



What's Happening in the ASPYA World | September Edition

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Welcome to the Program

We would like to welcome the following Salon who joined the ASPYA Program in August 2025:

- ByChristina.The Salon, VIC
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Congratulations!

We would like to congratulate the following Salons who have reached an ASPYA Milestone in September:

5 Years

- TLD Tania Doutre, WA
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ASPYA Roadshow featuring Rita Marcon

Conscious Communication - Confident Conversations

Transform the Way You Speak, Listen and Connect - One Conversation at a time.

"Every word you speak sets the tone for the experience."

In salons, communication is everything. This energising 2-hour keynote is designed to help salon owners, stylists, and managers strengthen their communication skills - so they can connect better with clients, reduce tension within teams, and handle difficult conversations with clarity and care. Whether it's what you say, how you say it, or the energy behind it - communication shapes every moment.

Links to book in:

- Townsville – <https://events.humanitix.com/aspya-roadshow-townsville-rita-marcon-conscious-communication>
 - Brisbane – <https://events.humanitix.com/aspya-roadshow-brisbane-rita-marcon-conscious-communication>
 - Melbourne – <https://events.humanitix.com/aspya-roadshow-melbourne-rita-marcon-conscious-communication>
 - Perth – <https://events.humanitix.com/aspya-roadshow-perth-rita-marcon-conscious-communication>
 - Adelaide – <https://events.humanitix.com/aspya-roadshow-adelaide-rita-marcon-conscious-communication>
 - Sydney – <https://events.humanitix.com/aspya-roadshow-sydney-rita-marcon-conscious-communication>
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In the salon world, great communication is the key to everything - from trust with clients to harmony within the team.

This session gives leaders and team members practical, down-to-earth strategies to:

- Express themselves clearly, confidently, and respectfully
- Decode what clients and colleagues really mean
- Avoid assumptions, tension, and unnecessary reactivity
- Feel more grounded, calm, and connected - even on the busiest days

Whether they're answering phones, consulting with clients, or resolving team issues, this session will help your team feel:

- More equipped to say what they mean, without being reactive
- More confident in handling conflict or miscommunication
- More intentional in how they connect and collaborate

Each Attendee will walk away with:


- Practical tools to improve how they speak and listen under pressure
- Strategies to reduce miscommunication and prevent unnecessary drama
- Techniques for setting clear boundaries and expectations



Product of the Month


Speak with your Account Manager for full details and ordering processes.

PRODUCT OF THE MONTH
FORTIFY PRIMER



Cost: \$73⁰⁰ (4 + 2 free)
RRP: \$36⁵⁰ each Value: \$219⁰⁰
Exclusive to ASPYA and Salons
Available 4/8/25 – 26/9/25.

NEW Acrylic Display Stand
\$34.95



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.



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)



Enter the Social Media Awards

Competition Closes Friday 26 September

For entry forms and Terms & Conditions, click the link above or visit the Education App

Choose or create your best work, upload your images, and give yourself a chance to compete for social media prestige, exposure, and awards!

The Nova360° Social Image Awards recognise superior, innovative colour, cutting, and styling work used to enhance and complete a finished look.

This competition allows hairdressers of all experience levels to showcase their skills through their social media images, straight out of the salon.

No need for professional photoshoots!

Why you should enter

FIRST PLACE FROM EACH CATEGORY WILL RECEIVE:

\$1000 visa gift card
Trophy
Certificate with winning image

SECOND PLACE FROM EACH CATEGORY WILL RECEIVE:

Trophy
Certificate with winning image

THIRD PLACE FROM EACH CATEGORY WILL RECEIVE:

Certificate with winning image

This is a **FREE** and open invitation to all Apprentices, Students, Hairdressers & Barbers

What to submit

The image file per the image guidelines

The Entry Form (one per submission)

The Products Used Form
(one per submission)

The Acknowledgment,
Release & Indemnity Form
(one for each model)

ONLY submit HI-RES.JPG files and
reels in MP4 format (this is essential)

Portrait format (not landscape)

Be sure that the order and the file name are
correct, eg. category.fullname.image2.jpg
(note this on your Products Used Form).

Image guidelines

For all sections, please follow these rules:

We will only accept photos in colour.

Some post-production is allowed; however, corrections and AI modifications should be kept to a minimum.

Pictures with visible signatures from a photographer will not be accepted.

We do not accept images or works with offensive content. Decisions regarding content will be made by the judges and are to be considered final.

Final entries will be accepted at
education@delorenzo.com.au until 5:00 PM
on Friday, September 26th, 2025.

Winners will be announced on De Lorenzo's
social media platforms on October 17th, 2025.

The Categories

NOVA360°

Demonstrate beautiful colour work using one or a combination of the Nova360° range. The judges will be looking for colour combinations, placement, and technical application.

BLONDES

Demonstrate pristine blondes using methods such as tinting, toning, foiling, and balayage. The judges will be looking for beautiful tones and precision application.

LONG HAIR UPSTYLE

Demonstrate your most beautiful classic or creative long hair work. Every variation of buns, ponytails, updos, and half-up, half-down looks is acceptable. The judges will be looking for technical ability and the overall composition of the image.

ALL GENDER CUTTING

Demonstrate distinctive and bold cuts with strong complementary styling methods. The judges will be looking for interesting shapes and precision results.

TRANSFORMATION REEL

Delight us with a 10-20 second stunning and visually stimulating transformation reel. Judges will be looking for the most transformative result and the overall composition of the reel.

Business Partner Spotlight

MILLY CLAY COACHING

The #1 OBJECTIVE to create industry leaders by sharing strategies that work, create solid foundations that you can duplicate into any business, show you systems and then scale you to the next level.

- What to expect when you join @milly_clay_coaching...
- Help you get clear on your purpose, values and more.
- Help you to get your foundations set up.
- Set your systems up for success.
- Help you to get consistent new clients.
- Help you to keep those clients.

Exclusive ASPYA offer:

THE INVESTMENT To join, will be \$1500 per month, inc GST.
However, if you join through De Lorenzo (please mention this when we chat),
your investment will be \$999 per month.
(We can set up weekly instalments of \$244 if preferred)

If you are wanting customised and intimate one on one sessions:

- 1x 1 hour mentoring call with Milly Clay \$330
- Buy 3 sessions and get the 2 sessions for free \$990

To redeem this offer contact:

📞 0430 223 949

✉ Millyz.clay@gmail.com

🌐 www.instagram.com/milly_clay_coach/

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)
