



GOLDWELL.

EDUCATION BOOK '20



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





GO FURTHER...

As creative stylists, our natural curiosity is what propels us forward artistically. We have a deep desire to explore new things – colors, shapes, textures, techniques – the list goes on and on. As artists, we are seekers of inspiration, constantly on the lookout for anything that will spark an idea for us. As entrepreneurs, we know that having the right resources and support will help us to be even more successful.

Our education programs are essential for your inspiration to be successful – artistically, creatively and technically. Join our Kao Education Teams and our National Artists for powerfully informative and inspiring sessions and enjoy the atmosphere of being among other highly creative stylists. With every cut, color and style you create – you will see your inspiration come to life.

As your trusted salon partner, we invite you to browse our offerings and then join our education programs. It's an investment in your craft and in your future that you can't afford to miss.

Let's start exploring, together.

...GO BEYOND!

Sandra Humphries

SANDRA HUMPHRIES
VICE PRESIDENT EDUCATION, SALON US

Kathy Reilly

KATHY REILLY
ASSOCIATE DIRECTOR OF EDUCATION, SALON CANADA



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Available in USA



Available in Canada



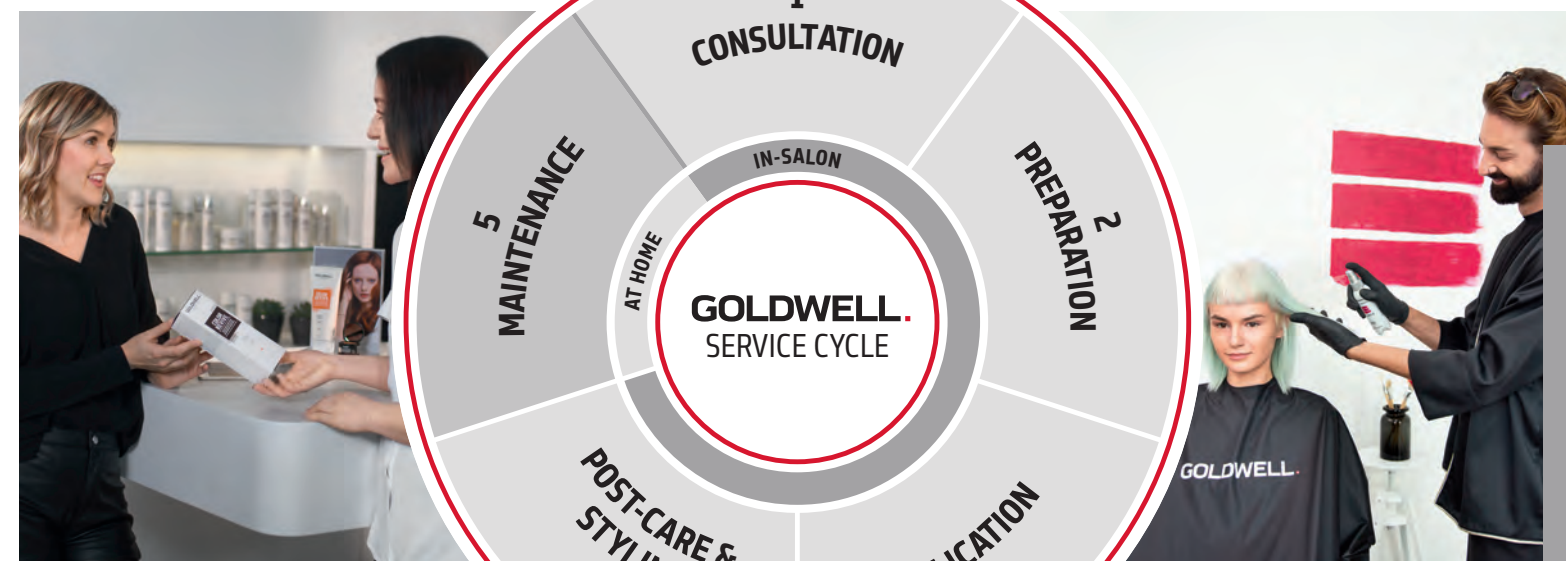
Academy only seminar

GOLDWELL SERVICE CYCLE

DON'T JUST DELIVER SERVICES. CREATE EXPERIENCES!

Turn every salon visit into an exceptional experience - with an individual consultation, the latest techniques and high-performing professional products developed to best support your hair expertise.

Discover the Goldwell Service Cycle
www.goldwell.com





GOLDWELL MASTER SERIES

IT'S ALL ABOUT GOING FROM A STYLIST TO A MASTER...

**Whether color, cut & shape or texture -
take your expertise to a new level.**

Be a true master in what you love.
Join the Goldwell Master Series and get all you need to become
the best in what you do. Each program consists of exciting interactive seminars
and takes you step-by-step through the different areas of hair mastery.

MASTER**COLORIST** 

MASTER**STYLIST** 



**BECOME THE
MOST CREATIVE
COLOR ARTIST!**



MASTER**COLORIST** 

TURN YOUR PASSION FOR COLOR INTO MASTERY

**Take your expertise to a new level -
become a GOLDWELL MASTER COLORIST.**

- » Master Colorist is a unique color education and certification program, internationally standardized by Goldwell
- » It delivers the Mastery in Color in terms of confidence, customization, and creativity by staying on trend and meeting the needs of stylists
- » A journey that reaches the highest acknowledgement of a professional lifecycle to successfully master each segment

COLOR TECHNICIAN

(4 DAYS)

Goldwell Standards & Steps to Success Mastery



CONFIDENCE

DEMI-PERMANENT COLOR MASTERY
PERMANENT COLOR MASTERY
ELUMEN MASTERY
LIGHTENING MASTERY

COLOR SPECIALIST

(3 DAYS)

Color/Techniques & Consultation Mastery



CUSTOMIZATION

COLOR CORRECTION SPECIALIST
GOLDWELL COLOR/TECHNIQUE SPECIALIST
GREY COVERAGE SPECIALIST
CONSULTATION SPECIALIST

COLOR ARTIST

(2 DAYS)

Trends and Inspiration Mastery



CREATIVITY

COLOR TREND
COLOR LAB

COLOR TECHNICIAN

Color Technician covers the Goldwell color portfolio and builds confidence by explaining how to use each brand. Become the expert on choosing the right color for the right client.

WHAT'S IN IT FOR YOU?

- » Essential knowledge in coloring that takes you to the next level
 - » Reliable formulation advice
 - » Knowledge in dimensional coloring
 - » Best color techniques and applications as an expert in craft
- » Advice to maximise your potential and improve your color services
 - » Fun and interactive courses for true color mastery!

STEPS TO SALON SUCCESS

Be the best in your craft and maintain the momentum. Adopt the 4 steps to success, from the SERVICE CYCLE to rebooking and watch the clientele increase. Understand how to professionally communicate.

4 DAYS - INCLUDES THE FOLLOWING SEGMENTS



DEMI-PERMANENT COLOR MASTERY

Learn all about the demi-permanent coloring with COLORANCE. Explore the various options of services. Become confident to offer solutions that meet real-world needs and expectations - ranging from shine enhancement to most exciting fashion colors and grey blending.

PERMANENT COLOR MASTERY

Now blondes, brunettes, redheads and grey clients get limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges.

ELUMEN COLOR MASTERY

Discover how to amaze your clients with dazzling shine, incredible durability and evenness of ammonia-free permanent color. Increase your salon menu with premium ELUMEN services for your most demanding salon clients.

LIGHTENING

Get to know all about blonde, the cool ones and the warm ones. Understand the journey of a clear blonde and perfect your counteracting abilities.

Master Colorist Color Technician is for a stylist:

- With experience in Goldwell color
- Looking to begin the Goldwell Master Colorist Journey
- Who wants a full-service approach to their client's color that will help master consultation, formulation, and retailing
- We recommend taking Goldwell Foundations program prior

Time: 9:00am to 5:00pm / 4 Days **Cost:** USD \$1,200 / 42,857 SAP / CDN* \$1,355 / 48,393 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com

COLOR SPECIALIST

This is your opportunity to explore the ultimate customization. Understand how to consult and apply the right color and technique. Learn how to tackle color challenges by correcting color the right way. This is the knowledge that will make you an expert in color customization.

WHAT'S IN IT FOR YOU?

- » From decolorizing and removing color to pre-pigmenting and everything in-between
 - » An in-depth understanding of color families
 - » Insights into advanced color formulations
 - » Tools of consultation for an easier service advice
- » Care and styling tips and follow-up services for results that last longer
 - » Become a master of color statements!

3 DAYS - INCLUDES THE FOLLOWING SEGMENTS



CONSULTATION SPECIALIST

Discover ways of consulting your clients that lead you to offering the correct service. Understanding both hair and client needs is the key to successful services. Explore how to use the language of persuasion in the real salon world. Be confident to communicate with your client about time and costs of services.

COLOR CORRECTION SPECIALIST

Impress your clients with your mastery of transition and transformation. Gain knowledge on how to be a true specialist and discover the tools that will make you outstanding in handling any color challenge and major color change.

COLOR TECHNIQUE SPECIALIST

Learn how to utilize knowledge and creativity like a specialist. Discover the most updated and phenomenal coloring techniques and services of Goldwell. Wow your clients with beautiful color results and the versatility of your upgraded service menu.

GREY COVERAGE SPECIALIST

Become the grey expert and build your clientele. Discover state-of-the-art grey services to impress your most demanding grey clients. Make grey service the flagship of your salon by gaining excellence in grey coverage.

Master Colorist Color Specialist is for a stylist:

- That has completed Master Colorist Technician
- Continuing the Goldwell Master Colorist Journey
- Who wants to become a master at customizing their clients color through a deep understanding of color correction and design elements

Time: 9:00am to 5:00pm / 3 Days **Cost:** USD \$900 / 32,142 SAP / CDN* \$1,020 / 36,429 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com





MASTER**COLORIST** 

COLOR ARTIST

Trends and inspiration mastery.

This inspirational level takes you to the world of trends and fashion. Get inspired by the Goldwell Global Artistic Masters, expand your horizons and become a **Color Artist**.

WHAT'S IN IT FOR YOU?

- » Reinvent and remix known techniques to achieve outstanding color
- » Transfer your vision into salon-friendly color techniques
- » Express your fashion statement in the "total look"
- » Get a better color sense, awareness, confidence in color design and visualization
- » New inspiration with a fun and interactive workshop!

2 DAYS - INCLUDES THE FOLLOWING SEGMENTS



COLOR TREND

Get inspired by the latest fascinating fashion and beauty trends. Learn how to bring haute couture into your salon and translate it into exciting services for your clients.

COLOR LAB

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

Master Colorist Color Artist is for a stylist:

- Who has strong experience working with the Goldwell brand
- Interested in completing the Goldwell Master Colorist Journey
- Who wants to develop a creative eye and understanding of how trends are developed and interpreting those trends into hair color designs for their clients

Time: 9:00am to 5:00pm / 2 Days **Cost:** USD \$900 / 32,142 SAP / CDN* \$1,020 / 36,429 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com

TURN YOUR PASSION FOR CUT & SHAPE INTO MASTERY

**Take your expertise to a new level -
become a GOLDWELL MASTER STYLIST.**

A true hairstyle is not just the cut and shape;
it's the seamless integration of both.
The Goldwell Master Stylist Program takes you
step-by-step to the highest level of expertise.

ESSENTIAL SHAPES

**Fundamentals of
hair cutting**

- » Stylists of all levels
- » 3-day seminar

CONTEMPORARY SHAPES

**Contemporary and
salon-friendly looks**

- » Stylists with salon
experience
- » 2-day seminar

ADVANCED SHAPES

**Advanced Shapes and
multiple techniques**

- » Stylists with experience
(Essential Shapes,
Contemporary Shapes)
- » 2-day seminar

It's all about your personal
perfection in cut & style...
**MAKE YOURSELF
STAND OUT!**



CUT & SHAPE

Three inspiring cutting seminars take you into the exciting world of shape and design. It's a journey – improve your skills, achieve technical perfection and unlimited creativity!

ESSENTIAL SHAPES



For stylists of all levels.

Understand the fundamentals of haircutting by relearning the rules and the reasons behind them. Learn how to work methodically and get insights into which colors and techniques are best designed for each shape to give the best result.

Master Stylist Essential Shapes is for a stylist:

- With cutting experience
- Looking to begin a cutting journey with Goldwell
- With a desire for precision cutting
- Who wants to perfect precision looks from start to finish

Time: 9:00am to 5:00pm / 3 Days **Cost:** USD \$1,100 / 39,286 SAP / CDN* \$1,245 / 44,464 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

CONTEMPORARY SHAPES



For stylists with salon experience and have completed Master Stylist Essential Shapes.

Create contemporary and salon-friendly looks. Use disconnection and color placement to enhance and emphasize the created shapes. Discover styling variations for the shapes to expand your range of finish options.

Master Stylist Contemporary Shapes is for a stylist:

- With advanced cutting skills
- Continuing the cutting journey with Goldwell
- Who has completed Master Stylist Essential Shapes
- Who wants to master disconnection to enhance and customize their clients' haircuts

Time: 9:00am to 5:00pm / 2 Days **Cost:** USD \$850 / 30,357 SAP / CDN* \$960 / 34,286 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

ADVANCED SHAPES



For stylists with salon experience and have completed Master Stylist Essential and Master Stylist Contemporary Shapes.

Create edgy and exciting looks. Use enhanced disconnection and color placement. Understand the fundamental rules of advanced disconnection. Push the boundaries of creativity with a modern approach to advanced work.

Master Stylist Advanced Shapes is for a stylist:

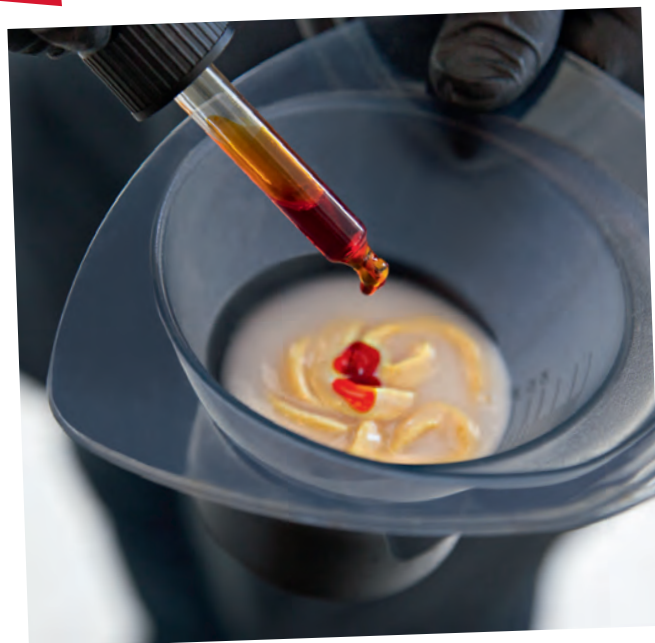
- With advanced cutting skills
- Interested in completing the cutting journey with Goldwell
- Who completed Master Stylist Essential Shapes and Contemporary Shapes
- Who wants to develop a creative eye for cutting and understand how to use a circle, square and triangle to push their creative boundaries and create looks for their most trend focused clients

Time: 9:00am to 5:00pm / 2 Days **Cost:** USD \$850 / 30,357 SAP / CDN* \$960 / 34,286 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.



Leave your color
creations behind...
**ONLY TO DISCOVER
NEW ONES!**



GOLDWELL KMS ACADEMY SKILL MASTERY

Choose classes based on
your skill level and your desire to learn.



BUILD.
GET READY TO
SUCCEED
Establish a powerful
foundation



GROW.
GET READY TO
DO MORE
Take your skills to
the next level



CREATE.
GET READY TO
EVOLVE
Bring out your
creativity



Some programs in this section are **Academy Exclusive** only and represented by this icon.
Click here or go to www.kaosalonacademy.com for more information.

ENTER A COMPLETE COLOR WORLD

WHAT'S IN IT FOR YOU?

- » Boost your creativity with high-performance color additives
- » Experience the customized Elumened Hair Color Services
 - » Get confidence in facing any color challenge



BUILD. GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

FOILING MASTERY



Learn the classic technique of foil highlighting. Find more about how you can adapt placements to achieve different color effects and add dimension to your color. You will practice your foiling skills through a variety of services using SilkLift, Topchic, New Blonde, and Colorance Express Toning.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$170 / 6,071 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

FORMULATION MASTERY



Hone and perfect your formulation skills in this one day program. Gain deeper knowledge of the color wheel and why it is the foundation of all advanced color services. Discuss real life scenarios and practice on wefts to perfect your ability to predict your end results every time.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$115 / 4,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

FOUNDATION MASTERY



Learn all about Goldwell color from A-Z in this comprehensive 2 day seminar. Gain the confidence to use all color ranges effectively. Find out more about how to promote different service options to your clients. Discover the endless service possibilities of demi-permanent coloring with Colorance, permanent coloring with Topchic and Nectaya and how Blonde clients are an extremely important part of any salon's business. Gain insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning.

Finally, learn how to achieve brilliant color results with exceptional shine and durability with Elumen color. Become an expert in customized communication and application tools as well as promoting new services to your client.

Time: 10:00am to 5:00pm / 2 Days **Cost:** CDN* \$85 / 3,036 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

HAIRCOLOR EXPOSED - EXPLORING THE SCIENCE OF HAIRCOLOR



The science behind how color works can actually get pretty complicated. This one day session breaks down the hair structure and provides an overview of the process that makes Goldwell color unique. Explore in-depth color situations, from difficult to cover grey to the most extreme color correction challenge, all while gaining insight as to the "why" behind it all. Uncover the best Goldwell color solutions for your most extreme challenges and walk away with the knowledge to face any color challenge in your salon.

Time: 10:00am to 5:00pm / 1 Day **Cost:** USD \$125 / 4,464 SAP

ON TREND: COLOR FORECAST



A trend focused hands on program allows you to explore how to find trend, what the most current trend is and how to execute it behind the chair. With its ever changing focus, this course allows you to learn the techniques that are happening right NOW. This allows you to guide your clients on how to wear today's hot-test looks and color trends best suited for them.

Time: 10:00am to 4:00pm / 1 Day **Cost:** USD \$350 / 12,500 SAP



GROW. GET READY TO DO MORE
TAKE YOUR SKILLS TO THE NEXT LEVEL

BLONDE! BLONDE IS NEVER JUST BLONDE



Blondes are often our most rewarding, and most challenging clients as they come in many shades and tones. Some clients want the perfect platinum, others just a sun-kissed look. Blonding is an art form, and you will become skilled at perfecting your masterpiece in this three-day workshop. You'll learn to create the cleanest, clearest blondes through formulation workshops, hands on techniques, and an interactive classroom setting. You'll also learn how to finish with precision, using overlay toning techniques and unique formulations that change seasonally.

Time: 10:00am to 5:00pm / 3 Days **Cost:** USD \$900 / 32,142 SAP

ELUMENATE



Featuring Jennifer Vermeer

The Elumen range is only for selected clientele.' Is this your philosophy? Realize the untapped client base who will choose Elumen as their haircolor of choice.

This 1 day Elumen range program will focus on creative formulation options applied on human hair wefts. Open up a whole new shade palette simply by mixing. Stylists will leave with 20+ new Elumen formulations complete with swatches for easy in salon consultation. See your opportunities in a new light with Elumen.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

FIERCE FORMULATIONS



Featuring Robert Brown

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

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com



GROW. GET READY TO DO MORE

TAKE YOUR SKILLS TO THE NEXT LEVEL

FREE FORM HAIRPAINTING



All about hair painting, this two-day program will show you variations of painting techniques while using all aspects of the Goldwell portfolio. We will discuss everything from saturation, tension, sectioning and diffusion.

You will perfect your fundamental color painting skills, hot trends and pitfalls to avoid – you'll get all the ins and outs of free form hair color – a superb way to expand your creative portfolio and increase revenue.

Time: 10:00am to 4:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP / CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

NOT YOUR BASIC BLONDE



Featuring Krysten Ashley-Garrod & Steuart Garrod

The spectrum of Blonde is so varied and customized to each client. Some clients want the perfect platinum, others just a sun-kissed look. Creating the perfect blonde that stands out is one of the most skillful color services you can offer in your salon. Learn how to utilize all the tools in the Goldwell portfolio and master placement and toning techniques that will take your blondes from pretty to perfection.

Time: 10:00am to 5:00pm / 2 Days **Cost:** CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.



CREATE. GET READY TO EVOLVE

BRING OUT YOUR CREATIVITY

EXTREME COLOR CAMP



Featuring Rodica Hristu

Are you a colorist that stands out from the other colorist in your salon? Have you developed unique techniques, ideas and concepts in coloring hair? Drive your color abilities to new limits with this 2 Day Program.

Join other creative, passionate colorists to share advanced concepts. This program will open your eyes to all the fine details taking you from a colorist to a hair color artist; become an elite colorist... taking even the most advanced colorist to a new dimension.

Time: 10:00am to 5:00pm / 2 Days **Cost:** CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

EXTREME COLOR EVOLUTION



Featuring Derrick Zeno in New York and Rodica Hristu in Toronto

This intense two-day program for the advanced colorist will recharge your creative batteries and take your color technique to a whole new level!

If you feel like you've done and seen it all in color, this course will open the door to new strategies, new insight and new skills for precise color correction, expert color control and choosing tools to get the exact look you want. This hands-on program will challenge, inspire and energize even the most experienced colorist.

Time: 10:00am to 5:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP / CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

MIXING THE COLOR PALETTE



Featuring Odete DaSilva

If you want to elevate your ability to individualize color through formulation, this class is a must. Building on universal color theory, you'll learn a step-by-step approach to formulating color based on your client's existing hue, condition and the result you want to achieve.

You'll gain a deep understanding of how pigments work and how to select the best product to achieve the desired goal for your client – whether it's superb grey coverage, extreme lift or revising colored hair. At the end of the two-day course, models arrive so you can put your new skills to work!

Time: 10:00am to 4:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP



CREATE. GET READY TO EVOLVE

BRING OUT YOUR CREATIVITY

CORRECT TO PERFECT - A UNIQUE APPROACH TO COLOR CORRECTION



An intensive two-day color correction boot camp for your most challenging color corrections. You will explore and experience the best approach to take unicorn hair back to natural and dark or intense colored hair to a believable blonde.

From the moment you arrive you will begin a hands on journey of taking your most extreme color correction moment to a beautiful and natural end result, in salon real time. You will also gain knowledge in formulating for today's most current techniques such as hair painting, babylights, root shadowing, and drop toning to make these looks come to life.

This program is for stylist ready to take the next step in their color correction journey. It is highly recommended that you have completed Master Colorist Technician and Master Colorist Specialist previous to attending.

Time: 10:00am to 5:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP / CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

CREATIVE COLOR PLACEMENT



Featuring Jamie Dennis

A lot of the work of a good colorist involves correction – transforming at-home color that went south, adjusting salon color gone wrong, or simply transforming last-season's fade-out into something fresh. This seminar gives you practical, realistic and imaginative techniques to transform any client's existing color into something gorgeous, stylish and oh-so Goldwell. You'll take home valuable skills and confidence to turn any catastrophe into a color masterpiece.

This is an advanced program and a solid understanding of the Goldwell product line is necessary.

Time: 10:00am to 5:00pm | 2 Days **Cost:** CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

FLOW



Featuring Marilyn & David Vendittelli

You have mastered the classic services of cutting and coloring. Now you and your clients are seeking a new twist on their classic bob or highlights. Learn how to work effectively and quickly throughout your day to create those current and trendy looks clients are asking simply by adding a twist to the classics in minimal time. Discover how to easily incorporate home care conversations into your services to increase your earning potential. This 1-day program includes demonstration of 5 complete looks from cut to color to finish with a practical workshop to create one of those looks as your inspiration.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

THE BALANCING ACT



Featuring Robert Brown

A two-day program designed for the intermediate to advanced colorist looking to “up their game” with advanced formulation utilizing the entire Goldwell color portfolio. Colorists know that most retouches are easy, but connecting a retouch to what is existing at times is the hard part. The true art lies in making a seamless and healthy choice to balance and add dimension to the most challenging canvases.

The Balancing Act is geared for the colorist in search of creative and artful solutions to daily color challenges, providing ideas on how to make every client's color custom and unique.

The Balancing Act is “FULL SPECTRUM” and utilizes EVERYTHING the Goldwell Color Portfolio has to offer. It is geared for the colorist in search of creative and artful solutions to daily color challenges, providing ideas on how to make every client's color custom and unique. Explore how using each facet of the Goldwell toolbox in combination can improve your final results overall, color durability over time, and happier clients over and above!

Time: 10:00am to 5:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP

GLOBAL CREATIVE AWARDS - COLOR

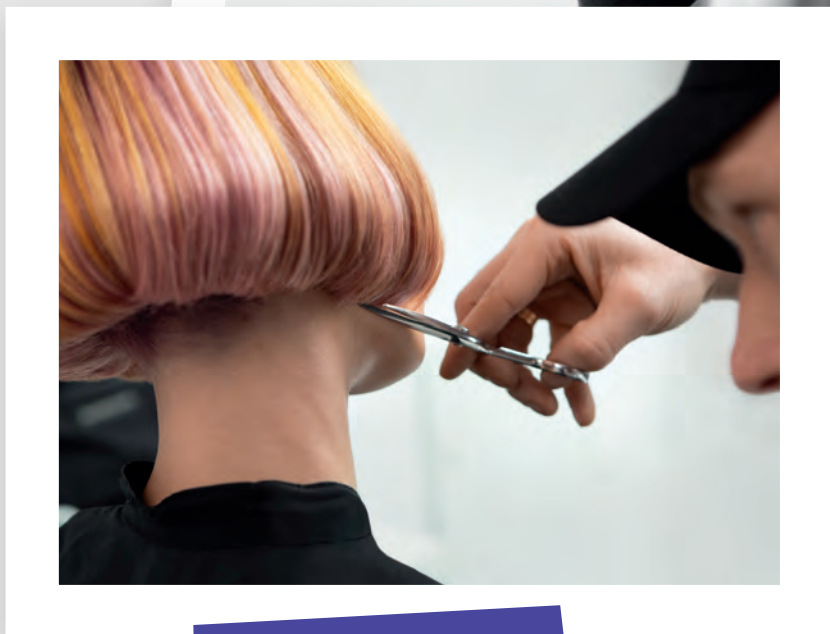


We will help you on your way to the Kao Salon Experience 2020 in Amsterdam with all the tools and knowledge you need to enter the Global Creative Awards with confidence.

Look for the Global Creative Awards brochure at www.kaosalonacademy.com or speak to your Kao Salon representative for details.



Step out of your
salon and...
**STEP UP YOUR
CUTTING SKILLS!**



GOLDWELL KMS ACADEMY SKILL MASTERY

Choose classes based on
your skill level and your desire to learn.



BUILD.
GET READY TO
SUCCEED
Establish a powerful
foundation



GROW.
GET READY TO
DO MORE
Take your skills to
the next level



CREATE.
GET READY TO
EVOLVE
Bring out your
creativity



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Click here or go to www.kaosalonacademy.com for more information.

NOW IS THE TIME – TO IMPROVE YOUR CUTTING & FINISHING SKILLS WITH CREATIVE TECHNIQUES.



BUILD. GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

GLOBAL SPHERE - INCEPTION



Featuring Rino Balzano

This two-day course will leave you with fundamental techniques you can apply to achieve flattering looks on your 'bread and butter' clients. A great program to compliment the discipline learned in the Master Stylist programs and to add inspiration and flexibility to use on a daily basis to master the most suitable looks for their clients.

- »» Body Position
- »» Sections & Partings
- »» Graduation & Layering
- »» Distribution
- »» Cutting Lines & Fringe

Time: 10:00am to 5:00pm / 2 Days **Cost:** CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

EXPRESS STYLING



Featuring Frank Cini

Create beautiful styles in under 15 minutes! Become proficient with long hair and tackle any look whether it's painstakingly neat or artfully dishevelled" (in minutes). Throw traditional theory out the window, minimal hair preparation work with natural texture! Introduction to several techniques.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.



GROW. GET READY TO DO MORE
TAKE YOUR SKILLS TO THE NEXT LEVEL

GLOBAL SPHERE - EVOLUTION



Featuring Rino Balzano

Push your creativity, exploring new ideas and approaches working the principles of cutting elevation, over direction, finger & body position. Working with bobs to pixie and everything in between. Use the Global Sphere system to increase working speed. Real time cutting!

For stylists who have completed Global Sphere - Inception.

Time: 10:00am to 5:00pm / 2 Days **Cost:** CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

MODERN BARBER



Featuring Jeffery Moffett and Tony Cola

Success in barbering requires a mastery of precision tools, efficiency, and creative problem solving. This two-day intensive will sharpen your technical skills, improve your speed and give you an in-depth understanding of how to structure and finesse haircuts in any setting. Through an intensive combination of demos and hands-on cutting using mannequins and live models, this course covers barbering essentials that include:

- »» Advanced clipper fading, T-edger's, scissor over comb, blending with shears, texturizing with shears and clipper over comb, building shape, cutting the top, texturizing, styling and finishing.
- »» Improving your speed and facility with refined fading & scissor skills
- »» Advanced customer service, client care and consultation with product selling tips

By the end of the second day, you will know how to efficiently and confidently identify and use the right tools and techniques to deliver the look you want every time.

Time: 10:00am to 4:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP / CDN* \$850 / 30,357 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.



CREATE. GET READY TO EVOLVE

BRING OUT YOUR CREATIVITY

CONTRASTING CONTOURS - A CUT AND COLOR EXPERIENCE



Featuring Tony Cola and Mark Holloway

Unlock your creativity in this two-day, hands-on program that features haircutting techniques and hair color patterns with formulations for today's most on trend looks. Discover how creating positive and negative shapes will enhance your cutting skills to give your most demanding clients a fresh new look. Explore color techniques that can stand alone, or add the various styles and lengths combined with the haircuts provided in this exciting program. Understand what it means to "cut the color" or "color the cut" by creating contours with color, cutting and how the two go hand-in-hand for a complete on trend customizable style.

Time: 10:00am to 5:00pm / 2 Days **Cost:** USD \$750 / 26,786 SAP

FLOW



Featuring Marilyn & David Vendittelli

You have mastered the classic services of cutting and coloring. Now you and your clients are seeking a new twist on their classic bob or highlights. Learn how to work effectively and quickly throughout your day to create those current and trendy looks clients are asking simply by adding a twist to the classics in minimal time. Discover how to easily incorporate home care conversations into your services to increase your earning potential. This 1-day program includes demonstration of 5 complete looks from cut to color to finish with a practical workshop to create one of those looks as your inspiration.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

PICTURE PERFECT BRIDE



Featuring Cathey Salerno

Cathey Salerno, owner of Picaso Studios has been in the hair industry for over 35 years, specializing in the bridal business for the last 25 years. She is the leader in her field, doing over 4000 brides including their bridal parties. Cathey's work has been featured in WedLux, Elegant Bride, Perfect Wedding Guide, and Today's Bride. She has taken all she knows about the bridal industry and created this seminar to help you be the best bridal stylist and long hair finishing artist you can be.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

LONG HAIR ARTISTRY



Featuring Frank Cini - 2018 NAHA Winner Styling & Finishing

Discover new techniques & long hair tricks. Use knotting, twisting, tying, ruffling, & pancaking to design a variety of looks. Create wind swept updos, romantically rumped braids, loosely knotted chignons & blurred buns.

Time: 10:00am to 5:00pm / 1 Day **Cost:** CDN* \$395 / 14,107 SAP

*CDN pricing/points includes taxes. SAP - Salon Alliance Points.

ARTIST INSPIRATION SERIES WITH SHANNON KING



Featuring Shannon King

Join us as we dive into music, explore fashion, touch culture, and listen to the streets in order to truly understand where hair trends originate. With all the elements that merge to make up today and tomorrows salon trends, it's important to taste all of the flavors of the industry season by season. Bring what inspires you and let's take the journey of trend-spotting together. Leave feeling more in tune to what's coming next! You will leave with inspiration full of new cutting and finishing skills to bring back to your everyday salon life. Spacing is limited to experience the creative expertise of Shannon King.

Time: 9:00am to 5:00pm / 1 Day **Cost:** USD \$350 / 12,500 SAP

GLOBAL CREATIVE AWARDS - CUT



We will help you on your way to the Kao Salon Experience 2020 in Amsterdam with all the tools and knowledge you need to enter the Global Creative Awards with confidence.

Look for the Global Creative Awards brochure at www.kaosalonacademy.com or speak to your Kao Salon representative for details.

SALON SUCCESS

Make recommendation an experience.

WHAT'S IN IT FOR YOU?

- » Understand brands and buying preferences
 - » Recognize client types
 - » Tailor consultations to client types
- » Upgrade the clients' salon experience
- » Turn opportunities into client purchases



Don't care about numbers...
BOOST YOUR BUSINESS!



ENGAGE: TRAIN THE TRAINER



This three-day experience provides the salon trainer with the latest techniques and methodologies for impactful engagement. Increase staff retention, performance and attendance through powerful trainings that are interactive and on purpose. Overcome classroom challenges through effective coaching. Don't just train... engage!

Engage is designed for the salon trainer who is looking to...

- » Develop impactful learner focused training solutions
- » Gain expert advice on handling challenging situations within the training environment
- » Learn the how-to of designing training programs to help stylist build their skills, grow their confidence and create a life-long career

Salon Trainers who join the Engage Train the Trainer workshop will gain insight into creating an empowering learning environment, managing classroom challenges, and engaging a variety of learning styles with the latest techniques.

Time: 9:00am to 5:00pm / 3 Days **Cost:** USD \$1,200 / 42,857 SAP

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com



360° SALON PERFORMANCE™ BUSINESS SEMINARS

All Beauty360° seminars are available on demand.
Please connect with your KAO Canada Sales Consultant for more information.



Allyson King

FUEL FOR BUSINESS



Fuel your confidence with proven business, marketing and training systems to make your salon more efficient and profitable. In this class you'll learn to build a comprehensive plan for your business while establishing day-to-day best practices to challenge, motivate and inspire your team.

You'll learn to:

- » Gain mastery your salon's financials and planning your business's future
- » Discover sales and marketing strategies to grow your business
- » Establish a winning system for developing your team and growing their income

CREATING YOUR TRIBE — LEVERAGING AN APPRENTICESHIP PROGRAM



Attract and retain your world-class tribe. In this class you'll learn an apprentice development program proven to increase earnings. Retain top producers by helping them maximize their income potential while training new talent to excel within your culture.

You'll learn to:

- » Build a culture of mentorship
- » Prepare your team for growth
- » Book for success
- » Create a healthy education plan

More info: www.beauty360consulting.com/seminars/
Bootcamp Results, Without the Sweat!

SALON² - MULTI-UNIT LEADERSHIP



You're a successful salon owner but it's no guarantee your success will continue with the complexity and evolving demands of multi-unit salon ownership. In this two-day seminar learn to lead to where your business is going vs. where it is today.

You'll learn to:

- » Understand the evolving role of a multi-unit leader
- » Learn to realistically and effectively lead, coach and guide your team
- » Execute effective salon visits
- » Create a strong pipeline of future leaders to support your growth
- » Establish a streamlined system to effectively manage time, priorities and to drive performance.

POWERING PEOPLE, PERFORMANCE AND PROFITS



Your team is your greatest resource and a major source of your profits. Learn to have powerful on-going conversations that inspire performance, build trust and honor your salon's culture.

You'll learn to:

- » Establish a communication system to increase your teams' the accountability, interdependence.
- » Leverage your team's strengths
- » Maneuver performance conversations fairly and consistently
- » Create win-win situations to drive the behaviors you want

FOR PROFIT FRONT DESK



Your client's not only enter through the front of your salon they also exit there. Don't let your profits leave with them. A well trained, scripted and polished front desk staff can not only increase salon revenue and reduce expenses they can make for a much happier and profitable salon.

You'll learn to:

- » Coach, counsel and mentor your front desk to become consistent, dependable and professional members of the salon team
- » Create scripted dialogue to ensure great customer service every time
- » Develop and utilize tracking systems and metrics to ensure substantial ROI from your front desk
- » Establish a reward system designed to incent the behaviors you want
- » Increase service sales, re-bookings, retail sales and client count with proven strategies and front desk techniques

More info: www.beauty360consulting.com/seminars/
Bootcamp Results, Without the Sweat!



BE INSPIRED!



INTERNATIONAL ARTISTIC TEAM

Get inspired by empowering creatives.

As ambassadors of Goldwell's highest standards, the stylists on the International Artistic Team are a great source of inspiration and brilliant role models to learn from.

Our academies and stages around the world are the best places for you to meet them and get ahead. The Goldwell International Artists are eager to share their knowledge hands-on with you and help you develop your professional skills.

This is your chance for a real career boost.



2020 GOLDWELL & KMS ON TOUR

THE PERFECT VISION - CUT-COLOR-STYLE



Join the Goldwell and KMS Teams as we take education, inspiration and creativity on the road. You will experience look and learns in the latest color trends, hands on classrooms with the latest in cutting techniques and hands-on styling inspired from the runways.

This one-day event will consist of three inspirational programs from some of the industry's most talented Artists.

Look and Learn-Color Trends:

Join Goldwell for a journey into the latest trends, from everyday beautiful color to fun and creative color. Get inspired and learn how to turn these hot trends into profit.

Hands-On Styling Inspiration:

Join the KMS team as they show you the latest in Styling trends straight from the Global runway taking runway to reality. In this class you will learn three runway inspired trends choosing one you will recreate in a hands-on workshop.

Hands On-Mastering the Cut:

Join the master of cutting, Shannon King, as he shares with you how to master the cut. Learn how to create fashion-forward, beautiful, wearable hair for clients, while infusing your creativity into each look

Dates/Locations:

February 24th - Miami, Florida | April 6th - Garden City, NY | April 26th - Foxwoods Resort Casino, Connecticut
May 4th - Long Branch, NJ | May 17th - Nashville, TN

Ticket Price:

\$250 or 9,821 SAP (Salon Alliance Points)

Ticket Includes:

Three programs in 2-hour rotations, one mannequin head, lunch and cocktail hour with artistic team and models.
Contact your DSC or local Goldwell/KMS Representative for more information.



NATIONAL ACADEMIES

Our National Academies are the ultimate destinations within your country to meet for new expertise and inspiration. Join us and share creative ideas during memorable moments.

It's all about knowing where to find inspiration!

KAO SALON
ACADEMY

ACADEMY NEW YORK



ACADEMY TORONTO



GLOBAL ARTISTIC NETWORK



BE A PART OF OUR COMMUNITY & BE BLOWN AWAY!

We know your business is as unique as you. That is why we make it easy to customize this program to your specific needs as a salon owner or stylist.

Whether you want to use your points to fund a backbar program for your salon, educate your team at our award-winning academies, or utilize turn-key marketing support, we have a wide array of rewards to assist you in reaching your unique goals.

DID WE MENTION YOU GET

AMAZING REWARDS?

EARN POINTS FOR EVERY \$1 YOU SPEND ON GOLDWELL OR KMS PRODUCTS.

Customize the program by putting points to work in the way that best fits your business needs.

Our rewards gallery includes...

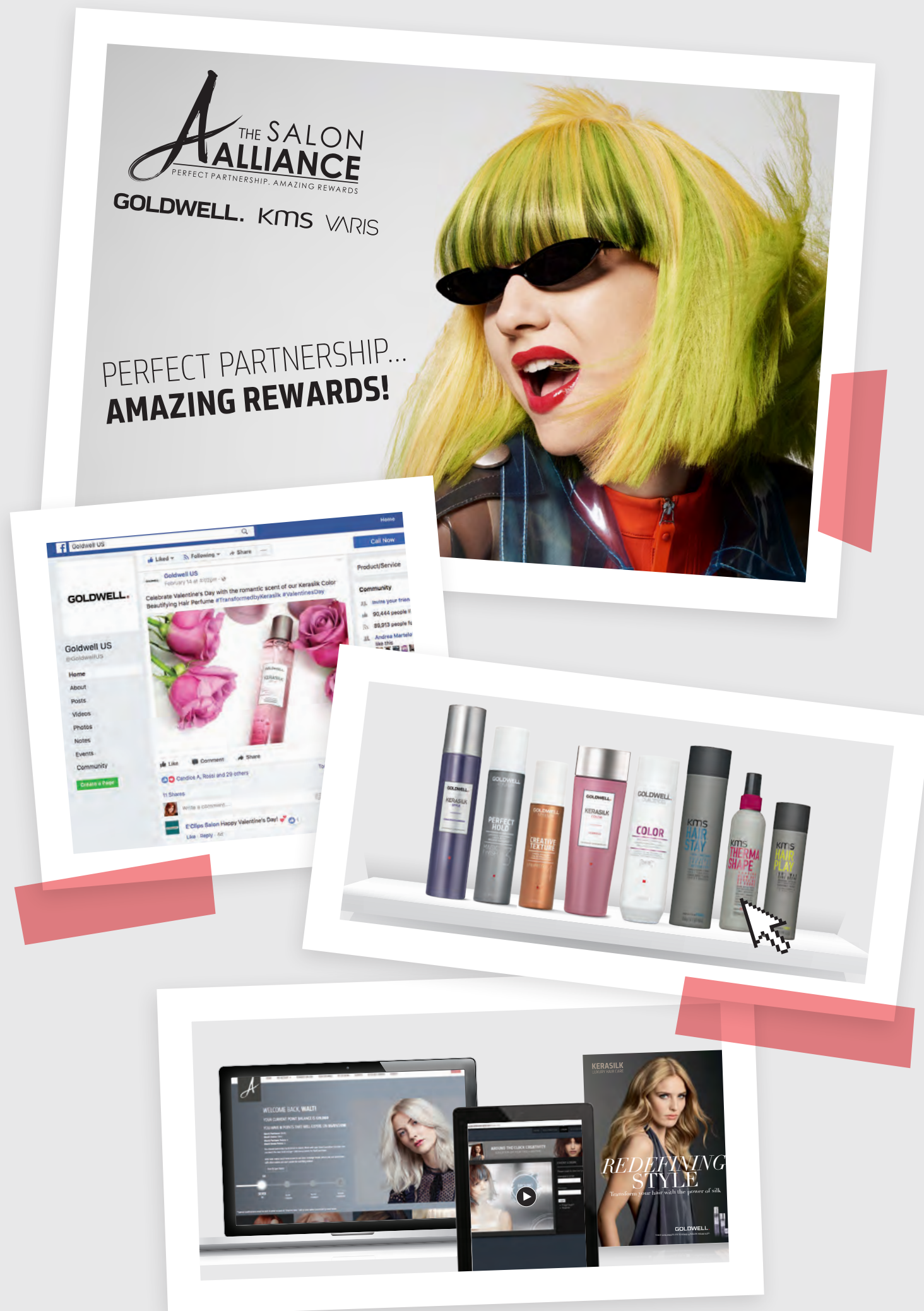
- » BACKBAR & STYLIST STATION PRODUCTS
- » TOOLS AND ACCESSORIES
- » TURN-KEY MERCHANDISING PIECES
- » EDUCATION AT US & CANADA ACADEMIES
- » IN-SALON GUEST ARTISTS
- » TRAVEL AND HOTEL FOR ACADEMY EDUCATION
- » BUSINESS-BUILDING PROGRAMS
- » INTERNATIONAL EVENTS...**AND MORE!**

ACCESS

WWW.THESALONALLIANCE.COM FROM YOUR COMPUTER, TABLET OR PHONE TO:

- » BROWSE OUR GALLERY AND CHOOSE FROM OUR WIDE SELECTION OF REWARDS, FROM BACKBAR ITEMS TO EDUCATION TO ONCE-IN-A-LIFETIME TRAVEL OPPORTUNITIES AND MORE!
- » REDEEM POINTS FOR ACADEMY PROGRAMS AT BOTH OUR NYC AND TORONTO STATE-OF-THE-ART FACILITIES!
- » TRACK YOUR POINTS AND PROGRAM STATUS
- » WATCH VIDEOS
- » CUSTOMIZE MARKETING MATERIALS AND IMAGES
- » GET UP-TO-DATE INFORMATION ON PRODUCT AND EDUCATION NEWS

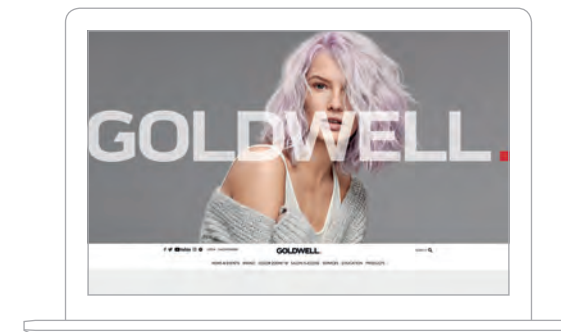
PLEASE VISIT WWW.THESALONALLIANCE.COM OR SPEAK WITH YOUR SALES CONSULTANT FOR MORE INFORMATION OR TO GET STARTED.



DON'T THINK ABOUT WHEN AND WHERE. GET INSPIRATION ANYTIME, ANYWHERE.

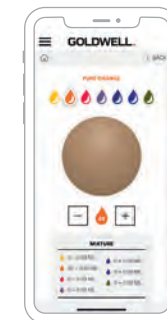
Don't miss out anything. Get 24/7 access to great inspiration and loads of fresh impulses. Get to know the latest Goldwell product and service innovations and learn from hairdressers from all over the world.

**Now it's your turn.
Show us your creative work under
#IAMGOLDWELL**



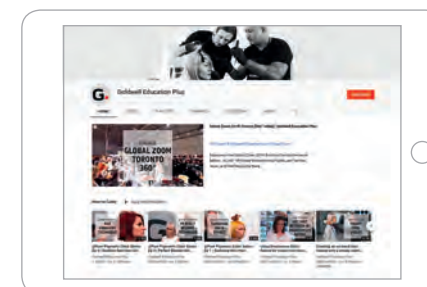
GOLDWELL ONLINE

EVENTS
COLOR ZOOM
ABOUT GOLDWELL
SERVICES
SALON SUCCESS
EDUCATION
PRODUCTS



GOLDWELL EDUCATION PLUS APP

COLOR MULTIPLIER
COLOR SKETCHER
FORMULATION GUIDE
COLOR GUIDE
COLOR CARD
SALON SERVICES
PRODUCT KNOWLEDGE
SPECTRUM OF STYLING
HAIR SCIENCE



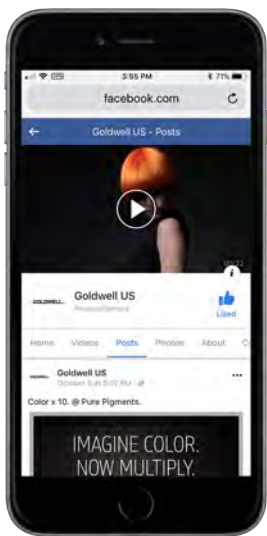
GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

TUNE IN AND COME CLOSER
THE GO-TO DESTINATION FOR ANY
INSPIRATION AND INFORMATION
ABOUT UPCOMING TRENDS
SIGNATURE STYLES TO
FUEL YOUR CREATIVITY

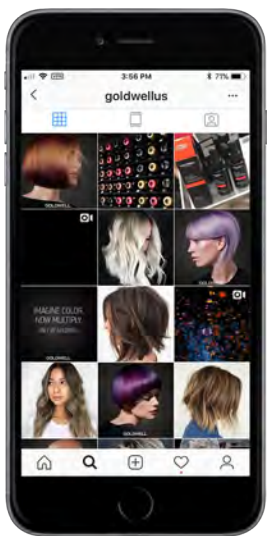
SOCIAL MEDIA URL LISTING

A quick reference guide for Goldwell url's.

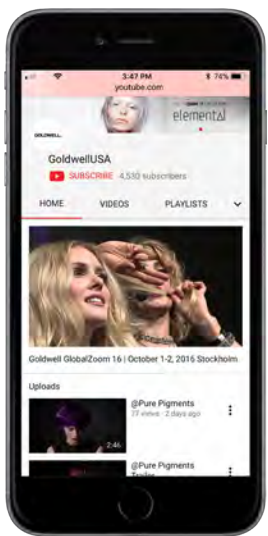
For a chance for your images to be featured on our social media pages, please use #GoldwellApprovedUS in your posts.



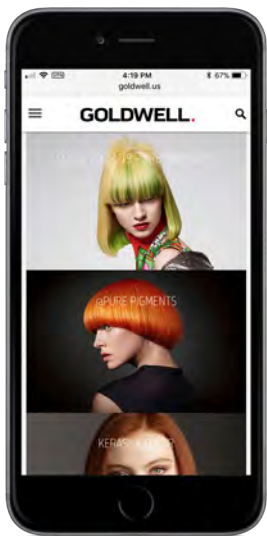
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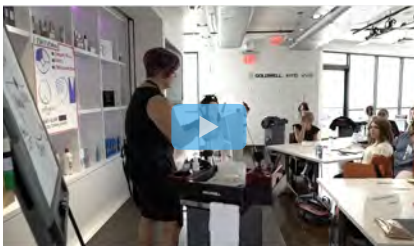
goldwellondemand.com



www.thesalonalliance.com

ACADEMY TEASER VIDEOS

Click on thumbnails below to watch a video of what you will learn in each class.



FREE FORM HAIRPAINTING



BLONDE! BLONDE IS NEVER JUST BLONDE



HAIRCOLOR EXPOSED



MODERN BARBER



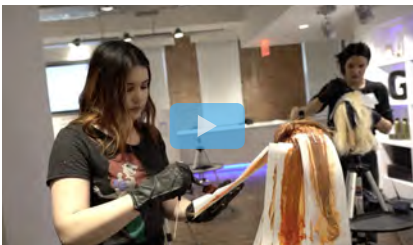
THE BALANCING ACT



EXTREME COLOR EVOLUTION



CORRECT TO PERFECT



ON TREND: COLOR FORECAST



ENGAGE: TRAIN THE TRAINER

BOOKING AND MUST-KNOW INFORMATION

ACADEMY BOOKINGS

Please follow the steps below to book your academy selection:

- » visit www.kaosalonacademy.com
- » 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. tools to bring
- c. hotel booking information



ALLYSON KING SEMINARS

To register for Beauty 360, online at www.beauty360consulting.com/seminars

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.

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

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

UNITED STATES LEARNING DESTINATIONS

PHONE: 1.800.200.1151 EMAIL: AcademyAdmin@Kao.com

ACADEMY NEW YORK

22 Little West 12th Street, PH1, New York, NY 10014

KAO SALON
ACADEMY
NEW YORK



GO FURTHER.
GO BEYOND.



Kao SALON ACADEMY

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TORONTO PERTH LONDON RHEIN-MAIN BRISBANE
TAIPEI VIENNA ANTWERP SYDNEY MELBOURNE

For further information please contact your Goldwell representative. | 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.