



What's Happening in the ASPYA World | July 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 June:

- Aqualune, VIC
 - SAHU Collective The Salon, VIC
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Congratulations!

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

- Kate & Co Hair Artistry, WA
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The Wait is Over – ASPYA Conference 2027 is Officially Here!

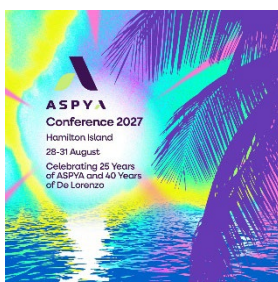
We're excited to officially launch the ASPYA Conference 2027!

Get ready to join us at beautiful Hamilton Island as we celebrate 25 years of ASPYA and 40 years of De Lorenzo. It's set to be an unforgettable few days of inspiration, education, connection and celebration.

Keep an eye on your snail mail over the coming days for your official Conference Brochure and Registration Form.

If you can't wait, all the conference information, including the brochure and registration form, is now available on the ASPYA Resource Centre.

We can't wait to celebrate this incredible milestone with you. Be sure to secure your place early - we're looking forward to seeing you in Hamilton Island in August 2027!



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.

Mid Year Pack Clearance Sale


















Available to all Channels
While Stocks Last - no back orders
Ex-Sydney

RED HOT OFFERS

Mid Year Pack Clearance Sale

Available to all Channels
While Stocks Last - no back orders
Ex-Sydney

RED HOT OFFERS

 Hot Duo Cost: \$14.95 RRP: \$29.95 Value: \$43.95 DL Code: 8451	 Heat Shield Trio Cost: \$29.95 RRP: \$59.90 Value: \$70.95 DL Code: 8623	 Seal & Sleek Cost: \$12.48 RRP: \$24.95 Value: \$54.95 DL Code: 8784	 Rosewood Novafusion Cost: \$19.95 RRP: \$39.95 Value: \$66.00 DL Code: 7910	 Rose Gold Novafusion Cost: \$19.95 RRP: \$39.95 Value: \$66.00 DL Code: 7911	 Safeguard & Shine Cost: \$15.98 RRP: \$34.95 Value: \$70.45 DL Code: 8760
 Dynamic Detangling Duo Cost: \$9.99 RRP: \$19.95 Value: \$41.00 DL Code: 4949	 Evening Essentials Cost: \$14.95 RRP: \$29.95 Value: \$54.95 DL Code: 8730	 Curls That Wow Cost: \$12.49 RRP: \$24.95 Value: \$52.90 DL Code: 8757	 Heat Defence Trio Cost: \$24.95 RRP: \$49.95 Value: \$100.50 DL Code: 8576	 DMAN Basics Duo Pack Cost: \$14.95 RRP: \$29.95 Value: \$58.00 DL Code: 8335	 DMAN Trio Kit Cost: \$24.95 RRP: \$49.95 Value: \$94.50 DL Code: 8452
 Blissful Indulgence Cost: \$18.95 RRP: \$39.95 Value: \$64.95 DL Code: 8785	 ET Detangled Duo Cost: \$9.99 RRP: \$19.95 Value: \$41.00 DL Code: 7767	 Essentials Swim Bag Cost: \$19.95 RRP: \$39.95 Value: \$79.95 DL Code: 8125	 ET Cleanse & Nourish Cost: \$24.95 RRP: \$49.95 Value: \$81.00 DL Code: 8400	 Premium De Lorenzo x Jacinta Rae Tote Bag Cost: \$5.49 DL Code: 68393	











Mid Year Pack Clearance Sale

Available to all Channels
While Stocks Last - no back orders
Ex-Sydney

RED HOT OFFERS

Available Accessories



 Instant Duo's with Premium Botanical Cosmetic Bag Loose Stock NOT PREPACKED Cost: \$18.95 RRP: \$39.95 Value: \$75.90 DL Code: Accentu8 - 8242, Illumin8 - 8243	 Quick Lites Comb Cost: \$9.95 DL Code: 68313	 Tint Bowl Cost: \$7.20 DL Code: 9299
 Instant Trios's with Premium Quilted Cosmetic Bag Loose Stock NOT PREPACKED Cost: \$29.95 RRP: \$59.95 Value: \$103.85 DL Code: Rejuven8 \$112.40 8776, Allevi8 \$111.65 8776, Accentu8 \$103.85 8777, Illumin8 \$111.65 8776	 ET Detangling Brush Cost: \$2.45 DL Code: 678690	 Long Cutting Collar Cost: \$12.95 DL Code: 68311
	 Small & Large Tint Brush Cost: \$4.00 (S), \$4.50 (L) DL Code: 7013 (S), 7014 (L)	 Highlight Comb Large Cost: \$9.95 DL Code: 68382
	 Black Timer Cost: \$6.50 DL Code: 68190	 Highlight Combs (Pk3) Cost: \$12.95 DL Code: 68393

Campaign Support Artwork

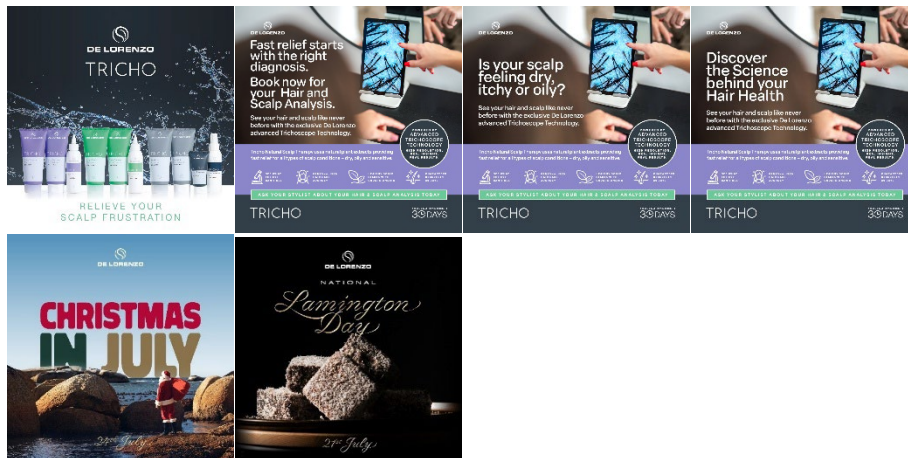
Located on the ARC under Marketing (then Campaign Artwork) is artwork sized to fit into your Display Stands for each Monthly Campaign that is released



Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

- Tricho
- National Lamington Day
- Christmas in July



Business Partner Spotlight

The Fringe Dwellers – a brand new ASPYA Partner

The Fringe Dwellers support salon owners through a holistic approach to salon coaching, marketing, and education, all working together in one place. Understanding the challenges salons face in a competitive industry, support is tailored to each individual business to create strategies that strengthen and support long-term business growth and success.

Through business breakfasts, workshops, in-salon education, digital tools, and ongoing support programs, The Fringe Dwellers provides practical, relatable education designed specifically for the modern salon environment.

A core part of The Fringe Dwellers offering is the Weekly Salon Support Program - designed to help salon owners stay accountable, supported, and strategically focused within their business. What makes this program different is the way each area of support works together as part of an overall business growth strategy. Rather than marketing, education, and business coaching operating as separate services, each element is intentionally aligned to support the salon's individual goals, creating clearer direction, stronger decision making, and more sustainable long-term growth.

The program focuses on the three key pillars of salon success:

- Business Building
- Marketing Strategy
- Salon Education

By aligning these areas together, salon owners receive support that is not only practical and achievable but strategically designed to support the overall growth and health of their business.

As an ASPYA Partner, The Fringe Dwellers look forward to supporting the ASPYA salon network through collaboration, education, and practical insights that add genuine value to both salon owners and their teams.

ASPYA Partner Offer

As part of the ASPYA network, ASPYA salons will receive complimentary access to The Fringe Dwellers Electronic Tools & Resources Suite, valued at over \$1,500.

This suite has been designed to support salon owners in building stronger, healthier, and more sustainable businesses through practical planning, tracking, and growth tools, including:

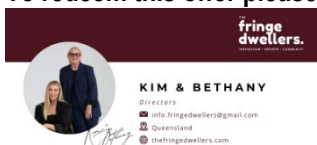
- Salon Health Check
- Salon & Personal Budget Tools
- Ultimate KPI & Salon Breakeven Calculator
- Service Pricing Calculator
- Monthly Social Media Content Planner

In addition, ASPYA salons will also receive:

- 10% off The Fringe Dwellers Weekly Salon Support Program

Our goal is to provide ASPYA salons with accessible, practical resources and ongoing support that helps simplify the business side of salon ownership while encouraging sustainable long-term growth.

To redeem this offer please contact:



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)
