



GOLDWELL.

EDUCATION BOOK '18



—
BRAND STATEMENT
—

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.
WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT
SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.
WE THINK LIKE YOU.

WE THINK STYLIST





NOW IS THE TIME - FOR NEW INSPIRATION

"Curiosity is the wick in the candle of learning."

- William Arthur Ward

As creative stylists, our natural curiosity is what propels us forward artistically. We have a deep desire to explore new things - colors, shapes, textures, techniques - the list goes on and on. As artists, we are seekers of inspiration, constantly on the lookout for anything that will spark an idea for us. As entrepreneurs, we know that having the right resources and support will help us to be even more successful.

Our education programs are essential for your inspiration to be successful - artistically, creatively and technically. Join our Goldwell Education Team and Guest Artists for powerfully informative and inspiring sessions and enjoy the atmosphere of being among other highly creative stylists. With every cut, color and style you create - you will see your inspiration come to life.

As your trusted salon partner, we invite you to browse our offerings and then join our education programs.

It's an investment in your craft and in your future that you can't afford to miss.

Let's start exploring, together.

Irene Meikle
Associate Director, Education, UK

Mark Giannandrea
General Manager, UK

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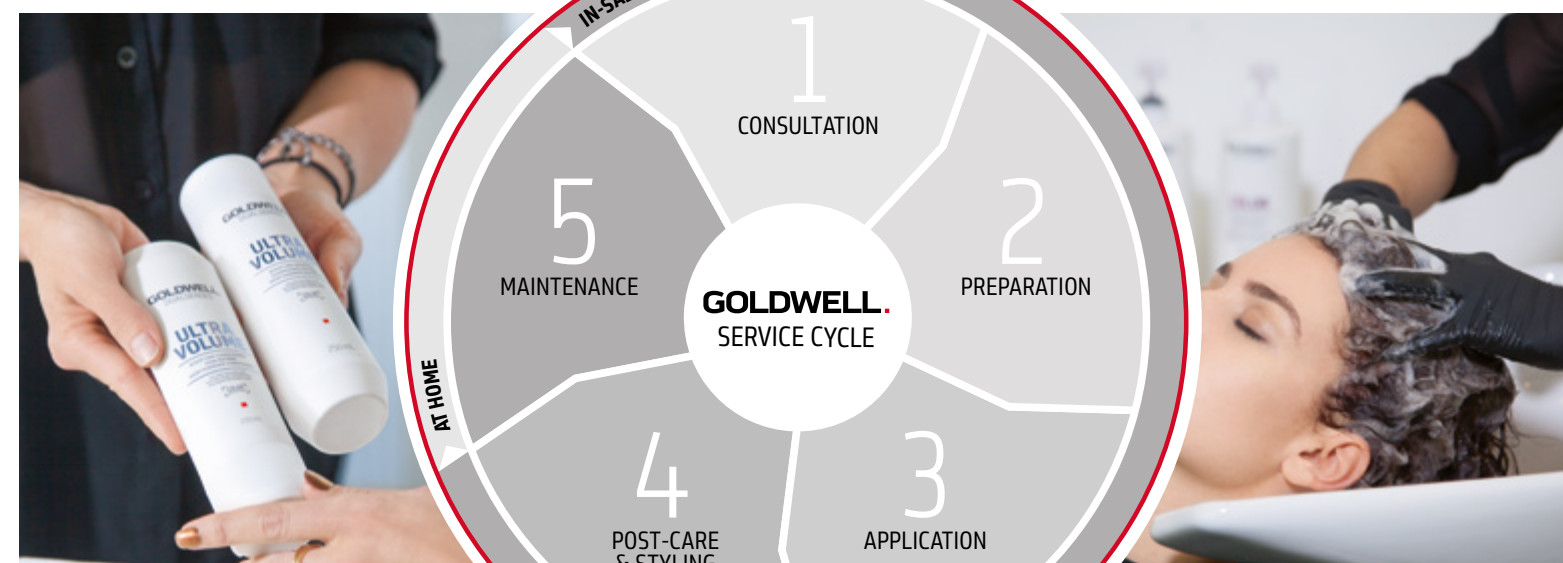
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GOLDWELL SERVICE CYCLE

NOW IS THE TIME –
FOR GREAT SERVICES THAT BOOST
YOUR SALON SUCCESS.

Turn every salon visit into an exceptional experience – with an individual consultation, the latest techniques and high-performing professional products developed to best support your hair expertise.

Discover the Goldwell Service Cycle
www.goldwell.co.uk





GOLDWELL MASTER SERIES

FROM PASSION TO MASTERY

**Whether color, cut & shape or texture -
take your expertise to a new level.**

Be a true master in what you love.
Join the Goldwell Master Series and get all you need to become
the best in what you do. Each program consists of exciting interactive seminars
and takes you step-by-step through the different areas of hair mastery.

MASTER**COLORIST** 

MASTER**STYLIST** 

**Get inspired, get energized and get started.
Join us!**



MASTER COLORIST



MASTERCOLORIST 

Now is the time –
to take your color skills to a new level.



Experience full creativity and
gain high-level color knowledge.

MASTER**COLORIST**

TURN YOUR PASSION FOR COLOR INTO MASTERY

**Take your expertise to a new level -
become a GOLDWELL MASTER COLORIST.**

These exciting and interactive seminars take you on
a journey through the art and services of hair color.

It's not just about color, it's about building on your creativity and
skills in every area - communication, service, technique and artistry.
Each segment focuses on a different scope of hair color mastery:
attain a new level of knowledge and competency.



MASTER COLORIST

CERTIFICATION

COLOR TECHNICIAN

**Service Cycle
and Standards Mastery**

DEMI-PERMANENT COLOR MASTERY
PERMANENT COLOR MASTERY
LIGHTENING MASTERY
ELUMEN MASTERY
FOILING MASTERY (OPTIONAL)



COLOR DESIGNER

**Techniques and Service
Mastery**

ADVANCED GREY
COVERAGE
ADVANCED FASHION
COLORING
ADVANCED GOLDWELL
TECHNIQUES

COLOR SPECIALIST

**Color Transition
Mastery**

COLOR CORRECTION
COLOR FORMULATION

COLOR ARTIST

**Trends and Inspiration
Mastery**

COLOR TREND
COLOR LAB

COLOR TECHNICIAN

GOLDWELL SERVICE CYCLE AND STANDARDS MASTERY.

Being a true color expert means having a deep knowledge of all: the products, the techniques and the tools.

Understand how to integrate the Goldwell color system into a holistic service your client will love. Become a **COLOR TECHNICIAN**.

WHAT'S IN IT FOR YOU?

- » World-class consultation for your client
- » In-depth knowledge of the Goldwell brands
- » Creating a "total look" that is more than just hair color
- » Knowledge in dimensional coloring
- » Inspirational, hands-on sessions that are fun and give you true color mastery!

DEMI-PERMANENT COLOR MASTERY

For stylists of all levels.

Learn all about demi-permanent coloring with Colorance. This seminar is all about versatile hair color solutions that meet real client needs and expectations.

Discover services that your client will love: from shine enhancement to exciting fashion colors and grey blending.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|-------------------------------------|---------------------------------------|--|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: TUE 16 JAN TUE 13 FEB TUE 13 MAR | TUE 3 APR TUE 8 MAY TUE 5 JUN | TUE 3 JUL TUE 31 JUL TUE 28 AUG | TUE 25 SEP TUE 23 OCT TUE 20 NOV |

PERMANENT COLOR MASTERY

For stylists of all levels.

Wow your blonde, brunette, redhead and grey clients with limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the Topchic and Nectaya ranges.

Learn to enhance your clients' natural beauty with the perfect hair color.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|-------------------------------------|--------------------------------------|--|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: WED 17 JAN WED 14 FEB WED 14 MAR | WED 4 APR WED 9 MAY WED 6 JUN | WED 4 JUL WED 1 AUG WED 29 AUG | WED 26 SEP WED 24 OCT WED 21 NOV |

LIGHTENING MASTERY

For stylists of all levels.

Get to know all about blonde: its versatility, its challenges and its beauty.

Make your salon the place to be for blondes. Gain the knowledge and skills you need to create the perfect blonde every single time.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|---|--------------------------|-------------------------|-------------------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: TUE 30 JAN TUE 6 MAR | TUE 17 APR TUE 29 MAY | TUE 10 JUL TUE 4 SEP | TUE 9 OCT TUE 27 NOV |

FOILING MASTERY

For stylists of all levels.

Learn the classic foil highlighting technique. Find out more about how you can adapt placements to achieve different color effects and add dimension to your color.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|-------------------------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: MON 15 JAN MON 12 MAR | MON 2 JUL MON 20 AUG | MON 22 OCT | |

ELUMEN MASTERY

For stylists of all levels.

Discover endless possibilities to amaze your clients with the dazzling shine, incredible durability and evenness of a permanent color without oxidation.

Learn how to expand your salon's portfolio with premium Elumen services that are perfect for even the most discerning clients.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|---|--------------------------|-------------------------|--------------------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: WED 31 JAN WED 7 MAR | WED 18 APR WED 30 MAY | WED 11 JUL WED 5 SEP | WED 10 OCT WED 28 NOV |



COLOR DESIGNER

TECHNIQUES AND SERVICE MASTERY.

Experience a broad range of customized color services and techniques for every client type, age and complexion. Expand your skills and become a great **COLOR DESIGNER**.

WHAT'S IN IT FOR YOU?

- » Expertise in blonde, grey and fashion coloring
- » How to break down advanced techniques into salon color statements
 - » How to develop a stunning hair color design
 - » How to put your fashion statement through the "total look"
 - » Tips on follow-up services
- » Inspirational hands-on sessions to achieve excellence and have fun!

ADVANCED GREY COVERAGE

For colorists with 3 or more year's experience.

Become the grey expert and build your clientele. Discover state-of-the-art grey services to impress even your most discerning grey clients.

Make the grey service your salon's flagship service by gaining excellence in grey coverage.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|-------------------------|--------------------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: TUE 23 JAN TUE 20 MAR | TUE 1 MAY TUE 12 JUN | TUE 24 JUL TUE 11 SEP | TUE 30 OCT |

ADVANCED FASHION COLORING

For colorists with 3 or more year's experience.

Explore the unlimited possibilities of fashion coloring and create true color statements for your clients.

Learn how to beautify your most precious raw material with your most ingenious tools - advanced knowledge and creativity.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|-------------------------|--------------------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: WED 24 JAN WED 21 MAR | WED 2 MAY WED 13 JUN | WED 25 JUL WED 12 SEP | WED 31 OCT |

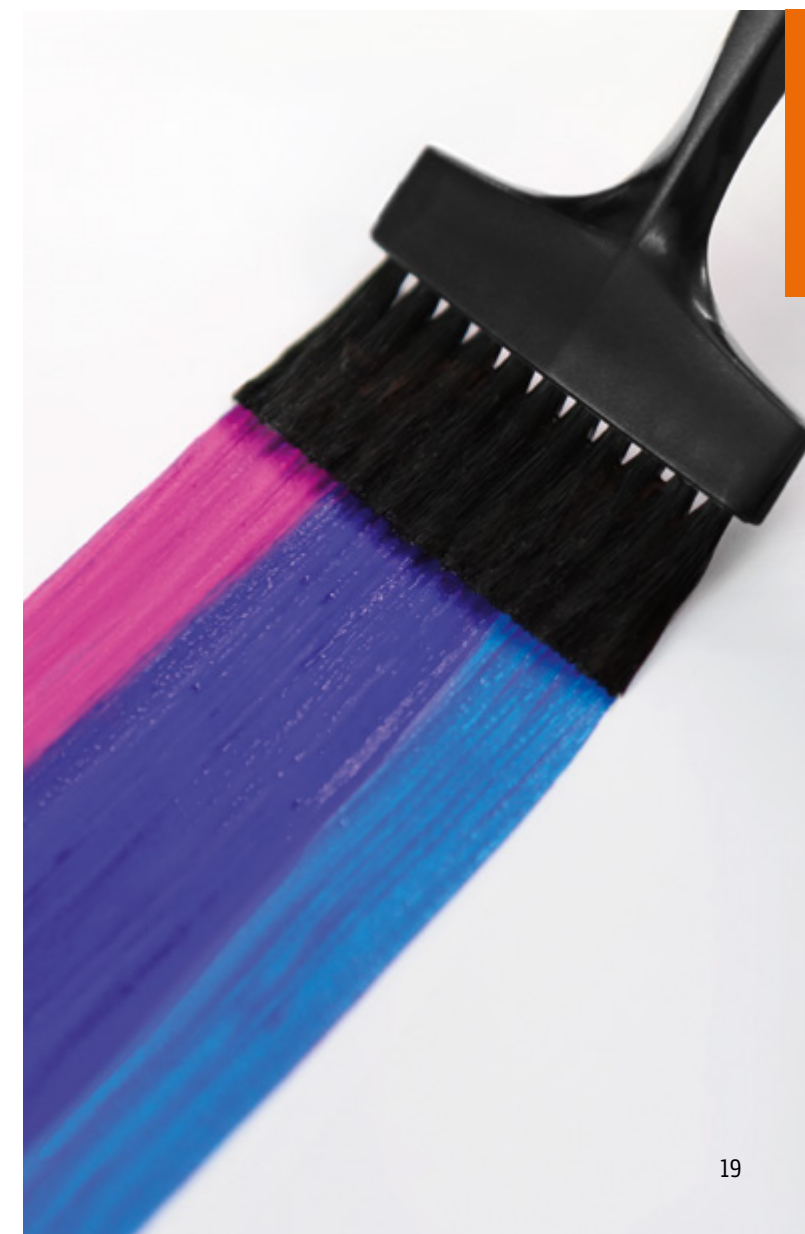
ADVANCED GOLDWELL TECHNIQUES

For colorists with 3 or more year's experience.

Be the first to discover the most timeless and phenomenal Goldwell coloring techniques and services.

Wow your clients with beautiful color results and the versatility of your service menu.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|-------------------------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: MON 12 FEB MON 14 MAY | MON 16 JUL MON 3 SEP | MON 12 NOV | |



COLOR SPECIALIST

COLOR TRANSITION MASTERY.

Achieve a high level of color knowledge and expertise that will empower you to solve any color challenge. Start to experiment with color and become a **COLOR SPECIALIST**.

WHAT'S IN IT FOR YOU?

- » From decolorizing and color remover to pre-pigmenting and everything in between
- » An in-depth understanding of color families
- » Insights into advanced color formulations
- » Variations on the most frequently used correction techniques
- » Trouble-shooting strategy for the most demanding color challenges
- » Inspirational hands-on sessions to achieve excellence and have fun!

COLOR CORRECTION

For colorists with 3 or more year's experience.

Impress your clients with your mastery of color transition.

We'll give you the advanced knowledge and tools to overcome any color challenge with outstanding results.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|--------------------------|-------------------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: MON 19 FEB TUE 27 MAR | TUE 15 MAY TUE 26 JUN | TUE 7 AUG TUE 18 SEP | TUE 6 NOV |

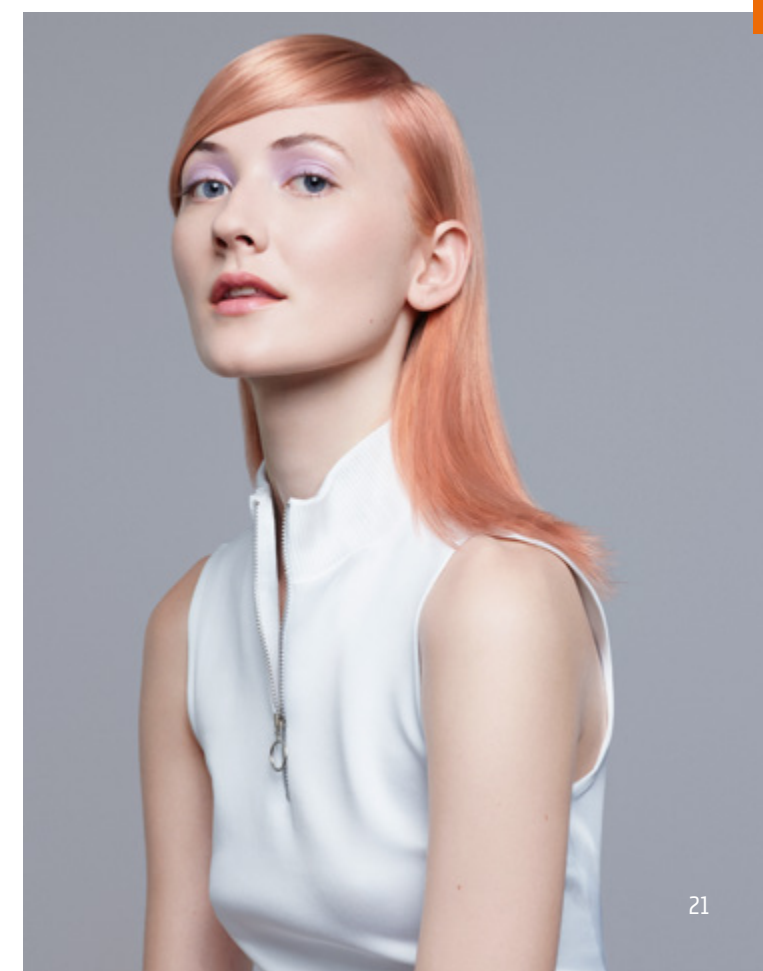
COLOR FORMULATION

For colorists with 3 or more year's experience.

Think in color. Live the color formulations. Transform your vision into breathtaking hair.

Be able to create a genuine statement for your client.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|--------------------------|-------------------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: TUE 20 FEB WED 28 MAR | WED 16 MAY WED 27 JUN | WED 8 AUG WED 19 SEP | WED 7 NOV |



MASTER**COLORIST** 

COLOR ARTIST

TRENDS AND INSPIRATION MASTERY.

This inspirational level takes you to the world of trends and fashion. Get inspired by the Goldwell Global Artistic Masters, expand your horizons and become a **COLOR ARTIST**.

WHAT'S IN IT FOR YOU?

- » Fuse technology with creativity and return to the primal
- » Transfer your vision into salon-friendly color techniques
- » Express your fashion statement in the "total look"
- » Color sense, awareness, confidence in color design and visualization
- » An inspiring and fun interactive workshop!

COLOR TREND

For senior colorists.

Get inspired by the latest fascinating fashion and beauty trends.

Learn how to bring haute couture into your salon and translate it into exciting services for your clients.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|---|--------------------------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: TUE 27 FEB TUE 3 APR | TUE 19 JUN TUE 14 AUG | TUE 16 OCT | |

COLOR LAB

For senior colorists.

Creativity is about capturing moments that make life worth living.

Learn to express your vision in personalized color and formula concepts. Give the color your signature and your soul. Be the master of your color statements.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|---|--------------------------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £175 |
| LONDON: WED 28 FEB WED 4 APR | WED 20 JUN WED 15 AUG | WED 17 OCT | |

MASTER COLORIST CERTIFICATION DAYS

Each level of the Master Colorist accreditation is a key to success and acknowledgement of your ongoing growth and development.

You will be able to show concrete evidence of your achievements and commitment and will be celebrated as a true color expert at each level. Gaining your certification will further help to build your confidence, reputation and credibility with salon clients.

Select a date from the options below for your target level after the due completion date of your seminar training plan.

The one day certification will be performed on two models. On Master Colorist Technician there is an online assessment test.

| FORMAT: | | INVESTMENT: |
|-----------------------------------|------------------|-----------------------------------|
| REGISTER 9.30AM | START 10.00AM | FINISH APPROX. 5.00PM |
| | | £50 |
| LONDON: | | |
| MASTER COLORIST TECHNICIAN | | MASTER COLORIST SPECIALIST |
| WED 7 FEB | | TUE 20 MAR |
| WED 18 APR | | WED 2 MAY |
| WED 13 JUN | | WED 1 AUG |
| WED 26 SEP | | WED 14 NOV |
| WED 21 NOV | | |
| MASTER COLORIST DESIGNER | | MASTER COLORIST ARTIST |
| TUE 6 FEB | | TUE 6 MAR |
| TUE 1 MAY | | TUE 3 JUL |
| TUE 7 AUG | | WED 19 SEP |
| WED 10 OCT | | MON 5 NOV |

LECTURERS AWARENESS

- » Full time college lecturers
- » 1 day seminar including demonstrations

WHAT'S IN IT FOR YOU?
For full time college lecturers to keep up to date and informed about GOLDWELL color products and information.

Set your own agenda on color topics, and learn about any new GOLDWELL color products introduced recently.

In the afternoon these products and their uses are demonstrated on 1-2 models following the GOLDWELL Color Cycle.

An important focus is how to teach these methods and information to others.

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--------------------|---------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £30 |
| LONDON: | | | |
| WED 11 JUL | | | |
| TUE 14 AUG | | | |
| THU 25 OCT | | | |

MASTER COLORIST INTENSE

- » Experienced colorists and salon owners
- » 12 days (6 weeks, 2 days per week)

WHAT'S IN IT FOR YOU?
There are few courses in Europe that can give you this level of expertise and personal tuition. With a limit of just seven people per course, this intensive 12 day course offers the combination of inspired learning and personal development, which will not only help you later with other talents but will bring out your own creativity.

The focus of this course is on how to use the whole portfolio of Goldwell color products to the upmost of your ability.

A holistic mix of product information and hands on sessions with models putting the concepts taught into action.

| FORMAT: | | INVESTMENT: |
|---------------------|------------------|--------------------------|
| REGISTER 9.30AM | START 10.00AM | FINISH APPROX. 5.00PM |
| | | £2,000 |
| LONDON: | | |
| MON 15 & TUE 16 JAN | | MON 17 & TUE 18 SEP |
| TUE 23 & WED 24 JAN | | MON 24 & TUE 25 SEP |
| MON 29 & TUE 30 JAN | | MON 1 & TUE 2 OCT |
| MON 5 & TUE 6 FEB | | MON 8 & TUE 9 OCT |
| MON 12 & TUE 13 FEB | | MON 15 & TUE 16 OCT |
| MON 19 & TUE 20 FEB | | MON 22 & TUE 23 OCT |
| | | |
| MON 14 & TUE 15 MAY | | |
| MON 21 & TUE 22 MAY | | |
| TUE 29 & WED 30 MAY | | |
| MON 4 & TUE 5 JUN | | |
| MON 11 & TUE 12 JUN | | |
| MON 18 & TUE 19 JUN | | |

LECTURERS MASTER COLORIST INTENSE

- » 5 days (1 week)
- » Bespoke five-day course, taking many elements from the Master Colorist Intense and specifically created for college lecturers

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--------------------|---------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £500 |
| LONDON: | | | |
| MON 16 JUL | | WED 18 JUL | |
| TUE 17 JUL | | THU 19 JUL | |
| | | FRI 20 JUL | |



MASTERSTYLIST

TURN YOUR PASSION FOR CUT & SHAPE INTO MASTERY

**Take your expertise to a new level -
become a GOLDWELL MASTER STYLIST.**

A true hairstyle is not just the cut and shape;
it's the seamless integration of both.
The Goldwell Master Stylist Program takes you
step-by-step to the highest level of expertise.

Three inspiring cutting seminars that take you into
the exciting world of shape and design. It's a journey -
improve your skills, achieve technical perfection
and unlimited creativity!

ESSENTIAL SHAPES

Fundamentals
of haircutting

» Stylists of all levels

» **3-day seminar**

CONTEMPORARY SHAPES

Contemporary and salon-
friendly looks

» Stylists with salon
experience

» **2-day seminar**

ADVANCED SHAPES

Advanced Shapes and
multiple techniques

» Stylists with experience
(Essential, Contemporary)

» **2-day seminar**

OR

MASTER STYLIST INTENSE

» Essential Shapes and Contemporary Shapes in one hit!

» **5-day seminar**



ESSENTIAL SHAPES

For stylists of all levels.

Understand the fundamentals of haircutting by
relearning the rules and the reasons behind them.
Learn how to work methodically and get insights
into what colors and techniques are best
designed for each shape to give the best result.

| FORMAT: | | | INVESTMENT: |
|-----------------------------|------------------|-----------------------------|-------------|
| REGISTER 9.30AM | START 10.00AM | FINISH APPROX. 5.00PM | £330 |
| LONDON: | | | |
| MON 26, TUE 27 & WED 28 MAR | | MON 12, TUE 13 & WED 14 NOV | |
| MON 23, TUE 24 & WED 25 JUL | | | |

CONTEMPORARY SHAPES

For stylists with salon experience.

Create contemporary and salon-friendly looks.
Use disconnection and color placement to
enhance and emphasize the created shapes.
Discover styling variations for the shapes to
expand your range of finish options.

| | | | |
|---------------------|---------|---------------------|--------------------|
| FORMAT: | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | £230 |
| 9.30AM | 10.00AM | 5.00PM | |
| LONDON: | | | |
| TUE 8 & WED 9 MAY | | MON 26 & TUE 27 NOV | |
| MON 20 & TUE 21 AUG | | | |

ADVANCED SHAPES

For stylists with salon experience.
(Essential Shapes / Contemporary Shapes)

Create edgy and exciting looks. Use enhanced
disconnection and color placement. Understand
the fundamental rules of advanced
disconnection. Push the boundaries of creativity
with a modern approach to advanced work.

| FORMAT: | | | INVESTMENT: |
|---------------------|------------------|--------------------------|-------------|
| REGISTER 9.30AM | START 10.00AM | FINISH APPROX. 5.00PM | £230 |
| LONDON: | | | |
| MON 26 & TUE 27 FEB | | TUE 30 & WED 31 OCT | |
| MON 25 & TUE 26 JUN | | | |

MASTER STYLIST INTENSE

» Stylists of all levels
» 5 days (1 week)
» Essential Shapes and Contemporary Shapes
in one hit!

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--------------------|-----------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £560 |
| LONDON: | | | |
| MON 23 APR | MON 3 SEP | | |
| TUE 24 APR | TUE 4 SEP | | |
| WED 25 APR | WED 5 SEP | | |
| THU 26 APR | THU 6 SEP | | |
| FRI 27 APR | FRI 7 SEP | | |

TRENDING SALON SERVICES



Now is the time –
to discover advanced color techniques.



Share creative color ideas and
discover the latest trends.

TRENDING SALON SERVICES

Looking to refine your balayage techniques, or find out about the latest color trends hitting social media or simply looking to enhance your blow dry skills – see the essential seminar information below.

BALAYAGE OMBRE FUSION

Looking for new techniques, ideas and inspiration?

Want to perfect the art of Balayage?

Do you strive to create a soft sweeping beautiful sun kissed blonde?

During this one day seminar, Goldwell will show you quick and easy techniques to help you gain confidence and create this look time and time again.

| | | | |
|----------------|------------|----------------|--------------------|
| FORMAT: | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | £175 |
| 9.30AM | 10.00AM | 5.00PM | |
| LONDON: | | | |
| THU 25 JAN | THU 24 MAY | THU 20 SEP | |
| THU 8 MAR | WED 8 AUG | THU 8 NOV | |

BLOW-DRY BRILLIANCE

This seminar focuses on how to achieve the perfect blow-dry for your clients and includes identifying correct product usage dependent on hair type, care and styling tips, as well as demonstrating the importance of clean working.

Watch how to create the popular curly blow-dry and dressing out technique, as well as the classic blow-dry and pin set technique. Enjoy a hands-on session to learn how to refine a smooth, straight blow-dry and perfect the curly blow-dry.

| | | | |
|----------------|------------|----------------|--------------------|
| FORMAT: | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | £85 |
| 9.30AM | 10.00AM | 5.00PM | |
| LONDON: | | | |
| THU 8 FEB | THU 21 JUN | THU 18 OCT | |
| THU 3 MAY | WED 29 AUG | | |

TREND REPORT

An exclusive trend led seminar that explores the latest color phenomenon's sweeping social media.

Tailored to intermediate and advanced levels of hairdressers looking to offer the most talked about color services.

Learn the techniques, color patterns and formulas to recreate the looks that are at the forefront of the fashion hungry client.

| | | | |
|----------------|------------|----------------|--------------------|
| FORMAT: | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | £175 |
| 9.30AM | 10.00AM | 5.00PM | |
| LONDON: | | | |
| WED 7 FEB | MON 13 AUG | | |
| WED 4 JUL | WED 24 OCT | | |

NEW PRECISION RAZOR CUTTING SKILLS WITH BEVERLY C MBE

This session taught by leading stylist Beverly C MBE will open up a whole new world of cutting skills and creativity that you never knew existed by learning the full A-Z of razor cutting.

Learn all about the art of precision and texture razor cutting in this one day seminar and take your new expertise back to the salon to incorporate into your daily cutting routine.

| | | | |
|----------------|---------|----------------|--------------------|
| FORMAT: | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | £200 |
| 9.30AM | 10.00AM | 5.00PM | |
| LONDON: | | | |
| MON 12 MAR | | | |
| TUE 13 NOV | | | |

NEW CLIENT COLOR SURGERY

This session is an open house workshop for all qualified stylists. It will allow you to bring your client as a model into the Academy to work alongside a Goldwell educator to gain the needed color knowledge and expertise to achieve the perfect color results.

WHAT'S IN IT FOR YOU?

An opportunity for you to overcome any color challenges within the salon in a training environment.

| | | | |
|----------------|------------|----------------|--------------------|
| FORMAT: | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | £50 |
| 9.30AM | 10.00AM | 5.00PM | |
| LONDON: | | | |
| MON 26 FEB | MON 11 JUN | | |
| MON 23 APR | MON 17 SEP | | |



—
KERASILK
—

Expand your services with a luxury experience achieving long-lasting hair like silk.

Now is the time –
for luxury experiences and hair like silk.

KERASILK

LUXURY HAIR CARE

From perfectly bodified to brilliantly colored, from perfectly smooth to supple, healthy-looking hair: Discover Goldwell's new luxurious hair care to bring you and your clients' aspirations to life.

Learn how to successfully implement and perform high-end salon services to set yourself and your salon apart from the competition, gain new clients and generate additional turnover.

KERASILK LUXURY HAIRCARE TREATMENT & BLOW-DRY SEMINAR

- » The luxury hair care by Goldwell and four customizable services
- » How to successfully implement the services in your salon
- » Learn all about new Kerasilk products
- » Expert hair analysis to professionally determine the perfect Kerasilk service for your client's hair structure
- » Tips to perfectly demonstrate the premium character of the hair care
- » Insights into how to professionally consult with your clients using consumer-specific language

FORMAT:
REGISTER
9.30AM

START
10.00AM

FINISH APPROX.
5.00PM

INVESTMENT:
£100

LONDON:
THU 14 MAR
THU 6 SEP



KERASILK CONTROL

CUSTOMIZED SOLUTIONS FOR LONG-LASTING TRANSFORMATION INTO BEAUTIFUL HAIR.

SILKY PERFECTION FOR
UNMANAGEABLE AND UNRULY HAIR.

KERASILK KERATIN CONTROL SMOOTHING SERVICE SEMINAR

- » Become an expert in unmanageable hair
- » Perform the Kerasilk Keratin Treatment according to the Service Cycle for a long-lasting transformation your clients will love
- » Learn how to use the Kerasilk Consultation Tool to identify the perfect level of hair relaxation and smoothening for your client
- » Get to know how to adjust the formula according to your client's wish and to prepare the hair for the treatment
- » Learn how to perfectly apply the treatment and get maximum perfection and soft results with the Kerasilk Keratin Treatment
- » Work with the complementary Kerasilk care products to create the desired end result
- » Make your clients love their hair for even longer by recommending Kerasilk home care products

FORMAT:
REGISTER
9.30AM

START
10.00AM

FINISH APPROX.
5.00PM

INVESTMENT:
£100

LONDON:
WED 16 MAY
WED 3 OCT

KERASILK KERATIN DE-FRIZZ SERVICE SEMINAR

- » Become an expert in frizzy hair
- » Kerasilk Keratin De-Frizz Services are a great opportunity to change the texture of the hair without chemical damage
- » Perform the Kerasilk Keratin De-Frizz Service according to the Goldwell Service Cycle for a new kind of transformation your clients will love
- » Learn how to identify the perfect level of hair relaxation and smoothening for your client
- » Learn how to perfectly perform the service and get maximum perfection and soft results with the Kerasilk Keratin De-Frizz Service
- » Give your clients the ultimate Kerasilk experience

FORMAT:
REGISTER
9.30AM

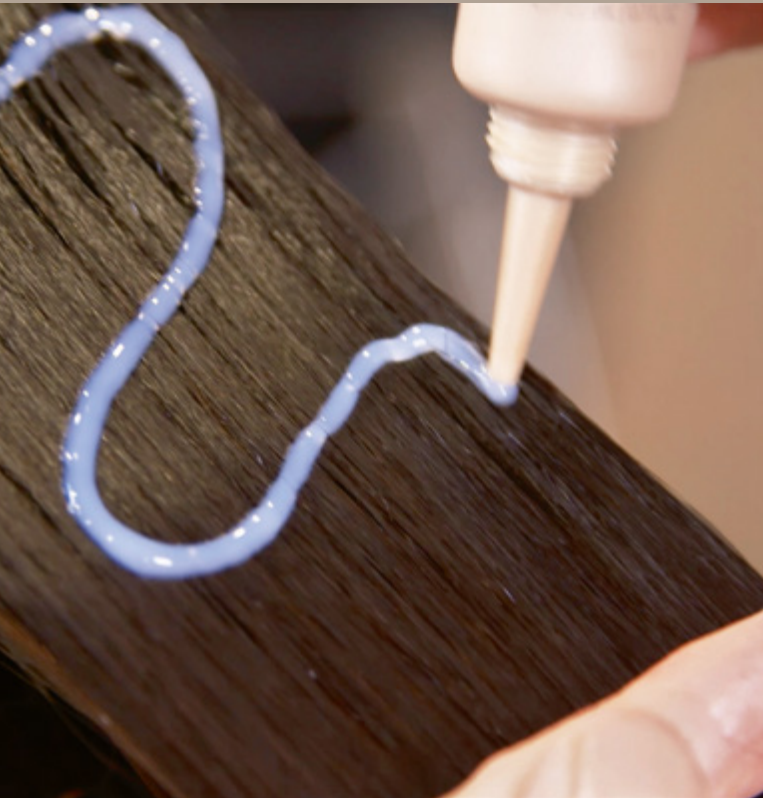
START
10.00AM

FINISH APPROX.
5.00PM

INVESTMENT:
£100

LONDON:
MON 25 JUN
MON 29 OCT

KERASILK
LUXURY HAIR CARE



THE COLOR ZOOM '18 CREATIVE TEAM



Now is the time –
to be inspired by elemental.

COLOR ZOOM '18 COLLECTION



Discover the cutting-edge
trends of the Color Zoom '18
Collection and try out
future-forward techniques.



GOLDWELL'S HAIR FASHION COLLECTION 2018:

elemental

THE NEW NORMAL EMERGES LIKE A NEW DAWN.

Technology surrounds us and propels us forward while simultaneously driving us to re-engage with our elemental selves, creating a new energy.

The visionary and the elemental come together:
Rawsness meets refinement.
Solidity merges with translucency.

Tone-on-tone colors play with contrasting colors.
Modern minimalist shapes bear a rough, primal edge.
Airy handcrafted shapes express future-forward styling.

Fuse technology with creativity and return to the primal.

CREATIVITY IN ITS PUREST FORM.
#GETELEMENTAL





Sargis Arapetian
GLOBAL WINNER
NEW TALENT CATEGORY 2016,
RUSSIA

Larissa Bresnehan
GLOBAL WINNER
CREATIVE CATEGORY 2016,
AUSTRALIA

Daniel Rubin
GLOBAL WINNER
PARTNER CATEGORY 2016,
USA



ARE YOU READY FOR THE EXPERIENCE OF A LIFETIME?

Your creativity is what we want to see.

Take the ELEMENTAL Collection and make it your own.

It's time to let yourself be caught up by the ELEMENTAL spirit
and express your ideas.

Surprise not only us but also the global hair industry. Take the challenge and
represent your country at your national Color Zoom Competition.

Give your career a boost,
and step into the Color Zoom spotlight.

**WHAT CAN YOU LOSE?
NOTHING.
WHAT CAN YOU WIN?
EVERYTHING.**

#TAKETHECHALLENGE

Learn more at:
www.goldwell.co.uk/color-zoom

COLOR ZOOM PHOTOSHOOT WITH 'PREP' DAY

Art direction and coaching will be led by
Beverly C MBE on both days.

The Photoshoot day includes a makeup artist
and clothes stylist plus one hour with an
acclaimed photographer.

WHAT'S IN IT FOR YOU?

- » A professionally taken Color Zoom entry picture
- » All retouching included to achieve the perfect
finished image
- » Mentoring on how to get the best results

FORMAT:
TIMING ADVISED ON BOOKING

INVESTMENT:
£875

LONDON:
PREP DAY
THU 22 MAR
FRI 23 MAR
PHOTOSHOOT DAY
MON 9 APR
TUE 10 APR



UK GOLD
WINNERS 2017

Nicholas Holmes
HOBSON & HOLMES

Caroline Brand
ORACLE HAIR & BEAUTY

Lydia Wolfe
TONY WOOD HAIRDRESSING



NATIONAL EDUCATION EVENTS

GOLDWELL TOUR

Hungry for inspiration? In 2018 Goldwell will be celebrating everything to do with color!

Don't miss the opportunity to hear from our Goldwell Guest Artists who are coming to a city near you. Here they will share their vision on color to enable you to grow and ignite your color business with our latest innovative color products and services in a stimulating education-led setting.

SHOWCASE EVENTS

Supercharge your creativity and ideas with an evening up close and personal with industry leaders, in an informal and relaxed atmosphere.

Hear directly from our Goldwell Guest Artists about their experiences and learnings from photoshoots, catwalk shows and what inspires and motivates them in their own day-to-day work and salon business.

HUB NETWORK

MARKETING. BUSINESS. EDUCATION.

Exclusively for HUB salon owners. Take the next step with the HUB NETWORK. Two days of inspirational presentations, expert speakers, business insight, networking opportunities and dinner and cocktails, all at a luxury 5* overseas destination!

HUB NETWORK 2018's location is the sophisticated city of Dubrovnik, 12-14 May 2018.

COLORZOOM UK FINAL

Our annual Color Zoom event is a celebration of the talent within Goldwell. Along with entertainment, cocktails and canapés, our Goldwell Guest Artists present stunning hair shows in an incredible venue.

Join Goldwell as we announce and introduce our UK finalists and winners that will go on to represent the UK at Global Zoom in the international finals. Followed by the hottest afterparty in the hair industry calendar!



The HUB is KMS and Goldwell's exclusive networking business club. One of the core beliefs in the HUB, is that we are super passionate about adding value to your salon business, building your brand and supporting you to achieve your business ambitions.

For more information about Goldwell events and how to be a member of the HUB please email thehub@kao.com or speak to your sales consultant.

REGIONAL SEMINARS



Now is the time –
for inspiration that comes directly to your salon.



Academy color experiences
coming to you!

REGIONAL SEMINARS

ACADEMY COLOR EXPERIENCE COMING TO YOU

- » This exciting and interactive series of seminars takes you on a journey through the art and service of hair color
- » It's not just about color, it's about building on your creativity and developing your skills in every area – communication, service, technique and artistry
- » Each of the Master Colorist segments is designed to focus on a different area of hair color mastery and to enable you to attain a new level of knowledge and competency

We encourage you to join this program if you want to:

- » Grow your business and increase your client loyalty
- » Develop and refine your technical skills
- » Supercharge your creativity

MASTER COLORIST TECHNICAN
FORMAT:
REGISTER 9.30AM
START 10.00AM
FINISH APPROX. 1.00PM
INVESTMENT: £75

| | MANCHESTER | CARDIFF | SALTASH | YEOVIL | BIRMINGHAM | EDINBURGH | BEDFORD |
|--|--|--|--|--------------------------------------|--|--------------------------|--|
| DEMI PERMANENT & PERMANENT COLOR MASTERY | TUE 6 FEB TUE 29 MAY MON 17 SEP | MON 12 FEB TUE 15 MAY TUE 18 SEP | TUE 13 FEB MON 14 MAY TUE 11 SEP | MON 5 FEB TUE 8 MAY MON 3 SEP | MON 19 FEB MON 14 MAY MON 17 SEP | TUE 20 MAR MON 3 SEP | MON 12 FEB MON 14 MAY MON 24 SEP |
| LIGHTENING MASTERY | MON 19 MAR TUE 19 JUN TUE 23 OCT | TUE 13 MAR MON 11 JUN TUE 16 OCT | MON 12 MAR TUE 12 JUN MON 15 OCT | TUE 6 MAR MON 4 JUN TUE 16 OCT | MON 12 MAR MON 2 JULY MON 15 OCT | MON 25 JUN MON 22 OCT | MON 12 MAR MON 4 JUN MON 15 OCT |
| ELUMEN MASTERY | TUE 24 APR MON 23 JUL MON 19 NOV | MON 30 APR TUE 3 JUL MON 12 NOV | TUE 10 APR MON 9 JUL TUE 13 NOV | MON 16 APR TUE 3 JUL MON 6 NOV | MON 26 MAR MON 9 JUL MON 19 NOV | TUE 24 JUL TUE 20 NOV | MON 16 APR MON 23 JUL MON 19 NOV |



IN-SALON SEMINARS



Now is the time –
for inspiration that comes directly to your salon.



Offer your team a tailor-made in-salon seminar and boost team spirit.

FOUNDATION MASTERY

Behind every amazing color you find professional knowledge, excellent technical expertise and high-performance professional products. Foundation Mastery is the perfect launching pad for expertise in color, care and styling. It enables you to work with the entire Goldwell portfolio and to create stunning results for your clients time after time.



FOUNDATION COLORANCE

Learn all about perfect demi-permanent coloring with Colorance. Gain the confidence to use it effectively. Find out more about how to promote different service options to your clients.

WHAT'S IN IT FOR YOU?

- » Essentials in hair analysis for easy consultations
- » Simple salon services for excellent color results
- » Tips on how to get the best results for a client's hair structure
- » Formulation for reliable grey blending, durability and evenness

MODELS: 2 models suitable for demi-permanent coloring (no corrective color)

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

FOUNDATION TOPCHIC/NECTAYA

Discover the endless possibilities of permanent coloring with Topchic and Nectaya. Learn about new exciting services that will allow you to amaze your clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

WHAT'S IN IT FOR YOU?

- » All you've ever wanted to know about permanent coloring
- » Formulation for reliable grey coverage, durability and evenness
- » Desirable salon services for every color family
- » How to talk to clients about Nectaya, a hair color without ammonia-odor

MODELS: 2 models suitable for permanent coloring (no corrective color)

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

FOUNDATION LIGHTENING

Blonde clients are an extremely important part of any salon's business. Gain insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning.

WHAT'S IN IT FOR YOU?

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services
- » Knowledge and skills related to highlifting (Topchic HiBlondes Control range), decolorizing (SilkLift and Oxycur Platin) and blonde refinement (Colorance and Elumen)

MODELS: 2 models suitable for highlifting or single-application bleaching (no corrective color)

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

FOUNDATION ELUMEN

Learn how to achieve brilliant color results with exceptional shine and durability with Elumen color. Become an expert in customized communication and application tools as well as promoting new services to your client.

WHAT'S IN IT FOR YOU?

- » Learn why Elumen is so special
- » Identify the right clients for Elumen color
- » Application and commercial techniques with Elumen
- » Confidence in the use of Elumen

MODELS: 2 models suitable for fashion coloring (no corrective color, no grey)

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

FORMULATION MASTERY

Enter the world of formulation. Discover more about the universal color law and color schemes. Learn to understand the relationship between colors and think in color formulations.

ULTIMATE GREY

No more grey coverage disasters! Learn how you can always achieve reliable grey coverage for your clients with the right formulations.

WHAT'S IN IT FOR YOU?

- » Answers to why it is hard to cover grey
- » Formulations for reliable grey coverage
- » Tips on how to best cover grey

MODELS: 2 models suitable for grey coverage, for fashion or problem solving in grey

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

ULTIMATE BLONDES

Blonde is full of different facets and dimensions – from natural to bright, from warm to cool. Discover the formulations behind each of them and learn to understand blonde like you never have before.

WHAT'S IN IT FOR YOU?

- » How to achieve a beautiful blonde
- » Insights into blonde formulations
- » Tips for amazing blonde results

MODELS: 2 models suitable for creative blonde services

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

ULTIMATE REDS

Red is gorgeous, red is hot. Ranging from soft auburn to spicy tangerine, it offers a wide spectrum of exotic hues for every client's needs. Dive into the exciting world of the red color family and discover insights into stunning red hair.

WHAT'S IN IT FOR YOU?

- » How to keep red vibrant
- » Insights into creative red formulations
- » Dos and don'ts for redheads

MODELS: 2 models suitable for red fashion/ dimensional color work

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500



IN-SALON SEMINARS

ULTIMATE COLOR FIX

Creating the perfect color palette is essential to the success of any professional color service. This seminar gives you the knowledge, skills and confidence you need to correct too dark, too light, too red or faded hair and achieve excellent results.

WHAT'S IN IT FOR YOU?

- » Professional salon solutions for turning color challenges into thrilling results
- » Coloring darker, filling, tinting back and overcoming color fading
- » Removing artificial color

MODELS: 2 models suitable for color correction service

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

ULTIMATE BRUNETTES

More and more clients are choosing brunette over blonde. No wonder, because brown hair is flattering and sexy. Learn more about how to bring out the best in brown for your clients through creative formulations.

WHAT'S IN IT FOR YOU?

- » How to choose the right brown color for your client
- » Exciting formulations for a rich brown without brassiness
- » Dos and don'ts for brunettes

MODELS: 2 models suitable for brunette fashion/ dimensional color work

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT: £500

GUEST ARTIST - CREATIVE SESSIONS

GUEST ARTIST

Now is the time –
to meet inspiring artists and unleash your creativity.



Share highly creative ideas
with artists in the international
Goldwell network and enjoy
the interaction.

MARK LEESON
COUTURE COLORING AND CUTTING

BEVERLY C MBE
CREATIVE AND INSPIRATIONAL CUT AND COLOR

With a career that spans over 30 years, multi award winning hairdresser Mark Leeson is widely regarded as one of the biggest names in the hairdressing industry. In 2014, Mark was crowned British Hairdresser of the Year, a title which has secured him a place as one of the world's best artists. His enviable list of awards also includes Eastern Hairdresser of the Year at the BHA's which Mark's team have won three times and the team continue to feature as top nominees across all of the most prestigious events in the hair industry. As a global educator and platform artist, Mark's dedication to education is paramount and he works diligently at sharing his knowledge, ideas and skills to ensure that British hairdressing upholds the reputation it deserves.

WHAT'S IN IT FOR YOU?

- » Learn more about Mark's first class coloring and cutting techniques utilising mannequins
- » How to personalise and make these techniques your own
- » See how to transform your clientele and push creative boundaries

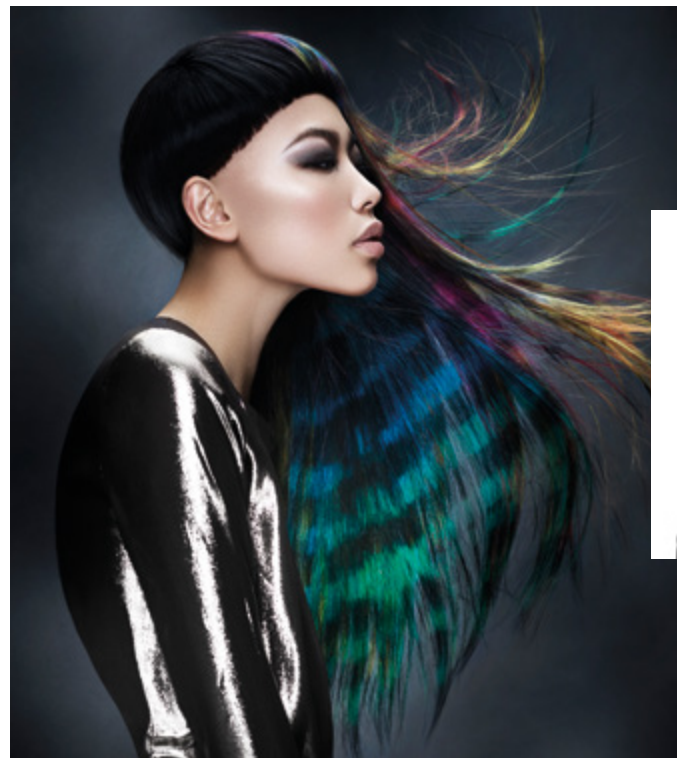
| | | | |
|---|-------------------------|---------------------------------|----------------------------|
| FORMAT: REGISTER 9.30AM | START 10.00AM | FINISH APPROX. 5.00PM | INVESTMENT: £275 |
| LONDON: MON 5 MAR MON 10 SEP | | | |

Beverly C MBE is one of the UK's most prolific female hairdressers and has been awarded the title of British Hairdresser of the Year twice during her career. Beverly was the first ever female to win this award and was also the first woman in hairdressing to receive the honour of an MBE at Buckingham Palace. Beverly has been a regular face on primetime television and is a regular columnist and hair expert for beauty press here in the UK, with her images featuring in hundreds of titles worldwide.

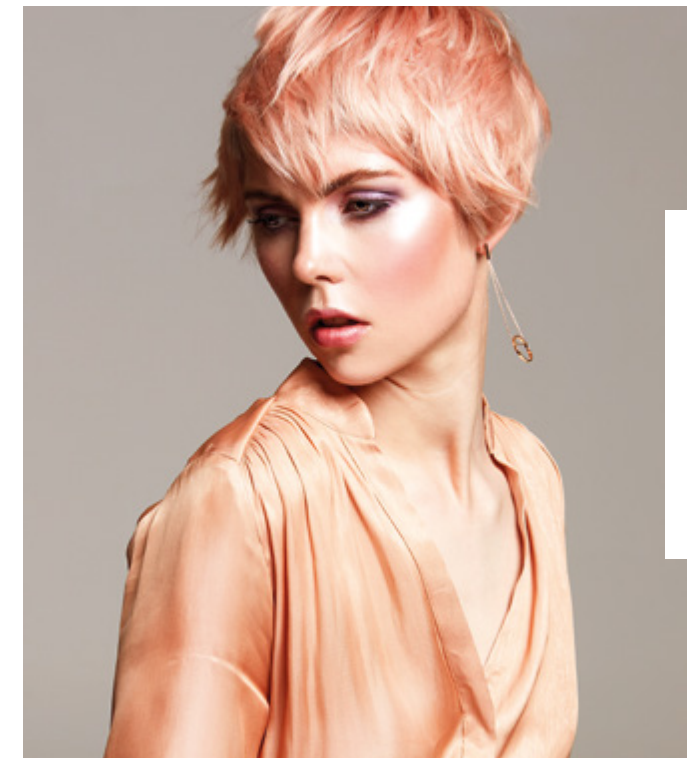
WHAT'S IN IT FOR YOU?

- » Focus on precision cutting, razor cutting skills and creative color trends utilising mannequins
- » Expand and take your technical skills to an advanced level
- » Challenge and develop your creativity

| | | | |
|--|-------------------------|---------------------------------|----------------------------|
| FORMAT: REGISTER 9.30AM | START 10.00AM | FINISH APPROX. 5.00PM | INVESTMENT: £275 |
| LONDON: MON 19 MAR MON 4 JUNE MON 29 OCT | | | |



Mark Leeson



Beverly C MBE

SHANE BENNETT
SALON INSPIRATION

Shane Bennett is three times winner of Northern Ireland Hairdresser of the Year and the youngest UK stylist to ever enter and become a member of the renowned British Hairdressing Hall of Fame. Located in the urban city centre location of Lisburn Square, his salon really reflects the creative style of his team who were crowned both Artistic Team of the Year and Northern Ireland Hairdresser of the Year in the 2015 British Hairdressing Awards. Shane is a regular face on Irish television and his seminar work has been a huge success on a national and global scale.

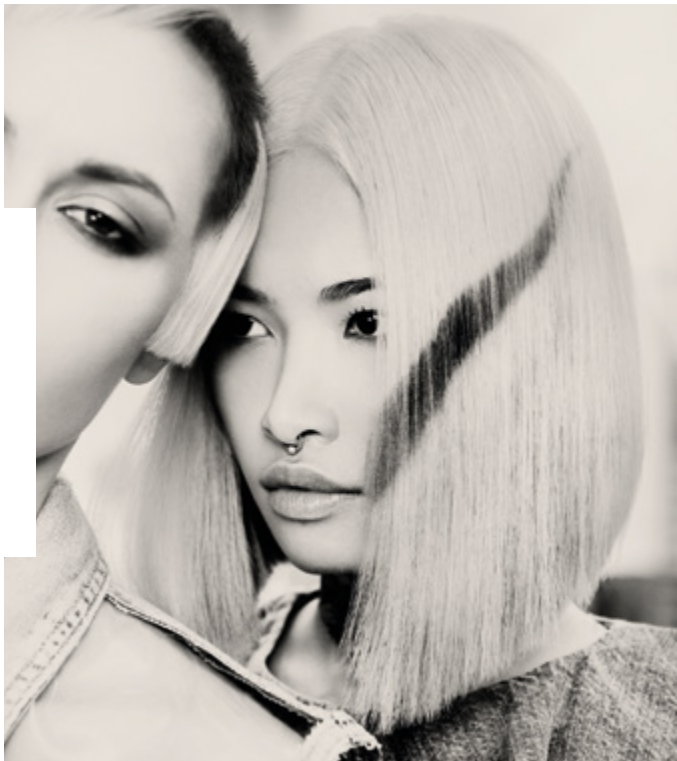
WHAT'S IN IT FOR YOU?

- » Led by Shane Bennett and Dorothy Sturgeon
- » Gain an insight into their creative cutting and color vision
- » Encompasses a range of techniques and styling tips that have a strong consumer feel and are perfect for the salon client

| | | | | |
|----------------|---------|----------------|--|--------------------|
| FORMAT: | | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | | £200 |
| 9.30AM | 10.00AM | 5.00PM | | |
| LONDON: | | | | |
| MON 26 FEB | | | | |
| MON 24 SEP | | | | |



Shane Bennett



TERRI KAY
EXPRESS COLOR AND CUT

Terri Kay has been in the hairdressing industry for 35 years and is the manager for Mark Leeson, Mansfield. With numerous awards to her name, including three times winner of Eastern Hairdresser of the Year resulting in her becoming part of the British Hairdressing Hall of Fame. Terri is an educator who truly understands how to create a winning collection and works tirelessly at producing beautiful and striking styles that are recognised for their originality and creative excellence. Sharing her knowledge and skills have played a key part of her career and her many awards prove that she deserves her place as one of the elite in British hairdressing.

WHAT'S IN IT FOR YOU?

- » Quick and easy cut and color techniques based around Terri's own salon experience
- » Enhance salon menus by being able to offer new services

| | | | | |
|----------------|---------|----------------|--|--------------------|
| FORMAT: | | | | INVESTMENT: |
| REGISTER | START | FINISH APPROX. | | £200 |
| 9.30AM | 10.00AM | 5.00PM | | |
| LONDON: | | | | |
| MON 5 FEB | | | | |
| MON 1 OCT | | | | |



Terri Kay

—
NEIL BARTON
ON THE EDGE COLORING AND CUTTING
—

Neil Barton is five times Scottish Hairdresser of the Year finalist, as well being a finalist for both Creative Head Most Wanted and AIPP international. Neil was crowned Global Color Zoom winner in 2010 and his award winning salon in the centre of Edinburgh is now seen as the number one color destination in the Scottish capital. Neil's determination, skills and passion have earned him a reputation as an international color expert and his stunning photographic collections have been featured in top publications all over the world.

WHAT'S IN IT FOR YOU?

- » Quick cutting and coloring techniques for the busy salon stylist
- » Learn how to master modern methods such as disconnection, layering and graduation
- » Create sought after contemporary looks that clients will love

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|---------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £200 |
| LONDON: MON 26 MAR MON 19 NOV | | | |



—
Neil Barton
—

—
LISA WHITEMAN
LONDON TRENDS: CUTTING AND COLORING TECHNIQUES
—

As an international artist and owner of stylish salon Whiteman of Ham Yard Soho in London, Lisa is a passionate, award winning hairdresser and educator. With over 25 years' experience gained in London, New York, Sydney and Hong Kong, Lisa thrives on sharing her vast knowledge and helping her fellow professionals. Her high standards and reliability have led to a reputation for the utmost level of professionalism, which has been rewarded with nominations for numerous top industry awards and becoming an international artistic team member for Goldwell, as well as Global Partner Category Winner of Color Zoom 2011.

WHAT'S IN IT FOR YOU?

- » Tailored to all levels of hairdressers looking to boost average client spend
- » Based on the most current London hair trends
- » Interactive sessions, learning new and inspiring color formulas
- » Bespoke foil placement ideas
- » Advanced cutting techniques

| FORMAT: | START | FINISH APPROX. | INVESTMENT: |
|--|---------|----------------|-------------|
| REGISTER 9.30AM | 10.00AM | 5.00PM | £200 |
| LONDON: MON 16 APR MON 15 OCT | | | |



—
Lisa Whiteman
—

ABBY & KARLY WHITTAKER
HAIR UP STYLING

An exceptional hair up course, delivered by award winning stylists and company directors, the “Whittaker Sisters”. With their wealth of knowledge and expertise in the hairdressing industry, specialising in Hair Up, they have cleverly designed, developed & created a Hair Up course that will deliver everything you need to know to enable you to secure success with your hair up styles. You are guaranteed to enjoy, explore and evolve your hair up skills. You will leave with the ability to be a great hair up specialist.

BEGINNERS HAIR UP STYLING

WHAT’S IN IT FOR YOU?

- » Learn the essential skills required for hair up styling
- » Gain confidence to comfortably recreate the most popular hair up looks in your own salon
- » Build your hair up portfolio to gain new clientele
- » Quick hair up styling
- » Discover how to secure, hold & manipulate hair up shapes & styles

FORMAT:
REGISTER 9.30AM START 10.00AM FINISH APPROX. 4.00PM **INVESTMENT:** £185

LONDON:
MON 29 JAN

HAIR UP STYLING MASTERCLASS

WHAT’S IN IT FOR YOU?

- » Gain knowledge and expertise from hair up specialists
- » Learn how to master hair up techniques
- » Discover how to create and evolve classic, modern and trending hair up styles
- » Build your confidence when it comes to creating the perfect hair up look
- » Problem solving, how to overcome problems & restrictions for hair up
- » Faster & more effective hair ups
- » Combination, infuse different elements of hair up

FORMAT:
REGISTER 9.30AM START 10.00AM FINISH APPROX. 4.00PM **INVESTMENT:** £185

LONDON:
MON 30 APR MON 11 JUN MON 17 SEP



Abby & Karly
Whittaker



ERIK LANDER
BARBERING

With 30 years of experience in the industry, Erik Lander is one of the UK’s most highly regarded barbering educators having delivered first class seminars around the globe. Erik’s knowledge and inspiration is second to none, with a passion for providing in-depth education to the highest level. His ‘it’s all in the detail’ philosophy focuses on breaking each and every aspect down to an easy to understand level.

CLASSIC BARBERING

WHAT’S IN IT FOR YOU?

- » Develop your skills in all aspects of barbering
- » Learn how to achieve impeccable fade, blend lines and get the perfect finish
- » Increase your confidence when it comes to working with male clients

FORMAT:
REGISTER 9.30AM START 10.00AM FINISH APPROX. 5.00PM **INVESTMENT:** £185

LONDON:
CLASSIC BARBERING
MON 17 JAN MON 23 JUL MON 5 NOV
TUE 13 MAR TUE 21 AUG

BARBERING MASTERCLASS

WHAT’S IN IT FOR YOU?

- » Take your barbering skills to the next level with this brand new course
- » Covers every aspect of barbering for your male clients – right from the basics to the more advanced skills
- » Day 1: Foundation barbering
- » Day 2: Creative male grooming
- » Day 3: Creative men’s long hair on male mannequin

FORMAT:
REGISTER 9.30AM START 10.00AM FINISH APPROX. 5.00PM **INVESTMENT:** £330

LONDON:
MON 23, TUE 24 & WED 25 APR
MON 1, TUE 2 & WED 3 OCT



Erik Lander

MARK LEESON ART SQUAD INSPIRED BY GOLDWELL

This exclusive programme aims to find the next rising star of British hairdressing. Designed by multi-award winning hairdresser Mark Leeson, it was developed to discover talented stylists from across the UK and introduce them to the insights of an industry leader and allow them to evolve their artistic skills, push their creative limits and grow their technical talent.

The tailored sessions includes creative cutting and coloring, presentation skills, session and editorial and the programme concludes with a professional photo shoot with an acclaimed photographer.

Rebecca Hill, 2017 Art Squad: "It's been amazing having the freedom to expand my creativity and to experience a really different side to hairdressing which is much more fashion based and editorial. I'm learning that there really are no limitations to what you can create."

COLOR CREATIVES

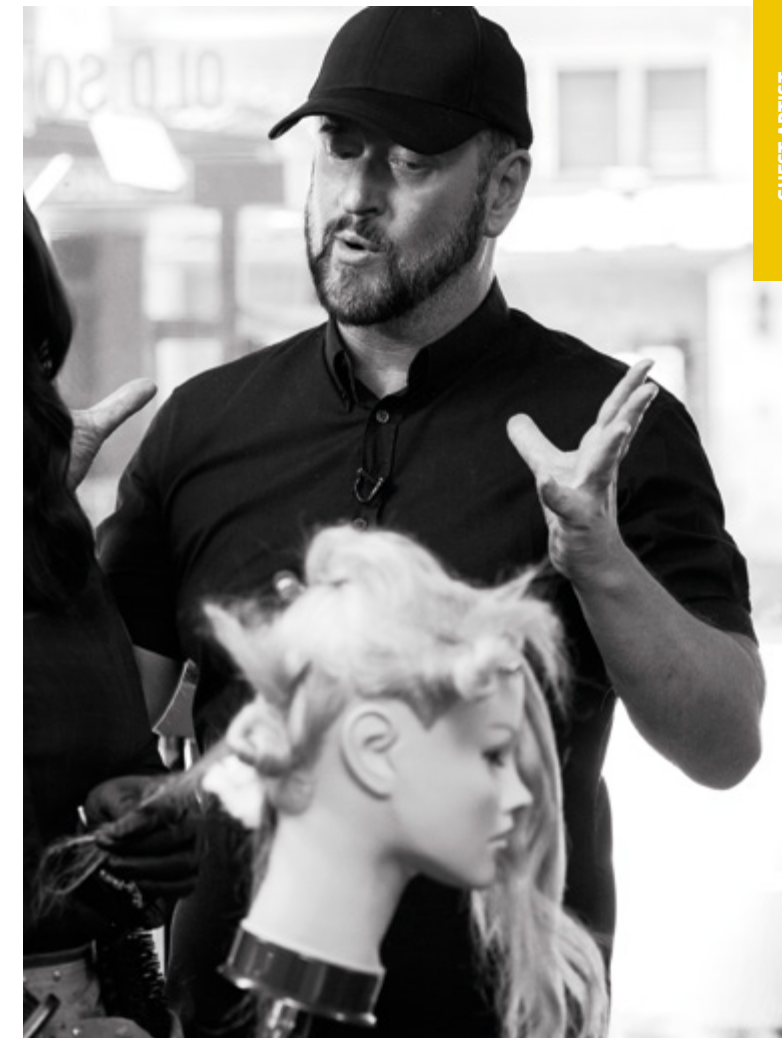
The Color Creatives is a mentorship programme which aims to nurture new creative color talent. This once in a lifetime journey is open to 21 talented stylists each year from all salons that are part of The HUB, Goldwell and KMS's exclusive business networking club.

Becoming a Color Creative is a great opportunity to be mentored by one of the biggest names in the hairdressing industry and HJ British Hairdresser of the Year 2014, Mark Leeson and is especially designed to evolve the skillset of each stylist - concluding with a professional photoshoot.

On completion of the programme, each Color Creative member receives their final photograph (which can be used to enter the Color Zoom Competition) alongside a certificate of achievement. Based in the London Academy, the programme includes four full days of inspiration with topics including - Introduction to Color, a Color Zoom Collection Workshop and Inspiration and Photoshoot Training.

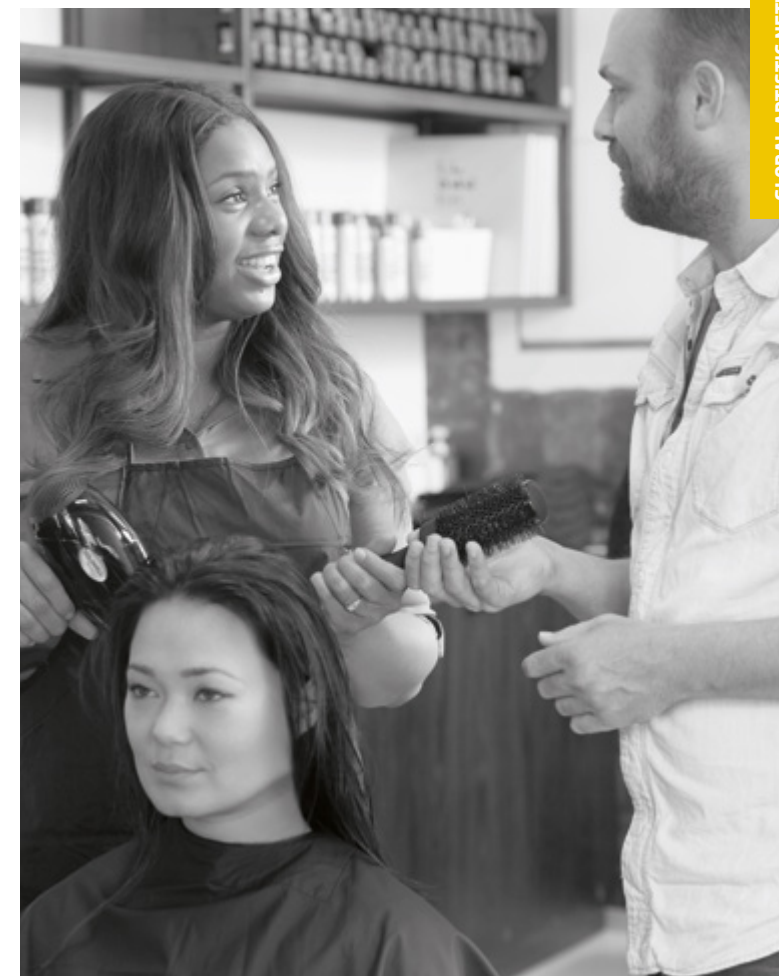


For more information about The HUB and the Color Creatives please speak to your sales consultant.



NATIONAL EDUCATION TEAM

Now is the time for you to join our training sessions – but before we train you, we train our trainers. Whatever you expect of them, we expect more: skills, motivation and inspiration. Be empowered by trainers who believe in you and be inspired by our hands-on seminars that support your personal development. Be the key to success for yourself and your salon.



BOOKING AND MUST-KNOW INFORMATION

BOOKINGS

Four easy steps to booking your education and inspiration for 2017

1. Select the courses you wish to attend. It's a good idea to double check that none of your choices overlap.
2. Call our booking hotline on 020 3540 1200 (we're here Monday to Friday, 9am-5.30pm) and give us details of which courses you wish to attend and the dates you've chosen.
3. We'll reserve you a place on your chosen courses and send you an invoice. Please follow payment details.
4. Upon receipt of your payment, your reserved place is secured and we will send your course details by post.

CANCELLATION POLICY

If you are unable to attend a course, cancellations must be made by calling the Academy on 0203 540 1200 within a minimum of 15 working days prior to the course commencement date. Due to advanced model and guest artists booking fees we're sorry, but we can't offer you a refund after this date.

The Academy reserves the right to change course dates, content and prices without written notification.



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STYLESIGN SPECTRUM OF STYLING

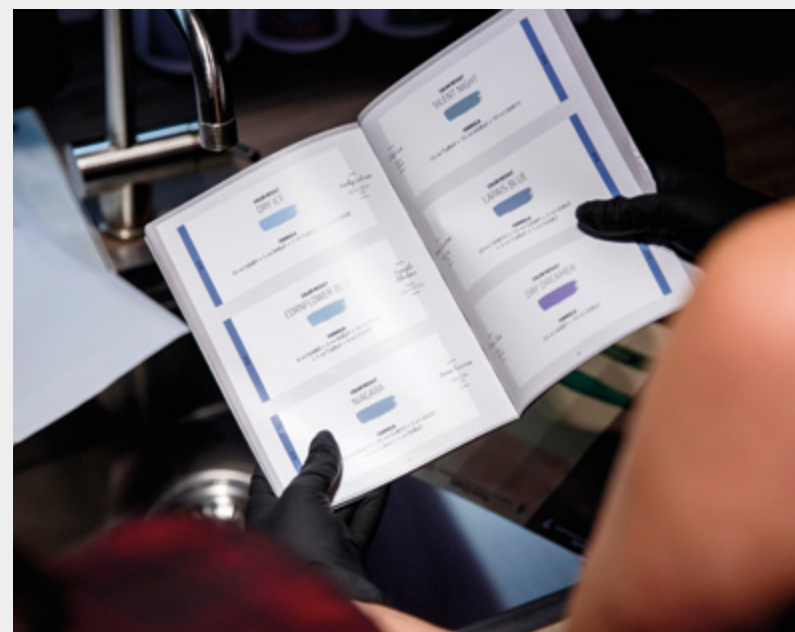
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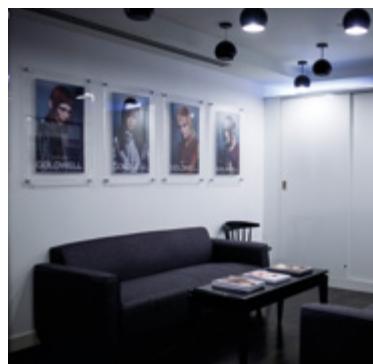
We're looking forward to meeting you soon.



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