



GOLDWELL.

EDUCATION BOOK '21



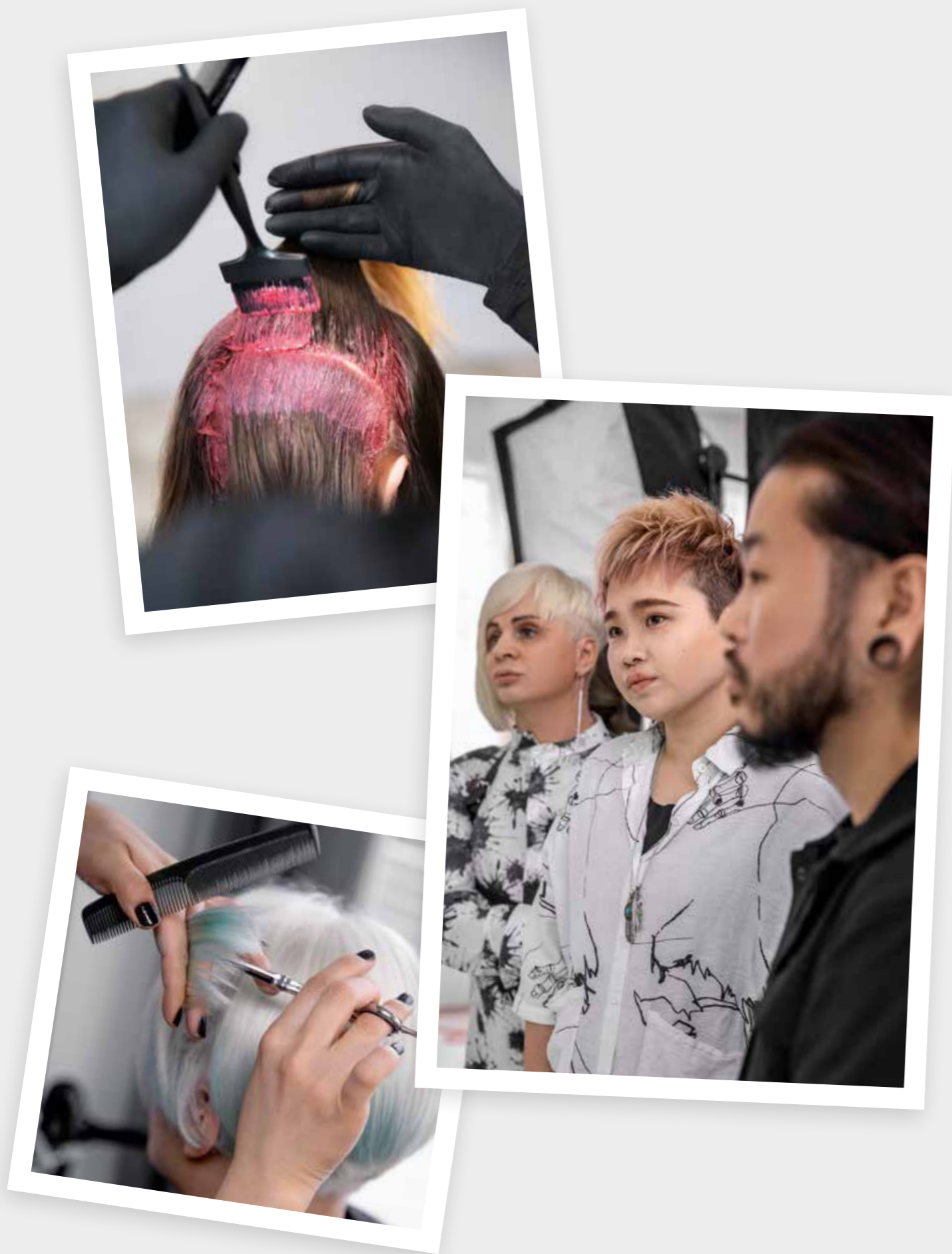
BRAND STATEMENT

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





CREATIVITY NEVER STOPS – TURN YOUR VISION INTO ART

Every type of creativity is waiting for you here – from the contemporary color and style of Goldwell, to the street style craftsmanship of KMS and the chic, editorial styling of Oribe – no one has more creativity than the Kao Salon Division, inspired by the best artists in the business.

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 is here that you can browse our Education offerings.

Come and join us, it is time to be inspired.

#CREATIVITYNEVERSTOPS

Irene Meikle

Irene Meikle
Associate Director, Education, UK

Julie Winchester

Julie Winchester
General Manager, UK, Ireland, South Africa



INSPIRATION, SERVICES, TECHNIQUES. WHEREVER YOU ARE.

We offer you a huge variety of seminars in your local Kao Salon Academy or as virtual online sessions. Enjoy our seminars, achieve excellence and have fun – wherever you are.



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION



GOLDWELL ONLINE

EVENTS
INSPIRATION
ABOUT GOLDWELL
SERVICES
SALON SUCCESS
EDUCATION
PRODUCTS



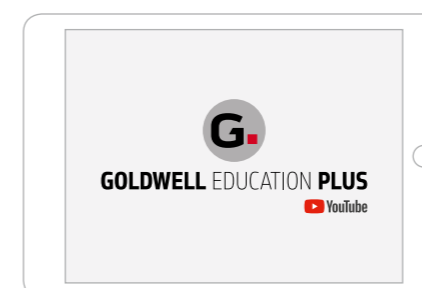
GOLDWELL SEMINAR FINDER

QUICK SEMINAR OVERVIEW
DATES AND LOCATIONS
ARTIST AND NEWS
ONLINE REGISTRATION



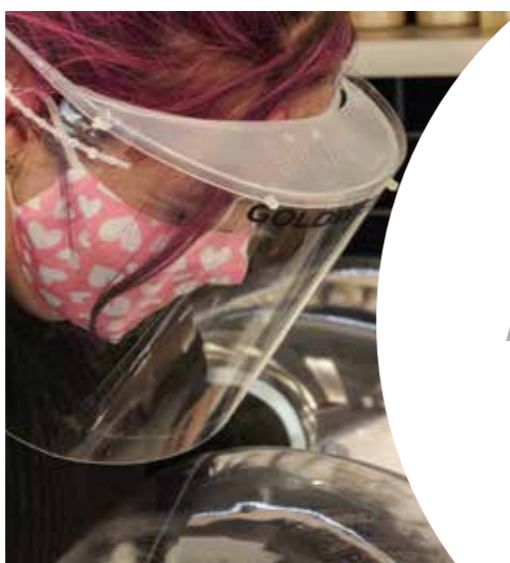
GOLDWELL EDUCATION PLUS APP

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



Welcome to the
ACADEMY
LONDON



THE CHOICE IS YOURS. ENJOY THE JOURNEY.

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GOLDWELL SERVICE CYCLE

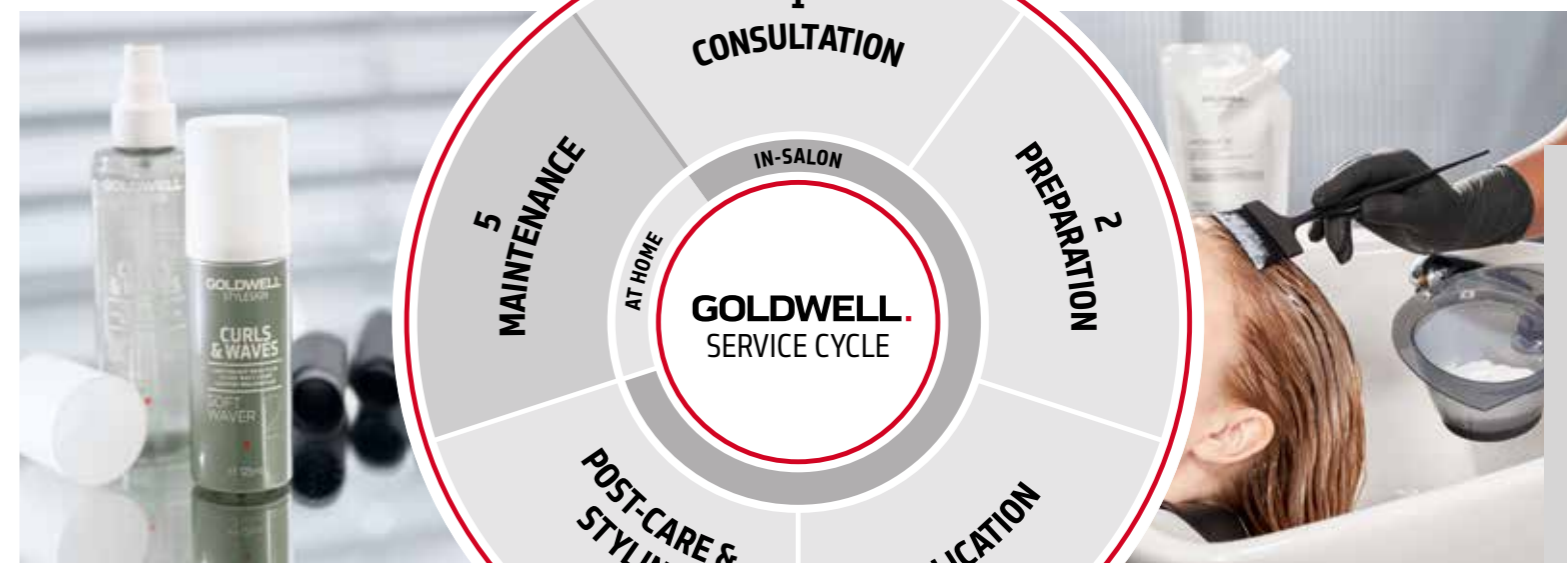
5 STEPS TO PERFECTION. FOR UNLIMITED POSSIBILITIES.

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



@goldwelluk #iamgoldwell #gogoldwell





GOLDWELL MASTER SERIES

GOLDWELL STYLIST MASTER SERIES JOURNEY





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

COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

5 STEPS TO SALON SUCCESS MASTERY (OPTIONAL)

DEMI-PERMANENT COLOR MASTERY
 PERMANENT COLOR MASTERY
 ELUMEN MASTERY
 LIGHTENING MASTERY
 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

IMAGINE COLOR, NOW ELUMENATE IT.

Discover Elumination - the art of adding extraordinary color brilliance and shine to every color.

After two decades of research and development with direct dyes, Goldwell has created colors with amazing capabilities - which change the way we see color forever.

Upgrade any color service:
Mix and match the Eluminated colors that suit your client best and make your salon standout with brilliant services.



Bring the power of Elumentation to your Salon
with Elumen, Topchic and Colorance @Eluminated shades
and System @Pure Pigments



Learn more about Elumination

Visit goldwell.co.uk

Download the Goldwell Education Plus App

Speak to your Sales Consultant or Educator

GOLDWELL.
ELUMINATION
THE ART & SCIENCE OF DIRECT DYE 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.

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.



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.

Theory	Practical
Start: 10:00 AM Finish: 01:00 PM	Start: 10:30 AM Finish: 1:30 PM
£210	
TUE 12 JAN MON 8 FEB TUE 9 MAR WED 5 MAY TUE 1 JUN TUE 29 JUN TUE 27 JUL TUE 24 AUG TUE 19 OCT TUE 16 NOV	→ MON 18 JAN MON 15 FEB TUE 16 MAR TUE 11 MAY TUE 8 JUN TUE 6 JUL TUE 3 AUG TUE 31 AUG TUE 26 OCT TUE 23 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.

Theory	Practical
Start: 2:00 PM Finish: 5:00 PM	Start: 2:30 PM Finish: 5:30 PM
£210	
TUE 12 JAN MON 8 FEB TUE 9 MAR WED 5 MAY TUE 1 JUN TUE 29 JUN TUE 27 JUL TUE 24 AUG TUE 19 OCT TUE 16 NOV	→ MON 18 JAN MON 15 FEB TUE 16 MAR TUE 11 MAY TUE 8 JUN TUE 6 JUL TUE 3 AUG TUE 31 AUG TUE 26 OCT TUE 23 NOV



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.

Theory	Practical
Start: 10:00 AM Finish: 01:00 PM	Start: 10:30 AM Finish: 1:30 PM
£210	
WED 13 JAN TUE 9 FEB WED 10 MAR THU 6 MAY WED 2 JUN WED 30 JUN WED 28 JUL WED 25 AUG WED 20 OCT WED 17 NOV	→ TUE 19 JAN TUE 16 FEB WED 17 MAR WED 12 MAY WED 9 JUN WED 7 JUL WED 4 AUG WED 1 SEP WED 27 OCT WED 24 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 and Elumen Play services for your most demanding salon clients.

Theory	Practical
Start: 2:00 PM Finish: 5:00 PM	Start: 2:30 PM Finish: 5:30 PM
£210	
WED 13 JAN TUE 9 FEB WED 10 MAR THU 6 MAY WED 2 JUN WED 30 JUN WED 28 JUL WED 25 AUG WED 20 OCT WED 17 NOV	→ TUE 19 JAN TUE 16 FEB WED 17 MAR WED 12 MAY WED 9 JUN WED 7 JUL WED 4 AUG WED 1 SEP WED 27 OCT WED 24 NOV



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.

	Start: 10:30 AM Finish: 5:30 PM
	£210
	MON 11 JAN / MON 8 MAR / TUE 4 MAY MON 28 JUN / Mon 18 OCT



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.

	Start: 10:00 AM Finish: 1:00 PM
	£105
	THU 14 JAN / THU 11 MAR / THU 29 APR THU 1 JUL / MON 23 AUG / THU 21 OCT

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.



Theory
Start: 10:00 AM
Finish: 01:00 PM



Practical
Start: 10:30 AM
Finish: 1:30 PM



£210



MON 18 JAN → TUE 19 JAN
MON 1 MAR TUE 2 MAR
MON 29 MAR TUE 30 MAR
TUE 25 MAY WED 26 MAY
TUE 20 JUL WED 21 JUL
TUE 14 SEP WED 15 SEP
MON 8 NOV TUE 9 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.



Theory
Start: 2:00 PM
Finish: 5:00 PM



Practical
Start: 2:30 PM
Finish: 5:30 PM



£210



MON 18 JAN → TUE 19 JAN
MON 1 MAR TUE 2 MAR
MON 29 MAR TUE 30 MAR
TUE 25 MAY WED 26 MAY
TUE 20 JUL WED 21 JUL
TUE 14 SEP WED 15 SEP
MON 8 NOV TUE 9 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.



Theory
Start: 10:00 AM
Finish: 01:00 PM



Practical
Start: 10:30 AM
Finish: 1:30 PM



£210



TUE 26 JAN → WED 27 JAN
TUE 6 APR WED 7 APR
MON 2 AUG TUE 3 AUG
MON 22 NOV TUE 23 NOV



Start: 10:30 AM
Finish: 5:30 PM



£210



TUE 9 MAR / TUE 1 JUN / MON 20 SEP



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



Theory
Start: 2:00 PM
Finish: 5:00 PM



Practical
Start: 2:30 AM
Finish: 5:30 PM



£210



TUE 26 JAN → WED 27 JAN
TUE 6 APR WED 7 APR
MON 2 AUG TUE 3 AUG
MON 22 NOV TUE 23 NOV



Start: 10:30 AM
Finish: 5:30 PM



£210



WED 10 MAR / WED 2 JUN / TUE 21 SEP



COLOR ARTIST

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?

- » Explore the Eluminated color universe of incredible color and brilliant shine
- » 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.



Start: 10:30 AM
Finish: 5:30 PM



£210



MON 1 FEB / TUE 16 MAR / MON 17 MAY
TUE 6 JUL / MON 16 AUG / TUE 5 OCT



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.



Start: 10:30 AM
Finish: 5:30 PM



£210



TUE 2 FEB / MON 22 MAR / TUE 18 MAY
MON 12 JUL / TUE 17 AUG / MON 11 OCT



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.



Start: 10:30 AM
Finish: 5:30 PM



£210



WED 3 FEB / TUE 23 MAR / WED 19 MAY
TUE 13 JUL / WED 18 AUG / TUE 12 OCT



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION



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.



Start: 10:30 AM
Finish: 5:30 PM



£50



Master Colorist Technician

Register for 10am for written certification
WED 27 JAN / WED 17 FEB / MON 17 MAY
WED 16 JUN / TUE 13 JUL / MON 6 SEP
TUE 2 NOV

Master Colorist Specialist

WED 3 FEB / MON 15 MAR / THU 8 APR
WED 16 JUN / WED 28 JUL / WED 6 OCT
MON 29 NOV

Master Colorist Artist

WED 10 FEB / TUE 25 MAY / WED 14 JUL
MON 23 AUG / MON 25 OCT



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 model following the Goldwell Service Cycle. An important focus is how to teach these methods and information to others.



Start: 10:30 AM
Finish: 5:30 PM



£45



THU 18 FEB / THU 1 APR / THU 8 APR
THU 22 JUL / THU 5 AUG / THU 26 AUG
THU 4 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.

Last day includes a Goldwell Guest Artist demo and Q&A session



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

Start: 10:30 AM
Finish: 5:30 PM



£2,400



Option 1 (Monday & Tuesday)

18 & 19 JAN, 25 & 26 JAN, 1 & 2 FEB,
8 & 9 FEB, 15 & 16 FEB, 22 & 23 FEB

Option 2 (Sunday & Monday)

23 & 24 MAY, 6 & 7 JUN, 13 & 14 JUN,
20 & 21 JUN, 27 & 28 JUN, 4 & 5 JUL

Option 3 (Monday & Tuesday)

6 & 7 SEP, 13 & 14 SEP, 20 & 21 SEP,
4 & 5 OCT, 11 & 12 OCT, 18 & 19 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)

Start: 10:30 AM
Finish: 5:30 PM



£600



MON 19 JUL - FRI 23 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

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!



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



Start: 10:30 AM
Finish: 5:30 PM



£360



MON 1 MAR - WED 3 MAR
TUE 8 JUN - THU 10 JUN
MON 25 OCT - WED 27 OCT



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



Start: 10:30 AM
Finish: 5:30 PM



£260



TUE 6 APR - WED 7 APR
MON 26 JUL - TUE 27 JUL
TUE 2 NOV - WED 3 NOV



MASTER STYLIST INTENSE

For stylists with salon experience.

Essential Shapes and Contemporary Shapes in one hit.

5 days



Start: 10:30 AM
Finish: 5:30 PM



£558 (includes 10% discount)



MON 9 AUG - FRI 13 AUG



ADVANCED SHAPES

For stylists with salon experience.

(Essential Shapes / Contemporary Shapes)

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

2 days



Start: 10:30 AM
Finish: 5:30 PM



£260



MON 10 MAY - TUE 11 MAY
TUE 24 AUG - WED 25 AUG
MON 15 NOV - TUE 16 NOV



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION





@goldwelluk #iamgoldwell #gogoldwell

MASTER**TEXTURE** 

TURN YOUR PASSION FOR TEXTURE INTO MASTERY

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

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.

NUWAVE

**Create bespoke waves for up
to three months**

» 1-day seminar

STRUCTURE +SHINE

**Create beautiful
straight hair**

» 1-day seminar

KERASILK CONTROL SERVICES

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

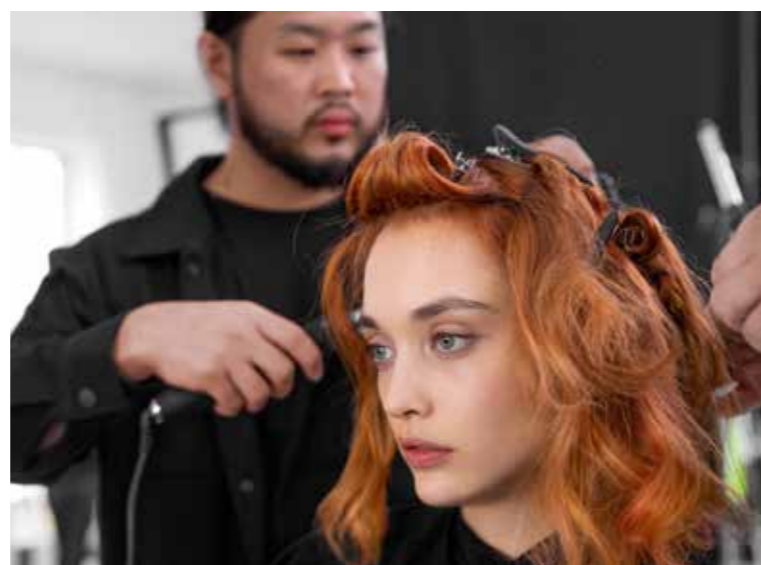
» 1-day seminar

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.

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 texture brands
- » Inspirational hands-on sessions to develop true texture mastery and have fun!



NUWAVE

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.



Start: 10:30 AM
Finish: 5:30 PM



£30



THU 14 JAN / THU 21 JAN / THU 28 JAN
THU 4 FEB / WED 10 FEB / THU 18 FEB
WED 3 MAR / THU 25 MAR / THU 29 APR
WED 23 JUN / THU 14 OCT



STRUCTURE + SHINE

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.



Start: 10:30 AM
Finish: 5:30 PM



£30



THU 11 FEB / THU 4 MAR / WED 28 APR
THU 17 JUN / THU 7 OCT



KERASILK CONTROL SERVICES

Become an expert for customized solutions for longlasting 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 35, Healthy Hair & Scalp Services.



Start: 10:30 AM
Finish: 5:30 PM



£60



TUE 27 APR / THU 8 JUL / THU 30 SEP





TRENDING SALON SERVICES

Your source for 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



Start: 10:30 AM
Finish: 5:30 PM



£350



Academy London:
MON 22 FEB - TUE 23 FEB
TUE 23 MAR - WED 24 MAR
TUE 4 MAY - WED 5 MAY
MON 16 AUG - TUE 17 AUG
MON 8 NOV - TUE 9 NOV



BLOW-DRY BRILLIANCE

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.



Start: 10:30 AM
Finish: 5:30 PM



£80



WED 17 FEB / WED 31 MAR / THU 27 MAY
THU 5 AUG / WED 20 OCT



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.



Start: 10:30 AM
Finish: 5:30 PM



£200

MON 8 FEB / TUE 1 JUN / MON 6 SEP





TREND REPORT

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.



Safy B has a flair for working with color in creative and innovative ways. She enjoys helping clients and stylists explore their fun side and boosts confidence with color application, processing and techniques.

Safy has over 15 years of salon industry experience specialising in cutting and coloring techniques and is passionate about sharing and teaching her skills, tips and tricks



Start: 10:30 AM
Finish: 5:30 PM

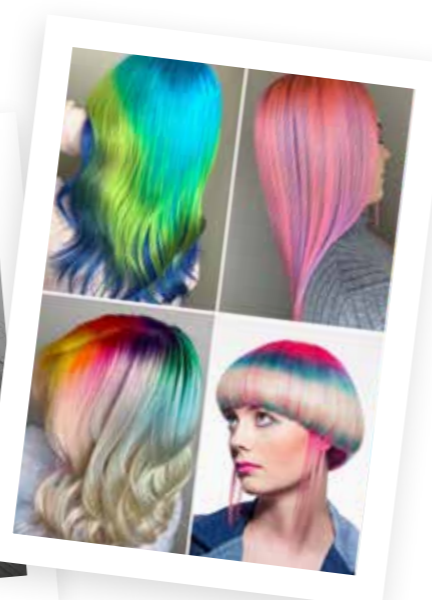


£240



With Claire Turner
MON 11 JAN
MON 26 APR / WED 6 OCT
With Safy B
TUE 30 MAR / TUE 7 SEP
With Casey Coleman
MON 1 FEB / MON 1 NOV

Claire Turner 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 worldrenowned 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.



Casey Coleman has been hairdressing for 12 years and has had quite the colourful journey! Winning the itlist VISIONARY award, being nominated for BHA's, are just some of the incredible accolades achieved. Most recently bagging himself a place on the main hair team for the Netflix series 'Sex Education' as well as Little Mix's new show, "The Search."

Casey is an avid colorist, his 'localised color' has become his staple and he's a huge fan of using vivid colors in unconventional ways.



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

AM - PowerPoint and Demo's.

PM - Hands on, working on blonde mannequins.



Start: 10:30 AM
Finish: 5:30 PM



£240



MON 10 MAY / MON 4 OCT

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.



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION



GUEST ARTISTS

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. They are eager to share their knowledge hands-on and help you develop your professional skills at our Academy.



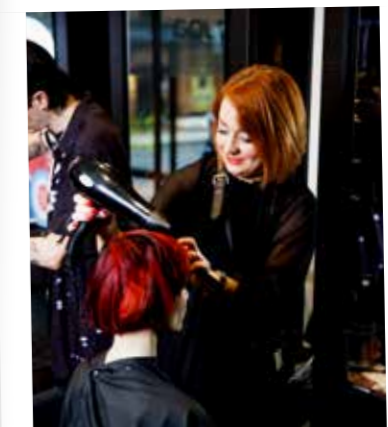
Beverly C MBE



Shane Bennett



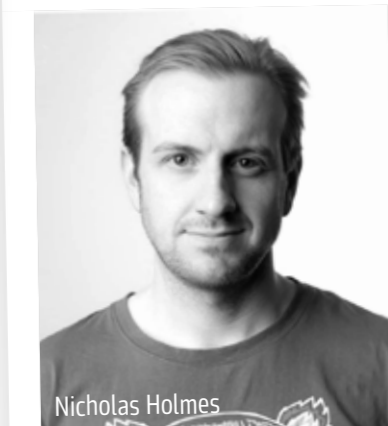
Nicola Smyth



Erik Lander



Neil Barton



Nicholas Holmes

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 COLOR AND CUT

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



Start: 10:30 AM
Finish: 5:30 PM



£240



MON 15 MAR / MON 1 NOV



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



Start: 10:30 AM
Finish: 5:30 PM



£200



WED 28 APR

WED 4 AUG

WED 13 OCT



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



Start: 10:30 AM
Finish: 5:30 PM



£240



MON 24 MAY / MON 8 NOV



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



Start: 10:30 AM
Finish: 5:30 PM



£240



MON 22 MAR / MON 21 JUN



@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



Start: 10:30 AM
Finish: 5:30 PM



£240



WED 20 JAN

MON 26 APR

MON 5 JUL

MON 15 NOV



BARBERING MASTERCLASS

WHAT'S IN IT FOR YOU?

- » Take your barbering skills to the next level
- » Covers every aspect of barbering - right from the basics to more advanced skills
- » **Day 1:** Foundation barbering
- » **Day 2:** Creative male grooming
- » **Day 3:** Creative men's long hair on a male mannequin



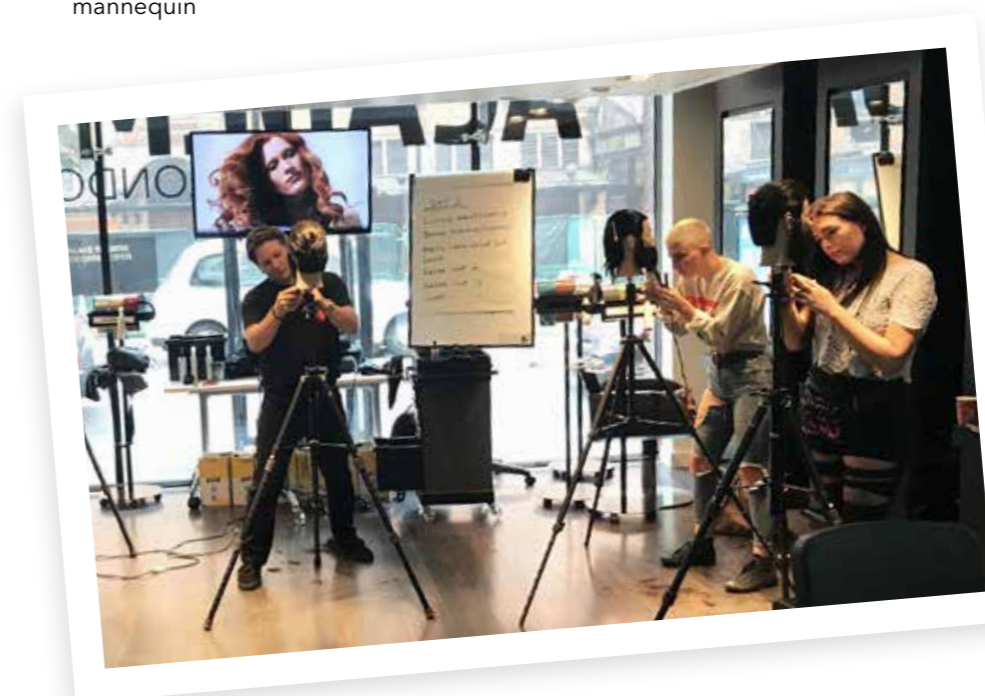
Start: 10:30 AM
Finish: 5:30 PM



£240



MON 9 AUG - WED 11 AUG



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION

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.



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



Start: 10:30 AM
Finish: 5:30 PM



£240



MON 29 MAR / MON 13 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.



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



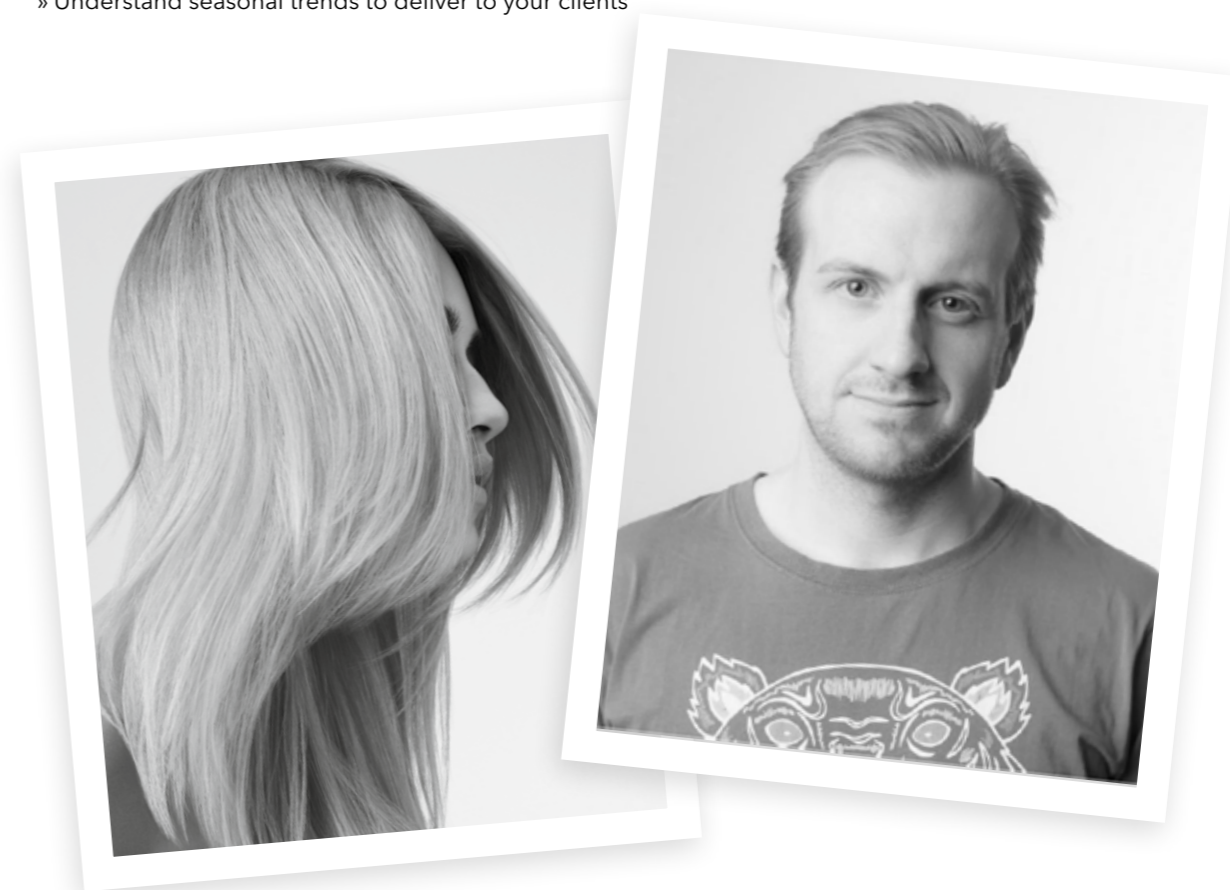
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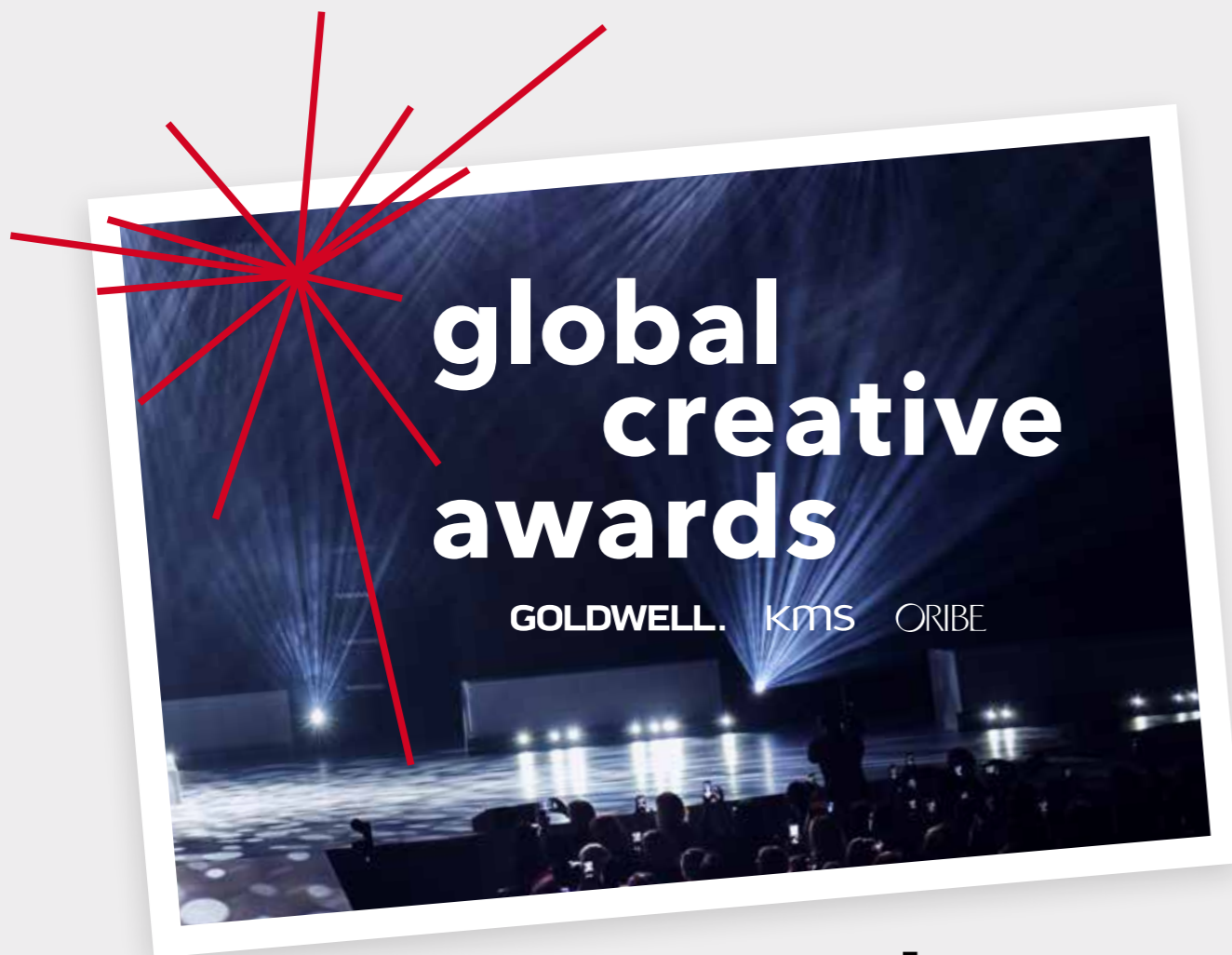


£240



WED 26 MAY / MON 2 AUG
MON 22 NOV





your stage is waiting.

The global creative awards are coming back in 2021 and the concept has been updated to be now open to all Kao Salon Division stylists and include all brands such as Goldwell, KMS and Oribe.

this gives a salon/stylist

- // an opportunity to create their vision, showcasing their talent alongside the best stylists and colorists in the industry
- // achieve a career-defining award with global recognition
- // become recognized as a leader in creativity and inspiration

what's new

- // unlimited creativity - it's all about the personal creativity of each stylist - create their own vision rather than use a third-party inspiration
- // technical categories - new haircutting category
- // editorial categories - 4 new photo-only categories - editorial color, salon team, avant garde and men's hair
- // online entries only - only digital format accepted via global creative awards website

For further information visit: www.globalcreativeawards.com

GLOBAL CREATIVE AWARDS 2021

the ultimate in technical competition.

Creativity that starts with a photo shoot and ends with a live technical competition. For years, the Color Zoom Challenge has inspired thousands of stylists to compete - and now it continues in an exciting new way.

Compete first at the national level in your country.
Gold winners move on to the international live competition.*

your pathway to success

- // choose a model, create your collection and do a photo shoot.
- // entries may be submitted ONLY between **1 May and 31 May 2021**.
- // all entries must be submitted via www.globalcreativeawards.com
- // announcement of the national winners: July 2021.
- // live competition at the Kao Salon Global Experience.

*live competition contingent upon global travel restrictions.



GLOBAL CREATIVE AWARDS PHOTO SHOOT 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 photo shoot day includes a makeup artist and clothes stylist plus one hour with an acclaimed photographer.

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



Timing to be advised on booking



£875



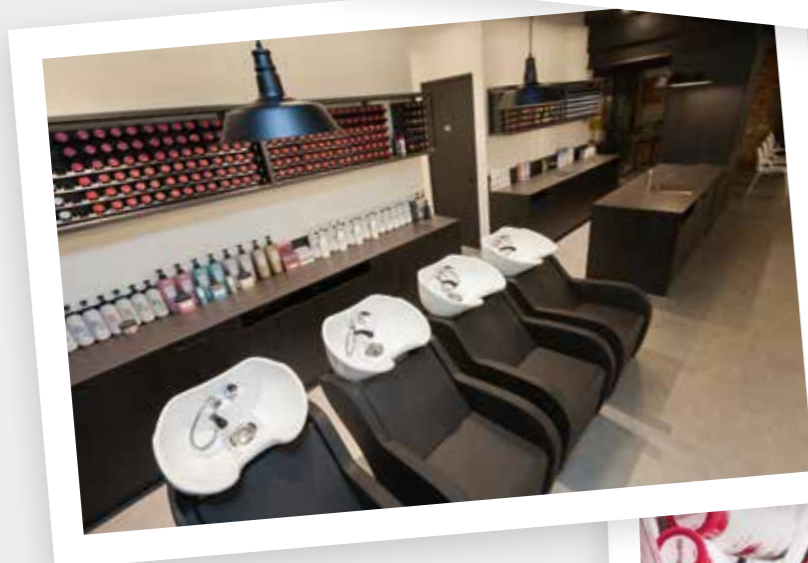
Prep-Day:
TUE 13 APR / WED 14 APR
Photo shoot Day:
MON 19 APR / TUE 20 APR



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION



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.** products in the Goldwell portfolio.

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

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

SATELLITE ACADEMIES

Our Satellite Academies are the ultimate destinations across the UK and Ireland for you to come together with like-minded creatives in your local area. It is here that you can develop your skill set, 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
28 Elm Row, Edinburgh EH7 4RR

For further details, please speak to your sales consultant



NICOLA SMYTH ACADEMY KENILWORTH
6 Warwick Road, Kenilworth CV8 1HB

For further details, please speak to your sales consultant



DAVID MARSHALL - DUBLIN
12 Fade Street, Dublin, Ireland

For seminar information please see pages 56-61

SALON SHOP HAIR & BEAUTY - CORK
Unit 2 Kinsale Road, Bus Park Munster,
Cork T12 FR96

For further details, please speak to your sales consultant

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

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.



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



€210



Dublin: MON 11 JAN / MON 17 MAY
MON 1 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.



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



€210



Dublin: MON 18 JAN / MON 24 MAY
MON 8 NOV



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.



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



€210



Dublin: MON 1 FEB / MON 31 MAY
MON 15 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 and Elumen Play services for your most demanding salon clients.



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



€210



Dublin: MON 22 FEB / MON 14 JUN
MON 22 NOV
:

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.



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.



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



€210



Dublin: MON 25 JAN / MON 5 JUL



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.



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



€210



Dublin: MON 15 FEB / MON 19 JUL



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



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



€210



Dublin: MON 8 FEB / MON 12 JUL

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 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.



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



€210



Dublin: MON 12 APR / MON 6 SEP



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.



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



€210



Dublin: MON 22 MAR / MON 13 SEP



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.



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



€210



Dublin: MON 29 MAR / MON 20 SEP

CERTIFICATION DAYS

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



MASTER COLORIST CERTIFICATION DAYS

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.



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

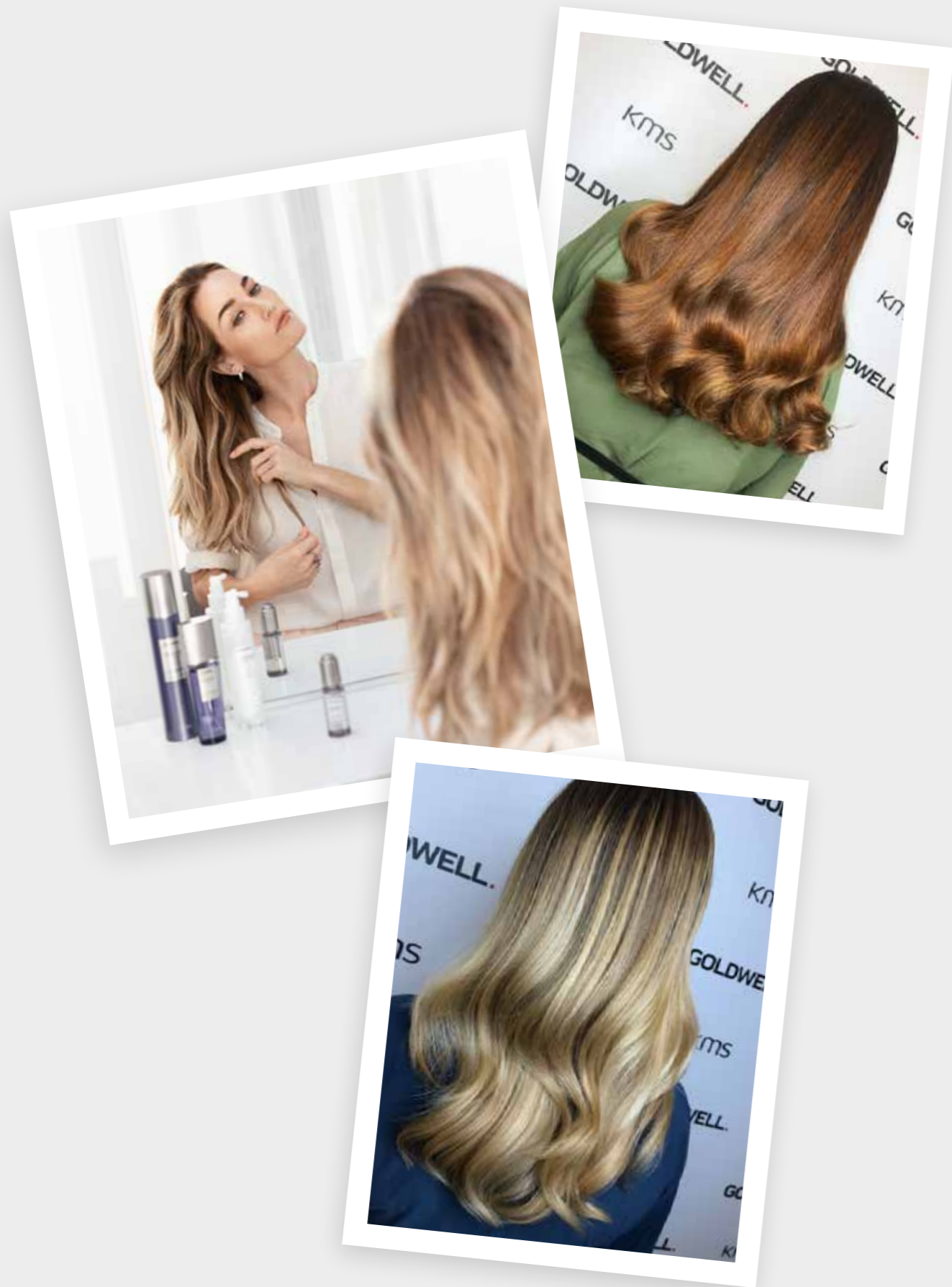


£50



Dublin
Technician Certification Day
Register for 9:30am
for written certification
MON 8 MAR / MON 21 JUN
MON 29 NOV
Master Colorist Specialist
MON 15 MAR / MON 26 JUL
Master Colorist Artist
MON 19 APR / MON 27 SEP





@goldwelluk #iamgoldwell #gogoldwell

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



Start: 10:30 AM
Finish: 5:30 PM



€350



Dublin:

MON 9 AUG - TUE 10 AUG
MON 18 OCT - TUE 19 OCT



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION

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



Roxie Thomas



Kelly Leclercq



Kelly Jean Butler



Francesca Stuttard



India Flaherty



Charlotte Dullee



Karen O'Neil



Irene Meikle



Toni Perryman



Claire Palmer



Danielle Berry



Charlotte Cooper



Rebecca Wallin



Chloe Ascott



Yvonne Curtis

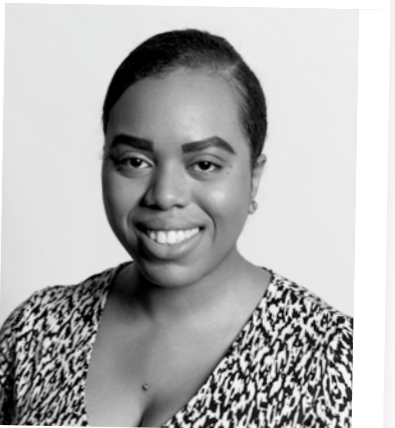
ACADEMY LONDON TEAM



Robyn Deamer



Radhika Williams



Vanessa McInnis

BOOKING INFORMATION

BOOKINGS

Four easy steps to booking your education and inspiration for 2021.

1. Select the Goldwell 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.



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION

CANCELLATION POLICY

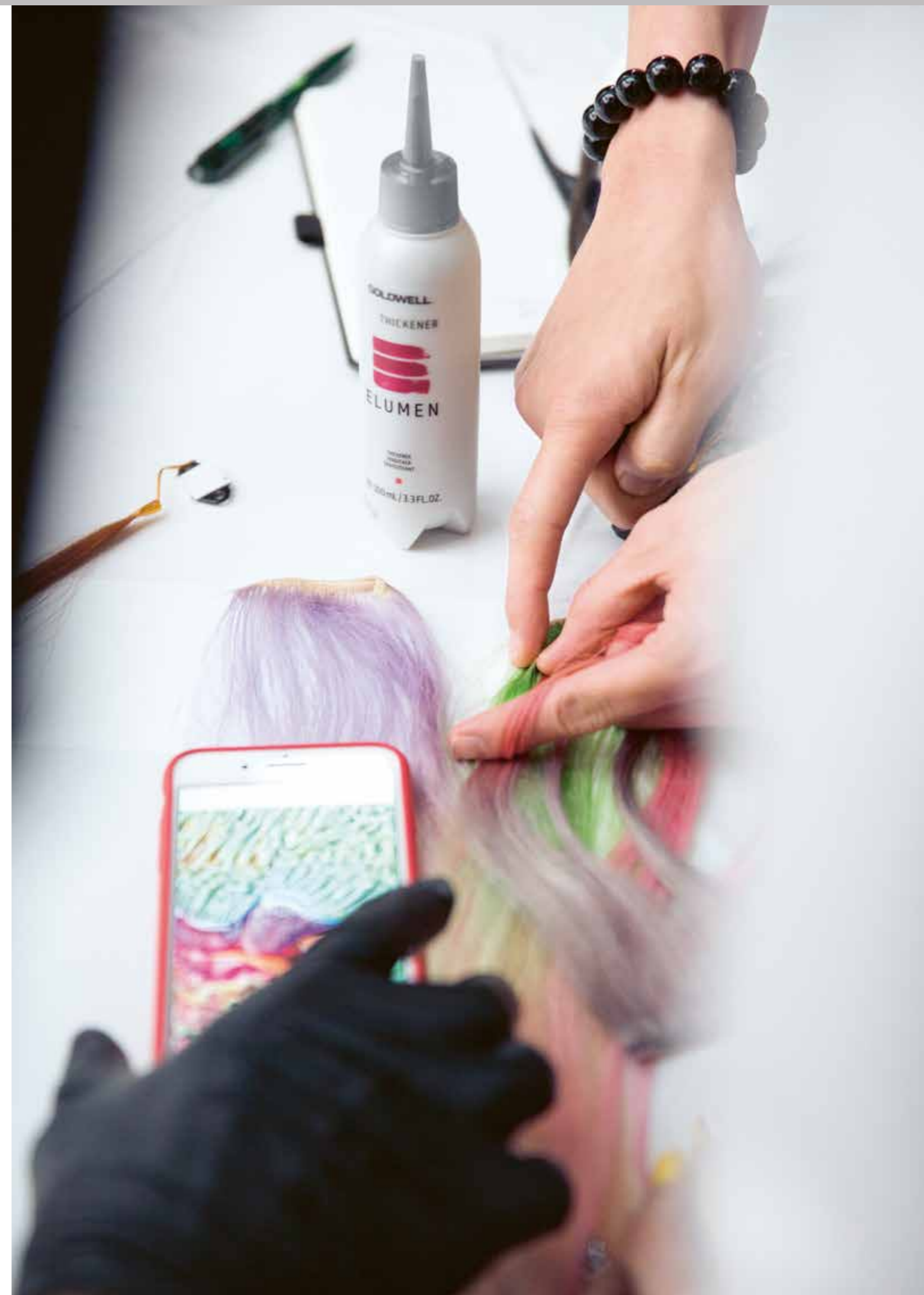
If you are unable to attend a course, cancellations must be made by calling the Academy on 0203 540 1200 within a minimum of 15 working days prior to the course commencement date. Due to advanced model and guest artists booking fees we're sorry, but we can't offer you a refund after this date. The Academy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

KAO SALON
**VIRTUAL
EDUCATION**
GOLDWELL. KMS ORIBE



#GOGOLDWELL



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ACADEMY

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VIRTUAL
EDUCATION
GOLDWELL. KMS ORIBE

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



Goldwell is part of Kao Salon Division.

kao
SALON DIVISION

Making life beautiful for salons, stylists and their clients.