



GOLDWELL

EDUCATION BOOK '19



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





GET READY FOR INSPIRATION

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 look-out 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.

MAKE YOURSELF STAND OUT!

Kathy Reilly

KATHY REILLY
ASSOCIATE DIRECTOR OF EDUCATION

Sandra Humphries

SANDRA HUMPHRIES
VICE PRESIDENT EDUCATION, SALON US



IT'S ALL ABOUT YOUR CREATIVITY AND YOUR CONFIDENCE. CHOOSE YOUR CUSTOMIZED EDUCATION.

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GOLDWELL SERVICE CYCLE

IT'S ALL ABOUT A
GREAT SERVICE EXPERIENCE IN
YOUR SALON AND BEYOND...

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.

MAKE YOURSELF STAND OUT!

Discover the Goldwell Service Cycle
ca.goldwell.com





GOLDWELL MASTER SERIES

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

**Whether color or cut & shape -
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** 



IT'S ALL ABOUT
YOUR JOURNEY TO
HAIR COLOR MASTERY...

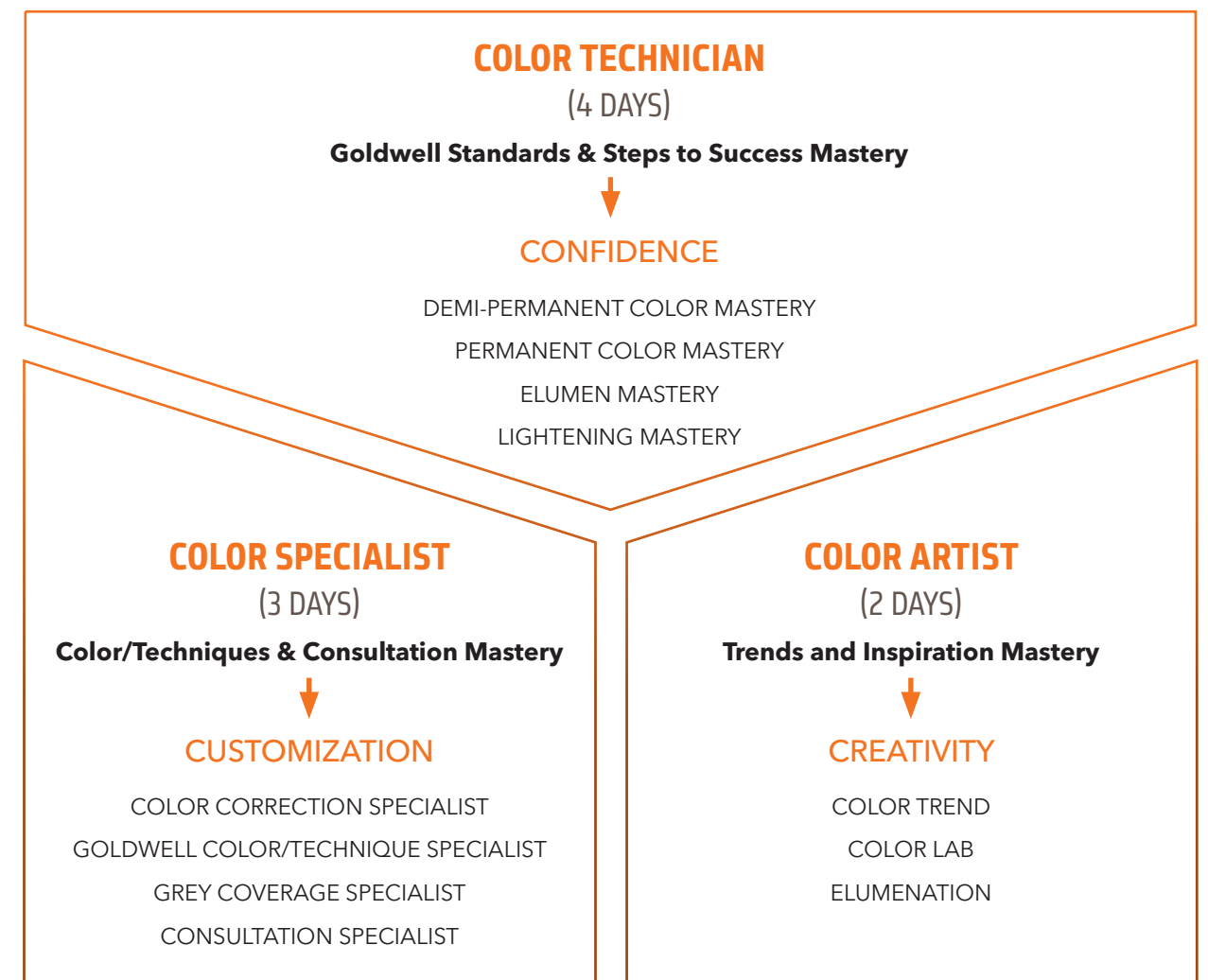
**MAKE YOURSELF
STAND OUT!**

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
- » Master Colorist 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

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.



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 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 ELUMINATION

Learn techniques that take your color expertise to the next level. Eluminate your color world. Learn how to use Eluminated Shades, Elumen and @Pure Pigments to customize any formulation and achieve unseen Eluminated Hair Color.

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.

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



IT'S ALL ABOUT
YOUR PERSONAL
PERFECTION IN
CUT & STYLE...

**MAKE YOURSELF
STAND OUT!**

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
haircutting**

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

CONTEMPORARY SHAPES

**Contemporary and
salon-friendly looks**

- » Pre-requisite: Master Stylist
Essential Shapes
- » 2-day seminar

ADVANCED SHAPES

**Advanced Shapes and
multiple techniques**

- » Pre-requisite: Master Stylist
Essential Shapes and
Master Stylist Contemporary
Shapes
- » 2-day seminar

MASTERSTYLIST 

CUTTING

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.

CONTEMPORARY SHAPES

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

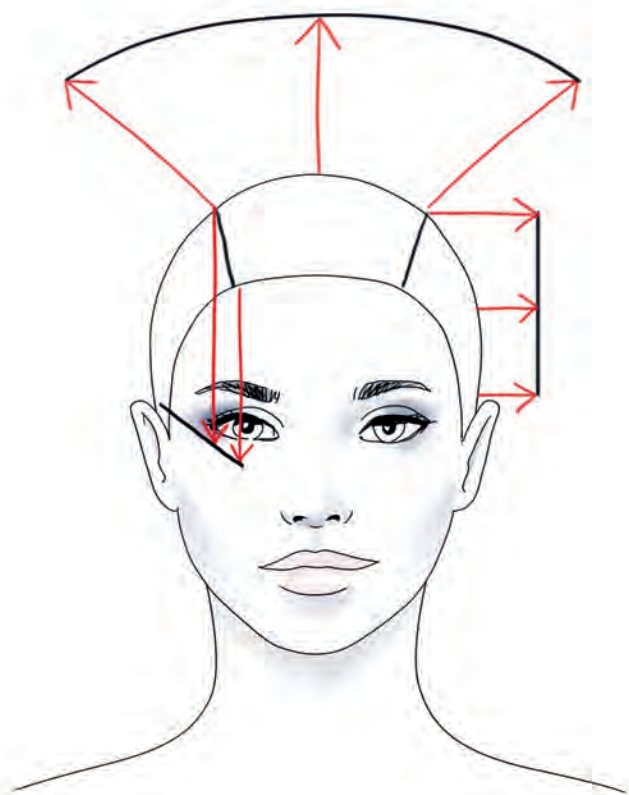
Create contemporary and salon-friendly looks. Use disconnection and color placement to enhance and emphasize the created shapes. Discover styling variations for the shapes to expand your range of finish options.

ADVANCED SHAPES

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

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.

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





IT'S ALL ABOUT
BOOSTING YOUR
COLOR CREATIVITY...

**MAKE YOURSELF
STAND OUT!**

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.GoldwellKMSregistration.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

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.



ON TREND: PURE CREATIVITY IN COLOR

It's all about experiencing the shine, vibrancy, and radiant effects of Elumen in this 1 day program. Explore creative formulations from highly reflective natural shades to radiant rainbow colors. Get in-depth insights from Elumen experts on the basics to the most creative avant garde looks and formulas. Create your own unique signature formulations and walk away with a whole new toolbox for every type of client! Discover how, when and why to use the full range of Elumen and how this easy to use color can unlock profits in your salon.



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.



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.



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.



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.





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.



HAIRPAINTING WITHOUT LIMITS

This program will help you push your creative boundaries and teach you skills that will dazzle your color-seeking clients. Hairpainting Without Limits is our second installment to our Hair Painting series. By the end of this two-day hands-on program, you will add new techniques partnered with fashion toned formulas that will have you hair painting in the most trending way. You will explore the Goldwell portfolio and learn how to achieve dynamic vivid colors and see the results come to life in our hands on workshops. *It is recommended to take Free Form prior.



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.



NOT YOUR BASIC BLONDE

Featuring Krysten Ashley-Garrod & Steuart Garrod

Featuring Krysten-Ashley & 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.



COLOR



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

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.



REDHEADED ROCK STARS

During this 2 day hands-on workshop you will explore formulations as well as learn techniques needed to achieve true Rock Star status in the art of creating reds on any canvas. Learn formulations based off of iconic celebrity redheads that will be sure to inspire and help to attract the clientele you desire. After completion of this hands on program, you will leave with all the tools you need to not only attract, but maintain your red headed clientele.



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



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.



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.



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!



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



CREATE. GET READY TO EVOLVE

BRING OUT YOUR CREATIVITY

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!



CORRECT TO PERFECT - A UNIQUE APPROACH TO COLOR CORRECTION

Featuring Rosa Hawkins

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 JLO 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.



BEHIND THE SCENES WITH @PURE PIGMENTS

Featuring Lindie Blackwell

Are you looking to creatively elevate your color work with a truly unique end result? Spend the day immersed in the world of Goldwell's newest HD3 technology, @Pure Pigments. In this one day hands on seminar, you will first learn the technology, followed by imagery of both salon friendly and creative color stories and their formulations as well as tips and tricks. The afternoon will be a creative jam session on one mannequin or hair wefts, where you will be encouraged to step outside of the box and become confident in creatively using any of the Goldwell portfolio and spectrum of shades while incorporating @Pure Pigments into your color work.



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.





IT'S ALL ABOUT
UNLIMITED
CUTTING ARTISTRY...

**MAKE YOURSELF
STAND OUT!**

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.GoldwellKMSregistration.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

STRUCTURED FORMATION ONE

Featuring Fanone International Team

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



STRUCTURED FORMATION TWO

Featuring Fanone International Team

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



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

RAZOR ARTISTRY

Featuring Rosa Hawkins

Razoring is a vital technique for creating beautiful movement and texture, and it's a must for reducing volume. But it takes finesse!

This course will teach you the fundamental principles of razor cutting – the when and the why – plus techniques you can use the moment you get back to your salon. We'll cover everything from creating invisible layers for clients with long or thick hair to executing a modern razor bob you'll love.

We also introduce important skills such as how to analyze hairlines, growth patterns and texture to customize each look. And we'll dive into color techniques specific to razor-cut hair.



MODERN BARBER

Featuring Jeffrey Moffett

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.



BLOW DRY AND FINISH

Featuring Fanone International Team

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





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

CLASSIC FINISHING

Featuring Melissa Emerson

The real ah-ha moments in styling hair come in the relationship between tool & product selection, sectioning, distribution and bases. Here we discover the essence of how to style hair effectively through demonstrations and practical workshops about not only the techniques but also the effect of the technique. You will walk away with technical building blocks for a strong foundation in finishing hair.



GLOBAL SPHERE

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



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



CREATE. GET READY TO EVOLVE BRING OUT YOUR CREATIVITY

CONTRASTING CONTOURS - A CUT AND COLOR EXPERIENCE

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.



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.



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.



EXPRESS STYLING

Featuring Frank Cini

Beautiful styles in under 15 minutes. The Express Styling premises is working with hair behind the chair and reducing hair prep. To become proficient with long hair and tackle any look whether its painstakingly neat or artfully dishevelled.



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

ARTISTIC INSPIRATION

ARTIST INSPIRATION SERIES WITH FRANK CINI

Featuring Frank Cini - Goldwell National Ambassador – Technical Development & Creative Direction

Frank Cini is the current NAHA winner for Styling and Finishing and this award is among the many earned over his career. Frank's accolades include winning Long Hairdresser of the Year, Texture Hairstylist, Ontario Hairstylist, Salon Team, 2X Canadian Hairdresser of the Year, 2X Avantgarde Hairstylist of the Year, Editorial Hair Stylist of the Year, and most recently the 2018 NAHA for Styling & Finishing. His hair artistry has splashed the front covers of Salon Magazine, featured in spreads of Elle Canada, Flare, Chatelaine and Toronto Life.

Amidst all the creative work and travel he does, Frank always considers his clients, putting them first when he's back in the salon. "Clients are the best barometers of success," says Cini. "Training and travel tie in to enable me in becoming a well-formed stylist, allowing me to educate my clientele on new looks that will flatter them based on hair type, face shape, and manageability. Without a doubt, clients are our key to success."

Frank carries with him a commitment to excellence in leading the Taz salon team, as well as being the best possible mentor for his children. Having become a 4th generation hair stylist, it's no surprise that this man's family crest ought to be a pair of shears.

Join Frank as he opens the door to new haircutting, and styling trends that will empower you to create new looks in an original and inspiring way. Explore the artistry and cutting edge techniques, which have led to him becoming an Icon within the industry.

AVAILABLE FORMATS:

Evening Look & Learn

Join Frank from 6pm-9pm as he shares model demonstrations and his inspiration behind the looks he has created. Model presentations will include Fantasy looks and Consumer Evening/Gala hair.

Hands On Workshop

Return the next day from 10am-5pm to immerse yourself in an intensive long hair workshop as you learn 8-10 techniques to achieve long hair looks from consumer wearable to fantasy and the product & skills required to achieve them.



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

ARTISTIC INSPIRATION

ARTISTIC INSPIRATION 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.



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





IT'S ALL ABOUT
INSPIRATION, NEW
IDEAS AND VISIONS
WITH REMIX...

**MAKE YOURSELF
STAND OUT!**

COLOR**ZOOM**

GOLDWELL'S HAIR FASHION COLLECTION 2019: **REMIX**

BREAK FREE.

ESCAPE YOUR REALITY AND HAVE SOME FUN.
MIX POP WITH PUNK.
SHAKE IT UP.

DARE. CLASH. REBEL.

HAIR IS YOUR FORM OF EXPRESSION.
GO FOR BOLD COLORS, SHARP CONTOURS
AND STRONG CONTRASTS.

**CREATE THE FUTURE AS YOU SEE IT -
IT'S TIME TO REMIX YOUR REALITY.**

#REMIXREALITY



Dylan Tung
GLOBAL WINNER
CREATIVE CATEGORY 2017,
SINGAPORE



Mio Sota
GLOBAL WINNER
PARTNER CATEGORY 2017,
USA

Maxim Sotnikov
GLOBAL WINNER
NEW TALENT CATEGORY 2017,
RUSSIA

COLRZOOM

"IT'S A MASH-UP OF PAST,
PRESENT AND FUTURE."

Dylan Tung
GLOBAL WINNER
CREATIVE CATEGORY 2017,
SINGAPORE



ARE YOU READY FOR THE EXPERIENCE OF A LIFETIME?

CREATE REMIX AS YOU SEE IT.

Take the REMIX Collection and make it your own. Let yourself be inspired by the spirit of REMIX and take the challenge in your country. Compete to win the chance to participate in the international Color Zoom Challenge. Beyond showcasing your skills, it's about pushing your limits and discovering hidden talents. Jump start your career and step into the Color Zoom spotlight.

SEIZE YOUR OPPORTUNITY!

#TAKETHECHALLENGE

Application documents can be downloaded from:
www.goldwell.com/colorzoom/briefingkit



COLOR ZOOM CHALLENGE

Featuring Derrick Zeno in New York and Michelle Pargée in Toronto

This three-day course will put you on your way to Color Zoom 2019, with all the tools and knowledge you need to enter with confidence.

Day One:

You'll gain an in-depth understanding of this year's Color Zoom 2019 concept color, cut and texture so you can put together your personal interpretation. You'll learn the rules inside and out, what the judges are looking for, how to storyboard your idea and how to create swatches to tell your color story.

Day Two:

This full day is dedicated to model prep start to finish - with expert guidance in formulation and application.

Day Three:

Now you're ready for your photo shoot with one of our top photographers and a team of make-up artists with pro expertise. Do to photo shoot please plan on this day running later than 5PM.

Your Color Zoom Challenge model must accompany you on day 2 and day 3 along with wardrobe. Remember the model you choose must be available to attend the 2019 Color Zoom Challenge.



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

GOLDWELL/KMS INSPIRATION CUT-COLOR-STYLE ON TOUR

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:

March 16-18 Miami, Florida | April 6-8 Houston, Texas | May 4-6 Long Branch, New Jersey
May 17-19 Foxwoods Resort Casino, Connecticut | June 1-3 Long Island, New York

Ticket price:

\$250 or 9,821 Salon Alliance Points

Ticket includes:

Three programs in 2-hour rotations, One mannequin head, Lunch, Cocktail Toast with Artistic Team and Models.

Contact your DSC or local Goldwell/KMS Representative for more information.



WEBCASTS

Catch the latest in "up to the minute" fashion trends, techniques and brand information from Goldwell and KMS.

Tune in for Live Fashion events from Fashion Week or visit the library any time On Demand 24/7. Join the Goldwell and KMS artistic teams for education that inspires and sparks your creativity.

Tune in for the latest trends in fashion, Hair and make-up from spring and fall as well as Amazing Color and Styling techniques your clients will love.

Access the library for quick and valuable how to in product usage and techniques that are great for those stylists new to the brand or loyal users looking for Inspiration, creativity and education on your time anytime.

Live dates to include:

February Live from Fashion Week NYC Spring

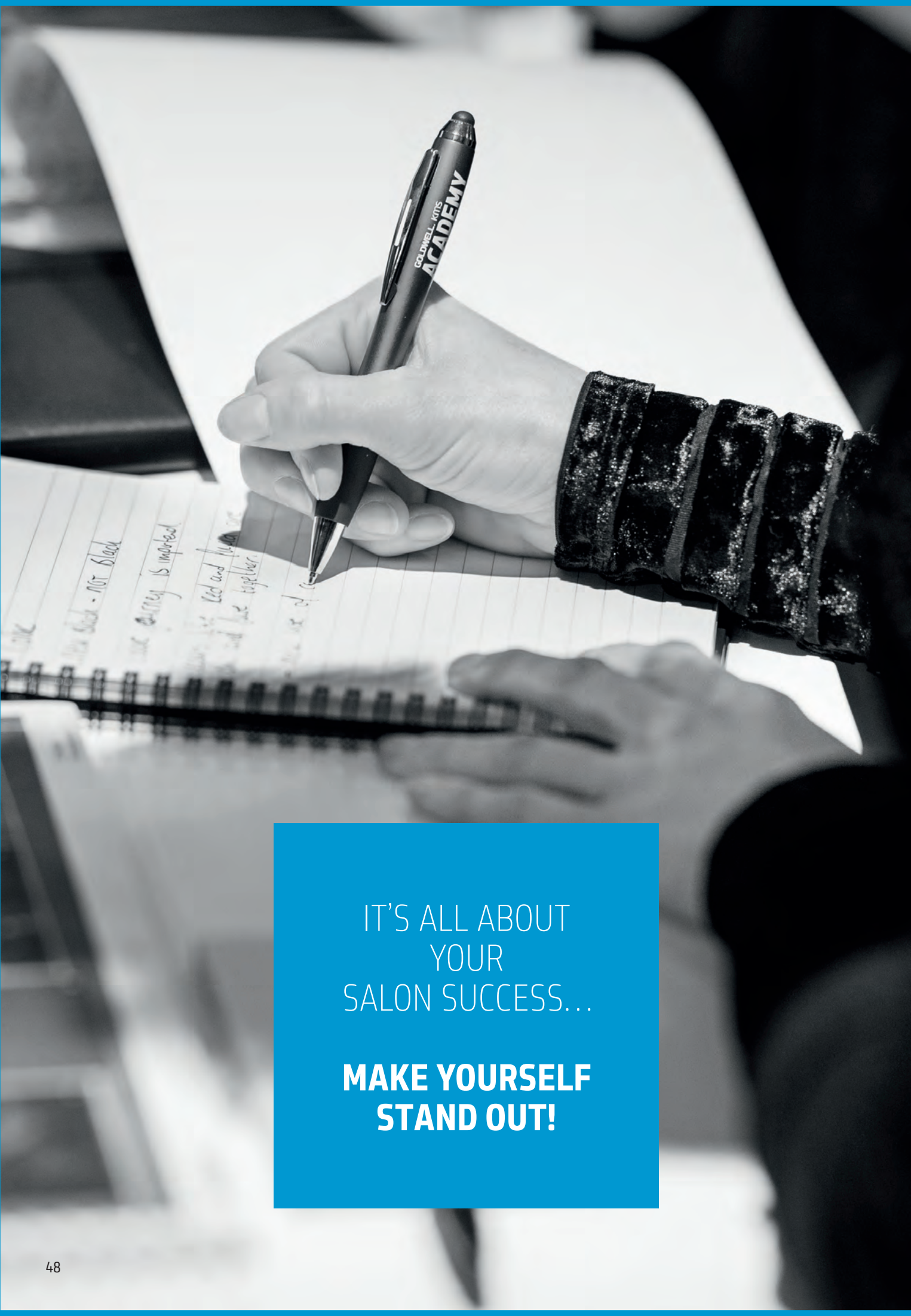
September Live from Fashion Week NYC Fall

Also join us live and for pre-recorded information throughout the year.

24/7 Access to past and present webcasts and how to's. For more details and dates visit the website or see you local consultant for more webcast dates and information.

Visit goldwellondemand.com or kmsondemand.com. Education on your time-Anytime.





IT'S ALL ABOUT
YOUR
SALON SUCCESS...

**MAKE YOURSELF
STAND OUT!**

STRENGTHEN YOUR SALON'S BUSINESS AND LEADERSHIP SKILLS WITH OUR UPLIFTING SEMINARS.

SUCCESS BEHIND THE CHAIR

Featuring Linda Kelsey

Whether you own your salon or work for someone else, your chair is your business. This program is a full day of coaching and mentoring for you to work "on" your business vs working "at" your business. Some of the important information covered will be; identifying how you want to be viewed by your clients, self-awareness and development opportunities, communication, consultation, and the importance and opportunity that exist with rebooking and retail.

Stylist/Owner Testimonial

"Success behind the chair with Linda Kelsey was an amazing eye opener for me! Her extensive knowledge on how to make the most of my current situation was astonishing. I never knew how much opportunity there was for growth with my existing clients and how to increase revenue. The class was so enjoyable because Linda is hilarious and puts life in a perspective that is very relatable. I would recommend this class to anyone who wants to make more as a hairdresser! Linda's class is genius!"

- Chantel Funk Hair Design.



SALON SUCCESS AND STRUCTURE

Featuring Kelly Hallet & Tammie Axworthy

Salon Success and Structure has been developed by two passionate salon business owners that share their insights and the keys to successfully building their businesses. This seminar focuses on the salon owner and building a solid salon culture. Are you ready to make your business more successful? In this program small salon business owners will learn the importance of branding, recruitment and training, developing a salon manual and social media marketing strategies. By incorporating your mission and values into key areas, salon owners will gain focus and structure in their salon environment.



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



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





IT'S ALL ABOUT
LEARNING FROM
THE BEST...

**MAKE YOURSELF
STAND OUT!**

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.



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.

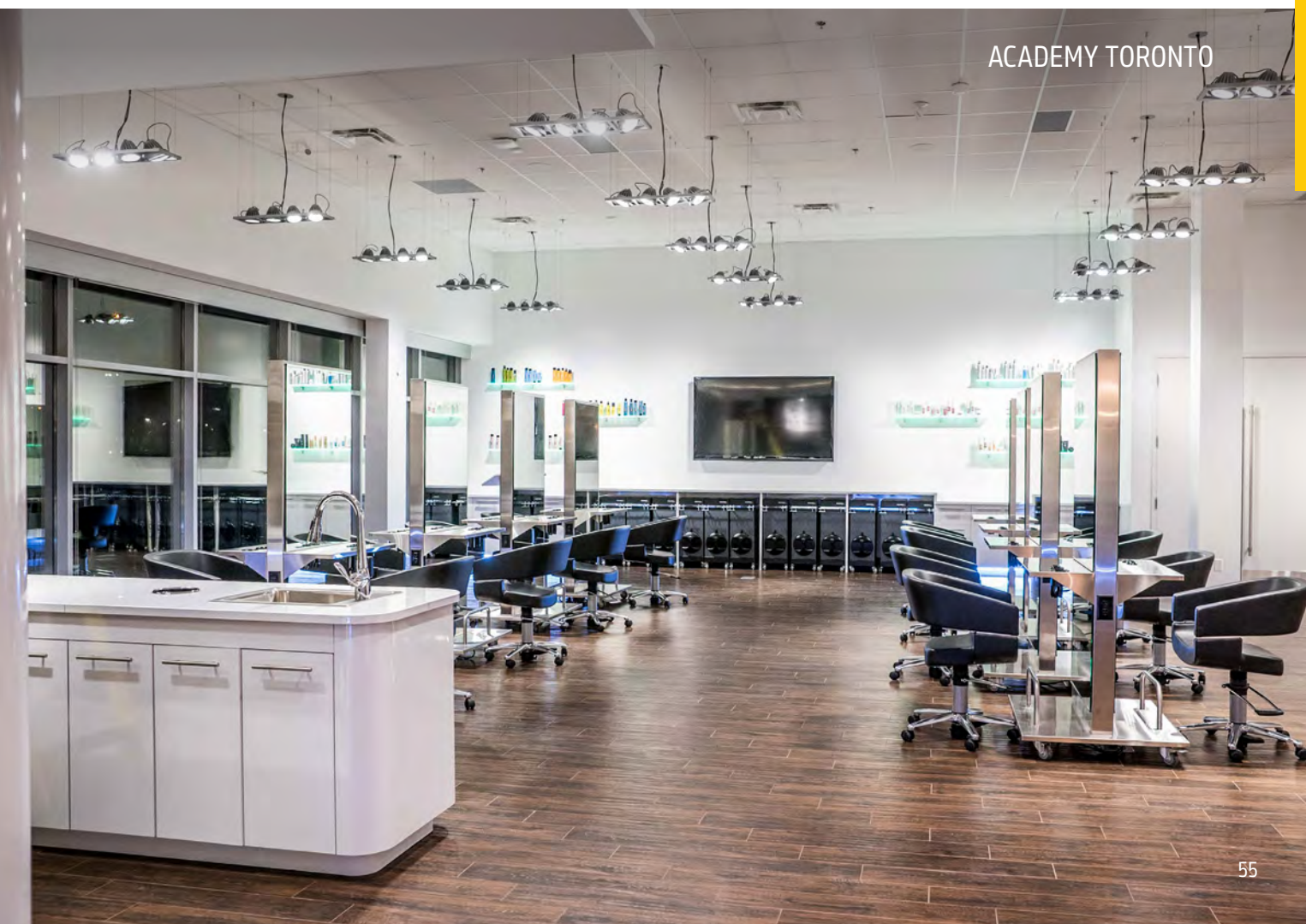
It's all about knowing where to find inspiration!

KAO SALON
ACADEMY



ACADEMY NEW YORK

GLOBAL ARTISTIC NETWORK



ACADEMY TORONTO

PERFECT PARTNERSHIP AMAZING REWARDS

BE A PART OF OUR COMMUNITY
& BE BLOWN AWAY!

THE SALON ALLIANCE
PERFECT PARTNERSHIP. AMAZING REWARDS
GOLDWELL. KMS VARIS

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.

**AS A MEMBER OF THE SALON ALLIANCE,
YOU'RE NOT JUST PART OF A POINTS PROGRAM;
YOU'RE A MEMBER OF OUR COMMUNITY.**

When you log in to your account,
you'll be able to redeem points, share ideas,
download marketing pieces
and get the inside scoop on products and education.

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.

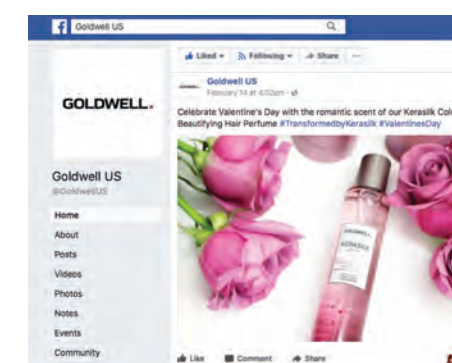
Our rewards gallery includes...

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

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

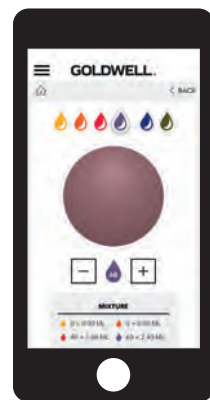
- » REDEEM REWARDS: BROWSE OUR GALLERY TO
SEE OUR WIDE SELECTION OF REWARDS FROM
BACKBAR ITEMS TO ACADEMY PROGRAMS, ONCE
IN-A-LIFETIME TRAVEL OPPORTUNITIES
AND MORE!
- » TRACK YOUR POINTS AND PROGRAM STATUS
- » SHARE IDEAS WITH OTHER SALON OWNERS
AND STYLISTS IN OUR IDEA EXCHANGE FORUM
- » WATCH VIDEOS
- » CUSTOMIZE MARKETING MATERIALS AND IMAGES
- » GET UP-TO-DATE INFORMATION ON PRODUCT
AND EDUCATION NEWS

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



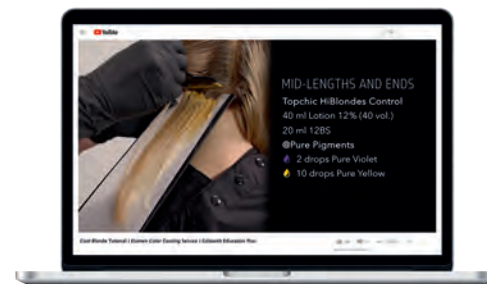
GET READY FOR YOUR DIGITAL INSPIRATION ANYTIME, ANYWHERE...

Get new impulses with our digital education – developed to perfectly enrich your skills and hands-on experience. Now you can have access to new inspiration wherever you are and easily keep your knowledge up-to-date. Dive into the whole Goldwell world with our new digital opportunities.



GOLDWELL EDUCATION PLUS APP

COLOR MULTIPLIER
BEAUTY HEADS
SPECTRUM OF STYLING
HAIR SCIENCE
COLOR ZOOM
INDIVIDUAL VISUALISATION
FORMULATION GUIDE



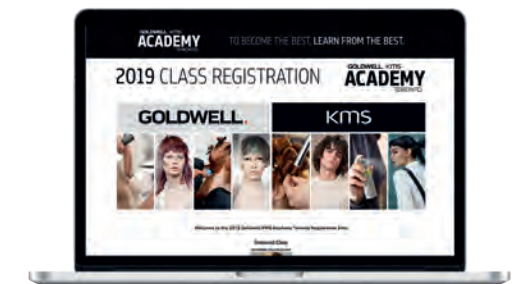
GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL NEW

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



GOLDWELL ONLINE

EVENTS
COLOR ZOOM
ABOUT GOLDWELL
SERVICES
SALON SUCCESS
EDUCATION
PRODUCTS



GOLDWELL SEMINAR FINDER

QUICK SEMINAR OVERVIEW
DATES AND LOCATIONS
ARTIST AND NEWS
ONLINE REGISTRATION

BOOKING AND MUST-KNOW INFORMATION

ACADEMY BOOKINGS

Please follow the steps below to book your academy selection:

- » visit www.GoldwellKMSregistration.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

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

Toll Free: 1.877.795.7495 | Technical Hotline: 1.800.333.CHIC

e-mail: goldwellkmsregistration@mmsmeetings.com | weblink: ca.goldwell.com

ACADEMY TORONTO

2-75 Courtneypark Drive, Mississauga, Ontario L5W 0E3

NEW LOCATION! COMING EARLY 2019

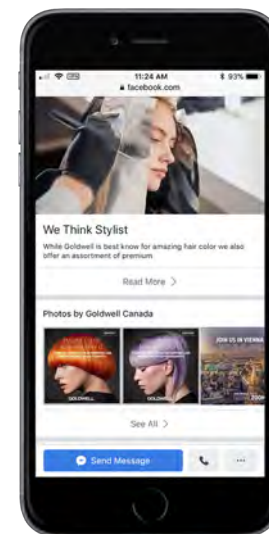
326 King Street East, Toronto, Ontario M5A 1K6

KAO SALON
ACADEMY
TORONTO

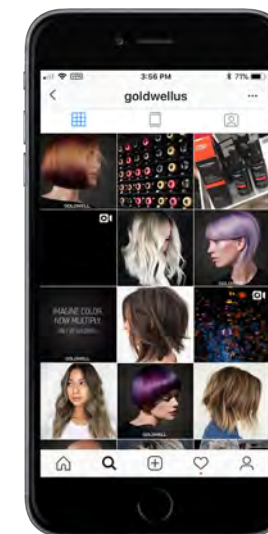
SOCIAL MEDIA URL LISTING

A quick reference guide for Goldwell url's.

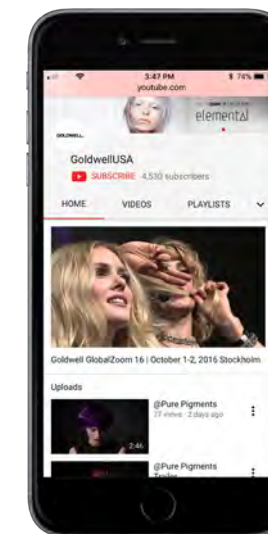
For a chance for your images to be featured on our social media pages, please use #GoldwellCaApproved in your posts.



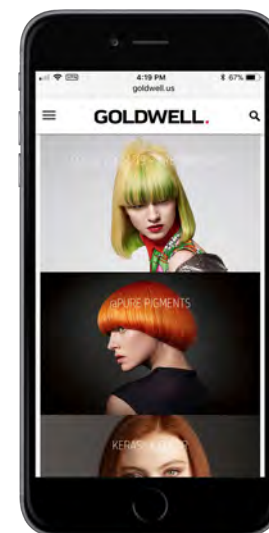
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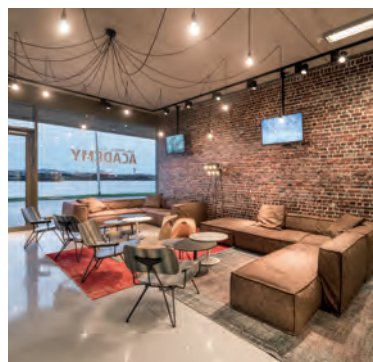


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GET READY FOR INSPIRATION.
MAKE YOURSELF STAND OUT!



KAO SALON ACADEMY

AMSTERDAM APELDOORN HONG KONG NEW YORK
HELSINKI BERLIN ROME COPENHAGEN MILAN
STOCKHOLM DUSSELDORF SINGAPORE LINZ ZURICH
TORONTO PERTH LONDON RHEIN-MAIN BRISBANE
TAIPEI VIENNA ANTWERP SYDNEY MELBOURNE

For further information please contact your Goldwell representative. | ca.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.