



INSPIRE

UNITED KINGDOM
EDUCATION'14
SEMINARS TO INSPIRE YOUR CAREER

GOLDWELL  **KMS**
california



OUR MOST PRECIOUS RAW MATERIAL.

YOUR PASSION YOUR DRIVE

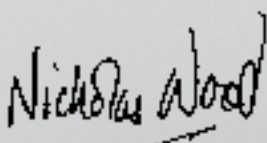
Education is the single most important thing that we can do for ourselves, and for our clients. Education inspires us and feeds our passion for hairdressing. Education motivates us to grow personally and professionally in this exciting career that we have chosen.

We believe that education is the foundation of our industry. But it has to be the right education. The information must be relevant to YOUR CAREER and enable you to offer new services to your clients. Most of all, it needs to be personal and give you a sense of belonging in a community of like-minded thinkers who share YOUR PASSION.

Our promise to you is that when you come to a GOLDWELL or KMS CALIFORNIA seminar or event, we will make sure that your experience and the information you receive will be informative, inspiring and supportive of your ultimate career goals.

THE EDUCATION YOU WANT FROM THE BRANDS THAT YOU TRUST.

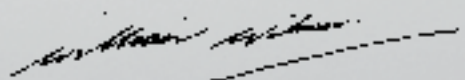
We look forward to seeing you soon.



Nick Wood
MANAGING DIRECTOR



Irene Meikle
HEAD OF EDUCATION



William Wilson
HEAD OF TECHNICAL
AND CREATIVE DIRECTION

GOLDWELL 

EXPLORE YOUR POSSIBILITIES



certificate
of participation



refreshments



handouts



equipment required

SEMINAR	LEVEL	EDUCATOR	PAGE
GOLDWELL SERVICE CYCLE			10
MASTERCOLORIST GROWTH & DEVELOPMENT PROGRAM			12
GOLDWELL COLOR SEMINARS			16
Fundamental Color 1 and 2	Level 1	Mastercolorist Educator	19
Fundamental Foil	Level 1	Mastercolorist Educator	20
Fundamental Elumen	Level 1	Mastercolorist Educator	20
Essentials Color 1	Level 2	Mastercolorist Educator	20
Essentials Color 2	Level 2	Mastercolorist Educator	20
Essentials Classic Techniques	Level 2	Mastercolorist Educator	22
Inspiration Color Correction	Level 3	Mastercolorist Educator	22
Inspiration Technique Design	Level 3	Mastercolorist Educator	23
Color Lab	Level 4	Mastercolorist Educator	24
Color Co-ordination	Level 4	Mastercolorist Educator	24
Training Others 1	Level 5	Mastercolorist Educator	26
Training Others 2	Level 5	Mastercolorist Educator	26
Mastercolorist Certification Days	All Levels	Mastercolorist Educator	27
Lecturer's Awareness	All Levels	GOLDWELL Educator	28
Lecturer's Observation	All Levels	GOLDWELL Educator	28
GOLDWELL Color Expert	All Levels	GOLDWELL Educator	29
COLOR ZOOM '14 "REALLUSION"			30
Inspiration Color Zoom '14 – "Reallusion" Collection	Level 3	Color Zoom Educator	34
INSPIRATION TEAM			36
Couture Coloring and Cutting	Advanced	Mark Leeson	38
Trend Inspirations Color and Cut	Advanced	Beverly C	38
Express Color and Cut	Advanced	Terri Kay at Mark Leeson	40
Iconic Classic Coloring & Cutting	Advanced	Shane Bennett	40
London Style Coloring and Cutting	Advanced	Lisa Whiteman	40
Creative Excellence	Advanced	Paul Scully	40
Shape Shifting	Advanced	Jane Stacey	41
Long Hair	Advanced	Michael Barnes	41
Classic Cutting	Advanced	Lexingtons	41
Men's Classic Cutting	Advanced	Erik Lander	41
An Evening With	All Levels	Guest Artist	42
Smart Talk	All Levels	Guest Artist	42
TEXTURE			56
Hair like silk for up to 5 months – the Kerasilk Keratin Treatment Service	Advanced	GOLDWELL Educator	59
IN-SALON SEMINARS			60
Ultimate Gloss	All Levels	GOLDWELL Educator	64
Ultimate Coverage Topchic –			
Ultimate Coverage Nectaya	All Levels	GOLDWELL Educator	64
Ultimate Blonde	All Levels	GOLDWELL Educator	64
Ultimate Transformation	Advanced	GOLDWELL Educator	64
Ultimate Creativity	Advanced	GOLDWELL Educator	64
Color Zoom '14 – Reallusion Collection	Advanced	GOLDWELL Educator	64
BUSINESS & LEADERSHIP (INCL. BMAM)			66
Communication skills	All Levels	Mikaela Martin	70
Retailing and first impressions	Advanced	Mikaela Martin	70
Increase your business	Advanced	Mikaela Martin	71
EDUCATION TEAM			74



EXPLORE
YOUR
POSSIBILITIES

SEMINAR	DESTINATION	EDUCATOR	PAGE
PRODUCTS & SERVICE			
Product Insight	In-Salon	KMS Educator	83
Personalized Style Recommendation	In-Salon	KMS Educator	84
Shiatsu the Style Starter	Academy	Shinobu Sekiya	85
CUTTING			
The IQ Cutting Method	Academy	KMS Educator	87
KMS® 2014 Campaign Sessions	Academy	Neil Barton/KMS Educator	88
Next Level Cutting	Academy	Neil Barton	89
FINISHING			
Bridal & Event Hair Up			
Powered by KMS IQ Styling Method	Academy	Sarah Hodge	91
New KMS® Obsessed With...	In-Salon	KMS Educator	92
BUSINESS BUILDING			
Customize The Client Experience	In-Salon	KMS Educator	95
Profit or Perish	In-Salon	KMS Educator	96
New Ultimate Service	In-Salon	KMS Educator	97



IN-SALON CLASSES

Elevate your game as well as the client experience. Learn to listen and confidently recommend product and style.



ACADEMY CLASSES

Get ready to push your skill-set and knowledge to the next level with this expertly curated set of learning experiences.



LEARNING DESTINATIONS

98

BOOKING & MUST-KNOW INFORMATION

100





GOLDWELL

WE HATED SCHOOL, BUT WE LOVE THE GOLDWELL SEMINARS

"Creative. Inspiring. Fun. Informative."

These are just a few of the words that hairdressers use to describe GOLDWELL seminars. For us, it is not just about the information but also about the experience you have when you attend a GOLDWELL seminar. We will help you move from creativity to perfection as you learn from not only the GOLDWELL Artists and Educators, but also from your fellow participants. Join us for a learning experience that you won't forget!

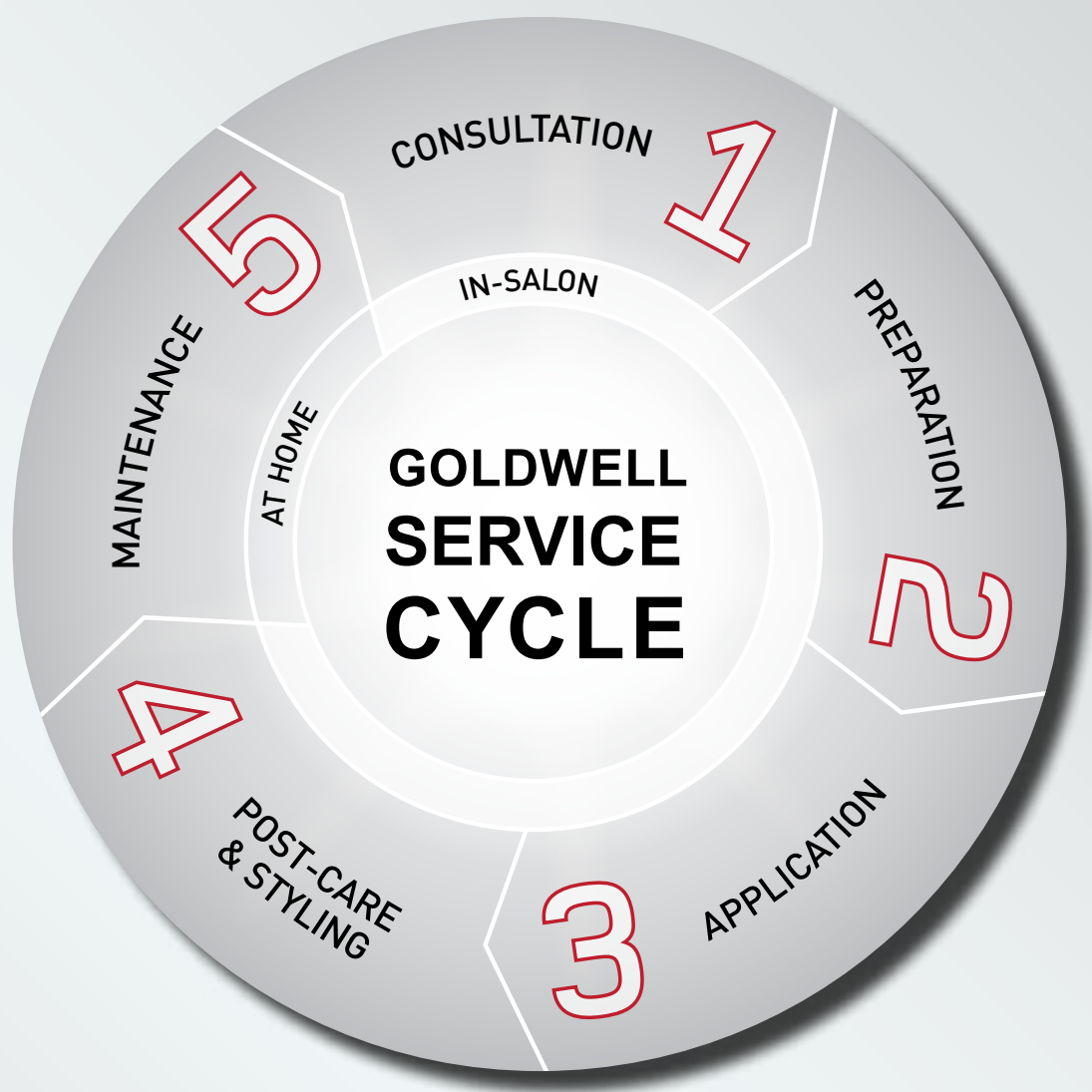


YOUR KEY TO SUCCESS

Developed by GOLDWELL to support the perfect execution of your ideas: the GOLDWELL Service Cycle.

No matter, if it's about color, transformation or care – the GOLDWELL Service Cycle structures every service into five simple and clear steps. The result: great hairstyles, the perfect home-care regime and above all – happy clients. What else do you need for your success?

The GOLDWELL Service Cycle – five steps to success.





MASTERCOLORIST GROWTH & DEVELOPMENT PROGRAM

“MY COLLEAGUES
CALL ME
THE COLOR
EXPERT
NOW”

TIMOTHY SWITZER, CANADA
COLOR ZOOM GLOBAL PARTNER COLORIST WINNER 2009





MASTERCOLORIST



master**COLORIST**
GROWTH & DEVELOPMENT PROGRAM

How does one become a true color expert? The easiest way is the Mastercolorist Program: Choose different seminar modules and design your individual training schedule. Each of the five levels will help develop you from foundation to advanced to expert.



Mastercolorist
ASSISTANT

LEVEL 1

- Fundamental Color 1 and 2
- Fundamental Foil
- Fundamental Elumen
- Mastercolorist Certification Day

See pages 19, 20 & 27



Mastercolorist
ARTIST

LEVEL 4

- Color Lab
- Color Co-ordination
- Mastercolorist Certification Day

See pages 24 & 27



Mastercolorist
TECHNICIAN

LEVEL 2

- Essentials Color 1
- Essentials Color 2
- Essentials Classic Techniques
- Mastercolorist Certification Day

See pages 20, 22 & 27



Mastercolorist
TRAINER

LEVEL 5

- Training Others 1
- Training Others 2
- Mastercolorist Certification Day

See pages 26 & 27

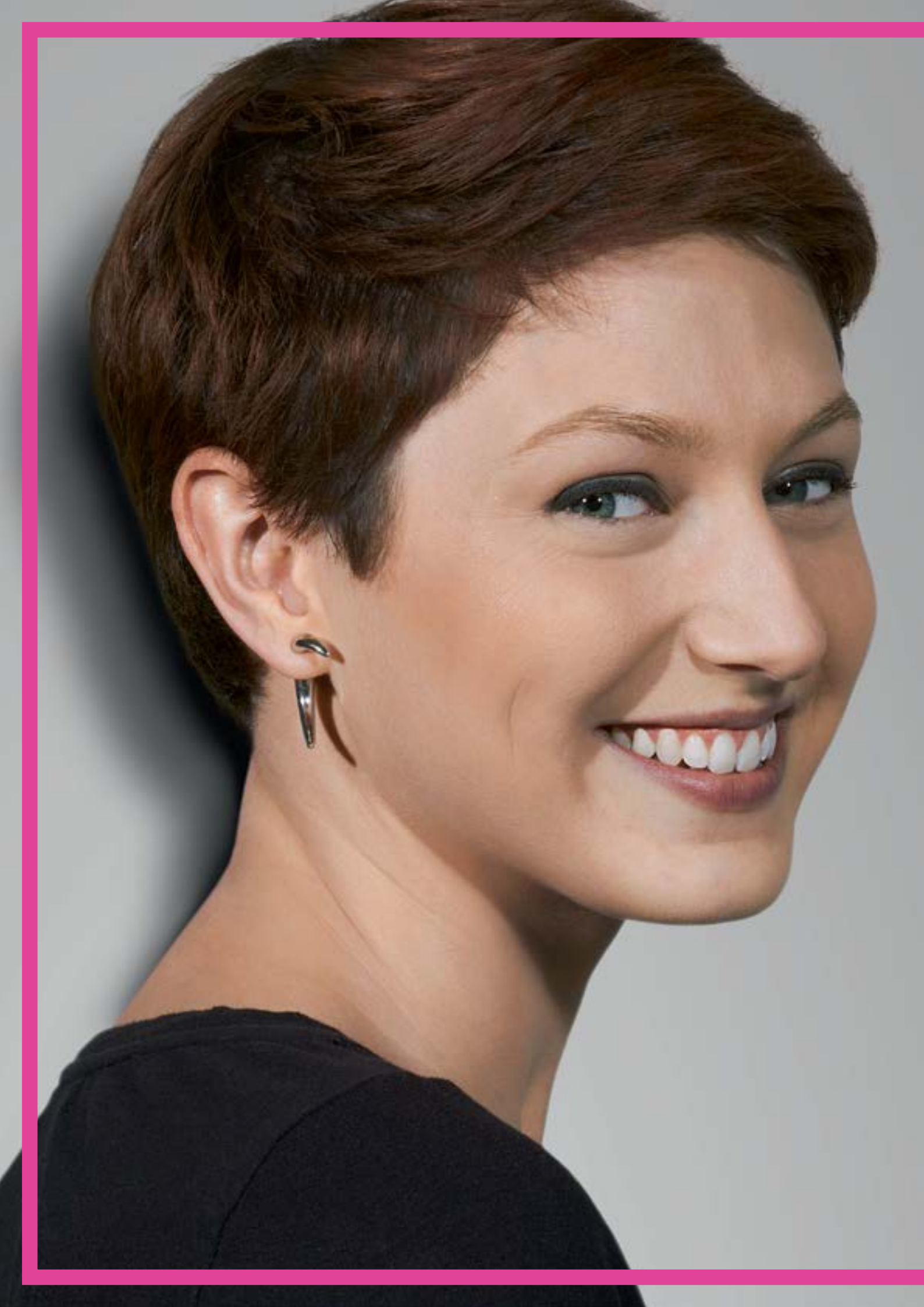


Mastercolorist
SPECIALIST

LEVEL 3

- Inspiration Color Correction
- Inspiration Technique Design
- Inspiration Color Zoom '14 – "Reallusion" Collection
- Mastercolorist Certification Day

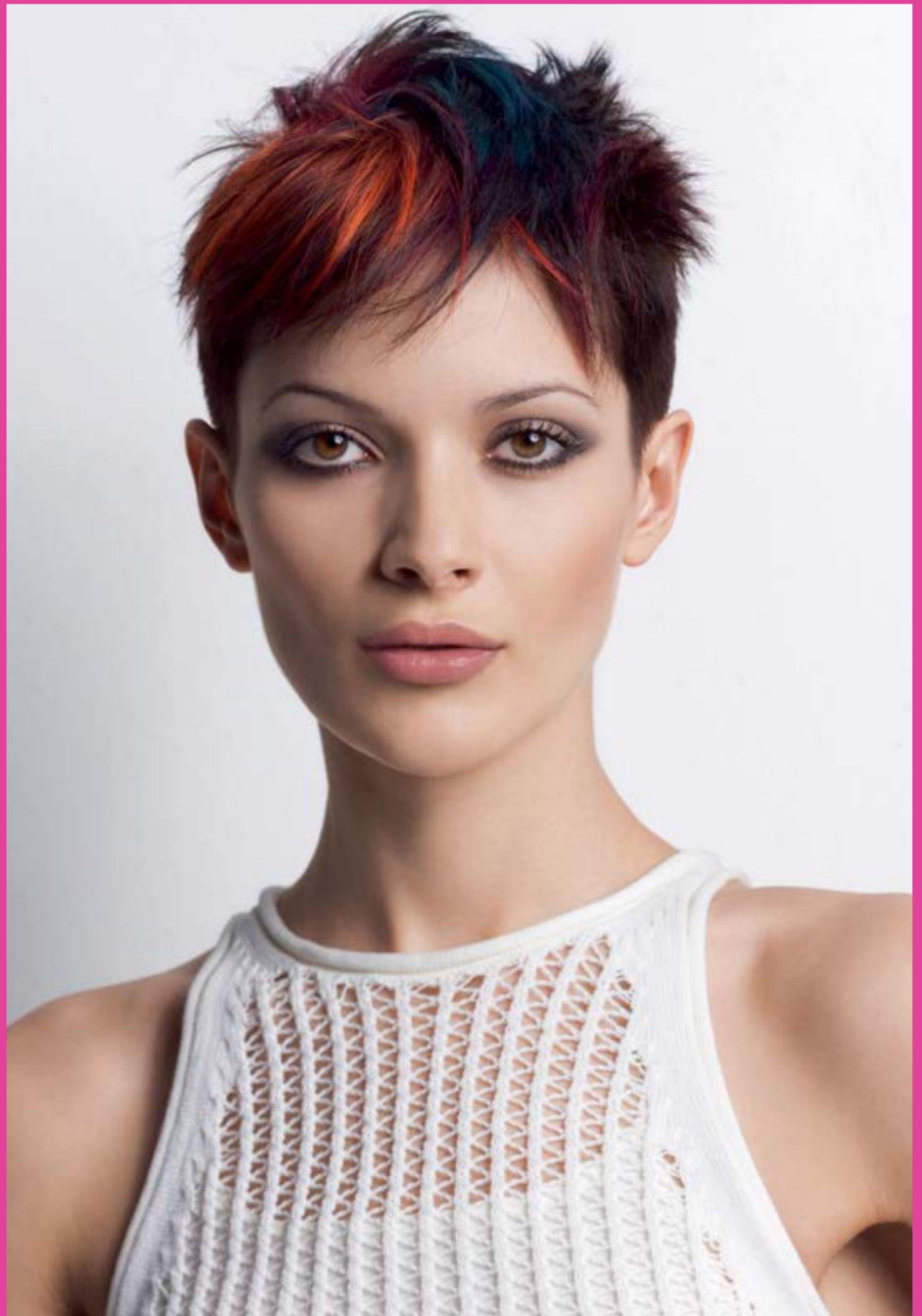
See pages 22, 23, 27 & 34



COLOR

“COLOR
IS WHY
I BECAME A
HAIRDRESSER”

DEMI-LEIGH GARDINER, AUSTRALIA
COLOR ZOOM GLOBAL NEW TALENT COLORIST WINNER 2011



COLOR



For passionate and ambitious colorists: GOLDWELL color seminars. Exciting techniques, cool effects and loads of inspiration – with these courses, everything is about your favourite topic: COLOR! And that's why we think being a colorist is one of the best jobs in the world!

FUNDAMENTAL COLOR 1 AND 2

This seminar focuses on demi-permanent coloring with the COLORANCE range including COLORANCE, COLORANCE COVER PLUS and COLORANCE EXPRESS TONING service options and working methods. Also covered are all supporting ranges and products. This seminar is a perfect foundation on your way to becoming a GOLDWELL Mastercolorist.

Designed to cover all aspects of GOLDWELL permanent hair color, the course is perfect for anyone that is new to GOLDWELL TOPCHIC hair color. Covered in this program are the TOPCHIC (2-10 series) and COLORANCE (Color Balancing) systems, as well as all associated in-salon and at home support products. Rounding out this informative and interactive program are foundation coloring knowledge and formulation skills along with universal color law and all aspects of the GOLDWELL Service Cycle.

FUNDAMENTAL COLOR 1 – WHAT'S IN IT FOR YOU?

- Essential color knowledge in regard to demi-permanent coloring
- Color consultations and hair analysis
- Customized demi-permanent color services and professional tools
- Boost your confidence and skills by implementing all you've learned in a hands-on session

FUNDAMENTAL COLOR 2 – WHAT'S IN IT FOR YOU?

- Essential color and formulation knowledge in regard to permanent coloring
- Color Balancing service and how to best protect the hair structure
- Formulation for reliable grey coverage, durability and evenness
- Utilize all you've learned in an interactive hands-on session

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£160

LONDON:

Tue 28 JAN	Tue 22 APR	Tue 15 JUL	Tue 7 OCT
Tue 18 FEB	Tue 13 MAY	Tue 5 AUG	Tue 28 OCT
Tue 11 MAR	Tue 3 JUN	Tue 26 AUG	Tue 18 NOV
Tue 1 APR	Tue 24 JUN	Mon 15 SEP	

REGIONAL VENUES (THEORY ONLY)

Contact your local GOLDWELL representative or educator for dates.



FUNDAMENTAL FOIL



The perfect introductory program covering the fundamentals of foiling designed for new stylists and assistants. Learn how to make commercial foiling easy with techniques for sectioning, slicing and weaving – horizontal, diagonal and vertical placements are covered within quick and easy, creative services. Included in this course is an overview of the GOLDWELL Lighteners and Blonde systems. This seminar is the perfect foundation on your way to becoming a GOLDWELL Mastercolorist.

WHAT'S IN IT FOR YOU?

- Commercial, classic techniques and highlighting services
- Guidance on adapting placement and formulations
- Understanding the specific needs of highlighting clients
- Utilize all you've learned in an interactive hands-on session

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Mon 27 JAN
Wed 4 JUN
Wed 8 OCT



ESSENTIALS COLOR 1



A perfect program for all working stylists, focusing on the specific formulation needs of blondes, brunettes, redheads and grey coverage clients. This course focuses on achieving successful tinting results from start to finish, utilizing the TOPCHIC, COLORANCE, NECTAYA systems. A special focus on grey coverage utilizing the TOPCHIC and COLORANCE TriFlective Naturals systems and their relation to fashion shades.

WHAT'S IN IT FOR YOU?

- Specific needs of blondes, brunettes, redheads and grey coverage clients
- Achieving successful tinting results from start to finish
- TOPCHIC TriFlective Naturals, NECTAYA, COLORANCE systems in relation to grey coverage
- An interactive hands-on session

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Mon 3 FEB Mon 11 AUG
Mon 17 MAR Mon 22 SEP
Mon 19 MAY Mon 3 NOV
Mon 30 JUN Mon 24 NOV



FUNDAMENTAL ELUMEN



Every passionate hairdresser excels through creativity and dedication. ELUMEN offers unique opportunities to fully realize this creative potential. Learn how to achieve brilliant color results with exceptional shine and durability with ELUMEN color and customized communication and application tools as well as the ELUMEN Care range. This program provides anyone that is new to ELUMEN with an opportunity to experience a technologically advanced, non-oxidative permanent coloring concept.

WHAT'S IN IT FOR YOU?

- Learn why ELUMEN is so special
- Identify the right clients for ELUMEN color
- Application and commercial techniques with ELUMEN
- Utilize all you've learned in an interactive hands-on session

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Wed 2 APR
Wed 6 AUG
Wed 19 NOV

REGIONAL VENUES (THEORY ONLY)

Contact your local GOLDWELL representative or educator for dates.



ESSENTIALS COLOR 2



Build your knowledge and skills regarding blonde services with this special seminar dedicated to creating perfect blondes every time. Covered in this course are insights into the needs of blonde clients and the core salon services related to highlighting, decolorizing and blonde refinement (toning).

WHAT'S IN IT FOR YOU?

- Insights into the specific needs of blonde clients and how to best communicate GOLDWELL blonde services
- Knowledge and skill related to highlighting, decolorizing and blonde refinement (toning)
- TOPCHIC (HiBlondes Control and NeutraLights), SILKLIFT and COLORANCE ranges
- Utilize all you've learned in an interactive hands-on session

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Tue 4 FEB Tue 12 AUG
Tue 18 MAR Tue 23 SEP
Tue 20 MAY Tue 4 NOV
Tue 1 JUL Tue 25 NOV

Book ESSENTIALS COLOR 1 and ESSENTIALS COLOR 2 together for £280







ESSENTIALS CLASSIC TECHNIQUES



A new spin on classic techniques, this program provides instruction in classic techniques and adapting placement and formulations for every client. No matter the service, Fashion/Commercial or Highlighting – learn how to add dimensional coloring according to client needs and current fashion direction, using TOPCHIC, COLORANCE and SILKLIFT systems.

WHAT'S IN IT FOR YOU?

- Instruction in classic techniques and adapting placements and formulations
- Dimensional coloring according to client needs and current fashion direction
- Commercial, salon core highlighting services
- Perfecting skills associated with working productively using TOPCHIC (HiBlondes Control and NeutraLights), COLORANCE and SILKLIFT systems

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£160

LONDON:

Tue 25 MAR
Wed 28 MAY
Wed 10 SEP
Tue 7 OCT



INSPIRATION COLOR CORRECTION



Grow your color knowledge and skills with this intensive, focused program addressing Color Correction. Creating the perfect color for the client is sometimes more of a process than it appears, involving a number of different color services – from decolorizing to pre-pigmenting and everything in between. This program focuses on demystifying a variety of the most utilized and useful correction techniques so that you are prepared for any color challenge that comes your way.

WHAT'S IN IT FOR YOU?

- Professional salon solutions for turning color challenges into thrilling results
- Corrective services using TOPCHIC, COLORANCE, SILKLIFT and ELUMEN systems
- Coloring darker, filling, tinting back and overcoming color fading
- Removing artificial color

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£160

LONDON:

Tue 21 JAN	Tue 29 JUL
Tue 4 MAR	Tue 9 SEP
Tue 15 APR	Tue 21 OCT
Tue 27 MAY	

REGIONAL VENUES (THEORY ONLY)

Contact your local GOLDWELL representative or educator for dates.



INSPIRATION TECHNIQUE DESIGN



Continue to grow your skills not only as colorist, but as an artist as well with this inspirational program, designed for the colorists looking for information on how they can advance their techniques to the next level. Learn how to modify your formulae, sectioning and placements to take your creative color services further than ever before.

WHAT'S IN IT FOR YOU?

- Designing techniques that are customized to individual client needs
- Modifying formulae, sectioning and placement to adapt to different styles, length, texture, color history and client needs to create individual color results
- Creating and naming your own creative services and sharing your ideas to inspire each other
- Enriching your creativity with new and original ideas that have the potential to expand your menu of color services

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Mon 20 JAN
Wed 16 APR
Wed 30 JUL
Wed 22 OCT



COLOR LAB



This is a unique forum in which to evolve the skills required to create your own color concept, formulae and to recreate colors adapted from different visual references. Color Lab is experimental and exploratory and will inspire confidence in color design. At the same time Color Lab will develop color intelligence, stimulate color potential and allow you to realize your aspirations as a color specialist.

WHAT'S IN IT FOR YOU?

- Color sense, awareness and visualization
- Recreating colors adapted from different visual references
- Developing color intelligence and stimulating color potential
- Experimental and exploratory experience that will inspire confidence in color design

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Mon 7 APR
Mon 16 JUN
Mon 1 SEP
Mon 10 NOV



COLOR CO-ORDINATION



Gain professional insights on how to build your own collection concept from start to finish as well as all aspects of a basic project management relating to producing a collection. Learn new commercial salon color services by recreating the GOLDWELL annual Education Collection techniques. Boost your creativity by gaining new ideas via sharing your concepts with other aspiring stylists.

WHAT'S IN IT FOR YOU?

- Insights on how to co-ordinate a collection prior to, during and after the design
- Basic project management relating to producing a collection
- Behind the scenes of how to recreate the GOLDWELL annual Education Collection techniques
- Demonstrations on live models and hands-on workshops

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Tue 8 APR
Tue 17 JUN
Tue 2 SEP
Tue 11 NOV





TRAINING OTHERS 1



This program includes interactive exercises, discussion groups and project work focused around key presentation and training principles, effective planning, designing and conducting one-on-one or small group salon training sessions. Afterwards you will be able to share your expertise and experience in a training role and help others to grow and be successful.

WHAT'S IN IT FOR YOU?

- Key presentation and training principles
- Effective planning, designing and conducting one-on-one or small group salon training sessions
- How to share your expertise and experience in a training role and help others to grow and be successful
- Utilize all you've learned in an interactive project work

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£200

LONDON:

Mon 7 and Tue 8 APR
Mon 1 and Tue 2 SEP



TRAINING OTHERS 2



This program focuses on effective training planning as well as designing team and individual training plans and topics. It will teach you how to set up and create effective learning environments and provide you an opportunity to explore different types of delivery methods to keep learners engaged and fulfill different types of training objectives. Post training evaluation is also included to complete the total training process and provide you with a well-rounded introduction as a basis to being a dedicated trainer within your organization.

WHAT'S IN IT FOR YOU?

- Training process and learning styles
- Planning and designing team and individual training plans
- Types of training topics, environments and delivery methods
- Fulfilling different types of training objectives and evaluating training effectiveness

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£200

LONDON:

Mon 16 and Tue 17 JUN
Mon 10 and Tue 11 NOV





MASTERCOLORIST CERTIFICATION DAYS



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

You will be able to show concrete evidence of your achievements and commitment and to be celebrated as a true color expert at each level. Gaining your certification will further help to build your confidence, reputation and credibility with salon clients.

Select a date from the options below for your target level after the due completion date of your seminar training plan.

The one day certification test will include testing in product and core skills and active completion of 2 models.

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£50

LEVEL 1:

Day
Day
Day

Mastercolorist ASSISTANT

Wed 5 FEB
Wed 30 APR
Wed 17 SEP

LEVEL 2:

Day
Day
Day

Mastercolorist TECHNICIAN

Wed 5 MAR
Wed 14 MAY
Wed 1 OCT

LEVEL 3:

Day
Day
Day

Mastercolorist SPECIALIST

Wed 26 FEB
Wed 18 JUN
Wed 5 NOV

LEVEL 4:

Day
Day

Mastercolorist ARTIST

Wed 12 MAR
Wed 24 SEP

LEVEL 5:

Day

Mastercolorist TRAINER

Wed 12 NOV



LECTURER'S AWARENESS

FORMAT:

One day seminar including demonstrations

EXPERIENCE LEVEL:

Full time college lecturers

WHAT'S IN IT FOR YOU?

- For full time college lecturers to keep up to date and informed about GOLDWELL color products and information
- Setting your own agenda on color topics covered as well as covering any new GOLDWELL color products introduced recently
- In the afternoon these products and their uses are demonstrated on 1-2 models following the GOLDWELL Color Cycle
- An important focus is how to teach these methods and information onto others

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£25

LONDON:

Wed 22 JAN
Wed 23 APR
Wed 2 JUL
Wed 16 JUL



LECTURER'S OBSERVATION

FORMAT:

Half day seminar

EXPERIENCE LEVEL:

Full time college lecturers

WHAT'S IN IT FOR YOU?

- Keep up to date with Goldwell product information
- Morning theory classes on Fundamental 1 and 2, Fundamental Elumen, Essentials Color 1 or Essentials Color 2
- All up to date information

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
1.00pm

INVESTMENT:

FOC

See the relevant courses for dates



GOLDWELL COLOR EXPERT

FORMAT:

12 days (6 weeks, 2 days per week)

EXPERIENCE LEVEL:

Experienced colorists and salon owners

WHAT'S IN IT FOR YOU?

- There are few courses in Europe that can give you this level of expertise and personal tuition. There's a limit of just seven people per course
- This intensive 12 day course offers a combination of inspired learning and personal development, which will not only help you later hone others talents but will bring out your own creativity
- The emphasis for this exclusive course is on how you can create the salon you want. You'll receive training on compiling menus, choosing complimentary services, pricing structures and building the skills you'll need within your team. You'll learn color planning, how to train others in color selection, application and style creation. There will also be sessions on business building and putting your business plans into action
- A holistic mix of product information and hands-on sessions with models putting the concepts taught into action. From hair science working through the comprehensive GOLDWELL color portfolio
- We will give you the expert technical and business skills you'll need to run a successful salon, plus, the ability to coach and develop yourself and your team into being true color experts



FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£2,000

LONDON:

Color Expert 1
Mon 20 and Tue 21 JAN
Mon 27 and Tue 28 JAN
Mon 3 and Tue 4 FEB
Mon 10 and Tue 11 FEB
Mon 17 and Tue 18 FEB
Mon 24 and TUE 25 FEB

Color Expert 3
Mon 7 and Tue 8 JUL
Mon 14 and Tue 15 JUL
Mon 28 and Tue 29 JUL
Mon 4 and Tue 5 AUG
Mon 11 and Tue 12 AUG
Mon 18 and Tue 19 AUG

Color Expert 2
Mon 7 and Tue 8 APR
Mon 14 and Tue 15 APR
Mon 28 and Tue 29 APR
Mon 12 and Tue 13 MAY
Mon 19 and Tue 20 MAY
Mon 2 and Tue 3 JUN

Color Expert 4
Mon 13 and Tue 14 OCT
Mon 20 and Tue 21 OCT
Mon 27 and Tue 28 OCT
Mon 3 and Tue 4 NOV
Mon 10 and Tue 11 NOV
Mon 17 and Tue 18 NOV

On completion of the color expert course we award prior recognition of Mastercolorist levels 1-3





COLOR ZOOM '14

“CREATING
A GLOBAL TREND
REALLY
BOOSTS YOUR
CREATIVITY”

HAGEN KRUEGER, GERMANY
COLOR ZOOM GLOBAL PARTNER COLORIST WINNER 2012



A must for every true creative: GOLDWELL Color Zoom. These exciting programs help you get to know the happening fashion trends from all over the world and how to interpret them for your clients. Innovative color and cut techniques open up unexpected possibilities. Become part of a global movement and let your creativity run wild!

realusion

Full of surprises. Distinctly challenging. Boldly courageous. COLOR ZOOM '14 presented by GOLDWELL introduces a trend to take stylists and salon clients on a fascinating journey of re-discovery: **Reallusion**.

Reality or illusion? Real or fake? Natural or artificial? Playing with perception is fun and the stunning trend appearing on international catwalks and other creative areas is simply mesmerising. Nothing is like it seems. Driven by creative ideas, self-confidence and color precision, we initiate optical illusions to be revealed only at a second glance. Surprise turns into delight.

Discover individual styles, which inspire everyone. Unexpected color combinations and hidden details that fascinate and captivate at the same time.

Reality – Illusion – Reallusion.

Prepare to be inspired by a new dimension of creativity.



INSPIRATION COLOR ZOOM '14 – “REALLUSION” COLLECTION



This seminar is a perfect choice for color and trend oriented stylists looking for new inspiration. Included are look and learn demonstrations and hands-on workshop. Get inspired by the new Kaleidoscope Effect and fascinating looks that are ingenious and sophisticated at the same time. Learn with the GOLDWELL “Reallusion” collection how to stretch the boundaries between reality and illusion and how to translate this exciting trend into commercial services for your salon clients.

WHAT'S IN IT FOR YOU?

- The new Color Zoom '14 World – “Reallusion” Technique Concept with new exciting and inspiring salon services
- Explanation and demonstration in an up close and personal way as well as suggestions 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

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£160

LONDON:

Mon 3 MAR
Mon 31 MAR



COLOR ZOOM CHALLENGE '14

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 '14 Live-Competition, the inspirational launch of the new Color Zoom '15 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-creatives and how do they work? Which looks are going to convince the judges?

Create your own interpretation, your own look of the Reallusion Collection and be part of the next Color Zoom Challenge! As a national winner you will participate in the grand finale in **Berlin**, 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 '14!

You can find more inspiration and information at colorzoom.com/briefingkit.





INSPIRATION TEAM

“YOU COME FOR
EDUCATION
AND YOU LEAVE WITH
INSPIRATION”

AGNES WESTERMAN, THE NETHERLANDS
MEMBER OF THE GLOBAL COLOR ZOOM MASTER TEAM 2008–2013

INSPIRATION TEAM



You've been to the rest, now come meet the best. These seminars are for everybody who wants to learn from true artistic icons who share your passion for beautiful hair. Experience the excitement and pure inspiration that these artists have to offer!

MARK LEESON COUTURE COLORING AND CUTTING

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on workshop completing 1 model

EXPERIENCE LEVEL:

Hairdressers with cutting skills that are looking for inspirational ideas on coloring and cutting

WHAT'S IN IT FOR YOU?

- In this seminar Mark will reveal his award winning techniques for coloring and cutting giving a couture edge, helping you to create color and cuts for the individual. Mark will work with color techniques such as threading, shadowing and splash

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£225

LONDON:

Mon 8 SEP
Mon 6 OCT

BEVERLY C TREND INSPIRATIONS COLOR AND CUT

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on workshop completing 1 model

EXPERIENCE LEVEL:

Hairdressers with cutting skills who are looking for inspirational ideas on coloring and cutting

WHAT'S IN IT FOR YOU?

- This seminar with Beverly C will focus on a day of inspiring education featuring the most current looks. Using her extensive knowledge and talent to translate the best looks for the client working on suitability, age group, face shapes and what's hot

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£225

LONDON:

Mon 24 MAR
Mon 22 SEP





TERRI KAY AT MARK LEESON EXPRESS COLOR AND CUT

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on workshop completing 1 model

EXPERIENCE LEVEL:

Hairdressers with cutting skills that are looking for inspirational ideas on coloring and cutting

WHAT'S IN IT FOR YOU?

- Terri brings her salon experience to teach young stylists quick and easy, but very effective color and cut techniques helping to grow the stylist's column

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£175

LONDON:

Mon 10 FEB
Mon 15 SEP



SHANE BENNETT ICONIC CLASSIC COLORING & CUTTING

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on work shop completing 1 model

EXPERIENCE LEVEL:

Hairdressers with cutting skills that are looking for inspirational ideas on coloring and cutting

WHAT'S IN IT FOR YOU?

- A consumer led course taking the foundation classic techniques and developing them further to make them more commercial for salon use. Shane brings his salon expertise to this course

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£175

LONDON:

Mon 2 JUN
Mon 13 OCT



LISA WHITEMAN LONDON STYLE COLORING AND CUTTING

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on workshop completing 1 model

EXPERIENCE LEVEL:

Hairdressers with cutting skills that are looking for inspirational ideas on coloring and cutting

WHAT'S IN IT FOR YOU?

- Being London based Lisa will share her experience with coloring and cutting bringing ideas from her busy Mayfair salon

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£175

LONDON:

Mon 16 JUN
Mon 29 SEP



PAUL SCULLY CREATIVE EXCELLENCE

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on work shop completing 1 model

EXPERIENCE LEVEL:

Hairdressers with cutting skills that are looking for inspirational ideas on coloring and cutting

WHAT'S IN IT FOR YOU?

- Classic signature looks that will build and define your business with easy and practical ideas. This course will cover coloring and cutting techniques.

FORMAT:

Register	Start	Finish approx.
9.30am	10.00am	5.00pm

INVESTMENT:

£175

LONDON:

Mon 14 JUL



JANE STACEY SHAPE SHIFTING

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on work shop completing 1 model

EXPERIENCE LEVEL:

Colorists looking for inspirational ideas on techniques, placement and color selection

WHAT'S IN IT FOR YOU?

- The course is designed to work with customised techniques for different shaped haircuts
- Bringing out the best in the hair density, texture and lengths
- Working with different sections and shapes, the colour applications are changeable and shapes are moved internally throughout the haircut to create multi-faceted effects

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£175

LONDON:

Mon 28 APR
Mon 18 AUG



MICHAEL BARNES LONG HAIR

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on workshop working on mannequins

EXPERIENCE LEVEL:

Hairdressers looking for new ideas and confidence with styling long hair

WHAT'S IN IT FOR YOU?

- If you want to perfect the art of long hairdressing then this is the seminar for you. Michael Barnes takes you from basics to catwalk and avant-garde styling. Michael feels that dressing long hair has unlimited possibilities and therefore allows hairdressers the freedom to express their creativity

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£175

LONDON:

Mon 9 JUN
Mon 24 NOV



LEXINGTONS CLASSIC CUTTING

FORMAT:

Two day seminar with a combination of demonstration and core information as well as hands-on workshop completing 3 models

EXPERIENCE LEVEL:

Assistants and junior stylists

WHAT'S IN IT FOR YOU?

- There's no substitute for a good foundation in Classic Cutting skills. Every single style you will ever create comes from a solid knowledge of how to achieve a bob, a fringe or cutting to perfection. This seminar is for any stylist ready to step up and really make a difference on the salon floor
- This seminar will cover demonstration and information, consultation skills, face shapes, hair lines and hair growth, sectioning and angles as well as finishing and cross checking.

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£290

LONDON:

Tue 25 and Wed 26 MAR
Tue 10 and Wed 11 JUN
Tue 19 and Wed 20 AUG
Tue 14 and Wed 15 OCT



ERIK LANDER MEN'S CLASSIC CUTTING

FORMAT:

One day seminar. Morning demonstration on models. Afternoon hands-on workshop completing 1 model, finishing with a demonstration model

EXPERIENCE LEVEL:

All levels of hairdresser who want to gain knowledge of scissor over comb or clippering

WHAT'S IN IT FOR YOU?

- This seminar is focused on training the very best practice in professional, classic men's barbering skills
- Demonstration, full consultation, hair growth pattern, scissor over comb, clipper work and shapes to suit men. This seminar will give you the confidence to work with male clients when doing scissor over comb and clipper techniques

FORMAT:

Register
9.30am

Start
10.00am

Finish approx.
5.00pm

INVESTMENT:

£175

LONDON:

Tue 4 MAR
Tue 29 APR
Tue 22 JUL
Tue 23 SEP



AN EVENING WITH

FORMAT:

An evening of stimulating and inspiring hairdressing
Experience Level: All hairdressers looking to be inspired

WHAT'S IN IT FOR YOU?

- An evening up close and personal with industry leaders
- View their latest hair collections, their ideas and aspirations
- Informal, relaxed atmosphere
- Focusing on cutting, coloring and long hair dressing

FORMAT:

Register
6.30pm

Start
7.00pm

Finish approx.
9.15pm

INVESTMENT:

£70

LONDON:

Mon 17 FEB
Mon 9 JUN
Mon 27 OCT

Nick Arrojo
Beverly C
Mark Leeson Art Team

SMART TALK

FORMAT:

An evening of new ideas and concepts
Experience Level: All hairdressers looking for new inspiration

WHAT'S IN IT FOR YOU?

- An evening of motivation and inspiration on a creative or business lead topic
- Insight and connection to the hair industry
- Boutique thought-provoking seminars with fascinating speakers
- Inspirational Q&A sessions to gain further insights into other creative industries

FORMAT:

Register
6.30pm

Start
7.00pm

Finish approx.
8.30pm

INVESTMENT:

£25

LONDON:

Mon 7 APR
Mon 22 SEP





GLOBAL MASTERS



AMERICAS



Rodica Hristu
Canada



John Simpson
USA



Timothy Switzer
Canada



Dimitrios Tsioumas
USA

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!



EUROPE



Mario Krankl
Austria



Agnes Westerman
The Netherlands



Lisa Whiteman
United Kingdom



William Wilson
United Kingdom

ASIA



Peter Wu
Taiwan

AUSTRALIA PACIFIC



Shane Henning
Australia

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.



Mark Leeson

MARK LEESON

Mark Leeson has been hairdressing for almost 30 years and in 2004 he won his first British Hairdressing Award. Since then he has a long list of awards and has been nominated three times for British Hairdresser of the Year. Other recent accolades include winner of the Artistic Team of the Year 2013 and once again Mark's salon holds the title of Eastern Hairdresser of the Year 2013.

Renowned for his exceptional color work and superior shows, Mark is a first-class educator and remains one of Goldwell's most popular ambassadors. His collections never fail to make front covers and his ability to transform the ordinary into the extraordinary is simply mesmerising.

NATIONAL MASTERS

BEVERLY C, MBE

Beverly was awarded the MBE by the Queen in 2008 and has been British Hairdresser of the year twice! The first female to win the award. She has travelled since the early eighties continuously teaching and presenting across the globe to groups of 20 to 2,000.

Beverly's extra-special expertise is in 'making real women look and feel beautiful', whatever their age or stage in life. She is especially passionate about creating the total look with a great cut, gorgeous color and a sublime finish that suits a woman's personality and style.

Beverly C, MBE





Terri Kay

TERRI KAY

Terri Kay is the manager for Mark Leeson Hair Body and Mind and has been hairdressing for almost 30 years. With a long list of awards to her name, including three times winner of Eastern Hairdresser of the Year. Terri is an educator who truly understands how to create a winning collection and is now in the British Hairdressing Hall of Fame.

Her technical knowledge is exceptional and her work is regularly featured in hair magazines all over the globe.

Terri is part of the award-winning 2013 Artistic Team of the Year and is an excellent educator who is renowned for her superb teaching skills and enthusiasm for hairdressing.

NATIONAL MASTERS

SHANE BENNETT

Three times winner of Northern Ireland Hairdresser of the Year and member of the British Hairdressing Hall of Fame, Shane has a boutique destination salon based in Hillsborough. He is a regular face on Irish television and his photographic work is featured in both trade and consumer magazines nationally and internationally.

His reputation has grown from strength to strength and he travels extensively promoting the hairdressing industry. He has a passion for beautiful hair and is an expert in the art of dressing hair. Teaching on this course with BHA Technician of the Year nominee Dorothy Sturgeon on the technical aspects.

Shane Bennett





Lisa Whiteman

LISA WHITEMAN

Lisa has been in the hair industry for almost 25 years. As well as being co-owner and Director of stylish salon Webster Whiteman in Mayfair, she has been a trainer and mentor to many salon owners and talented up-and-coming hairdressers both nationally and internationally.

Her high standards and reliability have led to a reputation for the utmost level of professionalism, which has been rewarded with nominations for numerous top industry awards as well as being Global Partner Category Winner of Color Zoom 2012.

Salon friendly tips and hints and always keeping an eye on the commercial side of hairdressing is a priority for her.

NATIONAL MASTERS

PAUL SCULLY

Paul's Surrey based Scully Scully salon has enjoyed growing success built from his reputation as one of the top colorists nationwide. The Scully Scully philosophy is to translate their show work into workable and wearable looks for clients of all ages and walks of life.

Passing on his knowledge of color and clever placement techniques for color gives Paul an edge in the Creative Excellence seminar.

UK Finalist in the Partner Category of Color Zoom 2013.

Paul Scully





Jane Stacey

JANE STACEY

TONI&GUY International Technical Director

Highly experienced in her field, with a passion for classically beautiful color with a creative edge, Jane enjoys sharing her knowledge with students, teaching across all technical courses with a thirst for knowledge herself, Jane consistently develops new innovative coloring techniques pushing herself creatively, an enthusiasm that she injects into her teaching manner.

Proving an eye for serene, stand-out and wearable color work, Jane is extensively involved in all TONI&GUY image creation and producing looks for the inspirational TONI&GUY Educational Collections.

NATIONAL MASTERS

MICHAEL BARNES

Hairdressing is in Michael's blood having been in the industry for 40 years. His love and passion for the trade and his extensive knowledge gained through his career bring a wealth of experience.

An artist in long hair, creatively he has an enviable reputation for being a master of Avant Garde, which makes Michael an excellent teacher for this long hair seminar.

Having a successful central London salon where he still runs a busy column of clients gives the commercial edge to quick and easy to do long hair and the techniques involved.

Michael Barnes





Lexingtons

LEXINGTONS

Andy Kyriacou has been in the hairdressing industry for over 30 years and has three successful salons called Lexingtons in north London. His philosophy is that success in the salon comes via education as well as dedication and a strong work ethic. Working with Tamara teaching the Classic Cutting course brings the ideal blend of experience and patience to get the best results for the students.

Lexingtons continues to strive forward in pushing boundaries as well as teaching the importance of ultimate client care and customer services.

NATIONAL MASTERS

ERIK LANDER

Erik Lander of Top Spot Salon, Corby is one of Britain's best Barbering Educators, with over 25 years experience in the industry delivering seminars around the globe.

Having delivered education as a Goldwell Ambassador for over 15 years, Erik's knowledge and inspiration is second to none.

With a passion for in-depth education to the highest level, Erik's philosophy is "its all in the detail", breaking each and every aspect down to an easy to understand level.

Education is paramount to progression and Erik became the 1st Educator in Britain to gain the New Level 4 Male Grooming Qualification.

Erik Lander





TEXTURE

“CHANGING
TEXTURE
IS REALLY
COOL”

CHIEF LIN, TAIWAN
COLOR ZOOM GLOBAL CREATIVE COLORIST WINNER 2012



TEXTURE



Give your work a whole new dimension with the latest techniques in texture services. However you utilize straightening and perms, whether it is for correction or transformation, these programs will help you expand your knowledge and discover a new, creative playing field. Take your salon services to a whole new level and wow your clients with powerful fashion statements.

HAIR LIKE SILK FOR UP TO 5 MONTHS – THE KERASILK KERATIN TREATMENT SERVICE

Take unmanageable, frizzy hair from frustrating to fabulous with the new Kerasilk Keratin Treatment. Kerasilk Keratin Treatment services are a great new opportunity to change the shape of hair without chemical damage and to smoothen the overall hair structure sustainably. From reducing and reshaping curls and waves to smoothing and softening unruly and unmanageable hair, the Kerasilk Keratin Treatment is an exciting new addition to your salon service menu 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 client's desired shaping and smoothing results
- Enriching your creativity with new and original ideas that have the potential to expand your menu of services

FORMAT:

Register
9.00am

Start
9.30am

Finish approx.
5.00pm

INVESTMENT:

£100

LONDON:

Tue 25 FEB
Tue 27 MAY
Tue 26 AUG
Tue 30 SEP





IN-SALON SEMINARS

“IT WAS SO COOL,
THE SEMINAR
CAME TO ME
AND MY
TEAM”

NEIL BARTON, UNITED KINGDOM
COLOR ZOOM GLOBAL CREATIVE COLORIST WINNER 2010



IN-SALON SEMINARS



We bring the GOLDWELL Education experience to you, as we turn your salon into an academy for a seminar – exclusively for your team. Being able to learn with colleagues in your own environment is as relaxing as it is effective. The programs are tailored to fit your salon's needs, so it's perfect for getting your entire team trained all at once!

IN-SALON SEMINAR OPTIONS

Seminar Modules:

Ultimate Gloss
Ultimate Coverage
Ultimate Blonde
Ultimate Transformation
Ultimate Creativity
Color Zoom '14 – Reallusion Collection

Duration:

3 hours

Format:

15 minute overview
of the products,
2.5 hours practical
and 15 minutes recap

Investment:

£500

Contact your GOLDWELL team to find out how to qualify for Exclusive In-Salon private trainings for your team and GOLDWELL loyalty programs.



ULTIMATE GLOSS 'GIVE ME SHINE'

EDUCATOR:
GOLDWELL Educator

During this seminar you will perfect demi-permanent coloring with Colorance Color. This will give you confidence to use these colors effectively knowing how to promote different service options to your clients in the salon.

MODELS:
2 models – for Colorance Color

Please make sure that your models have been skin/patch tested

ULTIMATE COVERAGE TOPCHIC ULTIMATE COVERAGE NECTAYA 'COVER ME UP'

EDUCATOR:
GOLDWELL Educator

Work confidently when dealing with white/grey hair. This seminar will teach you GOLDWELL methods and products for white coverage, including Men ReShade. Topchic or Nectaya N and NN shades will be used in this workshop. Elumen may be incorporated for color balancing.

MODELS:
2 models with white/grey hair – retouch or virgin. 1 model with coarse resistant white/grey hair and 1 model with fine/normal white/grey hair

Please make sure that your models have been skin/patch tested

ULTIMATE BLONDE 'LIFT ME UP'

EDUCATOR:
GOLDWELL Educator

The blonde client is an extremely important part of any salons business and in this seminar we cover the topics of Topchic HiBlonde Control 11 and 12 Series including Blonding Cream and Blonding Cream Ash for use when highlighting or for full head coloring. Silk Lift pre-lightening is used when featuring bleach as well as pastel toning using Colorance Color and Elumen. New Blonde is also covered here.

MODELS:
2 models for blonde. 1 model – retouch or virgin full head.
1 model highlighting

Please make sure that your models have been skin/patch tested

ULTIMATE TRANSFORMATION 'MAKE ME OVER'

EDUCATOR:
GOLDWELL Educator

Perform color correction confidently. In this seminar we look at color removal and pre-pigmentation. Giving the stylist the opportunity to color change in any situation. Colorance Low Lights are also covered.

MODELS:
2 models for color correction. 1 model for color removal, 1 model for pre-pigmentation

Please make sure that your models have been skin/patch tested

ULTIMATE CREATIVITY 'MAKE ME UNIQUE'

EDUCATOR:
GOLDWELL Educator

Topchic fashion shades and Elumen High Performance Color are used in conjunction with techniques from Go Color to inspire and release creativity. Commerciality is also important to give you new service ideas.

MODELS:
2 models for fashion coloring

Please make sure that your models have been skin/patch tested

COLOR ZOOM '14 – REALLUSION COLLECTION

EDUCATOR:
GOLDWELL Educator

New for 2014, you will learn the new trends and techniques defined by the Color Zoom Master Team.

MODELS:
2 models for fashion coloring

Please make sure that your models have been skin/patch tested





BUSINESS & LEADERSHIP

“THESE CLASSES
SHOWED ME
HOW TO TURN
MY JOB INTO
A CAREER”

LISA WHITEMAN, UNITED KINGDOM
COLOR ZOOM GLOBAL PARTNER COLORIST WINNER 2011



BUSINESS & LEADERSHIP



Turn your job into a career with our inspiring and informative business and leadership courses. Learn to work smarter and not harder. Learn what it takes to open a salon and lead a team. Whatever your goal is, you can count on GOLDWELL to support you every step of the way!

MIKAELA MARTIN

Mikaela is co-owner of Spirit Hair Company with Lauren Turner. They are Winners of the BHBA Salon of the Year 2013. By trade Mikaela is a hairdresser but also spent sixteen years working in the corporate world of sales, business development and marketing. Mikaela is also Chair/President for the National Hairdressing Federation London Home Counties.



Mikaela Martin

Mikaela is known for her enthusiasm and tenacity and believes excellence is not a skill it's all about attitude. It doesn't matter where you come from. If you work smarter you will succeed in all you set out to do.

Her business philosophy is 'back to basics' always the best place to start. Once your foundations and goals are in place the rest is about delivering consistency.



MIKAELA MARTIN COMMUNICATION SKILLS

This session is all about learning to read people. From children, teenagers and adults. This day will change your way of thinking forever.

Ideal for salon owners, managers, stylists, receptionist and assistants

WHAT'S IN IT FOR YOU?

- Would you like a happy team who communicate well with each other?
- Would you like to increase your clientele?
- Would you like to earn more money?
- Would you like to be an expert in selling/customer service?

If you answered YES to any of these then this is the seminar for you.

FORMAT:

Register
10.30am

Start
11.00am

Finish approx.
4.00pm

INVESTMENT:

£65

LONDON:

Tue 18 MAR

MIKAELA MARTIN RETAILING AND FIRST IMPRESSIONS

This session covers understanding the importance of selling the correct products and service to your loyal client

Ideal for salon owners, managers and stylists

WHAT'S IN IT FOR YOU?

- How to become the best at consultation
- Understand the importance of retailing and the benefits
- The importance of your team's working relationship with the receptionist/client
- Why buy from a hairdresser?

FORMAT:

Register
10.30am

Start
11.00am

Finish approx.
4.00pm

INVESTMENT:

£65

LONDON:

Tue 10 JUN



MIKAELA MARTIN INCREASE YOUR BUSINESS

This session covers planning and preparation delivering structure to your business

Ideal for salon owners and managers

WHAT'S IN IT FOR YOU?

- How to set targets and put them into action
- How to deliver your staff appraisals and 1:1's
- How to get clients spending more money in your salon
- Knowing and understanding your salon brand

FORMAT:

Register
10.30am

Start
11.00am

Finish approx.
4.00pm

INVESTMENT:

£65

LONDON:

Tue 30 SEP





**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.





EDUCATION TEAM

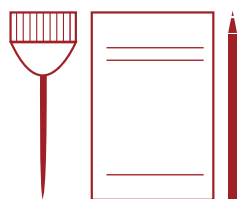
“THEY DON'T
JUST TEACH
YOU, THEY
INSPIRE
YOU”

EASON CHEN, TAIWAN
COLOR ZOOM GLOBAL NEW TALENT COLORIST WINNER 2012





EDUCATION TEAM



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!



LIVE OUT
YOUR
TALENT.

JOIN THE EXPERIENCE. Education for hairdressers is not just about pure knowledge transfer. What really matters, is the exchange with other creative people and experiencing new artistic influences.



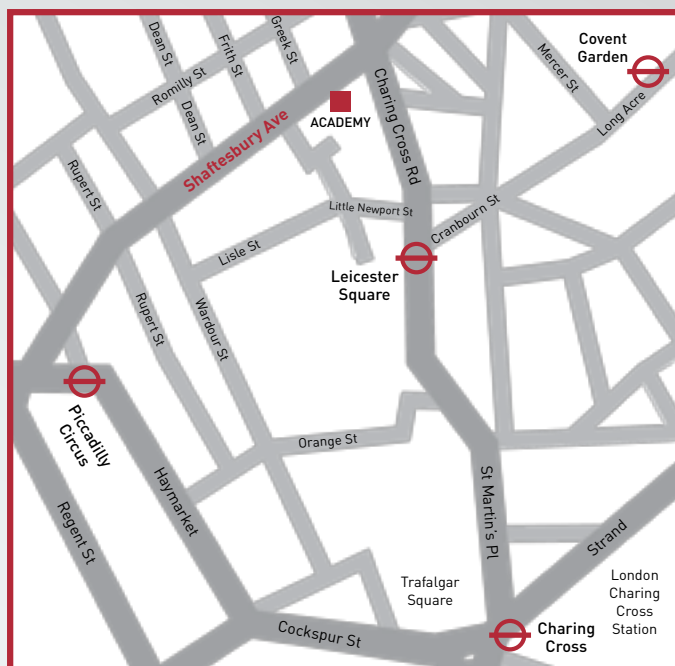
GOLDWELL  **kms**[®]
california

ACADEMY





BOOKING & MUST-KNOW INFORMATION



BOOKINGS

4 easy steps to booking your education and inspiration for 2014

1. Select the courses you wish to attend. It's a good idea to double check that none of your choices overlap.
2. Call our booking hotline on 020 3540 1200 (we're here Monday to Friday, 9am–5.30pm) and give us details of which courses you wish to attend and the dates you've chosen.
3. We'll reserve you a place on your chosen courses and send you details by post.
4. When you receive your course details we'll ask for payment. Your reserved place on the course is secured the minute we receive your payment.

HOW TO PAY

You can pay for your courses by sending us a cheque made out to 'GOLDWELL Professional Haircare Ltd.' to the address below; or by Switch, Visa or Mastercard over the phone, simply call the booking hotline number, 020 3540 1200, to pay. Remember to have your details ready.

However you chose to pay, we'll send you a confirmation of your firm booking and a receipt in the post. (All prices quoted are inclusive of VAT)

CANCELLATION POLICY

If you are unable to attend a course, cancellations must be made in writing and received a minimum of 15 working days prior to the course commencement date. Due to advanced model and guest artist booking fees we're sorry, but we can't offer you a refund after this date.

The Academy reserves the right to change course dates, content and prices without written notification.

phone

020 3540 1200

e-mail

robyn.collier@kao.com

post

130 Shaftesbury Avenue
London W1D 5EU

EXPLORE THE FULL GOLDWELL AND KMS CALIFORNIA PORTFOLIOS AND DISCOVER ENDLESS POSSIBILITIES.

GOLDWELL and KMS California work exclusively with professional hairdressers in over 40 countries worldwide.

goldwell.com | kmscalifornia.com