

What's Happening in the ASPYA World | March Edition

In this Edition

- ASPYA Milestones
 - ASPYA Complimentary Branded Capes
 - ASPYA Collective 2026
 - Mother's Day 2026
 - Current Promotions
 - Autumn/Winter 2026 Collection Launch
 - Social Media/Marketing Images
 - Made Right Here, Buy Australian Campaign
 - Education Calendar available now
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Congratulations!

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

- Hair Techniques, QLD

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

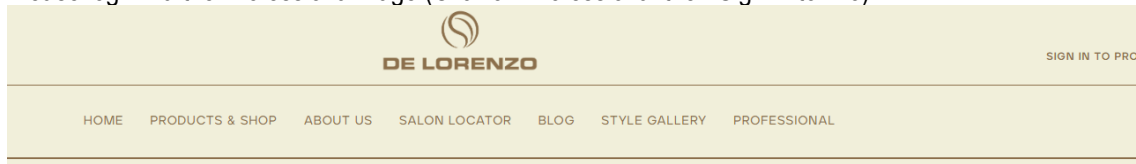
- Blitz Hairdressing, NSW
 - Bombshell Salon, VIC
 - Cally & Co Hair, QLD
 - Coffs Coast Hair Studio, NSW
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ASPYA Complimentary Branded Capes

Redeem by 27 March 2026 on the ARC:

<https://professional.delorenzocom.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 click on Forgot Your Password or email aspya@delorenzocom.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.

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

<https://events.humanitix.com/aspya-collective-2026-sydney>
<https://events.humanitix.com/aspya-collective-2026-townsville>
<https://events.humanitix.com/aspya-collective-2026-brisbane>
<https://events.humanitix.com/aspya-collective-2026-perth>
<https://events.humanitix.com/aspya-collective-2026-canberra>

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

EVENT DATES (9am – 5pm)

- Sydney – 9 March 2026 – Crowne Plaza Macquarie Park
- 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
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- Designed to inspire, educate and empower you and your entire team for 2026

Mother's Day Release

Speak with 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 Satur8 125g, 2 x Restructurant 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

PRESCRIPTIVE SOLUTIONS MOTHER'S DAY CUSTOM GIFTING



Cost: \$479⁷⁶ your choice of 12 duos + Support product bundle
 RRP: \$79⁹⁵ each
 Available to ASPYA & Salons
 Available 2/3/26 - 4/5/26. Ex Sydney



PRESCRIPTIVE SOLUTIONS
SUPPORTING PRODUCTS BUNDLE



Bundle Includes:
 2 x Equilibrium 200g, 3 x Fortify Primer 250mL, 2 x Absorb 100g,
 2 x Infinite Detangler 250mL, 2 x Moist Repair Revive 125mL, 1 x Moist Repair Intense 125mL
 + 12 Luxury RPET Hair Wraps + 12 x Gift Box with Tissue wrap & sticker + 12 x Gift Cards

MOTHER'S DAY
MERCHANDISE

TAILORED LUXURY GIFT PACK
 ALL FOR \$79.95

CREATE A GIFT
 ALL FOR \$69.95

PRESCRIPTIVE SOLUTIONS
STRUT CARD

INSTANT
STRUT CARD



MOTHER'S DAY
MERCHANDISE



MIRROR DECALS

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.

PRODUCT OF THE MONTH
INSTANT RESTRUCTURANT 200ML



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



ESSENTIAL TREATMENTS
DYNAMIC DUO



Cost: \$14⁵⁰
RRP: \$29⁹⁵
Exclusive to ASPYA

Available 8/9/25 – 27/3/26. Ex Sydney



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

TAILORED LUXURY GIFT PACK

Select
A SHAMPOO + CONDITIONER FROM THE PREScriptive SOLUTIONS RANGE FOR ALL HAIR TYPES AND CONDITIONS

Select
A TREATMENT PRODUCT CHOSEN ON THE LUXURY ESSENTIALS RANGE FOR ALL HAIR TYPES

Receive
A FREE HAIR CARE WRAP TO PERFECT YOUR HAIR TOUCH UP TO LOOK FRESHLY BOOKED AND READY TO SHINE

THOUGHTFULLY CREATED. BEAUTIFULLY PERSONAL. THE PERFECT MOMENTS OF GIFT GIVING FOR MEN.

ALL FOR \$79.95

CREATE A GIFT

THAT'S JUST RIGHT FOR HIM BECAUSE HIM DESERVES SOMETHING PERSONAL

Select
A SHAMPOO + CONDITIONER FROM THE INSTANT SERIES RANGE READY TO GO FOR HIM FROM THE INSTANT SERIES

Select
A TREATMENT PRODUCT CHOSEN ON THE INSTANT SERIES RANGE FOR HIM FROM THE INSTANT SERIES

Receive
A FREE HAIR CARE WRAP TO PERFECT HIS HAIR TOUCH UP TO LOOK FRESHLY BOOKED AND READY TO SHINE

THOUGHTFULLY CREATED. BEAUTIFULLY PERSONAL. THE PERFECT MOMENTS OF GIFT GIVING FOR MEN.

ALL FOR \$69.95

Autumn/Winter 2026 Collection

[Click here to watch the Behind The Scenes](#)



Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

International Women's Day – 8 March

Happiness Day – 20 March

Harmony Day – 21 March



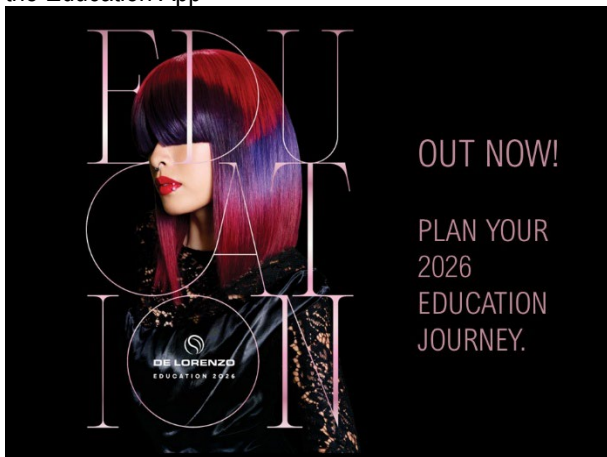
AUSTRALIAN MADE MEANS MADE
RIGHT HERE IN AUSTRALIA.

It means backing businesses with big ideas that employ Australians. It means building a strong economy, supporting local communities and the way we live, right here.



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)