



GOLDWELL

EDUCATION BOOK '15 : SOUTH AFRICA



—
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



LET YOUR CREATIVITY RUN WILD.

Every head of hair is a blank canvas. Every client is a new opportunity to practice your art. From conservative to creative, every color, cut and style you do manifest your creativity and talent. We know that this is what you love to do: to let your creativity run wild and create the most beautiful and amazing hairstyles for your clients.

And of course, the more you practice your craft, the better you will be.
And the more you learn, the more you will grow.

That's where Goldwell can help you achieve your vision of success. Discover programs where you can develop yourself further and refine your skills together with our education team. Our programs are designed to help you learn what you want and our artists and instructors are stylists like you - ready to help you succeed, whatever your vision of success is.

Join us, we're looking forward to seeing you!



CRAIG HOPKINS, EDUCATION MANAGER,
SALON DIVISION, KAO SOUTH AFRICA



STEVE LEAHY, GENERAL MANAGER,
KAO SOUTH AFRICA



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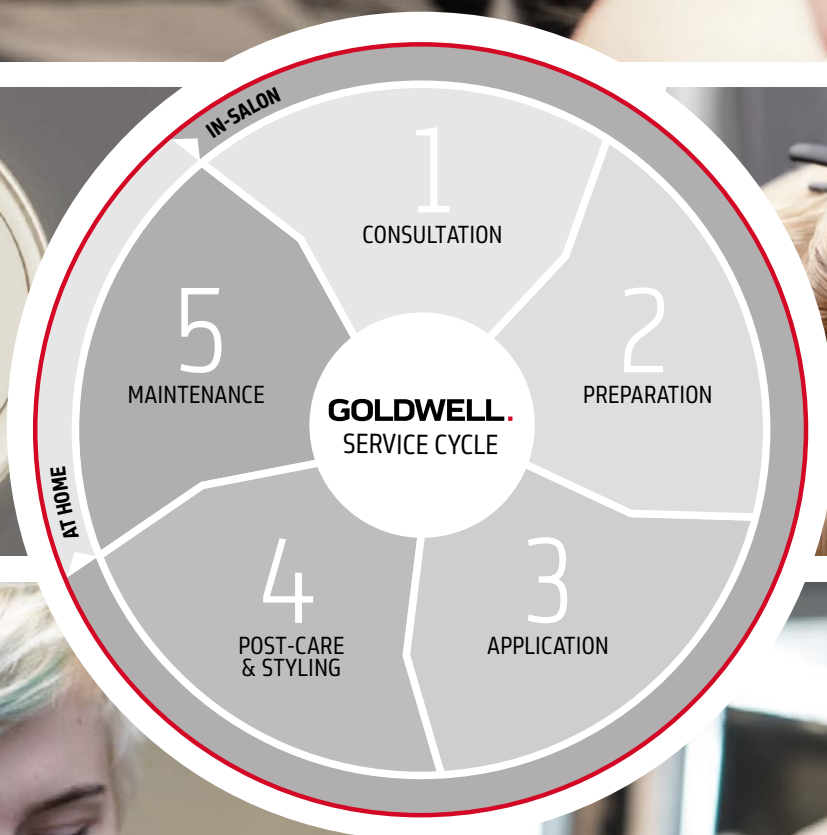
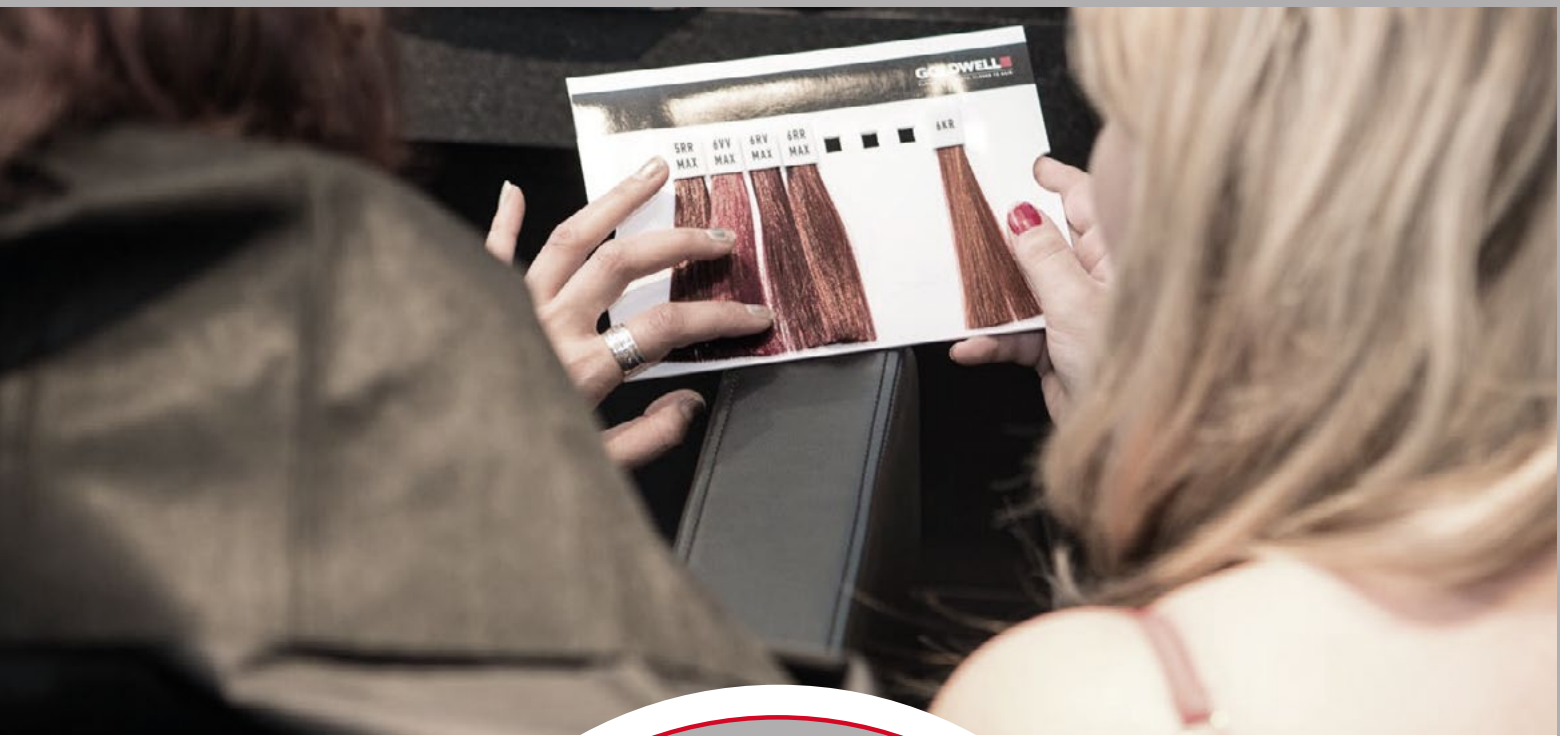
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GOLDWELL
SERVICE CYCLE

FIVE STEPS TO PERFECTION.

IT'S A UNIQUE AND HOLISTIC SERVICE CONCEPT
THAT SIMPLIFIES STYLISTS' DAILY WORK ROUTINE:
THE GOLDWELL SERVICE CYCLE.
IT STRUCTURES EVERY SERVICE - FROM COLOR TO TRANSFORMATION
TO CARE AND STYLING - INTO FIVE SIMPLE AND CLEAR STEPS.
MAKING SURE YOU ALWAYS CREATE PERFECT RESULTS -
AND DELIGHT YOUR CLIENTS. JUST TRY IT!





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COLOR
—



“I WANT NEW TECHNIQUES,
COLORS, LOOKS – JUST EVERYTHING!”

Patrick Hawker

GARNER, NORTH CAROLINA, USA

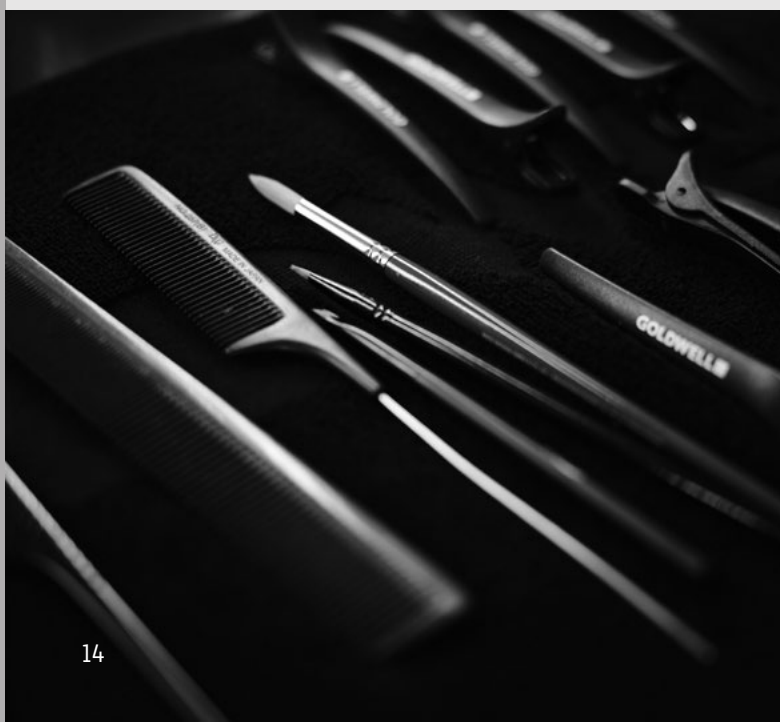


WHEN COLOR IS YOUR TRUE PASSION, YOU CAN'T GET ENOUGH. THESE
PROGRAMS ARE BOUND TO BE YOUR FAVOURITE SEMINARS. ALL YOU
HAVE TO KNOW, ALL YOU WANT TO KNOW ABOUT TECHNIQUES,
EFFECTS AND LOOKS: THINK IN COLOR!





MASTER**COLORIST** 



MASTER COLORIST PROGRAM

WHY JUST BE GOOD AT HAIR COLOR
WHEN YOU CAN BE GREAT AT IT? AND WHILE YOU'RE AT IT,
DON'T JUST BE GREAT AT IT, MASTER IT!

**Here's your chance -
join the world's most elite group of hair colorists,
the GOLDWELL MASTER COLORISTS.**

Goldwell has designed a program, based on the best practices of Master Colorists from around the world, so that you can hone your skills and perfect your craft to the point where you achieve true mastery.

Master the art and service of hair color.

This exciting and interactive series of seminars takes you on a journey through the art and service of hair color. It's not just about color, it's about building on your creativity and developing your skills in every area - communication, service, technique and artistry. It's everything you need to build and grow a successful hair color business.

The Goldwell Master Colorist Program supports your passion. Each of the Master Colorist segments is designed to focus on a different area of hair color mastery and to enable you to attain a new level of knowledge and competency.

COLOR TECHNICIAN | SERVICE CYCLE AND STANDARDS MASTERY
COLOR DESIGNER | TECHNIQUES AND SERVICE MASTERY
COLOR SPECIALIST | COLOR TRANSITION MASTERY
COLOR ARTIST | TRENDS AND INSPIRATION MASTERY

ACHIEVE ELITE STATUS.

Every segment you complete elevates your status as a Goldwell Master Colorist. After you complete your first segment in the program, you automatically achieve Master Colorist Certification. Continue with additional segments and you will increase your status:

2 SEGMENTS:

MASTERCOLORIST 
SAPPHIRE

3 SEGMENTS:

MASTERCOLORIST 
EMERALD

4 SEGMENTS:

MASTERCOLORIST 
RUBY

COLOR DESIGNER TECHNIQUES AND SERVICE MASTERY

- 1 | Advanced Grey Coverage
- 2 | Advanced Fashion Coloring
- 3 | Advanced Goldwell Techniques

COLOR SPECIALIST COLOR TRANSITION MASTERY

- 1 | Color Correction
- 2 | Color Formulation

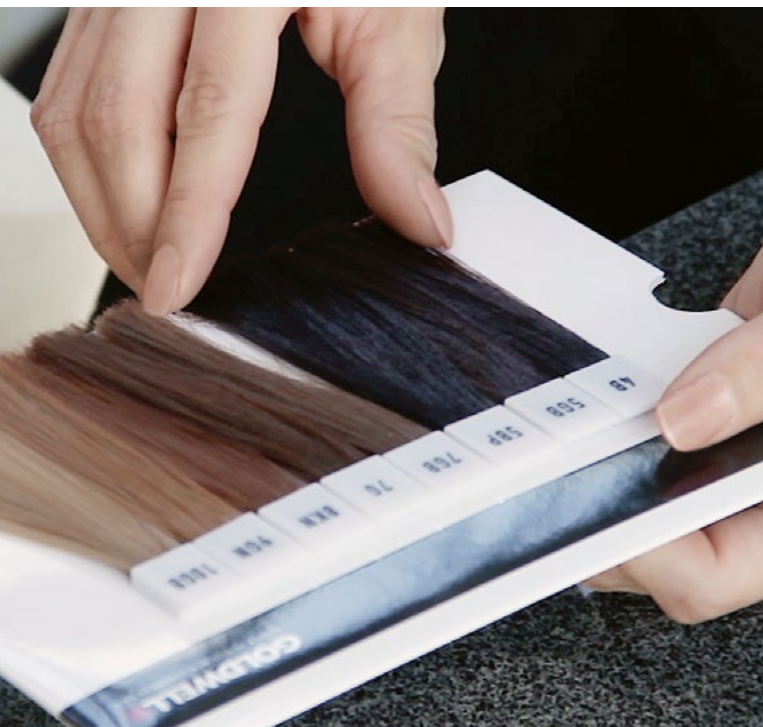
COLOR ARTIST TRENDS AND INSPIRATION MASTERY

- 1 | Color Trend
- 2 | Color Lab

MASTERCOLORIST 
CERTIFICATION

COLOR TECHNICIAN SERVICE CYCLE AND STANDARDS MASTERY

- 1 | Demi-Permanent Color Mastery
- 2 | Permanent Color Mastery
- 3 | Lightening Mastery
- 4 | Elumen Mastery
- 5 | Foiling Mastery (optional)



COLOR



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

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

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

Want to know more about the Master Colorist Program? Go to **www.goldwell.co.za**





COLOR TECHNICIAN SERVICE CYCLE AND STANDARDS MASTERY

A hair color service is more than just a technique.
It's the tools, techniques and products that are used to create a superior service experience. In this foundation level of Master Colorist training, you will learn how to integrate the Goldwell Color System into a satisfying service for your client.

At the end of this program you will be a true **COLOR TECHNICIAN**.

WHAT'S IN IT FOR YOU?

- » Learn how to give a world-class consultation to your client
- » Deliver the best hair color solutions through an in-depth knowledge of the Goldwell brands and their performance
- » Develop a strategy to create a "total look" for your client that is more than just hair color
- » Learn how to talk confidently and promote color services
- » Gain knowledge in dimensional coloring according to client needs
- » Discover formulations for reliable grey coverage, durability and evenness
- » Join inspirational hands-on sessions to gain true color mastery and have fun!

MODULE 1: DEMI-PERMANENT COLOR MASTERY

Learn all about the demi-permanent coloring with COLORANCE. The seminar offers a versatile hair color solutions that meet real-world needs and expectations. Discover services range from shine enhancement to the most exciting fashion colors and grey blending that your client will love.

MODULE 2: PERMANENT COLOR MASTERY

Wow your blondes, brunettes, redheads and grey clients with limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges. Learn to enhance your clients' natural beauty through the most beautiful hair color.

MODULE 3: LIGHTENING MASTERY

Get to know all about blonde: its versatility, its challenges and its beauty. Make your salon the place to be for blondes. Gain knowledge and skills you need to create perfect blonde every single time.

MODULE 4: ELUMEN MASTERY

Discover endless possibilities to amaze your clients with dazzling shine, incredible durability and evenness of a permanent color without ammonia-odor. Learn how to increase your salon menu with premium ELUMEN services perfect for your most demanding salon clients.

MODULE 5: FOILING MASTERY

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





MASTER**COLORIST**

COLOR DESIGNER TECHNIQUES AND SERVICE MASTERY

Become a **COLOR DESIGNER**.

This level focuses on giving inspiration to those who seek for striking color designs for their salon clients. It is ideal for growing your color skills and competence and offers you a broad range of customized color services and techniques for every client type, age and complexion.

WHAT'S IN IT FOR YOU?

- » Become an expert in blonde, grey and fashion coloring
- » Learn how to break down advanced techniques into salon color statements
- » Gain know-how on how to develop a stunning hair color design
- » Discover how to put your fashion statement through the total look
- » Tips and hints on follow up services
- » Learn how to tell instead of sell (best communication for fashion coloring)
- » Join inspirational hands-on sessions to gain excellence and have fun!

MODULE 1: ADVANCED GREY COVERAGE

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.

MODULE 2: ADVANCED FASHION COLORING

Explore the unlimited possibilities of fashion coloring and create true color statements for your clients. Learn how to beautify your most precious raw material with your most ingenious tools - advanced knowledge and your creativity.

MODULE 3: ADVANCED GOLDWELL TECHNIQUES

Be the first to discover the most timeless and phenomenal coloring techniques and services of Goldwell. Wow your clients with beautiful color results and the versatility of your service menu.



COLOR



MASTER**COLORIST**

COLOR SPECIALIST COLOR TRANSITION MASTERY

Become a **COLOR SPECIALIST.**

This level is designed to give you a high level of color knowledge, skill and expertise that will empower you to solve any color challenge you might face in the salon. You will be able to turn ugly into beautiful with the confidence of a true color expert.

WHAT'S IN IT FOR YOU?

- » From decolorizing and color remover to pre-pigmenting and everything in between
- » Gain in-depths understanding of color families
- » Learn insights into advanced color formulations
- » Discover a vast variety of the most utilized and useful correction techniques
- » Building a color trouble shooting strategy for the most demanding color challenge
- » Learn how to transform visual references into amazing color results
- » Join inspirational hands-on sessions to gain excellence and have fun!

MODULE 1: COLOR CORRECTION

Impress your clients with your mastery of color transition. We promise you advanced knowledge and tools that will make you outstanding in handling any color challenges.

MODULE 2: COLOR FORMULATION

Think in color. Live the color formulations. Transform your vision into breathtaking hair. Be the one to create a true statement for your clients.





COLOR ARTIST TRENDS AND INSPIRATION MASTERY

Become a **COLOR ARTIST**.

This level is the perfect choice for color and trend oriented stylists looking for new inspiration. Exclusive seminar content will allow you to dive into the world of trends and fashion and to learn from the Goldwell Global Artistic Masters.

WHAT'S IN IT FOR YOU?

- » Discover commercial salon services at its perfection
- » Learn to transfer your vision into salon friendly color techniques
- » Gain knowledge in how to put your fashion statement through the total look
- » Explanation and demonstration in an up close and personal way
- » Color sense, awareness, confidence in color design and visualization
- » Step by step instruction on the sectioning, placements and color schemes
- » Join interactive workshop full of inspiration and have fun!

—
**MODULE 1:
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.

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**MODULE 2:
COLOR LAB**
—

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



MORE COLOR SEMINARS

WE LOVE BLONDE

Discover more about Goldwell's Blonde Services, including the NEW Freehand Technique, specially created for your blonde clients by the Goldwell Global Master Team. Learning how to master these exciting techniques will empower you to create a wide spectrum of blonde from high-end natural up to the brightest blonde you've ever seen.

WHAT'S IN IT FOR YOU?

- » Understanding the needs of your blonde clients
- » How to perform a wide spectrum of exciting blondes from high-end natural to the brightest, most natural-looking blonde
- » Creative Blending and Freehand Techniques
- » Care/styling tips and follow-up services

TURN GREY INTO GORGEOUS

Discover state-of-the-art Grey Services to impress your most demanding clients. From natural-looking full coverage to dazzling fashion coverage, Goldwell combines tools, techniques and products to create state of the art services for your grey-haired clients. And what about clients who embrace their grey? Check out the Grey Beautifying Service. So, turn grey into gorgeous and make your salon a destination for the unlimited possibilities of grey coverage.

WHAT'S IN IT FOR YOU?

- » Everything you always wanted to know about grey hair
- » State-of-the-art formulations for outstanding grey coverage
- » Innovative techniques and services bringing grey coverage to the next level in your salon
- » Consultation techniques fitting to your grey clients' needs
- » Care/styling tips and follow-up services for holistic services and lasting gorgeous results



MAKE MORE OF YOUR MAN

Some men have great style, while others need a little more help. Take care of the men in your salon by finding out how to confidently and successfully treat your male clientele. Learn more about how to successfully have a male-specific consultation and men specific services for color and styling. Learn how to make him feel comfortable in your salon while offering him discrete and professional services to make him look his best.

WHAT'S IN IT FOR YOU?

- » Gain insight on how to serve your male clientele successfully
- » Consultation as conversation - how to speak with him
- » Innovative techniques and services to bring men's menu to the next level
- » Care and styling tips designed for men
- » Inspirational hands-on sessions to gain excellence and have fun



—
COLOR ZOOM '15
—



“FEED
MY CREATIVITY!”

Kuku Soh

TAPEI, TAIWAN

The logo for Color Zoom, featuring a stylized blue infinity symbol or loop that encircles the word "COLOR" in a thin blue font, with the word "ZOOM" in a bold, black, sans-serif font.

ALWAYS ON THE HUNT FOR SOMETHING NEW?
THE GOLDWELL COLOR ZOOM PROGRAMS SHOW YOU
THE CUTTING EDGE OF FASHION TRENDS.
TAKE THE INSPIRATION AND RUN WITH IT!
LEARN AND MASTER INNOVATIVE CUT, COLOR AND STYLING
TECHNIQUES THAT WILL TAKE YOUR CREATIVITY TO NEW HEIGHTS!



THE TREND 2015: TRADITIONAL REBELS

**Start with an inspiration, then deconstruct it.
Preserve the essence, mix in some cultural references
and then reconstruct it to create something new.**

It's the hottest trend in fashion: taking elements from the past and bringing it to the future with a completely new twist.

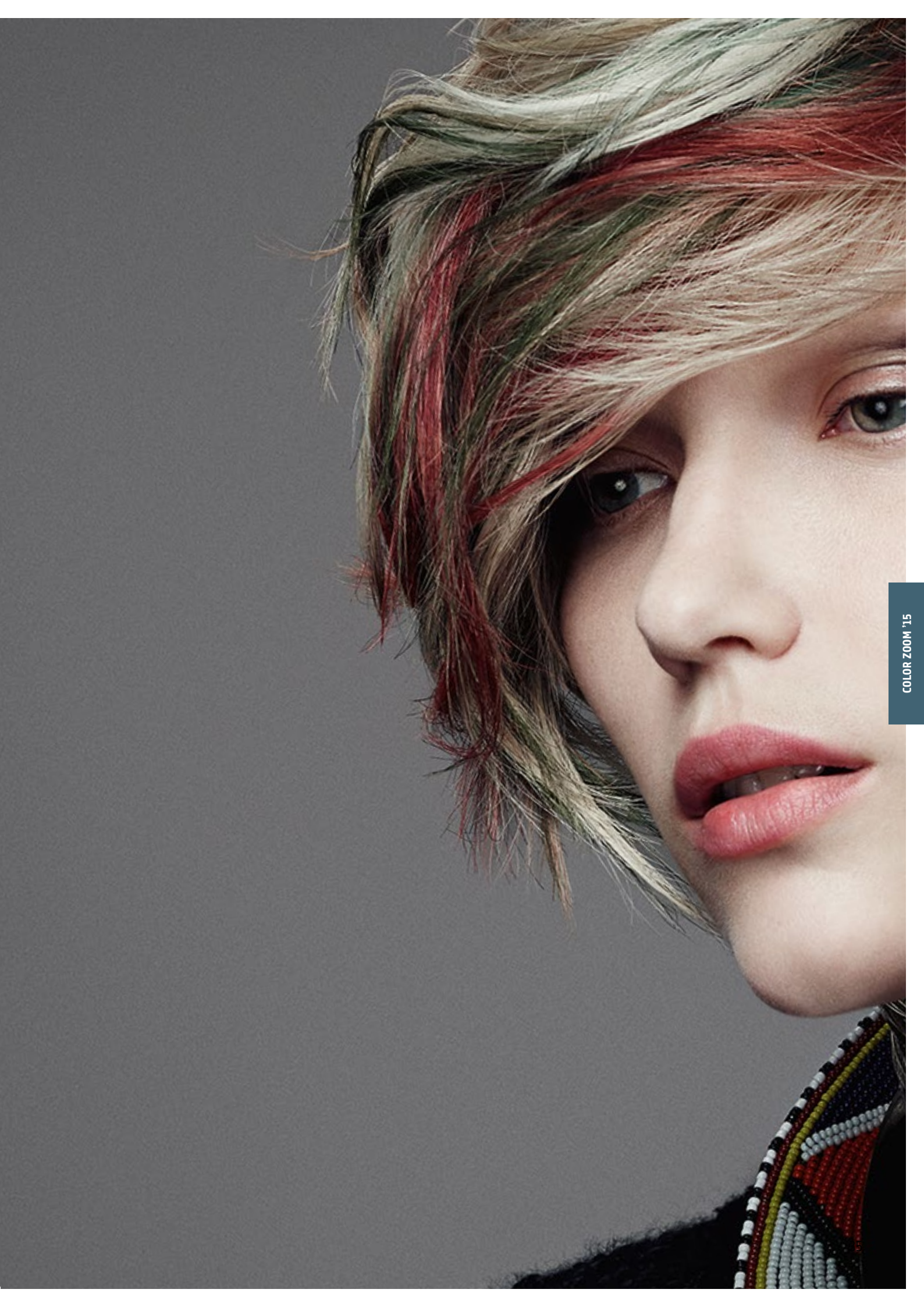
Some of the world's best stylists came together in the Global Color Zoom '15 Creative Team to design a brand new collection that takes this trend into hairstyling.

The outcome is amazing: While preserving the essence of a style, the team designed looks that display a new, most beautiful **"unexpected elegance"**. The concept of **harmony/disharmony** as well as **stunning color combinations** and **tribal inspiration** push the limits of hairstyling to new heights. Looks manifest in three distinct style directions: **Elegant Edge, Style Clash** and **Reinvented Tribal**. Like no other this collection shows craftsmanship on the edge to subliminal artistry.

Hair color follows fashion with a new and elegant palette. **Beautiful monochromatic colors are disrupted by bands of deeply saturated and heavily pigmented shades, ranging from warm to cool neutrals.**

Get ready for looks that will alter your idea of elegance.







ARE YOU THE NEXT WINNER?

UNLIMITED CREATIVITY.

For stylists from all over the world it is THE event of the year: The **Color Zoom Global Event - with the international finale of the Color Zoom '15 Live-Competition, the inspirational launch of the new Color Zoom '16 Collection and the huge award-party!**

For three days it is all about creativity and inspiration: What is the current trend and what lies in the future? Who are the top creative artists and what will they show us? Which looks are going to convince the judges?

Create your own interpretation of the Traditional Rebels Collection and be part of the next Color Zoom Challenge!

As a national winner you will participate in the grand finale in Las Vegas, as a global winner you will create the next Color Zoom Collection together with Goldwell.

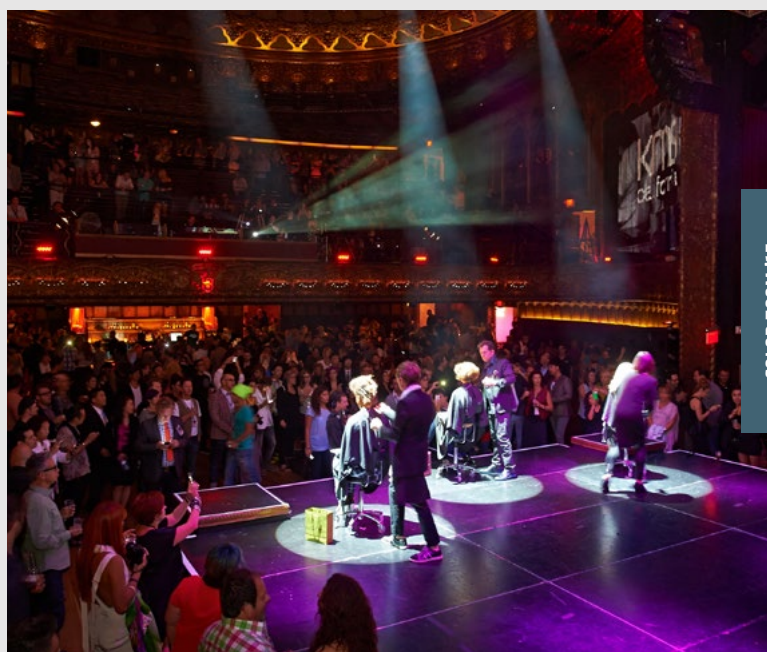
Be part of a worldwide trend. Be part of the Color Zoom Challenge '15!

Application documents to be found on www.colorzoom.com/briefingkit

COLORZOOM 15: „TRADITIONAL REBELS“ COLLECTION

This seminar is a perfect choice for color and trend orientated stylists looking for new inspiration. Included are look and learn demonstration and hands-on workshop. Get inspired by the new 'Traditional Rebels' and the concept of harmony/disharmony in the three exciting style directions: Elegant Edge, Style Clash and Reinvented Tribal. Be amazed by the outcome of unexpected elegance with stunning color combinations in a new palette. Learn with GOLDWELL 'Traditional Rebel' how to construct and deconstruct while keeping the essence to create something new.

With the new 'Bandeau Technique' we show you how to translate this edgy yet beautiful trend into commercial services for your salon clients.



WHAT'S IN IT FOR YOU?

- The new Color Zoom '15 'Traditional Rebels' Technique concept with new exciting and inspiring salon services
- Explanation and demonstration in an up close and personal way as well as possibilities on how each technique can be customized for your salon client
- Step by step instruction on the sectioning, placements and color schemes
- Color story underpinning the different trend looks

BECOME A PART OF WHAT INSPIRES THE WORLD.

“THE MOST CHALLENGING COMPETITION AND
AN IMPORTANT CAREER BOOSTER IN LIFE.”

WINNER STATEMENT

IN-SALON SEMINARS



“BRING THE ACADEMY
INTO OUR SALON!”

Katja Vagts
BUXTEHUDE, GERMANY



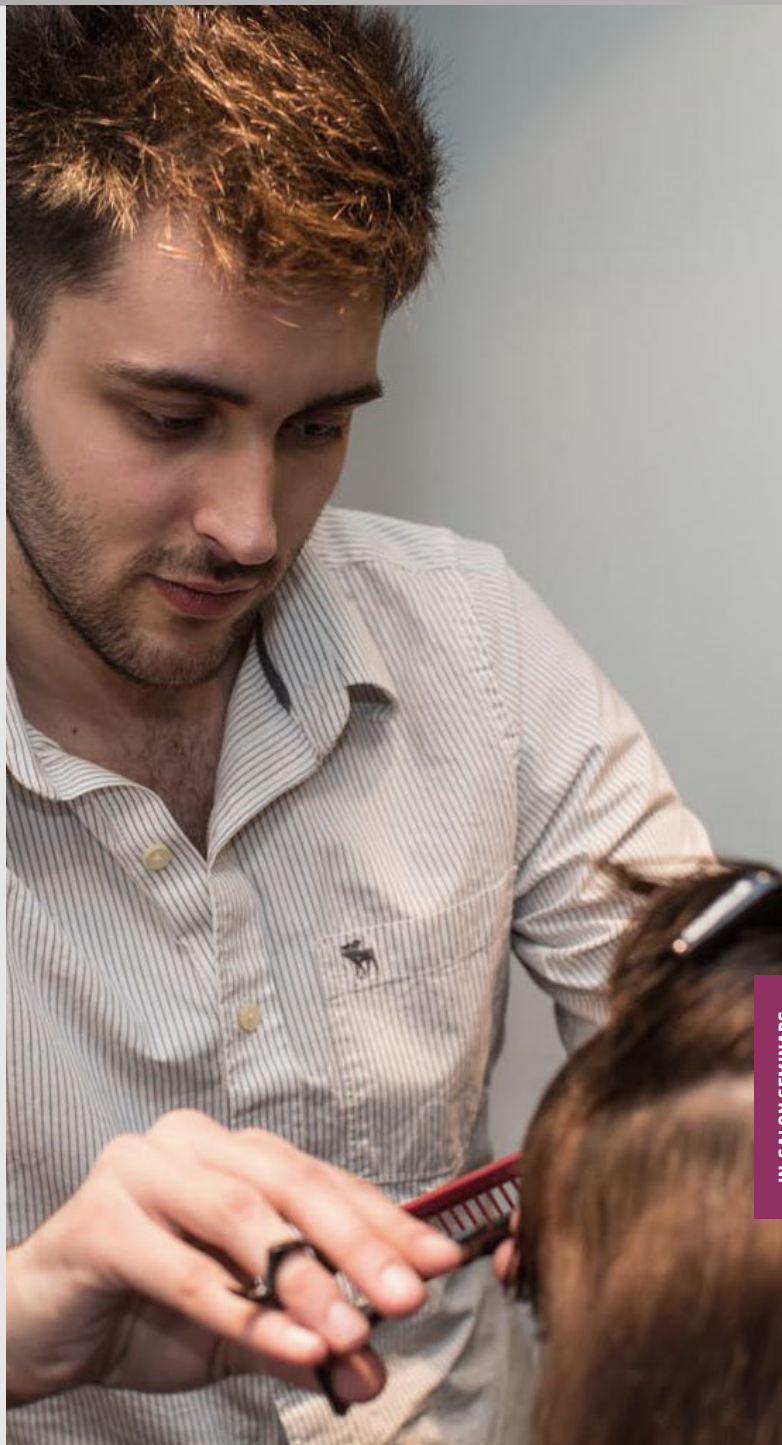
JUST YOU AND YOUR TEAM. IN YOUR OWN SALON.
EASY-GOING AND EFFECTIVE - THE GOLDWELL IN-SALON
SEMINARS TRAIN THE WHOLE TEAM AT ONCE AND STRAIGHT
TO THE POINT. WHEREVER AND WHENEVER YOU WANT,
WE'LL BE THERE FOR YOU!





We bring the Goldwell Education
experience to your salon -
exclusively for your team.
We tailor the programs to fit your salon's
needs and teach you
services, tools, techniques and
products that will help you to grow your
everyday business.





Contact your Goldwell team to find out how to qualify for exclusive in-salon private trainings for your team and Goldwell loyalty programs.



WE LOVE BLONDE

Discover more about Goldwell's Blonde Services, including the NEW Freehand Technique, specially created for your blonde clients by the Goldwell Global Master Team. Learning how to master these exciting techniques will empower you to create a wide spectrum of blonde from high-end natural up to the brightest blonde you've ever seen.

WHAT'S IN IT FOR YOU?

- » Understanding the needs of your blonde clients
- » How to perform a wide spectrum of exciting blondes from high-end natural to the brightest, most natural-looking blonde
- » Creative Blending and Freehand Techniques
- » Care/styling tips and follow-up services

ULTIMATE GREY

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

WHAT'S IN IT FOR YOU?

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

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

ULTIMATE BLONDES

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

WHAT'S IN IT FOR YOU?

- » How to achieve a blonde beautiful
- » Insights into blonde formulations
- » Hints and tips for amazing blonde results

MODELS: 2 models suitable for creative blonde service





TEXTURE



“I WANT LOOKS
THAT ARE REALLY STYLISH!”

Dustin Traut
FRANKFURT, GERMANY



GET TO KNOW THE LATEST TECHNIQUES
FOR TEXTURE SERVICES AND DISCOVER
UNEXPECTED CREATIVE POSSIBILITIES –
DEFY GRAVITY FOR FRESH AND STYLISH LOOKS
YOU AND YOUR CLIENTS WILL LOVE!

THE ART OF SMOOTHING - THE KERASILK KERATIN TREATMENT SYSTEM

Take unmanageable, frizzy hair from frustrating to fabulous with the new Kerasilk Keratin Treatment. Keratin smoothing treatments are a great new opportunity to change the texture of hair without chemical damage and a whole new addition to the salon service menu. From reducing and reshaping curl to smoothing and softening unruly hair, the Kerasilk Keratin Treatment is an exciting new addition to your texture portfolio.

WHAT'S IN IT FOR YOU?

- » Learn the complete Kerasilk Keratin Treatment System and how to successfully implement the service in your salon
- » Design techniques that are customized to individual client needs
- » Modifying formulae, sectioning and placement to adapt to different styles, length, texture and client needs to create individual texture results
- » Enriching your creativity with new and original ideas that have the potential to expand your menu of color services





FOUNDATION MASTERY

Behind each amazing color you can find solid professional knowledge, great technical expertise and reliable high performance professional products.

Foundation mastery builds a perfect base on your way to becoming an expert in subject color, care and styling. It will allow you to confidently work with the entire Goldwell Portfolio and to create stunning hair for your clients every single time.

FOUNDATION COLORANCE

Learn how to perfect demi-permanent coloring with COLORANCE color. Gain 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 consultation
- » Simple salon services for excellent color results
- » Hints and tips on how to get best results for clients hair structure
- » Formulation for reliable grey blending, durability and evenness

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

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

FOUNDATION TOPCHIC/NECTAYA

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

WHAT'S IN IT FOR YOU?

- » All you 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 or highlifting color)

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







FOUNDATION ELUMEN

Learn how to achieve brilliant color results with exceptional shine and durability with ELUMEN color and 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
- » Identifying the right clients for ELUMEN color
- » Application and commercial techniques with ELUMEN
- » Confidence in usage of ELUMEN

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

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

FOUNDATION LIGHTENING

The blonde client is an extremely important part of any salon's business. Discover insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning services.

WHAT'S IN IT FOR YOU?

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services
- » Knowledge and skill related to highlifting (TOPCHIC and NECTAYA HiBlondes Control ranges), decolorizing (SILKLIFT and OXYCUR PLATIN) and blonde refinement (COLORANCE and ELUMEN)

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

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



ULTIMATE BRUNETTES

More and more clients choose brunette over blonde. No wonder, 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 rich brown without brassiness
- » Dos and Don'ts for Brunettes

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

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 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
- » Dos and Don'ts for redheads

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

ULTIMATE COLOR FIX

Creating the perfect color palette is essential to the success of any professional color service. Despite too dark, too light, too red or faded hair, this seminar will give you the knowledge, skills and confidence required to perform color correction with excellence.

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

SALON SUCCESS



“HOW CAN I TURN ALL MY SKILLS
INTO SOMETHING BIGGER?”

Nicola Smyth

LEAMINGTON SPA, UK



THIS IS NOT THE TIME TO BE MODEST.
YOU ARE A GREAT HAIRDRESSER. AND YOU CAN ACHIEVE MORE.
JOIN US AND LEARN ABOUT THE OTHER SIDE OF THE BUSINESS –
RETAIN YOUR CLIENTS AND GAIN NEW CLIENT REFERRALS,
LEAD A TEAM OR RUN YOUR OWN BUSINESS. SOUNDS EXCITING TO YOU?
IT IS. GO AHEAD!



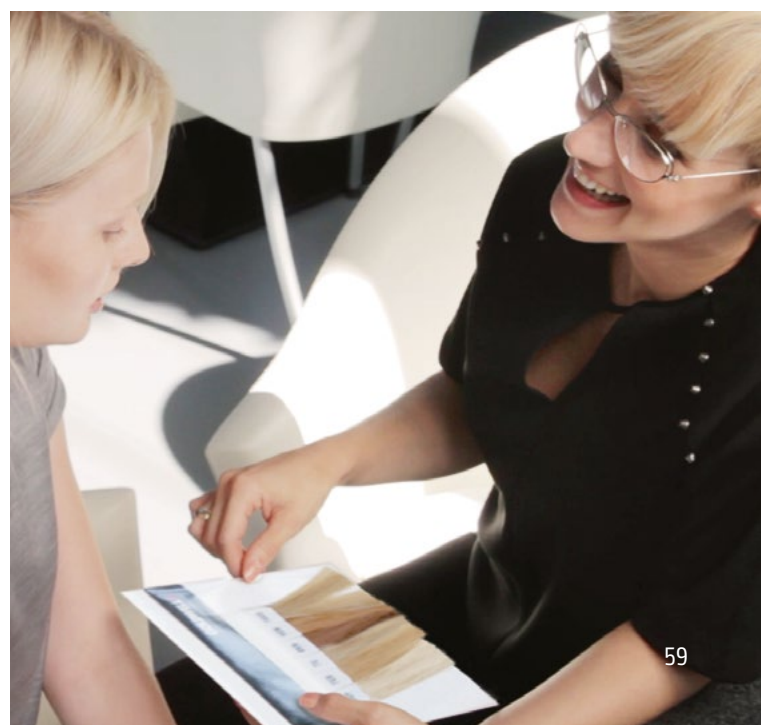


**BE MORE. ACHIEVE MORE.
THE CUSTOMIZED IN-SALON
TRAINING PROGRAM.**

Goldwell seminar modules have been designed with in-salon training in mind. In-salon delivery of the training modules allows you to accommodate the schedules of your hairstylists so that you can train together as a team.

BE MORE. ACHIEVE MORE. modules are meaningful and effective; the team can learn and apply their new skills immediately and gain results instantly, or spend a day in the Goldwell Studio to fast-track your career with 3 specific business orientated modules.





LEARNING DESTINATIONS

EDUCATION. IT'S ALL ABOUT PEOPLE.
BE TRAINED BY EDUCATORS THAT BELONG TO THE
BEST IN THE WORLD. THAT UNDERSTAND, INSPIRE AND MOTIVATE.
THAT ARE OPEN AND EXCELLENT STYLISTS.
LEARN FROM THEM AND YOU WILL BE LIKE THEM.

JOHANNESBURG STUDIO: 011 312 5070
CAPE TOWN STUDIO: 021 551 3010
DURBAN STUDIO: 031 566 5765



STUDIO ADDRESSES AND CONTACT NUMBERS

Midrand Studio (Head Office)

Capital Hill Commercial Estate
Unit 3, K101 Business Park
Cnr. Le Roux Avenue & K101, Midrand
Tel: 011 312 5070
Fax: 011 312 4893/5

Goldwell Cape Town Studio

Unit B, Ground Floor, Century Gate
Cnr. Bosmansdam & Century Drive
Century City 7441
Tel: 021 551 3010
Fax: 021 551 3014

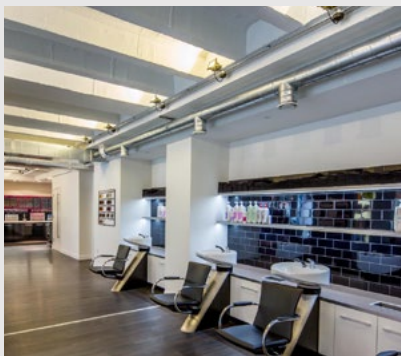
Goldwell Durban Studio

Suite 1 A, No. 2 Rydalvale Park
Douglas Saunders Drive
La Lucia Ridge
Tel: 031 566 5765/6
Fax: 031 566 5764



HAIRDRESSING IS A PASSION WE SHARE WITH STYLISTS ALL OVER THE WORLD.

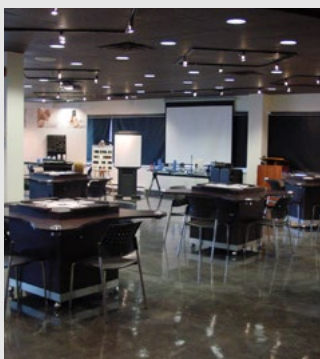
LONDON
UK



NEW YORK
USA



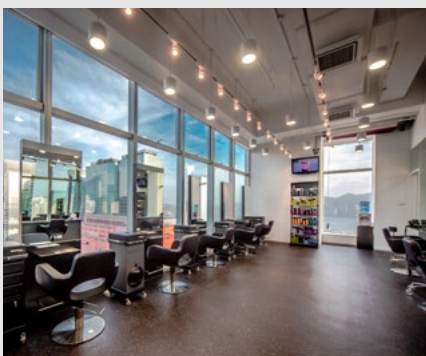
TORONTO
CANADA



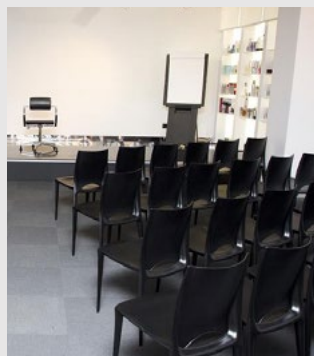
DARMSTADT
GERMANY



HONG KONG
HONG KONG



SYDNEY
AUSTRALIA





GOLDWELL. KMS ACADEMY

What makes our educators so special? That they are excellent, experienced stylists? That they are full of passion? That they pass on their knowledge with enthusiasm? That they support every single hairdresser and believe in them? And that they never stop learning? Meet our educators and find out yourself!

JOHANNESBURG STUDIO: 011 312 5070

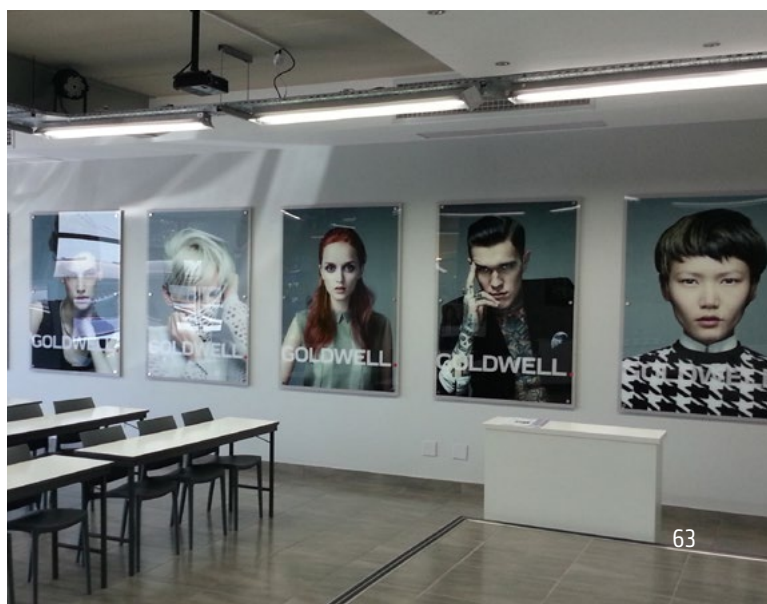
CAPE TOWN STUDIO: 021 551 3010

DURBAN STUDIO: 031 566 5765

Passionate hairstylists worldwide find in our learning destinations unique meeting points for creative exchange, artistic inspiration and profound education. Together we're striving for new heights of creative excellence.

Be part of it. Join the experience.

We're looking forward to meeting you!



GLOBAL MASTERS

World-class education starts with world-class artists.

Inspiration. Artistry. Creativity.

These are only a few of the words that describe the Goldwell MASTER TEAM of Artists. As masters of color and design, these creative masters represent the highest standards of Goldwell Education and Inspiration. Whether it is working with hairdressers one to one in our Global Academies or as headliners on stages around the world, the members of this elite group of artists will provide you with an education experience that you won't forget!

Global Masters help salons around the world be creatively inspired through their exciting and creative programs. You can learn personally from them by attending scheduled activities around the world.

Don't miss your chance to see them whenever you can!





—
Rodica Hristu
CANADA
—



—
Timothy Switzer
CANADA
—



—
Dimitrios Tsionomas
USA
—

GET INSPIRED!
FIRST-HAND.



—
Mario Krankl
AUSTRIA
—



—
Lisa Whiteman
UK
—

INSPIRATION TEAM



—
Agnes Westerman
THE NETHERLANDS
—



—
John Simpson
USA
—



—
Peter Wu
TAIWAN
—



—
Shane Henning
AUSTRALIA
—

BOOKING AND MUST-KNOW INFORMATION

BOOKINGS

Select the seminar you wish to attend.

Call your Representative or Educator or any of the studios in your area, Monday to Friday, and give us details of which seminar you wish to attend.

Remember: no Payment, no Booking!

You can pay for your seminar by:

-Handing your money to your representative or an educator.

-Paying into the Goldwell account.

However you choose to pay, please keep your receipt as proof of payment and bring it with you on the seminar day. (All prices quoted are inclusive of VAT).

CANCELLATION POLICY

If you are unable to attend a course, cancellations must be made within a minimum of 1 week (5 working days) prior to the seminar commencement date. We regret we cannot offer you a refund after this date.

The Goldwell studios reserves the right to change seminar dates, content and prices without written notification.

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For further information and booking details please contact your Goldwell representative. | [**goldwell.com**](https://goldwell.com)



Goldwell is part of Kao Salon Division.

Kao
SALON DIVISION

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