



# GOLDWELL.

EDUCATION BOOK '23



# GOLDWELL - WHAT WE STAND FOR

AS A STYLISTS-CENTERED BRAND,  
WE ARE PASSIONATE ABOUT BEAUTIFUL HAIR.

WE CONSTANTLY STRIVE TO PERFECT IT - THE COLOR,  
THE CONDITION AND THE TEXTURE OF HAIR -  
THROUGH RELENTLESS RESEARCH AND THE DEVELOPMENT  
OF LEADING-EDGE TECHNOLOGY.

DEDICATED TO HAIR PERFECTION





# EDUCATION WITHOUT LIMITS

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 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.

**EXPLORE MORE.**

*Irene Meikle*

**Irene Meikle**  
Associate Director, Education, UK

*Julie Winchester*

**Julie Winchester**  
General Manager, UK, Ireland, South Africa



# DIGITAL INSPIRATION ANYTIME ANYWHERE.

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



KAO SALON  
**ACADEMY**

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



## 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](http://www.goldwell.com)



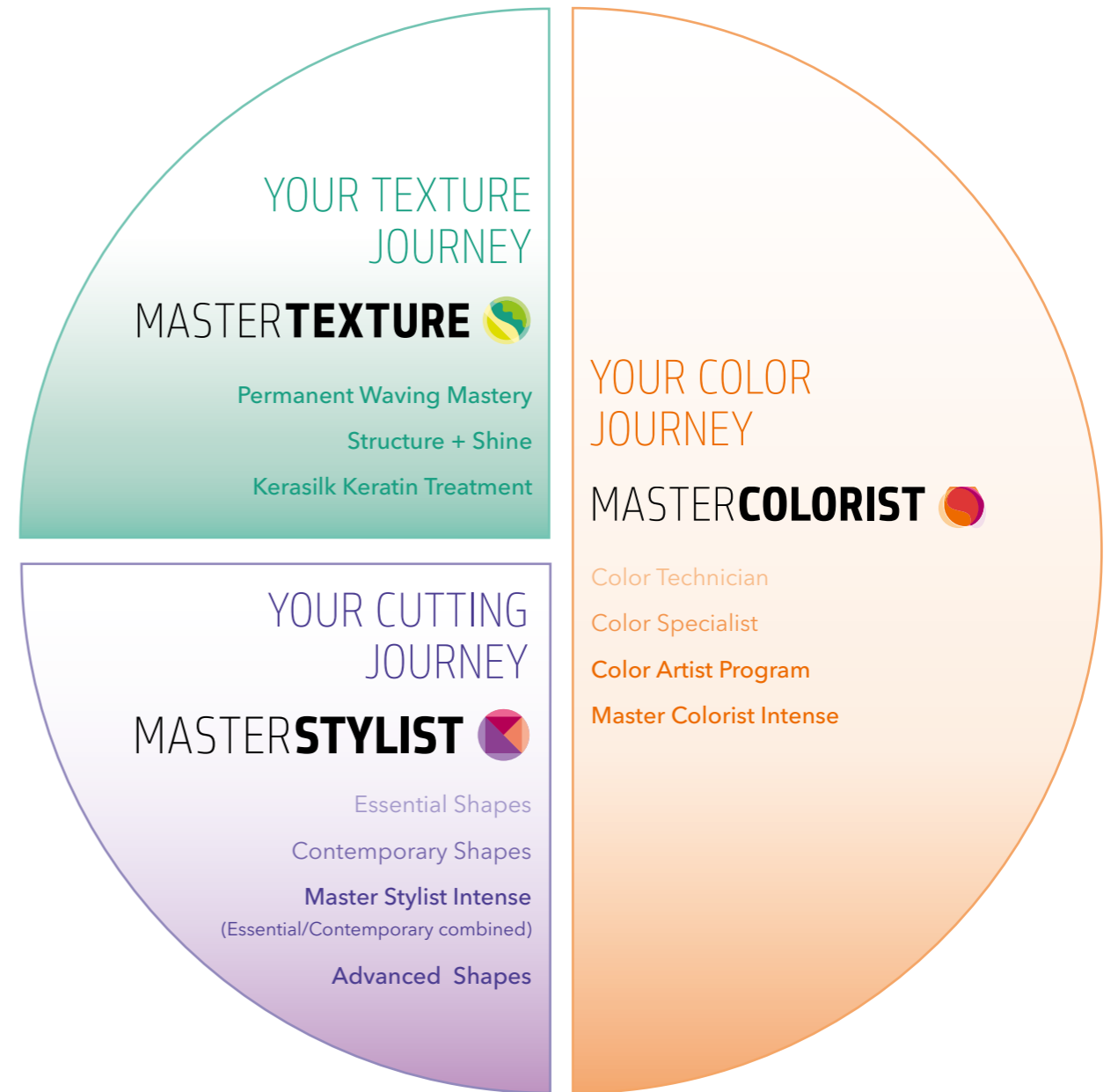
@goldwelluki #iamgoldwell #gogoldwell








# GOLDWELL MASTER SERIES




## GOLDWELL STYLIST MASTER SERIES JOURNEY



### CUTTING LEVELS

-  Beginners / +2 years
-  Intermediate
-  Advanced

### COLOR LEVELS

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



# TURN YOUR PASSION FOR COLOR INTO MASTERY

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

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



MASTER**COLORIST** 

## COLOR ARTIST

Trends and Inspiration Mastery » Creativity

COLOR TREND  
COLOR LAB

## COLOR SPECIALIST

Color Technique and Consultation Mastery » Customization

COLOR CORRECTION SPECIALIST  
COLOR FORMULATION/TECHNIQUE SPECIALIST  
GREY COVERAGE SPECIALIST

## COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

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

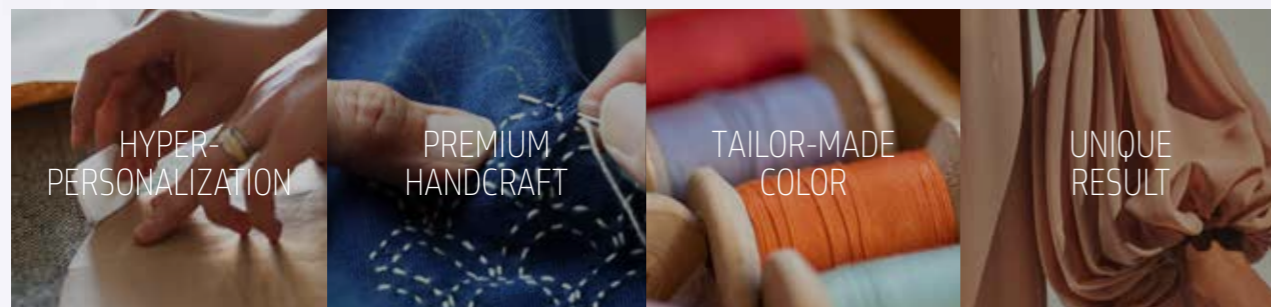
# JOIN OUR COLOR ATELIER

## A UNIQUE CONCEPT

Color is **like a tailor-made garment**: it enhances each one's personal beauty and makes people feel gorgeous and unique.

**Like an expert tailor**, the stylist creates the perfect color for everyone, mixing shades and color techniques in a truly customized way.

Become a **Specialist Salon** and enjoy our colorful world full of premiumness, innovation and heritage.



## GROW YOUR COLOR BUSINESS

Get inspired by a **holistic color system** that gives you boundless possibilities. From high-performance permanent color to gentle tonings, you get everything you need to offer your client a **truly customized color experience**.

### Color Atelier offers:

- » A customized program to grow the salon's revenues via color services
- » An exclusive Education plan to strengthen the stylist's expertise in color.



For further information visit [goldwell.com](http://goldwell.com)  
Download the Goldwell Education Plus App  
Speak to your Goldwell Representative or Educator



# COLOR TECHNICIAN



Color Technician explores the Goldwell color portfolio building confidence and brand expertise. Become the expert and 'get it right' every time.

### WHAT'S IN IT FOR YOU?

- » Fun and interactive courses for true color mastery
- » Essential knowledge that will move your coloring skills to the next level
- » Learn the best color techniques and applications
- » Advice to maximise your potential and improve your color service, resulting in attracting new clients and growing your color business.


### 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      Start: 10:00 AM  
 Finish: 1:00 PM      Finish: 1:00 PM

£210

TUE 21 MAR → WED 22 MAR  
 TUE 13 JUN      WED 14 JUN  
 TUE 5 SEP      WED 6 SEP  
 TUE 28 NOV      WED 29 NOV



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

£210

TUE 24 JAN / TUE 21 FEB / TUE 18 APR  
 TUE 16 MAY / TUE 11 JUL / TUE 8 AUG  
 TUE 3 OCT / TUE 31 OCT


### 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      Start: 2:00 PM  
 Finish: 5:00 PM      Finish: 5:00 PM

£210

TUE 21 MAR → WED 22 MAR  
 TUE 13 JUN      WED 14 JUN  
 TUE 5 SEP      WED 6 SEP  
 TUE 28 NOV      WED 29 NOV

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

£210

WED 25 JAN / WED 22 FEB / WED 19 APR  
 WED 17 MAY / WED 12 JUL / WED 9 AUG  
 WED 4 OCT / WED 1 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      Start: 10:00 AM  
 Finish: 1:00 PM      Finish: 1:00 PM

£210

TUE 4 APR → WED 5 APR  
 TUE 20 JUN      WED 21 JUN  
 TUE 12 SEP      WED 13 SEP  
 MON 4 DEC      TUE 5 DEC

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

£210

TUE 31 JAN / TUE 28 FEB / TUE 25 APR  
 TUE 23 MAY / TUE 18 JUL / TUE 15 AUG  
 TUE 10 OCT / TUE 7 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      Start: 2:00 AM  
 Finish: 5:00 PM      Finish: 5:00 PM

£210

TUE 4 APR → WED 5 APR  
 TUE 20 JUN      WED 21 JUN  
 TUE 12 SEP      WED 13 SEP  
 MON 4 DEC      TUE 5 DEC


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

£210

WED 1 FEB / WED 1 MAR / WED 26 APR  
 WED 24 MAY / WED 19 JUL / WED 16 AUG  
 WED 11 OCT / WED 8 NOV

### FOILING MASTERY

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

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


£210

MON 16 JAN / MON 3 APR / MON 26 JUN  
 MON 21 AUG / MON 2 OCT / MON 27 NOV

### MASTER COLORIST TECHNICAN CERTIFICATION

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

The one day certification will be performed on two models plus a written assessment test.

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

£50

WED 8 MAR / WED 10 MAY / WED 12 JUL  
 WED 20 SEP / THU 16 NOV / WED 6 DEC

# COLOR SPECIALIST



This is a series of seminars that makes your color 'stand out'. Become an expert in achieving bespoke color through client consultations, unique formulations and color choices.

### 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!


### 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**  → **Practical**   
 Start: 10:00 AM      Start: 10:00 AM  
 Finish: 1:00 PM      Finish: 1:00 PM

£210

TUE 2 MAY → WED 3 MAY  
 TUE 29 AUG      WED 30 AUG

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



£210

TUE 7 FEB / TUE 21 MAR / WED 7 JUN  
 TUE 25 JUL / WED 18 OCT / TUE 28 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**  → **Practical**   
 Start: 10:00 AM      Start: 10:00 AM  
 Finish: 1:00 PM      Finish: 1:00 PM

£210

TUE 9 MAY → WED 10 MAY  
 TUE 19 SEP      WED 20 SEP

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

£210

TUE 14 FEB / TUE 4 APR / TUE 27 JUN  
 TUE 8 AUG / TUE 31 OCT / MON 4 DEC


### 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**  → **Practical**   
 Start: 2:00 PM      Start: 2:00 PM  
 Finish: 5:00 PM      Finish: 5:00 PM

£210

TUE 9 MAY → WED 10 MAY  
 TUE 19 SEP      WED 20 SEP


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

£210

WED 15 FEB / WED 5 APR / WED 28 JUN  
 WED 9 AUG / WED 1 NOV / TUE 5 DEC

### MASTER COLORIST SPECIALIST CERTIFICATION

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

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

£50

The one day certification will be performed on two models.

TUE 14 MAR / WED 17 MAY / WED 26 JUL  
 WED 27 SEP / WED 6 DEC

# 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?

- » New inspiration with a fun and interactive workshop!
- » 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"

### 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

MON 27 FEB / TUE 25 APR / TUE 27 JUN  
TUE 22 AUG / TUE 24 OCT / TUE 21 NOV

### 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

TUE 28 FEB / WED 26 APR / WED 28 JUN  
WED 23 AUG / WED 25 OCT / WED 22 NOV

### MASTER COLORIST ARTIST CERTIFICATION

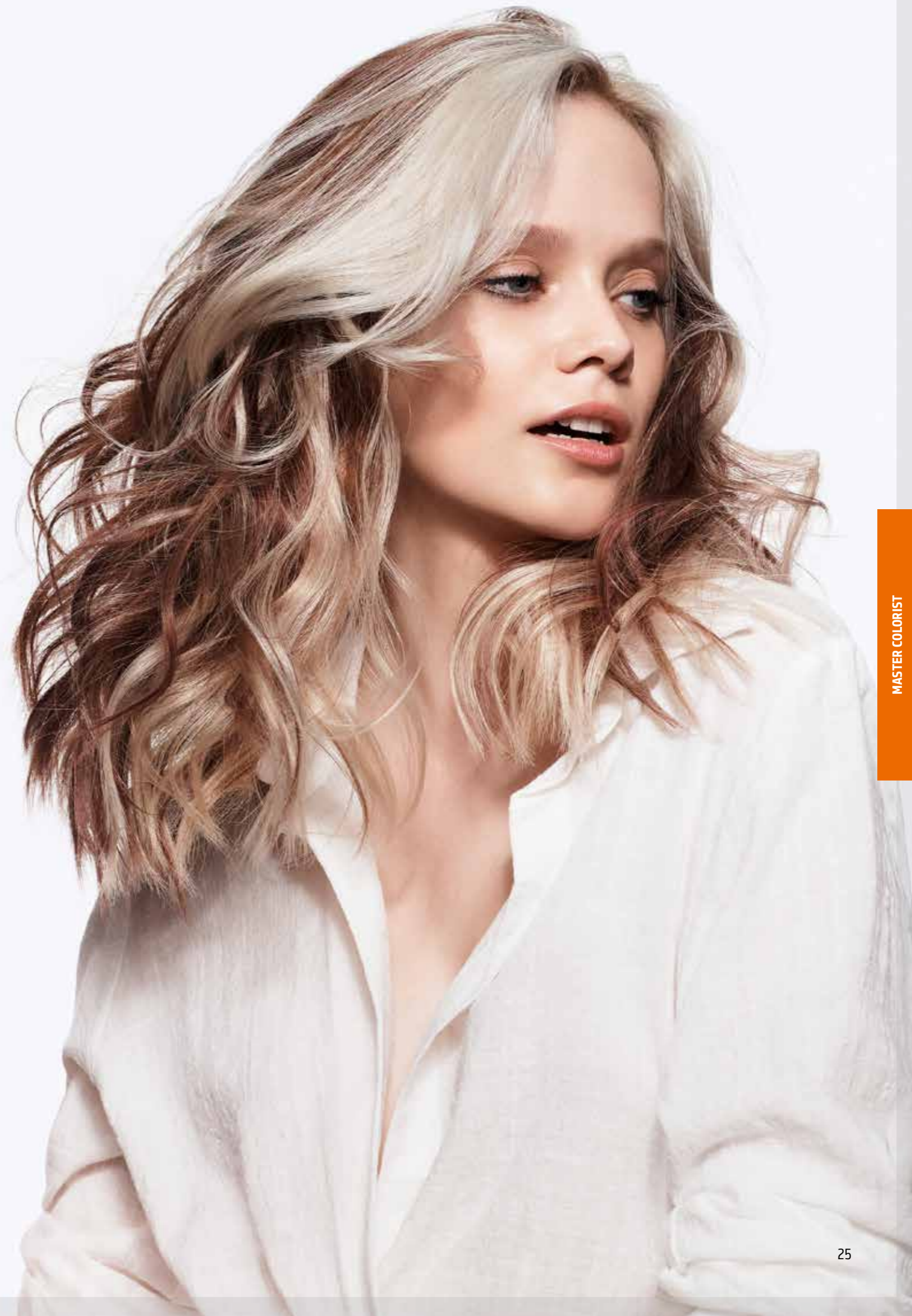
Each level of the Master Colorist accreditation is a key to success and acknowledgement of your ongoing growth and development.

The one day certification will be performed on two models.

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

£50

WED 15 MAR / WED 31 MAY / TUE 1 AUG  
THU 5 OCT / MON 27 NOV




# COLLEGE LECTURERS

## 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: 10:00 AM   
Finish: 5:00 PM

£45


Dates on request from college - please contact the Academy for date options

## 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: 10:00 AM   
Finish: 5:00 PM

£600

MON 17 JUL - FRI 21 JUL



# MASTER COLORIST INTENSE

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

## MASTER COLORIST INTENSE


### Experienced colorists and salon owners.

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: 10:00 AM   
Finish: 5:00 PM

£2,400

16 & 17 JAN, 23 & 24 JAN, 30 & 31 JAN  
6 & 7 FEB, 13 & 14 FEB, 20 & 21 FEB

15 & 16 MAY, 22 & 23 MAY, 30 & 31 MAY,  
5 & 6 JUN, 12 & 13 JUN, 19 & 20 JUN

4 & 5 SEP, 11 & 12 SEP, 18 & 19 SEP,  
25 & 26 SEP, 9 & 10 OCT, 16 & 17 OCT



### Would you recommend attending Master Colorist Intense?



*I would recommend this to anyone! It's definitely a hard, intense process but once it's over and you're passed, it's the best feeling in the world! ”*

**Alice Smith, SJ Forbes**

### Explain your experience on Master Colorist Intense



*A rollercoaster of emotions, but worth every second! It's been so rewarding and definitely taught me a lot more self belief and to trust my gut! I have loved meeting everyone at Goldwell and my fab teacher Nick! Literally have nothing negative to say! So if you're thinking about it, do it in a heartbeat, you won't regret it! ”*

**Alice Smith, SJ Forbes**

### Has your approach to color changed throughout or after attending Master Colorist Intense?



*For sure! I feel like I am now way more confident to use different parts of the portfolio that goldwell has to offer and I feel I know the brand inside out ”*

**Amelia Evans, Hare & Bone**

### What has been your biggest learning from Master Colorist Intense?



*My biggest learning from the course has got to be product knowledge. I feel so much better about using things like Elumen and @PurePigments. ”*

**Ellie Bowden, Eden Hair Design**



# 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: 10:00 AM   
Finish: 5:00 PM

£360


MON 16 JAN - WED 18 JAN  
MON 6 MAR - WED 8 MAR  
TUE 9 MAY - THU 11 MAY  
TUE 5 SEP - THU 7 SEP  
TUE 24 OCT - THU 26 OCT

## CONTEMPORARY SHAPES

**For stylists with salon experience and completed Essential Shapes.**

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

**2 days**

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

£260


TUE 11 APR - WED 12 APR  
TUE 30 MAY - WED 31 MAY  
TUE 15 AUG - WED 16 AUG  
TUE 7 NOV - WED 8 NOV

## MASTER STYLIST INTENSE

**For stylists with salon experience.**

Essential Shapes and Contemporary Shapes in one hit.

**5 days**

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

£558 (includes 10% discount)


MON 31 JUL - FRI 4 AUG

## ADVANCED SHAPES

**For stylists with salon experience, having completed Essential Shapes and CContemporary Shapes**

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

**2 days**

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

£260

TUE 2 MAY - WED 3 MAY  
TUE 20 JUN - WED 21 JUN  
TUE 29 AUG - WED 30 AUG  
TUE 21 NOV - WED 22 NOV



# 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.



## PERMANENT WAVING MASTERY

» 1-day seminar

## STRUCTURE + SHINE

Create beautiful straight hair

» 1-day seminar

## KERASILK KERATIN TREATMENT

Two customizable usage opportunities from control to surface refinement

» 1-day seminar

# TEXTURE SPECIALIST

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!



## PERMANENT WAVING MASTERY

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

Please note this is not a NVQ qualification

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


£125

MON 6 MAR / WED 14 JUN

## 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.

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

£30

THU 23 FEB / THU 27 JUL / WED 13 SEP  
THU 19 OCT

## KERASILK KERATIN TREATMENTS

This long-lasting expert service to transform unmanageable, curly, wavy or frizzy hair into the most luxurious, smooth version of itself for up to 5 months.


Our new formulation makes the application and service experience intuitive and fast and offers two customizable usage opportunities from control to surface refinement.

### Control Service:

A powerful yet gentle shape transformation to luxurious smooth hair - the perfect base for unruly hair.

### Refinement Service:

Natural-looking smoother hair with improved manageability and movement - the perfect base for surface frizz refinement.

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

£60

THU 16 MAR / THU 6 APR / THU 20 APR  
THU 1 JUN / THU 13 JUL / THU 10 AUG  
THU 14 SEP / THU 9 NOV

# FINISHING SCHOOL

## New for 2023!

We have listened and heard the demands and industry challenges around valid commercial skills from newly qualified or returning to the business stylists to the shop floor. This seminar is an 8-day intensive program that emphasises training in commercial skills that reflect the needs of the salon business. Our focus is to prepare and polish stylists to be productive and confident in core hairdressing skills.


## What's in it for you?

- » Refresh your core hairdressing skills and elevate your confidence with this intense and interactive foundation skill building seminar
  - » Maximise your potential and improve your color service
  - » Learn how to truly get the most from the start 'your consultation' through to your end result
    - » Understand the fundamentals of haircutting
    - » How to achieve a great finish with your blowdry
    - » Get you ready to start your own column

## FINISHING SCHOOL

This seminar is an 8-day intensive program that emphasizes training in commercial skills that reflect the needs of the salon business. Our focus is to prepare and polish stylists to be productive and confident in core hairdressing skills.

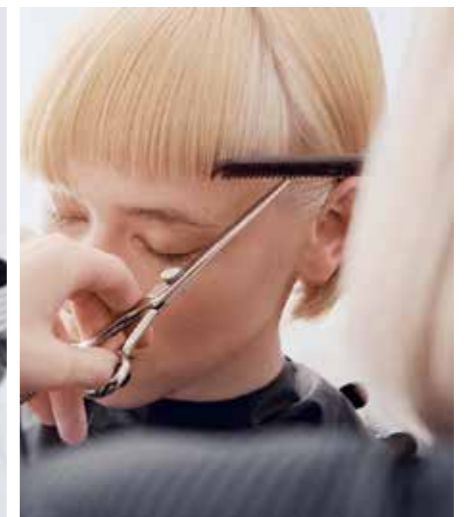
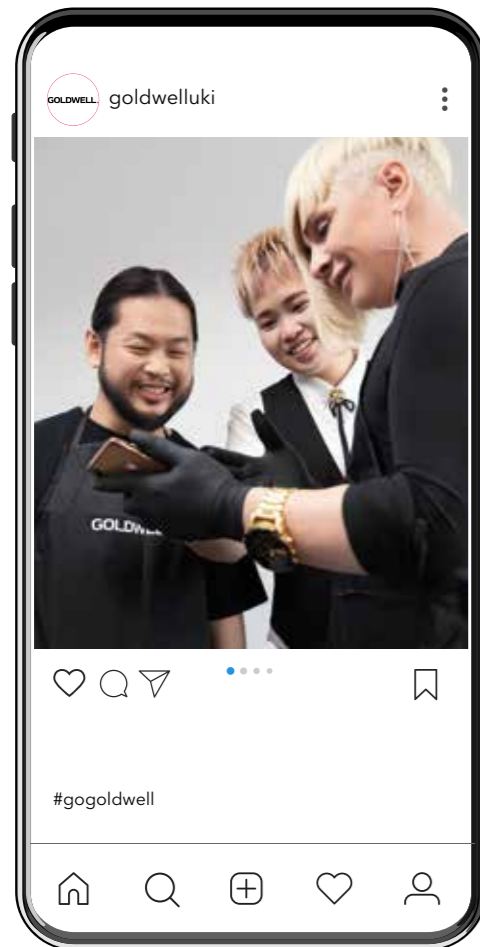
## 8 days, across 2 months

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

£1,000

- Day 1 - Consultations/Customer Service
- Day 2 - Blowdry Brilliance
- Day 3 - Demi and Permanent Color Mastery
- Day 4 - Lightening Mastery Theory Virtually (10am - 1pm)
- Day 5 - Foiling Mastery
- Day 6 - Cutting with Beverly C
- Day 7 - Cutting with Beverly C
- Day 8 - Certification/Total Look

- Day 1 - WED 12 APR
- Day 2 - THU 13 APR
- Day 3 - THU 27 APR
- Day 4 - THU 4 MAY (10am - 1pm) 
- Day 5 - TUE 9 MAY
- Day 6 - TUE 16 MAY
- Day 7 - WED 17 MAY
- Day 8 - WED 24 MAY





# 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: 10:00 AM   
Finish: 5:00 PM


£350

MON 6 MAR - TUE 7 MAR  
TUE 18 APRIL - WED 19 APR  
TUES 4 JUL - WED 5 JUL  
MON 2 OCT - TUE 3 OCT  
TUE 14 NOV - WED 15 NOV

## 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.

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


£80

WED 15 MAR / THU 25 MAY / WED 2 AUG  
THU 12 OCT / THU 23 NOV

## 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: 10:00 AM   
Finish: 5:00 PM

£200

TUE 7 MAR / TUE 16 MAY / MON 21 AUG



## Let your ideas shine:

Enter the global creative awards **Three things separate a true creative artist from a dreamer:** Extraordinarily creative ideas, the ability to bring them to life, and doing it so well that it inspires others to reach for greatness too. **And you're a true artist.** Everything you do shows this.

You see the world as an opportunity. We get that. And now we want to celebrate that.

We invite you to share your work with us and the world.

You have the talent, we have the stage for you. Choose your playground

### technical categories

Creativity 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.

### editorial categories

Four exciting categories of **photo-only** global competition that celebrate the ultimate in editorial creativity. The more creative, the better!

Compete globally in this photo-only international competition

For further information visit: [www.globalcreativeawards.com](http://www.globalcreativeawards.com)

# GLOBAL CREATIVE AWARDS 2023

## your pathway to success

// choose a model, create your collection and do a photo shoot

// entries may be submitted ONLY between **15 May and 30 May 2023**

// all entries must be submitted via [www.globalcreativeawards.com](http://www.globalcreativeawards.com)

// announcement of the national winners: **30 July 2023**

// live competition at the Kao Salon Global Experience, Chicago  
**24th & 25th September 2023**



### GLOBAL CREATIVE AWARDS PHOTO SHOOT WITH 'PREP' DAY

Art direction and coaching will be led by a Guest Artist.

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

**Technical Category (1 image)**  
£1,200 + VAT

**Prep-Day:**  
THU 9 MAR  
**Photo Shoot Day:**  
WED 29 MAR

**Editorial Category (3 images)**  
£2,600 + VAT

**Prep-Day:**  
THU 9 MAR  
**Photo Shoot Day:**  
THU 30 MAR





# show the world your vision

**// imagine:** Let your imagination run wild. Envision your collection.

What will you show the world? How will the colors, shapes and textures look?

Once you have your vision, assemble your mood board to bring it to life.

Review. Refine. Reimagine. Repeat until you're satisfied.

**// create:** Find your muse. Assemble your team. It's time for you to bring your vision to life. Be clear. Be focused. Push yourself and make it big.

Make it great. Make it stand out.

**// inspire:** Now it's time for you to put your creation out there. Enter the Global Creative Awards and share your vision with the world. Impress our judges with your collection. Inspire the entire world.

## Do you want to enter the global creative awards but feel you might need a little guidance creating a winning collection?

If your answer is yes, then why not sign up to one of the new and exciting mentorship programs and have a chance to be mentored by the best of the best.

In 2023 we have three mentorship programs on offer:

**// Technical Category Mentorship with Beverly C MBE (Scotland)**

**// Technical Category Mentorship with Martin Crean (London)**

**// Editorial Category Mentorship with Sam Burnett (London)**

Find out more information on the following pages.

# GLOBAL CREATIVE AWARDS MENTORSHIP PROGRAM

## 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.



## TECHNICAL CATEGORY MENTORSHIP

Categories this mentorship will cover:

**// new talent of the year**

**// creative colorist of the year**

**// creative haircutter of the year**

### WHAT'S IN IT FOR YOU?

- » Three full days of creativity, inspiration and art direction with mentor Martin Crean [London] or with mentor Beverly C MBE [Scotland]
- » Makeup artist and clothing stylist will be provided during the photoshoot
- » Professional photoshoot with an acclaimed photographer plus one final image to submit into the global creative awards competition

- » **Day 1:** Introduction to Technical Category
- » **Day 2:** Styling hair for camera, Focus on collection
- » **Day 3:** Prep for photoshoot
- » **Day 4:** Professional photoshoot

Timing to be advised on booking

£1,500 + VAT

**MARTIN CREAN**  
**THE ACADEMY, LONDON**

**Day 1:** MON 9 JAN

**Day 2:** MON 13 FEB

**Day 3:** FRI 24 MAR

**Day 4:** SAT 25 MAR / SUN 26 MAR

**BEVERLY C**  
**NEIL BARTON ACADEMY, EDINBURGH**

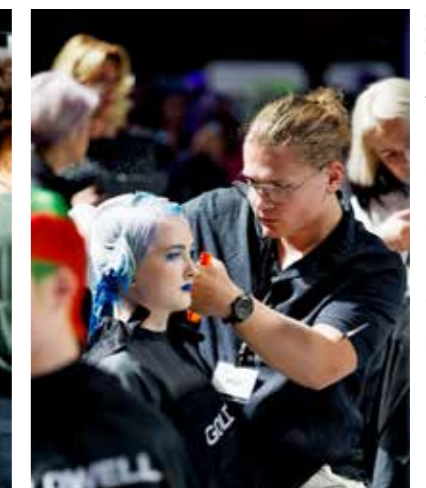
**Day 1:** TUE 10 JAN

**Day 2:** MON 13 MAR

**Day 3:** SUN 16 APR

**Day 4:** MON 17 APR

For further information or to book a place, contact [Robyn.Deamer@kao.com](mailto:Robyn.Deamer@kao.com)



Live Competition, Amsterdam 2022



# GLOBAL CREATIVE AWARDS MENTORSHIP PROGRAM

Four exciting categories of **photo-only** global competition that celebrate the ultimate in editorial creativity. The more creative, the better! Compete globally in this photo-only international competition.

This incredibly successful course has helped stylists achieve global trophies, including Gold, Silver and Bronze at the Kao Salon Global Experience 2022.

- Global Gold Winner - Men's Hairstylist of the Year 2022 - **Andrew Plester, Hare & Bone**
- Global Gold Winner - Editorial Colorist of the Year 2022 - **Ben Driscoll-Price, Price & Driscoll**
- Global Silver Winner - Editorial Colorist of the Year 2022 - **Amy Wardley, John Olivers**
- Global Bronze Winner - Salon Team of the Year 2022 - **Donna Page, Salon Prisma**



## EDITORIAL CATEGORY MENTORSHIP WITH SAM BURNETT

Categories this mentorship will cover:

- // men's hairstylist of the year
- // salon team of the year
- // avant garde stylist of the year
- // editorial colorist of the year

### WHAT'S IN IT FOR YOU?

- » Three full days of creativity, inspiration and art direction at the Goldwell Academy in London with mentor Sam Burnett
- » Makeup artist and clothing stylist will be provided during the photoshoot
- » Professional photoshoot with an acclaimed photographer plus three final images to submit into the global creative awards competition

- » **Day 1:** Introduction to Editorial Category
- » **Day 2:** Styling hair for camera, Focus on collection
- » **Day 3:** Prep for photoshoot
- » **Day 4:** Professional photoshoot

Timing to be advised on booking

£3,000 + VAT

- Day 1:** WED 25 JAN
- Day 2:** WED 8 FEB
- Day 3:** THU 23 MAR
- Day 4:** MON 27 MAR or TUE 28 MAR

For further information or to book a place, contact [Robyn.Deamer@kao.com](mailto:Robyn.Deamer@kao.com)



*This mentorship program was a great experience for me – Sam is a very inspiring and supportive mentor with so much knowledge that he was happy to share. It was amazing to work with other creatives during the process and being part of the program really helped me to fine tune and elevate my work. I learned so much and would highly recommend it to anyone considering entering the Global Creative Awards.*

**Ben Driscoll-Price**



@goldwelluki #iamgoldwell #gogoldwell



## CALLING ALL HUB MEMBERS

### Do you have a talented colorist in your salon that has less than 5 years experience?

We are looking for the next group of young talented colorists to start a unique, once in a lifetime journey, to be part of the Color Creatives team in 2023\*. This is a fantastic opportunity to be mentored personally by multi-award winning hairdresser, and member of Color Zoom hall-of-fame, Neil Barton, alongside the Goldwell Academy team.

The program includes four full days of creativity and inspiration at the Goldwell Academy in London – concluding with your own professional photoshoot to enter an image into the New Talent Category at the 2023 Goldwell Global Creative Awards.

Over the years, this incredibly successful course has helped Color Creatives members to achieve the following honors at the Kao Salon Global Experience:

- 2015 Global Gold – Natalie Cara Jones
- 2016 Global Silver – Georgia Wild
- 2017 Global 6th place & Global Stylist Favourite – Lydia Wolfe
- 2018 Global 7th place – Kasha Havis
- 2019 Global Bronze & Global Stylist Favourite – Courtney Cairns
- 2022 Global Bronze – Lucia McEvoy

### 2023 ... Are YOU ready to take the challenge?

This is a **free program** exclusive for HUB members.

For more information on the program or if you are interested in becoming a HUB member please reach out to [theHUB@kao.com](mailto:theHUB@kao.com)

\*Application process required. Limited spaces available.



**NEW TALENT CATEGORY**  
**UK Gold National Winner and**  
**Global Bronze Winner 2022**  
Lucia McEvoy  
Tony Wood Hairdressing



**NEW TALENT CATEGORY**  
**UK Silver National Winner 2022**  
Georgina Read  
Jack & the Wolfe



**NEW TALENT CATEGORY**  
**UK Bronze National Winner 2022**  
Megan Finney  
Stephanie Jones Hair





Kao Salon family of almost 2300 stylists from around the globe came together in Amsterdam to experience the Kao Salon Global Experience 2022 - two days full of extraordinary shows, an exciting competition and inspiring artist sessions.

One of several highlights was the Global Creative Awards Evening with the live announcement of the final winners.

**For your inspiration for entering the 2023 competition, here are the gold winning entries from 2022:**



**New Talent Colorist of the Year**  
**GOLD: Tiew Pei Yu**  
**from Malaysia**

SILVER: Emily Kooistra from Canada  
BRONZE: Lucia McEvoy from United Kingdom



**Creative Colorist of the Year**  
**GOLD: Junz Loke**  
**from Singapore**

SILVER: an Lee Jia Pei from Malaysia  
BRONZE: Tasha Yip from Hong Kong



**Creative Haircutter of the Year**  
**GOLD: Daniela Farzetti**  
**from Italy**

SILVER: Rafael Monzó López from Spain  
BRONZE: Alex Tant from USA



**Editorial Colorist of the Year**  
**GOLD: Ben Driscoll-Price**  
**from United Kingdom**

SILVER: Amy Wardley from United Kingdom  
BRONZE: Jack Mead & Lydia Wolfe from United Kingdom

**Avant Garde Stylist of the Year**  
**GOLD: Tom Yek Teng Siong**  
**from Malaysia**

SILVER: Manou Grijzen from Netherlands  
BRONZE: Abbie Jackson from Australia



**Salon Team of the Year**  
**GOLD: Siew Thiam Kui**  
**from Malaysia**

SILVER: Rafa Monzó López from Spain  
BRONZE: Donna Page from United Kingdom

**Men's Hairstylist of the Year:**  
**GOLD: Andrew Plester**  
**from United Kingdom**

SILVER: LJeffrey Den Dikkenboer from Netherlands  
BRONZE: Jos Verzijlberg from Netherlands



# MASTERING YOUR SALON FINANCES

## HELLEN WARD

Mystified by money matters? Fiscally frustrated? Can't get a grip of the costs? Baffled by the accountancy-speak? Hellen will help you ensure your salon finances don't get the better of you with this unique insiders guide to mastering all things salon money.

Hellen is undoubtedly the industry's go-to business guru. She'll take you through a 3 course programme aimed at helping you to master your salon's profitability. Sharing her tried and tested systems and ensuring you understand the industry-specific benchmarks, Hellen gives you the ultimate 'knowledge is power' education, all delivered in straight-talking hairdresser-speak. Forget the fiscal psychobabble, Hellen's expertise is straight from her 35 years of salon management and grass roots experience.

Over 3 modules Hellen does a deep-dive into the key elements which lead to salon profitability, all with the aim of leaving you feeling firmly in control of the numbers, delivering you with a greater understanding of your salon's profitability and helping you to steer your salon ship through these troubled economic times with renewed confidence and optimism.

### MODULE 1: MANAGING MONEY

- » Tracking turnover effectively
- » Accurate planning and forecasting
- » Understanding a P&L

### MODULE 2: CONTROLLING COSTS

- » Managing fixed costs
- » Negotiating Variable Costs
- » Industry cost % benchmarks

### MODULE 3: INCREASING PROFITABILITY

- » Instigating quick fixes
- » Establishing long term goals
- » Creating financial stability

#### Delegate profile:

Salon Owners, Company Directors or decision-making managers only

Each module runs from 10am - 3pm

(includes light lunch/networking/break-out session)

Upon completion of all 3 modules delegates receive all 3 E-Books in the Ultimate Salon Management series

**Course price (3 modules)  
£895 - must be block booked**



@goldwelluki #iamgoldwell #gogoldwell

# CONSULTANCY SERVICES

## JACKIE COLMAN

### Does your business need a mot? A moment of truth to reflect and focus.

The modern business in today's climate faces many challenges, MOT is a bespoke programme focusing totally on your needs, giving you the ultimate tools to take yourself and your business onto the next level.

Dates for businesses seminars at the Academy and external venues for 2023 please speak direct to your sales representative

### AN HOUR OF POWER

Is an intense one to one coaching/mentoring session, focusing on a specific challenge or subject of your choice. This is a great way to focus your mind to find solutions on areas that at times may feel overwhelming, giving you the power to put any issues into perspective.

£200

Coaching/mentoring session will be delivered via Zoom, Skype, Webex or telephone.

### DAY OF POWER

An opportunity to have a bespoke day in your salon or at a venue of your choice, that could consist of a personalised course, mystery shopper with a salon evaluation, holding a team meeting, doing your team appraisals. Whatever you decide will be discussed and designed on consultation prior to your day.

£700 + Expenses

Delivered face to face at a venue of your choice.

### SIX SESSIONS OF POWER

All the benefits of 'An hour of power' but with the added advantage of being structured over six sessions. Your sessions will take you through a journey focusing on what matters most in the moment and translate it into action. Our sessions will have a solution-focused approach towards results and in developing a new perspective or outlook towards challenges and potential opportunities.

£900

Coaching/mentoring session will be delivered via Zoom, Skype, Webex or telephone.

#### ABOUT JACKIE

**Philosophy** is simple: Vision with no boundaries.

**Belief:** Is that you can achieve great things, but sometimes we may need help to unpick what is holding us back. **Values:** Honesty, integrity and family.

**Brand:** MOT = Moment of truth

Jackie is a forward thinking coach, focusing on results and future inspiration.

She is an entrepreneur and business woman employing over 26 team members, running a successful hair salon, day spa and coaching business. Her passion is sharing her knowledge and experiences to help people to grow and develop to be the best they can be and more.



# CONSULTANCY SERVICES

## PENNY ETHERIDGE

Penny works across the UK delivering high quality bespoke consultation and training sessions to many salons who have a broad range of requirements. She can deliver her sessions both online and in a salon environment. Her 10-step retail success programme, column optimisation strategy and salary made simple processes are key areas that Penny has expert experience in with an outstanding success track record.

Dates for businesses seminars at the Academy and external venues for 2023 please speak direct to your sales representative

### 10 STEPS TO RETAIL SUCCESS

The easiest and most successful retail plan EVER! This session will show you how you talk to your customers about products without sounding desperate and without that dreaded feeling of selling to them. Having the knowledge and confidence to give the right information about the right products at the right time to the customer.

#### Team training seminar in-salon

£1,000 + travel costs and expenses. This is a full day and particularly beneficial for the 10 steps to retail success and AOA column optimisation seminars. All relevant materials are included.

#### Half day seminar in salon

£550 plus travel. This is useful as a 'touch back' session with teams that have experienced the full day seminars. This service is also useful as a one-to-one business coaching session with both management and salon owners. All relevant materials included.

#### Virtual one hour coaching session

£200. This includes all relevant templates and action planning. Especially useful for implementing a salary structure and as a review session following a half or full day seminar day seminar.

### AOA COLUMN OPTIMISATION SEMINAR

How to boost a client column, make more money and create happier customers! This seminar is aimed at salon owners, managers and potential managers.

### HOW TO IMPLEMENT A SALARY

which is both financially right for your business and continues motivating your team to want to achieve more.

Learn simple sums that you can use with confidence in your day-to-day business. Understand how a profit share incentive can retain your key team members and operate a salary procedure that makes more money for everyone and develop a salon culture which financially rewards staff loyalty and commitment.

#### ABOUT PENNY

Penny is recognised as a highly qualified and passionate business coach, lecturer and presenter for the hair and beauty industry who has been the recipient of countless industry awards for her work over the years.

With over 30 years in the business, Penny has first-hand experience of owning salons, growing one salon to a four salon hair and beauty group which had an annual turnover of £2m in 2003. Since selling that business in 2004 she has been helping other salon owners achieve their goals in all aspects of salon business from starting new business to salon expansion. Penny is a certified NLP Practitioner and, after a family tragedy, recently became a certified mental health awareness officer.

In 2021 she was awarded the silver award for best coach at the UK best businesswomen awards.





# SALON JEDI



**Caroline Sanderson** (aka the salon Jedi) - founder and CEO of Salon Jedi and Director of Multi Award Winning Ego Hair Design in Inverness.

Caroline almost went bankrupt in 2009 but became known for completely transforming her salon into the Top 1% of salons in the UK. She is a 32 x International Best Selling Author, Speaker and Philanthropist. She has spent the last 13 years teaching salon owners how to use her CPD Accredited 'super salon success' business model, to enable salon owners to build their dream business.

**Expertise:** Mindset and Marketing. Founder of Mindset Magic & Miracles® and Unconscious Source coding™. Qualified in NLP, PSYCH-K®, Heart Math & Dr Demartini Method.

**Awards Include:** Most Wanted Business Thinker Legend, 4 x British Hairdressing Awards and British Hairdressing Business Awards Hair Salon of the Year 1.

**Mission:** To bring mindfulness and emotional intelligence to the salon industry to help salon owners have the tools and knowledge to build their dream salon and life.



**Carla Zebrowski** (aka The Salon Sales Jedi) - CSO and Head Coach of Salon Jedi & MD of Ego Hair Design for 11 years. Multi award winning coach, bestselling author & international speaker.

**Expertise:** Salon sales, management, front of house, systems and team leadership.

**Awards include:** British Hairdressing Business Awards Front of House Winner and 3 x BHBA Business Director of the Year Nominee.

**Mission:** To empower your salon managers and front of house to become heart based leaders and sales masters so they can drive your salon business to #1 in your area.

## MINDFUL SALON SOURCE CODE

- » CPD accredited digital 4 hour training for salons and teams to become the first officially accredited mindful salon in your area.
- » Comes with a press release upon graduation and your certification and mindful salon badge.

Investment usually £597  
KAO account holders  
£298.50 (50% off)

## SUPER SALON SUCCESS SCHOOL

Ideal for Salon Employers and their leaders who want a salon business model so successful it helps you step away from the tools more and increases the value of your business by up to 10x.

- » CPD accredited 4-day live in person salon business school (digital also available)
- » Discover the 4 pillars of salon success by learning Caroline's very own Salon Business Model she uses in her own profitable salon.
- » You can plug this business model into your salon to create a fully booked profitable salon, with a high performing team smashing targets.

Pillars of learning - mindset - marketing - management - maintenance.

Investment usually £4,997  
KAO account holders  
£1,997 plus bonuses  
3 months inside our 5 star  
Salon Jedi Academy Lite FREE  
2nd team member place FREE

## MINDSET MAGIC & MIRACLES® 30 DAY EXPERIENCE

- » CPD accredited online training over 30 days to transform your mindset and emotional intelligence.
- » Discover practical tools and universal laws that help you become a master of your mind and business.

Book a **FREE Clarity Call** to discover how we can help you rapidly grow

For more information please visit  
[Academy.salonjedimarketing.com](http://Academy.salonjedimarketing.com)

Email: [salonjedihelp@gmail.com](mailto:salonjedihelp@gmail.com)





## 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.

» **Foundation Mastery, Formulations Mastery**  
and **Texture Mastery**

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

# 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 and hints on how to get best results for the 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 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 the client 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 toing.

### 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 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.

## 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 need. 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 blonde is full of different facets and dimensions - from natural to bright, from warm to cool.

Discover the formulations behind each of them and learn to understand blonde like you've never done before.

Models: 2 models suitable for creative blonde services like you've never done before

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

£500

### WHAT'S IN IT FOR YOU?

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

## 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 hair that is too red or faded 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

# TEXTURE MASTERY

Contact your Goldwell representative to find out more about in-salon training sessions for your team with our **Freelance Team**.

## 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.

1 model maximum suitable for a straightening service

- Virgin or color treated hair or 1 professional application of Pre-lightener
- Good condition - please perform an elasticity test
- No hair longer than shoulder length
- Fine to medium texture and layered
- No previous keratin services

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

£500

## KERASILK KERATIN TREATMENT SERVICES

This long-lasting expert service transforms unmanageable, curly, wavy or frizzy hair into the most luxurious, smooth version of itself for up to 5 months.

Our new formulation makes the application and service experience intuitive and fast and offers two customizable usage opportunities from control to surface refinement.

### **Control Service:**

A powerful yet gentle shape transformation to luxurious smooth hair - the perfect base for unruly hair.

### **Refinement Service:**

Natural-looking smoother hair with improved manageability and movement - the perfect base for surface frizz refinement.

1 model maximum suitable for a shape change service from waves to smooth

- Virgin or color treated hair
- Good condition - please perform an elasticity test
- No hair longer than shoulder length

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

£500





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**VIRTUAL**  
**EDUCATION**  
 GOLDWELL. KMS ORIBE VARIS

To register, click on the seminar link you would like to attend and follow instructions. You will then receive an email on how to log in to the seminar.  
 We recommended logging in 10 minutes prior to the start time.  
 If you have any questions, please email [UK.Education1@kao.com](mailto:UK.Education1@kao.com)



**GOLDWELL REVEALED**

(90 mins)

Interested in using Goldwell Color? Join this seminar to take an introductory journey through Goldwell Color to get to know the Portfolio.

Monday 16th January 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 20th March 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 5th June 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 18th September 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>



**ELUMEN REVEALED**

(90 mins)

Discover how to use Elumen, an ammonia-free permanent color, with its amazing shine and long lasting durability. Increase your salon menu with premium services for your most demanding salon clients.

Monday 16th January 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 20th March 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 5th June 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 18th September 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>



**COLORANCE REVEALED**

(90 mins)

Colorance is a key tool for any colorist! Knowledge is the key to using the Colorance range in its entirety to enhance and create bespoke, beautiful color results whilst presenting great condition.

Monday 6th February 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 17th April 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 26th June 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 16th October 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>



**LIGHTENING REVEALED**

(90 mins)

Lightening is the gateway to final color results. Therefore, it is important to understand the power of LightDimensions and the optimum results that can be achieved.

Monday 27th February 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 8th May 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 17th July 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 6th November 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>



**GREY REVEALED**

(90 mins)

Featuring how to cover white hair with Topchic to achieve accurate, durable results. Get to know the options available to you including information on the new Goldwell System Lotions.

Monday 27th February 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 8th May 2023
Time: 2:00pm
<a href="#">REGISTER HERE</a>

Monday 17th July 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

Monday 6th November 2023
Time: 10:00am
<a href="#">REGISTER HERE</a>

# 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



Kelly Leclercq



Toni Perryman



Charlotte Dullee



Kelly Jean Butler



Emma Stickler



Danielle Berry



Yvonne Curtis



Christie Dyce



Corinna Hughes



Yein Stewart



Sophie Howes

# ACADEMY LONDON TEAM



Irene Meikle



Robyn Deamer



Radhika Williams



Chloe Ascott



Rachael Kelly



Olivia Thompson



Claire Palmer



Charlotte Cooper

# BOOKING INFORMATION

## BOOKINGS

Four easy steps to booking your education and inspiration for 2023.

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

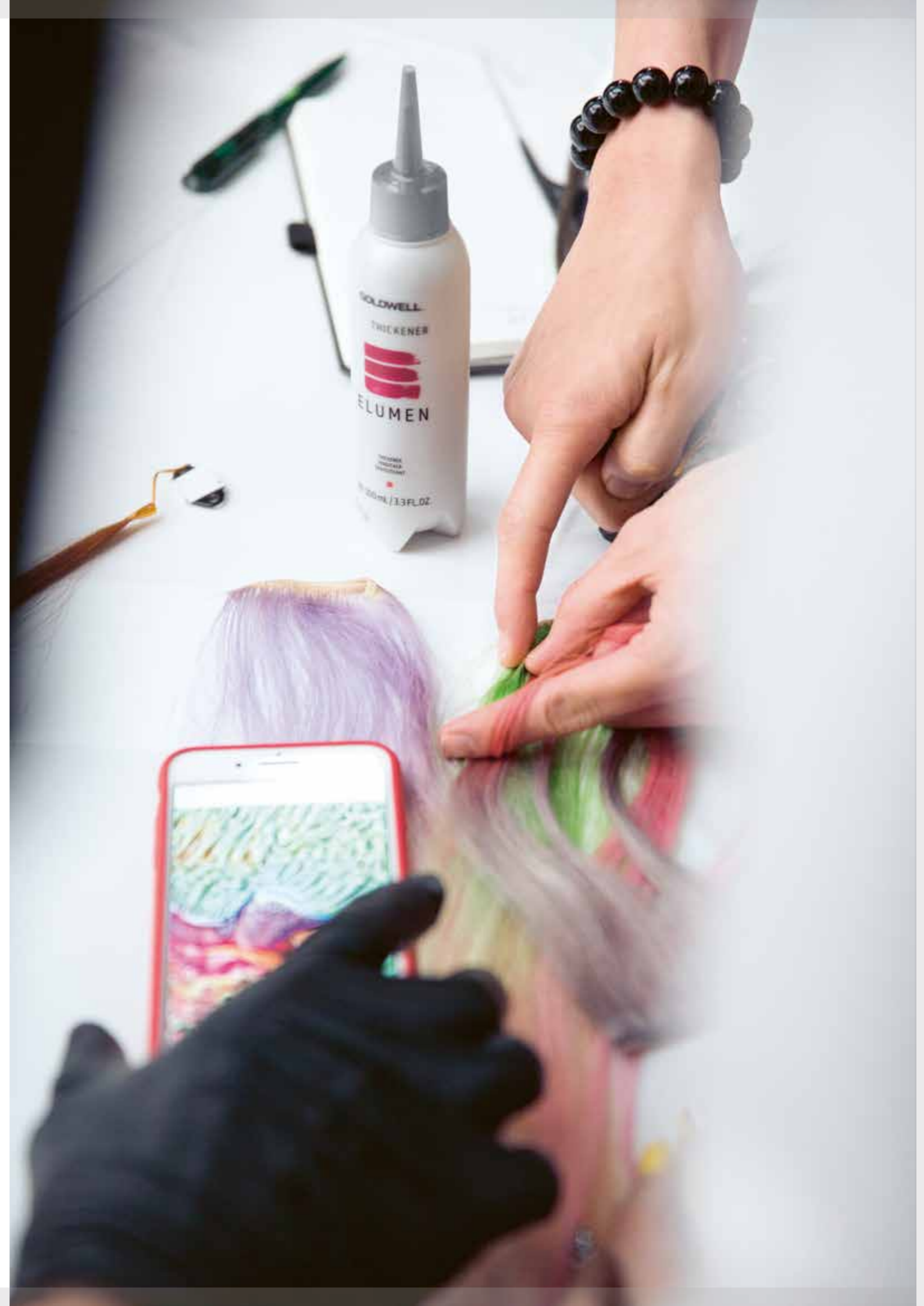
If you are unable to attend a course, cancellations must be made by calling the Academy on 0203 540 1200 within a minimum of 21 working days prior to the course commencement date. Due to advanced model and guest artists booking fees we're sorry, but we can't offer you a refund after this date. The Academy 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.**

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For further information please contact your Goldwell representative. | [goldwell.com](http://goldwell.com)



Goldwell is part of Kao Salon Division.

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SALON DIVISION

Making life beautiful for salons, stylists and their clients.