

What's Happening in the ASPYA World | February Edition

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Congratulations!

We would like to congratulate the following Salons who have reached their 20 Year ASPYA Milestone in February:

- Allura Hairdressing Boutique, VIC
- Hairem, NSW
- M Salon, VIC
- Scissor Worx, QLD
- The Executives, WA

We would like to congratulate the following Salon who has reached their 15 Year ASPYA Milestone in February:

- Blades Studio, SA

We would like to congratulate the following Salon who has reached their 5 Year ASPYA Milestone in February:

- Studio 8 Hairdressing, VIC
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You are officially registered for: ASPYA Collective 2026

Inspire • Collaborate • Elevate

Across three dynamic sessions, we'll bring Owners, Managers, Marketers and Creative Teams together for a day filled with education, inspiration, industry insights and hands-on collaboration.

REGISTRATION

We have already pre-registered three people for each session.

Simply need to complete this form with the names of each attendee.

<https://www.surveymonkey.com/r/aspjacollective2026>

You can also add on any additional people you wish to attend

EVENT DATES (9am – 5pm)

- Adelaide – 23 February 2026 – The Playford
 - Melbourne – 2 March 2026 – The Royce
 - Sydney – 9 March 2026 – Crowne Plaza Macquarie Park
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- Townsville – 16 March 2026 – The Ville Resort
- Brisbane – 23 March 2026 – The Colmslie
- Perth – 30 March 2026 – The Ingot
- Canberra – 20 April 2026 – Novotel Canberra

AGENDA

MORNING SESSION *(Salon Owners & Directors)*

De Lorenzo & ASPYA Program Kick-Off - An official welcome, program update and introduction to the year ahead

Owners Forum Workshop - A facilitated session where owners collaborate, share challenges and unpack new strategies

Industry Update with The AHC - Hear directly from The Australian Hairdressing Council on the latest regulations, trends and industry movement

MIDDAY SESSION

Marketing & Social Media *(Owners + Anyone Managing Marketing, Socials or Brand)*

Therese Tarlinton — “Marketing Without Money”

- Live workshop and presentation with the internationally acclaimed partnership marketing expert
- Expect practical tools, real-time brainstorming, interactive activities and instantly actionable ideas tailored to salon life
- Learn how to amplify your brand without spending big

AFTERNOON SESSION *(Owners, Stylists, Apprentices & Front of House)*

A Major New Launch: Be the first to see something fresh, exciting and game-changing for our ASPYA community

Autumn/Winter 2026 Collection Reveal: A full creative showcase of new season colours, techniques and looks - plus the education and support you'll need to bring them to life in your salon

Mother's Day Campaign: Preview gift options, displays and pre-order opportunities to get ahead for one of the biggest salon gift seasons

Why You and Your TEAMS Can't Miss ASPYA Collective 2026

- A full day crafted exclusively for ASPYA salons (only one Roadshow per Annum moving forward)
- High-impact education and owner-only insights
- Hands-on learning for your marketing and creative staff
- Major launch and early access opportunities
- A chance to reconnect with your ASPYA network
- Designed to inspire, educate and empower you and your entire team for 2026

ASPYA Complimentary Branded Capes

Redeem by 27 March 2026 on the ARC:

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

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.

Product of the Month

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

PRODUCT OF THE MONTH
INSTANT RESTRUCTURANT



NEW Acrylic Display Stand
\$34.95

Cost: \$109⁵⁰ (6 + 3 free)
RRP: \$36⁵⁰ each Value: \$328⁵⁰
Exclusive to ASPYA and Salons
Available 2/2/26 - 27/3/26



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
750ML DUO'S



Cost: \$37⁴⁸ each
RRP: \$74⁹⁵ each
Available to ASPYA & Salons
Available 12/1/26 - 27/2/26. Ex Sydney



ESSENTIAL TREATMENTS
DYNAMIC DUO



Cost: \$14⁵⁰
RRP: \$29⁹⁵
Exclusive to ASPYA
Available until 27/2/26. Ex Sydney



CURL DEFINING BRUSH OFFER



Cost: \$9⁹⁵
RRP: \$19⁹⁵
Exclusive to ASPYA & Salons only
LIMITED STOCK, available while stocks last.

DE LORENZO

Vegan AUSTRALIA CERTIFIED

SMOOTHING & DETANGLING BRUSH OFFER



Cost: \$9⁹⁵
RRP: \$19⁹⁵
Exclusive to ASPYA & Salons only
LIMITED STOCK, available while stocks last.

DE LORENZO

Vegan AUSTRALIA CERTIFIED

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



DE LORENZO

Instant Restructurant

A beautiful, weightless leave-in treatment with 8 benefits for the hair

- Strength
- Shine
- Moisture
- Smoothness
- Conditioning
- UV Protection
- Detanglability

\$36⁵⁰ RRP

DE LORENZO

restructurant

Instant Restructurant
Leave-in Treatment
100% VEGAN

Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

FEBRUARY

Valentine's Day – 14 February

National Tim Tam Day – 16 February

Random Acts of Kindness – 17 February



MARCH

International Women's Day – 8 March

Happiness Day – 20 March

Harmony Day – 21 March



Valentine's Day Kit

Love is in the Hair Templates are available on the ARC in preparation for Valentine's Day.



Education Calendar Out Now

Speak to your Account Manager or Educator. Visit <https://www.delorenzo.com.au/professional/> and download the Education App



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)
