



What's Happening in the ASPYA World | August Edition

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Welcome to the Program

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

- Currawong Beauty & Co, NSW
 - Kalos Hair Co, WA
 - Salt & Sage Hair Collective, WA
 - Sea Spray Hair, NSW
-

Congratulations!

We would like to congratulate the following Salon who has reached their 20 Year ASPYA Milestone in August:

- Hair O Dynamix, TAS
 - Talk About Hair & Beauty, VIC
-

YOU'RE INVITED TO

The ASPYA Coffee & Catch Up


DE LORENZO

There's nothing quite like getting out of the salon for a couple of hours to connect with people who truly understand the industry.

Our ASPYA Quarterly Catch Ups are all about bringing our salon community together to share ideas, catch up with fellow ASPYA Members, have some great conversations and leave feeling inspired.

Join us for coffee, connect with salon owners from your area, hear what's happening within ASPYA and enjoy a relaxed morning with like-minded professionals who are all working towards the same goal - building stronger, more successful salon businesses.

This Quarter's Guest Conversation

Fringe Dwellers | Find Your Style

We'll also be joined by the team from Fringe Dwellers for a short, practical session exploring how salons can build authentic consultation and retail conversations that feel natural, not scripted.

They'll also share simple ways to approach social media with purpose - creating content that attracts the right clients, builds trust and helps turn followers into bookings.

No hard sell. No one-size-fits-all formulas. Just practical ideas you can take back to your salon.

Why Come Along?

Catch up with fellow ASPYA salons in your region.	Share ideas, challenges and wins with people who get it.
Step away from the salon for a morning of inspiration and connection.	Pick up practical business and marketing tips from Fringe Dwellers.

Whether you've been part of ASPYA for years or you're new to the community, we'd love to see you there. We hope you can join us!

Confirmed Dates & Locations:

Adelaide	24 August	9.30am for a 10am Start	The Highway, Plympton
Perth	31 August	12.00 for 12.30pm Start	The Royal (TBC)
Melbourne	7 September	10am for 10.30am Start	Melbourne DL Studio
Brisbane	14 September	10am for 10.30am Start	Brisbane DL Studio
Geelong	21 September	11am Start	Waterfront Pantry
Kyneton	28 September	10am for 10.30am Start	Social Foundry
Launceston	5 October	10am for 10.30am Start	Florence Café
Airlie Beach	12 October	11.30am Start	Mantra Club Croc
Gippsland	19 October	10am for 10.30am Start	Space 47
Wollongong	26 October	10.30am Start	TBC
Sydney	2 November	10.30am Start	Sydney DL Studio (followed by Factory Tour)

Please rsvp to aspya@delorenzo.com.au (Name, Total Number of Attendees and Location)

ASPYA Conference 2027

Booking Forms are open and 12 months for repayments commences 1 August.

<https://professional.delorenzo.com.au/aspya-conference>

THE ASPYA AWARDS

1. Loyalty Awards for 2026 and 2027

This category recognises our loyal ASPYA Salons that have reached significant milestones of 5, 10, 15, or 20 years as a member of the ASPYA Program. Each recipient will be honoured with a Certificate and Trophy, celebrating their long-standing commitment and partnership.

Special Presentation for Salons who have received 25 Years

2. Hall of Fame Inductees

The ASPYA Hall of Fame pays tribute to some of the most influential and well-known members of the ASPYA community. To qualify for induction, salons must have completed 15 or more continuous years of ASPYA membership. Inductees will receive a Certificate and Trophy in recognition of their outstanding and enduring contributions.

3. Highest Retail Product Growth

This award recognizes the salon with the highest percentage growth in the purchase of De Lorenzo RETAIL products between 2026 and 2027. The winning salon will be acknowledged for its impressive retail performance.

4. Highest Professional Product Growth

This category highlights the salon with the highest percentage growth in the purchase of De Lorenzo PROFESSIONAL products over the same period. The salon demonstrating exceptional growth in professional product sales will be celebrated for its achievement.

5. Best Mystery Shopper Results

Each ASPYA Salon attending the Conference will be evaluated by a Mystery Shopper between March and June 2027. The salon with the highest score will be awarded the title of "Mystery Shopper Extraordinaire," recognising excellence in customer service and salon experience.

6. Best Social Media Campaign

To compete for this award, salons must tag De Lorenzo (#delorenzo) in all their Social Media Campaigns throughout 2026/2027. The Best Social Media Campaign will be awarded to the salon that achieves the most exposure, likes, and interactions, showcasing their creativity and social media prowess.

Prizes for Growth, Mystery Shopper, and Social Media Campaign Categories:

- A stunning award and certificate to proudly display in your salon
- An Online Kit to promote your salon's achievement
- A De Lorenzo product hamper, filled with our premium products



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
BUY ONE GET ONE FREE CONSUMER PROMO

PURCHASE ANY ELEMENTS PRODUCT & RECEIVE A SECOND PRODUCT FREE

Cost: \$199⁰⁰
Value: \$787⁰⁰

Deal includes 20 x Pre-selected Elements products
+ Small Salon and Brackets

NEW NOVATONE SHADES
NOW AVAILABLE

AR10
Pumpkin Pie

N10
Bamboo

VR10
Rosewater

WE ARE MADE RIGHT HERE

A LEGACY ROOTED IN AUSTRALIAN VALUES.

As we approach four decades, De Lorenzo has proudly established our operations, and our identity, right here in Australia.

From humble beginnings to the highest of standards, De Lorenzo has remained committed to superior quality, nature and service, embracing the challenges to deliver real, visible results.

TRUSTED BY SALONS. LOVED BY CONSUMERS.

From professional salons to everyday routines, De Lorenzo has built a reputation for delivering real results. Whether it's hydration, repair, volume or colour care, every product is designed with both performance and integrity in mind.

It's why stylists trust it.
It's why clients come back to it.
And it's why it continues to lead - four decades on.

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FREE SUPPORTING MERCHANDISE.
SMALL PYRAMID, LARGE PYRAMID, SHELF WOBBLER

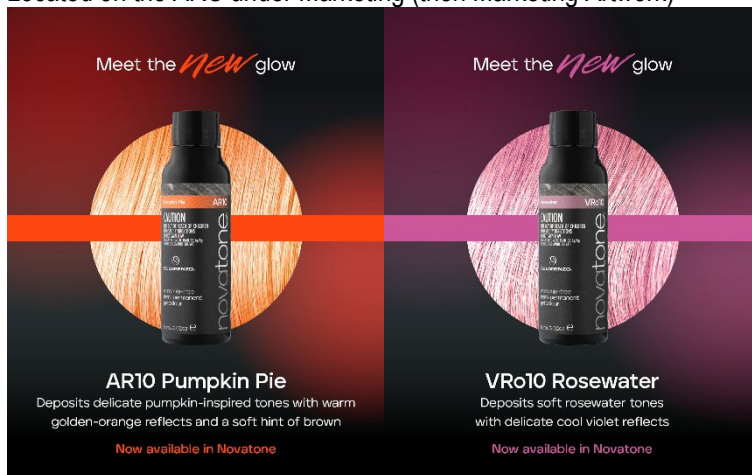
Campaign Support Artwork

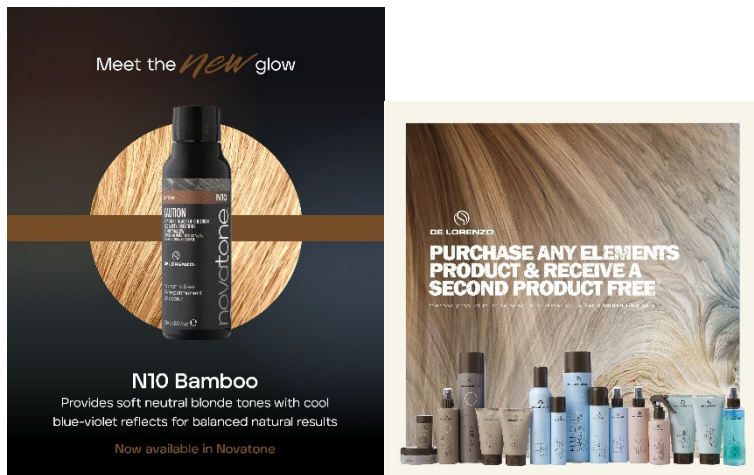
Located on the ARC under Marketing (then Campaign Artwork) is artwork sized to fit into your Display Stands for each Monthly Campaign that is released



Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)





Business Partner Spotlight

Phorest Salon Software – a brand new ASPYA Partner

Phorest Salon Software powers over 11,000 Hair, Beauty & Medi Aesthetic salons in the UK, Ireland, Germany, Australia, Finland, the USA, and Canada.

Phorest touches every point of the salon experience - from the in-salon software appointment calendar and CRM with best-in-class, fully integrated marketing suite to team apps and integrated payment solutions. Phorest provides salon clients with an amazing user experience through custom native apps, eCommerce solutions, and online bookings.

Exclusive ASPYA Offer:

Opening Offer - New Clients

50% off the setup fee (reduced from the standard \$695 + GST)

2,000 complimentary SMS credits provided upon signing

Scan the QR Code to access the onboarding link



Existing Clients

30-day free trial of our new AI features, including Front Desk AI and Cheat Sheet Summary

Call 1800 945 250 to redeem this offer

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)
