



What's Happening in the ASPYA World | May Edition

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Welcome to the Program

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

- Allure Beauty and Co, WA
 - 3C Hair & Beauty, SA
 - Hair Body Soul Ganmain, NSW
 - Lyneham Hair, NSW
 - Styled by Libby, QLD
-

Congratulations!

We would like to congratulate the following Salon who has reached their 10 Year ASPYA Milestone in May:

- Colour Is My World, VIC

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

- 4 Elements Hair, NSW
 - Stacey's Family Salon, WA
-

ASPYA Conference

Following the launch of the ASPYA Conference 2027 video, we're now gathering Expressions of Interest from our ASPYA salons.

This milestone event will celebrate 25 Years of ASPYA and 40 Years of De Lorenzo, and your response will help us shape an experience that truly delivers for you and your team.

Complete your Expression of Interest here by 31 May 2026:

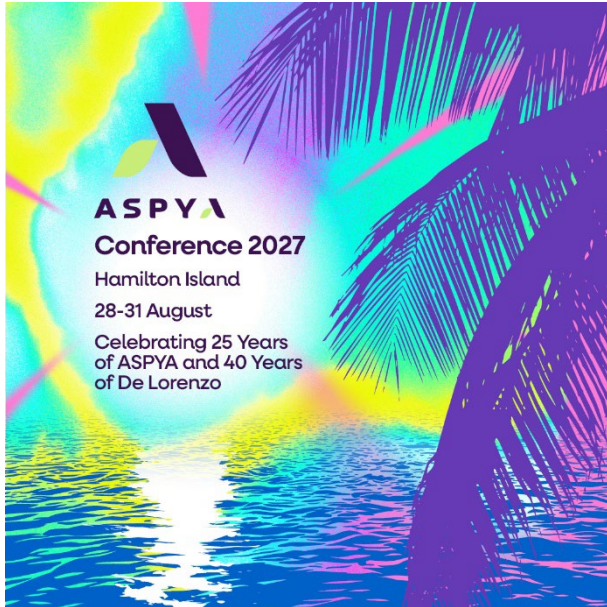
<https://www.surveymonkey.com/r/aspyaconference2027>

It takes less than 1 minute - simply confirm:

- Your interest in attending
 - Proposed number of attendees
-

This is no obligation, but it's important for our planning (**and those on the Expression of Interest Register will receive all the latest information and access to tickets first** 😊)
Please respond by 31 May 2026

We'd love to see you in Hamilton Island for what will be a very special event.



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.

TRICHO
TRICHOSCOPE CAMPAIGN




Cost: \$599⁰⁰ (6 x Scalp Balance & Scalp Control Trio's + 3 x Sensitive Duo's + 2 x each 500mL Scalp Balance & Scalp Control Cleansers & Conditioners + a Trichoscope Camera & Tricho Scalp Specialist Apron)
Value: \$1305⁰⁰
Exclusive to ASPYA and Salons

Available 4/5/26 - 25/9/26




TRICHO
TRICHO TRIO SPECIAL BUY




Cost: \$29⁹⁶ each (Trio Pack + Scalp Massage Brush + Tricho Testing Strip)
RRP: \$67⁵⁰ Value: \$117⁰⁰
Exclusive to ASPYA and Salons

Available 4/5/26 - 25/9/26




TRICHO
TRICHO DUO SPECIAL BUY



Cost: \$27⁴⁶ each (Duo Pack + Scalp Massage Brush + Tricho Testing Strip)
RRP: \$61⁰⁰ Value: \$82⁸⁵
Exclusive to ASPYA and Salons

Available 4/5/26 - 25/9/26



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

Discover the Science behind your Hair Health

See your hair and scalp like never before with the exclusive De Lorenzo advanced Trichoscope Technology.

POWERED BY ADVANCED TRICHOSCOPE TECHNOLOGY
HIGH RESOLUTION. REAL INSIGHT. REAL RESULTS.

Tricho Natural Scalp Therapy uses natural plant extracts providing fast relief for all types of scalp conditions – dry, oily and sensitive.

SEE WHAT THE EYE CAN'T SEE | PERSONALISED HAIR CARE JOURNEY | HEALTHY SCALP STARTS WITH UNDERSTANDING | GUARANTEED RESULTS IN 30 DAYS

ASK YOUR STYLIST ABOUT YOUR HAIR & SCALP ANALYSIS TODAY

TRICHO | PROVEN SCALP IMPROVEMENTS IN 30 DAYS

Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

- World Laughter Day – 3 May
- Mother's Day – 10 May
- National Nurses Day – 12 May
- Australian Made Week – 18-24 May
- Tricho

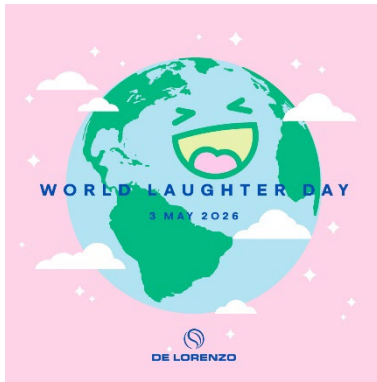
DE LORENZO

TAILORED LUXURY GIFT PACKS

THOUGHTFULLY CURATED. BEAUTIFULLY PERSONAL. THE PERFECT MOTHER'S DAY GIFT MADE JUST FOR MUM.

HAPPY Mother's DAY

DE LORENZO



ASPYA Members: Have you claimed your 15% AHC membership discount?



Use your ASPYA code to access 15% off AHC Salon Select Membership and unlock industry support, insights, and events.

If you're part of the De Lorenzo ASPYA community, you already understand the value of staying connected to what's happening across the professional hair industry.

Through our partnership with the Australian Hairdressing Council (AHC), ASPYA members are eligible for 15% off AHC Salon Select Membership - giving you access to practical business support, industry insights, and a connected national community of salon owners and leaders.

We've noticed that some members are joining without applying their exclusive code, so this is a friendly reminder to make sure you don't miss out on your saving.

To claim your discount, simply enter code ASPYA when joining.

Being part of the AHC means more than membership. It's access to industry advocacy, education and workforce initiatives, practical tools for salon business, and key events like Industry Day and Leadership Summit, where the industry comes together to share ideas and shape what's next.

In a fast-moving industry, having the right support network around you makes a real difference.

Use code ASPYA to receive 15% off AHC Salon Select Membership

Join here: <https://theahc.org.au/membership/>

The AHC are recognising the Unsung Heroes (our Amazing Educators) of Hair & Barbering at Industry Day 2026 - Nominate Now!

For the **first time ever**, the **AHC Celebration of Education Excellence** will recognise the teachers, mentors, and educators whose dedication shapes the future of hairdressing and barbering.

This **inaugural event** will take place immediately after **Industry Day 2026 on Friday 26 June**, closing the day with drinks, food, and a heartfelt celebration of the people who inspire, challenge, and guide the next generation.

Do you feel like your De Lorenzo Educator is committed, passionate and has made a real difference in your career?

Nominate them today and help us shine a light on their invaluable contribution to the industry.

[Click here to nominate your De Lorenzo Educator](#)

Share this with colleagues and friends in the industry - everyone has an educator who deserves recognition at this inaugural celebration!

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)
