



What's Happening in the ASPYA World | April Edition



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Welcome to the Program

We would like to welcome the following Salons who have recently joined the ASPYA Program:

- Blush Hair, QLD
 - Enchanted Hair Artistry, WA
 - Loosends, WA
 - REBORN, VIC
 - Unique Hair for All, SA
 - Warren Ansell, VIC
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Congratulations!

We would like to congratulate the following Salons who have reached their 10 Year ASPYA Milestone in April:

- aPar Hair Studio, QLD
- I Am Hair Spa, NT

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

- Rival Hairdressing Studio, WA
- Salon Bo, QLD

ASPYA Conference

Tune into the ASPYA FB Page on Monday 20 April at 9.30am Sydney time.

Winter Hair Care Flyer

Available on the ARC



The flyer features a woman with long, flowing red hair wearing a shimmering gold sequined dress and purple gloves. The background is a light teal color. The De Lorenzo logo is in the top left corner. The word 'Winter' is written in a large, white, cursive font across the middle. A purple box on the left contains the text of the haircare guide.

DE LORENZO

Winter

HAIRCARE GUIDE

Follow these tips to ensure your hair stays beautiful and healthy despite the cold, dry air and other problems winter can bring!

Condition, condition, condition!

Prevent hair from drying out with the De Lorenzo Prescriptive Solutions Range. This range will keep hair hydrated and assist in maintaining the hair's condition.

Once a week, deep condition your hair with the De Lorenzo Equilibrium Treatment Masque to replenish any lost moisture from cold air and heaters.

Protect hair from heated appliances such as blow dryers and irons by using the De Lorenzo Defence Range (especially Extinguish and Argan Oil) to reduce breakage, keep static electricity at bay and protect the hair from drying out!

Avoid excessively hot water when you wash your hair. Hot water is drying to hair. Follow with the De Lorenzo Hair Moisturiser to maintain the hair's moisture.

Hair can be more dry and brittle in winter. Try to avoid over-brushing and use the De Lorenzo Infinite Detangler to easily remove tangles that do occur.

Last but not least...

Remember regular trips to the hairdresser for trims through the cooler season to reduce the chance of split ends!

Product of the Month

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

PRODUCT OF THE MONTH
INSTANT CURL PRIMER 150ML



NEW Acrylic Display Stand
\$34.95

Cost: \$83⁸⁵ (4 + 2 free)
RRP: \$27⁹⁵ each Value: \$167⁷⁰
Exclusive to ASPYA and Salons
Available 30/3/26 - 29/5/26



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.

INSTANT
MOTHER'S DAY CUSTOM GIFTING



Cost: \$419⁷⁶ your choice of 12 duos + Support product bundle
RRP: \$69⁹⁵ each
Available to ASPYA & Salons
Available 2/3/26 - 4/5/26. Ex Sydney



INSTANT
SUPPORTING PRODUCTS BUNDLE



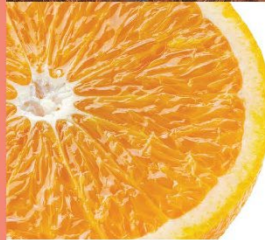
Bundle Includes;
2 x Treatment 150mL, 2 x The Ends 120g, 2 x SaturB 125g, 2 x Reconstructant 150mL,
2 x Curl Primer 150mL, 1 x Shine Serum 30mL, 1 x Quick Fix 15mL
+ 12 Luxury RPET Hair Wraps + 12 x Gift Box with Tissue wrap & sticker + 12 x Gift Cards

Campaign Support Artwork

Located on the ARC under Marketing (then Campaign Artwork) is artwork sized to fit into your Display Stands for each Monthly Campaign that is released

Activ8 your waves and curls with Instant Curl Primer

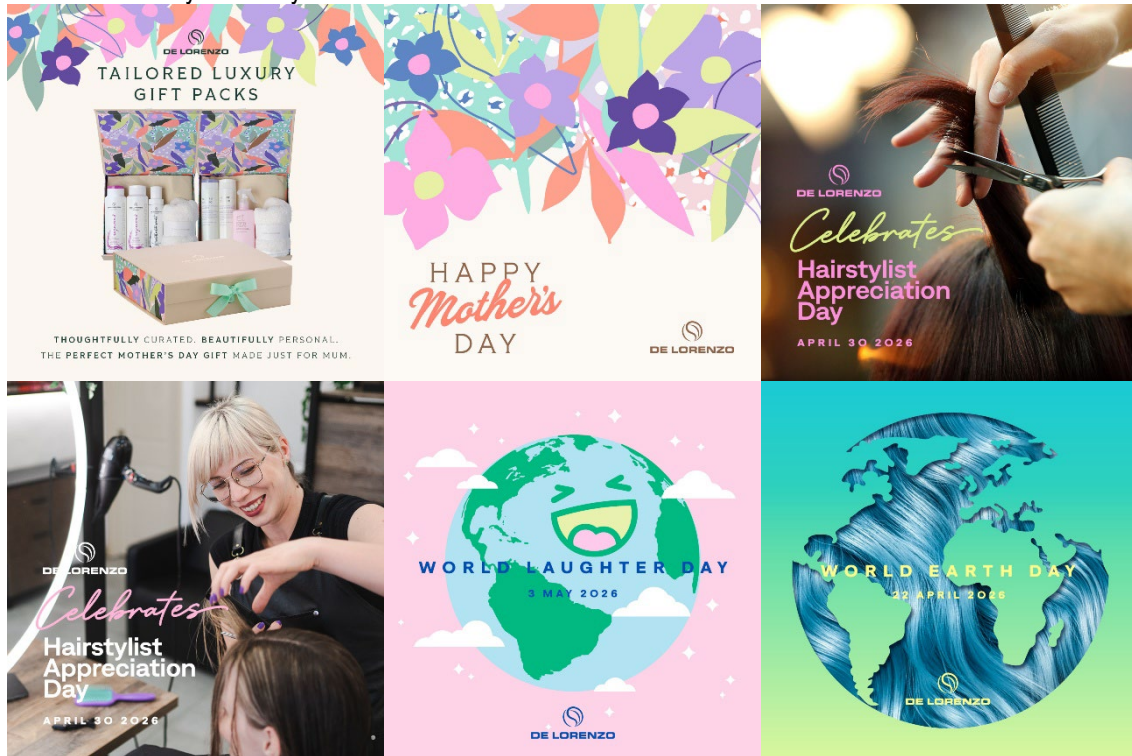
- Reduces frizz and provides a flexible hold
- Strengthens fragile hair and detangles to improve combing and reduce breakage
- Provides colour and heat protection
- Provides an anti-humidity effect
- Provides all day hold and definition



Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

- Mother's Day Packs General Social Media Images
- World Earth Day – 22 April
- Hairstylist Appreciation Day – 30 April
- World Laughter Day – 3 May
- Mother's Day – 10 May

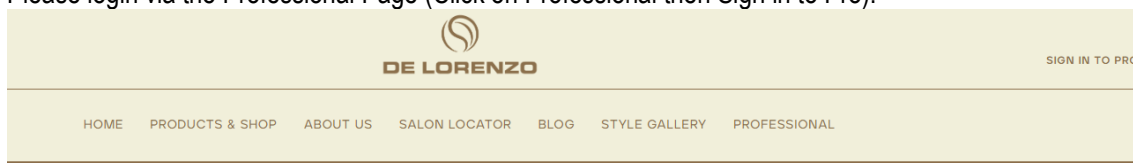


ASPYA Complimentary Branded Capes

Extended to Friday 10 April 2026

<https://professional.delorenzo.com.au/capes-order-form>

Please login via the Professional Page (Click on Professional then Sign in to Pro):



Username is your email address

Password is Aspya123!

Please refer to the PDF attached

Please click on Forgot Your Password or email aspya@delorenzo.com.au to reset

All processing of orders, embroidery details and approvals will be handled directly with Glide Hair Tools. De Lorenzo will cover the cost of the first three capes as our Christmas gift.

Additional capes can also be ordered via Glide Hair Tools at their own cost of \$29.95 each.

Feedback

We would love to hear your feedback! Please feel free to email us, phone us 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)
