

What's Happening in the ASPYA World | November Edition

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YOUR INVITATION TO CONNECT, LEARN & GROW

ASPYA Forward is more than just a program launch

It's your chance to step away from the everyday salon hustle, reconnect with the De Lorenzo community, exchange ideas with fellow salon professionals and walk away with new inspiration, practical knowledge and renewed energy for the year ahead.

And with 2027 marking 25 years of ASPYA and 40 years of De Lorenzo, there's even more reason to come together and celebrate!

What's in Store?

- ASPYA 2027 Program Launch - Discover what's new and the opportunities available to support your salon and business growth
- ASPYA Resource Centre - Get a first look at the ASPYA features and functionality of our new system
- Guest Speaker - Sonia Tomas, The Salon Dr - Gain valuable business insights, practical strategies and fresh perspectives to take back to your salon
- New Season Collection - Be among the first to experience our exciting new collection
- New Product Release - Get an exclusive look at what's coming from De Lorenzo
- Education Update - Explore new learning opportunities to inspire and develop your team

We can't wait to see you there as we celebrate 25 years of partnership and take the next step forward, together.

One day. New ideas. Stronger connections.
The next chapter of ASPYA starts here.

Register Now!
1 February – Adelaide - https://events.humanitix.com/aspya-forward-2027-roadshow-adelaide
2 February – Sydney - https://events.humanitix.com/aspya-forward-2027-roadshow-sydney
8 February – Brisbane - https://events.humanitix.com/aspya-forward-2027-roadshow-brisbane
15 February – Melbourne - https://events.humanitix.com/aspya-forward-2027-roadshow-melbourne
17 February – Townsville - https://events.humanitix.com/aspya-forward-2027-roadshow-townsville
22 February – Perth - https://events.humanitix.com/aspya-forward-2027-roadshow-perth

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Meet Sonia Tomas – The Salon Dr – Our Guest Speaker

From Behind the Chair to Increasing Revenue in Your Existing Business

Hairdresser, salon owner, sales expert and industry coach, Sonia Tomas knows the hairdressing industry inside and out, because she's lived it, sold to it and now coaches it.

With over 37 years of experience, Sonia's journey began in 1988, learning the fundamentals of hairdressing the old-school way (yes, the tough kind!). From mastering consultations and building client relationships to owning and managing her own successful salons, Sonia understands the everyday challenges of running a salon, growing a business and keeping clients coming back.

Her experience extends well beyond the chair. Sonia spent 15 years selling to the hair and beauty industry, building her expertise in business development, sales strategy and coaching. Seeing the industry through both lenses, as a salon owner and as someone selling to salon businesses, opened her eyes to the limiting beliefs, mindset and stories salon professionals tell themselves about retail.

She saw how the fear of being "pushy", assumptions about what clients could afford and discomfort around selling were holding talented hairdressers back from making confident recommendations and growing their income.

Today, as The Salon Dr, Sonia brings those perspectives together to help salon professionals challenge those beliefs, recognise the value of their expertise and make retail a natural part of client care. Her coaching combines hands-on salon experience with proven sales strategies, helping salon professionals work smarter, sell confidently and build stronger, more profitable businesses.

Retail Isn't a Dirty Word – It's Part of the Consultation!

Better conversations. Better client outcomes. More revenue.

We all do consultations, but are we being curious enough? Are we selling products, or helping clients achieve the outcomes they want?

At ASPYA Forward 2027, Sonia Tomas – The Salon Dr, will explore how thoughtful questions, body language and tonality uncover what clients truly need, making aftercare a natural part of every consultation.

Trust is built through our actions and what we deliver. What is your client saying about their hair three weeks after their appointment? Can they manage it confidently at home?

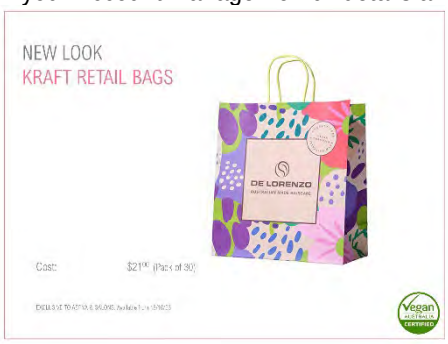
People remember how you make them feel. Every client deserves advice that helps them feel heard, informed and confident enough to make their own decisions.

Discover how selling outcomes, rather than products, creates stronger client relationships and increased revenue that feels natural, never forced.

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.













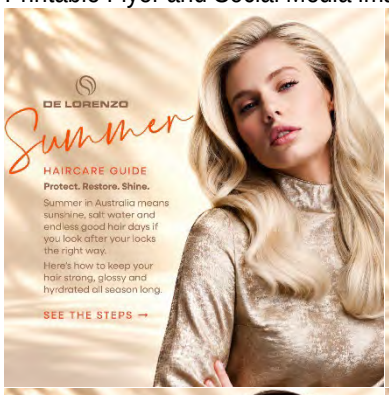
Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)

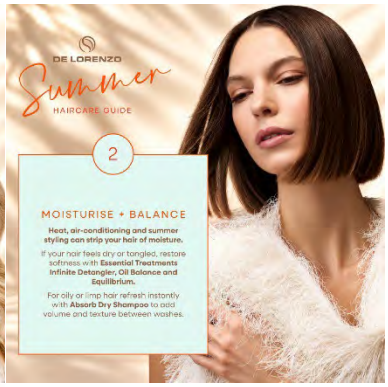


Summer Hair Care Flyer & Social Media Carousel

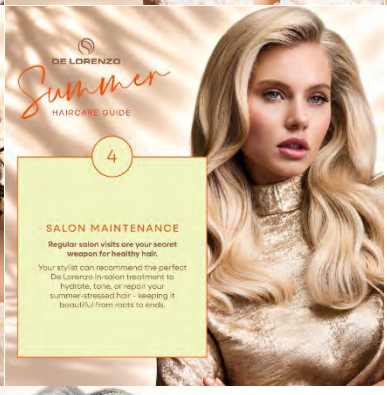
Printable Flyer and Social Media images available on the ARC:

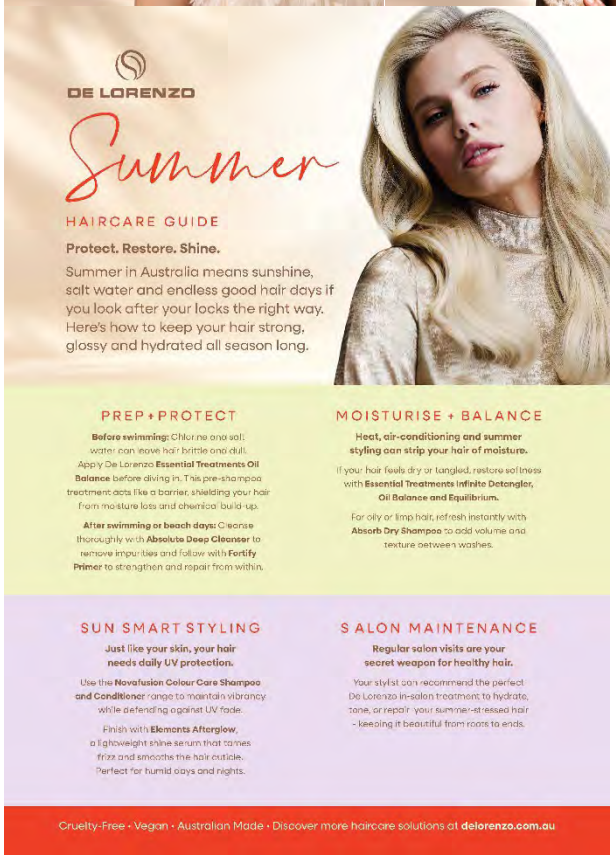












Essential Treatments – the perfect gift or add on service

Essential Treatments are not new to us but they may be new to your costumer. Transfer this into extra money for your Salon!

Use Essential Treatments as add on services to existing services or sell them as Gift Vouchers for those who are stuck for Christmas Ideas.

To help with this, we have created the following tools to assist you (located on the ARC):

- An A4 Essential Treatments Menu (enter your own $ amount and time)
- A social media post for each Treatment option



Christmas Planning Tips

Leaving it until the last few weeks to plan your marketing strategies for Christmas is going to rob you of opportunities to make the most of the Christmas rush.

You need to have your marketing action plan in place well in advance, so that you can organise what needs to be done and so sail smoothly and profitably through a very busy period.

By having nothing planned you will be left scrambling for ideas and ways to implement them at a time when you will be busy doing other things. This means you could miss many profitable opportunities that you would have otherwise implemented.

Prepare a written action plan outlining:

- what specifically you want to achieve from your campaign
- who you want to reach with your marketing message
- what mediums you are going to use
- when your campaign will start and finish
- who will be responsible to run it
- what your budget will be

Have Your Say – ASPYA Loyalty Salon Survey

We value your partnership and your voice.
We would love your honest feedback to ensure the ASPYA Program continues to deliver meaningful benefits and real value to your salon.

ASPYA Awards 2027 – Celebrating Our Salons

The ASPYA Awards Program is back for the 2027 ASPYA Conference on Hamilton Island!

As we celebrate 25 years of ASPYA, we're excited to recognise the incredible achievements, dedication and success of our salon community.

From Loyalty Milestones and Hall of Fame inductees to outstanding Retail and Professional Product Growth, Mystery Shopper Results and Best Social Media Campaign, the ASPYA Awards are all about celebrating the salons that make our community so special.

With prestigious awards, fantastic prizes and special recognition for salons celebrating 25 years of partnership, we can't wait to shine the spotlight on our ASPYA stars!

Will your salon be among our 2027 award winners?

The ASPYA Awards Program Brochure is now available on the ASPYA Conference Website, with all the details on award categories, eligibility and prizes: https://2one2f-2027-de-lorenzo-aspya.eventsairsite.com/awards

Be sure to check it out and get ready to celebrate at Hamilton Island!

ASPYA Conference 2027

The Official Website for the ASPYA Conference: https://2one2f-2027-de-lorenzo-aspya.eventsairsite.com

Bookings are still open – Early Bird extended to 31 December 2026
https://professional.delorenzo.com.au/aspya-conference



Business Partners Spotlight



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)
