



GOLDWELL. ■

EDUCATION BOOK '20



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





GO FURTHER...

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 Kao Education Teams and our National 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.

...GO BEYOND!

RITA MARCON
EDUCATION DIRECTOR - AUSTRALIA

JUSTIN ANDERSON
GENERAL MANAGER - SALON BUSINESS - AUSTRALIA



FORGET LESSONS. GET INSPIRED!

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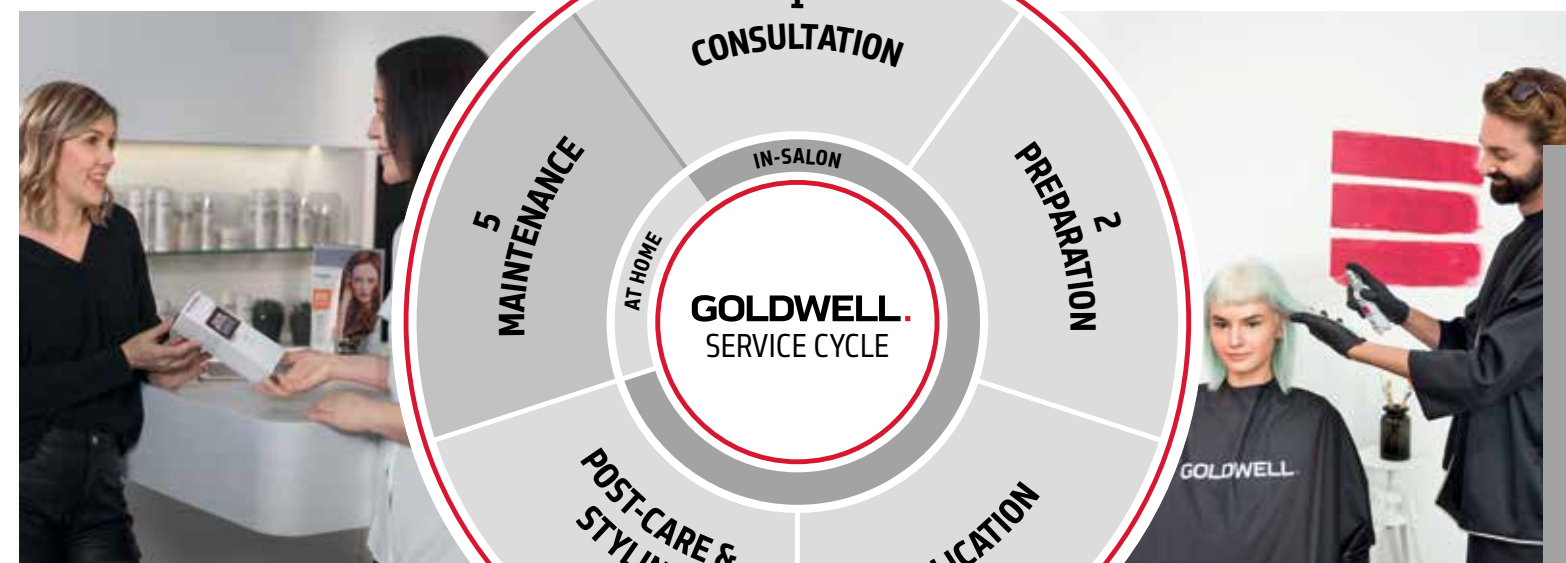
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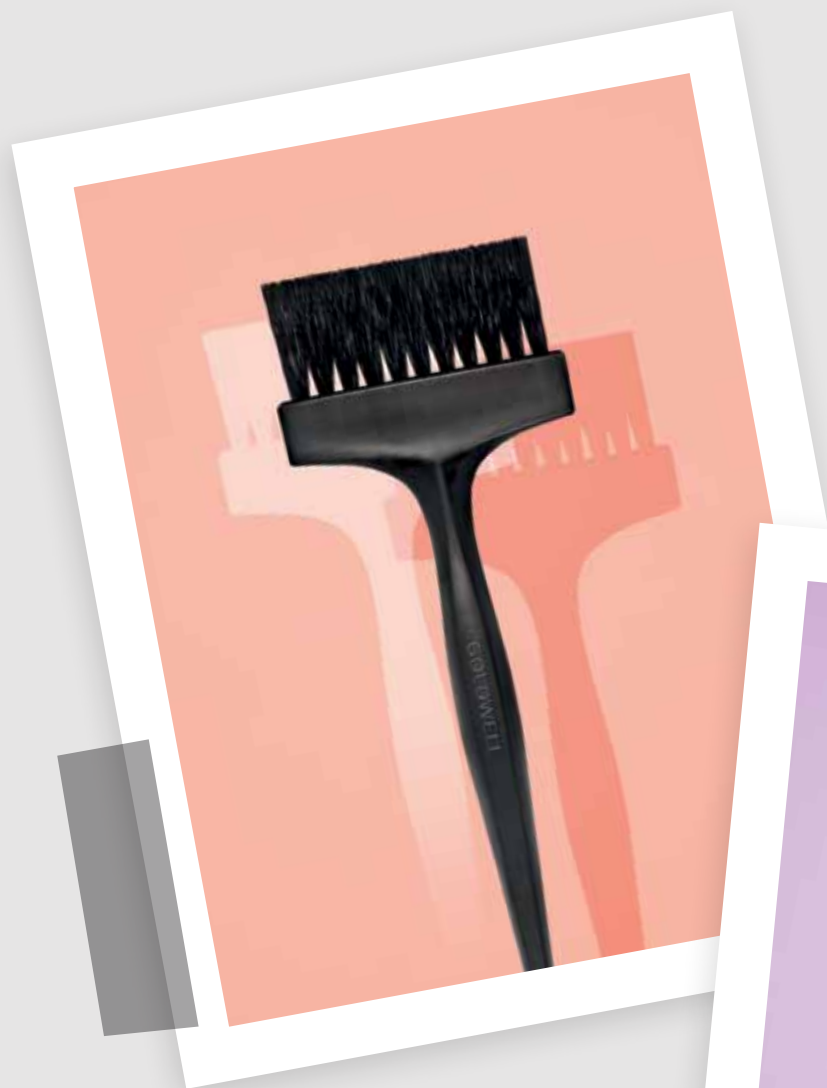
GOLDWELL SERVICE CYCLE

DON'T JUST DELIVER SERVICES. CREATE EXPERIENCES!

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.com.au





GOLDWELL MASTER SERIES

IT'S ALL ABOUT GOING FROM A STYLIST TO A MASTER...

**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** 

MASTER**TEXTURE** 

Forget about being
a color artist...
**BECOME THE
MOST CREATIVE
COLOR ARTIST!**



MASTER**COLORIST** 

TURN YOUR PASSION FOR COLOR INTO MASTERY

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

- » Master Colorist is a unique color education and certification program, internationally standardized by Goldwell
- » It delivers the Mastery in Color in terms of confidence, customization, and creativity by staying on trend and meeting the needs of stylists
- » A journey that reaches the highest acknowledgement of a professional lifecycle to successfully master each segment

MASTER**COLORIST** 

COLOR ARTIST

Trends and Inspiration Mastery » Creativity

COLOR TREND

COLOR LAB

COLOR ELUMINATION

COLOR SPECIALIST

Color Technique and Consultation Mastery » Customization

CONSULTATION SPECIALIST
COLOR CORRECTION SPECIALIST

COLOR FORMULATION/TECHNIQUE SPECIALIST
GREY COVERAGE SPECIALIST

COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

5 STEPS TO SALON SUCCESS MASTERY (OPTIONAL)

5. FOILING MASTERY
4. LIGHTENING MASTERY
3. ELUMEN MASTERY
2. DEMI + PERMANENT COLOR MASTERY

COLOR TECHNICIAN

Color Technician covers the Goldwell color portfolio and builds confidence by explaining how to use each brand. Become the expert on choosing the right color for the right client.

2020 Enrolment fee: \$100

WHAT'S IN IT FOR YOU?

- » Essential knowledge in coloring that takes you to the next level
- » Reliable formulation advice
- » Knowledge in dimensional coloring
- » Best color techniques and applications as an expert in craft
- » Advice to maximise your potential and improve your color services
- » Fun and interactive courses for true color mastery!




■ 5 STEPS TO SALON SUCCESS

Be the best in your craft and maintain the momentum. Adopt the 5 steps to success, from the Goldwell Service Cycle to re-booking and watch the clientele increase. Understand how to professionally communicate.

MELBOURNE 25.02.20
SYDNEY 23.03.20 / 18.05.20
BRISBANE 24.03.20 / 15.06.20 / 31.08.20
ADELAIDE 01.06.20
PERTH 25.02.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop

 **Registration:** 9:30 AM
Start: 10:00 AM
Finish: 4:00 PM


 \$165

■ ELUMEN COLOR MASTERY

Discover how to amaze your clients with dazzling shine, incredible durability and evenness of ammonia-free permanent color. Increase your salon menu with premium Elumen services for your most demanding salon clients.

MELBOURNE 31.03.20 / 15.06.20 / 31.08.20
SYDNEY 29.06.20 / 03.08.20
BRISBANE 20.04.20 / 14.07.20 / 01.09.20
PERTH 20.04.20 / 20.07.20
ADELAIDE 18.05.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop

 **Registration:** 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM

 \$165


■ DEMI-PERMANENT & PERMANENT COLOR MASTERY

Learn all about the demi-permanent coloring with Colorance. Explore the various options of services. Become confident to offer solutions that meet real-world needs and expectations – ranging from shine enhancement to most exciting fashion colors and grey blending.

Now blondes, brunettes, redheads and grey clients get limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges.

MELBOURNE 24.02.20 / 12.05.20 / 06.07.20 / 15.09.20
SYDNEY 20.04.20 / 22.06.20 **NEWCASTLE** 27.04.20
BRISBANE 18.02.20 / 23.03.20 / 12.05.20 / 20.07.20 / 18.08.20 / 13.10.20
PERTH 24.02.20 / 25.05.20 / 11.08.20
ADELAIDE 02.03.20 **HOBART** 23.03.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop

 **Registration:** 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM


 \$165

■ LIGHTENING MASTERY

Get to know all about blonde, the cool ones and the warm ones. Understand the journey of a clear blonde and perfect your counteracting abilities.

MELBOURNE 02.03.20 / 11.05.20 / 14.07.20 / 07.09.20
SYDNEY 25.05.20 / 06.07.20 / 07.09.20 **NEWCASTLE** 25.05.20
BRISBANE 25.02.20 / 30.03.20 / 25.05.20 / 21.07.20 / 08.09.20 / 19.10.20
PERTH 09.03.20 / 15.06.20 / 24.08.20
ADELAIDE 23.03.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop

 **Registration:** 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM


 \$165

■ FOILING MASTERY

Make your salon the place to be for blondes. Learn the classic technique of foil highlighting and adaptable placements to achieve different color effects and add dimension.

MELBOURNE 03.03.20 / 05.05.20 / 13.07.20
SYDNEY 01.06.20
BRISBANE 16.06.20 / 12.10.20
PERTH 10.03.20 / 13.07.20
ADELAIDE 04.05.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop

 **Registration:** 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM


 \$165

■ MASTER COLORIST CERTIFICATION DAY

Celebrate and acknowledge your growth and development at the Master Colorist Certification Day. Gaining your Color Technician Certification will further help to build your confidence, skills, reputation and credibility with salon clients.

MELBOURNE 03.08.20 / 05.10.20
SYDNEY 20.07.20 / 02.11.20
BRISBANE 15.07.20 / 26.10.20 / 27.10.20
PERTH 05.10.20
ADELAIDE 24.08.20

EDUCATOR: Goldwell Master Colorist
FORMAT: One day

 **Registration:** 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM

 \$65

COLOR SPECIALIST

This is your opportunity to explore the ultimate customization. Understand how to consult and apply the right color and technique. Learn how to tackle color challenges by correcting color the right way. This is the knowledge that will make you an expert in color customization.

WHAT'S IN IT FOR YOU?

- » From decolorizing and removing color to pre-pigmenting and everything in-between
 - » An in-depth understanding of color families
 - » Insights into advanced color formulations
 - » Tools of consultation for easier service advice
- » Care and styling tips and follow-up services for results that last longer
 - » Become a master of color statements!



■ CONSULTATION SPECIALIST

Discover ways of consulting your clients that lead you to offering the correct service. Understanding both hair and client needs is the key to successful services. Explore how to use the language of persuasion in the real salon world. Be confident to communicate with your client about time and costs of services.

MELBOURNE 24.03.20 / 17.08.20
SYDNEY 02.03.20 / 14.09.20 / **CANBERRA** 11.05.20
BRISBANE 31.03.20 / 27.07.20 /
PERTH 11.05.20 / 21.09.20
ADELAIDE 17.08.20 **HOBART** 11.05.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 4:00 PM



\$165

■ COLOR CORRECTION SPECIALIST

Impress your clients with your mastery of transition and transformation. Gain knowledge on how to be a true specialist and discover the tools that will make you outstanding in handling any color challenge and major color change.

MELBOURNE 18.05.20 / 14.09.20
SYDNEY 15.06.20 / 27.07.20 / **NEWCASTLE** 20.07.20
BRISBANE 18.05.20 / 22.09.20
PERTH 04.05.20 / 10.08.20
ADELAIDE 11.05.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165

■ COLOR TECHNIQUE SPECIALIST

Learn how to utilize knowledge and creativity like a specialist. Discover the most updated and phenomenal coloring techniques and services of Goldwell. Wow your clients with beautiful color results and the versatility of your upgraded service menu.

MELBOURNE 20.04.20 / 20.07.20
SYDNEY 13.07.20 / 12.10.20 / **NEWCASTLE** 14.09.20
BRISBANE 17.08.20
PERTH 21.07.20
ADELAIDE 22.06.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165

■ GREY COVERAGE SPECIALIST

Become the grey expert and build your clientele. Discover state-of-the-art grey services to impress your most demanding grey clients. Make grey service the flagship of your salon by gaining excellence in grey coverage.

MELBOURNE 23.06.20
SYDNEY 10.08.20
BRISBANE 26.05.20
PERTH 03.08.20
ADELAIDE 06.07.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165

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?

- » Reinvent and remix known techniques to achieve outstanding color
- » Transfer your vision into salon-friendly color techniques
- » Express your fashion statement in the "total look"
- » Get a better color sense, awareness, confidence in color design and visualization
- » New inspiration with a fun and interactive workshop!



■ COLOR ELUMINATION

Learn techniques that take your color expertise to the next level. Eluminate your color world. Learn how to use Eluminated Shades, Elumen and @Pure Pigments to customize any formulation and achieve unseen Eluminated Hair Color.

MELBOURNE 29.06.20 / 21.09.20
SYDNEY 19.10.20 / **CANBERRA** 09.03.20
BRISBANE 22.06.20
PERTH 27.07.20
ADELAIDE 10.08.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165

■ COLOR TREND

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.

MELBOURNE 30.03.20
SYDNEY 17.08.20
BRISBANE 28.07.20
PERTH 18.05.20
ADELAIDE 05.05.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165

■ COLOR LAB

Creativity is about capturing moments that make life worth living. Learn to express your vision in personalized color and formula concepts. Give color your signature and your soul. Be the master of your color statements.

MELBOURNE 25.05.20 / 22.09.20
SYDNEY 21.09.20 / **CANBERRA** 19.10.20
BRISBANE 19.05.20
PERTH 17.08.20
ADELAIDE 13.07.20

EDUCATOR: Goldwell Master Colorist
FORMAT: Hands on workshop



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165

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.

2020 Enrolment fee: \$100

ESSENTIAL SHAPES

**Fundamentals of
hair cutting**

- » 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 Shapes,
Contemporary Shapes)
- » 2-day seminar

Unfollow the latest styles...
**FOLLOW THE NEW CUTTING
TECHNIQUES!**



CUT & SHAPE

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

GET INSPIRED BY OUR AUSTRALIAN MASTER STYLIST TRAINERS





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 which colors and techniques are best designed for each shape to give the best result.

3 DAY SEMINAR

WHAT’S IN IT FOR YOU?

- » Build confidence.
- » Develop consultation skills.
- » Become a more disciplined and efficient Salon Stylist.
- » Understand starting points of your haircut.
- » Cutting techniques and the differences between them.
- » Create shapes and learn the differences between them.
- » Learn to blow dry to complement the haircut.
- » Color placement slides to complement each look.



Registration: 8:30 AM
Start: 9:00 AM
Finish: 5:00 PM



\$1200
*No discount applies for this seminar



SYDNEY 23 - 25.08.20

CONTEMPORARY SHAPES

For stylists of all levels.

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.

2 DAY SEMINAR

WHAT’S IN IT FOR YOU?

- » Build confidence and work methodically.
- » Learn to combine cut and color to produce contemporary Salon looks.
- » Understand the fundamental rules of using Salon friendly disconnection and the reasons behind them.
- » Understand shape, size and placement of disconnected zones within haircuts.
- » Understand color placements on disconnected zones within haircuts.
- » Modern approach to Salon work.
- » Color placement slides to complement each look.



Registration: 8:30 AM
Start: 9:00 AM
Finish: 5:00 PM



\$800
*No discount applies for this seminar



MELBOURNE 10 - 11.08.20
ADELAIDE 02 - 03.02.20

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.

2 DAY SEMINAR

WHAT’S IN IT FOR YOU?

- » Build confidence and work methodically.
- » Understand the fundamental rules of using salon friendly disconnection and the reasons behind them.
- » Understand shape, size and placement of disconnected zones within haircuts.
- » Understand color placements on disconnected zones within haircuts.



Registration: 8:30 AM
Start: 9:00 AM
Finish: 5:00 PM



\$800
*No discount applies for this seminar



SYDNEY 31.05.20 - 01.06.20



Leave the top level...
**ONLY TO STEP UP
 TO THE NEXT!**

MASTER**TEXTURE** 

TURN YOUR PASSION FOR TEXTURE INTO MASTERY

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

Reinvent structure and create the hair your clients will love.
 Learn the latest trends, techniques and services
 to become a true texture expert.

The three Master Texture segments focus on the permanent
 transformation of shape and texture.

TEXTURE TECHNICIAN

COLD PERM

Essentials in Cold Perm

» 1-day seminar

KERASILK CONTROL SERVICES

**Essentials in Kerasilk
 Keratin Treatment /
 De-Frizz Treatment**

» 1-day seminar

TEXTURE STYLIST

COMMERCIAL LOOKS 1

Coming Soon

COMMERCIAL LOOKS 2

Coming Soon

TEXTURE ARTIST

SHAPES & STRUCTURE

Coming Soon

EDITORIAL STYLING

Coming Soon

TEXTURE TECHNICIAN

The first step towards becoming a true texture expert.
Learn all the basics you need to know: products, services and techniques.
Put the theory into practice and become a **Texture Technician**.

WHAT'S IN IT FOR YOU?

- » All about permanent shape and texture change
- » Essential perm theory and practical skills
- » Key techniques for perfect looks
- » Deep product knowledge for all Goldwell perm brands
- » Inspirational hands-on sessions to develop true perm mastery and have fun!

COLD PERM

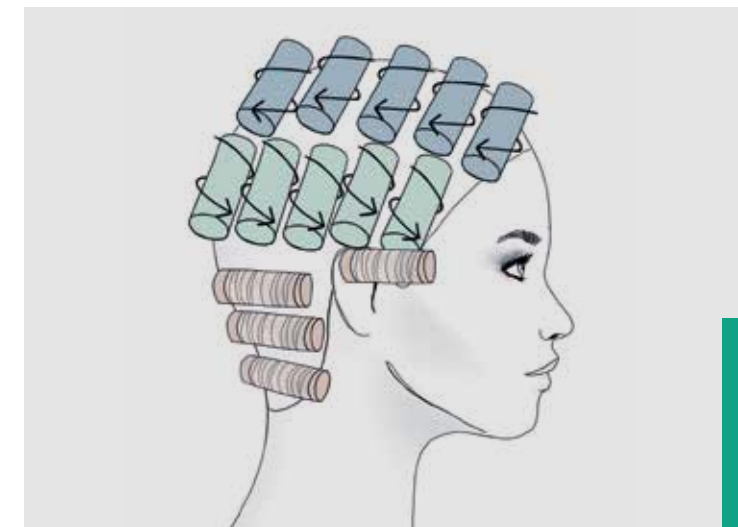
Discover the world of cold perm. Learn the basic theory and practice your skills. Become an expert and an artist. Be the one who turns cold perm into hot styles.

CLASSES ON DEMAND

KERASILK CONTROL AND DE-FRIZZ SERVICES

Become an expert for customized solutions for long-lasting transformation into beautiful hair like silk. Learn all you need to know to achieve maximum perfection and give your clients the ultimate Kerasilk experience.

CLASSES ON DEMAND



Leave your color
creations behind...
**ONLY TO DISCOVER
NEW ONES!**



IMAGINE COLOR. NOW MULTIPLY IT.

**Your source of inspiration:
The Goldwell Eluminated Hair Color Seminars.**

WHAT'S IN IT FOR YOU?

- » Be inspired by Eluminated Hair Color Services
- » Try out new techniques and formulations
- » Join our hands-on sessions to gain excellence and have fun!

Transform hair color as you know it and open up endless,
new possibilities for your color artistry and creativity.

#ELUMINATION



Create and multiply your individual **Eluminated Hair Color**
in the **Goldwell Education Plus App**.

ENTER A COMPLETE COLOR WORLD

WHAT'S IN IT FOR YOU?

- » Boost your creativity with high-performance color additives
- » Experience the customized Elumened Hair Color Services
- » Get confidence in facing any color challenge

#GOLDWELLCOLOR

COLOR EXPRESS - FOUNDATIONS

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

Information Session

LEVEL

All Levels

This seminar is the perfect program for new colorists to the Goldwell Color System or experienced Goldwell Colorists wanting to refresh their color knowledge.

This information session will provide you with the knowledge of key features and benefits, how to measure and mix, timing and removal of the products within the Goldwell Color System.



Registration: 9:30 AM
Start: 10:00 AM
Finish: 12:00 PM



\$45



MELBOURNE CLASSES ON DEMAND
BRISBANE 01.06.20
PERTH CLASSES ON DEMAND
LAUNCESTON CLASSES ON DEMAND
ARMIDALE CLASSES ON DEMAND

COLOR EXPRESS - LIGHTENING AND CORRECTION

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

Information Session

LEVEL

All Levels

This seminar is the perfect program for new colorists to the Goldwell Color System or experienced Goldwell Colorists wanting to refresh their color knowledge and methods.

This information session will focus on the must know knowledge, key features and benefits, how to measure and mix, timing and removal of the products when Lightening and Correction.



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$45



MELBOURNE CLASSES ON DEMAND
SYDNEY 20.04.20
BRISBANE 01.06.20
PERTH CLASSES ON DEMAND
LAUNCESTON CLASSES ON DEMAND
ARMIDALE CLASSES ON DEMAND



■

OBSESSED WITH LIVED IN COLOR

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day hands on workshop

LEVEL

Intermediate / Advanced Colorist

Customizing your clients color from season to season and event to event to achieve the “lived in hair color” takes technical skill and technique.

Every single client wants their signature looks combined with the most commercial trend. In this seminar you experience the different techniques of the number one hair trend on the market - lived in hair color. You will use the entire Goldwell color portfolio, catering to blondes and brunettes, to learn tips and tricks to add on in between services to these clients to keep their color not only looking natural and lived in but always fresh!



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165



MELBOURNE 04.05.20 / 24.08.20
SYDNEY 28.09.20
BRISBANE 23.06.20
PERTH 22.06.20 / 14.09.20
LAUNCESTON 03.08.20
ADELAIDE 21.09.20

■

OBSESSED WITH BLONDES

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day hands on workshop

LEVEL

Intermediate / Advanced Colorist

How often does a client bring you an image of their dream blonde that they have researched online?

In this seminar you will gain knowledge and confidence on how to create the look from your clients existing canvas. Creating trending techniques uses a combination of key application methods from classic highlights to freehand. Learn how to de-code an image to create the look and play with the Goldwell Portfolio to express your creativity for on trend toners.



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$165



MELBOURNE 23.03.20 / 27.07.20
SYDNEY 31.08.20
CANBERRA 21.09.20
BRISBANE 11.05.20
PERTH 25.05.20 / 31.08.20
HOBART 13.07.20
LAUNCESTON 04.05.20
ADELAIDE 07.07.20



THINKING: OFF. CREATIVITY: ON.

**A PAINTBOX TO COLOR OUTSIDE THE LINES.
COLOR DIFFERENT**

WHAT'S IN IT FOR YOU?

- » Hands on experience with the entire Elumen and Elumen Play range
- » Learning new color techniques for new services in salon

#ELUMEN #COLORDIFFERENT

■ PLAY IT UP

You will get to COLOR DIFFERENT, with new Elumen Play!

A paint box to color outside the lines. Our PLAY IT UP session will have you hands on with the 13 new Elumen Play shades on swatches and live models, using the new techniques and discovering new ways to color hair.

This color experience will also have you enjoy the Elumen Pastel Shades along with the new Grey Coverage shades. Full flexibility is all yours, with extraordinary brilliance and shine.

EDUCATOR: Goldwell Master Colorist

FORMAT: Look and learn workshop

LEVEL: All levels

CLASSES ON DEMAND



EXPERIENCE
A DIFFERENT
WAY OF
CREATING
COLOR.





Forget learning ...
BE INSPIRED!



GLOBAL ARTISTIC NETWORK

Get inspired by empowering creatives.

As ambassadors of the Goldwell brand's highest standards, the stylists on the Global Artistic Network Team are a great source of inspiration and brilliant role models to learn from.

Our academies and stages around the world are the best places for you to meet them and get ahead. The Goldwell International Artists are eager to share their knowledge hands-on with you and help you develop your professional skills.

This is your chance for a real career boost.

See page 54 for programs featuring Goldwell International Artists in 2020.



NATIONAL ARTISTIC TEAM

Capelli e Bellezza culture is centered around their clients and family. This award-winning salon based in Victoria has earned a following of clients that comes from different corners of Australia. The intimate team lead by Michelle, Maxi and Tayla are highly passionate about providing a high level of service, creating beautiful hairstyles and educating their clients on how to keep their looks fresh between salon visits.

Capelli e Bellezza are dedicated to communicating and sharing via social media, with head colorist, Maxi Dottori providing regular educational tutorials for home maintenance and care. Known for their blonde color work and educating clients on real expectations when going through color change, there is absolutely no compromise on detail and perfection and the formulas are tailored for each and every individual hair need.

The team at Capelli e Bellezza is open to sharing their salon practices of how to provide high quality hair services, exceptional salon experience and how to manage and develop your clientele, making memorable hair moments.

Capelli e Bellezza
FRANKSTON

Capelli e Bellezza



NATIONAL ARTISTIC TEAM

Owners of Code Blonde Hair Studio, Blonde specialists located in Sunbury, Melbourne, Sarah and Jami have been in the industry for 8 and 9 years. After opening the salon of their dreams in early 2018, the pair have found their passion for Blondes. Being in their early 20s, the two girls have been able to run a salon alongside still having fun, so the experience at Code Blonde is one of a kind. Stepping through the doors you feel the relaxed and fun vibes. This is a mirror of the girls' personalities.

Both youthful and fresh in their approach, Sarah and Jami have a unique take on hairdressing and pride themselves on achieving a lived in Blonde that suits your natural hair. Their expertise is in obtaining a high level understanding of every client, and creating their individual look. The team at Code Blonde continually challenge themselves to learn and grow, to stay current with the needs of clients and trends.

Code Blonde
SUNBURY



NATIONAL ARTISTIC TEAM

Dave McCulloch heads the education department at Wild Life Hair, designing and implementing their cutting program across both salons. With over 20 years experience and a natural gift for cutting, Dave is one of Sydney's most sought after stylists by clients, editors and media.

Having worked closely with both Shane Henning and Jayne Wild and many international stylists Dave has not wasted any opportunities to take from the best to form his own signature style. Patient, understanding and fiercely dedicated, he educates with both precision and inspiration. Dave is one of the principle trainers of the Goldwell Master Stylists program, delivered Australia wide.

Dave's accolades include: Finalist Australian Hairdresser of the Year 2017 | Finalist New South Wales Hairdresser of the Year 2016.

Dave
McCulloch

WILD LIFE HAIR
SYDNEY



NATIONAL ARTISTIC TEAM

A talented and true hair artist, Camille Odorisio has been obsessed with all things hairdressing for over a decade now. Owner and Educator of Elli Mac Salon in Waroona, Western Australia, Camille is continually trusted by her ever growing, loyal clientele and has established a strong reputation throughout WA's Peel and Southwest region for her fun and fresh approach to creating beautiful hair that is personalized to each client, every time they visit the salon.

As a colorist Camille delivers seamless results through a combination of freehand coloring and foiling and has a passion for creating the perfect Blondes and Brondes. She aims to create dimension, depth and texture in every color she does whilst brightening and blending to give her clients the ultimate lived in future-proof look.

Believing that education, experimenting and implementing the techniques you learn back in salon are the keys to the industry and the Elli Mac brand continuing to grow and evolve, Camille has a dedicated approach to continuously challenge and excite herself, her clients and the team that surround her.

Camille
Odorisio

ELLI MAC SALON
WAROONA



NATIONAL ARTISTIC TEAM

Infinity Hair was created by the collaboration of the creative minds and precision skills of best friends Monique Loriaux and Chantal Davis. Since opening their salon doors in 2015, their focus has been on creating a culture that promotes professional service and hairdressing. This environment fosters hair artistry for each individual sitting in their chairs, where consistency in quality and staff is key.

Complementing each other beautifully, Monique is the resident colorist with her incredible foiling technique and is now representing Goldwell as a color influencer and educator. Chantal is responsible for bringing on trend looks, taking inspiration from attending Sydney and Melbourne Fashion weeks and implementing such styles in salon.

Infinity have earned the title of Blonde Specialists, but their ego-free personalities and realness to the industry make them passionate about working with stylists that want to find their hidden talents and skills.

Infinity Hair
BRISBANE



NATIONAL ARTISTIC TEAM

Jess Lewis has been in the industry for over 14 years and after finding her passion as a Blonde and Balayage Specialist, she has amassed a great following on social media via Instagram @hairbyjesslewis. Jess is the proud owner of Hair by Jess Lewis, located in Mornington, Melbourne.

The saying "love what you do and you'll never work another day in your life" is definitely what Jess lives by. Knowing she can change a client's confidence or how they see themselves by giving them beautiful hair and knowing she can inspire fellow hairdressers by sharing her knowledge is such a gift.

In 2016 Jess began her highly successful 'look and learn' ombré / balayage workshops that would sell out within minutes. These 'look and learn' workshops were not only designed to teach fellow hairdressers her two signature techniques but also to show hairdressers that they are all equal in the industry and empowering one another in an intimate and relaxed session.

After 3 years of in-person workshops and hundreds of hairdressers being taught, the continued demand has enabled Jess to start the "HBJL Academy". All of this online education can be found at www.hbjlacademy.com.au

Jess Lewis
HAIR BY JESS LEWIS
MORNINGTON



NATIONAL ARTISTIC TEAM

Laura Brand is the Color Director at shibui, Melbourne and has been a color specialist with them for over 10 years. With more than 15 years in the industry and extensive color expertise, Laura has become Melbourne's go to girl for blondes. She has built a strong following amongst clients, models and personalities alike.

Laura's work reflects the salon's unique culture, exploring and embracing the brand's diversity, their low fuss approach to hair and their understated aesthetic.

Laura has most recently presented on the main stage at Global Zoom 2018 as part of the 'Artist Sessions', her work has graced editorial pages, featured on the Hair Expo stage and she has presented at numerous Goldwell Academy seminars nationally over the past 5 years - fast becoming known as the hair painting queen.

Laura shares her passion for color through honest, open minded communication, bringing a refreshing perspective to color work.

Laura Brand

SHIBUI
MELBOURNE



NATIONAL ARTISTIC TEAM

The Lee Preston Artistic Team is led by award winning hairdresser Lee Preston, who is never far from the spotlight. With numerous accolades, they are recognized as one of Australia's finest for their editorial work on front covers of prestige publications and working with local and international models and celebrities.

The Lee Preston Artistic Team is made up of individuals that share a passion for hair and education. Each member is encouraged to participate in many activities as they are responsible for the production of photographic collections, participation in educational activities and work alongside leading companies and designers to promote the salon and their work.

This dynamic and diverse team are extremely trend focused, bringing the latest, most fashionable looks to their salon clients and humbly sharing with others that want to learn to be the best at their craft.

Lee Preston
Hairdressing
PERTH



NATIONAL ARTISTIC TEAM

Luke Reynolds is an extremely well established, experienced and in-demand stylist, Global Guest Artist and National Principal Trainer for Master Stylist, the brains behind successful business Luke Reynolds Hairdressing and the winner of the Australian Hair Expo Salon business of the year 2017.

Having worked at the top end of the industry, Luke has amassed an impressive repertoire of fashion-forward techniques and experience, which his loyal clientele benefit from in-salon.

Luke has graced the platforms of Goldwell Global Zoom, Australian Hair Expos, Salon International and has been captured in national advertising campaigns and featured in magazine editorials. Luke has been a Hair Director at the Australian Mercedes-Benz Fashion Week and Queensland David Jones fashion parades.

Luke's experience is coupled with his passion for haircutting, creating timeless, beautiful hairstyles that leave his clients feeling confident, sexy and happy long after leaving the salon.

Luke Reynolds

LUKE REYNOLDS HAIRDRESSING
BRISBANE



NATIONAL ARTISTIC TEAM

Mazí Hair Hobart was founded in early 2019, created by internationally renowned award-winning stylists and colorists Alexandra Kontos, Larissa Bresnehan and Rachael Sibley. The name Mazí is Greek for "together" and as the name suggests, this team has been working together for many years and now come together under Mazí to provide the exceptional personalised service clients have come to expect and deserve. The team are highly motivated and committed to working together to achieve success for the Mazí brand.

Larissa was a co-creator of the Goldwell 2018 Color Zoom Elemental Collection, followed by being on the jury at Goldwell Global Zoom in Toronto 2018 and Global Zoom Creative Colorist Gold Winner 2016. Alexandra has represented Australia in Las Vegas and Stockholm at Goldwell Global Zoom, as well as many other major shows and events locally and globally.

Rachael, Larissa and Alexandra believe continual education is an important part of the Mazí culture and the team are always pushing themselves creatively, which is reflected in their many accolades on both a national and an international level.



Mazí Hair
HOBART



NATIONAL ARTISTIC TEAM

From the beginning, Sfumato has always been more than just mainstream hair. As a team of talented individuals, the Sfumato brand is well known in the industry for their innovative hair artistry. The salon has built strong collaborative partnerships, including ongoing work with the International MONA, Museum of Old and New Art as well as working on Dark Mofo festival. Being able to partner with such events has given the team the opportunity to devise and design creations and looks that hold world class recognition, including a feature of their creation 'Mohawk Long Spine Sea Urchin' in the alluring 2019 art publication 'Eat The Problem' by Creative Curator Kirsha Kaechele.

As an extremely busy salon, the team work constantly at making the salon brand a great success. This can be shown through accolades such as - Australian Apprentice of the Year 2016, Finalist in Creative Force, TAS/SA Hairdresser Of The Year, Australian New Talent and Hot Shots Best New Talent.

The team have been driven by many creative opportunities such as co-directing Sydney and New York Fashion Weeks and are aligned with many design teams in Perth and Melbourne. Determined to be unique in the market place, the team are focused on more than just doing great hair, the salon is known for exceptional service and attention, such as winning the Top 40 in the world with Customer Service Award.

Sfumato
HOBART

Sfumato
HAIR

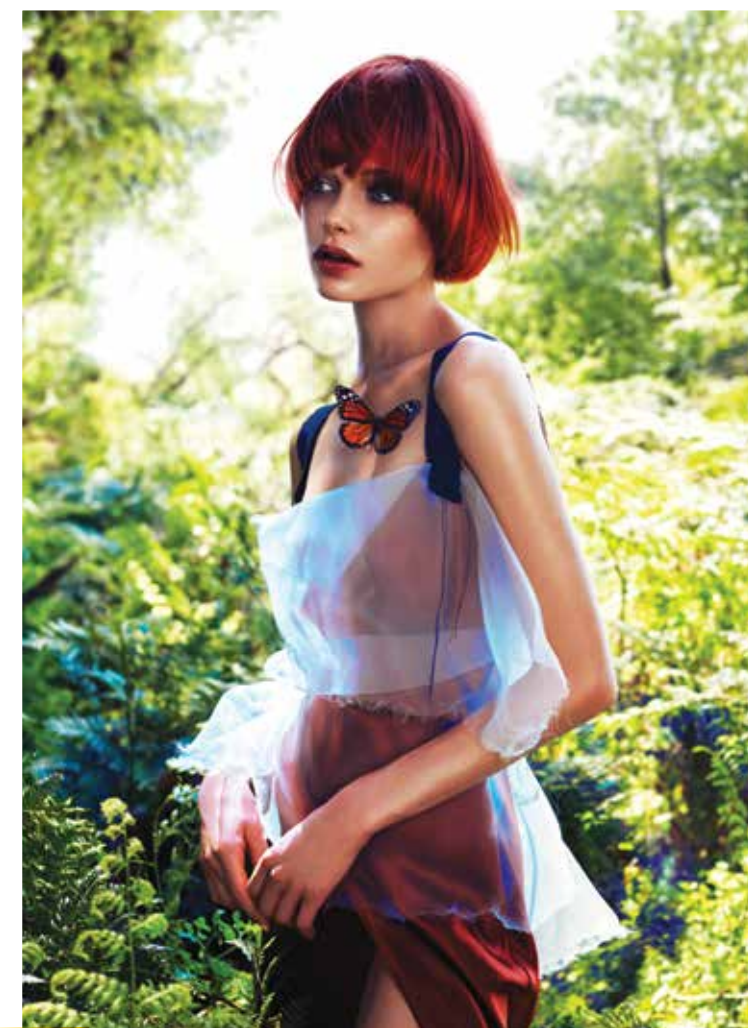


NATIONAL ARTISTIC TEAM

Shane Henning is the Creative Director and a part owner of Noddy's on King in Newtown, Sydney NSW. He has had many years experience in our industry working with Goldwell Education, fashion photographers, editorial magazines, shows and awards. Shane's reputation has been celebrated world-wide with published work and educational seminars and shows. His work has graced many fronts covers and brand campaigns with timeless images.

Shane has judged for the 2018 Goldwell Global Zoom color awards, and in 2017 he was a guest artist presenter for Goldwell Global Zoom Barcelona. His patience and passion sees Shane supporting many industry events and coaching and mentoring young stylists to reach their true potential.

Shane's accolades include: 6x Australian Hairdresser of the Year | 4x Salon Team of the Year | Hall of Fame Recipient and Masters Award Recipient.



Shane Henning
NODDY'S ON KING
SYDNEY



INTERNATIONAL ARTISTIC TEAM

Jason Davies is the co-owner and art director of the successful art-house salon - 'A.DO' situated within central Tauranga, New Zealand.

With over 30 years of industry experience behind him, 12 years as a Creative Educational Ambassador, Jason Davies has earned solid reputation for delivering consistent, high quality, bespoke in-salon education and high energy live shows throughout New Zealand. Jason has become one of the most respected and requested cutting and styling educators in the New Zealand hairdressing industry.

Over the years, Jason has also accumulated several prestigious industry awards, both national and international throughout his career, winning the International Haircutting award at the Sydney Hair Expo in 2005, the Hair Photographer of the Year Award 2008, and recently, a finalist for the Men's Image Award in 2016. In the process, Jason has witnessed 10 of his team become finalists over the last decade for various industry events. During 2019, Jason has continued to direct not only a Creative Team for Fashion Week, but also lead a 25 strong community hair team for a major arena production with over 130 cast members in a show which garnered rave reviews.

Jason Davies
NEW ZEALAND



INTERNATIONAL ARTISTIC TEAM

Sparked by a passion for hair developed in his family's salon in Los Angeles, Mark has been honing his talent since the inception of his stylist career in 1987. Based in Miami Beach as Creative Director at McAllister Spa, Mark's unequaled vision for color compliments his foundational training as a hair cutter at renowned Vidal Sassoon Academy.

Mark's niche in delivery is to define how the architecture of a haircut creates the foundation for the artistry of hair color within any color range and level - from bombshell blonde, sultry brunette to fiery red. His mastery of color combines the precision of science, with the artist's eye for transforming a blank canvas into a masterpiece. His passion for design and architecture translates from placement and skillful technique to formulation and application.

Unequaled in the industry, Mark is a highly sought after industry professional not just at Kao Salon Academies but also nationally and globally. Mark's skills are regularly called upon for fashion weeks and celebrity clientele alike, while his portfolio encompasses prestigious ad campaigns and editorial tear sheets.

Mark Holloway
USA



INTERNATIONAL ARTISTIC TEAM

Mio Sota, an independent Artist recognized as Stylist of the Year for Naha 2017, is modest when it comes to discussing her work. Her passion is focusing on haircutting, hair art/competitions, educating and empowering others.

Frequently she is found working tirelessly behind the scenes, but that's because the bold images she creates and dynamic haircuts speak for themselves. A top stylist for Trio Salon Chicago, her hairstyles have appeared on the covers of Estetica Magazine, Modern Salon, Hairdressers Journal and many other international trade magazines.

Within a fourteen-year career in the beauty industry, Mio specializes in haircutting, stemming from her extensive cutting training and her nine years working behind the chair and educating at Vidal Sassoon salon and academy in Chicago.

In 2019 she expanded her color experience by winning Gold in the Partner Category and earned global recognition for her work in Goldwell Color Zoom 2017.

Mio Soto
USA



INTERNATIONAL ARTISTIC TEAM

The Taz Hair Company team in Toronto, Canada have won some of the most prestigious awards in North America, 45 and counting to be exact. Since 1997, Daniel Naumovski, Rino Balzano and Frank Cini have been using the best techniques and styling tricks in the industry and their team's work has also appeared on fashion runways. While they continue to be multiple NAHA, Contessa and Mirror-award winners, Taz remains true to its roots: Hair behind the chair. The salon's clients are and always will be the team's first priority; each cut and colour reflecting Taz Hair Co.'s dedication to fabulous style.

Ultimately though, their accolades take back seat to salon work and their clientele. "What we do in the salon is what's really important," says co-owner Frank Cini. "Our clients are our barometers. If our skills don't produce results that please them, they'll stop coming to us." This philosophy is mirrored in each and every education program they facilitate.

Taz
CANADA



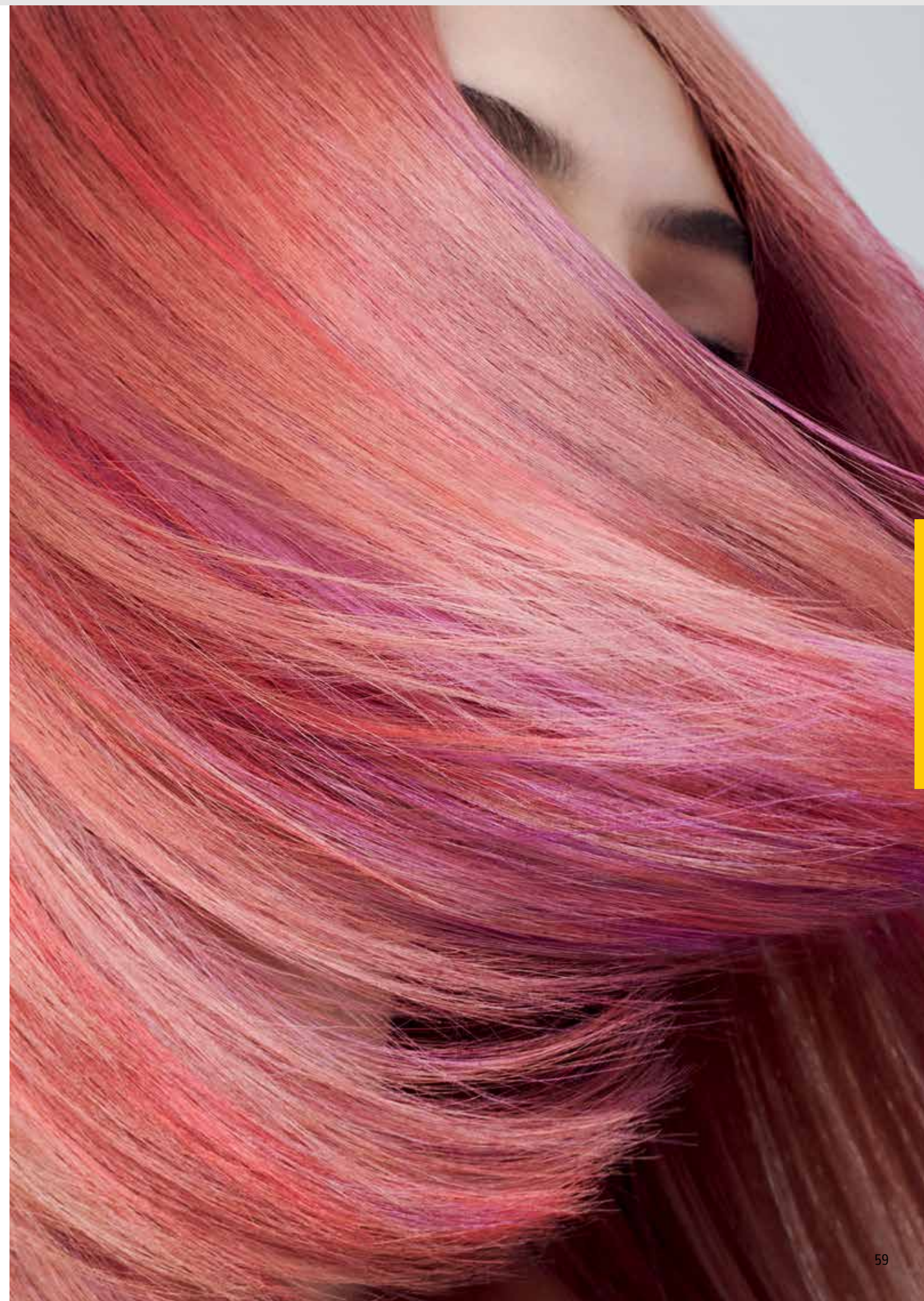
INTERNATIONAL ARTISTIC TEAM

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. Gracing the stages of North America, UK, Europe and Australia, Shane is continuing to inspire stylists to show their creativity at his shows and seminars.

Located in the urban city centre location of Lisburn Square, Shane's salon reflects the creative style of his team who were crowned both Artistic Team of the Year and Northern Ireland Hairdresser of the Year at 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. Shane is regularly invited to work on local and global campaigns for the Goldwell brand and judge and mentor competitions.

—
Shane Bennett
IRELAND
—



GUEST ARTIST SEMINARS

WHAT'S IN IT FOR YOU?

- » Boost your creativity with high performance ideas and knowledge
- » Experience the expertise of each individual artist
- » Get confidence in building your salon business

BLONDES - REFINED, REFRESHED AND REAL

EDUCATOR

Laura Brand / shibui

FORMAT

Interactive hands on workshop

LEVEL

Experienced colorists

1 DAY WORKSHOP

Blonde color work has taken a huge leap in the expectations of our clients. It must be more natural, low maintenance and more lively than ever. Therefore we must refine our techniques and work with a client's natural coloring to ensure a personalized look. This involves bringing texture, lightness and dimension to blonde coloring work to keep it real and refined.

In this one day seminar we will use live models, in a true salon situation, to look at many areas of blonde color work. Learn how to best utilize freehand hair painting, adapt the technique for broader applications, ways to add depth to intensify blonde without over lightening, quick basin techniques for refining your work. We revive tired blondes, creating strong results with your color placement and considering head shape and texture.

Laura will guide you through her unique approach to blonde coloring, looking at natural lightening patterns for the best results and working with visual colour placement that will ensure your work is low maintenance and long lasting... just keeping it real.

WHAT'S IN IT FOR YOU?

- » Understanding face shapes and head shapes with color placement
- » Hints and tips on the product of choice for service and technique
- » Balance of style and trend with client lifestyle
- » Communication skills of how to maintain the look



Registration: 9:30 AM
Start: 10:00 AM
Finish: 5:00 PM



\$400



HOBART 14.09.20
MELBOURNE 22.06.20

FUSION

EDUCATOR

Wayne Chappell / Sfumato

FORMAT

Men's Hairdressing & Barbering Workshop

LEVEL

All Levels

1 DAY WORKSHOP

Mens hairdressing and barbering is more individualized and specialized than ever before. It takes a unique set of skills to create shape and style to cater to your male clientele.

Wayne's FUSION seminar/workshop focuses on how to understand core traditional skills, infused with current looks and trends. Wayne will guide you through techniques and services shoulder to shoulder with mannequin heads and live models. "Men today are marketing masculinity in ways never seen before," says Wayne.

Today's barbering skills are helping to define, enhance and critique tradition of what it is to be a man in the new millennial era.

WHAT'S IN IT FOR YOU?

- » Understanding face shapes and head shapes
- » Balance of style and trend with client lifestyle
- » Communication skills of how to maintain the look
- » Implementation of traditional barbering skills - tapering, blending, fading and clipper work



Registration: 9:00 AM
Start: 10:00 AM
Finish: 5:00 PM



\$500



CLASSES ON DEMAND

YOUNG TALENT

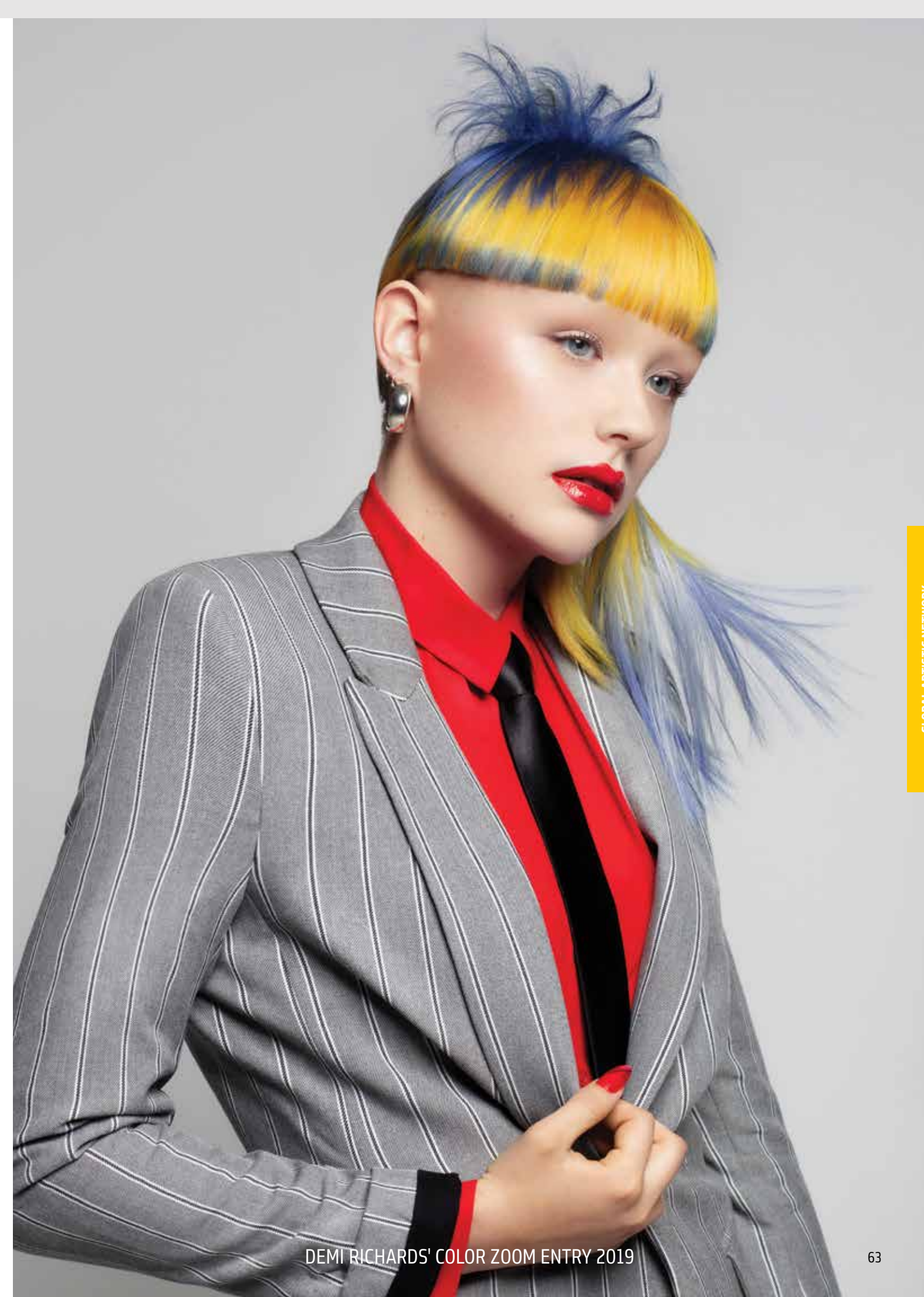


“THE COLOR ZOOM JOURNEY GAVE
ME THE CONFIDENCE TO DO AMAZING
THINGS WITH MY CAREER”

Demi Richards

MAZEE, VICTORIA
COLOR ZOOM 2019
Global New Talent Finalist

THE GOLDWELL EXPERTS ARE PASSIONATE ABOUT
DEVELOPING YOUNG STYLISTS
TO GROW AND THRIVE IN OUR INDUSTRY



DEMI RICHARDS' COLOR ZOOM ENTRY 2019

RISING STARS

2020 PROGRAM MENTOR

Shane Henning

FORMAT

Look and Learn

LEVEL

All Levels

We are passionate about developing young stylists to grow and thrive in our industry.

Rising Stars is a mentoring program for young stylists to be trained with key skills and knowledge that increase their confidence and experience.

During this journey, they will have the opportunity to be coached and mentored through the creative process. On completion of the mentoring program each Rising Star will showcase their distinct talent from cutting, coloring and styling, from editorial to Avant Garde in an up close and personal soiree.

If you believe that you have the ability, thirst, dedication and determination to be a Rising Star, connect with our Education Team for more information.



Registration: 6:00 PM
Start: 6:30 PM
Finish: 8:00 PM



\$65



MELBOURNE 27.10.20
SYDNEY 26.10.20
BRISBANE 14.09.20
PERTH 28.09.20
ADELAIDE 12.10.20

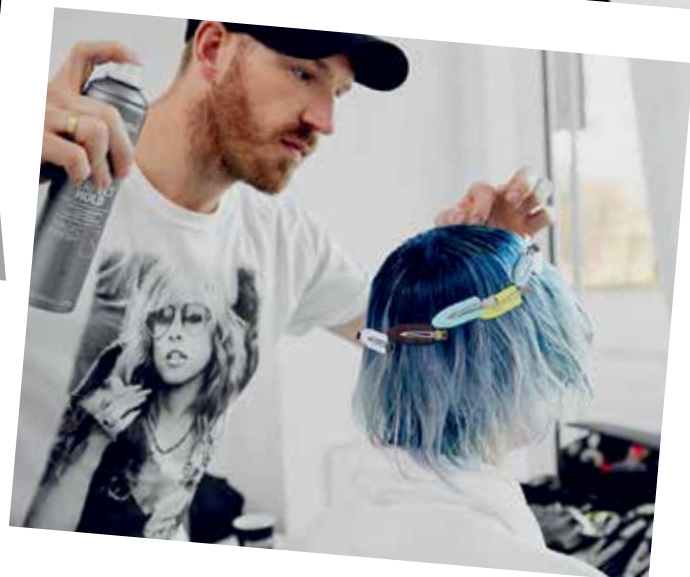
*No discount applies for this seminar.

2020 PROGRAM MENTOR: Shane Henning



NATIONAL EDUCATION TEAM





Forget about
what's on trend now...
**DIVE INTO THE
STYLING TRENDS
OF TOMORROW!**

STYLING

Go crazy for texture! Wow your clients with their personal signature style and get to know the perfect products to create these stunning looks.

WHAT'S IN IT FOR YOU?

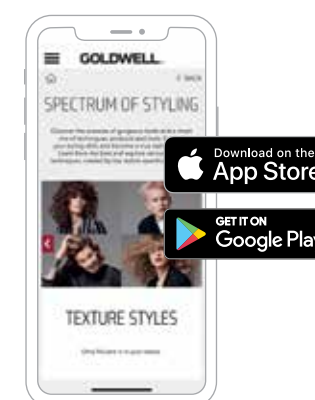
- » Discover how to make personal style stand out with signature looks
- » Deepen your product knowledge and understanding of technology
- » Find the perfect products for each and every client styling wish and stunning style results
- » Inspirational hands-on sessions to achieve excellence and have fun!

#STYLESIGN #SIGNYOURSTYLE

STYLESIGN SPECTRUM OF STYLING

Become a true styling expert - get inspired by a universe of gorgeous looks and a smart mix of techniques, products and tools. Make your salon the place to be for perfect styling.

CLASSES ON DEMAND



Discover the whole **Spectrum of Styling**
in the **Goldwell Education Plus App.**

DUALSENSES

The instant care expert now with even more passion for color.
New Dualsenses Color Revive offers the perfect products to refresh and intensify salon-color in between visits.

WHAT'S IN IT FOR YOU?

- » No client's hair is the same - find individual solutions for every hair need
- » How the Dualsenses In-Salon Treatments always fit into your salon routine
- » How to match your client's hair needs with professional home care

#DUALSENSES

DUALSENSES PRODUCTS AND TECHNOLOGIES

All you need to know about products and technologies to make your clients feel more beautiful than ever.

Professional solutions for instantly beautiful hair - with built-in color protection.

CLASSES ON DEMAND

DUALSENSES IN-SALON TREATMENTS

All you need to know about the In-Salon Treatments to wow your clients with instantly beautiful hair.

CLASSES ON DEMAND

- » Select the right Dualsenses and StyleSign products for your client's hair needs
- » Choose the appropriate In-Salon Treatment
- » Explain the application and the products
- » Finish with StyleSign for the desired look
- » Boost your business with home care recommendations



Forget mainstream care...
DISCOVER CUSTOMIZED SOLUTIONS!





Give up the usual care...
**GET READY FOR A
LONG-LASTING
TRANSFORMATION!**

KERASILK

The luxurious Kerasilk hair care, styling and fragrances feature high-end ingredients for exceptional and long-lasting results.

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

WHAT'S IN IT FOR YOU?

- » Kerasilk luxury hair care and high-class experiences
- » Expert hair analysis to professionally determine the perfect Kerasilk service for your client's hair structure and scalp
- » Tips to perfectly create the luxury salon experience
- » Insights into how to professionally consult with your clients

#KERASILK



KERASILK

KERASILK CONTROL

Customized solutions for long-lasting transformation into perfectly smooth and soft hair.

Silky perfection for unmanageable, frizzy hair.

WHAT'S IN IT FOR YOU?

- » Two salon-exclusive luxury services: Keratin Treatment Service and De-Frizz Service
- » Great solutions for long-lasting transformation of unmanageable and frizzy hair
- » Complementary home care products to extend the Kerasilk Control salon experience

KERASILK COLOR

For brilliantly colored hair with a long-lasting silky hair feel.

Add high-level brilliance and care to color with a high-class service: the exclusive Kerasilk Color Brilliance Service.

WHAT'S IN IT FOR YOU?

- » Fulfil the expectations of your very demanding clients
- » Attract your clients with an appealing and indulging service experience
 - » Set yourself apart with a luxurious color service
 - » Enhance your hair colors with high-level brilliance and care



KERASILK REVITALIZE

Beautiful hair starts with a well-treated scalp.

WHAT'S IN IT FOR YOU?

- » Expertise in scalp analysis and consultation
- » Discover ECTOIN® - one of nature's most powerful protectors
- » Luxury service experience for your client
 - » High-class massage techniques
 - » Customized home care regime

KERASILK STYLE

Perfect hair styling with a touch of silk.

Achieve weightless, touchable styling for beautifully cared-for hair.

WHAT'S IN IT FOR YOU?

- » Experience the perfect balance between high-end styling performance and silky-feeling hair
- » Extend the Kerasilk experience with flawless, durable styles that help your client keep that special hair feel
- » Upgrade your service menu with stunning sleek, volume or curl looks



CUSTOMIZED TRAINING



“BEST IN CLASS EDUCATION
WITHOUT LEAVING YOUR SALON”

Rita Marcon

EDUCATION DIRECTOR
GOLDWELL AUSTRALIA

FOR CUSTOMIZED EDUCATION SESSIONS IN YOUR SALON,
PLEASE CONTACT YOUR GOLDWELL EDUCATOR
OR SALES EXECUTIVE FOR FURTHER INFORMATION



Close the salon doors...
**WELCOME OUR
TAILOR-MADE TRAINING!**



IN-SALON SEMINARS

Be inspired by tailor-made training sessions.

Every stylist, every salon, every client is different. Our customized programs including hands-on exercises are the perfect answer to your individual needs. Offer your whole team an uplifting experience and take your salon's success in your hands.

Contact your Goldwell representative to find out more about in-salon training sessions for your team.



FOUNDATION MASTERY

Behind every amazing color you'll 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 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)

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)

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)

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)

FORMULATIONS 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

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.
- » Do's and don'ts for redheads.

MODELS 2 models suitable for red fashion/ dimensional color work

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



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

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.
- » Do's and don'ts for brunettes.

MODELS 2 models suitable for brunette fashion/ dimensional color work

MBE

MARKETING, BUSINESS AND EDUCATION

RUNNING FOR 24 YEARS, MBE IS A DEDICATED BUSINESS-BUILDING PROGRAM, WHERE OUR SALONS ARE ABLE TO NETWORK WITH 'LEADING EDGE' SALONS THAT ARE AT THE FOREFRONT OF OUR INDUSTRY AND DEVELOPING BEST BUSINESS PRACTICES.

The purpose is to provide information, inspiration, personal development concepts, initiatives and ideas to increase salon performance and profitability. Our goal is to partner closely with our clients and provide the right environment and opportunities to further develop their skills to successfully drive sales growth, build motivation, encourage creativity and continue to inspire.

Kao
SALON DIVISION

GOLDWELL. KMS

MBE WEEKENDER | BRISBANE: 15-16TH MARCH 2020

Experience our dedicated business-building program in a unique new format. Networking, inspiration and learning from experts take place between local curated experiences. Our National Business Event on Day One will feature keynote speakers, providing valuable knowledge and expert insight to develop your personal and business skills. Day Two's Creative Education Event will showcase local and global creative talent to inspire and impart new trends and services to increase productivity in salon. The weekend is sealed with evening parties in the vibrant city of Brisbane.

MBE OFFSHORE | BANGKOK: 16-20TH AUGUST 2020

The glittering city of Bangkok is our destination for our International MBE Conference. This event incorporates two powerful days of keynote speakers and workshops, plus memorable evening experiences. This intimate offshore event provides the ultimate networking opportunity with fellow salon owners, inviting you to discover their success stories and fuel your own with fresh ideas and innovative tools to grow your salon business.

For more information contact your Kao Salon | Goldwell | KMS Representative.

VISIT WWW.KAOSALONMBE.COM TO REGISTER



DON'T THINK ABOUT WHEN AND WHERE. GET INSPIRATION ANYTIME, ANYWHERE.

Don't miss out anything. Get 24/7 access to great inspiration and loads of fresh impulses. Get to know the latest Goldwell product and service innovations and learn from hairdressers from all over the world.

**Now it's your turn.
Show us your creative work under
#IAMGOLDWELL**



GOLDWELL ONLINE

EVENTS
COLOR ZOOM
ABOUT GOLDWELL
SERVICES
SALON SUCCESS
EDUCATION
PRODUCTS



GOLDWELL SEMINAR FINDER

QUICK SEMINAR OVERVIEW
DATES AND LOCATIONS
ARTIST AND NEWS
ONLINE REGISTRATION



GOLDWELL EDUCATION PLUS APP

COLOR MULTIPLIER
COLOR SKETCHER
FORMULATION GUIDE
COLOR GUIDE
COLOR CARD
SALON SERVICES
PRODUCT KNOWLEDGE
SPECTRUM OF STYLING
HAIR SCIENCE



GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

TUNE IN AND COME CLOSER
THE GO-TO DESTINATION FOR ANY
INSPIRATION AND INFORMATION
ABOUT UPCOMING TRENDS
SIGNATURE STYLES TO
FUEL YOUR CREATIVITY

ICON INDEX



BRING YOUR OWN KIT



RESOURCES PROVIDED



CERTIFICATE PROVIDED



CATERING PROVIDED



MODEL REQUIRED



SEMINAR TIMES



SEMINAR COST



SEMINAR DATES



BOOKING AND MUST-KNOW INFORMATION

ACADEMY BOOKINGS

Please visit:

www.KaoSalonAcademy.com

- Choose seminar
- Choose location/date
- Add in payment details
- Complete Registration
- Confirmation email will contain:
 1. Registration confirmation
 2. Tools to bring
 3. Seminar location

CANCELLATION POLICY

All cancellations must be received 30 days prior to the date of the scheduled seminar to be eligible for a full refund.

Any cancellations within 30 days will receive a credit toward a future program in the current calendar year. Non-attendance without notice is subject to a 100% charge.

Kao Australia PTY Limited reserves the right to postpone or change any seminars due to unforeseen circumstances, in which case participants will be notified.

KAO SALON
ACADEMY

LEARNING DESTINATIONS

Melbourne - Level 2, 293 Camberwell Road, Camberwell, 3124

Sydney - Opening Soon

Brisbane - 5 Cribb Street, Milton 4064

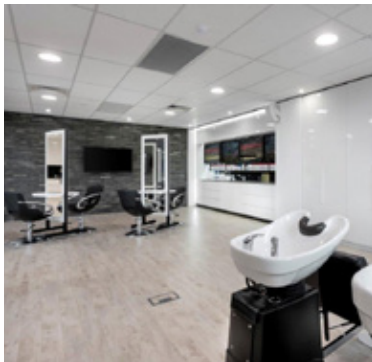
Perth - Level 1, 389 Oxford Street, Mount Hawthorn 6016

GOLDWELL HOTLINE: 1300 214 393

EMAIL: salonseminars.au@kao.com



GO FURTHER.
GO BEYOND.



Kao SALON **ACADEMY**

TAIPEI VIENNA ANTWERP SYDNEY MELBOURNE
HELSINKI BERLIN ROME COPENHAGEN MILAN
STOCKHOLM DUSSELDORF SINGAPORE LINZ ZURICH
TORONTO PERTH LONDON RHEIN-MAIN BRISBANE
AMSTERDAM APELDOORN HONG KONG NEW YORK

For further information please contact your Goldwell representative. | goldwell.com.au



Goldwell is part of Kao Salon Division.

Kao
SALON DIVISION

Enriching the lives of stylists, salon owners and their clients through trusted partnership, salon business growth and our salon exclusive portfolio of advanced services, innovative products and inspiring education.