



What's Happening in the ASPYA World | October Edition

In this Edition

- ASPYA Milestones
 - Welcome to the Program
 - Christmas with De Lorenzo has launched
 - Current Promotions
 - Social Media/Marketing Images
 - An Article from The AHC: Could your card fees be costing your salon more than they need to?
 - Have Your Say – ASPYA Loyalty Salon Survey
 - ASPYA Coffee & Catch Up Quarterly Sessions hosted by The Fringe Dwellers
 - ASPYA Conference 2027 – official event website now live
 - Business Partner Spotlight
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Congratulations!

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

- JD's Hair Affair, QLD
 - Meliora Hair Lounge, QLD
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Welcome to the Program

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

- Atsalis Hair, SA
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Christmas with De Lorenzo has officially launched!

Our Christmas gifting collection is here and ready to order. Speak with your Account Manager about the Instant Series, Prescriptive Solutions and Travel Packs available this festive season along with the Supporting Merchandise available.

To help you make the most of Christmas in-salon, we have a range of sales support materials ready to go, including strut cards, social media tiles and incentive charts – everything you need to showcase the packs and help drive festive sales.

A De Lorenzo Christmas Gift Guide for your customers is on its way. This handy little booklet features all of our Christmas Packs, Travel Packs and Stocking Fillers, making it easy for your clients to find the perfect gift or a little something for themselves!

Christmas selling starts now!

Joy + Radiance



DE LORENZO

GIFT GUIDE 2024

THE JOY OF GIVING... *beautifully*

This Christmas, give the gift of beautiful, healthy hair with De Lorenzo's specially curated gift sets.

Whether you're looking to restore moisture, strengthen damaged hair, enhance colour vibrancy or create effortless volume, there is a De Lorenzo hair ritual designed to suit every hair type and concern.

Featuring our professional Prescriptive Solutions hair ritual Gift Sets and the refreshed Instant Series Gift Sets, each collection combines targeted formulas with high-performance botanical ingredients to help create salon quality results at home.

Beautifully presented and thoughtfully created, De Lorenzo gift sets are the perfect way to show someone you care this Christmas.



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 CHRISTMAS GIFTING



Normal Instant Series discount applies
 RRP: \$64⁹⁵ Value: \$126⁸⁵
 Available 12/10/26 (not pre-ordered) or 26/10/26 (assembled) – 23/12/26



PRESCRIPTIVE SOLUTIONS CHRISTMAS GIFTING



Normal Prescriptive Solutions/Essential Treatment discount applies
 RRP: \$79⁹⁵ Value: \$126⁸⁵
 Available 6/10/26 – 23/12/26



TRAVEL PACK CHRISTMAS GIFTING



Normal Instant Series discount applies
 RRP: \$39⁹⁵ Value: \$59⁹⁵
 Available 26/10/26 – 23/12/26



DMAN CHRISTMAS GIFTING



Cost: \$29⁹⁵
 RRP: \$59⁹⁵ Value: \$86⁹⁵
 Available 26/10/26 – 23/12/26



CHRISTMAS STOCKING FILLERS



 CMC RRP: \$18.95 Value: \$10.95	 CMC RRP: \$39.95 Value: \$18.95	 CMC RRP: \$16.95 Value: \$8.95	 CMC RRP: \$18.95 Value: \$18.95
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Available to ASPYA & Salons
 While stock lasts



Social Media Posts/Images

Located on the ARC under Marketing (then Marketing Artwork)



Could your card fees be costing your salon more than they need to?

When you're running a salon, there are some business expenses you notice every time they land – rent, wages, stock, utilities.

Then there are others that quietly tick away in the background.

Merchant fees are one of them.

A fraction of a percent might not sound like much, but when you're processing thousands of dollars in card payments week after week, even a small difference in fees can potentially add up to significant savings over a year.

And with the cost of doing business continuing to put pressure on salon owners, it's worth taking a closer look at what you're paying.

Through its partnership with **Commonwealth Bank**, Australian Hairdressing Council members can receive **special discounts on EFTPOS solutions** – and importantly, **this offer is only available through AHC membership**.

That makes the opportunity for De Lorenzo ASPYA salons particularly compelling.

De Lorenzo and the AHC share a deep commitment to supporting sustainable, professional salon businesses. To celebrate this partnership, **ASPYA salons receive an exclusive 15% off AHC membership** when joining – simply use the code **ASPYA** at checkout.

So, you receive a discount on your AHC membership **and** unlock access to the special Commonwealth Bank EFTPOS offer.

It's a pretty powerful double benefit.

Depending on your card turnover and current merchant arrangements, the potential difference in EFTPOS fees alone could make a meaningful contribution towards – or potentially exceed – the cost of your annual AHC membership.

And that's before you use anything else included in your membership.

AHC members also have access to **employment relations support, business resources and education, apprentice support, mental health and wellbeing resources, exclusive commercial benefits and savings**, plus an industry body advocating nationally on behalf of hairdressing businesses.

So rather than looking at membership as another business expense, it's worth asking:

What could AHC membership actually save – or provide – my salon over a year?

For ASPYA salons, you have the added advantage of paying **15% less to join**, while gaining access to a market leading member-only EFTPOS offer that could help reduce an everyday business cost.

Two savings. One membership. And a whole lot more support behind your salon.

De Lorenzo ASPYA salons receive 15% off AHC membership using code ASPYA at checkout. Visit:

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

Or if you'd like to chat to the AHC team about this Comm Bank offer and how it could save you money, get in touch at Tel (02) 4929 6098 or email info@theahc.org.au.

Eligibility criteria, terms and conditions and fees apply to the Commonwealth Bank EFTPOS offer.

YOU'RE INVITED TO

The ASPYA Coffee & Catch Up



There's nothing quite like getting out of the salon for a couple of hours to connect with people who truly understand the industry.

Our ASPYA Quarterly Catch Ups are all about bringing our salon community together to share ideas, catch up with fellow ASPYA Members, have some great conversations and leave feeling inspired.

Join us for coffee, connect with salon owners from your area, hear what's happening within ASPYA and enjoy a relaxed morning with like-minded professionals who are all working towards the same goal - building stronger, more successful salon businesses.

This Quarter's Guest Conversation
Fringe Dwellers | Find Your Style

We'll also be joined by the team from Fringe Dwellers for a short, practical session exploring how salons can build authentic consultation and retail conversations that feel natural, not scripted.

They'll also share simple ways to approach social media with purpose - creating content that attracts the right clients, builds trust and helps turn followers into bookings.

No hard sell. No one-size-fits-all formulas. Just practical ideas you can take back to your salon.

Why Come Along?

Catch up with fellow ASPYA salons in your region.	Share ideas, challenges and wins with people who get it.
Step away from the salon for a morning of inspiration and connection.	Pick up practical business and marketing tips from Fringe Dwellers.

Whether you've been part of ASPYA for years or you're new to the community, we'd love to see you there. We hope you can join us!

[To view all dates and RSVP, click here to access the Event Calendar](#)

ASPYA Conference 2027

The Official Website for the ASPYA Conference has now launched: <https://zone2f-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

Sweet Memories Promotional Gifts Sweet Memories Promotional Gifts is an Australian company specialises in importing and distributing promotional merchandise - including: corporate gifts, corporate clothing, staff uniforms, work wear, point of sale items such as banners and flags and much more... Exclusive ASPYA offer: Receive 10% discount on all products (excluding tech products) Please advise at the time of requesting a quote that you are an ASPYA Member To redeem this offer contact: Lisa or Emma ☎ 02 8577 6400 ✉ sales@sweet-memories.com.au 🌐 sweet-memories.com.au	Glide Hair Tools Glide Hair Tools is a boutique company that designs tools for hairdressers by hairdressers. Our Australian owned family business has a vast range of product ranges including foils, brushes, combs, capes, aprons, scissors and towels, just to name a few. Exclusive ASPYA offer: ASPYA clients receive an ongoing 15% discount on non-promotional items by using the code "ASPYA15" when ordering via our website, or by letting us know you are an ASPYA salon when placing an order by phone or email To redeem this offer contact: Glide Hair Tools Head Office ☎ 02 8730 8847 ✉ admin@glidehairtools.com.au 🌐 glidehairtools.com.au
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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)
