



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

### In this Edition

- Milestone Celebrations
- Product of the Month
- Social Media/Marketing Images
- Current Promotions
- ASPYA Conference 2025
- 2025 ASPYA Roadshow – Estelle Carroll Save the Date
- 2024 ASPYA Roadshow – High Performing Teams with Steve Herzberg
- De Lorenzo Education
- Business Partner Spotlight

### Congratulations!

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

#### 5 Years

- Bruno Hair + Makeup, NSW

#### 10 Years

- Chantelle's Creations, NSW
- Luxe Hair & Beauty Ayr, QLD

### Product of the Month

PRODUCT OF THE MONTH  
Instant Satur8



Cost: \$39<sup>75</sup> (3 + 1 no charge)  
RRP: \$26<sup>50</sup> each Value: \$106<sup>00</sup>  
Exclusive to ASPYA and Salons

Available 29/7/24 – 27/9/24

Revitalise Hydrate & Detangle  
Satur8 is a hydrating foam that moisturises and detangles all hair types, especially the cuticle, while repairing surface and forming a smooth

Acrylic Glorifier  
\$10<sup>95</sup>





**Social Media Posts/Images**

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



**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.

CHRISTMAS  
BON BON CHRISTMAS GIFTS

Cost: \$10<sup>95</sup> – RRP \$19<sup>90</sup>  
 Cost: \$13<sup>72</sup> – RRP \$24<sup>95</sup>

Available 16/9/24 – 24/12/24

CHRISTMAS  
BON BON DEAL

Cost: \$259<sup>10</sup> (24 x pre-selected Bon Bon gift packs + window/mirror decals)  
 Value: \$567<sup>20</sup>

Available 16/9/24 – 24/12/24



**INSTANT CHRISTMAS GIFT GIVING**

Cost: \$3572  
RRP: \$64<sup>95</sup> each Value: \$88<sup>50</sup>

Available 16/9/24 – 24/12/24

**PRESCRIPTIVE SOLUTIONS LUXURY GIFT GIVING**

Cost: 4397  
RRP: \$79<sup>95</sup> each Value: \$125+

Available 16/9/24 – 24/12/24

**ASPYA Conference 2025**



More details to come

**De Lorenzo Education for September**

Our FREE Online zoom sessions schedule for September is out now. There are two free live Zoom sessions lined up for you to take part in:

- 1. Summer Solace New Season Collection – September 2nd at 10.30am AEST**  
Our Spring/ Summer Collection - Summer Solace has just been launched. Join us to go through the new season collection and be inspired with season colour trends and styling tips.
- 2. NOVATONE Demi Permanent Gel Toning Range – September 16th at 10.30am AEST**  
A complete overview on our newest addition to the Nova360 range Novatone.

Explore how to use this zero-lift tone on tone colour range and be inspired with formula suggestions. To join these sessions visit <https://dlearning.thinkific.com>



**UPCOMING EDUCATION**  
FOR THE MONTH OF SEPTEMBER

**ONLINE FREE ZOOM SESSIONS**

- Sept 2nd 10.30am AEST  
Summer Solace  
New Season Collection
- Sept 16th 10.30am AEST  
Novatone Overview



**WORKSHOP DATES**



September 2nd	Holly Breen   The Art of Contrast	Melbourne
September 2nd	Jason McCrae   Tricho Natural Scalp Therapy	Sydney
September 9th	Holly Breen   The Art of Contrast	Sydney

September 16th	Power of Placement	Rockingham
September 16th	Power of Placement	Gold Coast
September 23rd	Power of Placement	Canberra



TO JOIN ZOOM SESSION'S VISIT  
[www.dlearning.thinkific.com](http://www.dlearning.thinkific.com)

FOR MORE INFORMATION AND BOOKINGS ON CLASSES VISIT  
[www.delorenzo.com.au/professional](http://www.delorenzo.com.au/professional)

Unlock your potential with our upcoming education sessions and join us to expand your knowledge, enhance your skills, and achieve your goals.

Click the link below to book your spot today or for information you can email

[education@delorenzo.com.au](mailto:education@delorenzo.com.au)

<https://events.humanitix.com/host/5d91688487d010001120e623>

**ASPYA Roadshow 2025 – Save the Date**  
**Creating Empowered Teams**

**About 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. T

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

**10 February – Sydney**

**24 February – Melbourne**

**10 March – Brisbane**

**24 March – Adelaide**

**7 April – Townsville**

**5 May – Perth**

Invitations and Booking Links will be sent out in the coming weeks. Look these dates into your calendar until then!

---

### **ASPYA Roadshow – High Performing Teams with Steve Herzberg** **“Why some teams gel and some teams smell”**

Steve Herzberg, the Managing Director of NRG Solutions has worked closely with numerous teams as a coach, leader, and team member for over 30 years. In this high performing team’s session, Steve will share with you why some Salons are so successful, whilst others struggle to grow to their full potential. Each workshop will include practical activities highlighting the importance of working together, embracing difference and collaboration. Attendees will walk away with a better understanding of how to get the absolute best out of their team and appreciate why it’s the little things, done on a consistent basis, which shapes the salon’s culture, helping to retain talent and ensure that everyone is working together.

---



The key topics Steve will focus on are:

- The eight key ingredients in all high performing teams
- How to attract fresh ideas and contributions of value from your salon staff
- Bringing all your team on your success journey with you
- Effortlessly adapting your leadership style to suit the person you are communicating with
- Using access points to effortlessly build deeper relationships with your staff
- Building in daily rituals, like a 9 @9, ensuring everyone is on the same page
- Understanding that everyone can be motivated in different ways
- For any Team to be successful, every member has a crucial part to play

Perth – <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-perth>

Adelaide – <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-adelaide>

Townsville - <https://events.humanitix.com/aspya-roadshow-high-performing-teams-with-steve-herzberg-townsville>



---

## Business Partner Spotlight

### **Tesselgrid**

At Tesselgrid Colour Storage, our hairdressing colour storage racks can be made to suit your colour tubes, regardless of box size or tube length. Our hairdressing colour grids will fit any wall or bench space you have in your existing business. Combine this with exceptional storage and versatile interior space, and you've got a hairdressing colour rack that makes finding your colours a whole lot easier.

### **Exclusive ASPYA offer:**

At TesselGrid Colour Storage, we are offering all ASPYA clients an extra special rate of \$150.00 off our standard size TesselGrid measuring 1200mm x 780mm x 200mm. Therefore our standard price is \$585.00 and the ASPYA price is \$435.00. Delivery is extra via FedEx. Just grids will be charged less if you choose this option.

*To redeem this offer contact:*

**Bill** 0423 330 500

**Lisa** 0409 953 786

[bill@tesselgrid.com.au](mailto:bill@tesselgrid.com.au)

[lisa@tesselgrid.com.au](mailto:lisa@tesselgrid.com.au)

[tesselgrid.com.au](http://tesselgrid.com.au)

---



### **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/](http://www.delorenzo.com.au/aspya/)

---