

A woman with vibrant, wavy pink hair is the central focus. She is wearing a white sleeveless top and a grey, textured knit cardigan. The background is a plain, light grey. The word "GOLDWELL." is overlaid in large, white, sans-serif capital letters across the middle of the image. A small red square is positioned at the end of the word.

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





GET READY... TO GO BEYOND THE NORMAL!

We understand that as stylists you want to go beyond expectations and this is why we offer you the products, services, techniques and technologies to help you achieve this very vision.

We want to go the extra mile so that you can show your true mastery, live your creativity and push your limits in every way. As your trusted salon partner, we invite you to be proud, confident and leading edge.

Join our Goldwell Education Team and Guest Artists for some truly inspiring sessions and surround yourself with like-minded creatives. It's here that you can browse our Education offerings that will help you go beyond limits, go beyond great hair color and go beyond ordinary texture.

Come and join us - it's time to be inspired!

Irene Meikle

Irene Meikle
Associate Director, Education, UK

Julie Winchester

Julie Winchester
General Manager, UK, Ireland, South Africa



FORGET LESSONS.

GET INSPIRED!

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GOLDWELL SERVICE CYCLE

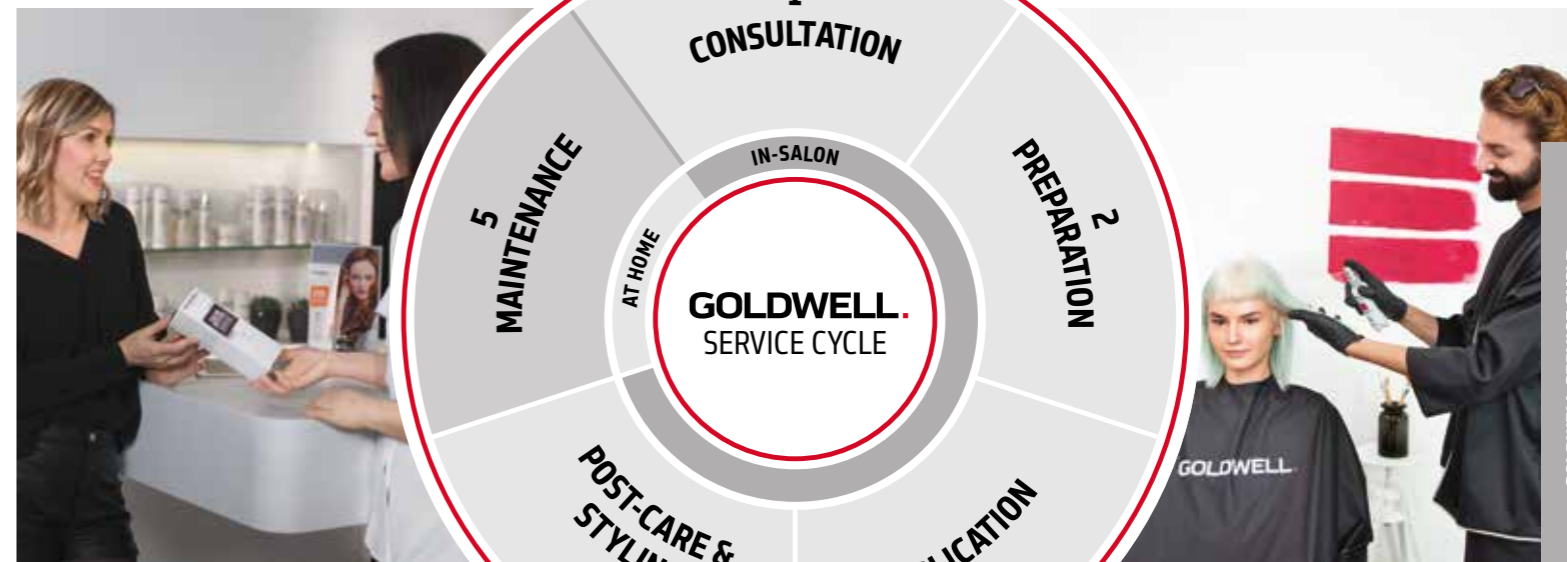
DON'T JUST DELIVER SERVICES. CREATE EXPERIENCES!

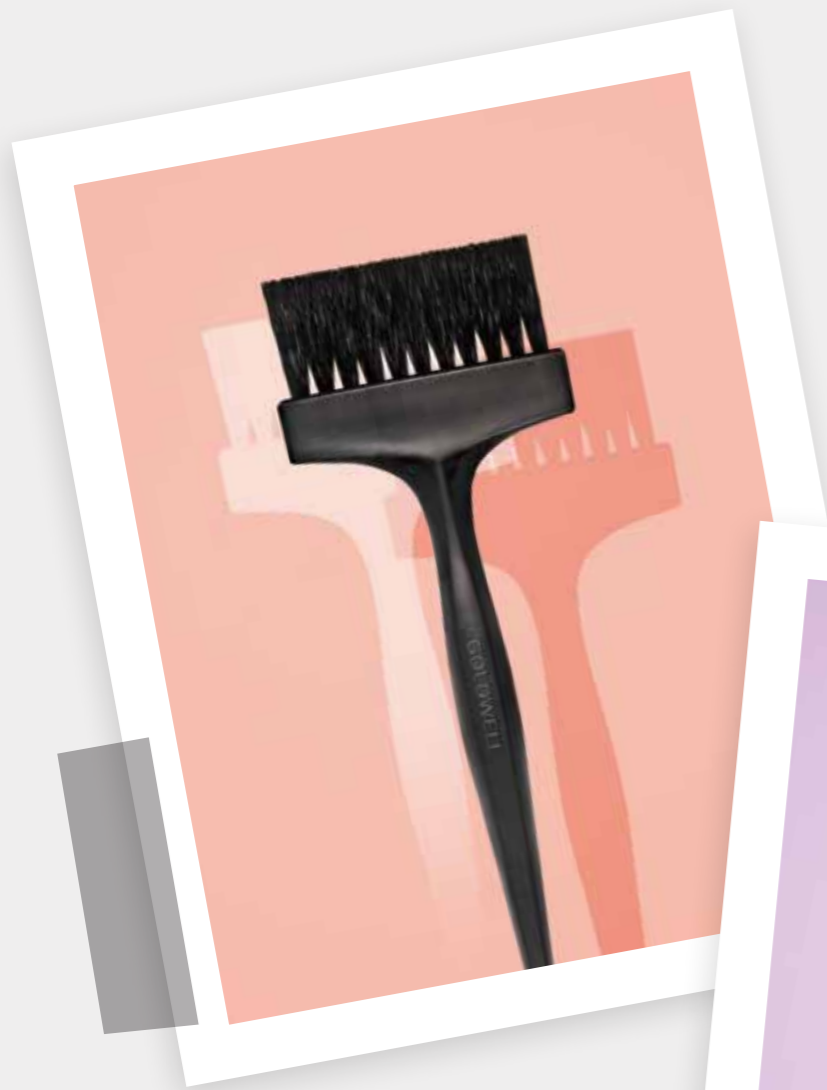
Turn every salon visit into an exceptional experience - with an individual consultation, the latest techniques and high-performing professional products developed to best support your hair expertise.

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



@goldwelluk #iamgoldwell #gogoldwell



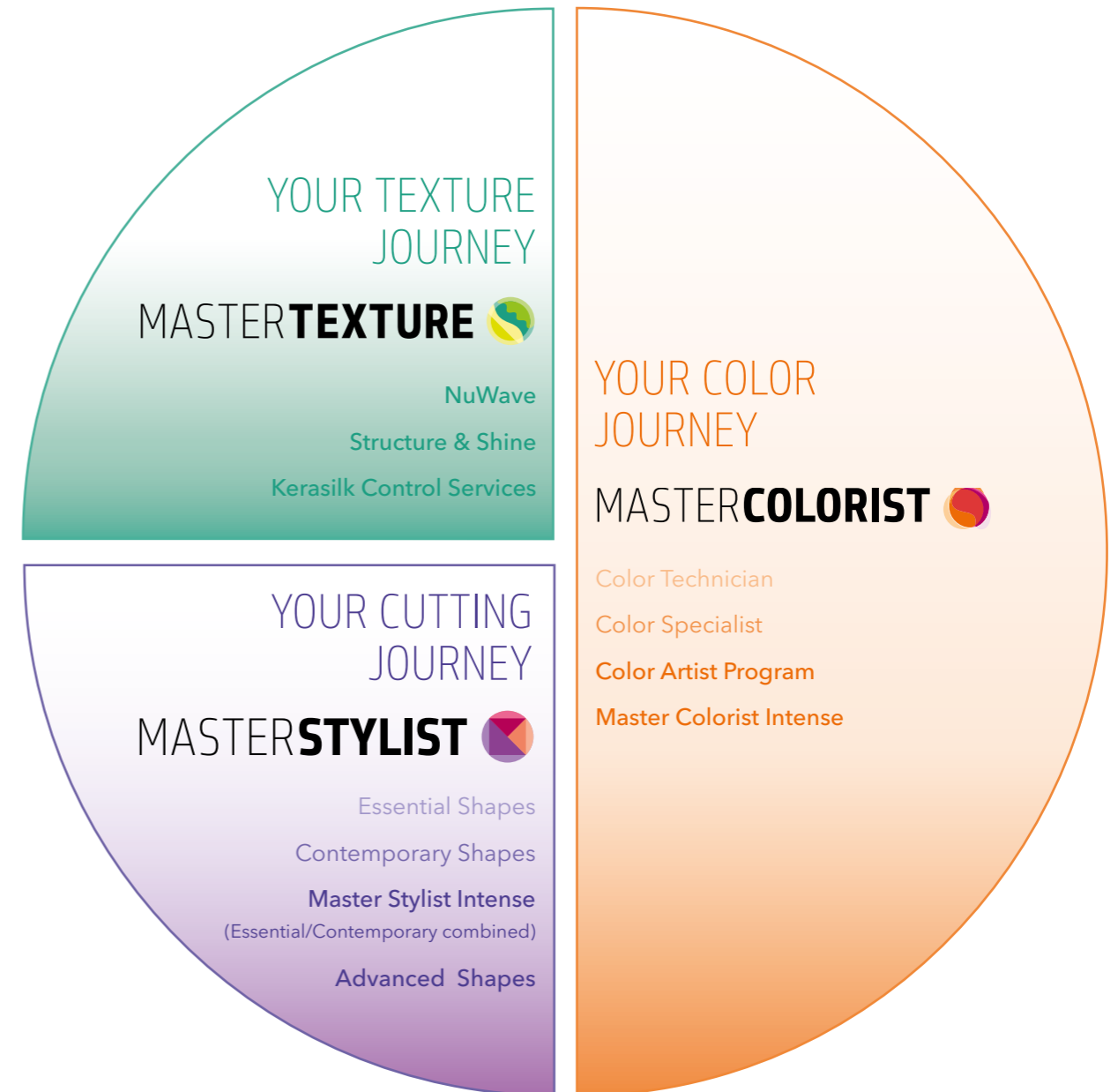


[f](#)
[t](#)
[You Tube](#)
[i](#)




 @goldwelluk #iamgoldwell #gogoldwell

GOLDWELL MASTER SERIES




GOLDWELL STYLIST MASTER SERIES JOURNEY

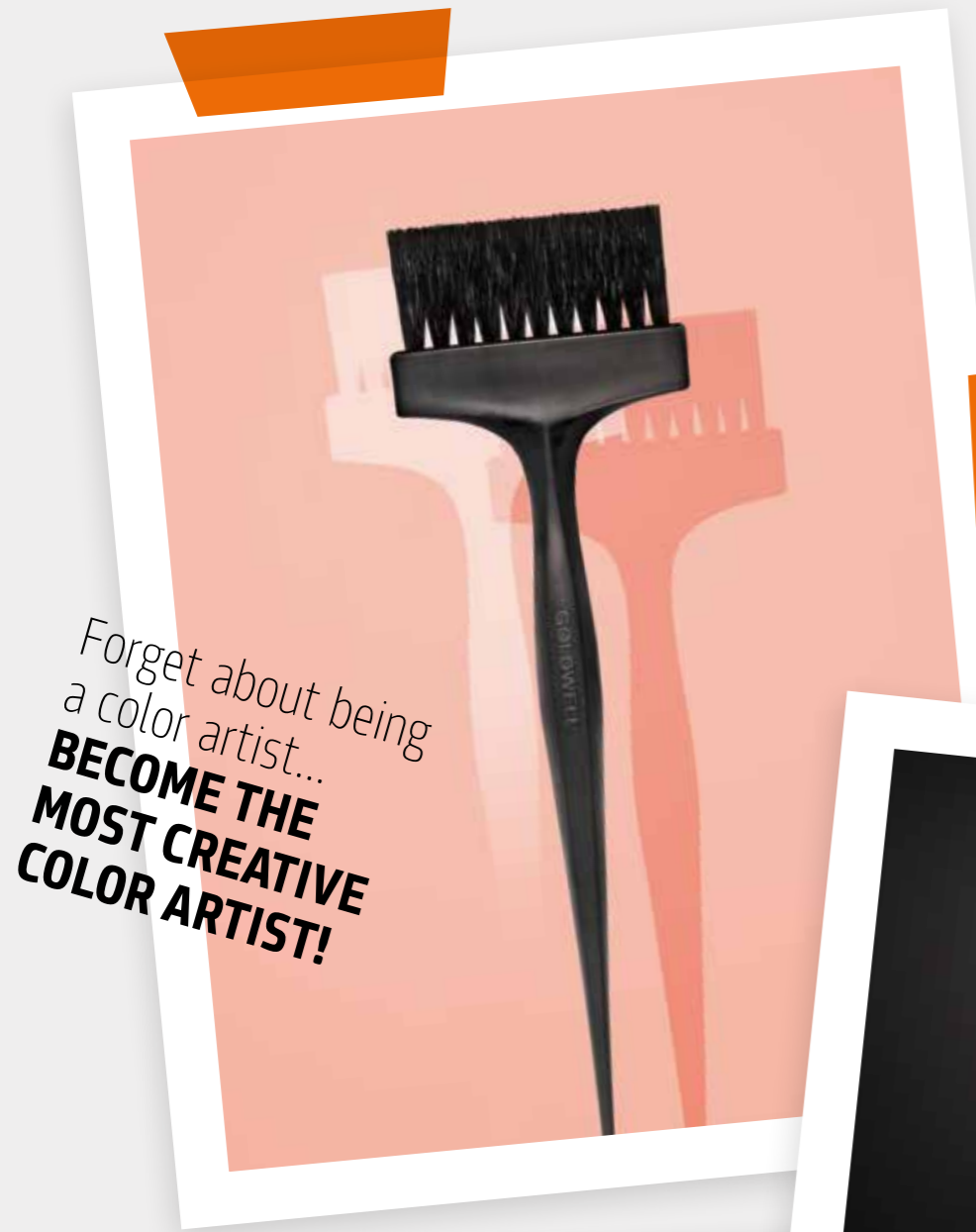


CUTTING LEVELS

-  Beginners / +2 years
-  Intermediate
-  Advanced

COLOR LEVELS

-  Beginners / New to Goldwell
-  +3 years
-  Senior








 @goldwelluk #iamgoldwell #gogoldwell

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 life cycle to successfully master each segment

COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

5 STEPS TO SALON SUCCESS MASTERY (OPTIONAL)

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

COLOR SPECIALIST

Color Technique and Consultation Mastery » Customization

CONSULTATION SPECIALIST
COLOR CORRECTION SPECIALIST

COLOR FORMULATION/TECHNIQUE SPECIALIST
GREY COVERAGE SPECIALIST

COLOR ARTIST

Trends and Inspiration Mastery » Creativity

COLOR TREND

COLOR LAB

COLOR ELUMINATION

MASTER**COLORIST** 

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.

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 rebooking and watch the clientele increase. Understand how to professionally communicate.

-  Register: 9:30 AM
-  Start: 10:00 AM
-  Finish: 5:00 PM
-  £210
-  MON 24 FEB / WED 20 MAY / WED 26 AUG
MON 16 NOV






DEMI-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.

-  Register: 9:30 AM
-  Start: 10:00 AM
-  Finish: 5:00 PM
-  £210
-  TUE 14 JAN / TUE 11 FEB / TUE 10 MAR
MON 6 APR / TUE 12 MAY / TUE 9 JUN
TUE 7 JUL / TUE 4 AUG / TUE 1 SEP
TUE 29 SEP / TUE 27 OCT / TUE 24 NOV






PERMANENT COLOR MASTERY

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.

-  Register: 9:30 AM
-  Start: 10:00 AM
-  Finish: 5:00 PM
-  £210
-  WED 15 JAN / WED 12 FEB / WED 11 MAR
TUE 7 APR / WED 13 MAY / WED 10 JUN
WED 8 JUL / WED 5 AUG / WED 2 SEP
WED 30 SEP / WED 28 OCT / WED 25 NOV






ELUMEN 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.

-  Register: 9:30 AM
-  Start: 10:00 AM
-  Finish: 5:00 PM
-  £210
-  TUE 28 JAN / WED 18 MAR / TUE 28 APR
TUE 16 JUN / TUE 28 JUL / TUE 8 SEP
TUE 20 OCT






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.

-  Register: 9:30 AM
-  Start: 10:00 AM
-  Finish: 5:00 PM
-  £210
-  **Academy London**
MON 27 JAN / TUE 17 MAR / MON 27 APR
MON 15 JUN / MON 27 JUL / MON 7 SEP
MON 19 OCT / MON 30 NOV
NB Edinburgh: MON 10 AUG

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.

-  Register: 9:30 AM
-  Start: 10:00 AM
-  Finish: 5:00 PM
-  £210
-  MON 13 JAN / MON 11 MAY / MON 28 SEP

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 an 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.

Register: 9:30 AM



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



£210



MON 3 FEB / WED 1 APR / MON 1 JUN
TUES 28 JUL / TUE 22 SEP / TUE 16 NOV

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.

Register: 9:30 AM



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



£210



TUE 4 FEB / MON 16 MAR / TUE 28 APR
TUES 2 JUN / MON 13 JUL / MON 24 AUG
TUES 6 OCT / TUE 17 NOV

COLOR FORMULATION / 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.

Register: 9:30 AM



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



£210



WED 5 FEB / TUES 17 MAR / WED 29 APR
WED 3 JUN / TUE 14 JUL / TUE 25 AUG
WED 7 OCT / WED 18 NOV

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.

Register: 9:30 AM



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



£210



TUE 21 JAN / TUE 3 MAR / TUE 14 APR
TUES 26 MAY / MON 6 JUL / TUE 18 AUG
TUES 29 SEP / TUE 10 NOV

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

For senior colorists.

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.

Register: 9:30 AM



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



£210



TUE 28 JAN / MON 9 MAR / TUE 5 MAY
MON 22 JUN / MON 3 AUG / TUES 15 SEP
WED 4 NOV

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.

Register: 9:30 AM



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



£210



Academy London
TUE 21 JAN / MON 2 MAR / TUE 14 APR
MON 18 MAY / MON 29 JUN
MON 10 AUG / MON 21 SEP / MON 2 NOV
NS Kenilworth
MON 20 JUL

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 color your signature and your soul. Be the master of your color statements.

Register: 9:30 AM



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



£210



Academy London
WED 22 JAN / TUE 3 MAR / WED 15 APR
TUE 19 MAY / TUE 30 JUN / TUE 11 AUG
TUE 22 SEP / TUE 3 NOV
NS Kenilworth
MON 24 AUG
NB Edinburgh
MON 26 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 opposite for your target level, ensuring this after completion of your final seminar segment.

The one day certification will be performed on two models. On Master Colorist Technician there is also a written assessment test.

Register: 9:30 AM



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



£50



Master Colorist Technician (Register 9:00am)
WED 15 JAN / TUE 25 FEB / WED 25 MAR
WED 20 MAY / WED 1 JUL / WED 19 AUG
WED 14 OCT / WED 25 NOV / TUE 1 DEC
Master Colorist Specialist
TUE 10 MAR / TUES 5 MAY / WED 24 JUN
THU 20 AUG / WED 4 NOV
Master Colorist Artist
WED 5 FEB / WED 15 APR / WED 8 JUL
WED 16 SEP / WED 18 NOV

LECTURERS AWARENESS

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

Register: 9:30 AM



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



£45



THU 20 FEB / THU 16 JUL / WED 12 AUG
THU 29 OCT



@goldwelluk #iamgoldwell #gogoldwell

MASTER COLORIST INTENSE

Experienced colorists and salon owners.

There are few courses in Europe that can give you this level of expertise and personal tuition.

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

Includes weekly assessment and end of programme examination.

**12 days over 6 weeks
(2 days per week)**

Register: 9:30 AM



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



£2,400



Option 1 (Monday & Tuesday)
13 & 14 JAN, TUES 21 & WED 22 JAN,
27 & 28 JAN, 3 & 4 FEB, 10 & 11 FEB,
17 & 18 FEB

Option 2 (Sunday & Monday)
1 & 2 MAR, 8 & 9 MAR, 15 & 16 MAR,
22 & 23 MAR, 29 & 30 MAR, 5 & 6 APR

Option 3 (Monday & Tuesday)
1 & 2 JUN, 8 & 9 JUN, 15 & 16 JUN,
22 & 23 JUN, 29 & 30 JUN, 6 & 7 JUL

Option 4 (Monday & Tuesday)
14 & 15 SEP, 21 & 22 SEP, 28 & 29 SEP
5 & 6 OCT, 19 & 20 OCT, 26 & 27 OCT

LECTURERS MASTER COLORIST INTENSE

Bespoke five-day course, taking many elements from the Master Colorist Intense and specifically created for college lecturers.

Includes an end of programme examination.

5 days (1 week)

Register: 9:30 AM



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



£600



MON 20 JUL - FRI 24 JUL



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.

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

MASTER STYLIST INTENSE

Essential Shapes and Contemporary Shapes in one hit!

- » Stylists of all levels
- » 5-day seminar

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



CUT & SHAPE

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

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 days

Register: 9:30 AM



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



£360



Academy London

MON 17 FEB - WED 19 FEB
MON 11 MAY - WED 13 MAY
MON 17 AUG - WED 19 AUG
MON 9 NOV - WED 11 NOV

NS Kenilworth

MON 24 FEB - WED 26 FEB

NB Edinburgh

MON 30 - WED 1 APR

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.

2 days

Register: 9:30 AM



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



£260



Academy London

TUE 10 MAR - WED 11 MAR
TUE 26 MAY - WED 27 MAY
MON 16 NOV - TUE 17 NOV

NS Kenilworth

MON 4 MAY - TUE 5 MAY

NB Edinburgh

MON 29 JUN - TUE 30 JUN

MASTER STYLIST INTENSE

For stylists with salon experience.

Essential Shapes and Contemporary Shapes in one hit.

5 days (1 week)

Register: 9:30 AM



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



£558 (includes 10% discount)



MON 27 APR - FRI 1 MAY
MON 7 SEP - FRI 11 SEP

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 days

Register: 9:30 AM



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



£260



Academy London

TUE 31 MAR - WED 1 APR
TUE 14 JUL - WED 15 JUL
MON 23 NOV - TUE 24 NOV

NB Edinburgh

MON 24 FEB - TUE 25 FEB

MON 28 SEP - TUE 29 SEP

NS Kenilworth

MON 14 SEP - TUE 15 SEP





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



TURN YOUR PASSION FOR TEXTURE INTO MASTERY

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

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

NEW NUWAVE
» 1-day seminar

NEW STRUCTURE + SHINE
» 1-day seminar

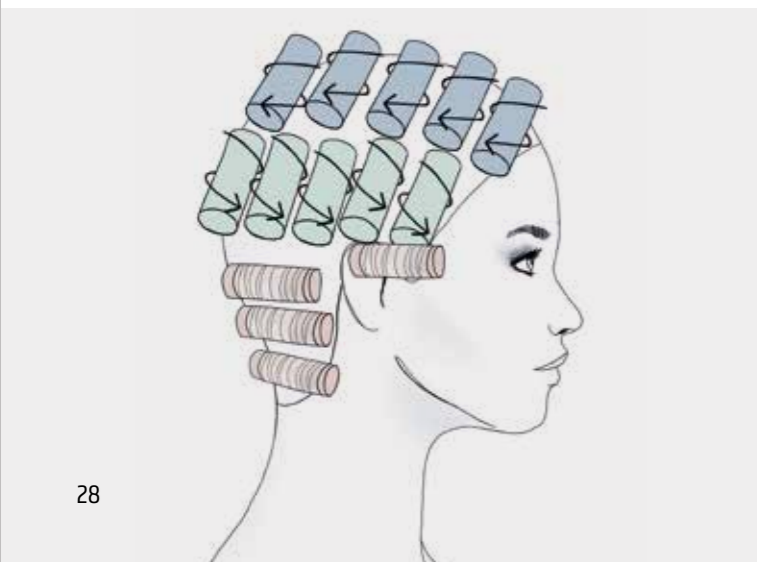
KERASILK CONTROL SERVICES
Essentials in Kerasilk
Keratin Treatment / De-Frizz Treatment
» 2-day seminar

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.




NEW NUWAVE [LAUNCHES MAY 2020]


Every wave is unique. NUWAVE is the effortless way to create bespoke waves for up to three months, without the regrowth and with no fear of hair damage. Creating a texture revolution, NUWAVE is the first semi-permanent and smart shape change service. No more frizzy curls, no more limp hair - just a beautiful wavy style.

Get insights on how to successfully implement and perform the service to attract new clients, stay ahead of the trends and generate additional turnover.

Register: 9:30 AM

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

 £30


 THU 4 JUN / THU 11 JUN / THU 18 JUN
WED 24 JUN / WED 1 JUL / THU 9 JUL
THU 23 JUL / THU 30 JUL / WED 9 SEP
WED 21 OCT / THU 5 NOV

NEW STRUCTURE + SHINE


The Structure + Shine service is the answer to beautiful straight hair, helping to eliminate the daily use of straightening irons. Featuring a sophisticated formula, it works to create a long lasting straight hair structure with brilliant shine and an anti-frizz effect, whilst providing excellent conditioning benefits to ensure hair is left looking healthier than ever before.

Learn about the different strength levels customized to individual hair structure and how to successfully maximize the business potential of a purely salon exclusive service to grow your profit.

Register: 9:30 AM

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

 £30

 THU 6 FEB / THU 20 FEB / TUE 25 FEB
WED 4 MAR / THU 12 MAR / WED 18 MAR
TUE 24 MAR / THU 21 MAY / TUE 21 JUL
WED 7 OCT

KERASILK CONTROL SERVICES

Become an expert in 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.

Become an expert in unmanageable hair.


Learn how to identify the perfect level of hair relaxation and smoothing for your client and how to adjust the formula according to your client's wish. Treatment lasts 3-5 months.

Become an expert in frizzy hair.

The Kerasilk Keratin De-Frizz service is a great opportunity to reduce frizz whilst keeping natural movement. Learn how to perform the service and get maximum perfection and soft results. Treatment lasts six weeks.

For Kerasilk Revitalize see page 33, Healthy Hair & Scalp Services.

Register: 10:30 AM

 Start: 11:00 AM
Finish: 5:00 PM

 £60

 WED 4 MAR & THU 5 MAR
WED 5 AUG & THU 6 AUG
WED 28 OCT & THU 29 OCT

TRENDING SALON SERVICES

Your source of inspiration.

BALAYAGE OMBRE FUSION

Day 1

Learn how to lighten hair to a natural balayage and gain an understanding on section patterns and correct product usage. Discover how to identify the best technique to produce great results following individual requests from clients and get hands on experience with a live model to perfect your balayage and ombre skillset.

Day 2

Learn how to identify the correct formulas to naturalize blonde clients to create a root and bring dimension back to the hair. Get hands on experience on how to reverse balayage and how to blend, soften and get that perfect gradient in color.

2 days

Register: 9:30 AM



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



£350



Academy London

MON 10 FEB - TUE 11 FEB
TUE 24 MAR - WED 25 MAR
WED 6 MAY - THU 7 MAY
WED 17 JUN - THU 18 JUN
MON 3 AUG - TUES 4 AUG
TUE 1 SEP - WED 2 SEP
WED 14 OCT - THR 15 OCT
MON 23 NOV - TUE 24 NOV

NB Edinburgh

MON 16 MAR - TUE 17 MAR

NS Kenilworth

MON 23 MAR - TUE 24 MAR
MON 2 NOV - TUE 3 NOV



Claire has been Color Director for London hairdressing academies including Sassoon, HOB Academy and M&P. Specialising in hair color and hair color education, Claire was taught by the world renowned Annie Humphreys. She focuses on sharing her wealth of knowledge, salon friendly techniques and tips on how hair color can be profitable, fun and creative.

NEW TREND REPORT WITH CLAIRE TURNER

An exclusive trend led seminar that explores the latest color phenomena 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.

Register: 9:30 AM



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



£240



Academy London

TUE 31 MAR / TUE 23 JUN / MON 17 AUG
MON 5 OCT
NB Edinburgh
MON 9 MAR
NS Kenilworth
MON 15 JUN

BLOW-DRY BRILLIANCE

This seminar focuses on how to achieve the perfect blow-dry for your clients and identifying correct product usage dependent on hair type, care and styling tips.

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.

Register: 9:30 AM



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



£80



MON 24 FEB / THU 21 MAY / MON 10 AUG
WED 23 SEP / THU 12 NOV



NEW BEGINNERS BRIDAL - HAIR UP

Learn the essential skills required for Bridal hair up styling and gain confidence to comfortably recreate the most popular wedding day looks in your own salon.

Build your hair up portfolio to gain new clientele and offer brides to be a choice of on trend styles.

Register: 9:30 AM



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



£200



Academy London

MON 24 FEB / MON 11 MAY / MON 28 SEP
NS Kenilworth
MON 1 JUN



@goldwelluk #iamgoldwell #gogoldwell



Lora has packed a lot of achievements into her ten years' hairdressing. Confident, creative, ambitious and passionate; she's always exploring new techniques and pushing herself to the next level. Her specialisms incorporate creative and technical color, balayage and color correction.

Lora's first competition success was winning Creative Head's Assist Anna in 2015. She was part of the Fellowship Project X Team of 2016 and soon after became Brand Ambassador for Simon Webster Hair (Brighton), a KMS Style Ambassador and Goldwell Master Colorist. She's worked at London Fashion Week, Salon International, Pro Hair Live, Colour World and HJ Live. In 2019 Lora became one of the prestigious F.A.M.E. Team members and has appeared onstage across the world showcasing her work alongside some of the industry's biggest names.



Trisha has been in the hairdressing industry for over 40 years and has always had a passion for education focusing around the science of hair. She is Salon Director of the prestigious hair health spa - Ciente. Trisha has studied subjects such as chemistry, nutrition, genetics, microbiology plus many more, before becoming a Senior Consultant Trichologist nutritional practitioner and working closely with highly regarded medical professionals in Harley Street and Wimpole Street.

NEW COLOR COMMUNICATION & COLOR IDENTITY WITH LORA GRIFFIN

An exclusive opportunity for colorists to gain clear theories and strategies to understand color section on a more complex level and ensure effective color consultation, with a view to offering salon clients a more personalised color service and increasing color revenue.

Color Communication: Breaking down color images, educating clients and managing expectations.

Color Identity: Consultation tools, client skin tone, color and personality analysis, color trends and pantone predictions.

Register: 9:30 AM



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



£240



Color Communication | **Color Identity**
MON 18 MAY | MON 14 SEP

NEW HEALTHY HAIR & SCALP SERVICES WITH TRISHA BULLER

Learn how to recognise an unhealthy scalp by assessing any underlying issues, how to build trust with your client and how to identify different hair and scalp types. Get an in-depth insight into the **new Kerasilk Revitalize service** and understand more about correct product selection and usage according to individual client scalp issues. This seminar provides all the knowledge needed to add a salon service to your business and help increase revenue.

Register: 9:30 AM



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



£100



WED 19 FEB / MON 8 JUN / MON 2 NOV

NEW CATWALK TO COLUMN WITH LINNAEAN ARTISTIC TEAM

An exceptional course delivered by **Kathryn Dartnell** and **Ross Cosgrove** who between them have over 30 years' experience and have worked for leading salon names within the industry including the multi-award winning Not Another Salon and Haringtons. Both have played a key role in supporting top session stylists such as Sam McKnight across New York, London, Milan and Paris Fashion Week and have developed a reputation as being highly influential industry educators through their commitment to consistently delivering the highest level of their craft.

WHAT'S IN IT FOR YOU?

- » Build your knowledge on the latest cutting edge looks from this seasons fashion week collections
- » Develop both your classical and innovative cutting techniques
- » Learn about different color techniques that will enhance each look
- » Maximise on your creative styling techniques to help drive a profitable client following

Register: 9:30 AM



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



£240



TUE 7 APR / MON 9 NOV



HARE & BONE

HARE & BONE is a multi-award-winning salon collective based in London's West End. Renowned within the industry for their instinctive fashion-focused and trend conscious style. Their philosophy and 360° techtrilogy education is driven with the hair stylist and consumer in mind combining technically creative cut and color with editorial styling.

“PREMIX” FASHION TONING THE HARE & BONE WAY

HARE & BONE share three key blended toning methods to give you the tools to be creative and fashion forward with your color work. Techniques shared are Dual Toning (layering toners), Shadow Placement (harmonized color placement) and Pre Shade Toning (multi-tonal base toning). All of these techniques can be tailored to create bold fashion colors and contemporary salon results.

Running of Day

Morning - PowerPoint and Demo's.

Afternoon - Hands on, working on blonde mannequins.

Register: 9:30 AM



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



£240



WED 27 MAY / MON 27 JUL / TUE 3 NOV



GLOBAL CREATIVE AWARDS PHOTOSHOOT WITH 'PREP' DAY

Art direction and coaching will be led by Shane Bennett.

Receive mentoring on how to get the best result and a professionally taken Global Creative Award entry picture.

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

A photoshoot will also take place in Edinburgh, please contact your sales consultant for further information.



Timing to be advised on booking



£875



Prep-Day:

WED 8 APR / THU 9 APR

Photoshoot Day:

SUN 19 APR / MON 20 APR / TUE 21 APR
SUN 26 APR

NATIONAL EDUCATION EVENTS

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!

In 2020 HUB NETWORK will travel to the stunning and sophisticated Algarve coastline in Portugal, 10-13 May 2020.

UK CREATIVE AWARDS

Our annual awards 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 the Kao Salon Global Experience in Amsterdam in October. 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.



Be inspired...
**FEED YOUR
CREATIVITY!**





Academy color experience
COMING TO YOU!



REGIONAL SEMINARS

WHAT'S IN IT FOR YOU

- » Covers the five step Service Cycle, that includes consultation, preparation, application, post care, styling and maintenance on all Goldwell color products.
- » Covers hair analysis, product performance and technology to help achieve an even color result from root to tip.
- » Learn how to create reliable grey coverage formulas using a range of products in the Goldwell portfolio.

DEMI & PERMANENT COLOR MASTERY

Learn all about demi and permanent coloring using Topchic, Nectaya and Colorance products.

This seminar offers versatile hair color solutions that meet client needs and expectations. Discover services ranging from shine enhancement to the exciting fashion colors and grey blending.

Register: 9:30 AM



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



£75



Manchester: MON 17 FEB / MON 14 SEP
Cardiff: MON 2 MAR / MON 21 SEP
Newton Abbot: MON 10 FEB / MON 14 SEP
Glasgow: MON 3 FEB / MON 17 AUG
Newmarket: MON 3 FEB / MON 14 SEP

LIGHTENING MASTERY

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

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

Register: 9:30 AM



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



£75



Manchester: MON 21 APR / MON 12 OCT
Cardiff: MON 27 APR / MON 19 OCT
Newton Abbot: MON 16 MAR / MON 6 OCT
Glasgow: MON 6 APR / MON 21 SEP
Newmarket: MON 30 MAR / MON 19 OCT

ELUMEN MASTERY

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

Learn how to increase your salon menu with premium Elumen services perfect for your most demanding salon clients.

Register: 9:30 AM



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



£75



Manchester: MON 8 JUN / MON 9 NOV
Cardiff: MON 29 JUN / MON 23 NOV
Newton Abbot: MON 1 JUN / MON 16 NOV
Glasgow: MON 8 JUN / MON 26 OCT
Newmarket: MON 26 MAY / MON 9 NOV



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



@goldwelluk #iamgoldwell #gogoldwell

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 and Formulations Mastery.



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)



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



£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)



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



£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)



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



£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)



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



£500



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.

5 STEPS TO SALON SUCCESS

Be the best in your craft and maintain the momentum. Adopt the 5 steps to success, from the SERVICE CYCLE to rebooking and watch the clientele increase. Understand how to professionally communicate.

WHAT'S IN IT FOR YOU?

- » Learn how to integrate the Goldwell Service Cycle into every client consultation
- » How to achieve accurate color results for the client every service



Subject upon request



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



£500

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



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



£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
- » Do's and don'ts for redheads



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



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



£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/dimensional color work



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



£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 blondes 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



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



£500

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



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



£500

ULTIMATE CREATIVITY

The sassy client wants to look and feel unique with beautiful results. Combining commercial techniques and clever color formulas to inspire creativity.

WHAT'S IN IT FOR YOU?

- » Capitalising on color placement and techniques
- » Creative formulations to break the rules
- » Exciting color combinations



Models: 2 models who are open to new color combinations



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



£500



Forget learning ...
BE INSPIRED!



   
@goldwelluk #iamgoldwell #gogoldwell

GUEST ARTIST CREATIVE SESSIONS

Get inspired by empowering creatives.

As ambassadors of Goldwell, the stylists on the Guest Artist Team are a great source of inspiration and brilliant role models to learn from.

The Goldwell Guest Artists are eager to share their knowledge hands-on with you and help you develop your professional skills at our Academy.

This is your chance for a real career boost.

See page 48-55 for seminars featuring Goldwell Guest Artists in 2020.



M&P

Renowned globally in the salon industry for ground breaking education and artistry, M&P have taught and worked alongside some of the leading hairdressers across the globe for two decades. Their unique teaching methodologies and concepts are relevant for all levels of hairdressers.

COLLECTION

- » Explore the essential techniques behind their seasonal collections
- » An in-depth look at the disconnections that create each new inspiration
- » This creative journey will give you detailed demonstrations that lead to a hands on workshop

2 days

Register: 9:30 AM



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



£495 (London) POA (Edinburgh)



London
MON 1 JUN - TUE 2 JUN
MON 2 NOV - TUE 3 NOV
NB Edinburgh
MON 14 SEP - TUE 15 SEP

NEW SALON COURSE WITH FANETTE

- » Spend two days with M&P's International Cut & Color Director Fanette and work on salon techniques easily applicable to your everyday salon work - level intermediate

Day 1: AM Color technique 1 | PM Haircut 1
Day 2: AM Color technique 2 | PM Haircut 2

2 days

Register: 9:30 AM



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



£495



MON 4 MAY - TUE 5 MAY



BEVERLY C MBE

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.

CREATIVE AND INSPIRATIONAL CUT AND COLOR

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

Register: 9:30 AM



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



£275



MON 2 MAR / MON 5 OCT

PRECISION RAZOR CUTTING SKILLS

WHAT'S IN IT FOR YOU?

- » Open up a whole new world of cutting skills and creativity, learning the full A-Z of razor cutting
- » Learn all about the art of precision and texture razor cutting

Register: 9:30 AM



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



£200



MON 27 APR / MON 20 JUL



SHANE BENNETT

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.

SALON INSPIRATION

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

Register: 9:30 AM



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



£230



MON 9 MAR / MON 8 JUN / MON 26 OCT



@goldwelluk #iamgoldwell #gogoldwell

NEIL BARTON

Neil Barton was the first ever UK winner of the Goldwell Color Zoom trophy in 2010. He was also a finalist for Scottish Hairdresser of the Year at the British Hairdressing Awards 2014 and 2015 and won a place on the Goldwell International Color Zoom Creative Team in 2012.

Neil Barton Hairdressing is now seen as the number one color destination in the Scottish capital. Neil and his team pride themselves on their inspirational color and cutting techniques, fashion-forward knowledge and creativity.

At Global Zoom 2018, Neil was also awarded a place in the prestigious Hall of Fame. Neil's knowledge, skills, determination and passion have earned him a position as a leader within the hairdressing industry. Travelling the globe as a Goldwell Master and Professional Trainer he inspires ever-growing audiences and hairdressers and is now regarded as an international color expert.

ON THE EDGE COLORING AND CUTTING

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

Register: 9:30 AM



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



£230



MON 23 MAR / MON 19 OCT



LISA WHITEMAN

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.

SALON INSPIRATION

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

Register: 9:30 AM



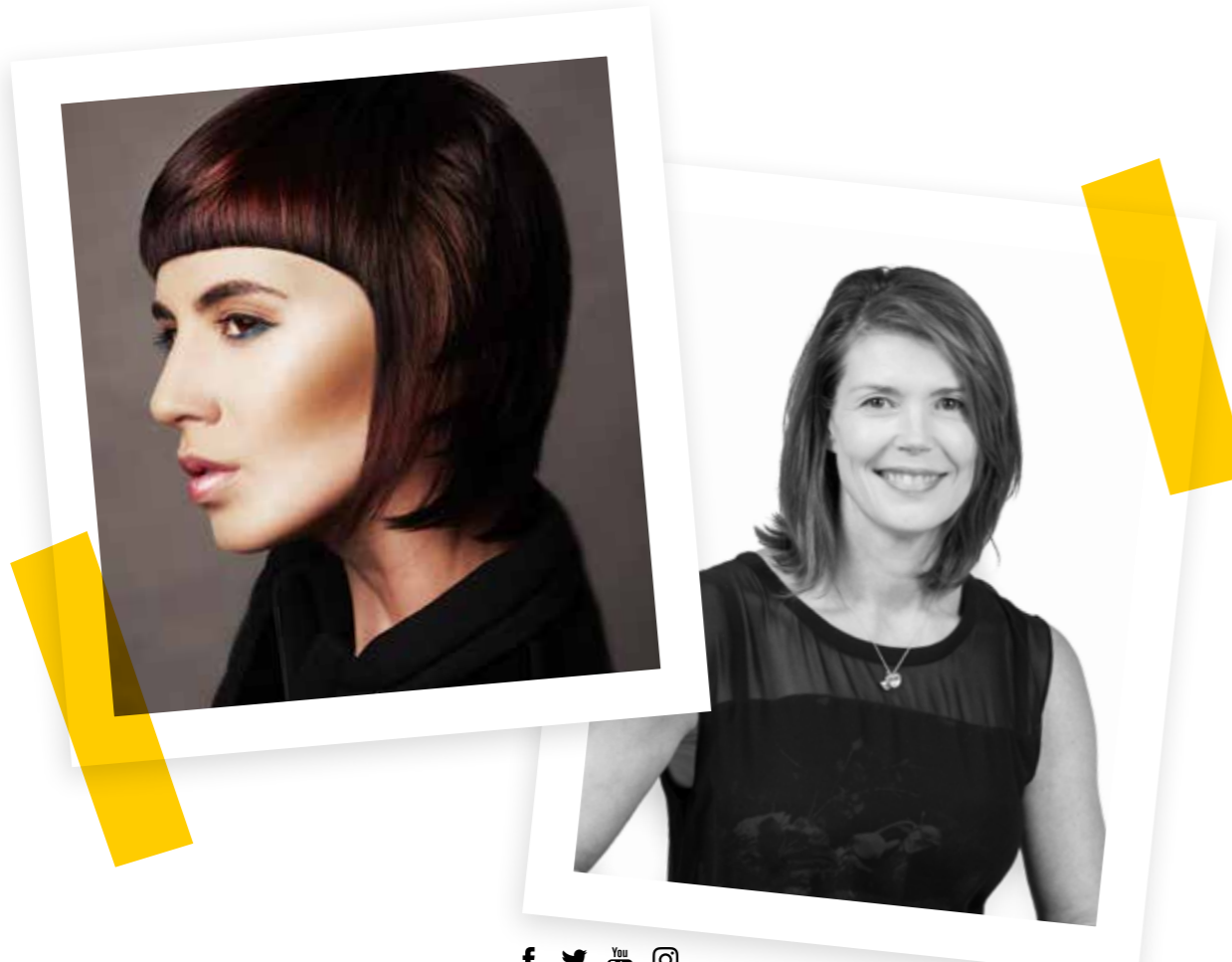
Start: 10:00 AM
Finish: 5:00 PM



£230



MON 30 MAR / MON 21 SEP



@goldwelluk #iamgoldwell #gogoldwell

ERIK LANDER

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, including LA, New York, Chicago, Orlando, Dubai, Copenhagen, Zurich and Mumbai. 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 down each and every aspect 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

Register: 9:30 AM



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



£195



London
MON 10 FEB / WED 6 MAY / MON 13 JUL
WED 16 SEP / MON 23 NOV
NS Kenilworth : MON 5 OCT

BARBERING MASTERCLASS

WHAT'S IN IT FOR YOU?

- » Take your barbering skills to the next level
- » 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 a male mannequin

3 days

Register: 9:30 AM



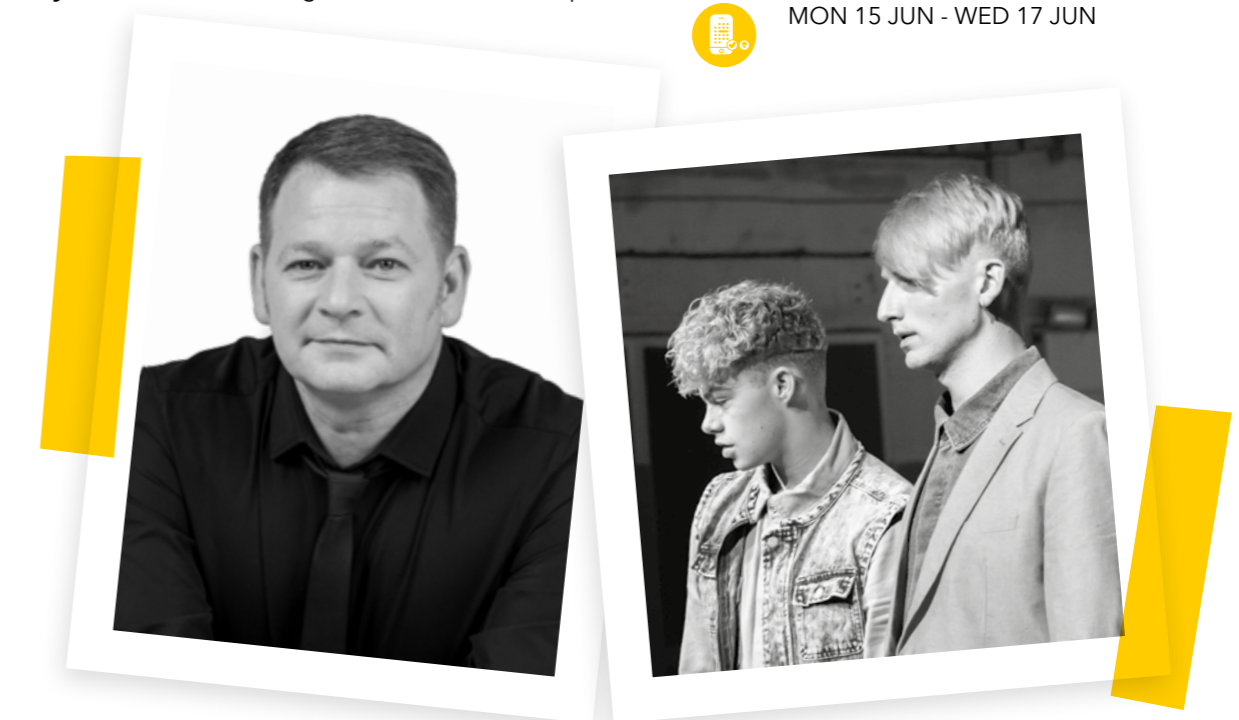
Start: 10:00 AM
Finish: 5:00 PM



£330



MON 15 JUN - WED 17 JUN



NICOLA SMYTH

Nicola Smyth is a multi-award-winning international hairdresser and the current British Hairdressing Awards - Midlands Hairdresser of the Year for 2019. Nicola owns a four salon group in the Midlands and also has her own Training Academy in partnership with Goldwell & KMS. Nicola won Goldwell Color Zoom in 2011 and represented the UK in Las Vegas. She is renowned for her creativity and passion with color.

NEW PICTURE PERFECT COLOR

Nicola's course explores how to recreate on trend looks from an image into reality. Learn more about the different techniques involved to achieve high end color finishes with Instagrammable results. This seminar will also look at how to structure column timings and how to choose the correct products to improve your overall color business.

WHAT'S IN IT FOR YOU?

- » How to create high end colors from fashion to commercial
- » Color melting and blending
- » Lifting and silverising

Register: 9:30 AM



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



£230



MON 3 FEB / MON 7 SEP

NICHOLAS FLETCHER-HOLMES

Nicholas Fletcher-Holmes is an award winning salon owner. He has won gold twice in the UK finals of Color Zoom and has joined the list of finalists in the British Hairdressing Business Awards. His successful salon brand celebrates 12 years and was awarded Best Hair Salon for customer service in the English Hair and Beauty Awards.

NEW COMMERCIAL LONG HAIR STYLING

Focusing on wearable, long hair styling, this course gives you the tools required to make long hair your speciality. From event styling and seasonal hair-up work, to effective color placement, this course will allow you to breathe a breath of fresh air into the ever-popular long hair trend.

WHAT'S IN IT FOR YOU?

- » Learn quick but effective color techniques for long hair
- » Build foundation knowledge of long hair dressing including setting and hair up skills
- » Understand seasonal trends to deliver to your clients

Register: 9:30 AM



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



£200



MON 16 MAR / WED 23 SEP



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 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 Neil Barton, 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 Global Creative Awards) 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.

*Application process required. Limited spaces available.



Courtney Cairns, Headromance
Member of Color Creatives team 2018
Global Zoom Bronze winner and Stylists Favourite Gold winner 2019



@goldwelluk #iamgoldwell #gogoldwell

SATELLITE ACADEMIES

Our Satellite Academies are the ultimate destinations across the UK and Ireland for you to come together with likeminded creatives in your local area. It is here that you can develop your skillset, get inspired and leave with new cutting and coloring techniques to implement on the salon floor.

Take a look at our Satellite locations to book a seminar near you!



NEIL BARTON EDINBURGH

(NB Edinburgh)
28 Elm Row, Edinburgh EH7 4RR
For seminar information please see pages
15, 19, 24, 25, 30, 31, 48

Information on **Global Creative Awards Photoshoot**
in Edinburgh please contact your Sales Representative



NICOLA SMYTH ACADEMY KENILWORTH

(NS Academy)
6 Warwick Road, Kenilworth CV8 1HB
For seminar information please see pages
19, 24, 25, 30, 31, 53



DAVID MARSHALLS - DUBLIN

12 Fade Street, Dublin, Ireland
For seminar information please see pages 58-65

SALON SHOP HAIR & BEAUTY - CORK





Unit 2 Kinsale Road, Bus Park Munster,
Cork T12 FR96
For seminar information please see pages 58-61

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.





DEMI-PERMANENT COLOR 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.

-  Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** MON 20 JAN / MON 8 JUN
Cork: MON 7 SEP





PERMANENT COLOR MASTERY

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.

-  Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** TUE 21 JAN / TUE 9 JUN
Cork: TUE 8 SEP

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.

-  Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** TUE 21 APR / MON 22 JUN
Cork: MON 6 OCT

ELUMEN 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.





-  Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** MON 18 MAY / TUE 23 JUN
Cork: MON 19 OCT

MASTER COLORIST TECHNICIAN CERTIFICATION DAY

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

Gaining your certification will further help to build your confidence, reputation and credibility with salon clients.

The one day certification will be performed on two models. On Master Colorist Technician there is also a written assessment test.

-  Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €50
-  **Dublin:** TUE 19 MAY / MON 13 JUL
Cork: MON 2 NOV

MASTER COLORIST INTENSE





Experienced colorists and salon owners.

There are few courses in Europe that can give you this level of expertise and personal tuition.

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

Includes weekly assessment and end of programme examination.

- 12 days over 6 weeks (2 days per week)**
-  Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €2400
-  **Dublin:**
MON 3 FEB - TUE 4 FEB
MON 10 FEB - TUE 11 FEB
MON 17 FEB - TUE 18 FEB
MON 24 FEB - TUE 25 FEB
MON 2 MAR - TUE 3 MAR
MON 9 MAR - TUE 10 MAR




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.

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.

- Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** MON 27 JAN / MON 31 AUG
Cork: MON 30 MAR

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.

- Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** TUE 28 JAN / TUE 1 SEP
Cork: TUE 31 MAR

COLOR FORMULATION / 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.

- Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** MON 23 MAR / MON 14 SEP
Cork: MON 27 APR

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.




- Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €210
-  **Dublin:** TUE 24 MAR / TUE 15 SEP
Cork: TUE 28 APR

MASTER COLORIST SPECIALIST CERTIFICATION DAY

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

Gaining your certification will further help to build your confidence, reputation and credibility with salon clients.

The one day certification will be performed on two models.

- Register: 9:30 AM
-  Start: 10:00 AM
Finish: 5:00 PM
-  €50
-  **Dublin:** TUE 7 APR / MON 28 SEP
Cork: TUE 26 MAY



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.

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.



Register: 9:30 AM

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



€210



Dublin: MON 12 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 color your signature and your soul. Be the master of your color statements.



Register: 9:30 AM

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



€210



Dublin: TUE 13 OCT

COLOR ELUMINATION

For senior colorists.

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.



Register: 9:30 AM

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



€210



Dublin: TUE 27 OCT

MASTER COLORIST ARTIST CERTIFICATION DAY

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

Gaining your certification will further help to build your confidence, reputation and credibility with salon clients.

The one day certification will be performed on two models.



Register: 9:30 AM

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



€50



Dublin: MON 9 NOV



GUEST ARTISTS IRELAND

BEVERLY C MBE

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.



CREATIVE AND INSPIRATIONAL CUT AND COLOR

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

Register: 9:30 AM



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



€275



Dublin: MON 13 JAN

CLAIRE TURNER

Claire has been Color Director for London hairdressing academies including Sassoon, HOB Academy and M&P. Specialising in hair color and hair color education, Claire was taught by the world renowned Annie Humphreys. She focuses on sharing her wealth of knowledge, salon friendly techniques and tips on how hair color can be profitable, fun and creative.

TREND REPORT WITH CLAIRE TURNER

An exclusive trend led seminar that explores the latest color phenomena 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.

Register: 9:30 AM



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



€240



Dublin: MON 20 APR / MON 16 NOV

TRENDING SALON SERVICES IRELAND

BALAYAGE OMBRE FUSION

Day 1

Learn how to lighten hair to a natural balayage and gain an understanding on section patterns and correct product usage. Discover how to identify the best technique to produce great results following individual requests from clients and get hands on experience with a live model to perfect your balayage and ombre skillset.

Day 2

Learn how to identify the correct formulas to naturalize blonde clients to create a root and bring dimension back to the hair. Get hands on experience on how to reverse balayage and how to blend, soften and get that perfect gradient in color.

2 days

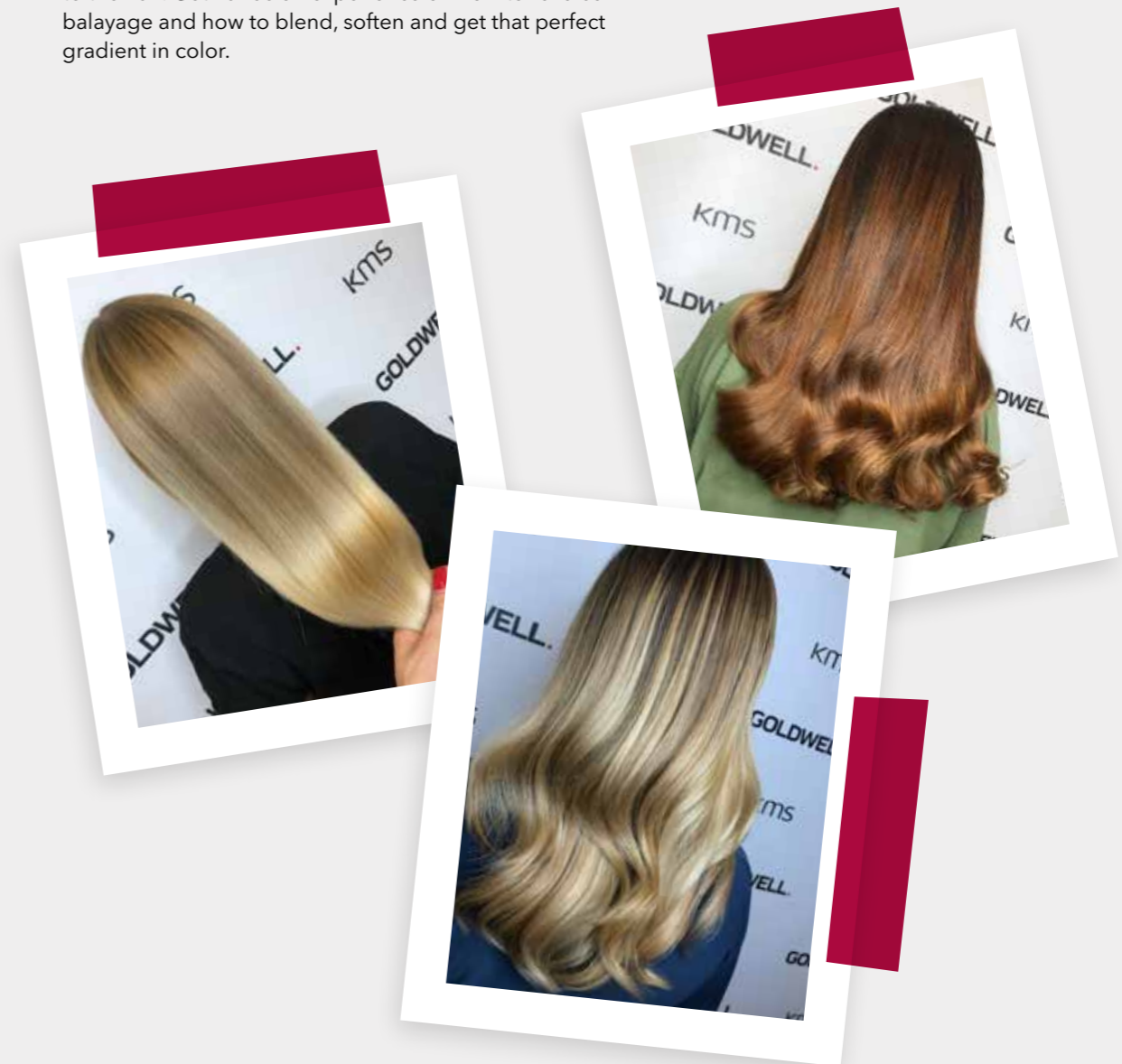
Register: 9:30 AM

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

€350

Dublin:

MON 11 - TUE 12 MAY
MON 29 - TUE 30 JUN



@goldwelluk #iamgoldwell #gogoldwell

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.



Georgina Williams



Emma Stickler



Kelly Jean Butler



Kelly Leclercq



India Flaherty



Toni Perryman



Claire Palmer



Francesca Stuttard



Karen O'Neil



Irene Meikle



Charlotte Dullea



Roxie Thomas



Siobhan Murtagh
Education & Event Manager, Ireland

ACADEMY LONDON TEAM



Robyn Deamer



Alex Collins



Radhika Williams



Rebecca Wallin



Chloe Ascott



Vanessa McInnis

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

Don't miss out on 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 AND PRODUCTS

goldwell.co.uk



GOLDWELL SEMINAR FINDER

QUICK SEMINAR OVERVIEW, DATES AND LOCATIONS, ARTIST AND NEWS, ONLINE REGISTRATION

goldwell.co.uk



GOLDWELL EDUCATION PLUS APP

COLOR MULTIPLIER, COLOR SKETCHER, FORMULATION GUIDE, COLOR GUIDE, COLOR CARD, SALON SERVICES, PRODUCT KNOWLEDGE, SPECTRUM OF STYLING AND 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

Search: Goldwell Education Plus YouTube Channel

BOOKING AND MUST-KNOW INFORMATION

BOOKINGS

Four easy steps to booking your education and inspiration for 2020.

1. Select the Goldwell and KMS 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.

Get inspired to strive for new heights of creative excellence.
Be part of our community!

We're looking forward to meeting you soon.

KAO SALON
ACADEMY

