



# GOLDWELL

**EDUCATION BOOK '15**



—  
BRAND  
STATEMENT  
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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







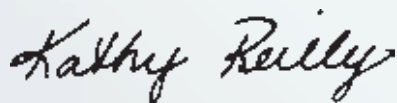
# LET YOUR CREATIVITY RUN WILD.

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.

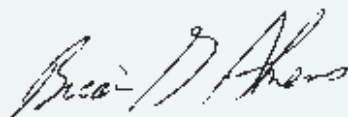
And of course, the more you practice your craft, the better you will be.  
And the more you learn, the more you will grow.

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!**



EDUCATION LEADER



GENERAL MANAGER



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GOLDWELL  
SERVICE CYCLE

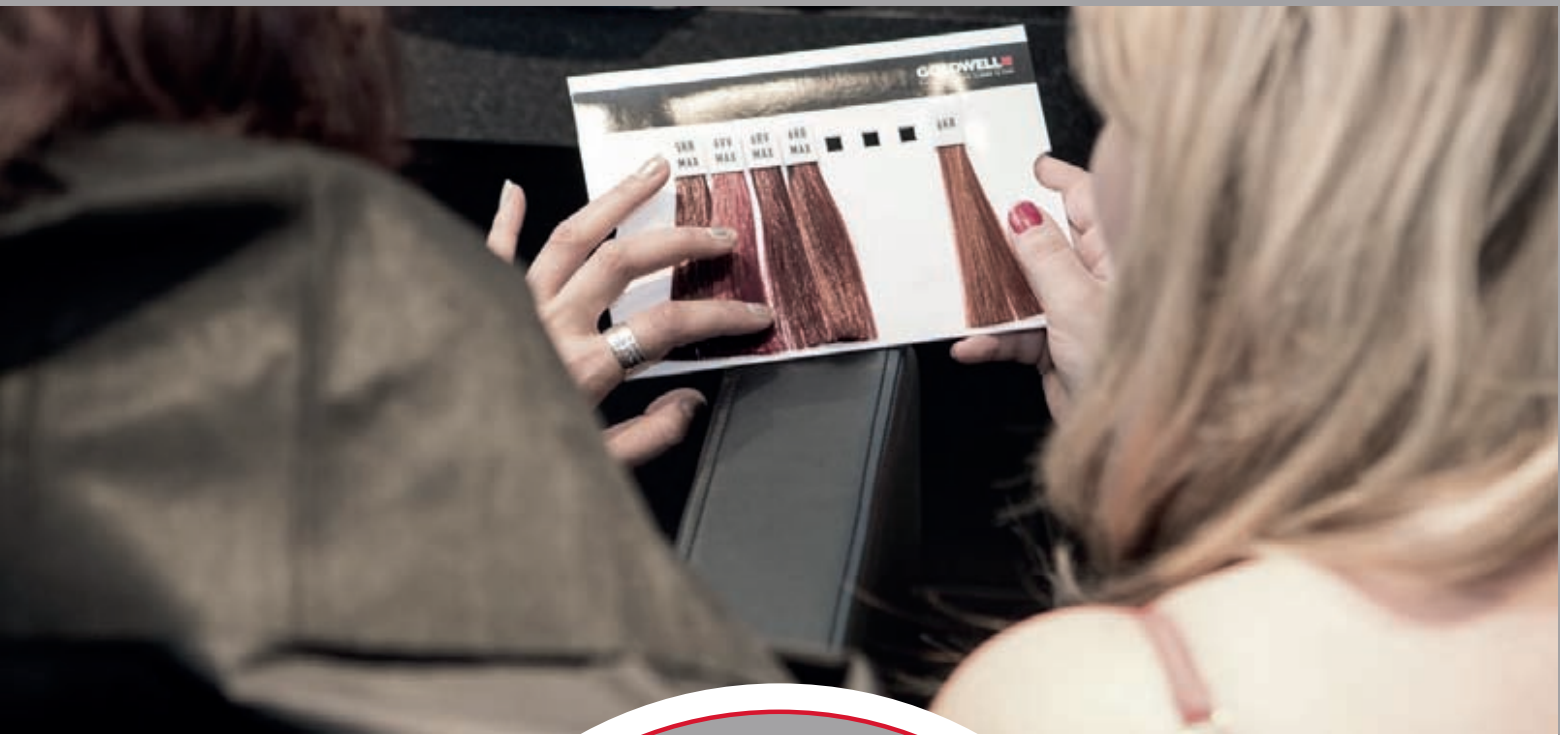
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# FIVE STEPS TO PERFECTION.

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!







—  
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:

MASTER**COLORIST**   
SAPPHIRE

3 SEGMENTS:

MASTER**COLORIST**   
EMERALD

4 SEGMENTS:

MASTER**COLORIST**   
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

MASTER**COLORIST**   
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)



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







## 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!
- » Day 5 is Certification Day. A live model is required at 1:00PM to perform the following service: Topchic or Nectaya on re-growth, some Elumen in foils and Elumen Color Balancing on mid-lengths and ends

### 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 5 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$800  
Salon Alliance™ Points - 22,857

**NOTE:** The following Color Service will be done on a provided mannequin: Colorance Cover Plus on regrowth and Colorance Core Color Balancing on mid-lengths and ends.

### 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 5 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$800  
Salon Alliance™ Points - 22,857

**NOTE:** The following Color Service will be done on a provided mannequin: Topchic or Nectaya on re-growth, partial foils and Colorance Core Color Balancing on mid-lengths and ends.

See page 87 for dates & locations



See page 87 for dates & locations



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## MODULE 3: LIGHTENING MASTERY

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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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 5 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$800  
Salon Alliance™ Points - 22,857

**NOTE:** The following Color Service will be done on a provided mannequin: Topchic or Nectaya HiBlonde on re-growth with Silk Lift foils, toning at basin with Colorance Express Toning or Elumen.

See page 87 for dates & locations



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## MODULE 4: ELUMEN MASTERY

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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.

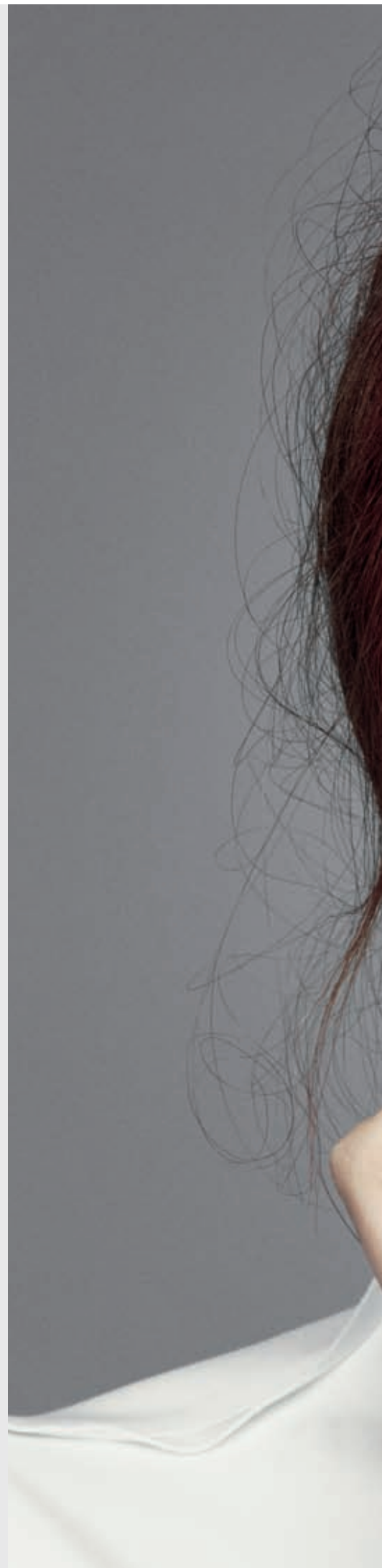
**EDUCATOR:** Mastercolorist Educator

**FORMAT: 5 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician package \$800  
Salon Alliance™ Points: 22,857

**NOTE:** The following Color Service will be done on a provided mannequin: Topchic or Nectaya on re-growth, some Elumen in foils and Elumen Color Balancing on mid-lengths and ends.

See page 87 for dates & locations







# 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 3 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$900  
Salon Alliance™ Points - 25,714

**NOTE:** You are responsible to provide a model to arrive at 1:00pm who fits the following criteria: Grey hair up to 75%. Can be coarse resistant or fine normal grey hair. No corrective color. No longer than shoulder length.

### 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 3 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$900  
Salon Alliance™ Points - 25,714

**NOTE:** You are responsible to provide a model to arrive at 1:00pm who fits the following criteria: Open to fashion shades of blonde brunette or red. No more than 75% grey. No corrective color. No longer than shoulder length.

See page 87 for dates & locations



See page 87 for dates & locations







### 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 3 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$900  
Salon Alliance™ Points - 25,714

**NOTE:** Open to creative placement techniques and multi-dimensional tones. No more than 75% grey. No corrective color. No longer than shoulder length.

See page 87 for dates & locations



# 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$1,000  
Salon Alliance™ Points - 28,571

**NOTE:** You are responsible to provide a model to arrive at 1:00pm who fits one of the following criteria: Over lightened hair color, Too dark hair color or color build up, Banding or large re-growth. No longer than shoulder length.

### 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$1,000  
Salon Alliance™ Points - 28,571

**NOTE:** You are responsible to provide a model to arrive at 1:00pm who fits one of the following criteria: Brassy, uneven or faded color, Banding or large re-growth. No longer than shoulder length.

See page 87 for dates & locations



See page 87 for dates & locations











## 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$1,100  
Salon Alliance™ Points - 31,429

**NOTE:** You are responsible to provide a model to arrive at 1:00pm who fits the following criteria: Virgin hair or minimal color, No corrective color, Suitable for trend color, cut and style. No longer than shoulder length.

See page 87 for dates & locations



### 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.

**EDUCATOR:** Mastercolorist Educator

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** Color Technician Package - \$1,100  
Salon Alliance™ Points - 31,429

**NOTE:** You are responsible to provide a model to arrive at 1:00pm who fits the following criteria: Virgin hair or minimal color, No corrective color, Suitable for trend color, cut and style. No longer than shoulder length.

See page 87 for dates & locations







## MORE COLOR SEMINARS

### 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.

#### WHAT'S IN IT FOR YOU?

- » Instruction and demonstration in classic techniques and adapting placements
- » Dimensional coloring according to client needs
- » Commercial, salon core highlighting services
- » Tips and hints to get the best results

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$150 / Salon Alliance™ Points - 4,286

**NOTE:** The following Color Service will be done on a provided mannequin: 2 colors in foils using Silk Lift and Topchic or Nectaya HiBlonde, New Blonde performed at the basin, Toning at basin with Colorance Express Toning

See page 87 for dates & locations



### 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 Blonding and Freehand Techniques
- » Care/styling tips and follow-up services

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 1/2 DAY** Check local dates for exact times

**INVESTMENT:** \$50 / Salon Alliance™ Points - 1,429

**NOTE:** Demonstration only. No tools required.

See page 87 for dates & locations





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## TURN GREY INTO GORGEOUS

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$150 / Salon Alliance™ Points - 4,286

**NOTE:** The following Color Service will be done on a provided mannequin: 2 colors in foils using Silk Lift and Topchic or Nectaya HiBlonde, New Blonde performed at the basin, Toning at basin with Colorance Express Toning

See page 87 for dates & locations



## AVAILABLE ON DEMAND

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## MAKE MORE OF YOUR MAN

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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





## CUT AND STYLE



“FASHION STATEMENT OR  
SELF-EXPRESSION –  
SHOW ME HOW TO DO IT!”

*Fabrizio del Buono*  
AREZZO, ITALY



IF YOU LOVE THE SOUND OF SCISSORS,  
YOU'LL BE HAPPY TO HEAR ABOUT THESE SEMINARS:  
GET TO KNOW THE LATEST CUTTING AND STYLING TECHNIQUES.  
MAKE THE MOST OF YOUR CLIENT'S PERSONALITY –  
AND OF YOUR TALENT!







## PROGRESSIVE UPSTYLING TRENDS (LOOK & LEARN)

Progressive Upstyling Trends will update your styling capabilities by showing you the latest styles seen by celebrities this year. You will be inspired to recreate these looks that are quick and beautiful using the perfect tools and products offered with the Goldwell® Styling line. It's all about braids, waves and volume in this 3 hour look & learn program that will show you how to take a picture and recreate it.

### WHAT'S IN IT FOR YOU?

- » Your tool box
- » Preparation techniques
- » Product selection
- » Customization ideas

**EDUCATOR:** Tammie Axworthy

**FORMAT: 1/2 DAY** Check local dates for exact times

**INVESTMENT:** \$50 / Salon Alliance™ Points: 1,429

**NOTE:** Theory only, no tools required.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## PROGRESSIVE UPSTYLING TRENDS

Progressive Upstyling Trends will update your styling capabilities by showing you the latest styles seen by celebrities this year. You will be inspired to recreate these looks that are quick and beautiful using the perfect tools and products offered with the Goldwell® Styling line. It's all about braids, waves and volume in this 1 day hands on program that will show you how to take a picture and recreate it.

### WHAT'S IN IT FOR YOU?

- » Your tool box
- » Preparation techniques
- » Product selection
- » Customization ideas

**EDUCATOR:** Tammie Axworthy

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring Tail comb, paddle brush, denman brush and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## BETTER BARBERING

Take clipper cutting to a NEW level of creativity. Learn the latest trends in hair styling using clipper-cutting techniques. From tram lines to abstract shapes, from basic to advanced, find everything for everybody. Get Inspired. Be Creative.

### WHAT'S IN IT FOR YOU?

- » Women's hair cutting
- » Introduction of clippers, trimmers and combs for the class
- » Men's hair cutting - What to look for in a good hair cut for men in your salon
- » Design Elements for Creating Hair Tattoos

**EDUCATOR:** Kat Marcus

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$150 / Salon Alliance™ Points: 4,286

**NOTE:** Bring scissors, cutting comb, sectioning clips, water bottle, blow dryer and brushes.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## DESIGN TAKES SHAPE

This program allows any stylist to understand color and cutting methods based on the seven different facial shapes. Unique corrective concepts will inspire creativity while giving you the proper tools to enhance your client's best features while being able to minimize those less desirable. This program is for all levels of stylist.

### WHAT'S IN IT FOR YOU?

- » Where to place your colors
- » What colors to choose
- » Supportive cutting techniques to increase service
- » Building client retention
- » Strengthen confidence between client and stylist

**EDUCATOR:** Kelly Hallett

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

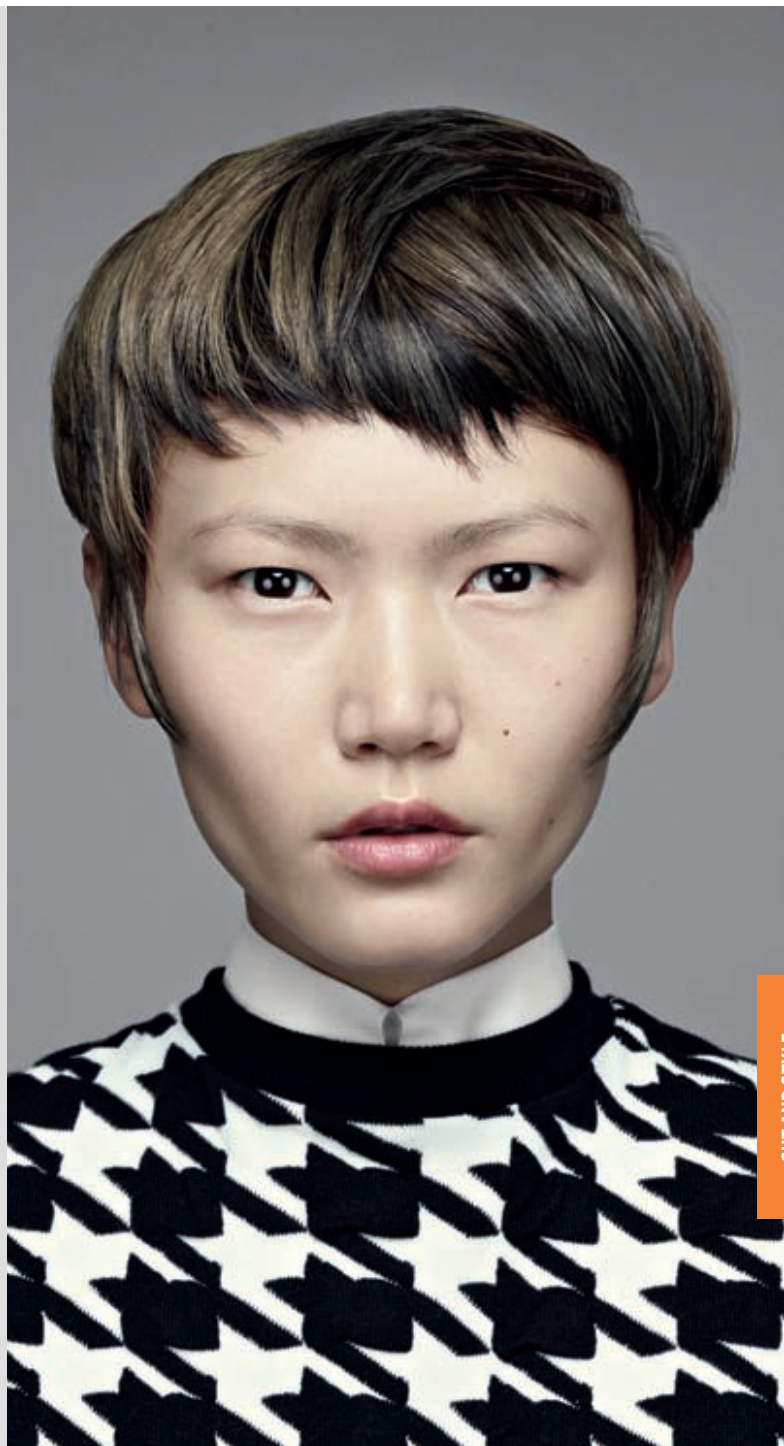
**INVESTMENT:** \$150 / Salon Alliance™ Points: 4,286

**NOTE:** Some practical work will be done on a mannequin provided. Mannequin is for use in class only, not for take away. Bring tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations





CUT AND STYLE









## NEW! TEXTURAL UPDO TECHNIQUES AND TRENDS (LOOK & LEARN)

This 3 hour demonstration is full of fabulous ideas for dressing and sweeping the hair up. Returning to the Classics as well as Trendy Fun dos for all special occasions! Get inspired with beautiful visuals of several updo techniques.

### WHAT'S IN IT FOR YOU?

- » New ideas for your formal looks
- » Take the fear out of working with long hair

**EDUCATOR:** Dale Seeman

**FORMAT:** 1/2 DAY Check local dates for exact times

**INVESTMENT:** \$50 / Salon Alliance™ Points: 1,429

**NOTE:** Demonstration only. No tools required.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## NEW! TEXTURAL UPDO TECHNIQUES AND TRENDS

This one-day seminar is full of fabulous ideas for dressing and sweeping the hair up. Returning to the Classics as well as Trendy Fun dos for all special occasions! Expand your creativity by learning several updo techniques. The content shared will help you add exciting ideas to developing updo accessories and resources.

### WHAT'S IN IT FOR YOU?

- » Technical aspect of updos
- » Make-up concerns
- » Questions to ask
- » Photo tricks
- » Accessorizing

**EDUCATOR:** Dale Seeman

**FORMAT:** 1 DAY Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring Tail comb, paddle brush, denman brush and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## STRUCTURED FORMATION ONE

This one-day, hands-on workshop is ideal for the stylist who would like to reinforce their cutting disciplines. With high fashion shapes in mind, the team at FI will explain the fundamental techniques of executing a planned, disciplined and effective shape in the hair.

### WHAT'S IN IT FOR YOU?

- » The square
- » Sectioning
- » Holding the hair
- » 0,45,90 degrees
- » Problem solving
- » When to stop cutting
- » Combing
- » Terminology
- » Standing positions
- » Reference points
- » Where to start cutting

**EDUCATOR:** Fanone International Team

**FORMAT:** 1 DAY Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring scissors, cutting comb, sectioning clips, water bottle, blow dryer and brushes.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## STRUCTURED FORMATION TWO

This one-day, hands-on workshop will travel deeper into the square and how it's applied to create new shapes. This program will enable the stylist to alter any shape while maintaining control of each section. It will also provide the hairdresser with more confidence and vision when consulting with the client.

### WHAT'S IN IT FOR YOU?

- » Sectioning
- » Texturing
- » Client position
- » Asymmetrical cutting
- » Graduation
- » Disconnections
- » Visualizing shape
- » Personalizing

**EDUCATOR:** Fanone International Team

**FORMAT:** 1 DAY Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring scissors, cutting comb, sectioning clips, water bottle, blow dryer and brushes.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## BLOW DRY AND FINISH

This one-day, hands-on workshop is designed to give the hairdresser a complete understanding of the augmentation involved with the blow dry and how to finish with flair. Learn to appreciate the true art of the fashionable finish; polished, relaxed and lasting shape control. This class is designed for all levels and is paced according to the stylist's abilities and experience.

### WHAT'S IN IT FOR YOU?

- » Prepping the hair
- » Power drying
- » Tool selection
- » Brush setting
- » Scrunching
- » Brush straightening
- » When to stop
- » Standing positions
- » Heat and speed selection
- » Sectioning
- » Balance
- » Silhouette
- » Where to start

**EDUCATOR:** Fanone International Team

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring sectioning clips, water bottle blow dryer, and brushes.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## THE PERFECT FINISH

A perfect style always consists of a perfect cut, a perfect color and a perfect styling. The Goldwell® StyleSign® products help you to create the perfect final look as it transforms each cut and color into a masterpiece - into your sign of style.

### WHAT'S IN IT FOR YOU?

- » Learn quick and easy finishing designs
- » Exciting and innovative styling products

**EDUCATOR:** Robert Brown

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring sectioning clips, water bottle, blow dryer, flat iron and brushes.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## AVAILABLE ON DEMAND

### 3D TEXTURE

This 1 day program is for all skill levels and will focus on creating texture through 3 mediums - cut, perm and styling techniques. Transform your skills by exploring Salon Texture - Trend Texture - Avante Garde Texture. Cocktailing suggestions for your StyleSign® product will also be shared.

### WHAT'S IN IT FOR YOU?

- » Texture through cut
- » Modern texture through perm technology
- » Create texture through styling product
- » Color Perming service option

### EXPRESS YOUR STYLE SENSES

In this one day program you will work hands on with the Dualsenses® and StyleSign® ranges making use of the Goldwell® Service Cycle as a fundamental part of your consultation, and proper product recommendation. Two simple updo's, are demonstrated from foundation to finish and the products necessary to complete the looks along the way.

### WHAT'S IN IT FOR YOU?

- » Further product insights for Dualsenses® and StyleSign® ranges
- » Product cocktailing and layering techniques
- » Blowdry and finishing skills
- » How to set the hair and evening look (updo) techniques
- » Client consultation and product recommendations





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COLOR ZOOM '15

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“FEED  
MY CREATIVITY!”

*Kuku Soh*  
TAPEI, TAIWAN



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](http://www.colorzoom.com/briefingkit)





COLOR ZOOM '15



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

—  
WINNER STATEMENT  
—

**BECOME A PART OF WHAT INSPIRES  
THE WORLD.**





## COLOR ZOOM '15 (LOOK & LEARN)

For the Full experience of Color Zoom, experience this look and learn seminar and truly immerse yourself in the trend.

**EDUCATOR:** Color Zoom Educator

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Theory only, no tools required.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 87 for dates & locations



## COLOR ZOOM '15

Color Zoom Workshop for the full experience of Color Zoom, experience this hands-on workshop and truly immerse yourself in the trend. This one day program combines a look and learn seminar in the morning with an intensive hands-on session in the afternoon.

**EDUCATOR:** Color Zoom Educator

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring Tail Comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## COLOR ZOOM '15 CREATING A COLOR CHALLENGE ENTRY

Color Zoom focus program. New colors, techniques and styles designed by an International Team. Learn first hand the concept of color zoom 2015. Be inspired by the inspiration and create your own personal 'interpretation'.

Learn how to build a storyboard, produce, coordinate and execute a photo shoot with the goal of submitting a photograph for the competition. Experience a live professional photo shoot, prints and digital imagery which can be entered into the Color Zoom Challenge.

All national competition winners will travel to International Destinations to attend the Grand Finale. International winners will work with the GOLDWELL® brand team to create the next Color Zoom Collection.

Join the Color Zoom Challenge 2015!  
Download the competition package under [www.goldwell.com](http://www.goldwell.com)  
**Good Luck!**

**EDUCATOR:** Michelle Pargee, Derrick Zeno, Kale Friesen

**FORMAT: 3 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$1,000 / Salon Alliance™ Points: 28,571

**NOTE:** Bring Tail comb, sectioning clips, all cutting and finishing tools.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## COLOR ZOOM '15 ENTERING THE COLOR ZOOM CHALLENGE

In 2015 the GOLDWELL® brand experts continue the search for the most creative trendsetting colorists with the Color Zoom Challenge. Don't miss your opportunity to set international trends. **Your challenge is to interpret the latest COLOR ZOOM trend.**

These webinars will delve into all of the components you need to put together a color challenge submission. We will walk you through how to build a storyboard, produce, coordinate and execute a photo shoot with the goal of submitting a photograph for the competition.

All national competition winners will travel to an International destination to attend the international Grand Finale. International winners will work with GOLDWELL to create the next Color Zoom Collection.

Join the Color Zoom Challenge 2015!  
**Good Luck!**

### Learning Focus

- » Trend World overview
- » How to collaborate with a photographer, fashion stylist and makeup artist
- » How to select a model
- » Hair color and lighting
- » How to write up your technique

This webinar will be complimentary.  
Sign up at [Goldwelllive.com](http://Goldwelllive.com) for webinar details

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## INSPIRATION TEAM

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“INSPIRE ME  
TO OUTDO MYSELF!”

*Ilze Looyen*

APELDOORN, THE NETHERLANDS



SHARE YOUR PASSION FOR HAIR  
WITH THE ARTISTIC ICONS  
OF THE INTERNATIONAL STYLIST COMMUNITY.  
IT'S GOING TO BE INSPIRING, EXCITING, ELECTRIFYING –  
AND CERTAINLY ONE OF THE MOST  
GROUNDBREAKING SEMINARS OF YOUR LIFE.









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## ELUMENATE

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'The Elumen® range is only for selected clientele.' Is this your philosophy? Realize the untapped client base who will choose Elumen as their haircolor of choice. This 1 day Elumen range program will focus on creative formulation options applied on human hair wefts. Open up a whole new shade palette simply by mixing. Stylists will leave with 20+ new Elumen formulations complete with swatches for easy in salon consultation. See your opportunities in a new light with Elumen.

### WHAT'S IN IT FOR YOU?

- » Technology review
- » Myths & facts
- » Corrective formulations
- » Shades range
- » Creative uses
- » Home care maintenance

**EDUCATOR:** Timothy Switzer, Creative Team Members

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Hands on will be on hair wefts only. No tools needed.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



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## CREATIVE COLOR PLACEMENT

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Increase your speed and versatility with advanced placement options, techniques and formulations. This seminar will give you a better understanding of how to achieve high impact color results that are both time effective and creative. Learn quick and simple ways to achieve trendy looks with little time or effort, while maximizing the Goldwell color continuum. Leave the routine behind when you enter this classroom and expand your repertoire!

### WHAT'S IN IT FOR YOU?

- » Color placement ideas and techniques
- » Demonstration and hands-on sessions
- » Coloration and formulation
- » Foiling application techniques
- » Elements of design
- » Formulation tips & tricks

**EDUCATOR:** Jamie Dennis

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00 pm

**INVESTMENT:** \$400 / Salon Alliance™ Points: 11,429

**NOTE:** Bring Tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations





## BEYOND PURE (LOOK & LEARN)

The Elumen® range is more than just the PURE shades. Learn how to maximize the whole palette of shades to create new services and enhance your existing ones. Learn how to use Elumen color alone or incorporate Elumen color with other Goldwell® colors in one technique. Practical work will be done on mannequins.

### WHAT'S IN IT FOR YOU?

- » Technology review
- » Low lighting
- » Tint backs
- » Coloring grey
- » Color balancing
- » Elumen® with Topchic® and Colorance® ranges

**EDUCATOR:** Jennifer Vermeer

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$50 / Salon Alliance™ Points: 1,429

**NOTE:** Theory only, no tools required.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## BEYOND PURE

The Elumen® range is more than just the PURE shades. Learn how to maximize the whole palette of shades to create new services and enhance your existing ones. Learn how to use Elumen color alone or incorporate Elumen color with other Goldwell® colors in one technique. Practical work will be done on mannequins.

### WHAT'S IN IT FOR YOU?

- » Technology review
- » Low lighting
- » Tint backs
- » Coloring grey
- » Color balancing
- » Elumen® with Topchic® and Colorance®

**EDUCATOR:** Jennifer Vermeer

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$200 / Salon Alliance™ Points: 5,714

**NOTE:** Bring Tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## EXTREME COLOR CAMP

Are you a colorist that stands out from the other colorist in your salon? Have you developed unique techniques, ideas and concepts in coloring hair? Drive your color abilities to new limits with this 2 Day Program. Join other creative, passionate colorists to share advanced concepts. This program will open your eyes to all the fine details taking you from a colorist to a hair color artist; become an elite colorist... taking even the most advanced colorist to a new dimension.

### WHAT'S IN IT FOR YOU?

- » Most effective application methods
- » Advanced color techniques
- » Round table brain storming session
- » Design methods
- » Alternative corrective color ideas

**EDUCATOR:** Derrick Zeno, Rodica Hristu

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00 pm

**INVESTMENT:** \$500 / Salon Alliance™ Points: 14,286

**NOTE:** Bring Tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## EXTREME COLOR CAMP 2 'THE EVOLUTION OF COLOR'

In the past years we had the pleasure to share and teach Extreme Color Camp, a seminar about the depths of our color with its tools and techniques along with lots of information and tips! Now it's time for chapter 2 - the evolution of color. We intend to take you to another dimension and push the limits again and even further this time. We will tackle together the most complicated color correction situations.

### WHAT'S IN IT FOR YOU?

- » 1 mannequin: from cool red to brunette to blonde all without decolorizing or compromising the hair
- » Utilize all you color tools for best results
- » Micro formulation
- » Choice of color tools

**EDUCATOR:** Derrick Zeno, Rodica Hristu

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$600 / Salon Alliance™ Points: 17,143

**NOTE:** Bring Tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations











## NEW! THE ARCHITECTURE OF CUTTING AND COLORING

Create a solid foundation for your cut and color services through a variety of different techniques throughout this 2 day program. Explore the foundation of shapes based on face shape and desired results. Take a look at color from a new perspective. Maximize your services by looking at the entire client visit from Consultation, to Cut, Color and home care opportunities.

### WHAT'S IN IT FOR YOU?

- » Push the boundaries of the Goldwell Service Cycle
- » Utilize all Goldwell Color Brands in new creative ways
- » Gain confidence in color design
- » Texturizing & Finishing techniques using a variety of tools
- » Create one Complete look of your choice (Cut, Color and Finished look)

**EDUCATOR:** Dale Seeman, Linda Kelsey

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$400 / Salon Alliance™ Points: 11,429

**NOTE:** Bring a photo of a cut and color design you wish to complete over the two days. Scissors, texturizing shears, razor with a new blade, cutting comb, styling comb, all finishing brushes, all hot tools, water bottle, clips, tail comb.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## FIERCE FORMULATIONS

Create clean blondes, vibrant durable reds and beautiful brunettes! No matter what the season or trend, beautiful blondes, reds and brunettes never go out of fashion. But blondes don't need to be dull, brunettes don't have to be boring, and reds truly can last, when you know how to achieve the perfect formula! You will leave truly understanding and experiencing the complete world of color. Plus, learn how to have your clients look the same when they return to the salon as when you last provided their color service.

### WHAT'S IN IT FOR YOU?

- » Creating, delivering and maintaining brilliant blondes
- » High lift brown shades      » Tintbacks / Lowlights
- » Warm vs. Cool / Enhance vs. Control
- » Transitioning to and from the red world

**EDUCATOR:** Robert Brown

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300 / Salon Alliance™ Points: 8,571

**NOTE:** Bring Tail comb, paddle brush, denman brush and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## HAIR PAINTING

Take the traditional highlight into an entirely new dimension. Understand what is balyage and the seamless art of hair painting to not only create unique master pieces, and make your worksignature. More importantly by upgrading your work to the signature looks of now!

### WHAT'S IN IT FOR YOU?

- » Learn about the whole Goldwell Color Portfolio
- » Expand your creativity and service menu
- » Discover the key technologies that protect hair color

**EDUCATOR:** John Simpson

**FORMAT: 1 DAY** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$300.00 / Salon Alliance™ Points: 8,571

**NOTE:** Bring Tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations



## OMBRE DESIGN

Is it new growth or is it ombré? This program provides you an understanding and the know-how to create seamless graduation of tone. Is it dark to light? Light to dark, or pures? The sophistication if ombré design is here to stay. It's how the precision of the technique is executed that makes it special.

### WHAT'S IN IT FOR YOU?

- » Hair painting techniques for unique applications
- » Combine placement ideas with hair painting techniques
- » Utilize your entire shade pallet for unique Ombre effects

**EDUCATOR:** John Simpson

**FORMAT: 2 DAYS** Register 9.30am / Start 10.00am / Finish approx. 5.00pm

**INVESTMENT:** \$400.00 / Salon Alliance™ Points: 11,429

**NOTE:** Bring Tail comb and sectioning clips.

**EARLY BOOKING BONUS:** Book 30 days or more in advance and receive 20% off. Not to be combined with other discounts.

See page 88 for dates & locations









## AVAILABLE ON DEMAND

### PURE BLONDE (LOOK & LEARN)

This 3 hour look & learn formulation and color correction program will unlock the mystery in achieving the perfect blonde utilizing a variety of options in the Goldwell color portfolio. Special focus on the Elumen® range as a color correction tool. You will be able to map out a plan for your client allowing you to achieve that beautiful blonde safely, accurately and with confidence.

### THE WINNING FORMULA – CYCLE TO SUCCESS

This 1 day program is for stylist who are starting in the business or who are new to the Goldwell® brand. The perfect blend of back to basics with easy and effective day to day techniques to help you achieve client satisfaction. See 4 Color Placements, 3 Cuts and practice 1 live in the workshop portion of the program.

### PURE BLONDE

This 1 day formulation and color correction program will unlock the mystery in achieving the perfect blonde utilizing a variety of options in the Goldwell color portfolio. Special focus on the Elumen® range as a color correction tool. You will be able to map out a plan for your client allowing you to achieve that beautiful blonde safely, accurately and with confidence.

### CATCH THE LIGHT 'OF ELUMEN® COLOR'

Heighten your creativity with Elumen color. This program will build your confidence in creating tailor made techniques by exploring what influences your design, creating the look and reproducing it again. Elumen® products will evolve from 'just for some clients' to a regular part of your color toolbox.



# 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!

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

You can see some of Timothy's and Rodica's work on pages 58 and 59.

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.





*Rodica Hristu*  
CANADA



*Timothy Switzer*  
CANADA



*Dimitrios Tsionas*  
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



# GLOBAL MASTERS

"Everyone has one thing to teach you about yourself and the industry, if you will listen," says Timothy Switzer, who strives to share the success strategies he has learned as owner of and a stylist at Timothy and Co., where he challenges the rules of the hair industry on a daily basis.

Timothy is a Global Color Challenge Winner in the Partner Category and has many other industry accolades behind him including:

2013 Timothy was named Color Zoom Master! Collaborating alongside the winners creating the new 2014 collection; "mentoring the team as they cleverly created a beautiful new collection for Goldwell was such an honor."

2013 Timothy was nominated for a NAHA award in the Contemporary Classic category, this was his third nomination.

2010 North American Hairstyling Awards [NAHA] Finalist in the Fashion Forward category and has been a finalist in the Contessa Awards, Mirror Awards and competed in the Toronto Allied Beauty Association.

In the 2012 Contessa Awards, Timothy won Makeover Colorist and Master Colorist. In 2013 he had the honor of winning Session Stylist of the Year as well.

His innovative work has appeared in many leading Canadian and U.S.A trade publications. Timothy shares his freethinking philosophies about hair coloring and precision cutting, delivering creative techniques with a creative edge to help you retain any client.



—  
*Timothy Switzer*  
CANADA  
—

# GLOBAL MASTERS

Talent weaved with passion and love covered in color and sliced in foils wrapped in perseverance and hard work! That's who Rodica is!

Mastered her craft foil by foil by challenging herself to new dimensions every time she would touch a canvas. She's been for years a leading colorist not only in a top salon in Toronto, but in the industry.

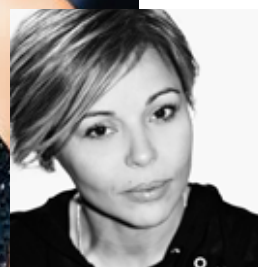
Rodica is currently a senior North American Artistic Director and a Global Master. She has been involved for many years with Goldwell education beginning as a Goldwell Technical Associate growing her way to platform work in both shows and Academy seminars throughout North America and later the World expanding as far as Europe and Asia supporting Goldwell education on an International level.

She has been the key colorist in many launches such as Goldwell Mexico, Elumen Canada, and Goldwell Styling for Canada and a solid presence in most of the GLOBAL COLOR ZOOM shows around the world.

There is an obvious passion and confidence in Rodica and she believes that being an exceptional colorist is not only about coloring hair or about creativity and experience. It's a combination of all elements and it is based on **Knowledge, Visualization and Emotion.**

## Recent accomplishments include:

2007	Finalist	Contessa 19	Makeover Colorist
2007	Winner	Trend Zoom Color Challenge (National)	Partner Category
2007	2nd Place	Trend Zoom Color Challenge (Global)	Partner Category
2008	Winner	Trend Zoom Color Challenge (National)	Partner Category
2008	2nd Place	Trend Zoom Color Challenge (Global)	Partner Category
2008	Finalist	Contessa 20	Makeover Colorist
2012	Finalist	Contessa	(National)



—  
*Rodica Hristu*  
CANADA  
—

# EDUCATION TEAM

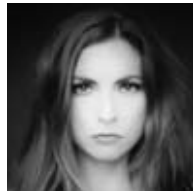
EDUCATION. IT'S ALL ABOUT PEOPLE.

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.

## NATIONAL ARTISTIC TEAM



*Tammie Axworthy*  
Brantford, Ontario



*Lindie Blackwell*  
Barrie, Ontario



*Claude Comeau*  
Halifax, Nova Scotia



*Jamie Dennis*  
Barrie, Ontario



*Linda Kelsey*  
Victoria, BC



*Joan Novak*  
Whistler, BC



*Michelle Pargee*  
Langley, BC



*Dale Seeman*  
Vancouver, BC



*Simon-Pierre Daoust*  
Montreal, Quebec

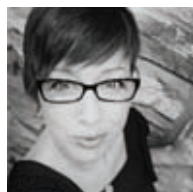


*Violet Volovik*  
Toronto, Ontario

## LOCAL ARTISTIC TEAM



*Krysten-Ashley Garrod*  
Toronto, Ontario



*Kelly Hallett*  
Kingston, Ontario



*Jennifer Vermeer*  
Hamilton, Ontario



*Fanone International*  
Toronto, Ontario



*Kat Marcus*  
Toronto, Ontario

## INSPIRATIONAL PARTNERS





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## IN-SALON SEMINARS

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“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.

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## FOUNDATION MASTERY

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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.

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### FOUNDATION COLORANCE

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$40.00 Value

**NOTE:** Theory only, no tools required.

See page 88 for dates & locations



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### FOUNDATION TOPCHIC/NECTAYA

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$40.00 Value

**NOTE:** Theory only, no tools required.

See page 89 for dates & locations







IN-SALON SEMINARS







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## FOUNDATION ELUMEN

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$40.00 Value

**NOTE:** Theory only, no tools required.

See page 89 for dates & locations



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## 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)

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$40.00 Value

**NOTE:** Theory only, no tools required.

See page 89 for dates & locations



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## FOUNDATION KERATIN SMOOTHING

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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

**EDUCATOR:** Certified Keratin Treatment Educators

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$40.00 Value

**NOTE:** Theory only, no tools required.

See page 89 for dates & locations





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## FORMULATION MASTERY

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We will help you to understand color like you've never done before. Dive into the world of formulations. Discover more about the universal color law and color schemes. Learn to understand the relationship between colors and think in color formulations.

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### ULTIMATE GREY

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$25 / Salon Alliance™ Points: 714

**NOTE:** Demonstration only. No tools required.

See page 89 for dates & locations



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### ULTIMATE BLONDES

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$25 / Salon Alliance™ Points: 714

**NOTE:** Demonstration only. No tools required.

See page 89 for dates & locations











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## ULTIMATE BRUNETTES

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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
- » Do's and Don'ts for Brunettes

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$25 / Salon Alliance™ Points: 714

**NOTE:** Demonstration only. No tools required.

See page 89 for dates & locations



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## ULTIMATE REDS

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$25 / Salon Alliance™ Points: 714

**NOTE:** Demonstration only. No tools required.

See page 89 for dates & locations



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## ULTIMATE COLOR FIX

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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

**EDUCATOR:** Goldwell Technical Associates, Field Education Managers

**FORMAT: 3 HOURS** Check local dates for exact times

**INVESTMENT:** \$25 / Salon Alliance™ Points: 714

**NOTE:** Demonstration only. No tools required.

See page 89 for dates & locations



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## SALON SUCCESS

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“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!





Charles  
Marcus



Originally from England, Charles Marcus has many years of international experience in the salon and beauty industry and a track record of success. Starting as an apprentice at the prestigious Vidal Sassoon's hair salons, he went on to an award winning career as a hairdresser with Sassoon's, then with Crimpers Hair Group and later with Bruce Of Crescendo Salon Group in Toronto, Canada. He was also an owner of several highly successful salons in the UK. Today Charles is highly sought after global business educator and motivational speaker both within and outside of the salon and beauty industry.

## AVAILABLE ON DEMAND

### TAKING YOUR SALON BUSINESS TO THE NEXT LEVEL

Candid, inspirational, thought provoking, educational, inspirational and salon focused, Charles will share his many years of international experience as a successful hair stylist with the participants and what skills and mindset it will take to raise the bar in the 21st century to truly succeed and get to world class in the salon industry. Charles interactive approach will get the participants thinking about and developing actionable strategies to growth.

#### WHAT'S IN IT FOR YOU?

- » Perform as a champion and take their business to the next level
- » Apply a new way of thinking in the salon today
- » Take advantage of their most valuable asset to grow their business
- » Use 9 characteristics to create the ultimate world class experience for their guest
- » Build customer loyalty and repeat business
- » Apply 4 main areas for business focus and growth

### HOW TO MOTIVATE, LEAD AND RETAIN A WINNING TEAM

The business world is evolving: are you? Salon owners and managers today that are truly successful know how to motivate, lead, retain and recruit. The old rules don't apply anymore. It's about creating the right environment for success. This means having a new way of looking at leadership, having a different perspective and mindset. It's about retaining your best people and recruiting top talent too.

#### WHAT'S IN IT FOR YOU?

- » How to stand out as a visionary leader and lead by example through a ten-step process
- » How to create the work environment that is critical to success
- » How to increase retention, loyalty and revenue within their team
- » How to stand out from the competition as a leader and team leader
- » How to build alignment and engagement within your team
- » Five key and powerful personality drivers to determine how to identify each team member and treat them accordingly







**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.







—  
LEARNING DESTINATIONS  
—

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  
—







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!**

## **GOLDWELL. KMS** **ACADEMY**

Australia, Austria, Belgium, Canada, China, Cyprus, Czech Republic, Finland, Germany, Great Britain, Greece, Hong Kong, Indonesia, Italy, Japan, Korea, Malaysia, Malta, Mexico, The Netherlands, New Zealand, Norway, Poland, Romania, Russia, Serbia and Montenegro, Singapore, Sweden, Switzerland, USA



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## EDUCATION TEAM

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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 him? And that they never stop learning? Meet our educators and find out yourself!

### **Education Managers**

Camilla James, Heather Scott, Laurie Tosh, Mary Minaudo, Michelle Williams, Nadara Budden, Simone Leonhardt, Valerie Lundy, Francois Ferland, Aurore Duguay

### **Alberta GTA's**

Ferass Kaddoura, Katie Kempthorne, Laura Winn

### **Atlantic Canada GTA's**

Alicia Langille, Brigitte Leblanc, Chelsea Sutherland, Emily Norton, Sandy Bennick

### **British Columbia GTA's**

Jenna Anderson, Melanie Bailey, Stacey Blackburn, Koto Chun, Katrina Dieleman, Tess Fillmore, Chantel Funk, Kara Gilbertson, Tobi Glover, Carolyn Richards, Stacey Riddy, Amber Russell, Hannah Vail, Dale Ewing, Simon James

### **Manitoba GTA's**

Maxine Cahill, Laura Ritchie, Stacey Thomas, Valerie Martin

### **Newfoundland GTA's**

Alison Bradbury, Bailey Squires, Jessica Murphy, Lisa Byrne, Tara Tobin

### **Ontario GTA's**

Alison Clare, Amanda Arcand, Barb Tadgell, Ben Siu, Bj Spencer, Celine Lafleche, Chris White, Christianna Burke, Colinda Carroll, Eun Kyung Kim, Gioia Comisso, Hao Gao, Ivo Tiberio, Janel Turnbull, Jennifer Haster, Jennifer Hunter, Jennifer Stinson, Jennifer Vermeer, Lesley Branscombe, Lisa Code-Pari, Michele Bailey, Sara D'andrea, Sarah Hosaki, Stuart Garrod, Therese Mcloughlin, Victoria Powell, Wendy McNichol, Jasmine Kalala, Janet Springer

### **Quebec GTA's**

Carolyne Michaud, Genevieve Moquin, Jean Rene Langlois, Marie-Elaine St-Amour, Marina Luca, Yanick Chartrand-Kravitz, Sylvie Collin, Marie-Claude Bouchard, Didier Lachapelle, Emilie Weissmann

### **Saskatchewan GTA's**

Carmela Hoffart, Leanne Kostyshyn, Jessica Waldner







# PERFECT PARTNERSHIP. AMAZING REWARDS.



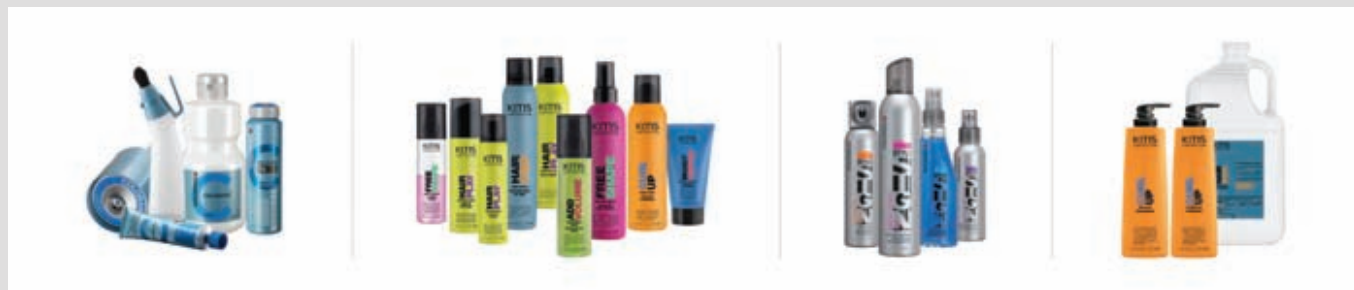
## Start Earning Now!

Visit **theSalonAlliance.ca** now, and experience perfect partnership.

Packed with program information, news and tools for growing your business, the Salon Alliance™ website is a destination you'll love:

**Rich rewards:** browse the expanded online rewards gallery to see all the ways you can redeem your points – from academy and in-salon education to international events, backbar items, accessories, salon fixtures and stylist incentives – with fresh rewards added all the time.

Ask your Kao Canada Salon Consultant how to achieve premium level points.



**Easy point tracking:** we know you're busy, so we made it simpler than ever to track your account status, points and reward goals online.

### Great tools for your business:

- » New product information and updates
- » Upcoming education events
- » Customizable marketing materials and images
- » Representation on our salon locator
- » Step-by-step training videos

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### Education discounts for SALON Alliance members\*

Silver = 10% | Gold = 15% | Platinum = 25% | Titanium = 50%

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\*Education discounts cannot be combined with any other discounts when booking field or Academy programs.

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## BOOKING AND MUST-KNOW INFORMATION

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### BOOKINGS

To register for all classes, contact your KAO Canada Sales Consultant, Field Education Manager or email [academy.canada@kao.com](mailto:academy.canada@kao.com)

Pour tout renseignement sur la formation au Québec, veuillez contacter :

-Pour le territoire associé au distributeur Cantin : 1-800-463-4482

-Pour le territoire associé au distributeur Ami-co : 1-800-515-9015

**Provide Attendee name (first and last)**

Salon Name | Salon Address | Phone Number | Email Address |  
Emergency Contact | Selected program(s) & location | Selected date(s)

**Have your form of payment ready**

Personal/Salon Cheque | Credit Card (Mastercard or VISA)

Salon Account | Loyalty Program Reward Education

Voucher or Points

**Consult individual programs for:**

Event location | Dates and days of the week | Tools required

### CANCELLATION POLICY

All cancelations must be received 5 business days prior to the date of the scheduled program to be eligible for the full refund.

Any cancelations after 5 business days of the scheduled program will received a credit Education Voucher towards a future class in the current calendar year.

Non attendance without notice is subject to a 100% charge.

Kao Canada Inc. reserves the right to postpone or change any program due to unforeseen circumstances, in which case participants will be notified by phone.

**phone** 905.670.2844

**toll free** 1.877.670.6767

**technical hotline** 1.800.333.CHIC

**e-mail** [academycanada@kao.com](mailto:academycanada@kao.com)

**weblink** [www.goldwell.com](http://www.goldwell.com)



## SEMINAR LOCATIONS



**T** Academy@Toronto      **V** Academy@Vancouver

- In addition to our 2 centrally located academies, regional education seminars are offered in over 30 locations countrywide.

### ALBERTA

Calgary | Edmonton | Lethbridge

### ATLANTIC CANADA

Charlottetown, PE | Clarenville, NL | Cornerbrook, NL | Fredericton, NB | Grand Falls, NL | Halifax, NS | St. John's, NL | Sydney, NS

### BRITISH COLUMBIA

Castlegar | Courtenay | Kamloops | Kelowna | Langley | Nanaimo | Vancouver | Vernon | Victoria

### MANITOBA /SASKATCHEWAN

Brandon, MB | Clear Lake, MB | Dauphin, MB | Estevan, SK | Regina, SK | Saskatoon, SK | Thunder Bay, ON | Winnipeg, MB

### ONTARIO

Brantford | Collingwood | Hamilton | London | Ottawa | Sault Ste. Marie | Stratford | Sudbury | Waterloo

### QUEBEC

Pour tout renseignement sur la formation au Québec, veuillez contacter :

- Pour le territoire associé au distributeur Cantin : 1-800-463-4482
- Pour le territoire associé au distributeur Ami-co : 1-800-515-9015

# GOLDWELL® EDUCATION OFFERINGS

## COLOR

### MASTER COLORIST - COLOR TECHNICIAN PG.17

#### ACADEMY

**Academy@Toronto** Mar 15-19, Apr 26-30, Jun 7-11

**Academy@Vancouver** Feb 22-26

#### MANITOBA/SASKATCHEWAN

**Winnipeg, MB** Apr 26-30

### MASTER COLORIST - COLOR DESIGNER PG.20

#### ACADEMY

**Academy@Toronto** Sep 13-15

**Academy@Vancouver** Apr 19-21

#### ALBERTA

**Edmonton** May 10-13 (3 Days Only)

### MASTER COLORIST - COLOR SPECIALIST PG.22

#### ACADEMY

**Academy@Toronto** Nov 15-16

**Academy@Vancouver** Sep 20-21

**Academy@Vancouver** Oct 5-6

### MASTER COLORIST - COLOR ARTIST PG.25

#### ACADEMY

**Academy@Vancouver** Nov 16-17

### FOILING MASTERY PG.27

#### ACADEMY

**Academy@Toronto** Mar 9, May 4, Oct 19

**Academy@Vancouver** Apr 27

### WE LOVE BLONDE PG.27

(ALL CLASSES ARE 2PM TO 5PM)

#### BRITISH COLUMBIA

**Castlegar** Apr 13 / **Langley** Apr 26 / **Kamloops** Apr 26 /

**Kelowna** Apr 27 / **Victoria** Apr 26 / **Vancouver** Apr 27

#### ONTARIO

**Hamilton** Jun 8

### TURN GREY INTO GORGEOUS PG.28

#### BRITISH COLUMBIA

**Castlegar** Sep 28 / **Vernon** Sep 28 / **Kelowna** Oct 18 /

**Salmon Arm** Oct 19

### MAKE MORE OF YOUR MAN PG.28

AVAILABLE ON DEMAND

## CUT AND STYLE

### PROGRESSIVE UPSTYLING TRENDS (LOOK & LEARN) PG.32

#### ONTARIO

**Sault St. Marie** Mar 30, 10am-1pm

### PROGRESSIVE UPSTYLING TRENDS PG.32

#### ONTARIO

**North Bay** Apr 27

### BETTER BARBERING PG.32

#### ACADEMY

**Academy@Vancouver** Jun 22, Jun 23

#### ONTARIO

**Hamilton** Feb 23 / **Waterloo** Apr 19 / **Waterloo** Apr 20 /

**Collingwood** May 11 / **North Bay** Oct 26

### DESIGN TAKES SHAPE PG.32

#### ALBERTA

**Calgary** Oct 18 / **Edmonton** Oct 19

#### ATLANTIC CANADA

**Fredericton** Apr 13 / **Clareville** Apr 19 / **Grand Falls** Apr 20

### TEXTURAL UPDO TECHNIQUE & TRENDS (LOOK & LEARN) PG.35

#### ONTARIO

**Pembroke** Apr 12

### TEXTURAL UPDO TECHNIQUE & TRENDS PG.35

#### ONTARIO

**Ottawa** Apr 13

### STRUCTURED FORMATION 1 PG.35

#### ACADEMY

**Academy@Toronto** Apr 19

#### ATLANTIC CANADA

**Sydney** May 25

#### BRITISH COLUMBIA

**Salmon Arm** Mar 29

### STRUCTURED FORMATION 2 PG.35

#### ACADEMY

**Academy@Toronto** Apr 20

#### BRITISH COLUMBIA

**Salmon Arm** Mar 30

### BLOW DRY AND FINISH PG.36

#### ACADEMY

**Academy@Toronto** Apr 21

### THE PERFECT FINISH PG.36

#### ONTARIO

**Brantford** Sep 20 / **Stratford** Nov 16

### 3D TEXTURE PG.36

AVAILABLE ON DEMAND

### EXPRESS YOUR STYLE SENSES PG.36

AVAILABLE ON DEMAND

## COLOR ZOOM '15

### COLOR ZOOM '15 (LOOK & LEARN) PG.45

#### ACADEMY

**Academy@Vancouver** Mar 1, 2pm-5pm

#### ATLANTIC CANADA

**Cornerbrook, NL** Jun 7, 2pm-5pm

#### BRITISH COLUMBIA

**Victoria** Feb 23, 2pm-5pm / **Courtenay** Feb 22, 2pm-5pm /

**Nanaimo** Feb 23, 2pm-5pm / **Kelowna** Mar 1, 2pm-5pm /

**Kamloops** Mar 2, 2pm-5pm

#### MANITOBA/SASKATCHEWAN

**Clear Lake, MB** Oct 4, 6pm-9pm

#### ONTARIO

**Waterloo** Feb 8, 6pm-9pm / **London** Mar 1, 6pm-9pm /

**Collingwood** Mar 22, 2pm-5pm / **Hamilton** Mar 23, 2pm-5pm

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# GOLDWELL® EDUCATION OFFERINGS

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## COLOR ZOOM '15 PG.45

### ACADEMY

**Academy@Toronto** Mar 2

**Academy@Vancouver** Mar 2

### ATLANTIC CANADA

**Halifax, NS** Mar 23

### MANITOBA/SASKATCHEWAN

**Clear Lake, MB** Oct 5

### ONTARIO

**Waterloo** Feb 9 / **London** Mar 2

## CREATING A COLOR CHALLENGE ENTRY PG.45

### ACADEMY

**Academy@Toronto** Mar 8-10 / Mar 29-31

**Academy@Vancouver** Apr 12-14

### ATLANTIC CANADA

**Halifax, NS** Apr 26-28

### MANITOBA/SASKATCHEWAN

**Winnipeg, MB** Mar 22-24

## ENTERING A COLOR CHALLENGE ENTRY PG.45

### WEBINAR

## INSPIRATION TEAM

### ELUMENATE PG.49

### ACADEMY

**Academy@Vancouver** Nov 9

### ALBERTA

**Calgary** Mar 22 / **Edmonton** Mar 23

### BRITISH COLUMBIA

**Salmon Arm** Jun 14

### ONTARIO

**Stratford** Nov 16

### CREATIVE COLOR PLACEMENT PG.49

### ONTARIO

**Collingwood** Mar 23

### BEYOND PURE (LOOK & LEARN) PG.50

### ONTARIO

**Sudbury** Feb 23, 2pm-5pm / **Stratford** Jun 22, 2pm-5pm

### BEYOND PURE PG.50

### BRITISH COLUMBIA

**Kelowna** Jun 15

### EXTREME COLOR CAMP PG.50

### ACADEMY

**Academy@Toronto** Apr 12-13

**Academy@Vancouver** Jun 7-8

### EXTREME COLOR CAMP 2 PG.50

### ACADEMY

**Academy@Toronto** Oct 25-26

**Academy@Vancouver** Nov 23-24

### ATLANTIC CANADA

**Charlottetown, PE** Apr 31-May 1

## ARCHITECTURE OF CUTTING & COLORING PG.53

### ACADEMY

**Academy@Toronto** Jun 28-29

**Academy@Vancouver** Oct 19-20

### ATLANTIC CANADA

**Halifax, NS** Oct 4-5 / **St. Johns, NL** Nov 15-16

### ONTARIO

**Stratford** May 24-25

## FIERCE FORMULATIONS PG.53

### ONTARIO

**North Bay** Apr 27 / **Brantford** Sep 21

## HAIR PAINTING PG.53

### ONTARIO

**Stratford** May 25

## OMBRE DESIGN PG.53

### ALBERTA

**Edmonton** Feb 22-23

### ONTARIO

**Stratford** May 24 / **Ottawa** Oct 19

## PURE BLONDE LOOK (LOOK & LEARN) PG.55

### AVAILABLE ON DEMAND

## PURE BLONDE LOOK PG.55

### AVAILABLE ON DEMAND

## THE WINNING FORMULA - CYCLE TO SUCCESS PG.55

### AVAILABLE ON DEMAND

## CATH THE LIGHT OF ELUMEN PG.55

### AVAILABLE ON DEMAND

## IN SALON

### FOUNDATION COLORANCE PG.66

(ALL CLASSES ARE 10AM TO 1PM)

### ACADEMY

**Academy@Toronto** Feb 22 / Apr 19 / Sep 27

**Academy@Vancouver** Jan 26 / Apr 12 / Jun 15 / Aug 31 / Oct 26

### BRITISH COLUMBIA

**Kamloops** Feb 15 / **Vancouver** Mar 30

### MANITOBA/SASKATCHEWAN

**Winnipeg, MB** Feb 22 / **Regina, SK** Feb 22 / **Brandon, MB** Mar 1 /

**Saskatoon, SK** Mar 1 / **Estevan, SK** Apr 12 / **Dauphin, MB** Apr 12

### ONTARIO

**Thunder Bay** Feb 22 / **Brantford** Mar 8 / **Ottawa** Mar 1 / **Waterloo** May 3 /

**London** Jun 14 / **Sudbury** Sep 27 / **Waterloo** Oct 4 / **London** Oct 18



# GOLDWELL® EDUCATION OFFERINGS

## FOUNDATION TOPCHIC/NECTAYA PG.66

### ACADEMY

**Academy@Toronto** Feb 22, 2pm-5pm / Apr 19, 2pm-5pm / Sep 27, 2pm-5pm

**Academy@Vancouver** Jan 26, 2pm-5pm / Apr 12, 2pm-5pm / Jun 15, 2pm-5pm / Aug 31, 2pm-5pm / Oct 26, 2pm-5pm

### ALBERTA

**Lethbridge** Apr 13, 10am-1pm / **Calgary** Apr 26, 10am-1pm /

**Edmonton** Apr 27, 10am-1pm

### BRITISH COLUMBIA

**Kamloops** Feb 15, 2pm-5pm / **Vancouver** Oct 26, 2pm-5pm

### MANITOBA/SASKATCHEWAN

**Winnipeg, MB** Feb 22, 2pm-5pm / **Regina, SK** Feb 22, 2pm-5pm /

**Brandon, MB** Mar 1, 2pm-5pm / **Saskatoon, SK** Mar 1, 2pm-5pm /

**Estevan, SK** Apr 12, 2pm-5pm / **Dauphin, MB** Apr 12, 2pm-5pm

### ONTARIO

**Thunder Bay** Feb 22, 2pm-5pm / **Brantford** Mar 8, 2pm-5pm /

**Ottawa** Mar 1, 2pm-5pm / **Hamilton** Mar 23, 10am-1pm /

**Waterloo** May 3, 2pm-5pm / **London** Jun 14, 2pm-5pm /

**Sudbury** Sep 27, 2pm-5pm / **Waterloo** Oct 4, 2pm-5pm /

**London** Oct 18, 2pm-5pm

## FOUNDATION ELUMEN PG.69

### ACADEMY

**Academy@Toronto** Feb 23, 10am-1pm / Apr 20, 10am-1pm / Sep 28, 10am-1pm

**Academy@Vancouver** Feb 17, 2pm-5pm / May 12, 2pm-5pm / Sep 1, 2pm-5pm / Nov 8, 10am-1pm

### ALBERTA

**Edmonton** Sep 20, 10am-1pm / **Calgary** Sep 21, 10am-1pm /

**Lethbridge** Sep 21, 10am-1pm

### BRITISH COLUMBIA

**Victoria** Feb 23, 10am-1pm / **Courtenay** Feb 22, 10am-1pm /

**Nanaimo** Feb 23, 10am-1pm / **Vancouver** Mar 30, 2pm-5pm /

**Kelowna** Mar 1, 10am-1pm / **Kamloops** Mar 2, 10am-1pm

### MANITOBA/SASKATCHEWAN

**Winnipeg, MB** Feb 23, 2pm-5pm / **Brandon, MB** Mar 2, 2pm-5pm /

**Saskatoon, SK** Mar 2, 2pm-5pm / **Estevan, SK** Apr 13, 2pm-5pm /

**Regina, SK** Apr 13, 6pm-9pm / **Dauphin, MB** Apr 13, 2pm-5pm

### ONTARIO

**Thunder Bay** Feb 23, 2pm-5pm / **Sudbury** Feb 23, 10am-1pm /

**Brantford** Mar 9, 2pm-5pm / **Ottawa** Mar 2, 2pm-5pm /

**Waterloo** May 4, 2pm-5pm / **London** Jun 15, 2pm-5pm /

**Stratford** Jun 22, 10am-1pm / **Sudbury** Sep 28, 2pm-5pm

**Waterloo** Oct 5, 2pm-5pm / **London** Oct 19, 2pm-5pm

## FOUNDATION LIGHTENING PG.69

### ACADEMY

**Academy@Toronto** Feb 23, 2pm-5pm / Apr 20, 2pm-5pm / Sep 28, 2pm-5pm

**Academy@Vancouver** Jan 27, 10am-1pm / Apr 13, 10am-1pm / Jun 16, 10am-1pm / Sep 1, 10am-1pm / Oct 27, 10am-1pm

### ALBERTA

**Lethbridge** Apr 13, 2pm-5pm / **Calgary** Apr 26, 2pm-5pm /

**Edmonton** Apr 27, 2pm-5pm

### BRITISH COLUMBIA

**Kamloops** Feb 16, 10am-1pm / **Victoria** Apr 26, 10am-1pm /

### MANITOBA/SASKATCHEWAN

**Winnipeg, MB** Feb 23, 10am-1pm / **Regina, SK** Feb 23, 10am-1pm /

**Brandon, MB** Mar 2, 10am-1pm / **Saskatoon, SK** Mar 2, 10am-1pm /

**Estevan, SK** Apr 13, 10am-1pm / **Dauphin, MB** Apr 13, 10am-1pm

## FOUNDATION LIGHTENING continued

### ONTARIO

**Thunder Bay** Feb 23, 10am-1pm / **Brantford** Mar 9, 10am-1pm /

**Ottawa** Mar 2, 10am-1pm / **Waterloo** May 4, 10am-1pm /

**London** Jun 15, 10am-1pm / **Hamilton** Jun 8, 10am-1pm /

**Sudbury** Sep 28, 10am-1pm **Waterloo** Oct 5, 10am-1pm /

**London** Oct 19, 10am-1pm

## FOUNDATION KERATIN SMOOTHING PG.69

### ACADEMY

**Academy@Toronto** Feb 23, 10am-1pm / Feb 23, 2pm-5pm / Sep 28, 10am-1pm / Sep 28, 2pm-5pm

**Academy@Vancouver** Jan 27, 2pm-5pm / Apr 13, 2pm-5pm / Jun 16, 2pm-5pm / Oct 27, 2pm-5pm

### BRITISH COLUMBIA

**Kamloops** Feb 16, 2pm-5pm

### ONTARIO

**Pembroke** Apr 12, 10am-1pm

## ULTIMATE GREY PG.70

### ACADEMY

**Academy@Toronto** Mar 8, 10am-1pm / May 3, 10am-1pm / Oct 18, 10am-1pm

**Academy@Vancouver** Feb 16, 10am-1pm / Nov 29, 10am-1pm

### BRITISH COLUMBIA

**Vancouver** Oct 26, 10am-1pm

## ULTIMATE BLONDES PG.70

### ACADEMY

**Academy@Vancouver** Feb 16, 2pm-5pm / Nov 29, 2pm-5pm

### BRITISH COLUMBIA

**Castlegar** Apr 13, 10am-1pm / **Langley** Apr 26, 10am-1pm /

**Kamloops** Apr 26, 10am-1pm / **Kelowna** Apr 27, 10am-1pm /

## ULTIMATE BRUNETTES PG.73

### ACADEMY

**Academy@Vancouver** May 11, 2pm-5pm

## ULTIMATE REDS PG.73

### ACADEMY

**Academy@Vancouver** May 11, 10am-1pm / Nov 30, 10am-1pm

## ULTIMATE COLOR FIX PG.73

### ACADEMY

**Academy@Toronto** Mar 8, 2pm-5pm / May 3, 2pm-5pm / Oct 18, 2pm-5pm

**Academy@Vancouver** Feb 17, 10am-1pm / May 12, 10am-1pm / Nov 30, 2pm-5pm

### BRITISH COLUMBIA

**Vancouver** Jan 26, 10am-1pm / **Castlegar** Sep 28, 10am-1pm /

**Vernon** Sep 28, 10am-1pm / **Kelowna** Oct 18, 10am-1pm /

**Salmon Arm** Oct 19, 10am-1pm

### ONTARIO

**Sault Ste. Marie** Mar 29, 10am-1pm / **Brantford** Jun 7, 10am-1pm /

**North Bay** Oct 25, 10am-1pm





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



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**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.