



BRAND STATEMENT

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.

WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS

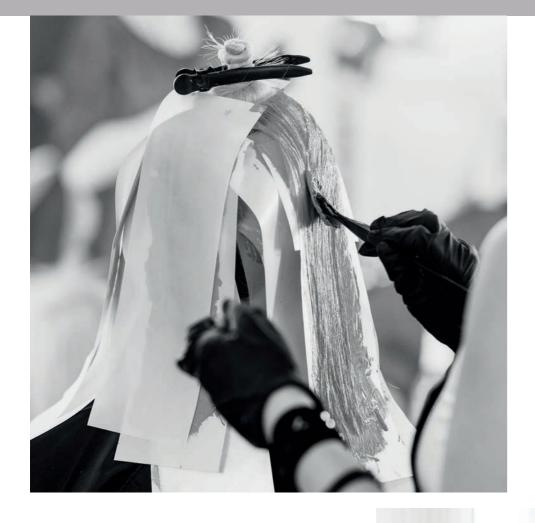
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT

SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.

WE THINK LIKE YOU.

WE THINK STYLIST







GET READYFOR INSPIRATION

"Curiosity is the wick in the candle of learning."
- William Arthur Ward

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 Goldwell Education Team and Guest 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!

Deux Elleible

Irene MeikleAssociate Director, Education, UK

Mark GiannandreaGeneral Manager, UK and Ireland

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

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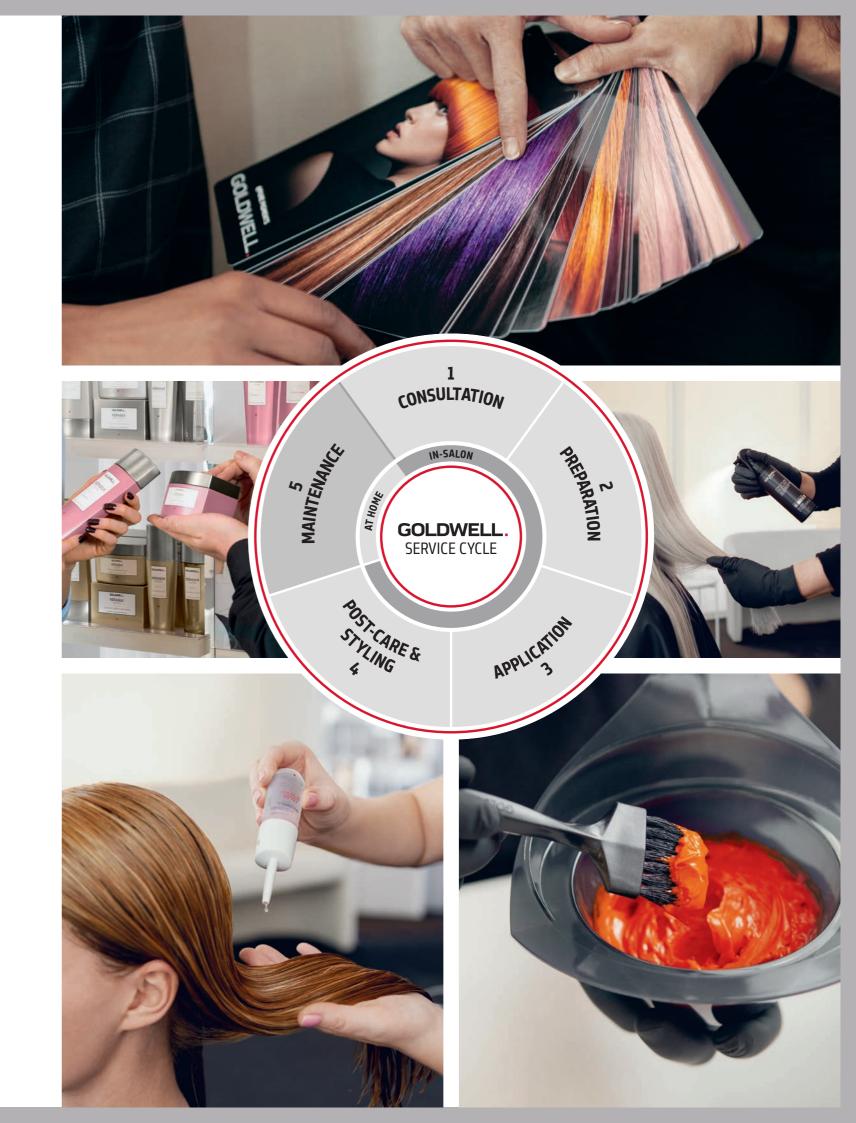
GOLDWELL SERVICE CYCLE

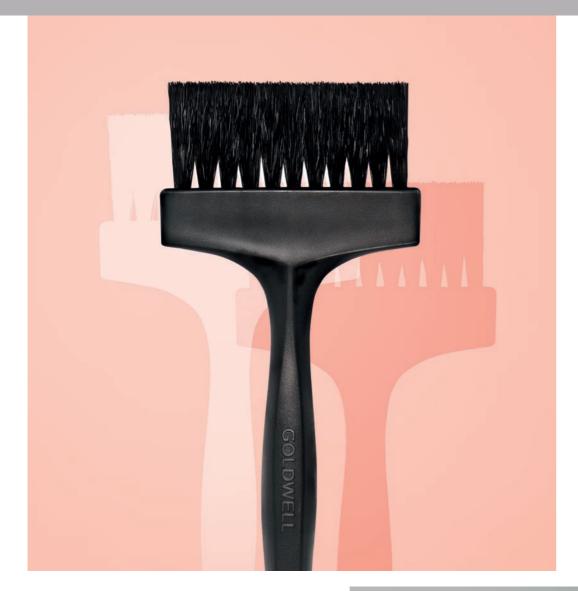
IT'S ALL ABOUT A GREAT SERVICE EXPERIENCE IN YOUR SALON AND BEYOND...

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 www.goldwell.co.uk







GOLDWELL MASTER SERIES

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

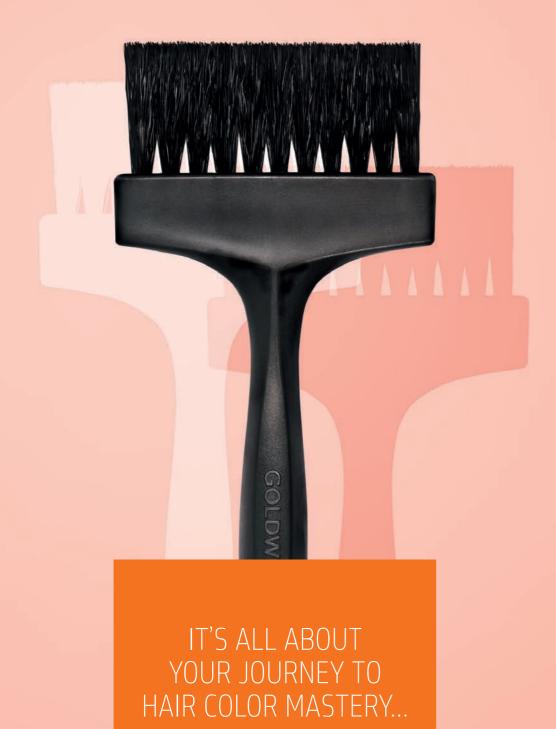
Whether color or cut - take your expertise to a new level.

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**







MAKE YOURSELF

STAND OUT!



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 sucessfully master each segment

COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

5 STEPS TO SALON SUCCESS MASTERY (OPTIONAL)



5. FOILING MASTERY

4. LIGHTENING MASTERY

3. ELUMEN MASTERY

2. PERMANENT COLOR MASTERY

1. DEMI-PERMANENT COLOR MASTERY

COLOR SPECIALIST

Color Technique and Consultation Mastery » Customization



COLOR FORMULATION/TECHNIQUE SPECIALIST **GREY COVERAGE SPECIALIST**

COLOR ARTIST

Trends and Inspiration Mastery » Creativity

COLOR TREND

COLOR LAB

COLOR ELUMENATION







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

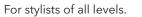
» Knowledge in dimensional coloring

» 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!

5 STEPS TO SALON SUCCESS [OPTIONAL]



Be the best in your craft and maintain the momentum. Adopt the 5 steps to success, from the SERVICE CYCLE to rebooking and watch the clientele increase. Understand how to professionally communicate.

TIME

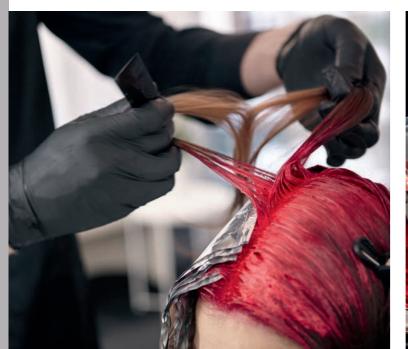
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Finish (approx): 5:00 PM

INVESTMENT

DATE MON 14 JAN / MON 11 MAR / MON 17 JUN

MON 12 AUG / MON 4 NOV





DEMI-PERMANENT COLOR MASTERY

For stylists of all levels.

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 exciting fashion colors and grey blending.

TIME

DATE

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £175

> TUE 15 JAN / TUE 12 FEB / TUE 12 MAR TUE 16 APR / TUE 21 MAY / TUE 18 JUN TUE 16 JUL / TUE 13 AUG / TUE 10 SEP

TUE 8 OCT / TUE 5 NOV

PERMANENT COLOR MASTERY

For stylists of all levels.

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.

TIME

Register: 9:30 AM Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT DATE

WED 16 JAN / WED 13 FEB / WED 13 MAR WED 17 APR / WED 22 MAY / WED 19 JUN

WED 17 JUL / WED 14 AUG / WED 11 SEP

WED 9 OCT / WED 6 NOV

LIGHTENING & FOILING

For stylists of all levels.

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. Learn the classic technique of foil highlighting and adaptable placements to achieve different color effects and add dimension.

TIME

DATE

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £175

TUE 29 JAN / TUE 19 MAR / TUE 30 APR TUE 11 JUN / TUE 23 JUL / TUE 17 SEP

TUE 29 OCT / TUE 26 NOV

ELUMEN COLOR MASTERY

For stylists of all levels.

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.

TIME

Register: 9:30 AM Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT DATE

WED 30 JAN / WED 20 MAR / WED 1 MAY

WED 12 JUN / WED 24 JUL / WED 18 SEP

WED 30 OCT / WED 27 NOV



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

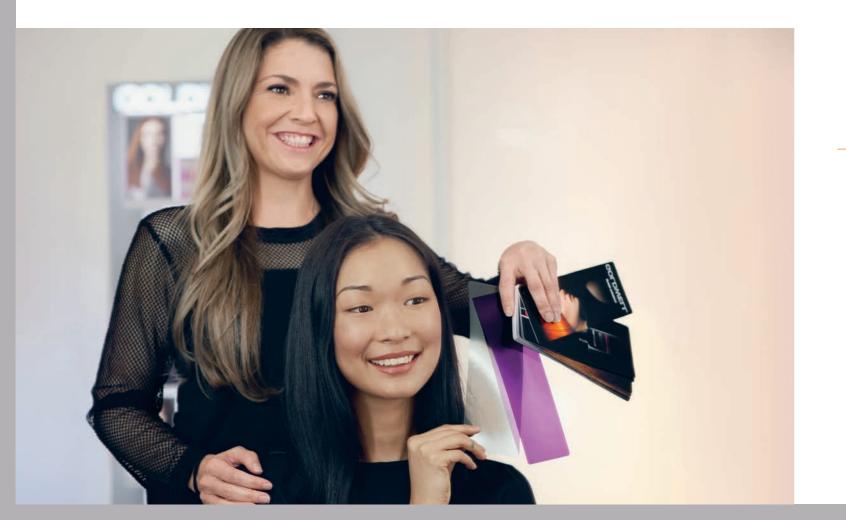
» An in-depth understanding of color families

» 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!



CONSULTATION SPECIALIST

For colorists with 3 or more year's experience.

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.

TIME Register: 9:30 AM

Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £175

DATE WED 6 FEB / MON 1 APR / MON 24 JUN

WED 25 SEP / TUE 22 OCT / WED 13 NOV

GREY COVERAGE SPECIALIST

For colorists with 3 or more year's experience.

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.

TIME Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £17.
DATE TUE

TUE 22 JAN / TUE 5 MAR / TUE 23 APR TUE 4 JUN / TUE 16 JUL / TUE 27 AUG

TUE 15 OCT / TUE 19 NOV

COLOR TECHNIQUE SPECIALIST

For colorists with 3 or more year's experience.

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

TIME Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £175

DATE WED 23 JAN / WED 6 MAR / WED 24 APR

WED 5 JUN / WED 17 JUL / WED 28 AUG

WED 16 OCT / WED 20 NOV

COLOR CORRECTION SPECIALIST

For colorists with 3 or more year's experience.

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 from minor to major color change.

TIME Register: 9:30 AM

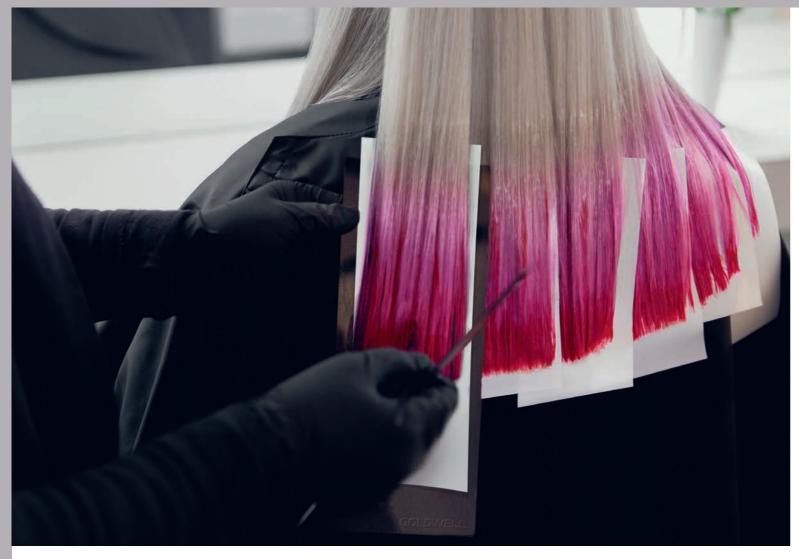
Start: 10:00 AM

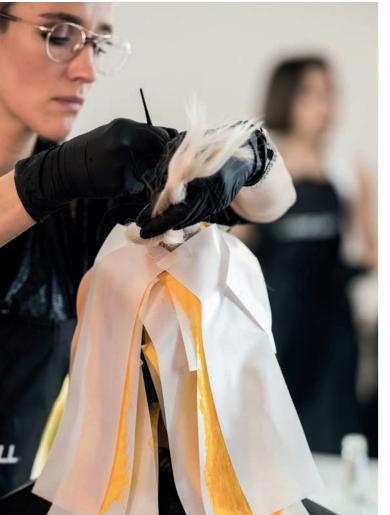
Finish (approx): 5:00 PM

INVESTMENT £17

DATE TUE 5 FEB / TUE 26 MAR / TUE 7 MAY
TUE 18 JUN / TUE 30 JUL / MON 19 AUG

TUE 24 SEP / TUE 12 NOV









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!

COLOR ELUMENATION NEW



For senior colorists.

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

TIME Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £175 DATE WED

WED 27 MAR / WED 8 MAY / WED 19 JUN

WED 31 JUL / TUE 8 OCT

COLOR TREND

For senior colorists.

Get inspired by the latest fashion trends. Learn how to bring haute couture into your salon and translate it into exciting services for your clients. TIME Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £175

DATE TUE 26 FEB / TUE 23 APR / TUE 25 JUN

TUE 20 AUG / TUE 29 OCT

COLOR LAB

For senior colorists.

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.

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £175

DATE WED 27 FEB / WED 24 APR / WED 26 JUN

WED 21 AUG / WED 30 OCT

MASTER**COLORIST**

MASTER**COLORIST**

MASTER COLORIST CERTIFICATION DAYS

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

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

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

The one day certification will be performed on two models. On Master Colorist Technician there is an assessment test.

TIME Register: 9:00 AM / 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT DATE

Master Colorist Technican (Register 9:00am) THU 31 JAN / TUE 5 MAR / TUE 2 APR WED 29 MAY / TUE 2 JUL / WED 21 AUG WED 16 OCT / THU 14 NOV / MON 2 DEC

Master Colorist Specialist (Register 9:30am) WED 13 MAR / THU 9 MAY / WED 10 JUL

WED 28 AUG / TUE 19 NOV

Master Colorist Artist (Register 9:30am) THU 28 FEB / WED 1 MAY / WED 3 JUL TUE 27 AUG / WED 9 OCT

LECTURERS AWARENESS

For full time college lecturers to keep up to date and informed about GOLDWELL color products and information.

Set your own agenda on color topics, and learn about any new GOLDWELL color products introduced recently.

In the afternoon these products and their uses are demonstrated on 1-2 models following the GOLDWELL Color Cycle. An important focus is how to teach these methods and information to others.

Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT DATE

TIME

THU 11 JUL / WED 7 AUG / MON 28 OCT

MASTER COLORIST INTENSE

Experienced colorists and salon owners.

There are few courses in Europe that can give you this level of expertise and personal tuition. This intensive 12 day course offers the combination of inspired learning and personal development, which will not only help you later with other talents but will bring out your own creativity.

The focus of this course is on how to use the whole portfolio of Goldwell color products to the utmost of your ability.

A holistic mix of product information and hands on sessions with models putting the concepts taught into action.

Includes weekly assessment and end of programme examination

12 days over 6 weeks

(2 days per week, Monday and Tuesday)

TIME Register: 9:30 AM

Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £2.000

14 & 15 JAN, 22 & 23 JAN, 28 & 29 JAN, 4 & 5 FEB, 11 & 12 FEB, 18 & 19 FEB

> 29 & 30 APR, 7 & 8 MAY, 13 & 14 MAY, 20 & 21 MAY, 28 & 29 MAY, 3 & 4 JUNE

2 & 3 SEP, 9 & 10 SEP, 16 & 17 SEP, 23 & 24 SEP, 30 SEP & 1 OCT, 14 & 15 OCT

LECTURERS MASTER COLORIST INTENSE

Bespoke five-day course, taking many elements from the Master Colorist Intense and specifically created for college lecturers.

Includes an end of programme examination.

5 days (1 week)

TIME Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

£500

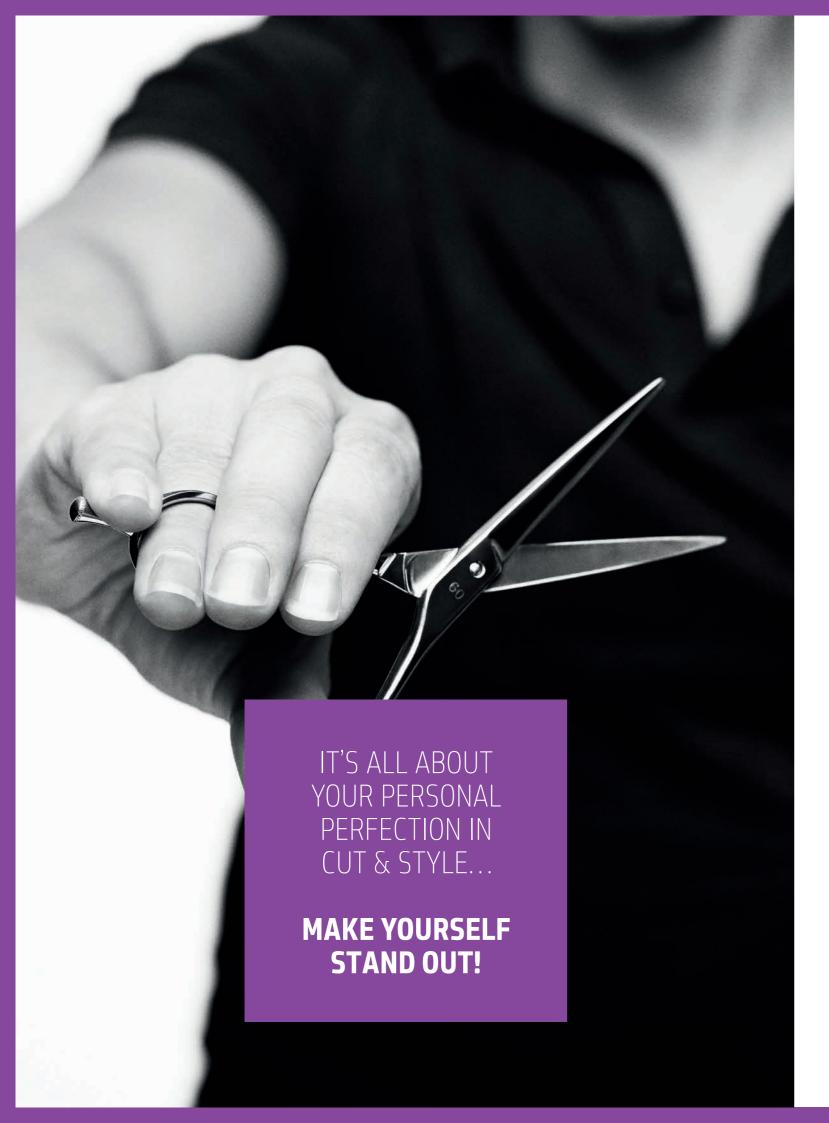
INVESTMENT

DATE

MON 22 JUL - FRI 26 JUL









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

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

MASTER STYLIST INTENSE

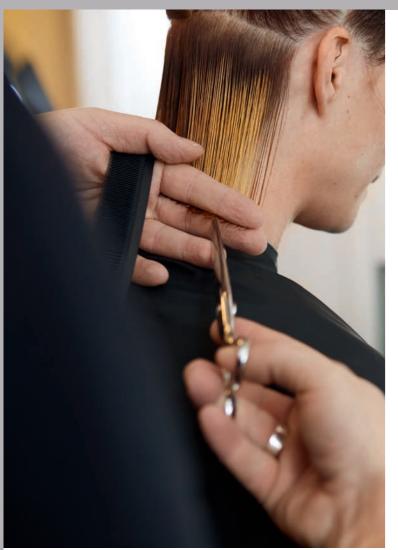
Essential Shapes and Contemporary Shapes in one hit!

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

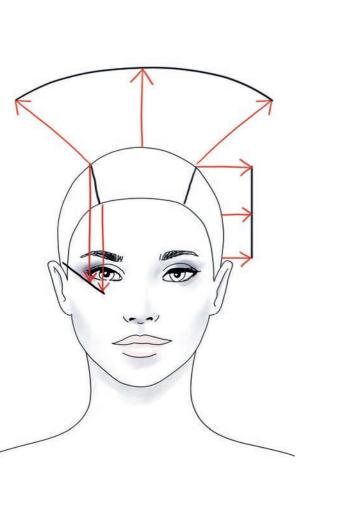
ADVANCED SHAPES

Advanced Shapes and multiple techniques

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











CUTTING & SHAPE

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!

TIME

DATE

TIME

TIME

DATE

DATE

INVESTMENT

INVESTMENT

INVESTMENT

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.

3 days

Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

£330

MON 25, TUE 26 & WED 27 FEB MON 13, TUE 14 & WED 15 MAY MON 2, TUE 3 & WED 4 SEP

CONTEMPORARY SHAPES

For stylists with salon experience and must have attended Essential Shapes

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

2 days

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

£230

MON 18 & TUE 19 MAR MON 10 & TUE 11 JUN TUE 1 & WED 2 OCT

MASTER STYLIST INTENSE

For stylists with salon experience.

Essential Shapes and Contemporary Shapes in one hit

5 days (1 week)

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

£560

MON 25 - FRI 29 MAR MON 21 - FRI 25 OCT

2 days

ADVANCED SHAPES

For stylists with salon experience and must have completed Essential Shapes/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.

TIME Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £230

MON 15 & TUES 16 APR MON 1 & TUE 2 JUL MON 4 & TUE 5 NOV



TRENDING SALON SERVICES

Your source of inspiration:

WHAT'S IN IT FOR YOU?

» Looking to refine your balayage techniques, or find out about the latest color trends hitting social media or simply looking to enhance your blow dry skills?

» Join our hands-on sessions to gain excellence and have fun!

BALAYAGE OMBRE FUSION

Looking for new techniques, ideas and inspiration? Want to perfect the art of Balayage?
Do you strive to create a soft sweeping beautiful sun kissed blonde?

During this one day seminar, Goldwell will show you quick and easy techniques to help you gain confidence and create this look time and time again. TIME Register: 9:30 AM

Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £175

DATE THU 24 JAN / THU 26 FEB / WED 20 MAR

THU 13 JUN / MON 5 AUG / THU 19 SEP

WED 13 NOV

TREND REPORT

An exclusive trend led seminar that explores the latest color phenomena sweeping social media.

Tailored to intermediate and advanced levels of hairdressers looking to offer the most talked about color services. Learn the techniques, color patterns and formulas to recreate the looks that are at the forefront of the fashion hungry client TIME Register: 9:30 AM

Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £175

DATE WED 6 MAR / TUE 28 MAY / TUE 6 AUG

WED 23 OCT

BLOW-DRY BRILLIANCE

This seminar focuses on how to achieve the perfect blow-dry for your clients and identifying correct product usage dependent on hair type, care and styling tips.

Watch how to create the popular curly blow-dry and dressing out technique, as well as the classic blow-dry and pin set technique. Enjoy a hands-on session to learn how to refine a smooth, straight blow-dry and perfect the curly blow-dry.

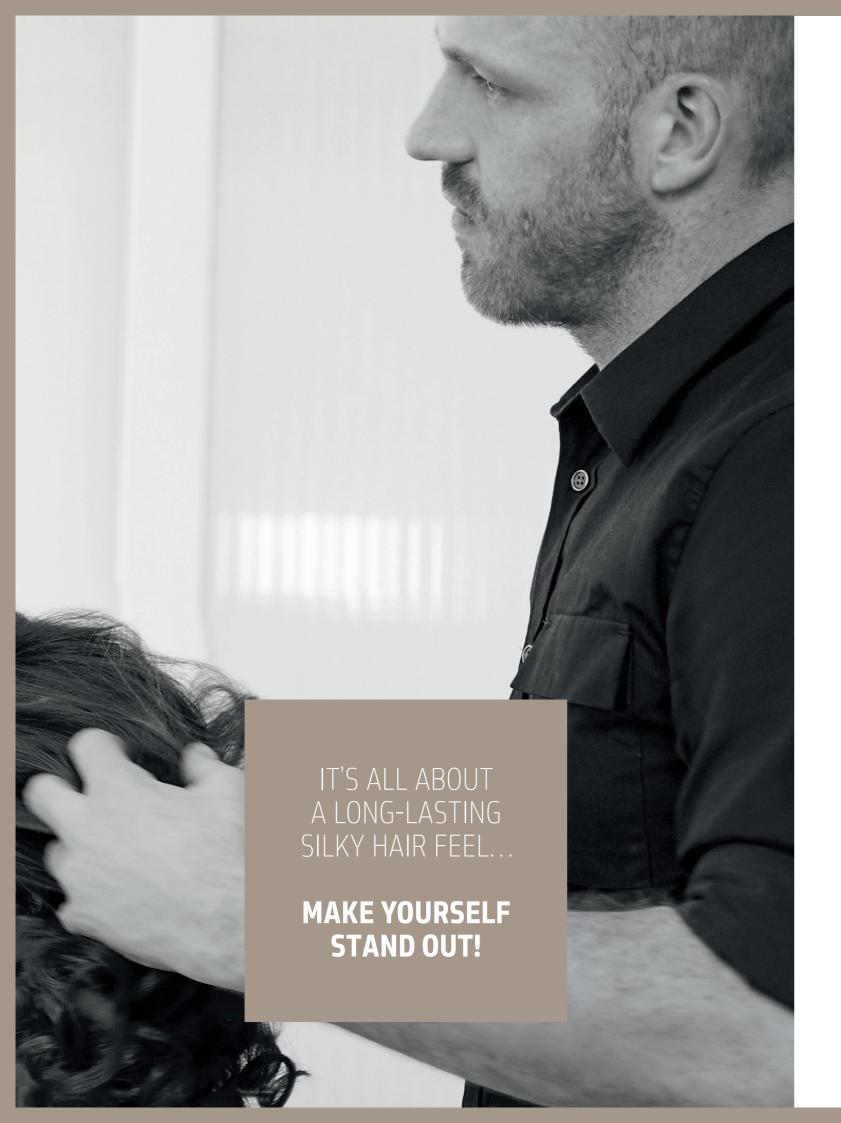
TIME

Register: 9:30 AM Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £8

DATE WED 13 FEB / THU 16 MAY / TUE 9 JUL

THUR 5 SEP / WED 20 NOV



KERASILK

The luxurious Kerasilk hair care, styling and fragrances feature high-end ingredients for exceptional and long-lasting results.

Learn how to successfully implement and perform high-end salon services to set yourself and your salon apart from the competition and gain new clients.

WHAT'S IN IT FOR YOU?

- » Kerasilk luxury hair care and high-class experiences
- » Expert hair analysis to professionally determine the perfect Kerasilk service for your client's hair structure and scalp
 - » Tips to perfectly create the luxury salon experience
- » Insights into how to professionally consult with your clients





KERASILK LUXURY HAIRCARE

Beautiful hair starts with luxurious care. Discover customizable Kerasilk services.

WHAT'S IN IT FOR YOU?

» Fulfil the expectations of your very demanding clients
 » Attract your clients with an appealing and indulging service experience
 » Customized home care regime

LUXURY TREATMENTS & BLOW-DRY SERVICES

Learn all about Kerasilk products and how to successfully implement the Kerasilk services (Color, Control, Reconstruct, Repower and Revitalize) in your salon.

Gain expertise in hair analysis to professionally determine the perfect Kerasilk service for your client's hair structure.

TIME

Register: 9:30 AM

Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £100

WED 22 MAY

KERASILK CONTROL

Customized solutions for long-lasting transformation into perfectly smooth and soft hair.

WHAT'S IN IT FOR YOU?

- » Two salon-exclusive luxury services: Keratin Treatment Service and De-Frizz Service
- » Great solutions for long-lasting transformation of unmanageable and frizzy hair
- » Complementary home care products to extend the Kerasilk Control salon experience

KERATIN CONTROL SMOOTHING SERVICE

Become an expert in unmanageable hair.

Learn how to identify the perfect level of hair relaxation and smoothing for your client and how to adjust the formula according to your client's wish. Treatment lasts 3-5 months.

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £100

DATE TUE 25 JUN

KERATIN DE-FRIZZ SERVICE

Become an expert in frizzy hair.

The Kerasilk Keratin De-Frizz service is a great opportunity to reduce frizz whilst keeping natural movement. Learn how to perfectly perform the service and get maximum perfection and soft results. Treatment lasts 6 weeks.

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £100

DATE MON 8 JUL











GOLDWELL'S HAIR FASHION COLLECTION 2019: R3MIX

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 RAMIX YOUR REALITY.

#REMIXREALITY





CREATE R3MIX AS YOU SEE IT.

Take the R3MIX Collection and make it your own.

Let yourself be inspired by the spirit of R3MIX 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**



UK NATIONAL WINNERS 2018

Kaska Havis
BLU HAIR

Lydia Wolfe
TONY WOOD HAIRDRESSING
Stephanie Jones
STEPHANIE JONES
AWARD WINNING HAIR & BEAUTY



COLOR ZOOM PHOTOSHOOT WITH 'PREP' DAY

Art direction and coaching will be led by Beverly C MBE on both days. $\,$

Receive mentoring on how to get the best result and a professionally taken Color Zoom entry picture.

The photoshoot day includes a makeup artist and clothes stylist plus one hour with an accalimed photographer.

TIME INVESTMENT DATE

Timing to be advised on booking £875

Prep Day:

THU 28 MAR / FRI 29 MAR **Photoshoot Day:**MON 8 APR / TUE 9 APR



#PUREPIGNENTS WELL. #PUREPIGNENTS GOLDWELL. ENTS PUREPIGNENTS













NATIONAL EDUCATION EVENTS

GOLDWELL TOUR

Hungry for inspiration? In 2019 Goldwell will be celebrating everything to do with color!

Don't miss the opportunity to hear from our Goldwell Guest Artists who are coming to a city near you. Here they will share their vision on color to enable you to grow and ignite your color business with our latest innovative color products and services in a stimulating education-led setting.

SHOWCASE EVENTS

Supercharge your creativity and ideas with an evening up close and personal with industry leaders, in an informal and relaxed atmosphere.

Hear directly from our Goldwell Guest Artists about their experiences and learnings from photoshoots, catwalk shows and what inspires and motivates them in their own day-to-day work and salon business.

HUB NETWORK

MARKETING. BUSINESS. EDUCATION.

Exclusively for HUB salon owners. Take the next step with the HUB NETWORK. Two days of inspirational presentations, expert speakers, business insight, networking opportunities and dinner and cocktails, all at a luxury 5* overseas destination!

In 2019 HUB NETWORK will travel to the stunning and sophisticated island of Sicily, 11-14 May 2019

COLOR ZOOM UK FINAL

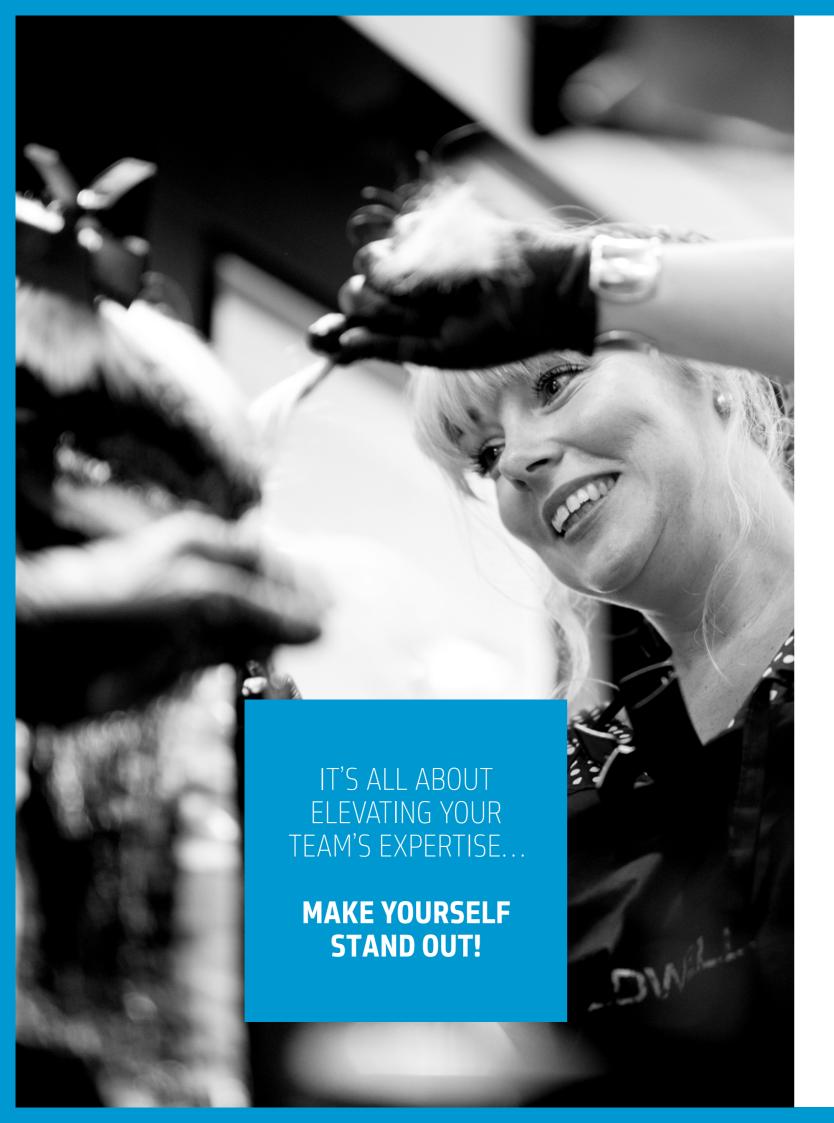
Our annual Color Zoom event is a celebration of the talent within Goldwell. Along with entertainment, cocktails and canapés, our Goldwell Guest Artists present stunning hair shows in an incredible venue.

Join Goldwell as we announce and introduce our UK finalists and winners that will go on to represent the UK at Global Zoom in the international finals. Followed by the hottest afterparty in the hair industry calendar!



The HUB is KMS and Goldwell's exclusive networking business club. One of the core beliefs in the HUB, is that we are super passionate about adding value to your salon business, building your brand and supporting you to achieve your business ambitions.

For more information about Goldwell events and how to be a member of the HUB please email thehub@kao.com or speak to your sales consultant.



REGIONAL SEMINARS

Academy color experience coming to you

WHAT'S IN IT FOR YOU

- » Covers the five step Service Cycle, that includes consultation, preparation, application, post care, styling and maintenance on all Goldwell color products
- » Covers hair analysis, product performance and technology to help achieve an even color result from root to tip
- » Learn how to create reliable grey coverage formulas using a range of products in the Goldwell portfolio

DEMI & PERMANENT COLOR MASTERY

Learn all about demi and permanent coloring using Topchic, Nectaya and Colorance products.

This seminar offers versatile hair color solutions that meet client needs and expectations. Discover services ranging from shine enhancement to the exciting fashion colors and grey blending.

ΠΜΕ Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM COST £75

DATE Ma

Manchester: TUE 22 JAN / MON 1 JUL
Cardiff: TUE 22 JAN / MON 1 JUL
Yeovil: MON 21 JAN / MON 22 JUL
Birmingham: MON 21 JAN / TUE 02 JUL
Edinburgh: MON 14 JAN / TUE 9 JUL
Bedford: MON 21 JAN / MON 1 JUL

LIGHTENING MASTERY

Get to know all about blonde: its versatility, its challenges and its beauty.

Make your salon the place to be for blondes. Gain knowledge and skills you need to create perfect blonde every single time. TIME Register: 9:30 AM

Start: 10:00 AM

Finish (approx): 5:00 PM

£75

Manchester: MON 4 MAR / TUE 10 SEP
Cardiff: MON 18 MAR / TUE 24 SEP
Yeovil: MON 18 MAR / MON 23 SEP
Birmingham: TUE 19 MAR / MON 23 SEP
Edinburgh: TUE 12 MAR / MON 2 SEP
Bedford: MON 18 MAR / MON 16 SEP

ELUMEN MASTERY

Discover endless possibilities to amaze your clients with dazzling shine, incredible durability and evenness of a permanent color without ammonia.

Learn how to increase your salon menu with premium Elumen services perfect for your most demanding salon clients. TIME R

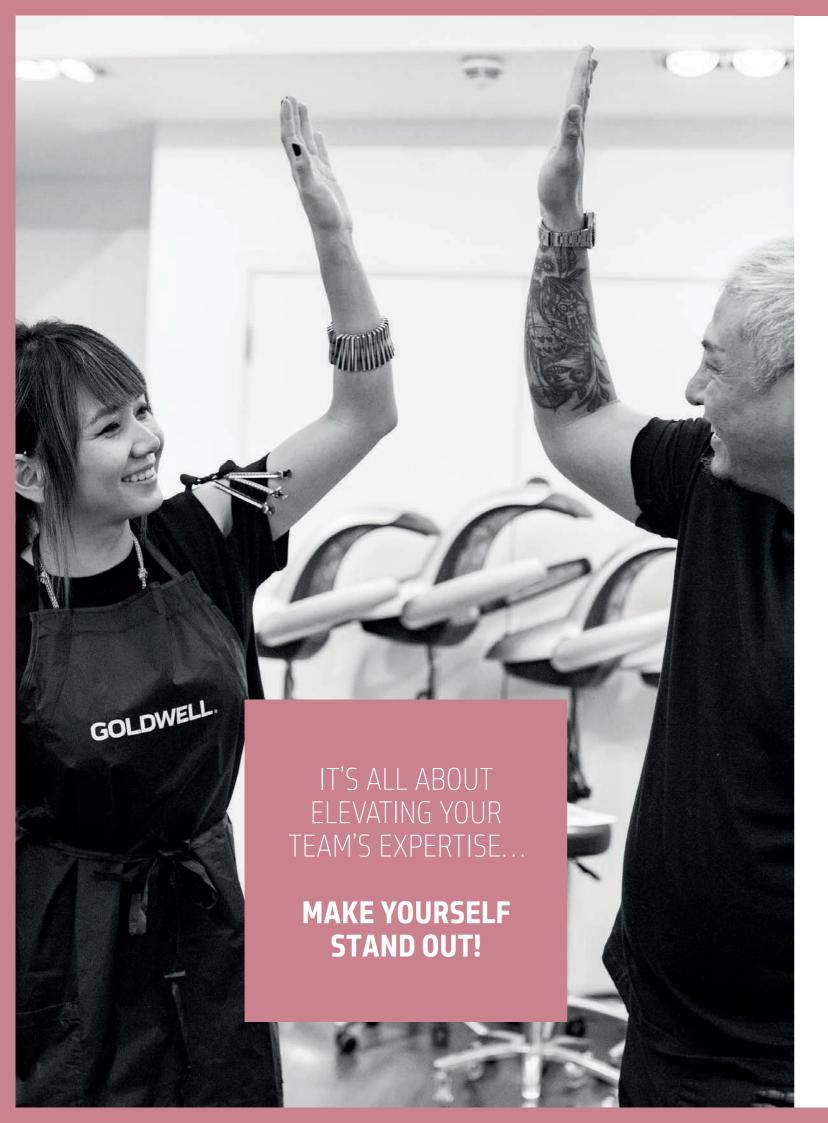
DATE

Register: 9:30 AM Start: 10:00 AM Finish (approx): 5:00 PM

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DATE £

Manchester: TUE 21 MAY / TUE 19 NOV
Cardiff: TUE 14 MAY / MON 18 NOV
Yeovil: MON 3 JUN / MON 18 NOV
Birmingham: MON 13 MAY / TUE 19 NOV
Edinburgh: MON 13 MAY / MON 11 NOV
Bedford: MON 13 MAY / MON 18 NOV



IN-SALON SEMINARS

Be inspired by tailor-made training sessions.

Every stylist, every salon, every client is different.

Our customized programs including hands-on exercises are the perfect answer to your individual needs. Offer your whole team an uplifting experience and take your salon's success in your hands.

Contact your Goldwell representative to find out more about in-salon training sessions for your team.

Foundation Mastery and Formulations Mastery

FOUNDATION MASTERY

Behind every amazing color you find professional knowledge, excellent technical expertise and high-performance professional products. Foundation Mastery is the perfect launching pad for expertise in color, care and styling. It enables you to work with the entire Goldwell portfolio and to create stunning results for your clients time after time.

FOUNDATION COLORANCE

Learn all about perfect demi-permanent coloring with Colorance. Gain the confidence to use it effectively. Find out more about how to promote different service options to your clients.

WHAT'S IN IT FOR YOU?

- » Essentials in hair analysis for easy consultations
- » Simple salon services for excellent color results
- » Tips on how to get the best results for a client's hair structure
- » Formulation for reliable grey blending, durability and evenness

MODELS

2 models suitable for demi-

permanent coloring (no corrective color)

FORMAT

3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT

£500

FOUNDATION TOPCHIC/NECTAYA

Discover the endless possibilities of permanent coloring with Topchic and Nectaya. Learn about new exciting services that will allow you to amaze your clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

WHAT'S IN IT FOR YOU?

42

- » All you've ever wanted to know about permanent coloring
- » Formulation for reliable grey coverage, durability and evenness
- » Desirable salon services for every color family
- » How to talk to clients about Nectaya, a hair color without ammonia odor

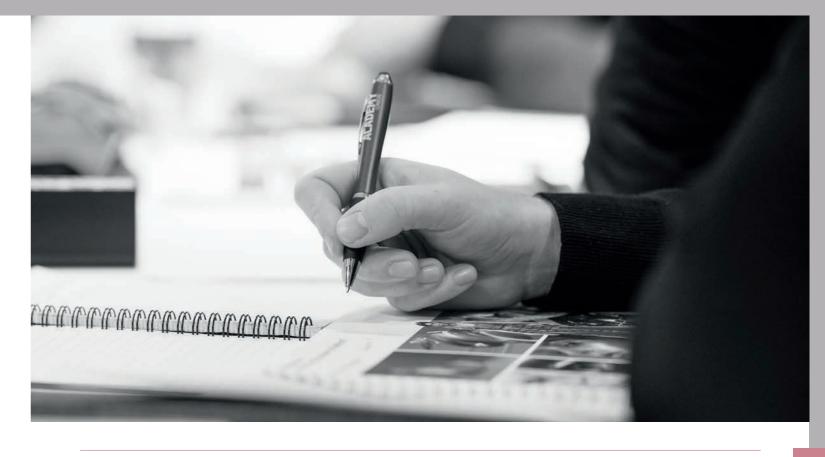
MODELS

FORMAT

2 models suitable for permanent coloring (no corrective color) 3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT £500



FOUNDATION LIGHTENING

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.

WHAT'S IN IT FOR YOU?

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services
- » Knowledge and skills related to highlifting (Topchic HiBlondes Control range), decolorizing (SilkLift and Oxycur Platin) and blonde refinement (Colorance and Elumen)

MODELS 2 models suitable for highlifting

or single-application bleaching

(no corrective color)

FORMAT 3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT £500

FOUNDATION ELUMEN

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.

WHAT'S IN IT FOR YOU?

- » Learn why Elumen is so special
- » Identify the right clients for Elumen color
- » Application and commercial techniques with Elumen
- » Confidence in the use of Elumen

MODELS 2 models suitable for fashion color-

ing (no corrective color, no grey) 3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT £500

FORMAT

FORMULATIONS MASTERY

Enter the world of formulation. Discover more about the universal color law and color schemes. Learn to understand the relationship between colors and think in color formulations.

5 STEPS TO SALON SUCCESS NEW



Be the best in your craft and maintain the momentum. Adopt the 5 steps to success, from the SERVICE CYCLE to rebooking and watch the clientele increase. Understand how to professionally communicate.

WHAT'S IN IT FOR YOU?

- » Learn how to integrate the Goldwell Service Cycle in to every client consultation.
- » How to achieve accurate color results for the client every service.

MODELS

Subject upon request **FORMAT** 3 hours (incl. 2.5 hours practical

hands-on session)

£500

INVESTMENT

ULTIMATE GREY

No more grey coverage disasters! Learn how you can always achieve reliable grey coverage for your clients with the right formulations.

WHAT'S IN IT FOR YOU?

- » Answers to why it is hard to cover grey
- » Formulations for reliable grey coverage
- » Tips on how to best cover grey

MODELS

2 models suitable for grey coverage, for fashion or problem

solving in grey

FORMAT

3 hours (incl. 2.5 hours practical hands-on session)

£500

INVESTMENT

UITIMATE REDS

Red is gorgeous, red is hot. Ranging from soft auburn to spicy tangerine, it offers a wide spectrum of exotic hues for every client's needs. Dive into the exciting world of the red color family and discover insights into stunning red hair.

WHAT'S IN IT FOR YOU?

- » How to keep red vibrant
- » Insights into creative red formulations
- » Do's and don'ts for redheads

MODELS

2 models suitable for red fashion/

dimensional color work

FORMAT

3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT £500

ULTIMATE BRUNETTES

More and more clients are choosing brunette over blonde. No wonder, because brown hair is flattering and sexy. Learn more about how to bring out the best in brown for your clients through creative formulations.

WHAT'S IN IT FOR YOU?

- » How to choose the right brown color for your client
- » Exciting formulations for a rich brown without brassiness
- » Dos and don'ts for brunettes

MODELS 2 models suitable for brunette

fashion/dimensional color work

FORMAT 3 hours (incl. 2.5 hours practical hands-on session)

INVESTMENT £500

ULTIMATE BLONDES

Blonde is full of different facets and dimensions from natural to bright, from warm to cool. Discover the formulations behind each of them and learn to understand blondes like you never have before.

WHAT'S IN IT FOR YOU?

- » How to achieve a beautiful blonde
- » Insights into blonde formulations
- » Tips for amazing blonde results

MODELS 2 models suitable for creative

blonde services

FORMAT 3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT £500

ULTIMATE COLOR FIX

Creating the perfect color palette is essential to the success of any professional color service. This seminar gives you the knowledge, skills and confidence you need to correct too dark, too light, too red or faded hair and achieve excellent results.

WHAT'S IN IT FOR YOU?

- » Professional salon solutions for turning color challenges into thrilling results
- » Coloring darker, filling, tinting back and overcoming color fading
- » Removing artificial color

MODELS

FORMAT

2 models suitable for color

correction service

3 hours (incl. 2.5 hours practical

hands-on session)

INVESTMENT £500

ULTIMATE CREATIVITY

The sassy client wants to look and feel unique with beautiful results. Combining commercial techniques and clever color formulas to inspire creativity.

WHAT'S IN IT FOR YOU?

- » Capitalising on color placement and techniques
- » Creative formulations to break the rules
- » Exciting color combinations

MODELS 2 models suitable who are open to

new color combinations

FORMAT 3 hours (incl. 2.5 hours practical

hands-on session)

£500

INVESTMENT



GUEST ARTIST CREATIVE SESSIONS

Get inspired by empowering creatives.

As ambassadors of Goldwell, the stylists on the Guest Artist Team are a great source of inspiration and brilliant role models to learn from.

The Goldwell Guest Artists are eager to share their knowledge hands-on with you and help you develop your professional skills at our Academy.

This is your chance for a real career boost.

See page 48-54 for seminars featuring Goldwell Guest Artists in 2019.

MAZELLA&PALMER

Renowned globally in the salon industry for ground breaking education and artistry, Mazella&Palmer have taught and worked alongside some of the leading hairdressers across the globe for two decades. Their unique teaching methodologies and concepts are relevant for all levels of hairdressers.

COLOR INSPIRATION

- » Take inspiration from M&P's latest collection
- » From demonstration to work session, learn M&P's coloring techniques

TIME

INVESTMENT

DATE

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT

MON 4 MAR / MON 9 SEP DATE

SALON ESSENTIALS

- » Day 1: Consultation. Learn how to achieve success by creating a tailor-made look for each individual
- » Day 2: Discover the latest trends, from street looks to high fashion catwalk, and how to implement them in your salon
- » Day 3: Learn techniques on product application for preparing the hair to an immaculate condition, and the best possible product combinations to help you perfectly style your haircut

3 days (1 day per month)

TIME Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

MON 1 APR, MON 20 MAY, MON 3 JUN

COLLECTION

- » Explore the essential techniques behind their seasonal collections
- » An in-depth look at the disconnections that create each new inspiration
- » This creative journey will give you detailed demonstrations that lead to a hands on workshop

2 days

Register: 9:30 AM TIME Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT DATE

MON 8 & TUE 9 JUL MON 11 & TUE 12 NOV

BEVERLY C MBE

Beverly C MBE is one of the UK's most prolific female hairdressers and has been awarded the title of British Hairdresser of the Year twice during her career. Beverly was the first ever female to win this award and was also the first woman in hairdressing to receive the honour of an MBE at Buckingham Palace. Beverly has been a regular face on primetime television and is a regular columnist and hair expert for beauty press here in the UK, with her images featuring in hundreds of titles worldwide.

CREATIVE AND INSPIRATIONAL CUT AND COLOR

WHAT'S IN IT FOR YOU?

- » Focus on precision cutting, razor cutting skills and creative color trends utilising mannequins
- » Expand and take your technical skills to an advanced level
- » Challenge and develop your creativity

TIME

DATE

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT

MON 11 MAR / MON 14 OCT

PRECISION RAZOR CUTTING SKILLS

WHAT'S IN IT FOR YOU?

- » Open up a whole new world of cutting skills and creativity, learning the full A-Z of razor cutting
- » Learn all about the art of precision and texture razor cutting

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £200

DATE MON 29 APR / MON 15 JUL









SHANE BENNETT

Shane Bennett is three times winner of Northern Ireland Hairdresser of the Year and the youngest UK stylist to ever enter and become a member of the renowned British Hairdressing Hall of Fame.

Located in the urban city centre location of Lisburn Square, his salon really reflects the creative style of his team who were crowned both Artistic Team of the Year and Northern Ireland Hairdresser of the Year in the 2015 British Hairdressing Awards. Shane is a regular face on Irish television and his seminar work has been a huge success on a national and global scale.

SALON INSPIRATION

WHAT'S IN IT FOR YOU?

- » Led by Shane Bennett and Dorothy Sturgeon
- » Gain an insight into their creative cutting and color vision
- » Encompasses a range of techniques and styling tips that have a strong consumer feel and are perfect for the salon client

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £275

DATE MON 4 FEB / MON 1 JUL /

MON 2 SEP

NEIL BARTON

Neil Barton was the first ever UK winner of the Goldwell Color Zoom trophy in 2010. He was also a finalist for Scottish Hairdresser of the Year at the British Hairdressing Awards 2014 and 2015 and won a place on the Goldwell International Color Zoom Creative Team in 2012.

Neil Barton Hairdressing is now seen as the number one colour destination in the Scottish capital.

Neil and his team pride themselves on their inspirational colour and cutting techniques,
fashion-forward knowledge and creativity.

At Global Zoom 2018, Neil was also awarded a place in the prestigious Hall of Fame. Neil's knowledge, skills, determination and passion have earned him a position as a leader within the hairdressing industry. Travelling the globe as a Goldwell Master and Professional Trainer he inspires ever-growing audiences and hairdressers and is now regarded as an international colour expert.

ON THE EDGE COLORING AND CUTTING

WHAT'S IN IT FOR YOU?

- » Quick cutting and coloring techniques for the busy salon stylist
- » Learn how to master modern methods such as disconnection, layering and graduation
- » Create sought after contemporary looks that clients will love

TIME

DATE

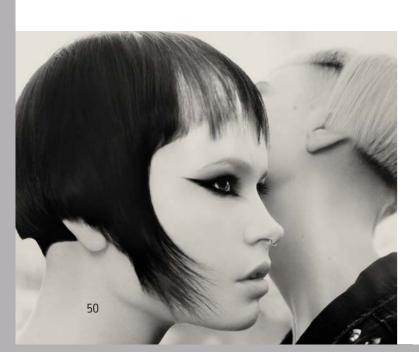
INVESTMENT

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

£200

MON 10 JUN / MON 16 SEP









LISA WHITEMAN

As an international artist and owner of stylish salon Whiteman of Ham Yard Soho in London, Lisa is a passionate, award winning hairdresser and educator. With over 25 years' experience gained in London, New York, Sydney and Hong Kong, Lisa thrives on sharing her vast knowledge and helping her fellow professionals. Her high standards and reliability have led to a reputation for the utmost level of professionalism, which has been rewarded with nominations for numerous top industry awards and becoming an international artistic team member for Goldwell, as well as Global Partner Category Winner of Color Zoom 2011.

LONDON TRENDS: CUTTING AND COLORING TECHNIQUES

WHAT'S IN IT FOR YOU?

- » Tailored to all levels of hairdressers looking to boost average client spend
- » Based on the most current London hair trends
- » Interactive sessions, learning new and inspiring color formulas
- » Bespoke foil placement ideas
- » Advanced cutting techniques

Register: 9:30 AM Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £200 DATE

MON 25 MAR / MON 28 OCT

ERIK LANDER

With 30 years of experience in the industry, Erik Lander is one of the UK's most highly regarded barbering educators having delivered first class seminars around the globe.

Erik's knowledge and inspiration is second to none, with a passion for providing in-depth education to the highest level. His 'it's all in the detail' philosophy focuses on breaking down each and every aspect to an easy to understand level.

CLASSIC BARBERING

WHAT'S IN IT FOR YOU?

- » Develop your skills in all aspects of barbering
- » Learn how to achieve impeccable fade, blend lines and get the perfect finish
- » Increase your confidence when it comes to working with male clients

TIME

DATE

DATE

Register: 9:30 AM Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT £185

MON 25 FEB / MON 15 APR MON 24 JUN / MON 21 OCT

BARBERING MASTERCLASS

WHAT'S IN IT FOR YOU?

- » Take your barbering skills to the next level
- » Covers every aspect of barbering for your male clients - right from the basics to the more advanced skills
- » Day 1: Foundation barbering
- » Day 2: Creative male grooming
- » Day 3: Creative men's long hair on a male mannequin

3 days

TIME Register: 9:30 AM

Start: 10:00 AM Finish (approx): 5:00 PM

INVESTMENT

MON 12, TUE 13 & WED 14 AUG









ABBY & KARLY WHITTAKER

An exceptional hair up course, delivered by award winning stylists and company directors, the "Whittaker Sisters". With their wealth of knowledge and expertise in the hairdressing industry, specialising in hair up, they have designed, developed and created a Hair Up course that will deliver everything you need to know to enable you to secure success with your hair up styles. You are guaranteed to enjoy, explore and evolve your hair up skills. You will leave with the ability to be a great hair up specialist.

BEGINNERS HAIR UP STYLING

WHAT'S IN IT FOR YOU?

- » Learn the essential skills required for hair up styling
- » Gain confidence to comfortably recreate the most popular hair up looks in your own salon
- » Build your hair up portfolio to gain new clientele
- » Quick hair up styling
- » Discover how to secure, hold and manipulate hair up shapes and styles

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT £185

DATE

MON 28 JAN

HAIR UP STYLING MASTERCLASS

WHAT'S IN IT FOR YOU?

- » Knowledge and expertise from hair up specialists
- » Learn how to master hair up techniques
- » Discover how to create and evolve classic, modern and trending hair up styles
- » Build your confidence when it comes to creating the perfect hair up look
- » How to overcome problems/restrictions for hair up
- » Faster and more effective hair ups
- » Combination, infuse different elements of hair up

TIME

Register: 9:30 AM Start: 10:00 AM

Finish (approx): 5:00 PM

INVESTMENT

DATE

MON 18 MAR / MON 29 JUL

COLOR CREATIVES

The Color Creatives is a mentorship programme which aims to nurture new creative color talent. This once in a lifetime journey is open to talented stylists each year from all salons* that are part of The HUB, Goldwell and KMS's exclusive business networking club.

Becoming a Color Creative is a great opportunity to be mentored by Neil Barton, and is especially designed to evolve the skillset of each stylist - concluding with a professional photoshoot.

On completion of the programme, each Color Creative member receives their final photograph (which can be used to enter the Color Zoom Competition) alongside a certificate of achievement. Based in the London Academy, the programme includes four full days of inspiration with topics including - Introduction to Color, a Color Zoom Collection Workshop and Inspiration and Photoshoot Training.

*Application process required. Limited spaces available.









NATIONAL EDUCATION TEAM

Now is the time for you to join our training sessions - but before we train you, we train our trainers. Whatever you expect of them, we expect more: skills, motivation and inspiration. Be empowered by trainers who believe in you and be inspired by our hands-on seminars that support your personal development. Be the key to success for yourself and your salon.

Georgina Williams



Kerry Brennan

Kelly Jean Butler



India Flaherty

Claire Palmer



Francesca Stuttard



Toni Perryman



Charlotte Dullee



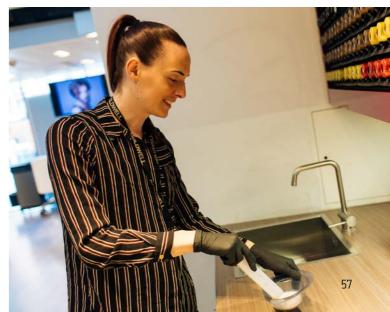
Kelly Leclercq

Emma Stickler

ACADEMY LONDON TEAM











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 ONLINE

EVENTS
COLOR ZOOM
ABOUT GOLDWELL
SERVICES
SALON SUCCESS
EDUCATION
PRODUCTS



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



GOLDWELL SEMINAR FINDER

QUICK SEMINAR OVERVIEW
DATES AND LOCATIONS
ARTIST AND NEWS
ONLINE REGISTRATION

BOOKING AND MUST-KNOW INFORMATION

BOOKINGS

Four easy steps to booking your education and inspiration for 2019.

- 1. Select the courses you wish to attend. It's a good idea to double check that none of your choices overlap.
- 2. Call our booking hotline on 020 3540 1200 (we're here Monday to Friday, 9am-5.30pm) and give us details of which courses you wish to attend and the dates you've chosen.
 - 3. We'll reserve you a place on your chosen courses and send you an invoice.

 Please follow payment details.
 - 4. Upon receipt of your payment, your reserved place is secured and we will send your course details by post.

CANCELLATION POLICY

If you are unable to attend a course, cancellations must be made by calling the Academy on 0203 540 1200 within a minimum of 15 working days prior to the course commencement date. Due to advanced model and guest artists booking fees we're sorry, but we can't offer you a refund after this date.

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

Get inspired to strive for new heights of creative excellence.

Be part of our community!

We're looking forward to meeting you soon.



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GET READY FOR INSPIRATION. MAKE YOURSELF STAND OUT!



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. | goldwell.co.uk



Goldwell is part of Kao Salon Division.

