



What's Happening in the ASPYA World | September Edition

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Congratulations!

We would like to congratulate the following Salon who has reached their 8 Year ASPYA Milestone in September:

- Cimmaron Durdin, VIC
 - Meraki Hair Studio, QLD
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Instant Series: Fresh new look. Same trusted formulas. Beautiful hair, instantly

De Lorenzo has unveiled the new-look Instant Series, bringing a contemporary new identity to the much-loved haircare collection while keeping the trusted formulas and performance you know and love.

The packaging is new. Some of the names have evolved. But inside, you'll find the same Instant favourites, now with a clearer, easier-to-navigate range designed to help you find exactly what your hair needs.

Because when something works, you don't change it just for the sake of change.

Still your Instant favourite.

Fresh new look.

Same trusted formulas.

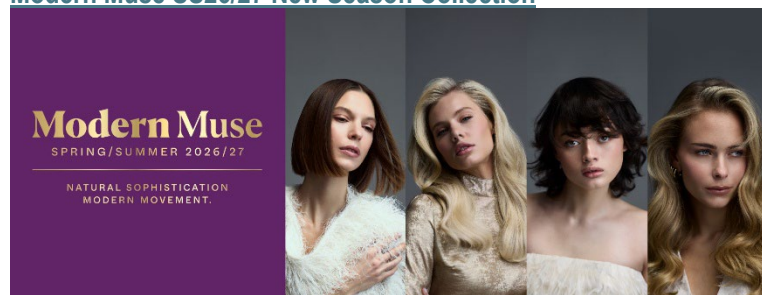
SAME FAVOURITES. FRESH NEW LOOK.

The biggest change you'll notice is on the outside. Instant has been given a fresh, modern new look, with simplified names and four easy to understand haircare solutions that make finding your perfect match easier than ever.

[Click here to read more](#)

Email aspya@delorenzo.com.au if you require the Instant Product image

Modern Muse SS26/27 New Season Collection



Modern Muse celebrates a new expression of natural sophistication, where beautiful hair feels effortless, refined and distinctly individual. Created with the Nova360 collection, each look showcases dimensional colour and considered styling that enhances, rather than overwhelms, the hair's natural beauty. Natural movement and soft texture give each look an effortless quality, while shine and condition remain at the heart of the collection.

[Click here to read more about this New Season Collection](#)

[Click here to access downloadable images for Web Based use](#)

Have Your Say – ASPYA Loyalty Salon Survey

We value your partnership and your voice.

Over the next few days, you will receive a short survey. We would love your honest feedback to ensure the ASPYA Program continues to deliver meaningful benefits and real value to your salon.

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

Bookings are still open – Early Bird extended to 30 September 2026

<https://professional.delorenzo.com.au/aspya-conference>



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.

NOVACOLOR 360⁰
ASPYA REBOOK & WIN HAMPER

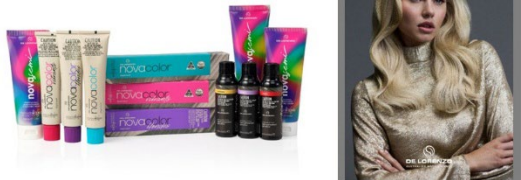


Cost: \$1368⁰⁰
Value: \$3117⁴⁵

Available 31/8/26 – 27/11/26



NOVACOLOR 360⁰
WITH EASI-FRAME



Cost: \$1320⁰⁰
Value: \$2729⁰⁰

Available 31/8/26 – 27/11/26



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



Social Image awards

Download the De Lorenzo Education app to your device:



Ensure you update your profile to include all your details
Name, Salon and contact details.

For full terms and conditions go to:
<https://www.delorenzo.com.au/professional/>
or see link in the Education app.

Business Partners Spotlight

Affordable Eco Solutions

Affordable Eco Solutions offers sustainable alternative supplies for hair salon businesses with a focus on reducing their carbon foot without sacrificing on quality and without costing the earth.

We offer an extensive range that include disposable eco towels, eco gloves, Refill, eco colour remover wipes, disposable eco capes and more.

Exclusive ASPYA offer:
ASYPA Salons receive 15% off all products
Discount code: ASPYA15

To redeem this offer contact:
☎ 0499 042 862
✉ info@affordableecosolutions.com.au
🌐 affordableecosolutions.com.au

Sustainable Salons

Sustainable Salons is a for-purpose organisation that specialises in collecting up to 95% of the salon bin and redirecting all waste for reuse, recycling and repurposing solutions, with over 2.2 million kg of waste now diverted by our 1500 members. We also offer rewards for our members' recycling efforts with useful items and savings for the business, while 100% of the recycling proceeds are donated to charitable organisations OzHarvest and KiwiHarvest to help feed those in need.

Exclusive ASPYA offer:
A sustainability starter marketing kit valued at \$500

Including a targeted local paid advertising campaign to attract sustainability-minded clients, a ready-to-use digital marketing kit, plus three custom-designed assets tailored to your salon. Everything you need to showcase your sustainability impact and grow your client base with confidence.

To redeem this offer contact:
☎ 1300 475 679
✉ hello@sustainablesalons.org
🌐 sustainablesalons.org

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)