



GOLDWELL

BRAND BOOK



“WE WANT A PARTNER
WHO’S ONE OF US.”

—
PARTNERSHIP
—

We hear you.

We understand that partnership is more than great products. So let’s start a new conversation – a conversation about you – with the ultimate goal of creating true partnership.

After all, that’s the essence of the new Goldwell brand – a brand in transformation, guided by our global team of passionate stylists. Now more than ever, everything we do will be dedicated to you and your success.



Timothy Switzer

Neil Barton

Agnes Westerman

Dimitrios Tsoumas



—
BRAND
STATEMENT
—

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.
WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT
SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.
WE THINK LIKE YOU.

WE THINK STYLIST





WE THINK STYLIST



DISCOVER
WHAT'S
DIFFERENT

We are your stylist-exclusive full-service salon partner.

Technically Advanced Professional Products
Tailored Education Programs
Inspiring Events
Customized Business Support



—
PRODUCTS
—

“WHEN I
MAKE MY CLIENTS
SMILE – THAT’S
REAL SUCCESS.”

EVERY SALON CLIENT DESERVES THE BEST SERVICE AND AMAZING
RESULTS CREATED JUST FOR THEM.

WE THINK STYLIST. WHICH IS WHY WE OFFER PRODUCT LINES
COVERING ALL YOUR NEEDS – FROM BEHIND THE CHAIR TO HOME CARE.

WHEN OUR PRODUCTS MEET YOUR TALENT –
THE RESULTS REALLY ARE AMAZING.

—
Dimitrios Tsioumas
—

GOLDWELL
GLOBAL MASTER,
USA





DISCOVER OUR FULL PORTFOLIO FOR AMAZING RESULTS

IT'S WAY BEYOND PRODUCTS

We think stylist. So we know that only a stylist-exclusive brand that meets all your professional needs can help you reach all your goals.

A full portfolio for stunning results.
Innovative tools for superior agility.
Technical advances that streamline your work.
Service concepts that make your salon clients happy.

SERVICES THAT EMPOWER

Extraordinary reliability and performance is just the beginning. Goldwell partnership also supports you with custom services solutions to meet each salon client's needs - from that first consultation to at-home maintenance. Goldwell products fuel successful salons at every step.



*"Every cut frames
a personality."*

Neil Barton

GOLDWELL
COLOR ZOOM MASTER,
UNITED KINGDOM



—
EDUCATION
—

“TO BECOME
THE BEST,
LEARN FROM
THE BEST.”

LIVE OUT YOUR TALENT.

WE THINK STYLIST. SO WE KNOW EDUCATION IS THE MOST IMPORTANT
THING YOU CAN DO FOR YOUR CAREER AND YOUR SALON CLIENTS. WE ALSO
KNOW THE BEST EDUCATION IS AN EXCHANGE AMONG CREATIVE MINDS.
THAT'S WHY WE DEVELOPED A WORLD-CLASS EDUCATION PROGRAM
WHERE INSPIRATION AND PASSION ARE RIGHT AT HOME.

—
Agnes Westerman
—
GOLDWELL
GLOBAL MASTER,
NETHERLANDS
—



—
EDUCATION
—



SHARED PASSION.
TRUE CREATIVITY.
FINEST EDUCATION.



—
EDUCATION
—




Learning should be intuitive and creative. To achieve this, two things are especially important: the right educators and the right brand.

Goldwell offers you a wide range of inspiring seminars all around the world. For the last several years, we have built a network of

world-class education academies, from North America and Europe to Asia and Australia. We have also created the Goldwell Global Master Team, featuring some of the world's best and most creative artists. They represent the highest standards of Goldwell Education and Inspiration.





*"When you create the
perfect color, you can
see it in her eyes."*

Agnes Westerman

GOLDWELL
GLOBAL MASTER,
NETHERLANDS

INSPIRING EDUCATION FOR SALON SUCCESS



Grow your business without leaving your business.

Goldwell in-salon training modules accommodate the schedules of your stylists and

let you train together as a team. We'll turn your salon into a Goldwell learning center with courses tailored to your needs - from color seminars to business and leadership training.



GET
INSPIRED



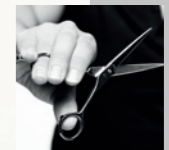
DISCOVER
GOLDWELL COLOR
SEMINARS



PUSH YOUR
CAREER WITH BUSINESS &
LEADERSHIP COURSES



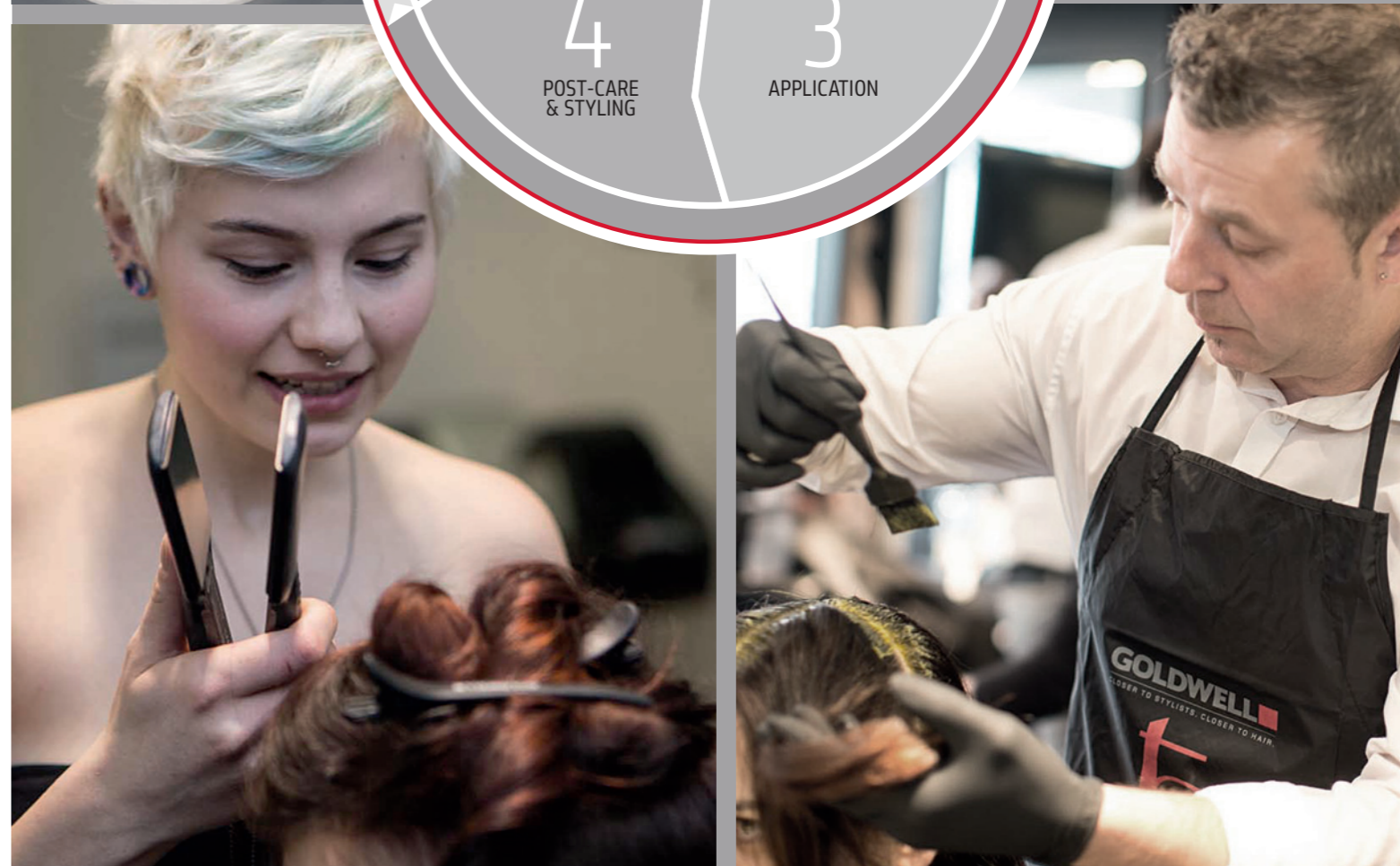
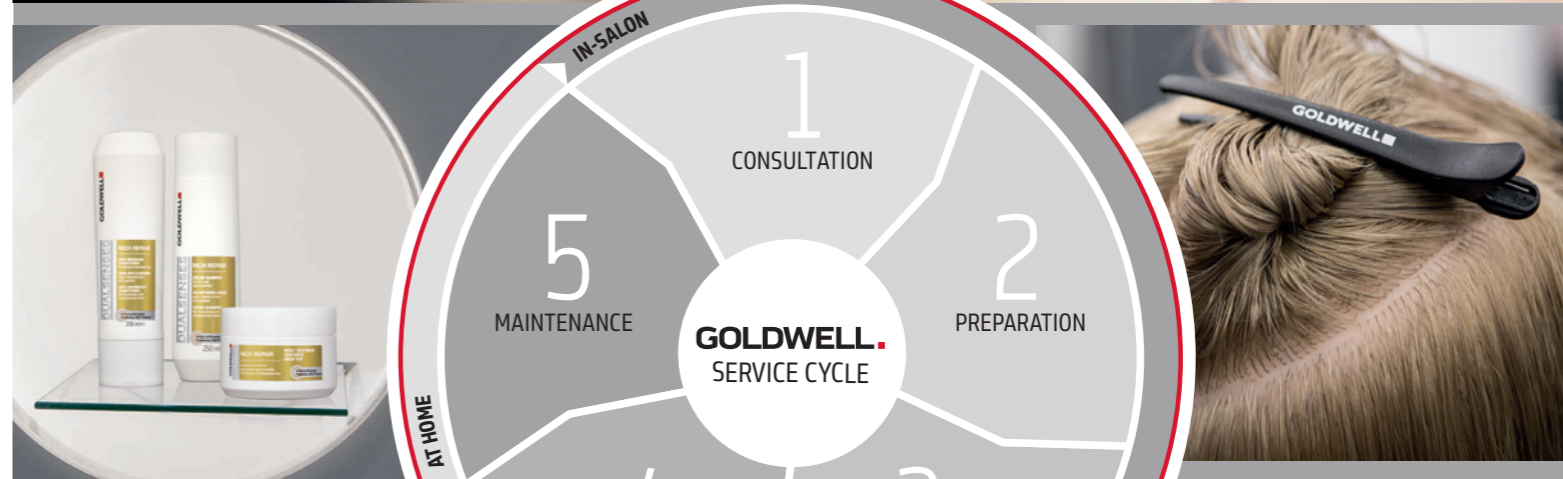
LET ARTISTIC ICONS
INSPIRE YOUR TEAM



—
EDUCATION
—

JUST FIVE STEPS

Simple is beautiful. The Goldwell Service Cycle structures every service into five clear steps. From consultation to cut, color and style transformation to home care - for consistently amazing results and satisfied salon clients.





*"When a client loves
what you've done – there
is no better feeling."*

Timothy Switzer

GOLDWELL
GLOBAL MASTER,
CANADA



—
Timothy Switzer
GOLDWELL
GLOBAL MASTER,
CANADA
—

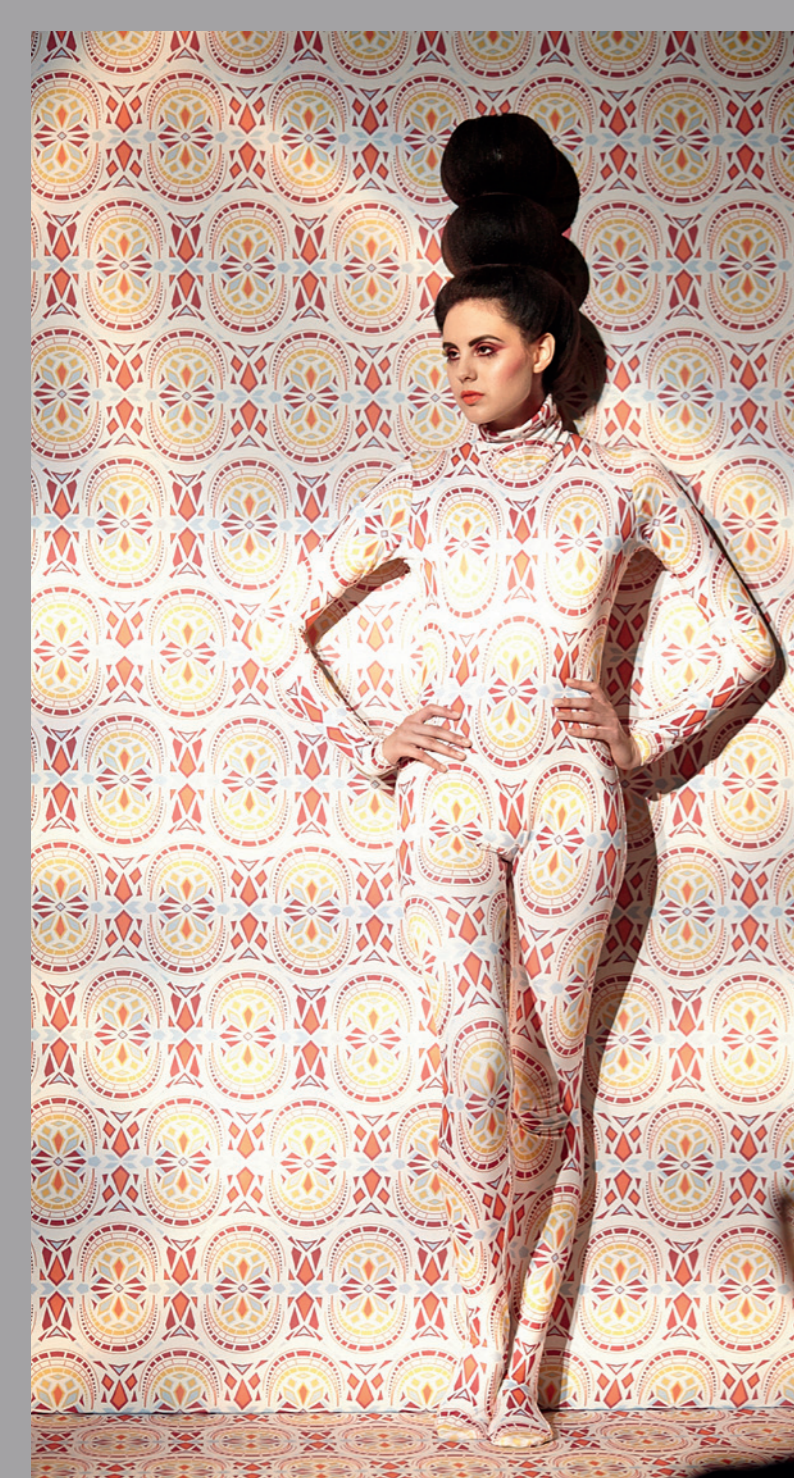
—
COLOR ZOOM
—

“PUSHING THE
BOUNDARIES OF
WHAT HAIR CAN DO –
THAT’S REAL
CREATIVITY.”

WE BELIEVE IN YOU.

WE THINK STYLIST. SO WE GIVE YOU A STAGE TO EXPRESS YOUR CREATIVITY:
THE COLOR ZOOM CHALLENGE.





The Color Zoom Challenge is a competition like no other, attracting top international talents for an intense, multi-day celebration of creativity. The live competition culminates in the presentation of a new trend collection developed by previous Challenge Winners - pushing the best of the best to set new creative standards each year.





—
COLOR ZOOM
—

“COLOR ZOOM
ISN'T JUST A
TREND OR A
COMPETITION,
IT'S KEY TO
OPEN UP A NEW
WORLD FOR YOU.”



—
Lisa Whiteman

GOLDWELL
GLOBAL WINNER,
UNITED KINGDOM
—

“WINNING THE COLOR ZOOM CHALLENGE WAS AMAZING - LIKE BEING ON TOP OF THE WORLD.”



—
Neil Barton
GOLDWELL
GLOBAL WINNER,
UNITED KINGDOM
—

“COLOR ZOOM IS A MUST FOR ANY TRULY PASSIONATE HAIRDRESSER.”



—
Marcela Blechová
GOLDWELL
GLOBAL WINNER,
CZECH REPUBLIC
—

“KEEP ON LEARNING FROM THE PEOPLE AND THE WORLD AROUND YOU – THAT’S THE KEY TO CREATIVITY.”



—
Peter Wu
GOLDWELL
GLOBAL WINNER,
TAIWAN
—

“CREATING A GLOBAL TREND PUSHES YOUR CREATIVITY TO THE LIMIT.”



—
Hagen Krueger
GOLDWELL
GLOBAL WINNER,
GERMANY
—



CONNECT
WITH US

NOW IT'S YOUR TURN

Together, let's take your salon to the next level of creative excellence, salon client satisfaction and business success. With Goldwell as your partner you're in the company of peers because we think stylist.

Connect with us now, and let's talk about what's next for your salon.
www.goldwell.com

WE THINK STYLIST



1948



HANS ERICH DOTTER, GOLDWELL FOUNDER

Following his vision to build a company that exclusively focuses on hairdressers as business partners he develops the first Goldwell product: Goldwell Ideal.

Goldwell Ideal is an innovative cold perm that can be processed at room temperature.

2014



REDESIGNED

Goldwell reinvents itself for an even stronger partnership with stylists.

Goldwell.
We do more than just understand you.
We think like you.

WE THINK STYLIST

1956

SPRÜHGOLD

The company grows and expands into the styling category.

Sprühgold is THE Goldwell salon hairspray in Germany using a new advanced aerosol technology.

Sprühgold became and is still today the No. 1 salon hairspray in Germany with outstanding performance.



1978

TOPCHIC DEPOT SYSTEM

Goldwell develops the first color and lotion depot system - the **Topchic Depot System**.

It stands for accurate and convenient color mixing and 100% reliable color result with **Topchic Permanent Hair Color**.

1986

COLORANCE

Goldwell launches **Colorance** - its first oxidative semi-permanent hair color (pH 6.8).

Three new **Colorance** salon services hit the market: **Color Balancing**, **Color Perming** and **Mini Coloring**.



2001

ELUMEN

Elumen - Goldwell's expert color - is the breakthrough innovation with new technology (Kao patent) and drives the Goldwell image.

2004

COLOR ZOOM

Goldwell launches its most important communication and image tool in 2004 - the **Trend Zoom** collection.

2007
Trend Zoom turns from a collection to an international **Trend Zoom Challenge** hairdresser competition.

2010
Trend Zoom becomes **Color Zoom**. The concept is relaunched to increase the focus on color perfection.



2012

NECTAYA

With **Nectaya** - the nurturing ammonia free permanent hair color with innovative Kao technology - Goldwell addresses the huge end consumer trend towards gentle coloration services.

2013

NEW KERASILK

With new **Kerasilk** Goldwell launches the first customizable long lasting Keratin Treatment service from Goldwell plus home care program.





Explore the full portfolio and discover endless possibilities. | goldwell.com



Goldwell is part of Kao Salon Division.

Kao
SALON DIVISION

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