



**2026 ASPYA
ELEVATE & EVOLVE:
THE NEXT ERA OF PARTNERSHIP**

*Where loyalty meets opportunity.
Where growth meets inspiration.*



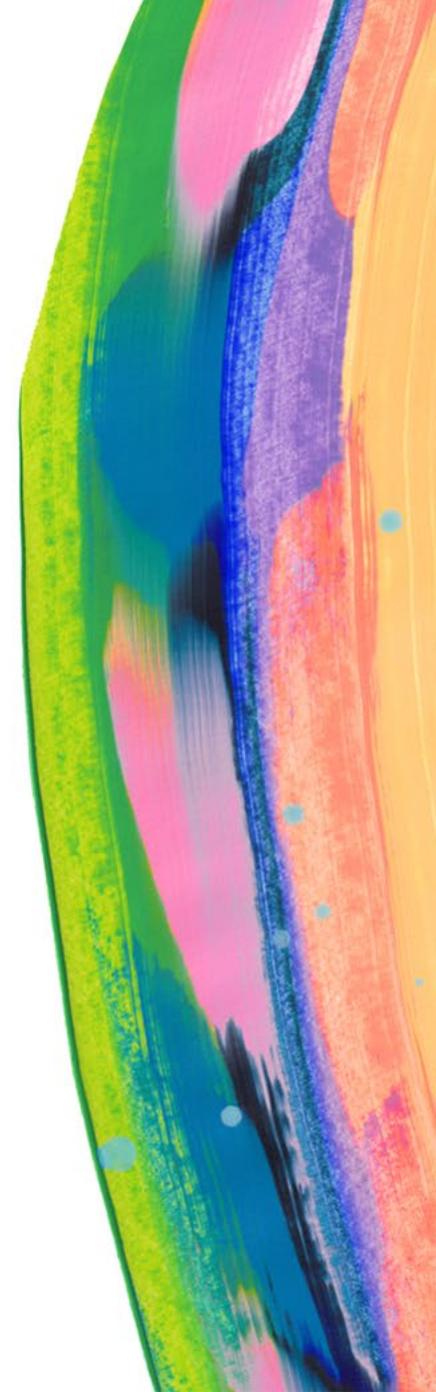
Program Purpose

ASPYA 2026 has been designed to reward loyalty, inspire growth and strengthen connection.

It's not a change – it's an evolution.



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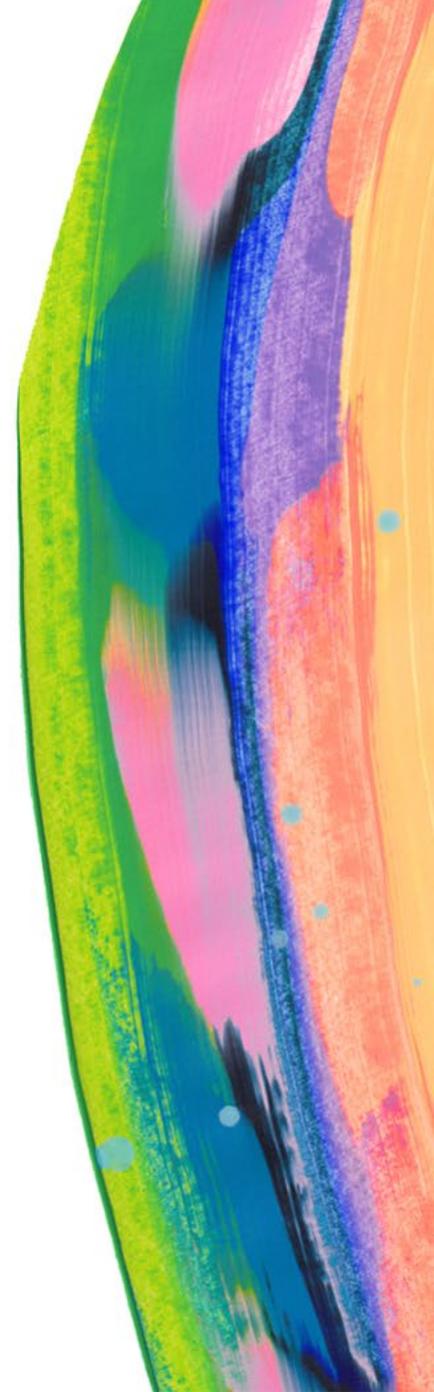


What's New in 2026

- **Spend-Based Tiers:** progression now happens naturally based on annual spend
- **Quarterly Rebates and Annual Growth Bonus:** earn as you grow
- **Reduced Membership Fee:** stronger value perception, more inclusivity
- **Marketing Assist Packages:** optional, tailored tools to fit salon goals
- **Community Connection Initiatives:** ASPYA Socials, Business Panels, Roadshows & Events



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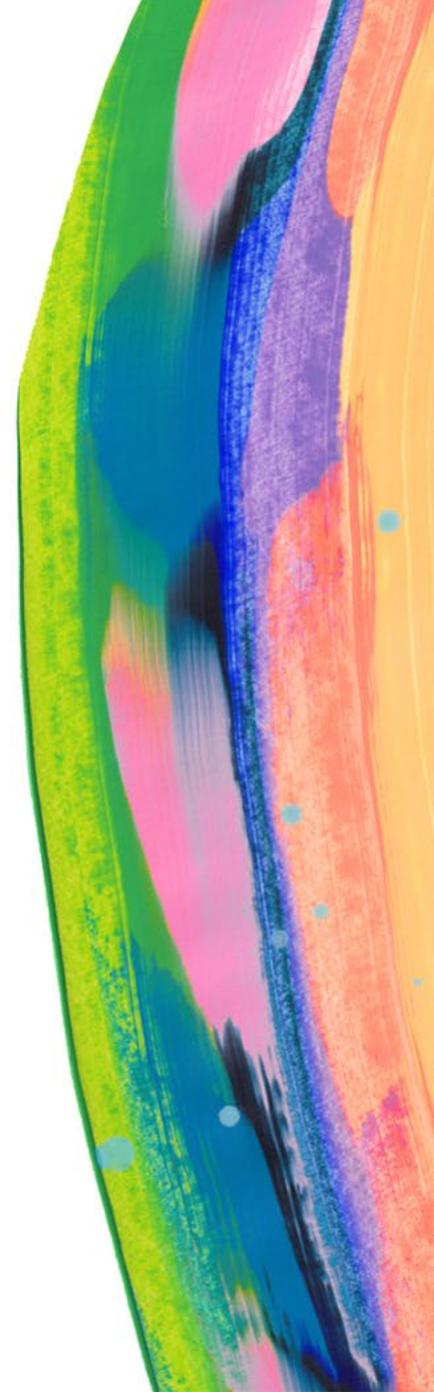




Tier & Rebates

- **Base Rebate:** paid quarterly on eligible spend
- **Growth Bonus:** paid annually for salons exceeding growth targets
- **Tier Placement:** determined by previous year's spend, progression throughout the year possible
- **Consistency Across Tiers:** every salon receives education, marketing support and campaign tools

Tier	Minimum Spend PA	Base Rebate %	Growth Bonus
Icon	\$48,000+	6%	10% over \$10k
Elite	\$24,000 - \$47,999	5%	10% over \$8k
Elevate	\$12,000 - \$23,999	4%	10% over \$5k
Ignite	\$6,000 - \$11,999	3%	10% over \$2k
Independent	Up to \$5,999	0%	10% over \$2k



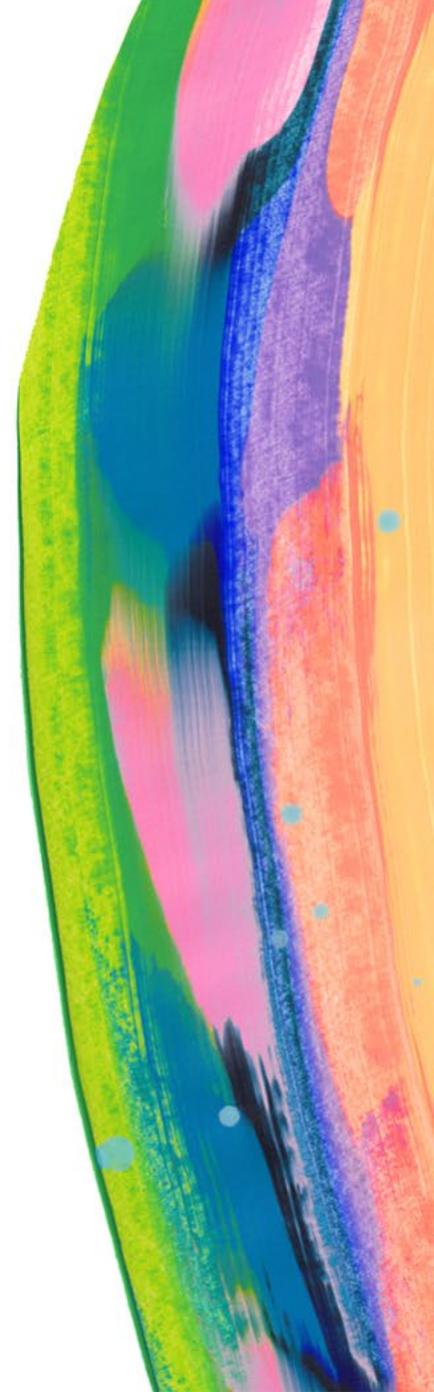


Fees & Packages

Loyalty Years	Base Fee	Marketing Assist 1	Total Fee
1-9 Years	\$600	\$600	\$1200
10-14 Years	\$500	\$600	\$1100
15-19 Years	\$400	\$600	\$1000
20+ Years	\$0	\$600	\$600

Marketing Assist Packages – tools that boost growth, visibility and client engagement

Package	Cost	Inclusions
Premium Growth	\$600	Transparency Image, Mystery Visit, Social Media Package (1 in-salon visit, 2 videos, 4 posts)
Transparency Pack	\$300	Transparency Image
Mystery Visit Pack	\$100	Mystery Salon Visit and Report





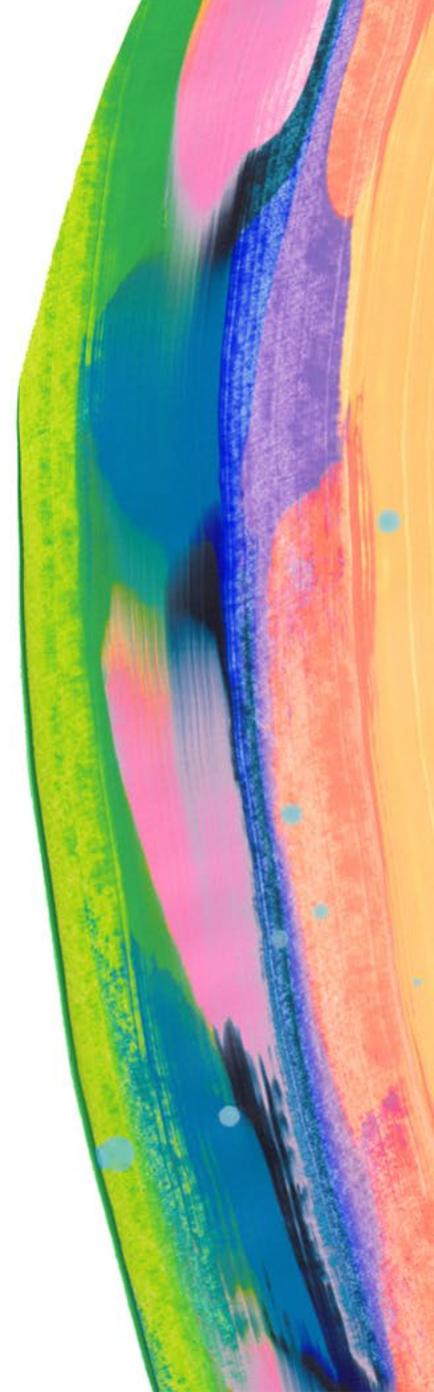
Community Connection

ASPYA 2026 expands beyond business - it builds a network:

- ASPYA Social Club: Quarterly state-based catch ups for informal networking and peer support
- ASPYA Roadshow: Full-day events featuring guest speakers, education sessions and collection launches
- ASPYA Conference: A destination event celebrating creativity, innovation and business achievement
- Recognition of ASPYA members for their loyalty and dedication to promoting the De Lorenzo way of life



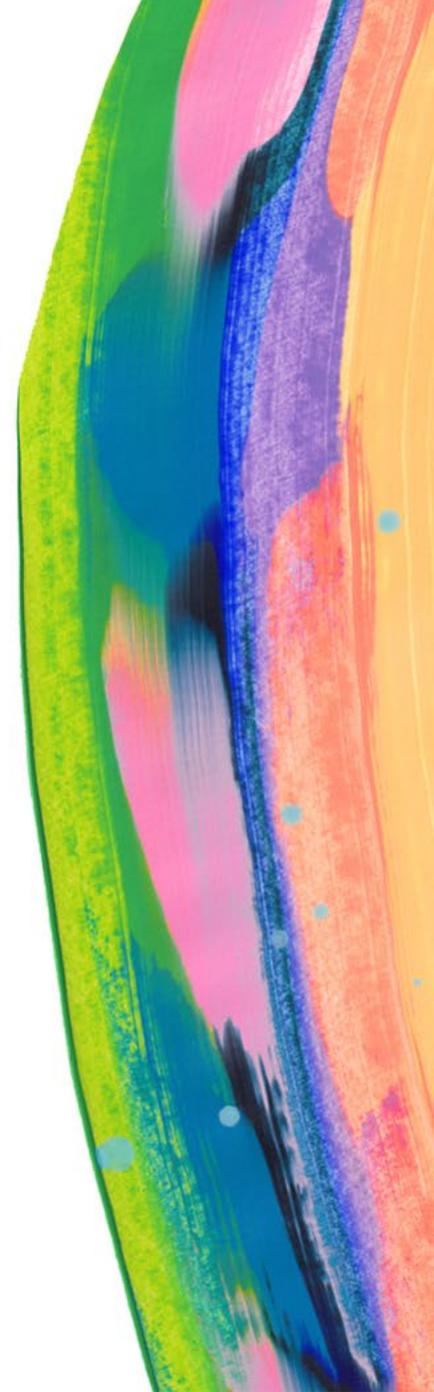
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Inclusions

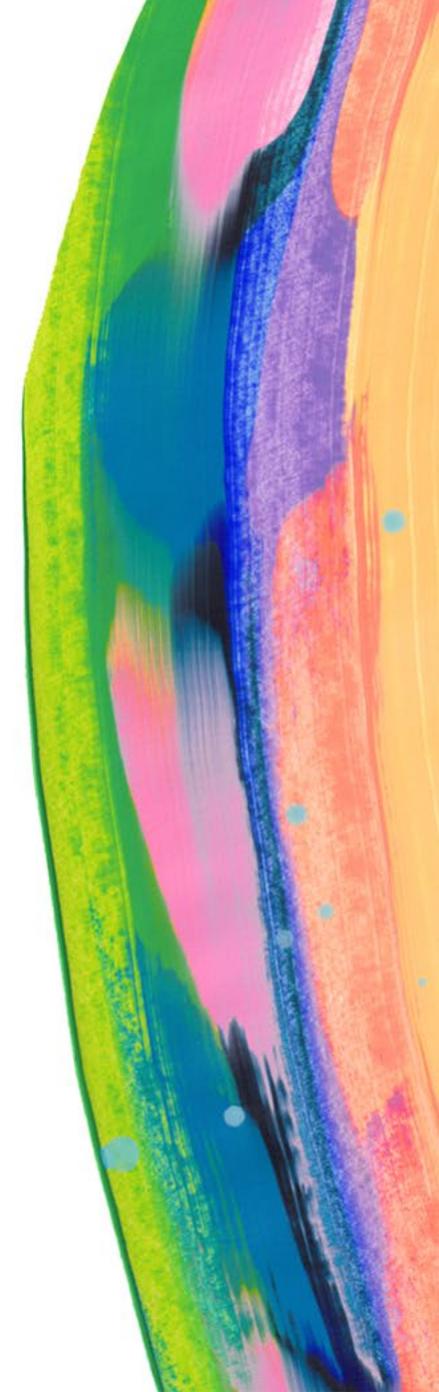
Category	Inclusions (Professional Descriptions)
Salon Performance	Comprehensive business support including campaign and marketing resources, in-salon promotion planning, access to online business tools, strategic development guidance, and a bi-annual performance scorecard
Community Connection	Invitations to ASPYA community events including the annual Roadshow, quarterly Social Club gatherings, and the ASPYA Conference — fostering connection, collaboration, and industry engagement
Education	Access to exclusive ASPYA-only education, personalised in-salon training, discounted studio classes and priority booking for guest artist and specialised workshops
Service & Support	Dedicated Account Manager assistance for business planning, order management and promotional activity, plus priority packing and delivery on all orders
Product Exclusives	Early access to new product launches, free samples for salon trials, and exclusive retail and professional offers available only to ASPYA members
Financial Edge	Competitive quarterly rebates, annual growth bonuses, and optional marketing assist packages designed to enhance business visibility and profitability
Personal Benefits	Exclusive lifestyle rewards including discounts across travel, entertainment and wellbeing brands, extending the value of ASPYA membership beyond the salon.
Business Partnerships	Access to trusted industry professionals and partners offering tailored tools, design and technology solutions to elevate your brand presence and business performance





Inclusions

Inclusion	Icon	Elite	Elevate	Ignite	Independent
Salon Performance	X	X	X	X	X
Community Connection	X	X	X	X	X
Education	50%	40%	30%	20%	10%
Service & Support	X	X	X	X	X
Product Exclusives	X	X	X	X	X
Financial Edge					
Rebate	6%	5%	4%	3%	0%
Growth Bonus	10%	10%	10%	10%	10%
Marketing Assist Packages	X	X	X	X	X
Personal Benefits	X	X	X	X	X
Business Partnerships	X	X	X	X	X





Terms & Conditions

Product Usage

- ASPYA members must use De Lorenzo professional products for all services, including treatments, hair and scalp analysis, and basin applications. The De Lorenzo retail range must be offered as the preferred take-home option

Salon Presence

- A prominent space within the salon must be dedicated to showcasing De Lorenzo products

Education & Training

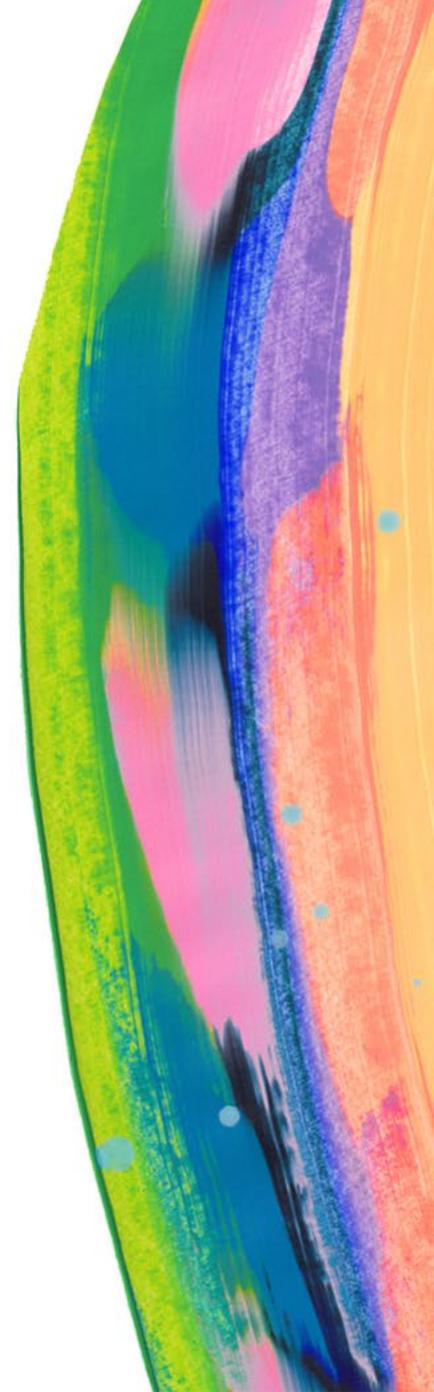
- All salon staff must be trained in De Lorenzo philosophies, the Four Natural Balances™, the CAP system, and colour techniques
- Staff are required to regularly attend De Lorenzo Education Sessions (online and/or in studio)

Tier Placement

- Membership tiers are determined by spend from the previous calendar year



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Terms & Conditions

Rebates & Bonuses

- Base rebates are calculated and paid quarterly
- Growth bonuses are calculated and paid annually
- To qualify for a Growth Bonus, an ASPYA Salon is required to have 12 months of financial history with De Lorenzo

Campaign Participation

- Members must participate in both the Mother's Day and Christmas Pack Campaigns

Account Management

- To earn ASPYA Points, members must maintain their account within agreed trading terms. No points will be awarded if terms are not met

Membership Agreement

- De Lorenzo reserves the right to terminate membership at any time if terms and conditions are not adhered to

