Top notes
White Flowers
Lily of the Valley

Mid notes
Gourmand
Milly

Base notes
Spicy

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.

ELEMENTS
Consumer Promotion

PURCHASE ANY ELEMENTS PRODUCT & RECEIVE A SECOND PRODUCT FREE*

*Second product must be of equal or lesser value. For a limited time only.

Cost: \$18500 (30 products / max 6 of any SKU)

Exclusive to ASPYA & Salons
4/9/23 - 29/9/23

Strut Card

Product of the Month

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

PRODUCT OF THE MONTH
Elements Mudslide

Cost: \$4050 (3 x 1.1) no charge details
RRP: \$2700 each Value: \$10800
Exclusive to ASPYA & Salons
Available 31/9/23 - 30/9/24

MUDSLIDE
Vegan friendly
DE LORENZO



23/24 ASPYA Roadshow
Pricing Your Services – Mick Dwyer

DE LORENZO

Pricing Your Services – Mick Dwyer

Success is not based on luck or guesswork. Managing your expenses, gaining your clients value and setting your price structure and strategy is a calculated winning formula.

In this in-depth presentation, accomplished salon business owner Mick Dwyer will explain pricing structure, price rise strategy, discounting and how to strengthen your market position by adding perceived value for your clients.

In addition, learn why and how market pricing affects your business and how to accurately calculate your salon prices using Cost + Margin Pricing.

You will walk away with an understanding of how to bring all this information together to best place your business into a position that enables you to maximise your profit.

Location	Date	Time	Venue
Melbourne	Monday 21 August 2023	12noon - 3pm. Lunch Provided	The Royce Hotel
Perth	Monday 18 September 2023	6am - 9pm. Dinner Provided	Ingot hotel
Townsville	Monday 18 October 2023	6am - 9pm. Dinner Provided	Mercure
Brisbane	Monday 28 October 2023	6am - 9pm. Dinner Provided	The Colmore Hotel
Canberra	Monday 30 October 2023	6am - 9pm. Dinner Provided	Novotel
Adelaide	Monday 13 November 2023	6pm - 9pm. Dinner Provided	The Playford Hotel

Join Us
 To book tickets visit: delorenzo.com.au/professional

ASPYA

ASPYA Conference 2024

Registrations are now open! **Early Bird Pricing extended to 15 September 2023 – only a few spots left!**

[Click here to access the online brochure and downloadable registration form](#)





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)
