



INSPIRE

USA

EDUCATION'14

SEMINARS TO INSPIRE YOUR CAREER

GOLDWELL 





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® brand 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.

Vice President Education, Salon US

President and General Manager, Salon US

GOLDWELL 

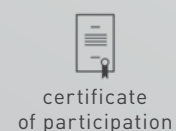
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GOLDWELL
EXPLORE
YOUR
POSSIBILITIES

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certificate
of participation



refreshments



handouts



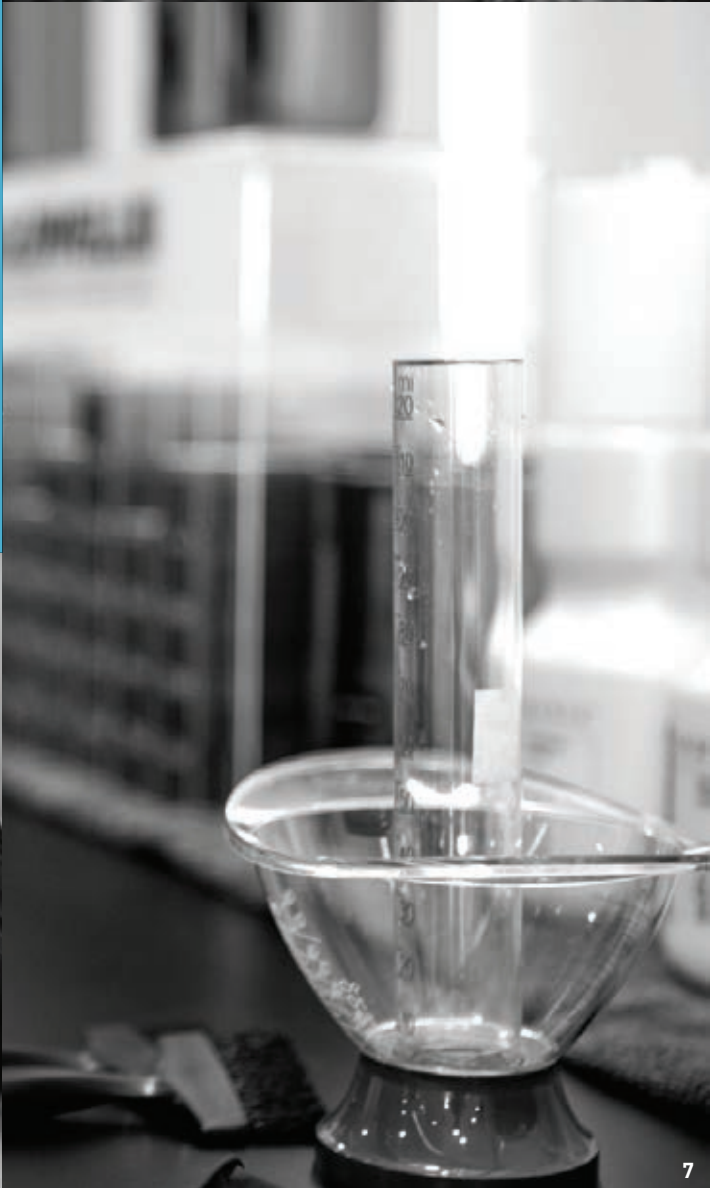
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GOLDWELL

WE HATED SCHOOL, BUT WE LOVE THE GOLDWELL® BRAND SEMINARS

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

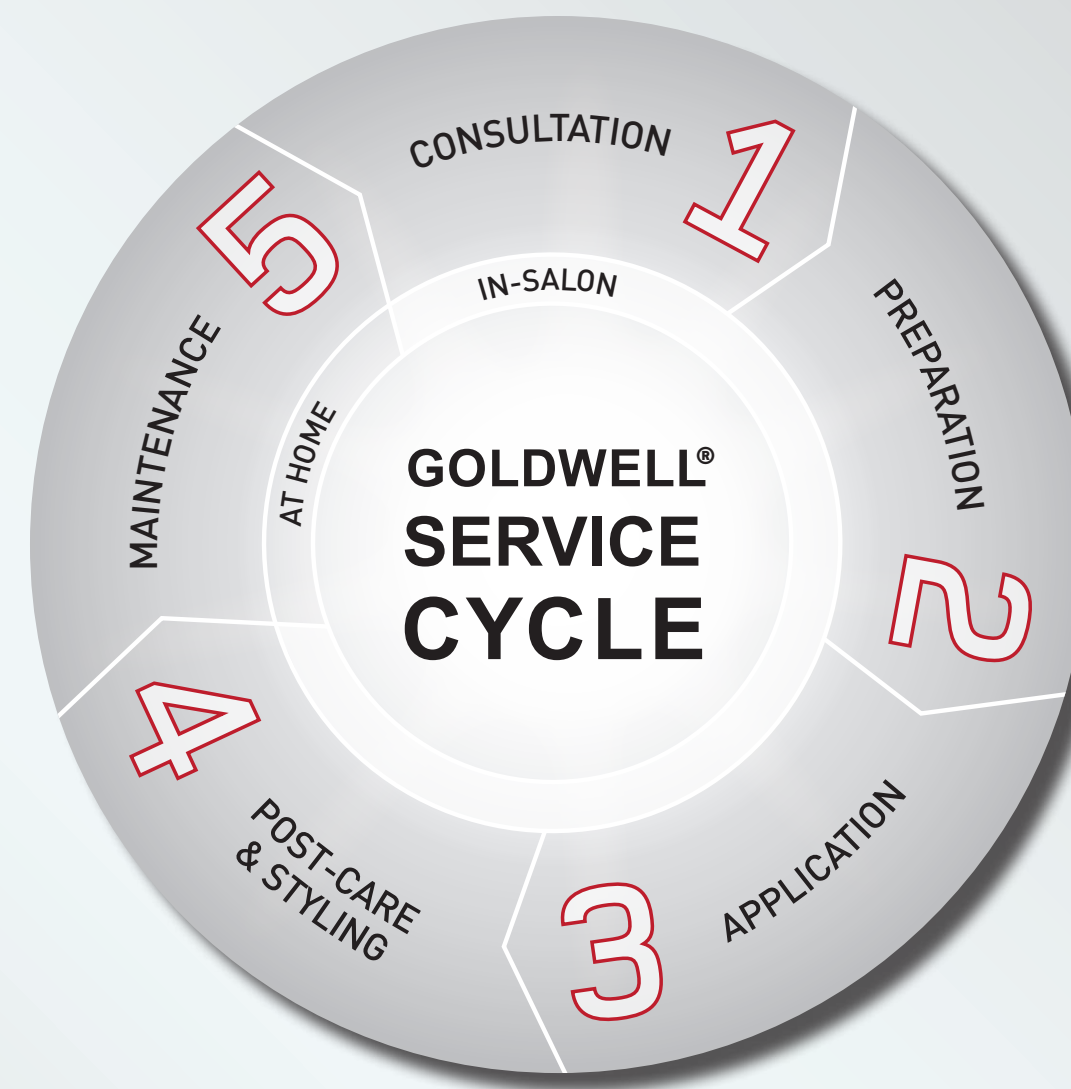


YOUR KEY TO SUCCESS

Developed by GOLDWELL® brand experts 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 regimen and above all –happy clients. What else do you need for your success?

The GOLDWELL Service Cycle – five steps to success.



A portrait of Timothy Switzer, a man with short dark hair, a beard, and glasses, wearing a blue and brown plaid shirt. The image is framed by a blue border.

MASTERCOLORIST GROWTH & DEVELOPMENT PROGRAM

“MY COLLEAGUES
CALL ME
THE COLOR
EXPERT
NOW”

TIMOTHY SWITZER, CANADA
COLOR ZOOM GLOBAL PARTNER COLORIST WINNER 2009



MASTERCOLORIST



The MasterColorist journey is a four level growth and development certification program designed by the brand dedicated to color perfection, Goldwell® Haircare. It is designed for those colorists who want to develop their craft, techniques and become the expert in the world of color.

LEVEL 1 ASSOCIATE



THE JOURNEY BEGINS IN THE WORLD OF GOLDWELL COLOR BRANDS.
The focus of level one is the client journey and the proper product choice for the service being performed in the salon.

- WHO**
- Colorists who want to embark on the Goldwell brand journey
 - Colorists new to the Goldwell® Brand or beginning their color career
 - Colorists returning to the business
 - Stylists looking to experience Haircolor

- YOU WILL BECOME:**
- Highly valued for your professional customer service skills
 - Confident in performing core salon color services confidently and effectively
 - Instrumental in creating perfect color results and a successful salon color business
 - A GOLDWELL® Brand Associate MasterColorist and ready to continue on to Level 2

- **Academy New York:** June 1-4, September 21-24, November 9-12
- **Academy Santa Monica:** February 9-12, March 23-26, May 4-7, September 21-24
- **All programs are 9AM to 5PM**

TOOLS OF THE TRADE:
Bring your hairdressing equipment; all coloring, cutting and finishing tools.

INVESTMENT:
This 4-day hands-on workshop is \$995 or choose our 30 day Early Booking bonus price at \$796. This academy program is also available through SALON Alliance® Rewards Program.



LEVEL 2 TECHNICIAN



THE JOURNEY CONTINUES... WITH YOU AND YOUR CLIENTS.
In level 2, you will learn to push the boundaries of the Goldwell color portfolio through learning the best color correction methods and advanced foiling techniques. In this level you will also learn how to continue to build and develop your own salon clientele. You are broadening your experience knowledge and skills to support the overall salon team to be more productive and meet the salon targets.

- WHO**
- Colorists who attended MasterColorist level 1 want to embark on the Goldwell MasterColorist journey
 - Colorist who want to continue their growth and development plan journey
 - Colorist who want to become proficient in color correction methods
 - Colorists who wish to learn advanced foiling techniques

- YOU WILL BECOME:**
- Recognized and recommend the best color choice for any color situation that walks into your salon
 - Able to conduct color consultations independently, seeking out client needs, desires and challenges
 - Capable to suggest and confident to perform core color services and follow-through by selling home hair care and re-booking clients
 - Highly valued through supporting the achievement of salon targets and contributing directly to the team and salon success
 - A GOLDWELL® brand Technician and ready to continue on to Level 3

- **Academy New York:** May 4-6, October 5-7
- **Academy Santa Monica:** January 26-28, April 27-29, June 8-10, October 19-21
- **All programs are 9AM to 5PM**

TOOLS OF THE TRADE:
Bring your hairdressing equipment; all coloring, cutting and finishing tools

INVESTMENT:
This 3-day hands-on workshop is \$850 or choose our 30 day Early Booking bonus price at \$680. This academy program is also available through SALON Alliance® Rewards Program





LEVEL 3 SPECIALIST



LEVEL 3 IS ABOUT INSPIRATION.

In this level you get down to the core of the Goldwell brand's inspiration which we call Color Zoom. You will be guided through our latest Color Zoom collection and learn how to create the looks inspired from the worlds fashion runways. This highly creative course takes you through the editorial looks of the collection and then breaks them down to allow the participants the ability and opportunity to transcend them in to a ready to wear look that is perfect for today's fashion focused client.

In Level 3 you will transform the knowledge of the Goldwell Color Cycle with your clients and through the art of effective consultation create a current and relevant High Fashion inspired look.

WHO:

- Colorists who attended MasterColorist level 2 want to embark on the Goldwell® brand journey
- Colorist who want to continue their growth and development plan journey
- Colorists who want to learn about trends and apply trends to their daily work
- Colorists who want to add new techniques and ideas to their everyday client

YOU WILL BECOME:

- Capable and confidently able to suggest and utilize Goldwell Collections in the salon
- Confidently master altering collections to meet the needs of your clients
- Recognized and recommend the best color choice for any color situation that walks into your salon
- A Goldwell® Brand Specialist and ready to continue on to Level 4

AVAILABLE:

- **Academy New York:** Jul 6-8, Nov 2-4
- **Academy Santa Monica:** Jul 20-21, Nov 9-11

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

INVESTMENT:

This 3-day hands-on workshop is \$850 or choose our 30 day Early Booking bonus price at \$680. This academy program is also available through SALON Alliance® Rewards Program.



LEVEL 4 ARTIST



LEVEL 4 IS ABOUT YOU.

You will use your existing skills to create your own looks and color schemes. You will learn how to interpret a trend through what inspires you but more importantly you will learn how to and bring it to life on a head form. Whether it is salon friendly, avant guard or a modern and ready to wear adaptation the choice is yours. The Goldwell Training team will help you bring your creation to life while inspiring you to think out of the box. To be able to look at current fashion trends and create a personal trend collection that is perfect for your own clients.

WHO:

- Colorists who attended MasterColorist level 3 want to embark on the Goldwell® brand journey
- Colorist who want to continue their growth and development journey
- Colorists who want to be creative fashion forward thinking stylists
- Colorists who want to create trends instead of recreate them

YOU WILL BECOME:

- Able to push the boundaries of Goldwell color to maximize your color mastery
- Proficient at conducting color consultations independently, seeking out client needs desires and challenges.
- Experienced in personalizing and modernizing trends for your clients

AVAILABLE:

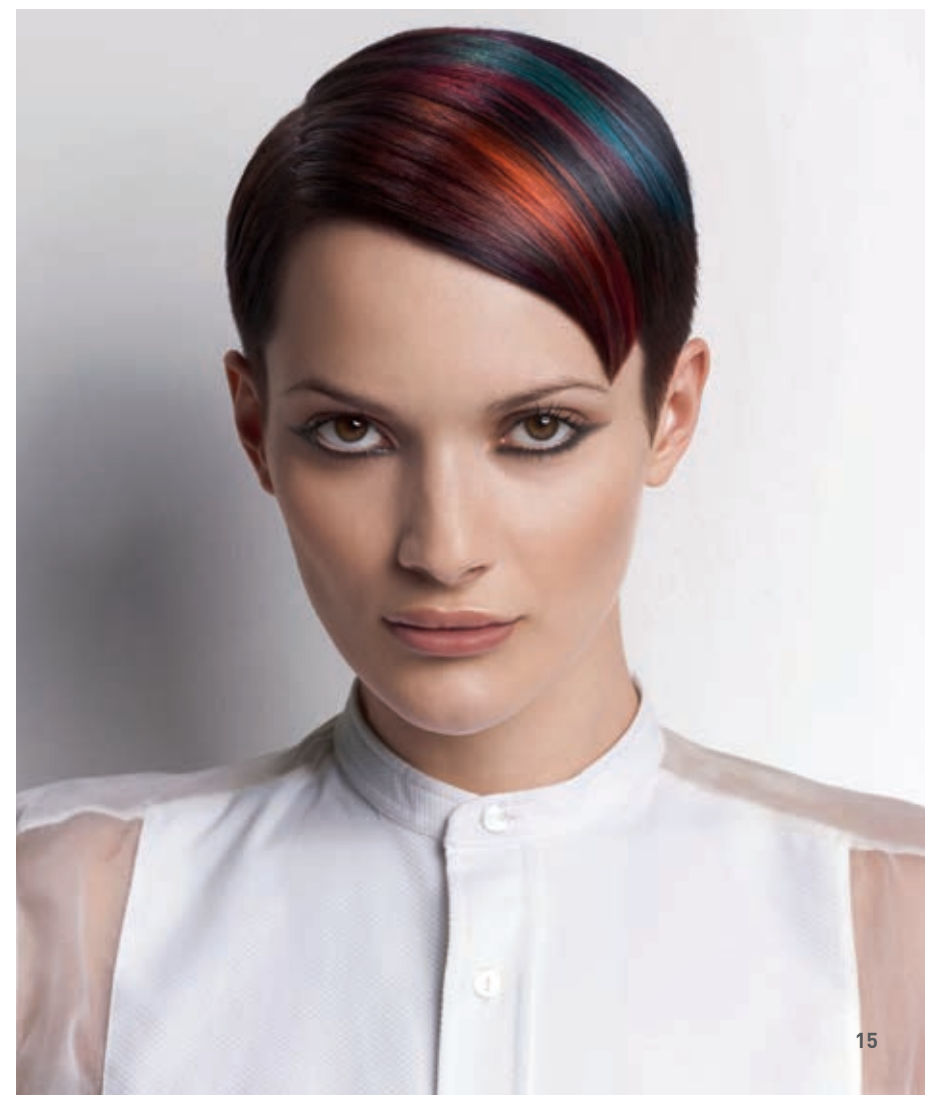
- **Academy New York:** August 3-5, December 14-16
- **Academy Santa Monica:** August 17-19, December 7-9
- **All programs are 9AM to 5PM**

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

INVESTMENT:

This 3-day hands-on workshop is \$850 or choose our 30 day Early Booking bonus price at \$680. This academy program is also available through SALON Alliance® Rewards Program.

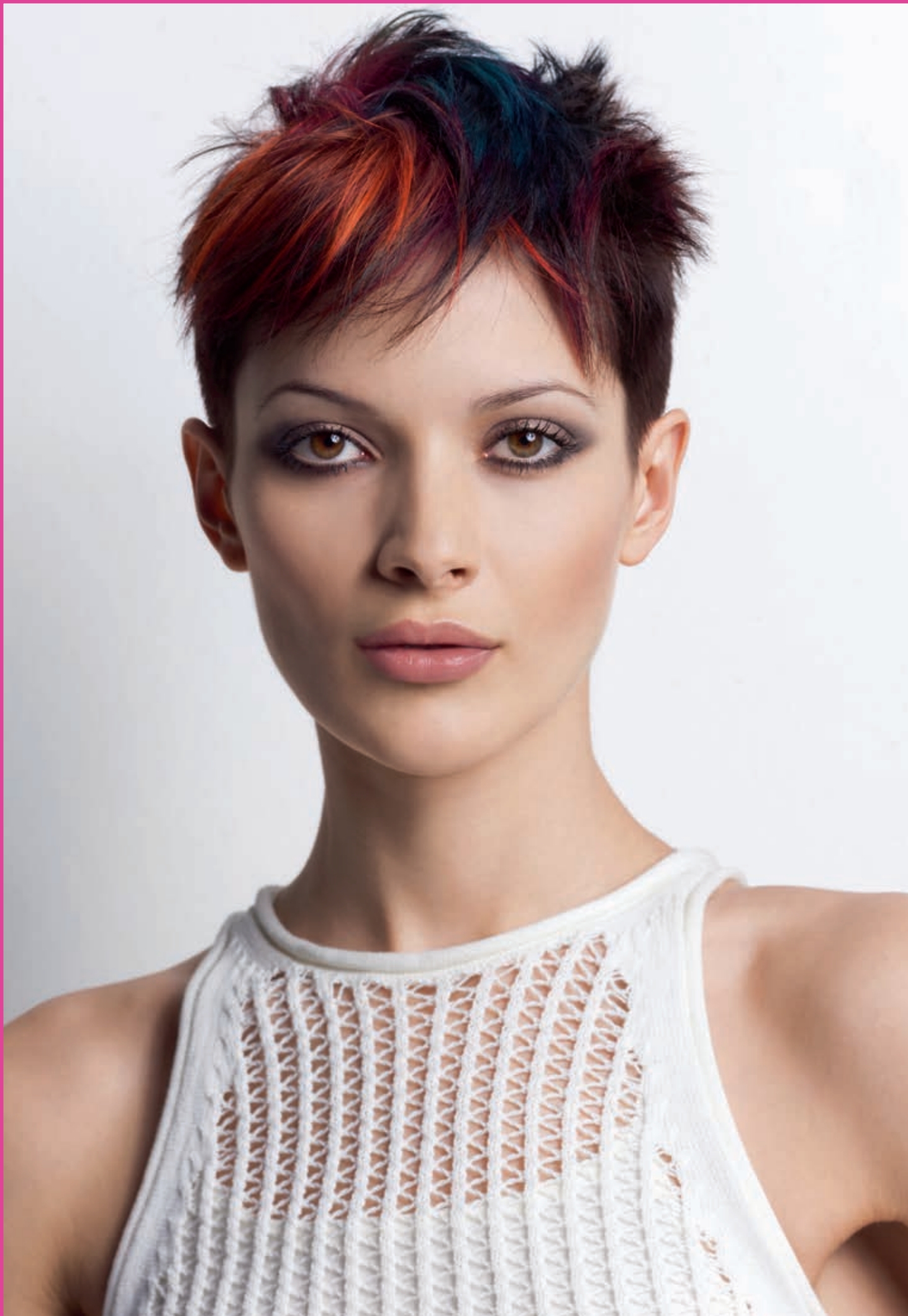


A close-up portrait of Demi-Leigh Gardiner, a woman with short, dark brown hair, smiling and looking slightly to the right. She is wearing a black top and a small hoop earring. The background is a plain, light gray.

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!

TECHNICAL EXPERTISE:

COLOR PORTFOLIO

A program designed especially for stylists who want to learn how Goldwell® Haircare can grow your business. This is an exciting snapshot of Kao USA INC., Goldwell® Haircolor and our support brands that showcase how we are dedicated to Color Perfection.

INVESTMENT:

This 3 hour in the know is \$75 or choose our 30 day Early Booking bonus price at \$50. This academy program is also available through SALON Alliance® Rewards Program.

ACADEMY NEW YORK: June 16, September 23, December 1

ACADEMY SANTA MONICA: June 30, December 1

HAIRCOLOR EXPOSED

EXPERT INSIGHT AND ADVICE TO YOUR HAIRCOLOR Q'S.

Get expert insight into your very own color questions and challenges. Have you ever wanted to attend a color class where you could direct what information was covered? Whether it be that difficult to cover grey or that really challenging color correction, we can provide you with the answers that will make you the expert.

INVESTMENT:

This 3 hour in the know is \$75 or choose our 30 day Early Booking bonus price at \$50. This academy program is also available through SALON Alliance® Rewards Program.

ACADEMY NEW YORK: June 17, September 8, December 8

ACADEMY SANTA MONICA: June 16, December 15





SIGNATURE SERIES:

Your signature is designed to set you apart, it is you're personal mark. Take the GOLDWELL® Signature journey and discover how to put your own distinctive signature on all of your haircolor work.

SIGNATURE BRUNETTES

EVERY BRUNETTE IS A LIMITED EDITION.

Signature haircolor is intelligent color for distinctive beauty. If creating elegant brunettes is your goal then this seminar is your path to success. We will provide the details that will guide you to that "perfect" chocolate or mocha, boost your creativity, expand your business and help you achieve your goals. Signature Brunettes will provide distinctive beauty for each of your individual client needs.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 1-day hands-on workshop is \$250 or choose our 30 day Early Booking bonus price at \$200. This academy program is also available through SALON Alliance® Rewards Program. Attend the Signature series within the same week and your price is only \$500 for all three programs.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: August 27, November 18

ACADEMY SANTA MONICA: February 18, May 12, August 27, November 18



SIGNATURE BLONDES

CREATE BEAUTIFUL WORKS OF BLONDE.

Signature haircolor is intelligent color for distinctive beauty. If creating bold and beautiful blondes is your goal then this seminar is your path to success. We will provide the details that will guide you to that "perfect" blonde, boost your creativity, expand your business and help you achieve your blonding goals. Signature Blondes will provide distinctive beauty for each of your individual client needs.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 1-day hands-on workshop is \$250 or choose our 30 day Early Booking bonus price at \$200. This academy program is also available through SALON Alliance® Rewards Program. Attend the Signature series within the same week and your price is only \$500 for all three programs.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: August 26, November 17

ACADEMY SANTA MONICA: February 17, May 14, August 26, November 17



SIGNATURE REDHEADS

HANDCRAFTED RED FOR A ONE-OF-A-KIND PERSONALITY .

Signature haircolor is intelligent color for distinctive beauty. If creating seductive reds is your goal then this seminar is your path to success. We will provide the details that will allow you to achieve softest to boldest red tone you can image, boost your creativity, expand your business and help you achieve your goals. Signature Redheads will provide distinctive beauty for each of your individual client needs.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 1-day hands-on workshop is \$250 or choose our 30 day Early Booking bonus price at \$200. This academy program is also available through SALON Alliance® Rewards Program. Attend the Signature series within the same week and your price is only \$500 for all three programs.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: August 25, November 19

ACADEMY SANTA MONICA: February 19, May 13, August 25, November 19



INDEPENDENT BEAUTY PROFESSIONAL SERIES

This series of educational programs is dedicated to the Independent Beauty Professional. Each academy program is designed to inspire, enhance, and elevate your creative and technical expertise. Our artists are dedicated to helping you grow your business by sharing business building information that has helped make them a success in their salons.

CELEBRITY TRENDS

REAL TRENDS IN REAL TIME, PRESENTED BY JESSE MARCKS.
In this one day program you will study the current celebrity color trend. In 2014, it will start with a series of three celebrity inspired hair painting techniques that can be used as a quick add on, or a complete color service. Learn "on trend" hair painting techniques, and explore different toning transitional options that will allow you to complement each individual client. You will also learn how to create a service menu that will "sell" your services.

FORMAT:
Start 10.00 am
Finish 4.00 pm

INVESTMENT:
This 1-day hands-on workshop is \$250 or choose our 30 day Early Booking bonus price at \$200. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:
Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY SANTA MONICA: March 17, June 3, September 8



THE COLOR EXPERT BAR

THE PLACE TO GO FOR HAIRCOLOR ADVISE AND TECHNICAL SUPPORT.
This unique offering allows you, the stylist to have access to a one on one with one of our MasterColorist. Our MasterColorist will be available to answer all of your color questions and challenges, focused solely on your needs. Call and schedule your personal one on one with one of our MasterColorist, you'll have their undivided attention, solving your color quandaries.

INVESTMENT:
30 minutes for \$30 for this personal one on one.

ACADEMY SANTA MONICA: June 17, December 16



CONTEMPORARY MAN

CUSTOMIZE WITH CUT AND COLOR PRESENTED BY JESSE MARCKS
The focus is on clipper cutting, scissor over comb, and how to create balance for today's retro disconnection on men. Texture and dimension are explored through hair color application techniques designed specifically for today's male clientele. This program concentrates on the cutting methods, color placement, and the styling skills needed to create today's looks for your male clientele.

FORMAT:
Start 10.00 am
Finish 4.00 pm

INVESTMENT:
This 1-day hands-on workshop is \$250 or choose our 30 day Early Booking bonus price at \$200. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:
Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY SANTA MONICA: March 18, June 2, September 9



TRANSFORMA TU CORTE CON DISEÑO DE COLOR

PRESENTADO POR: YOLANDA CARRASCO
Este programa intesivo de una serie de cortes y conceptos de diseño de color te guiara a traves de una demostracion de como seleccionar la tecnica y color apropiado para mejorar o relazar su corte y lo que mejor le va de acuerdo a su estilo de vida.

El program es un taller de interaction y practica.

HORARIO :
de 10.00am a 4.00pm

INVIERTE:
250.00 US

DURACION DE:
1 dia

Disponible tambien en sus puntos de recompensa del salon alianza

Favor de traer sus herramientas y equipo de trabajo de corte y color y estilo.

ACADEMIA DE SANTA MONICA: 10/02/2014, 29/04/2014, 14/07/2014, 14/10/2014



TRANSFORM YOUR CUT WITH COLOR DESIGN

PRESENTED BY: YOLANDA CARRASCO
This intensive interactive workshop provides a series of cut and color design concepts. You will be guided through a demonstration of how to improve and enhance the haircut, according to your client's lifestyle.

FORMAT:
Start 10.00 am
Finish 4.00 pm

INVESTMENT:
This 1-day hands-on workshop is \$250 or choose our 30 day Early Booking bonus price at \$200. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:
Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY SANTA MONICA: February 11, April 28, July 15, October 13



A close-up portrait of a man with short, dark hair and light-colored eyes. He is wearing a dark jacket over a patterned shirt and has a large black ear plug in his left ear. The background is a plain, light gray.

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!

reallusion

Full of surprises. Distinctly challenging. Boldly courageous. GOLDWELL® COLOR ZOOM '14 introduces a trend to take stylists and salon clients on a fascinating journey of rediscovery: **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 the 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.





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® COLOR EXPERTS.

Be part of a worldwide trend. Be part of the Color Zoom Challenge '14!

You can find more inspiration and information at colorzoom14.com.

COLOR ZOOM '14

For the full experience of Color Zoom, experience this hands-on workshop and truly immerse yourself in the trend.

This two-day program combines a look and learn seminar in the morning with an intensive hands-on session in

WHAT'S IN IT FOR YOU?

- The new Color Zoom '14 Reallusion Collection revealed
- Explanation and demonstration in an up close and personal way
- Step by step instruction on the sectioning, placement, color schemes
- Color story underpinning the different trend looks
- Possibilities on how each technique can be customized for your salon client
- Complete palette of GOLDWELL® color products and a new, trend inspiration for your salon services

FORMAT:

Start	10.00 am
Finish	4.00 pm

INVESTMENT:

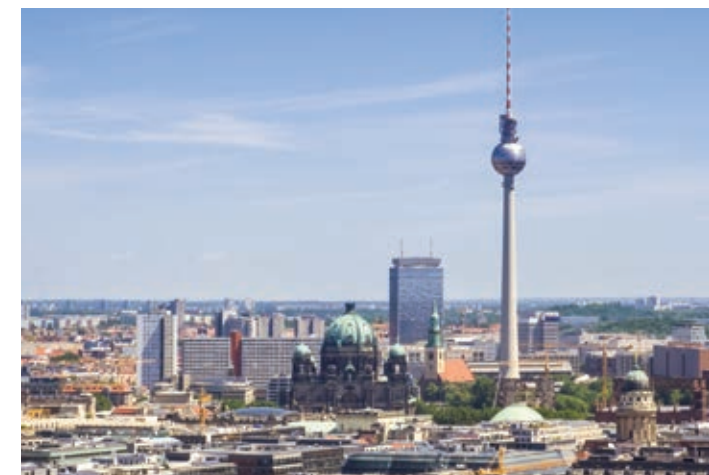
This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: May 12-13

ACADEMY SANTA MONICA: March 17-18



A portrait of Eason Chen, a young man with dark hair, wearing a grey knit beanie, a grey scarf, and a black jacket. He is smiling and looking towards the camera. The background is a solid light grey.

EDUCATION TEAM

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

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

INSPIRATION TEAM



You've been to the rest, now come meet the best. Whether it be academy or in-salon, 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!



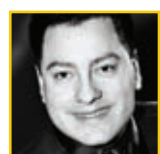
DERRICK ZENO



GUY AUCLAIR



JESSE MARCKS



JESUS CARRASCO



NICK PAGANO



ROBERT BROWN



ROSA HAWKINS



TAMMI SAVIC



THOMAS DEWING



TIFFANY CONWAY



YOLANDA CARRASCO



NICK ARROJO

NEW YORK, NEW YORK

Nick was born in Manchester, England and after 20 successful years in the beauty industry, he opened ARROJO Studio in Manhattan in 2001.

In 2007 Nick signed his first book contract with a major publisher. It is a hairstyling handbook providing every woman with secrets for looking fabulous and feeling beautiful. Nick’s work has graced the fashion magazines of the world, he’s a regular stylist at New York fashion shows, and a regular guest for hair-related news stories on major television networks..

An acclaimed stylist, educator, and leading light in the business, Nick’s ground-breaking approach to hairstyling—in particular his signature razor-cutting technique—is recognized worldwide. Today, ARROJO Studio is a multi-award-winning salon that also incorporates ARROJO Academy, ARROJO Cosmetology School, and the ARROJO Product concept store.



ARROJO CUT & COLOR

3 day including hands-on workshop

TOOLS TO BRING:

Scissors, razor, Color apron, pin curl clips (small box containing at least 10-12), Sectioning Clips, Selection of combs, including cutting combs and metal pin tail comb, wide tooth comb, hair brushes and hairdryer

PRICE: \$1,200

ACADEMY SANTA MONICA: Feb 23-25, June 22-24, Oct 26-28

REGISTER:

Contact Loretta O’Connell at 212.242.7786, ext 207 or loretta@arrojonyc.com

PLEASE NOTE:

Nick Arrojo makes his best effort to attend each of our seminars. However, this cannot be guaranteed for every seminar.



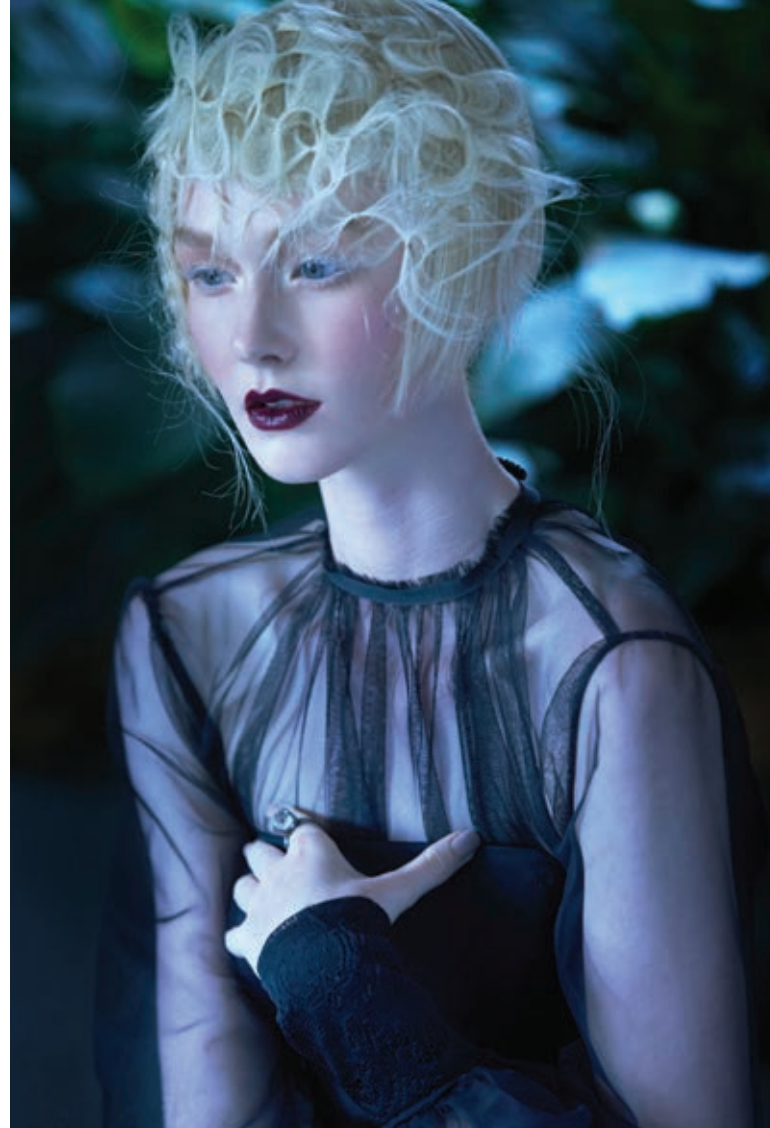


SHARON BLAIN

HAVING SPENT OVER FOUR DECADES TOILING HER CRAFT AND PERFECTING HER SKILLS, Sharon Blain is one of the most lauded hairdressers and educators in the world today. Her outstanding talents have been rewarded by winning Australian Hair Expo Educator of the Year title four times and honored with Hair Expo Australia's Hall of Fame Award.

Sharon's innovative and unique long hair dressing styling covers the full spectrum from stunning bridal and celebrity red carpet hair styling to editorial and extreme but beautiful avant-garde dressing.

Sharon's scope of diverse skills and unique hairdressing techniques has earned her the respect as an exceptional teacher. She has developed an industry first educational app, LongHairHow2 and a range of educational resources that includes long hair books, DVDs and hair padding which are used extensively as training tools for Colleges and Academies worldwide. Sharon Blain's Boot Camp has been hailed as the best value and most compressive short course offered in the world today and has attracted leading international platform educators, Hollywood celebrity stylists,



Europe's leading creative teams, top American TV celebrities' hairdressers as well as the best bridal, make-up and session stylists in the business who have experienced this phenomenon. They are shouting loud with praise about the content, professionalism and creativity of this unique educational experience.

Respect and longevity sets her apart along with a desire to leave a legacy that continues to ignite passion within the hearts of our future generations for years to come.

SHARON BLAIN BOOT CAMP

TAKE YOUR STYLING AND DRESSED HAIR SKILLS TO A NEW LEVEL. This ultimate four day inspirational Boot Camp is delivered by world recognized hair artist, Sharon Blain. Over the four days you will learn how to wave, curl, set, braid, and blow dry and to do a variety of exciting hair looks ranging from stunning classics, textured, session, runway, photographic and extreme avant-garde hair. Learn all the secrets and tips from this award winning tutor. Elevate your career in session work, styling bridal, celebrity hair and ignite your creativity now. Suitable for assistants, stylists and makeup artists.

COURSE FORMAT:

- Hair preparation, finger waves, pin curls, roller setting, creative tongs, curls, blow drying and waves.
- Fundamentals of long hair design and elements of design. Learn how to create the perfect polished classical styles including chignons and various classic shapes.
- Explore the world of beautiful bridal hair covering a variety of popular braids incorporated into stunning romantic looks for the coming wedding season.
- Red Carpet: contemporary hair dressing for special events, editorial shoots and constructing looks from the latest runway show
- Photography: learn secrets behind developing a winning photographic collection. Session styling and show work that covers hair piece work, special effects and avant-garde hair design.

FORMAT:

Start 8.30 am
Finish 5.00 pm

INVESTMENT:

- AU \$2,695 (no tax)
- Level: All

ACADEMY SANTA MONICA: Aug 31 - Sept 3
All bookings www.sharonblain.com

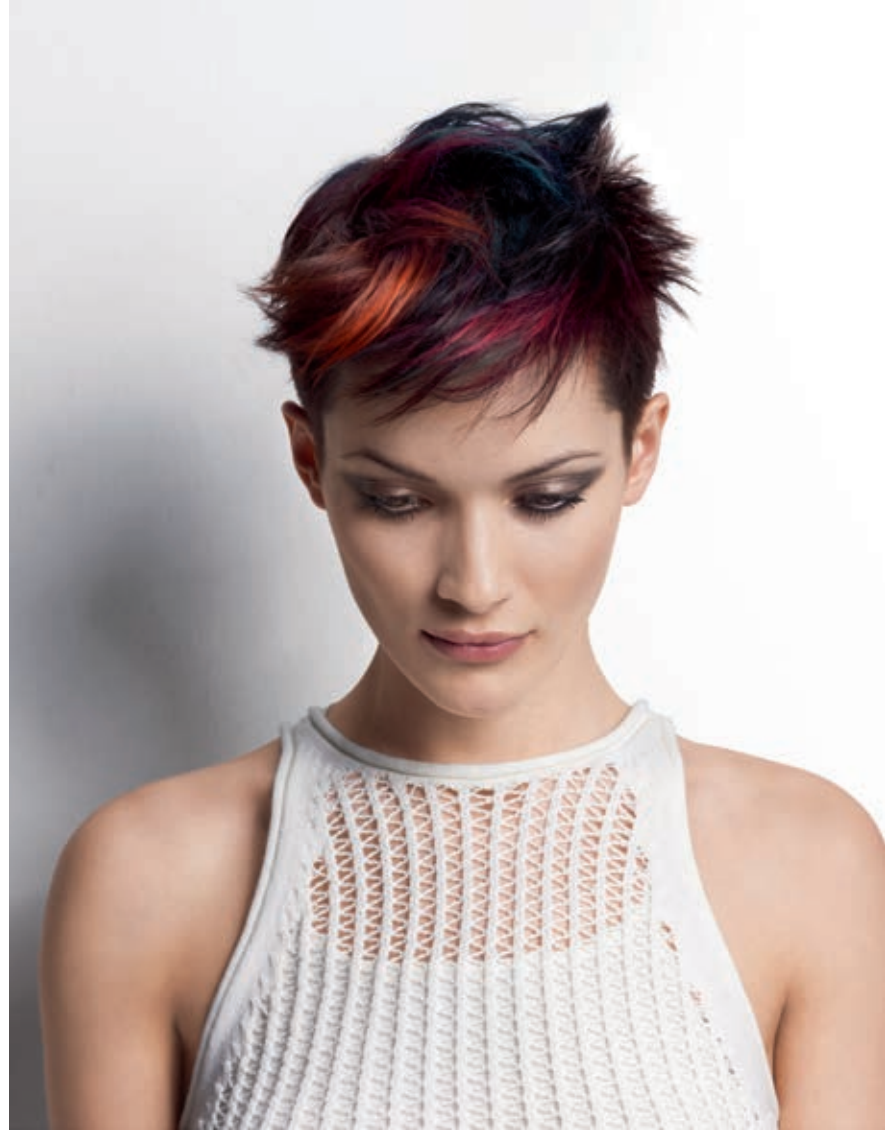


A portrait of a woman with short, spiky, light brown hair, wearing black-rimmed glasses and a black top. She is smiling and looking directly at the camera. The background is a plain, light gray.

INSPIRATION

“YOU COME FOR
EDUCATION
AND YOU LEAVE WITH
INSPIRATION”

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



COLOR INSPIRATION

INNOVATIVE TECHNIQUES

**A NEW WAY OF THINKING TO EXPAND YOUR CREATIVITY
FEATURING PATRICK MCIVOR, ARTISTIC & TECHNICULTURE
DIRECTOR, GOLDWELL & KMS CALIFORNIA**

Innovative Techniques is an exciting and new unconventional approach to artistic expression that gives you the freedom to customize any haircolor. Learn out of the box concepts that you can use every day in the salon to create new exciting experiences for your guests. Innovative Techniques will allow you to color in a whole new way and grow your color business.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 1-day hands-on workshop is \$375 or choose our 30 day Early Booking bonus price at \$300. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: June 2, September 22



EXPRESSIONS IN COLOR

**THE POWER OF INTELLIGENT FORMULATION
FEATURING TAMMI SAVIC**

Get inside the mind of an expert colorist and understand the breakdown of each haircolor category. Learn how best to utilize each tool and maximize its potential, no matter what your vision is. In this intensive training we will expand on each shade of hair color and tool to broaden your formulation skills.

If you want to sharpen your formulation skills and reach new heights as a colorist, then this is the program for you!

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: June 23-24

ACADEMY SANTA MONICA: July 7-8



TREND WATCH

**HOW TO INTERPRET THAT „IN“ NEW LOOK TO FIT YOUR CLIENT
FEATURING THOMAS DEWING**

Living in times when a magazine cut out is replaced with a show and tell session on a tablet or a phone screen, and “trend” is a verb instead of a noun. It’s important to a stylist’s success to be up on what’s hot and how to interpret that “in” new look to best fit the client.

This program will be a tutorial for stylists that would like to use the entire haircolor toolbox and their creative skill to wow clients with their up to date knowledge of what’s trending. Learn how to design a trend canvas based on the photo’s your clients bring to their appointments.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: July 28-29

ACADEMY SANTA MONICA: October 6-7

EXTREME COLOR EVOLUTION

**A NEW DIMENSION OF CREATIVITY AND KNOWLEDGE
FEATURING DERRICK ZENO**

Drive your abilities to new heights in this unique two-day hands-on program that was developed for the advanced haircolorist.

Do you find yourself thinking there must be more to it, or just wanting to learn more about haircolor? Extreme Color Evolution focuses on, color correction, controlling colors, and choosing the correct tool every time. Come and explore with other passionate creative colorist on an evolutionary journey thru the Service Cycle.

This seminar will have you leaving with a new dimension of creativity and knowledge to move you to the next level in your career!

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: August 11-12

ACADEMY SANTA MONICA: July 28-29



UP CLOSE AND PERSONAL

**WHAT ARE THE SECRETS OF THE GOLDWELL® BRAND ARTISTIC
MASTERS THAT INSPIRE THEM AND DRIVE THEM TO CELEBRATED
SUCCESS?**

Have you ever wished you had the opportunity to ask the masters questions about what inspires them, how they come up with those amazing new techniques and looks? This unique offering allows you to sit down face to face and learn what makes them successful behind the chair and on stage. This is a customized program that you create, the opportunities are endless.

FORMAT:

Start 6.00 pm
Finish 9.00 pm

INVESTMENT:

This 3 hour sharing is \$75 or choose our 30 day Early Booking bonus price at \$50. This academy program is also available through SALON Alliance® Rewards Program.

ACADEMY NEW YORK: May 5 with Rebecca Heile,

October 20 with Dimitrios Tsioumas,

November 3 with John Simpson

ACADEMY SANTA MONICA: March 3 with John Simpson,

May 19 with Dimitrios Tsioumas, August 4 with Rebecca Heile





CUT INSPIRATION

PASSPORT SERIES

This is a series of individual programs are geared for stylists who want to come and learn the featured cut, style and latest in barbering. The individual classes are held on a quarterly basis, and are a full day hands-on training.

The series will feature both today's current trends as well as the classics. Each class will focus on the techniques needed to master the specific look which includes: body, finger, comb and scissor positioning. No matter if you choose to join us for one, two or all three passport series classes we know you will take away valuable information that will grow your clientele and your business.

PASSPORT SERIES CUTTING

EACH SERIES WITHIN PASSPORT FOCUSES ON MASTERING A SPECIFIC HAIRCUT OR TECHNIQUE.

Each class is unique and is designed to change with the trends. Please go to <http://goldwellkmscalifornia.cvent.com/academy> for a current listing of the haircut techniques offered in each program.

INVESTMENT:

This 4 hour hands-on workshop is \$125 or choose our 30 day Early Booking bonus price at \$99. This academy program is also available through SALON Alliance® Rewards Program. Attend the Passport series within the same week and your price is only \$250 for all three programs.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: April 21, October 14

ACADEMY SANTA MONICA: May 5, October 14



PASSPORT SERIES STYLING

EACH SERIES WITHIN PASSPORT FOCUSES ON MASTERING A SPECIFIC HAIRCUT OR TECHNIQUE.

Each class is unique and is designed to change with the trends. Please go to <http://goldwellkmscalifornia.cvent.com/academy> for a current listing of the haircut techniques offered in each program.

INVESTMENT:

This 4 hour hands-on workshop is \$125 or choose our 30 day Early Booking bonus price at \$99. This academy program is also available through SALON Alliance® Rewards Program. Attend the Passport series within the same week and your price is only \$250 for all three programs.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: April 22, October 15

ACADEMY SANTA MONICA: May 6, October 15



PASSPORT SERIES BARBERING

EACH SERIES WITHIN PASSPORT FOCUSES ON MASTERING A SPECIFIC HAIRCUT OR TECHNIQUE.

Each class is unique and is designed to change with the trends. Please go to <http://goldwellkmscalifornia.cvent.com/academy> for a current listing of the haircut techniques offered in each program.

INVESTMENT:

This 4 hour hands-on workshop is \$125 or choose our 30 day Early Booking bonus price at \$99. This academy program is also available through SALON Alliance® Rewards Program. Attend the Passport series within the same week and your price is only \$250 for all three programs.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: April 23, October 13

ACADEMY SANTA MONICA: May 7, October 13



GLOBAL MASTERS



AMERICAS



Rodica Hristu
Canada



John Simpson
USA



Timothy Switzer
Canada



Dimitrios Tsoumis
USA

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

WORLD-CLASS EDUCATION STARTS WITH WORLD-CLASS ARTISTS.

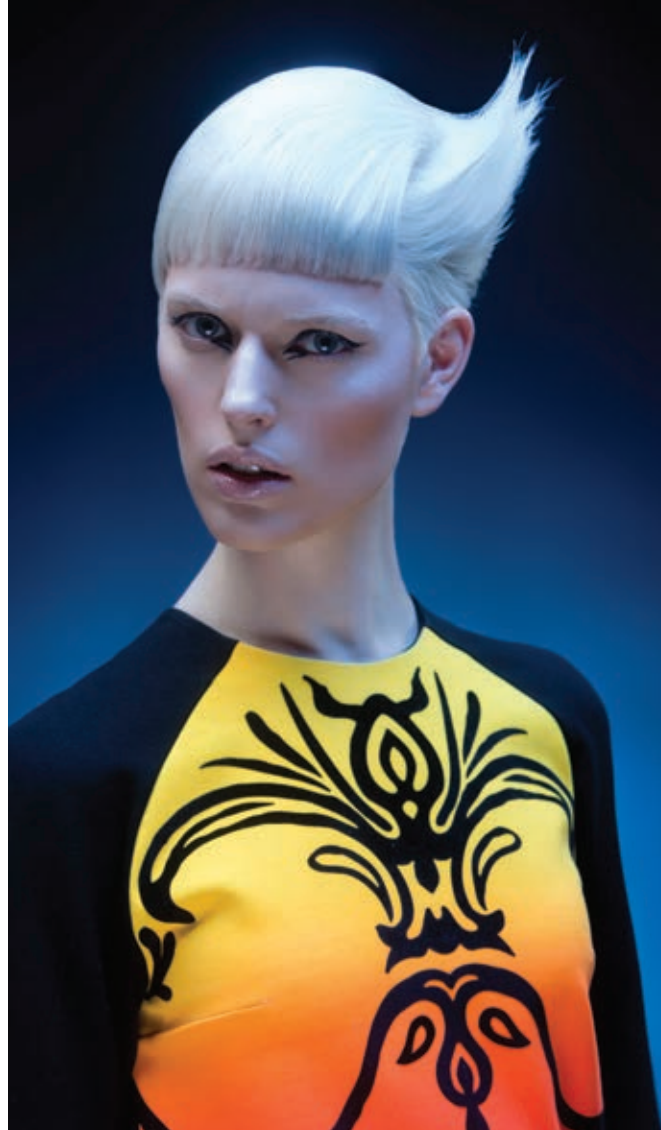
Inspiration. Artistry. Creativity.

These are only a few of the words that describe the GOLDWELL® MASTER TEAM of Artistis. As masters of color and design, these creative masters represent the highest standards of GOLDWELL® Brand 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 when Agnes Westerman from the Netherlands will be in the US on page 50.

Check out John Simpson on pages 54-55 and Dimitrios Tsoumis on pages 56-57.



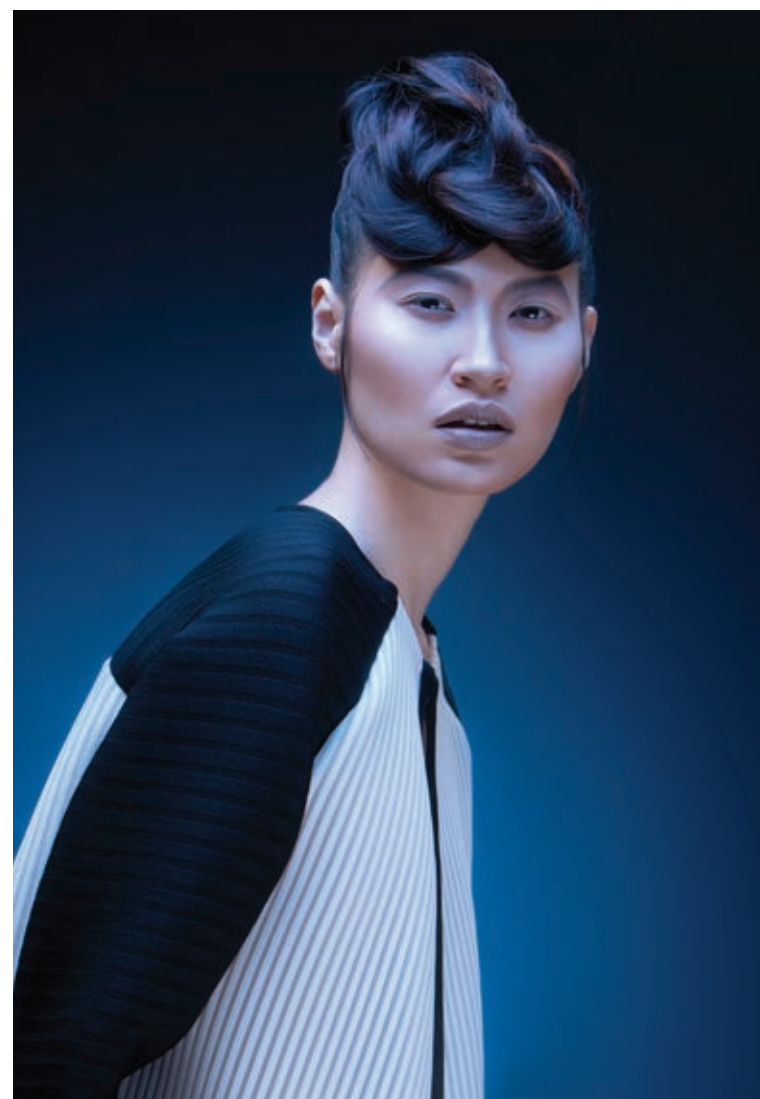
ABOUT AGNES WESTERMAN

AGNES WESTERMAN FROM THE NETHERLANDS, HAIRDRESSER OF THE YEAR 2013 OF THE PRESTIGIOUS NETHERLAND'S COIFFURE AWARD.

Joining Agnes will be Clive Allwright who has worked with Australia's top fashion magazines, and advertising campaigns with a long list of editorial credits.

"Devote yourself to the things that you're good at and put everything into it", is Agnes Westerman's motto. And it has turned out to be a pretty good one too, because this spring she was voted Hairdresser of the Year 2013. It's a title that results from a good mix of passion, hard work and a healthy dose of down-to-earth modesty.

The prestigious Coiffure Awards take place in the Netherlands every year. They're like the Oscars of the hairdressing industry. As well as prizes for the best hairdresser in each region, there's also the Newcomer Award, the Press Award and the Team Award, among others. But none is more coveted than the Hairdresser of the Year Award.



ARTISTRY

GLOBAL ARTISTRY CONNECTION EVENT

AWARD WINNING INTERNATIONAL ARTISTRY

The Global Artistry Connection opens the door to trends with roots from around the globe that will empower you to create in a new inspired way. Explore the ARTISTRY of today's internationally recognized and most cutting edge-passionate-awarding winning hairdressers from around the world. Discover what inspires and drives them to be recognized for the highest accomplishments in our profession.

The experience starts on Monday evening with a 2 hour inspirational event of haircutting, coloring, and styling, all inspired from the latest trends and techniques. Tuesday session brings it all to life with an up close and personal full day hands-on session. You will be guided through the step by step from the evening presentation and learn how to master it.

MONDAY FORMAT:

Start	6.00 pm
Finish	9.00 pm

TUESDAY FORMAT:

Start	10.00 am
Finish	4.00 pm

INVESTMENT:

This 1 ½ day hands-on workshop is \$995 or choose our 30 day Early Booking bonus price at \$796. This academy program is also available through SALON Alliance® Rewards Program.

The 3 hour Monday evening inspiration alone is \$75 or choose our 30 Day Early Booking bonus price at \$50. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: Sunday Evening Trend Release May 18, Monday Hands-on Session May 19





ABOUT CLIVE ALLWRIGHT

CLIVE IS A NAME SYNONYMOUS WITH HAIRDRESSING EXCELLENCE.

For 25 years, the internationally renowned hair stylist has been wowing the world with his talent, his editorial credits include many of the highly regarding publications. Clive's role at KMS® California sees him travelling the globe, working on TVC's and promotional videos, sharing his expertise and knowledge at conferences and individually briefing beauty editors.

He has worked his magic at many a fashion weeks around the world, on the shows and most recently in 2012 he co-directed London Fashion Week. In 2012 Clive conducted shows and seminars throughout Australia, UK and Europe.





INSPIRATION NYC / INSPIRATION LA

EXPLORE THE CREATIVITY IN YOU! FEATURING JOHN SIMPSON

Spend 2-days with Global Master John Simpson on this exclusive program that exposes you to the best that these cities have to offer in terms of Art & Culture—from the museums to the nightlife—take your inspiration and turn it into a design inspiration all your own. John will guide you through advanced principles of Art & Design and then take you on field trips around the city—from museums to the coolest neighborhoods—so that inspiration can wash over you. Then you'll come back to the Academy and work out your own interpretation of what you've seen.

FORMAT:

Start	10.00 am
Finish	4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$850 or choose our 30 day Early Booking bonus price at \$680. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

INSPIRATION NYC ACADEMY NEW YORK: June 29-30

INSPIRATION LA ACADEMY SANTA MONICA: September 28-29



COLORING OUTSIDE THE LINES

A MODERN TWIST TO COLOR PLACEMENT FEATURING JOHN SIMPSON

Through multiple design placements, you will be able to create hair color movement, and understand how we as colorists can reduce weight, create length and add volume – all through color design. Give traditional a new identity!

This knowledge, along with the utilization of the GOLDWELL® color portfolio, will allow you to design your signature look, create new ways of finessing your color designs and grow your hair color business.

FORMAT:

Start	10.00 am
Finish	4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: November 3-4

ACADEMY SANTA MONICA: March 3-4



ABOUT JOHN C. SIMPSON LEAD ARTISTIC DIRECTOR

WITH OVER 20 YEARS OF EXPERIENCE, JOHN C. SIMPSON IS A SELF-PROCLAIMED BEAUTY INDUSTRY ENTHUSIAST.

He loves his craft and continues to show that passion in his work and life. John's mantra "life is not a dress rehearsal, live it, love it and create it" is spreading across the globe as he continues to wow audiences with his live creative presentations.

In 2008, many new fans discovered the charismatic Mr. Simpson after he entered in his career and captured the top prize in the Color category. He won-over top industry judges with his trend setting icy blonde, pistachio brunette and rich red.

The favorite platform artists of the year by the Stylists Choice Awards voters. John truly believes and continues to prove that hair color should be as unique and individual as the canvas that wears it.

As GOLDWELL® North America Global Hair Color Master and lead Artistic Director, Simpson educates stylists in all salon concepts and full beauty imagery, conveying the message of inspiration and discipline through technique. His motivational and creative teaching style encourages his audiences to reclaim their passion for their craft and conquer new design fundamentals of haircolor.

Wherever he goes, John Simpson leaves his audiences craving more! Not to worry — this bright industry icon has much more to show us.





CREATIVE COLOR PLACEMENT

ADVANCED COLOR PLACEMENT, TECHNIQUE AND PLACEMENT FEATURING DIMITRIOS TSIOUMAS

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. Then take them back to the salon to increase your color business! Come join in on the fun and be inspired.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: June 23-24

ACADEMY SANTA MONICA: November 3-4



FREE FORM HAIR PAINTING

MASTER THE ART OF HAIR COLOR PAINTING FEATURING DIMITRIOS TSIOUMAS

This seminar is firmly focused on the different approaches and methods of hair painting. From every day to progressive looks, we will take you through this 2-day intense hands-on workshop with the ins and outs of free form hair color.

This seminar will take your salon work to new heights, increasing your clientele as well as income. Develop advanced formations and techniques of current hair color painting trends.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: October 20-21

ACADEMY SANTA MONICA: May 19-20



ABOUT DIMITRIOS TSIOUMAS ARTISTIC DIRECTOR

GOLDWELL® HAIR CARE ARTISTIC DIRECTOR, DIMITRIOS TSIOUMAS, BELIEVES THAT “LIFE IS A GREAT BIG CANVAS AND YOU SHOULD THROW ALL THE PAINT YOU CAN ON IT.”

It is this personal vision that has brought the award-winning stylist to company’s North American Artistic Team and as the Creative Director in his New York salon. The self-taught Dimitrios holds a B.A. in Art and Graphic Design, and credits his hairdresser aunt and older sister, who “opened a door” for him when she went to beauty school, for inspiring him to take to styling for his creative endeavors.

He is the 2012 winner of the North American Hairstyling Awards (NAHA) in the categories of “Contemporary Classic” and “Hairstylist of the Year” along with wins in 2011 for “Editorial Stylist of the Year” and “Haircolor;” 2010’s winner for “Texture” and a 2008 Color Zoom Challenge winner in the “USA Partner” category. Dimitrios’ work has been featured in many major style magazines as well as international trades. He was lead stylist for several couture designers during 2010’s New York Fashion Week. “Knowledge is key and I just love sharing ideas as an educator. I get a kick out of inspiring someone to get to the next level. It’s also great to challenge myself and my craft at the same time.”

ON SET

THROUGH THE LENS FEATURING DIMITRIOS TSIOUMAS

Learn from this multi-time NAHA winning Global Artistic Master to develop your eye in this Editorial Fashion Styling seminar. This workshop will take you through the Fashion Editorial hair trends of the Season. Looking into the concepts of current trends, from the runway and Editorial photo shoots.

Focusing on different styling methods and concepts to create a multitude of fashion forward Looks.

Join in on the ultimate editorial fashion styling experience that will inspire and motivate you

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 3-day hands-on workshop is \$1495 or choose our 30 day Early Booking bonus price at \$1196. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: August 10-12



NATIONAL MASTERS

ABOUT REBECCA HIELE ARTISTIC DIRECTOR

GOLDWELL® Brand, Artistic Director, Rebecca Hiele's love for creating beauty started at a young age while studying communications at a university in her native Philadelphia, she found herself more and more enjoying the work she did to pay for her education – first, as a beauty supplies salesperson, then makeup artist and then a receptionist at a large salon. "As a salon receptionist, I was really inspired by the stylists, how well they knew their craft, how passionate they were about their careers and how creative being a stylist/ colorist could be," says Rebecca. She then decided to follow her passion to become a stylist/colorist herself in the beauty industry.

Early in her professional career, she became a GOLDWELL® Brand Technical Associate (GTA) in her area. She then progressed to become a Guest Artist before attaining her current title, National Master for which she teaches many academy seminars. From her signature Blondes and Corrective Color programs as well as training colorists in the MasterColorist programs.

"As National Master for the GOLDWELL® Brand, I'm on a constant pursuit of knowledge through all things related to fashion, art and design. Sharing that knowledge with other stylists and finding that connected inspiration is the thrill of it for me." Rebecca was nominated for the North American Hairstyling Awards (NAHA) in 2008 in the categories of Texture and Salon Team. She is currently Artistic Director at a salon in Southampton, Pennsylvania. Her work has graced the pages of major industry publications.

Rebeca Hiele



BLONDE CREATIVE

OFFER BLONDE AMBITION TO YOUR CLIENTS WITH THE ADVANCED POWER TO ACHIEVE PERFECT RESULTS! FEATURING REBECCA HIELE

How do the most successful artists create the perfect platinum blonde, sun kissed blonde or most natural blonde for our client from any type of existing hair color?

In this atelier, we will take on the challenge of creating the cleanest, clearest blondes. Learn how to master maximum blondes, double process application and create the perfect finish with overlay toning techniques.

FORMAT:

Start	10.00 am
Finish	4.00 pm

INVESTMENT:

This 3-day hands-on workshop is \$995 or choose our 30 day Early Booking bonus price at \$796. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: September 28-30
ACADEMY SANTA MONICA: April 6-8



For the most current dates, program offerings, detailed information, and to register, go to <http://goldwellkmscalifornia.cvent.com/academy>

COLOR TRANSFORMATION

MASTERING THE ART OF COLOR CORRECTION FEATURING REBECCA HIELE

The Art of Corrective/Alternative Color-how many clients have challenged hair color? How many new clients come to the salon with "home hair color"? Corrective color salon situations have never been more evident.

Color Transformation takes on the corrective challenges of any client from the new client "makeover" to a seasonal fashion change on existing clientele. This seminar gives you realistic and creative approach to alter any clients existing color into a beautiful chameleon canvas.

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: May 5-6
ACADEMY SANTA MONICA: August 4-5



A close-up portrait of a man with dark, wavy hair and a goatee, smiling slightly. He is wearing a black leather jacket over a white shirt. The background is a plain, light gray.

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 formula, 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 color services

INVESTMENT:

This 3 hour hands-on workshop is \$75 or choose our 30 day Early Booking bonus price at \$50. This academy program is also available through SALON Alliance Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools as well as a flat iron up to 230°C/450°F

ACADEMY NEW YORK: April 29, May 14, July 6, September 8

ACADEMY SANTA MONICA: March 31, April 22, May 14, July 20, September 8



DUAL PERSONALITY

THE ART OF TRANSFORMING TEXTURE IN HAIR

FEATURING NICK PAGANO

Mastering all textures, moving your frustrated clients with control issues from frustrated to fabulous!

Whether it is a texture or a smooth finish, it can be challenging for the best of us, especially with certain textures. Today's clients want it all; there is no longer a right or wrong way to style hair. Curly, wavy, or straight, formal or casual, learn how to accomplish any style for your client's dual personality.

Check out what the best finishers are doing as they share their secrets to creating that flawless finish every time. A secret weapon is introduced in this program, the NEW GOLDWELL® Kerasilk Keratin Treatment Service.

FORMAT:

Start 10.00 am
Finish 4.00 pm

INVESTMENT:

This 2-day hands-on workshop is \$695 or choose our 30 day Early Booking bonus price at \$556. This academy program is also available through SALON Alliance Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools.

ACADEMY NEW YORK: April 28-29, July 21-22, October 27-28

ACADEMY SANTA MONICA: April 7-8, August 11-12, November 3-4



A close-up portrait of Lisa Whiteman, a woman with short, layered blonde hair, smiling warmly at the camera. She is wearing a black, textured, one-shoulder top. The background is a soft, out-of-focus grey.

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® brand professional products to support you every step of the way!





ABOUT PATRICK MCIVOR

Patrick McIvor is Artistic & TechniCulture Director for Goldwell® and KMS® California (divisions of Kao USA Inc., a subsidiary of Tokyo-based Kao Corporation) and founder of HI:) Media Solutions (a subsidiary of Patrick McIvor Color Studio, Inc.) As one of the most respected colorists in the industry, the former Color Director for Nick Arrojo, is a cultural junkie inspired by international cosmopolitan influences from fashion and global trends to technology. Specializing in social media and salorable haircolor, McIvor creates new experiential educational formats that highlight technology with technique and culture (TEC-HNI-Culture) in the ideas he shares with stylists on how to build their businesses and take back their social networks by celebrating THEM.

THE GUESTS YOU WANT

AND GROW YOUR BUSINESS THROUGH SOCIAL MEDIA FEATURING PATRICK MCIVOR, ARTISTIC & TECHNICULTURE DIRECTOR, GOLDWELL & KMS CALIFORNIA

Social Media plays a large role in today's society, once looked at for personal expression, it is now used as a way to market one's self and business. The key to using it to grow your business; knowing what to use and how to use it. Patrick introduces social media outlets that benefit the stylists, shares how to brand yourself so you stand out in our viral world. In this interactive program, he focuses on how to create a viral marketing campaign that will give you the guests you want.

Learn how to use makeovers to transform your business and employ viral techniques to attract the guests you want. Build on your mastery of technique by leveraging cultural trends and technology by creating experiences rather than services.

Join the TechniCulture Revolution to discover new concepts that will elevate your business.

FORMAT:

Start	10.00 am
Finish	4.00 pm

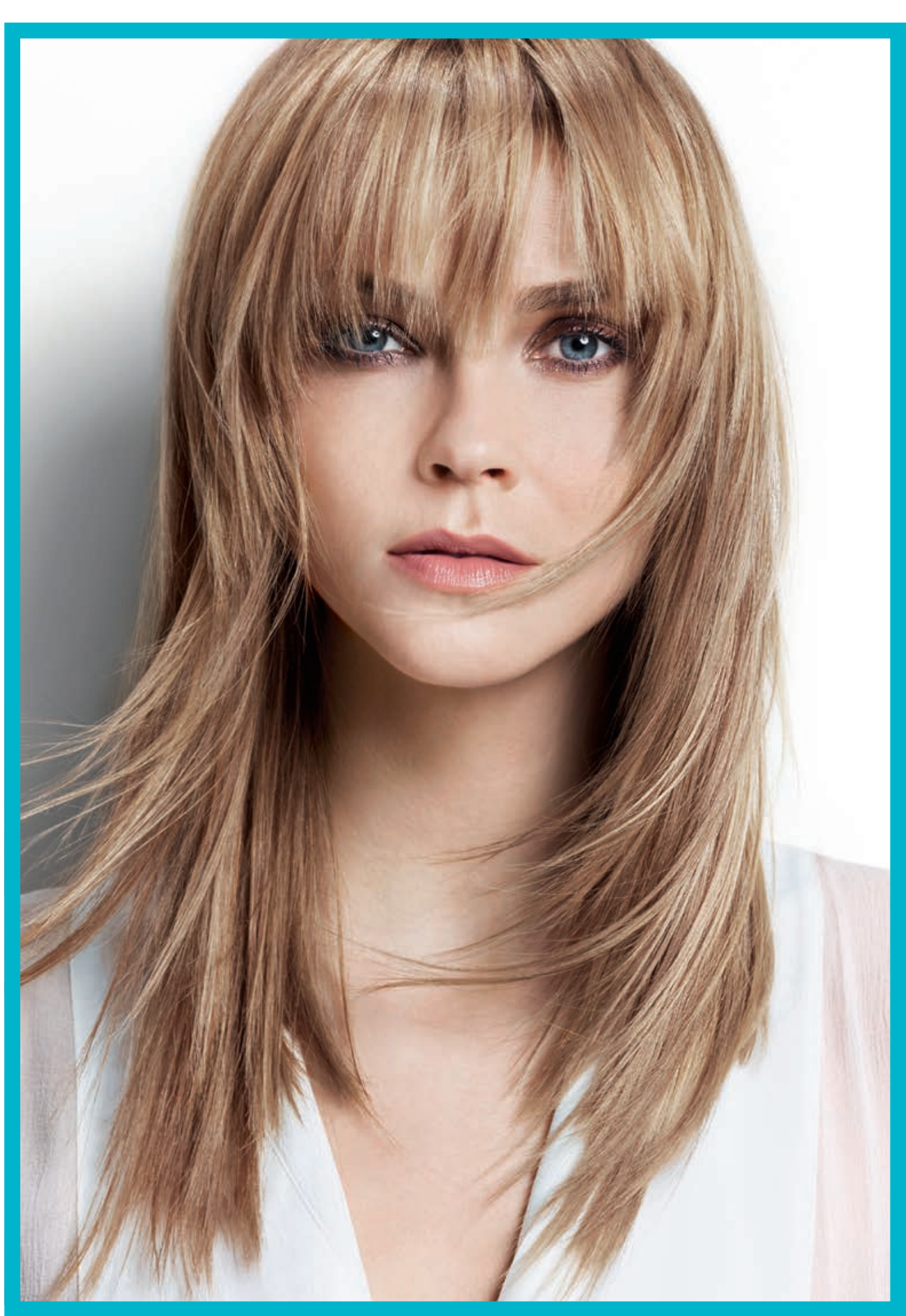
INVESTMENT:

This 2-day hands-on workshop is \$850 or choose our 30 day Early Booking bonus price at \$680. This academy program is also available through SALON Alliance® Rewards Program.

TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools as well as your iPad or Smart Phone.

ACADEMY NEW YORK: July 28-29
ACADEMY SANTA MONICA: October 6-7





IN-SALON SEMINARS & LIVE EDUCATION

“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® Brand 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!



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

GOLDWELL® brand 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.

GOLDWELL® BRAND

FOUNDATIONS TOPCHIC® AND COLORANCE® HAIRCOLOR

OBJECTIVE:
To educate a new salon/new user or as a refresher on the foundations understanding the use of Goldwell® Topchic® 2–10 and Colorance® Haircolor.

CONCEPT: This course focuses on Topchic® and Colorance® formulation, Grey Coverage mixing and application, as well as the importance of utilizing Colorance® Haircolor for color balancing

FOUNDATIONS BLONDING

OBJECTIVE:
To expand on the Goldwell® Haircolor System. This class reviews all of the Goldwell® blanding/Lightening lines.

CONCEPT:
You'll advance your knowledge further by expanding into the third module of the Goldwell® Coloring system and focusing on the principles of key formulations—when and how to use the Goldwell® Hi-Blonde Series, Blanding Cream, New Blonde® and Colorance® Haircolor for toning.

FOUNDATIONS COLOR RESTORE

OBJECTIVE:
To complete the basic understanding of the Goldwell® Haircolor System. This class follows Foundations Color 1, Foundations Color 2 and continues with color correction.

CONCEPT:
Color Restore will take you through the process of corrective color formulations. You'll learn about the products, tools and techniques that will help you achieve beautiful, long-lasting color

FOUNDATIONS ELUMEN® HAIRCOLOR

OBJECTIVE:
To introduce the stylists/salon's to Elumen® Haircolor and the benefits of the unique technology and products.

CONCEPT:
Expand your pursuit of color perfection to a new category of hair color—Elumen®. Learn how this new technology allows you to enhance your creativity and offer new, brilliant and long-lasting color results for your clients.

INSPIRATIONAL / SERVICE

GO-COLOR

OBJECTIVE:
To help build your salon service menu and increase your revenues with these collections of quick and easy to use color services.

CONCEPT:
Stylists will learn the latest technology, innovation, and techniques that only Goldwell® Haircolor can bring to the market.

COLLECTIONS:
Changes biannually Fall/Winter & Spring/Summer: Keep your stylists interested with seasonal color collections

ESSENTIALS

ESSENTIAL I COLOR PERFECTION

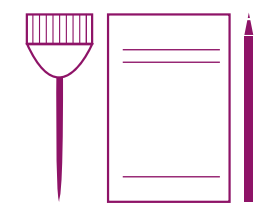
A perfect class for working on specific formulation needs of blondes, brunettes, redheads and/or grey coverage clients

ESSENTIAL II BLONDE PERFECTION

Build knowledge / skills regarding all the blonde opportunities to create perfect warm, cool or neutral blondes consistently with every service.



LIVE EDUCATION



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!

ON TOUR WITH GOLDWELL® AND KMS® CALIFORNIA

Join the Goldwell®, KMS® California brand experts and Arrojo Studios as they bring their latest trends On Tour across America. Secure your tickets fast and make sure you are one of the lucky ones to see this live interactive event.

Experience a full day of live Shows, Hands –On and Interactivity with the team of All Stars as they share with you the latest hottest looks for the season. This full day of education is something you will not want to miss. Day two is not to be missed, exclusive up close and personal workshops with Nick Arrojo and team.

Contact your distributor or local Sales consultant for full details

ON TOUR DATES*:

March 16-17	San Francisco
April 27-28	Miami
May 4-5	Boston
May 18-19	Lake Geneva
August 24-25	Seattle
September 21-22	Dallas

*cities/dates subject to change

WEBCASTS

WOULD YOU LIKE “UP TO THE MINUTE” FASHION TRENDS AND TECHNIQUES TO OFFER YOUR CLIENTS?

Goldwell® and KMS® California will host a year of LIVE webcasts from locations such as NYC @ Fashion Week, Miami Beach, and LA as we present the latest in inspiration for all seasons.

Goldwell® and KMS® California brand experts will take you on a journey throughout the year of amazing color, the latest in styling, make-up and Fashion Trends hot of the runways. During these live broadcasts you will meet and can ask questions of our special industry and fashion guests.

Join your hosts John Simpson, Lead Artistic Director for Goldwell and Simon Miller, KMS California Brand National Technical Trainer for one of a kind education!

You won’t want to miss this amazing year in Webcasts; it will truly be something you and your salons will want to watch! Create a viewing party, chat with other stylists live during the sessions.

JOIN US ON LINE TO WATCH LIVE OR VIEW PAST EPISODES AT:

www.goldwelllive.com
www.kmscalifornialive.com

GOLDWELL®:

January 13th – Color Zoom
February 11th – Live from Fashion Week Spring Trends
March 10th –Taking Clients from Frustrated to Fabulous!
June 3rd –Summer Color
September 16th – Live from Fashion Week Fall Trends

KMS® CALIFORNIA:

February 10th – Live from Fashion Week Spring Trends
April 28th –Summer Hair live from Miami
September 15th –Live from Fashion Week Fall Trends

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.

Our learning destinations reflect this: They are places of creativity, where inspiration and passion are right at home – and hopefully you will be as well! Make plans to join us soon!

GOLDWELL KMS
california
ACADEMY



LEARNING DESTINATIONS

UNITED STATES



ACADEMY NEW YORK

ADDRESS:
22 West Little 12th Street
New York, NY 10014

PHONE:
1.800.200.1151

ONLINE:
www.goldwellkmscalifornia.cvent.com/academy



ACADEMY SANTA MONICA

ADDRESS:
1452 Second Street
Santa Monica, CA 90401

PHONE:
1.800.200.1151

ONLINE:
www.goldwellkmscalifornia.cvent.com/academy

CANADA



ACADEMY VANCOUVER

ADDRESS:
110-1580 Brigantine Drive
Coquitlam, BC V3K 7C1

PHONE:
A) 1.877.670.6767
B) 9.05.670.2844

ONLINE:
www.goldwell-northamerica.com/academy



ACADEMY TORONTO

ADDRESS:
1045 Tristar Drive
Mississauga, ON L5T 1W5

PHONE:
A) 1.877.670.6767
B) 05.670.2844

ONLINE:
www.goldwell-northamerica.com/academy

GOLDWELL  **kms**
california

BOOKING & MUST-KNOW INFORMATION

BOOKINGS

Please follow the steps below to book your academy selection:

- visit www.goldwellkmscalifornia.cvent.com/academy
- choose the program, location and date you are interested in attending
- complete registration
- a confirmation email will be forwarded to you upon acceptance of your registration that will contain:
 - a. registration confirmation
 - b. what to bring
 - c. hotel booking information

Nick Arrojo and Sharon Blain seminars are to be booked directly with them.

- To register for Nick Arrojo, online at www.arrojonyc.com
- To register for Sharon Blain, online at www.sharonblain.com

CANCELLATION POLICY

All cancellations must be received 30 days prior to the date of the scheduled program to be eligible for a full refund.

Any cancellations within 30 days will receive a credit toward a future program in the current calendar year.

phone

1800.200.1151

e-mail

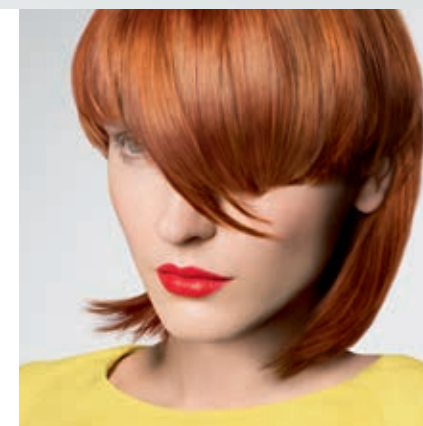
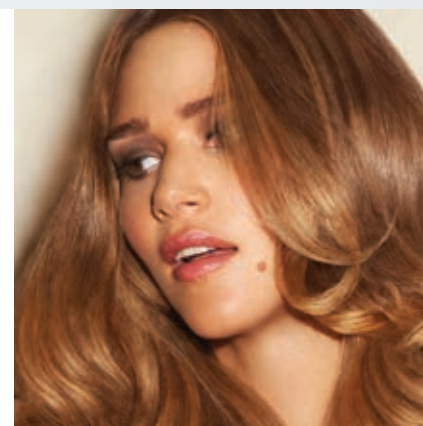
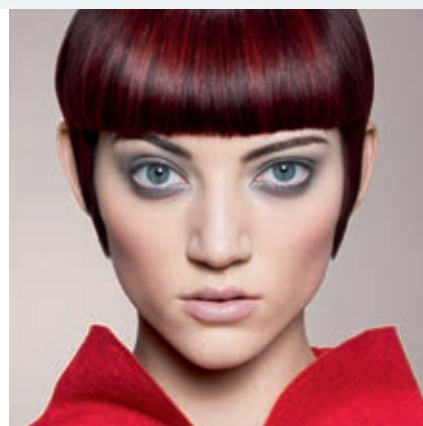
AcademyAdmin@kao.com

registration

www.goldwellkmscalifornia.cvent.com/academy

website

www.goldwell-northamerica.com/academy



THE SALON ALLIANCE® PROGRAM ALLOWS US TO PARTNER WITH YOU AND FULLY SUPPORT YOUR BUSINESS.

You earn points for every Goldwell® and KMS® California brand purchase you make —and we reward you not just on your purchase volume, but also on your commitment to our company through product diversity. You can earn more points per purchase for our retail and specialty professional brands and multiply all points earned monthly based on your purchase volume —up to 4x! Easily redeem these points in our online Rewards Gallery for backbar, Education, International Events and more with fresh rewards added all the time.

YOU'LL FIND EVERYTHING YOU NEED AT: www.THEsalonalliance.com

- » Please visit www.thesalonalliance.com or speak with your sales consultant for more information or to get started.
- » For questions on the program please contact 866.699.6625 or memberservices@thesalonalliance.com

PACKED WITH PROGRAM INFORMATION, NEWS AND TOOLS FOR GROWING YOUR BUSINESS THE SALON ALLIANCE WEBSITE IS A DESTINATION YOU'LL LOVE:

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

Timely resources and content: check in daily for partnership news, ideas, and even bonus point offers!

Rich rewards: browse the online rewards gallery to see all the ways you can redeem your points.

GOLDWELL 

