



BRAND STATEMENT

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.

WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS

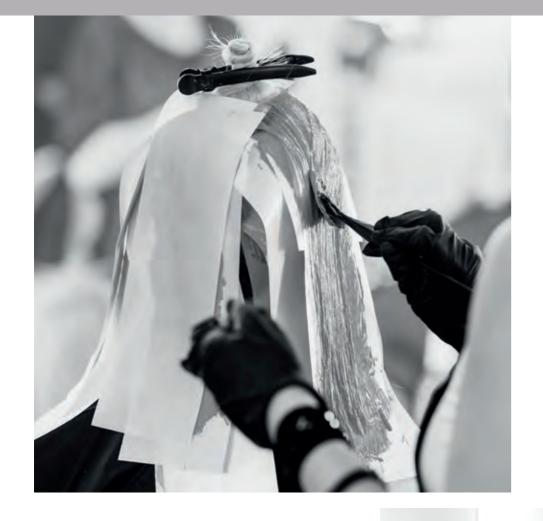
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT

SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.

WE THINK LIKE YOU.

WE THINK STYLIST





GET INSPIRED!

ALL ABOUT YOU AND YOUR PERSONAL DEVELOPMENT TO SET YOU APART FROM OTHERS!

As creative entrepreneurs, learning is the fuel that keeps you at the forefront of this dynamic and ever changing industry. Our Goldwell Education Book for 2019 provides you the opportunity to connect with like-minded Stylists, developing successful professional and artistic pathways.

Our comprehensive Education Program takes your work and career to the next level - artistically, creatively, technically and in business. We welcome you to join our International Artistic Team and Goldwell Education Team for powerful, informative and inspiring sessions, combined with customized and personalized seminars and workshops, right through to our digital training and education. Whatever your passion or location, there is something for you!

We foster a community of learning and development whilst celebrating passion and inspiration for all involved

All of the courses in this Goldwell Education Book have been developed by Stylists like yourself - with you first and foremost in mind. So with every cut, color and style you create, you will feel your talent developing further - so you can share your success with your salon peers and clients.

As your trusted Salon Partner, we invite you to browse our offerings and join our Education Programs. It's an investment in your craft and your future that you can't afford to miss.

ONCE YOU GET INSPIRED, YOU WILL BE INSPIRING!

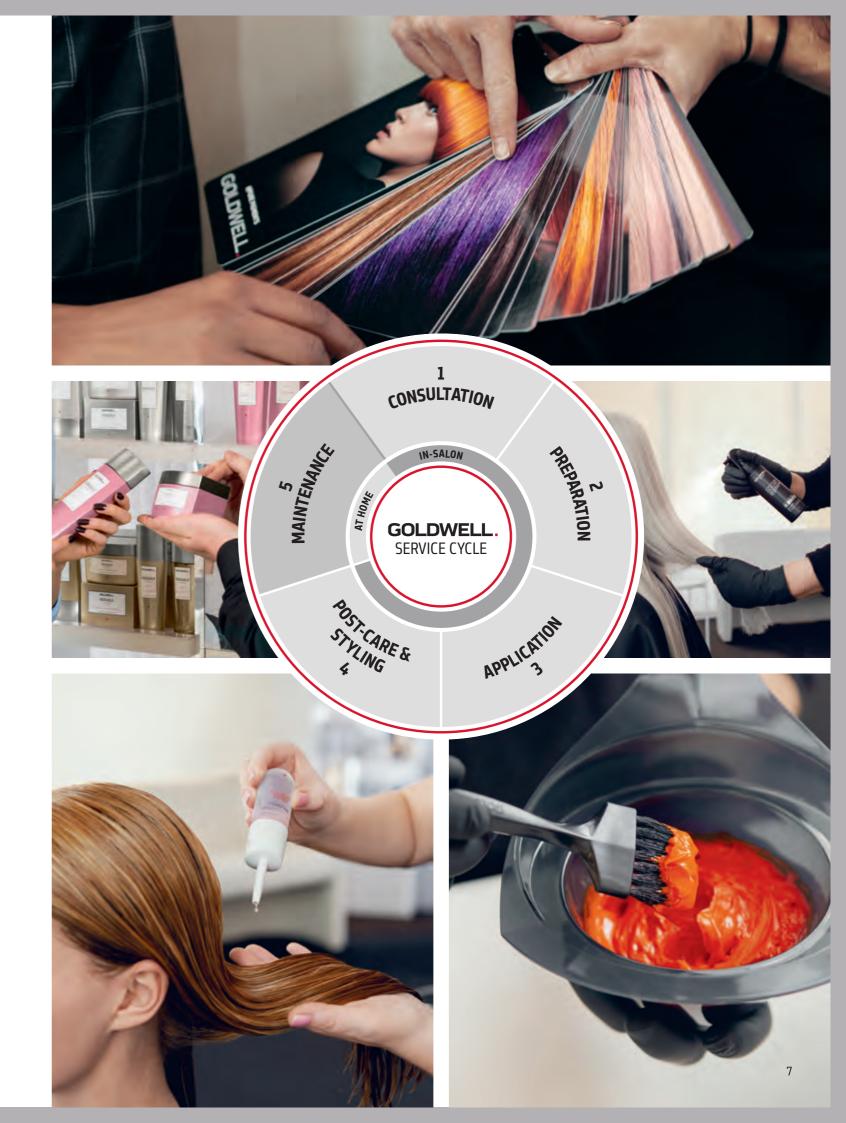
GOLDWELL SERVICE CYCLE

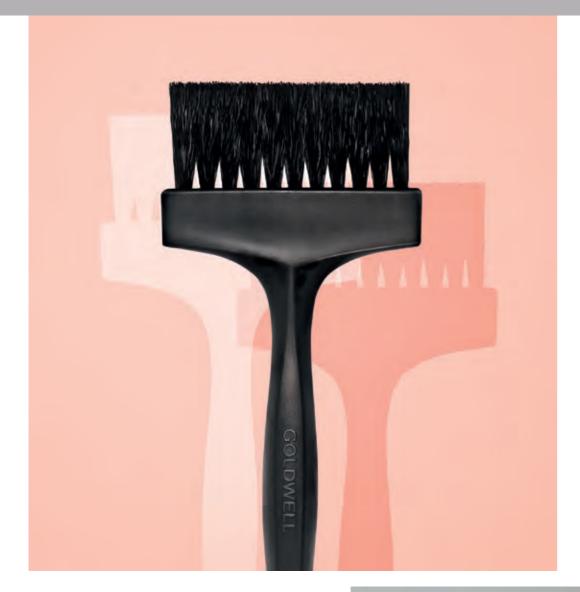
IT'S ALL ABOUT A GREAT SERVICE EXPERIENCE IN YOUR SALON AND BEYOND...

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.nz







GOLDWELL MASTER SERIES

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

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

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

MASTERCOLORIST (



MASTER**TEXTURE**





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

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

MASTER**COLORIST**



COLOR ARTIST

Trends and Inspiration Mastery » Creativity

COLOR TREND

COLOR LAB

COLOR ELUMENATION (NEW)



COLOR SPECIALIST

Color Technique and Consultation Mastery » Customization

CONSULTATION SPECIALIST

COLOR CORRECTION SPECIALIST

COLOR FORMULATION/TECHNIQUE SPECIALIST

GREY COVERAGE SPECIALIST

COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

COLOR CERTIFICATION DAY

5 STEPS TO SALON SUCCESS MASTERY (OPTIONAL)



4. FOILING MASTERY

3. LIGHTENING MASTERY

2. ELUMEN MASTERY

1. DEMI PERMANENT & PERMANENT COLOR MASTERY



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?

 $\ensuremath{\text{\textit{»}}}$ 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 NEW

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm





EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm

ELUMEN COLOR MASTERY

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm

LIGHTENING MASTERY

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm







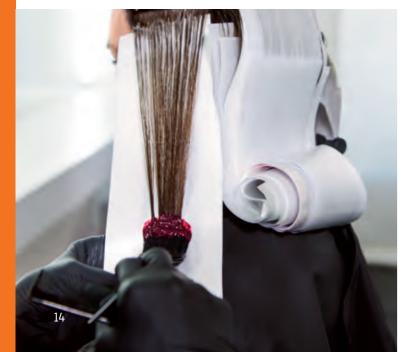
















EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

Make your salon the place to be for blondes. Learn the classic technique of foil highlighting and adaptable placements to achieve different color effects and add dimension.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm





EDUCATOR

MASTERCOLORIST CERTIFICATION DAY

Goldwell Master Colorist Educator

FORMAT

One day

Celebrate and acknowledge your growth and development at the Master Colorist Certification Day. Gaining your Color Technician Certification will further help to build your confidence, skills, reputation and credibility with salon clients. The one day certification will include completion of two models to demonstrate core skills and product knowledge with an online Technician Certification completed prior to the day.

INVESTMENT \$45

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm











19



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 NEW

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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

INVESTMENT \$145

about time and costs of services.

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm







COLOR CORRECTION SPECIALIST

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am **Finish** 5.00 pm







EDUCATOR Goldwell Master Colorist Educator

COLOR TECHNIQUE SPECIALIST

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm







GREY COVERAGE SPECIALIST

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm















COLOR ARTIST

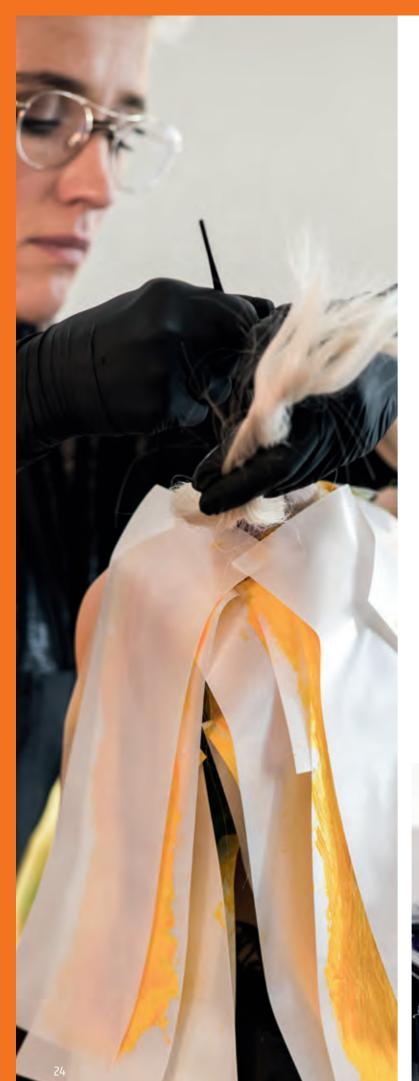
Trends and inspiration mastery.

This inspirational level takes you to the world of trends and fashion. Get inspired and 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!







EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm







COLOR TREND

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm







COLOR LAB

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day including hands on workshop

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.

INVESTMENT \$145

Registration 9.30 am **Start** 10.00 am Finish 5.00 pm













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

IT'S ALL ABOUT

YOUR PERSONAL

PERFECTION IN

CUT & STYLE...

MAKE YOURSELF

STAND OUT!

» 3-day seminar

CONTEMPORARY SHAPES

Contemporary and salon-friendly looks

» Stylists with salon experience (Essential)

» 2-day seminar

*Participants must complete Essential Shapes to enrol in Contemporary Shapes.

ADVANCED SHAPES

Advanced Shapes and multiple techniques

» Stylists with experience (Essential, Contemporary)

» 2-day seminar

*Participants must complete Essential & ContemporaryShapes to enrol in Advanced Shapes.



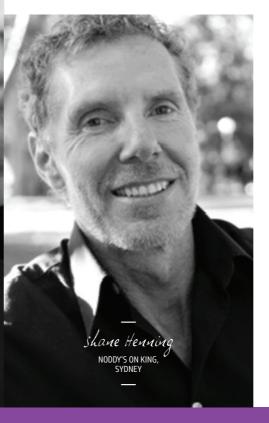


CUTTING

Three inspiring cutting seminars take you into the exciting world of shape and design.

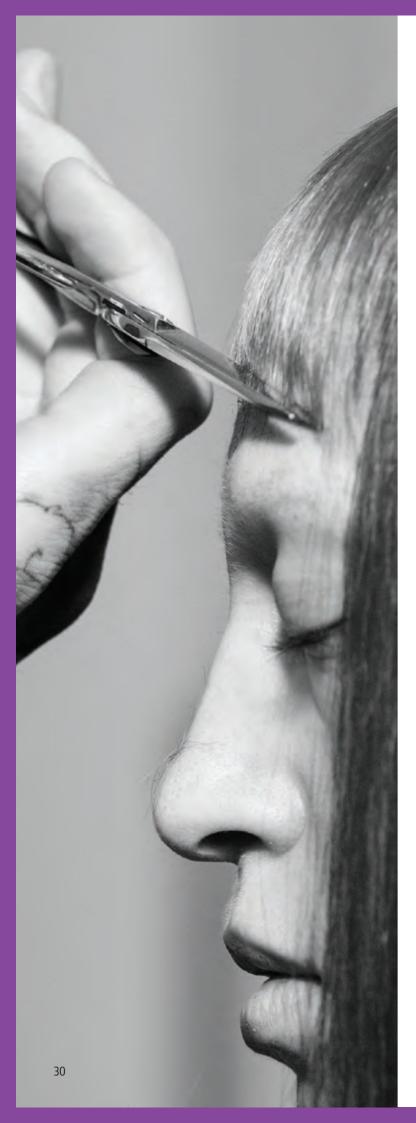
It's a journey - improve your skills, achieve technical perfection and unlimited creativity!

GET INSPIRED BY OUR AUSTRALIAN MASTER STYLIST TRAINERS









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.

*No discount applies for this seminar

3 DAY SEMINAR

WHAT'S IN IT FOR YOU?

- Build confidence
- Develop consultation skills
- Become a more disciplined and efficient salon stylist
- Understand starting points of your haircut
- Cutting techniques and the differences between them
- Create shapes and learn the differences between them
- Learn to blow dry to complement the haircut
- Color placement slides to complement each look

INVESTMENT \$1200 AUD

Registration 8.30 am Start 9.00 am Finish 5.00 pm

SYDNEY SUN 23 JUN - TUE 25 JUN **ADELAIDE** SUN 16 JUN - TUE 18 JUN



CONTEMPORARY SHAPES

For stylists of all levels.

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.

*No discount applies for this seminar

2 DAY SEMINAR

WHAT'S IN IT FOR YOU?

- Build confidence and work methodically
- Learn to combine cut and color to produce contemporary salon looks
- Understand the fundamental rules of using salon friendly disconnection and the reasons behind them
- Understand shape, size and placement of disconnected zones within haircuts
- Understand color placements on disconnected zones within haircuts
- Modern approach to salon work
- Color placement slides to complement each look

INVESTMENT \$800 AUD

Registration 8.30 am **Start** 9.00 am **Finish** 5.00 pm

SYDNEY SUN 26 MAY - MON 27 MAY **PERTH** MON 2 SEP - TUE 3 SEP **ADELAIDE** MON 5 AUG - TUE 6 AUG



ADVANCED SHAPES

For stylists with salon experience.

(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.

*No discount applies for this seminar

2 DAY SEMINAR

WHAT'S IN IT FOR YOU?

- Build confidence and work methodically
- Understand the fundamental rules of using salon friendly disconnection and the reasons behind them.
- Understand shape, size and placement of disconnected zones within haircuts
- Understand color placements on disconnected zones within haircuts

INVESTMENT \$800 AUD

Registration 8.30 am **Start** 9.00 am **Finish** 5.00 pm

SYDNEY SUN 4 AUG - MON 5 AUG







TURN YOUR PASSION FOR SHAPE & TEXTURE INTO MASTERY

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

Reinvent structure and create the hair your clients will love.

Learn the latest trends, techniques and services
to become a true texture expert.

The three Master Texture segments focus on the permanent transformation of shape and texture.

TEXTURE TECHNICIAN

COLD PERM

Essentials in Cold Perm

» 1-day seminar

KERASILK CONTROL SERVICES

IT'S ALL ABOUT

EXCELLENT RESULTS

IN ANY KIND OF

TEXTURE STYLE...

MAKE YOURSELF

STAND OUT!

Essentials in Kerasilk Keratin Treatment / De-Frizz Treatment

» 1-day seminar

TEXTURE STYLIST

COMMERCIAL LOOKS 1

Coming Soon

COMMERCIAL LOOKS 2

Coming Soon

TEXTURE ARTIST

SHAPES & STRUCTURE

Coming Soon

EDITORIAL STYLING

Coming Soon





TEXTURE TECHNICIAN

The first step towards becoming a true texture expert.

Learn all the basics you need to know: products, services and techniques.

Put the theory into practice and become a **Texture Technician.**

WHAT'S IN IT FOR YOU?

- » All about permanent shape and texture change
 - » Essential perm theory and practical skills
 - » Key techniques for perfect looks
- » Deep product knowledge for all Goldwell perm brands
- » Inspirational hands-on sessions to develop true perm mastery and have fun!



Discover the world of cold perm. Learn the basic theory and practice your skills. Become an expert and an artist. Be the one who turns cold perm into hot styles.

CLASSES ON DEMAND

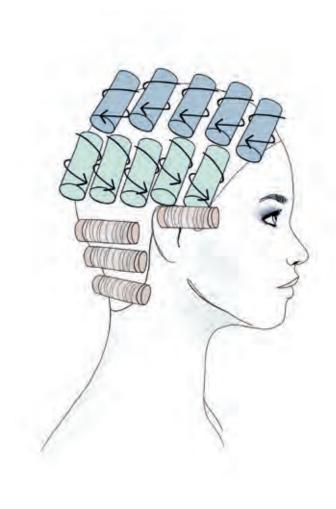
KERASILK CONTROL SERVICES

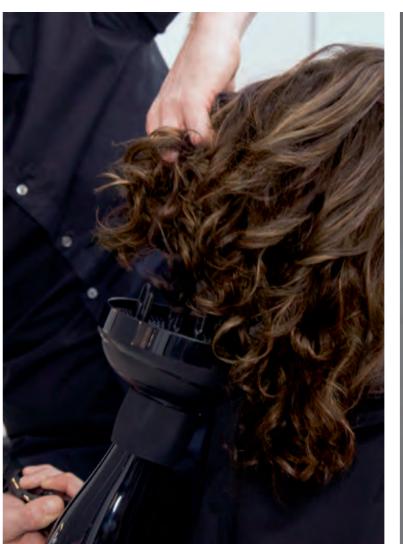
Become an expert for customized solutions for longlasting transformation into beautiful hair like silk.

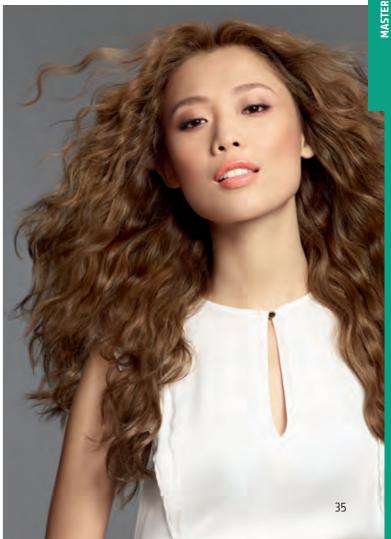
Learn all you need to know to achieve maximum perfection and give your clients the ultimate Kerasilk experience.

CLASSES ON DEMAND













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







"GLOBAL ZOOM TORONTO WAS A WAY FOR ME TO EXPRESS CREATIVELY, IT WAS AN EXCEPTIONAL EXPERIENCE."

Maddison Gardener

DEXTRESS HAIR, QUEENSLAND COLOR ZOOM 2018 GLOBAL NEW TALENT FINALIST "COLOR ZOOM ALLOWS
YOU TO EXPRESS YOURSELF
AS AN ARTIST. IT GIVES YOU
THE OPPORTUNITY TO
PUSH THE BOUNDARIES IN
THE WORLD OF HAIR"

Daniel Lepore

THE PALLADEUM, CROYDON SA COLOR ZOOM 2018 GLOBAL PARTNER COLORIST "TO REPRESENT AUSTRALIA AT GLOBAL COLORZOOM WAS AN AMAZING EXPERIENCE THAT I'LL NEVER FORGET."

Clare Dornauf

CONVICT CUTTERS, LAUNCESTON COLOR ZOOM 2018 GLOBAL CREATIVE COLORIST

ARE YOU READY FOR THE EXPERIENCE OF A LIFETIME?

CREATE RAMIX 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.

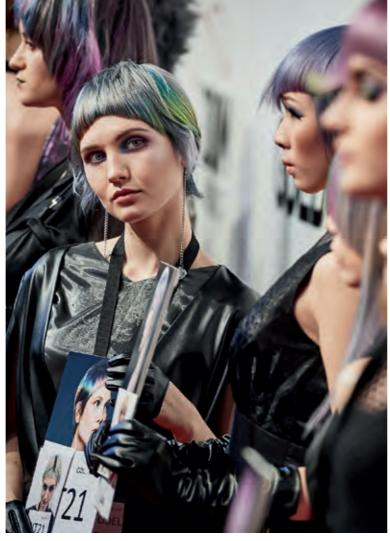
Beyond showcasing your skills, it's about pushing your limits and discovering hidden talents. Jump start your career and step into the Color Zoom spotlight.

SEIZE YOUR OPPORTUNITY!

#TAKETHECHALLENGE













COLOR ZOOM JOURNEY

COLOR ZOOM REMIX 'GET THE LOOK' WORKSHOP

EDUCATOR: Goldwell Master Colorist Educator **FORMAT**: Look and Learn and Workshop Combo

Levels: All leve

It's time to break free, escape reality and have fun with the Color Zoom '19 Collection. Our 'GETTHE LOOK' interactive learning workshop will enable you to implement the new color concept in recreating the REMIX Collection, step by step instructions on sectioning placement and color schemes. Experience the Color Zoom REMIX Collection first hand with our Goldwell Master Colorists and learn all their hints and tips for a successful color competition journey.

Available on demand.

COMPETITION ENTRY DATES

Your Countdown

- Complete your entry via the online portal: au.colorzoomchallenge.com
- Deadline to submit your complete material
- Announcement of the national winners
- Live contest at the Global Zoom Event in Vienna

FRI 31 MAY LATE JULY

SUN 29 SEPTEMBER

NATIONAL WINNERS EVENTS

The top 5 National Winners for each category will be invited to a celebratory Winner's Lunch where the National Gold, Silver & Bronze Winners will be announced.

Discover who will represent Australia and New Zealand at Global Zoom in Vienna!

DATE MON 22 JULY

WINNERS WORKSHOP

The National Winners will come together for a day workshop - to be coached and mentored by our industries best - setting our winners up for every success.

DATE

MON 12 AUGUST

GLOBAL ZOOM EVENT

The Global Zoom Event is one of the most inspiring events for stylists from all over the world and in 2019 the event takes place in Vienna.

Days of hair fashion and idea sharing with other creative stylists will boost your creativity.

Be part of this and experience the adrenalin-pumping live finals of the Color Zoom Challenge, witness the launch of the next Color Zoom Collection and meet like-minded creative individuals. DATE LOCATION SUN 29-30 SEPTEMBER Vienna



GLOBAL EDUCATION EXPERIENCE

At Goldwell and KMS we believe that every stylist needs a point of difference to remain at the forefront of your chosen industry - **HAIRDRESSING.**

To help you continue your creative development and learning, we are conducting a **GLOBAL EDUCATION EXPERIENCE**. This exclusively designed event is for you to have access to some of our industry experts, sharing knowledge and skills for your continued learning. 2019's inaugural Global Education Experience event commences in New York City.

Our New York City Academy is located in the chic Meatpacking District 22 Little West 12th Street. Our multi-story space featuring a rooftop classroom with views of the city skyline, offering an urban muse to inspire students in their creative process.

The three day creative learning experience is exclusively designed to inspire you with cutting and styling techniques and the immersion of color, learning how to profile your work with different mediums and be up close and personal with creative like mind thinkers from hair, art, fashion and media - MAKING YOU A STYLE MAKER!

FOR MORE INFORMATION ON THIS UNIQUE EVENT, PLEASE CONTACT YOUR GOLDWELL REPRESENTATIVE.

INSPIRATION IGNITED





IMAGINE COLOR. NOW MULTIPLY IT.

Your source of inspiration:
The Goldwell Elumenated Hair Color Seminars.

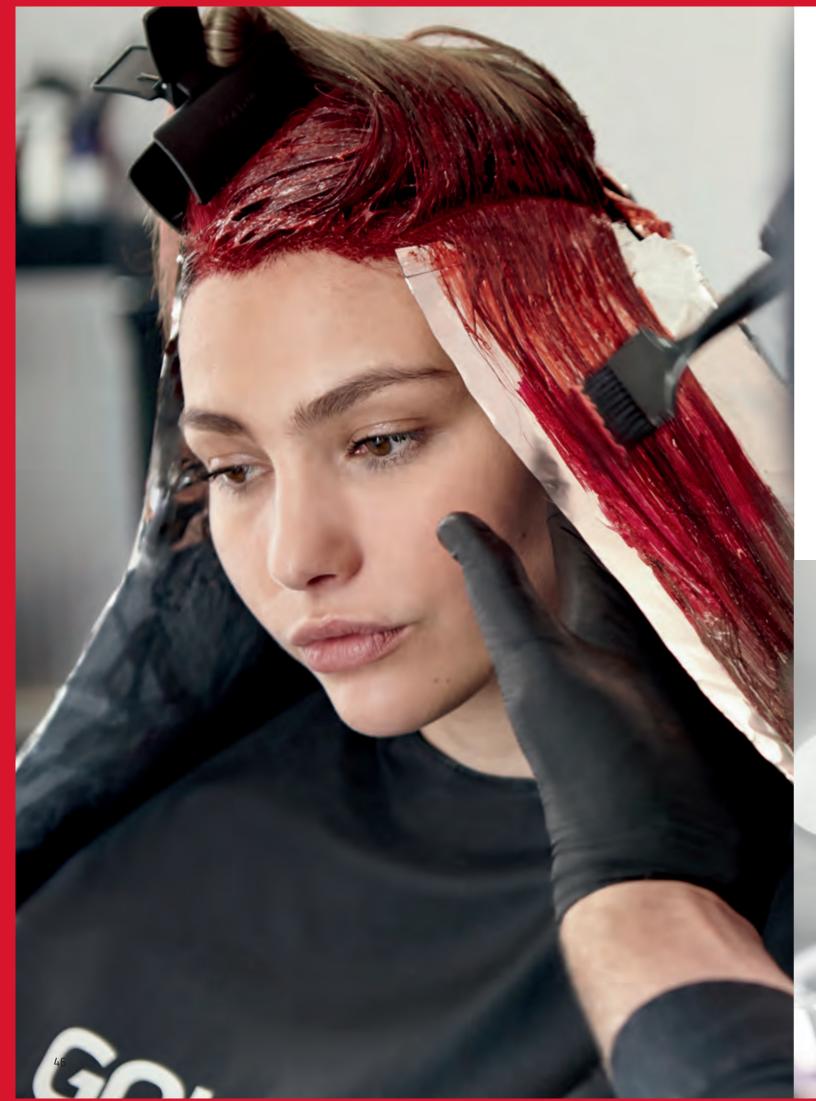
WHAT'S IN IT FOR YOU?

- » Be inspired by a new generation of Elumenated Hair Color Services: Color Morphing, Color Cooling, Color Washing and Color Boosting
 - » Experience unlimited freedom in color techniques
 - » Join our hands-on sessions to gain excellence and have fun!

Transform hair color as you know it and open up endless, new possibilities for your color artistry and creativity.



Create and multiply your individual **Elumenated Hair Color** in the **Goldwell Education Plus App.**

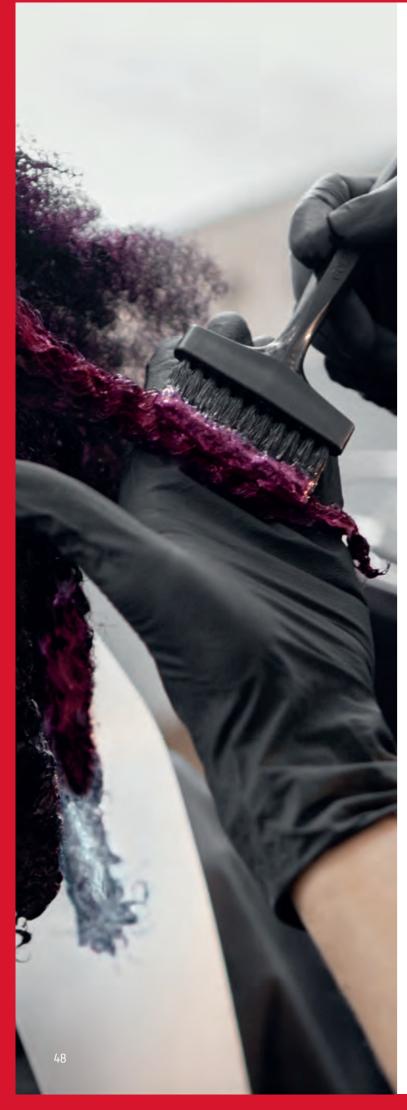


ENTER A COMPLETE COLOR WORLD

WHAT'S IN IT FOR YOU?

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





COLOR TECHNIQUE & DESIGN

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

Look and Learn Evening

LEVEL

All Levels

Color is the most creative dynamic in the salon. It defines the shape, dimension and attitude of any haircut or style and continues to add variety to our work.

The Color Technique & Design seminar is designed to enhance your creativity, enabling you to explore your color formulations and placements to customize new looks for each and every client.

Our passionate Master Colorist Educators will share with you their key skills and expertize in how to implement fashion forward yet practical techniques to offer change to the most color dedicated client.

Time: 2 hours
Where: in-salon

UPON REQUEST

COLOR EXPRESS - FOUNDATIONS

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

Information Session

LEVEL

All Levels

This seminar is the perfect program for new colorists to the Goldwell Color System or experienced Goldwell Colorists wanting to refresh their color knowledge.

This information session will provide you with the knowledge of key features and benefits, how to measure and mix, timing and removal of the products within the Goldwell Color System.

Time: 2 hours Where: in-salon

UPON REQUEST

COLOR EXPRESS - LIGHTENING AND CORRECTION

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

Information Session

LEVEL

All Levels

This seminar is the perfect program for new colorists to the Goldwell Color System or experienced Goldwell Colorists wanting to refresh their color knowledge and methods.

This information session will focus on the must know knowledge, key features and benefits, how to measure and mix, timing and removal of the products when Lightening and Correction.

Time: 2 hours
Where: in-salon

UPON REQUEST





WE LOVE BLONDES PERFECT YOUR FORMULATION

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day hands on workshop

LEVEL

Intermediate / Advanced Colorist

Do you want a deeper understanding into how to create the perfect solution for your clients when your up against the challenges of blonde color correction?

In this seminar you will explore how to confidently approach a blonde corrective service and gain a greater understanding on how to perfect your blonde formulations to problem solve any situation with the Goldwell Blonde Portfolio.

Time: 6 hours **Where:** in-salon

UPON REQUEST

WE LOVE BLONDES CREATE THE LOOK

EDUCATOR

Goldwell Master Colorist Educator

FORMAT

One day hands on workshop

LEVEL

Intermediate / Advanced Colorist

How often does a client bring you an image of their dream blonde that they have researched online?

In this seminar you will gain knowledge and confidence on how to create the look from your clients existing canvas.

Creating trending techniques uses a combination of key application methods from classic highlights to freehand, learn how to de-code an image to create the look and play with the Goldwell Portfolio to express your creativity for on trend toners.

Time: 6 hours
Where: in-salon

UPON REQUEST







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.

INTERNATIONAL ARTIST TEAM

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 makes education accessible and relevant for all levels of hairdressers, while their technical and creative direction excites stylists worldwide.

The Mazella & Palmer philosophy is 'not just how to cut hair, but why'. This is born from the idea that each individual person deserves a unique shape that is directly tailored for them based on their bone structure, hair density and above all else suitability.

Located in central London, The Mazella & Palmer flagship salon is an iconic hub offering first class client services, as well as education training.



NATIONAL ARTIST TEAM

Jason Davies is the co-owner and art director of the successful art-house salon - 'A.DO' situated within central Tauranga, New Zealand.

With over 28 years of industry experience behind him, 11 years as a Creative Educational Ambassador, Jason Davies has earned a well-deserved, solid reputation for delivering consistent, high quality bespoke in-salon education and high energy live shows throughout New Zealand. As a result, Jason had become one of the most respected & requested cutting & styling educators in the New Zealand hairdressing industry, having been sent to Paris & Melbourne to receive specialist education in this field.

Over the years, Jason has also accumulated several prestigious industry awards, both national & international throughout his career, winning the International Haircutting award at the Sydney Hair Expo in 2005, the Hair Photographer of the Year Award 2008, and recently, a finalist for the Men's Image Award in 2016. In the process, Jason has witnessed 10 of his team become finalists over the last decade for various industry events.

From these experiences, it is Jason's ultimate belief to express a true willingness to pass on and share what he has learnt with the wider industry, while simultaneously forming the foundations to create an education engine room within your salon, especially tailored for you. His workshops will help stimulate inspiration and business growth within your salon team, and most of all, - create some fun during the education process!





John Pulitano, co-owner and Creative Director of Headcase Hair, is one of Australia's most esteemed and innovative hair experts. For over a decade Pulitano's extensive experience on both the national and international fashion stages encompasses: fashion shows, magazine editorial advertising and advertorials. Nationally he has directed hair and worked on numerous designer shows.

Internationally he has worked closely with world-renowned masters of editoral hair on the New York, London, Milan and Paris fashion circuits.

Pulitano's editorial styling for Australian and international publications is endless. His technical knowledge and skill as well his innate understanding of international hair trends makes Pulitano one of the most sought after hair technician and stylists in the industry.

NATIONAL ARTIST TEAM

Vincent Nobile, co-owner and Colour Director of Headcase Hair, is a major force behind luxury editorial colour in Australia. Nobile is known for creating precision colour for some of Australia's leading celebrities, models and international faces. He is revered for being the person to see when a colour needs 'fixing' and notorious for his expertise with fashion colouring, blonde precision colour and outstanding coppers.

Nobile travels globally teaching seminars, colour presentations and major hair shows with over fifty trips to New York. He is renowned for his strong presence in the industry as a platform artist and educator. Awarded some of the top accolades within the hairdressing industry, Nobile aims to raise the standard of colouring across the hairdressing industry.





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Shane Henning is the Creative Director of Noddy's on King, Newtown Sydney.

He has had many years experience in our industry, working in with education Goldwell Education, fashion photographers, editorial magazines, shows and awards. He is once again, very excited about being one of the educators presenting Goldwell's MasterStylist program. Shane's reputation has been celebrated world wide with published work and educational seminars and shows. Most recently Shane was a national judge for the 2018 Goldwell Global Zoom colour awards, and in 2017 he was a guest artist presenter for Goldwell Global Zoom Barcelona.

6x Australian Hairdresser of the Year | 4x Salon Team of the Year | Hall of Fame Recipient | Masters Award Recipient



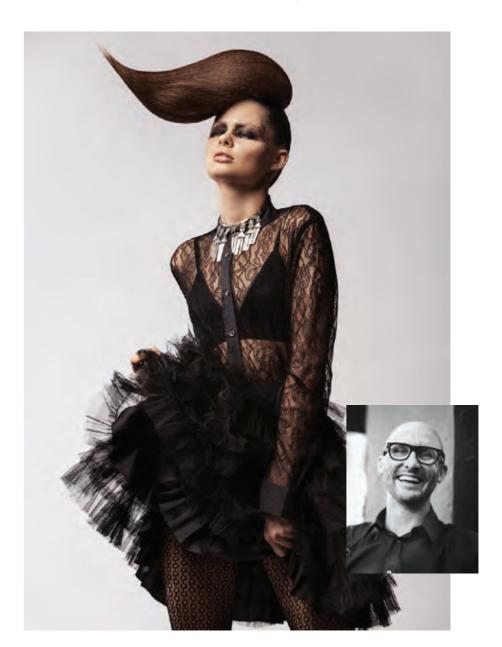
NATIONAL ARTIST TEAM

Luke Reynolds is an extremely well established, experienced in-demand stylist, Global Guest Artist and National Principal Trainer for MasterStylist, the brains behind successful business of Luke Reynolds Hairdressing and current winner of Australian Hair Expo Salon business of the year 2017.

Having worked at the top end of the industry, Luke has amassed an impressive repertoire of fashion-forward techniques and experience, which his loyal clientele benefit from in-salon. Luke has graced the platforms of Goldwell Global Zoom, Australian Hair Expos, Salon International and has been captured in national advertising campaigns and featured in magazine editorials. Luke has been a Hair Director at the Austraian Mercedes Benz Fashion Week and Queensland David Jones fashion parades.

Luke's experience is coupled with his passion for haircutting, creating timeless, beautiful hairstyles that leave his clients feeling confident, sexy and happy long after leaving the salon.

Winner Hair Expo Salon Business of the Year 2017 | AHFA's 8 Finalist Position



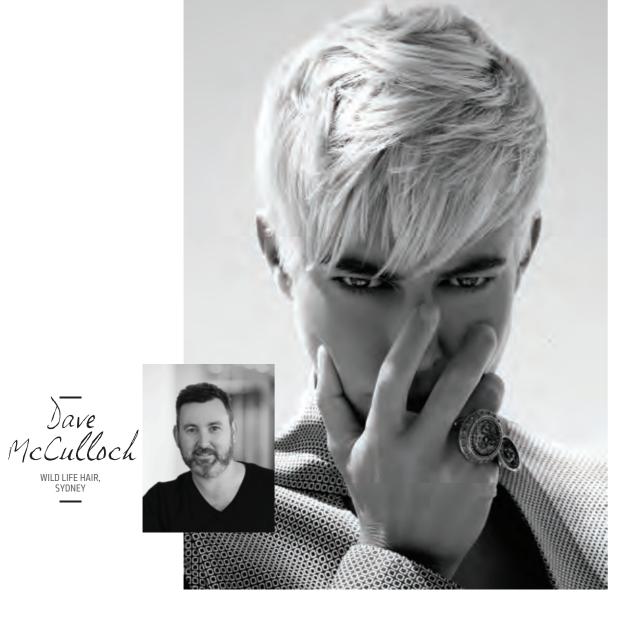
LUKE
REYMOLDS
LUKE REYNOLDS
HAIRDRESSING,
BRISBANE

Dave McCulloch heads the education department at Wild Life Hair, designing and implementing their cutting program across both salons.

With over 20 years experience and a natural gift for cutting, Dave is one of Sydney's most sought after stylist's by clients, editors and media.

Having worked closely with both Shane Henning and Jayne Wild, he has not wasted any opportunities to take from the best to form his own signature style. Patient, understanding and fiercely dedicated, Dave educates with both precision and inspiration

Finalist Australian Hairdresser of the Year 2017 | Finalist New South Wales Hairdresser 2016



NATIONAL ARTIST TEAM

The Lee Preston Artistic Team Lead by award winning hairdresser Lee Preston, who is never far from the spotlight. With numerous accolades, they are recognised as one of Australia's finest.

The Lee Preston Artistic Team is made up of individuals that share a passion for hair and education. Each member is encouraged to participate in many activities as they are responsible for the production of photographic collections, participation in educational activities and work alongside leading companies and designers to promote the salon and their work.

This dynamic and diverse team are extremely trend focused to bring the latest, most fashionable looks to their salon clients and humbly sharing it to others that want to learn to be the best at their craft.



The Lee Preston Artistic LEE PRESTON HAIRDRESSING, PERTH

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WILD LIFE HAIR, SYDNEY

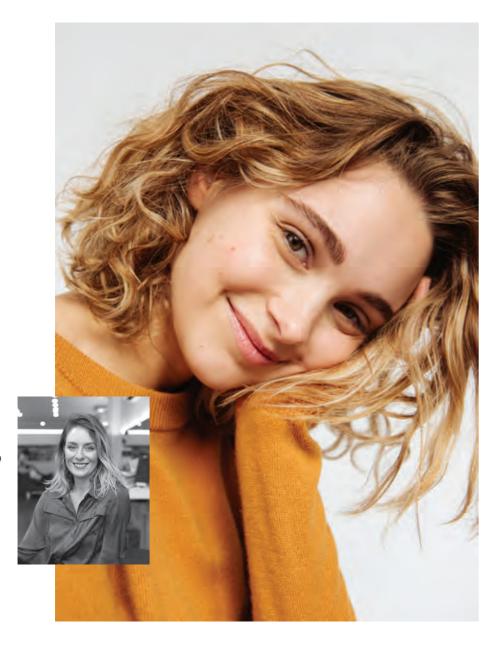
Laura Brand has been a shibui colour specialist for 8 years. With more than 13 years in the industry and diverse colour expertise, Laura has become Melbourne's go to girl for blondes.

She has built a strong following amongst clients, models and personalities alike.

Since joining the shibui team, Laura has immersed herself in the salons unique culture, exploring and embracing the brand's diversity, their low fuss approach to hair and their understated aesthetic.

Laura's work has graced editorial pages, featured on the Hair Expo stage and she has presented in numerous Goldwell Academy seminars nationally over the past 3 years - fast becoming known as the hair painting queen.

Laura shares her passion for colour through honest, open minded communication bringing a refreshing perspective to colour work.



Laura Brand

NATIONAL ARTIST TEAM

From the beginning, Sfumato has always been more than just main stream hair. As a team of talented individuals, the Sfumato brand is well known in the industry for their innovative hair artistry. The salon has built strong collaborative partners, which includes their most recent creative partnership with the International MONA, Museum of Old and New Art. Being able to work on the Dark Mofo, has given the team the opportunity to devise and design creations and looks that hold world class recognition, to truly capture this highly curated bespoke event.

As an extremely busy salon, the team work constantly at making the salon brand a great success. This can be shown through accolades such as - Australian Apprentice of the year 2016, Finalist in Creative Force, TAS/SA Hairdresser Of The Year, Australian New Talent and Hot Shots Best New Talent. The team have been driven by many creative opportunities such as co-directing Sydney and New York Fashion Weeks and aligned with many design teams in Perth and Melbourne. Determined to be unique in the market place, the team are focused by more than just doing great hair, the salon is known for exceptional service and attention, such as winning the Top 40 in the world with Customer Service Award.





Alexandra Kontos commenced her apprenticeship 13 years ago with Nischler in Hobart and today is a Senior Stylist and Salon Owner. Alexandra is a highly motivated person, and is passionate about everything hair. Her determination to achieve and develop her knowledge, skills and attributes has led her to many career highlights. Alexandra's keen eye for beauty and perfection has enabled her to synchronize her work to create award winning collections that have been admired by many around the globe. Always continuing to push her creative limits, Alexandra represented Australia in Las Vegas for Goldwell Global Zoom in 2015, won Bronze in Global Zoom Stockholm 2016, as well as many other major shows and events locally and globally.

Global Zoom Partner Colorist Bronze Winner 2016 | Color Zoom Partner Colorist Winner 2016 | Color Zoom Creative Colorist Winner 2015 | Global Synergy Winner 2014 | Hair Expo Apprentice of the Year 2009 | Color Zoom New Talent Winner 2008



NATIONAL ARTIST TEAM

Larissa Bresnehan is a colour specialist from Hobart, Tasmania. Continually trusted by her loyal clientele to bring out the best of their personality with her diverse use of colour. Larissa is passionate and dedicated to the industry, always searching for ways to push herself creatively and build on her knowledge which has been reflected in her 9 year career on both a national and international level.

Larissa was co creator of the 2018 Color Zoom Elemental Collection and released this to the world at Global Zoom in Barcelona 2017, following this she presented the collection around Australia with International artist Neil Barton. Most recently she was part of the jury for Global Zoom in Toronto 2018.

Larissa loves sharing her knowledge and strongly believes continual education is key to further develop and grow within our industry.

Global Zoom Creative Colorist Gold Winner 2016 | Hair Expo Colour Technician of The Year Finalist 2015 Global Zoom Creative Colorist Bronze Winner 2014







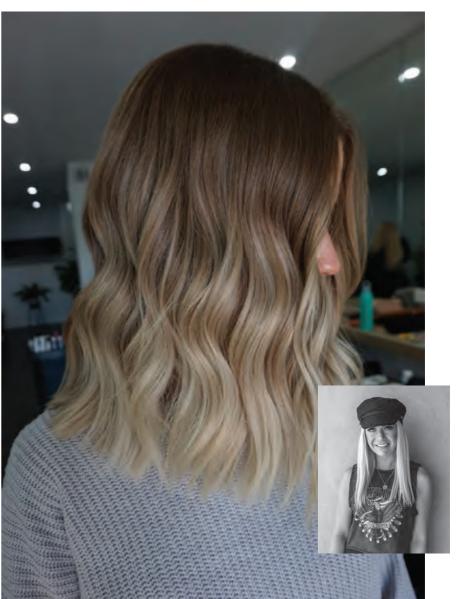
Owner of Hair By Jess Lewis, a colour specialist salon located in Mornington, Melbourne.

Jess has been in the industry for nearly 13 years and after finding her passion as a blonde and balayage colour specialist she has since amassed a great following on social media via Instagram @hairbyjesslewis.

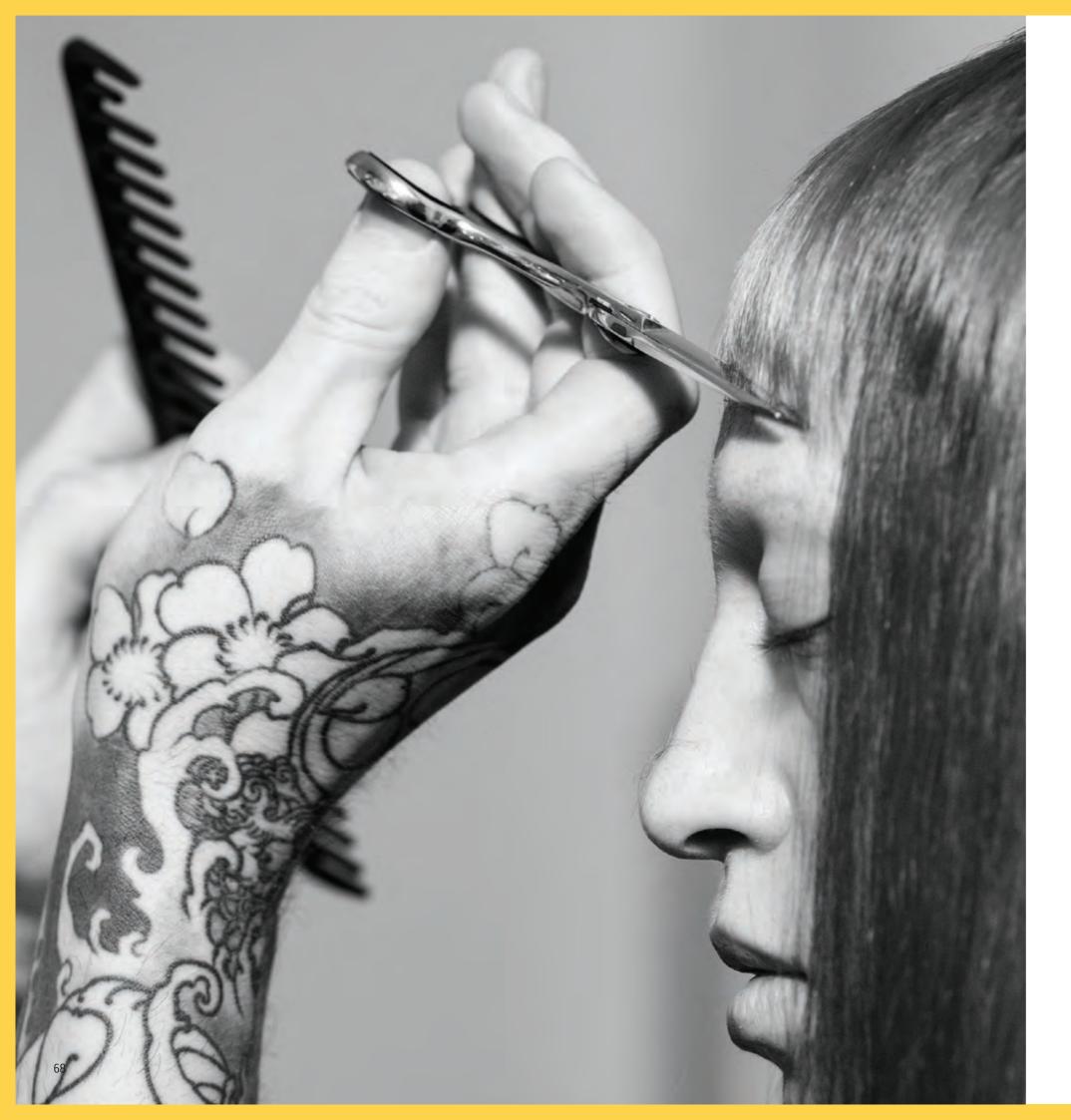
The saying "love your job and you'll never work another day in your life" is definitely what Jess lives by.

Hairdressing is more than a job. It's her passion and purpose. Knowing she can change a clients confidence just by giving them beautiful hair and knowing she can inspire fellow hairdressers by sharing all she knows is such a gift.

2016 saw her launch her hugely successful look and learn colour workshops that sold out within minutes. These look and learn workshops are not only designed to teach fellow hairdressers her two signature techniques but to also show hairdressers that we are all equal in this industry and empowering one another in an intimate and relaxed session. For further information regarding Jess' unique and intimate look and learn workshops and new online education head to www.hairbyjesslewis.com.au







FUSION

EDUCATOR

Wayne Chappell

FORMAT

Men's Hairdressing & Barbering Workshop

LEVEL

All Levels

Mens hairdressing and barbering is more individualized and specialized than ever before. Its takes a unique set of skills to create shape and style to cater to your male clientele.

"Our male consumers are increasingly requesting edgier, more complex haircuts as the modern styles are changing. For men, metro-sexuality is on the rise once more. This has now returned to the cleaner and more refined tastes. Women have embraced this also with their zest for short hairstyles which are becoming increasingly popular as more and more women are abandoning the traditionally "sexy" long-hair look and going short" says Wayne Chappell.

Wayne's **FUSION** seminar/workshop focuses on how to understand core traditional skills and infusing with current looks and trends. Wayne will guide your through techniques and services shoulder to shoulder with mannequin heads and live models. "Men today are marketing masculinity in ways never seen before," say Wayne. Today's barbering skills are helping to define, enhance and critique tradition of what it is to be a man in the new millennial era.

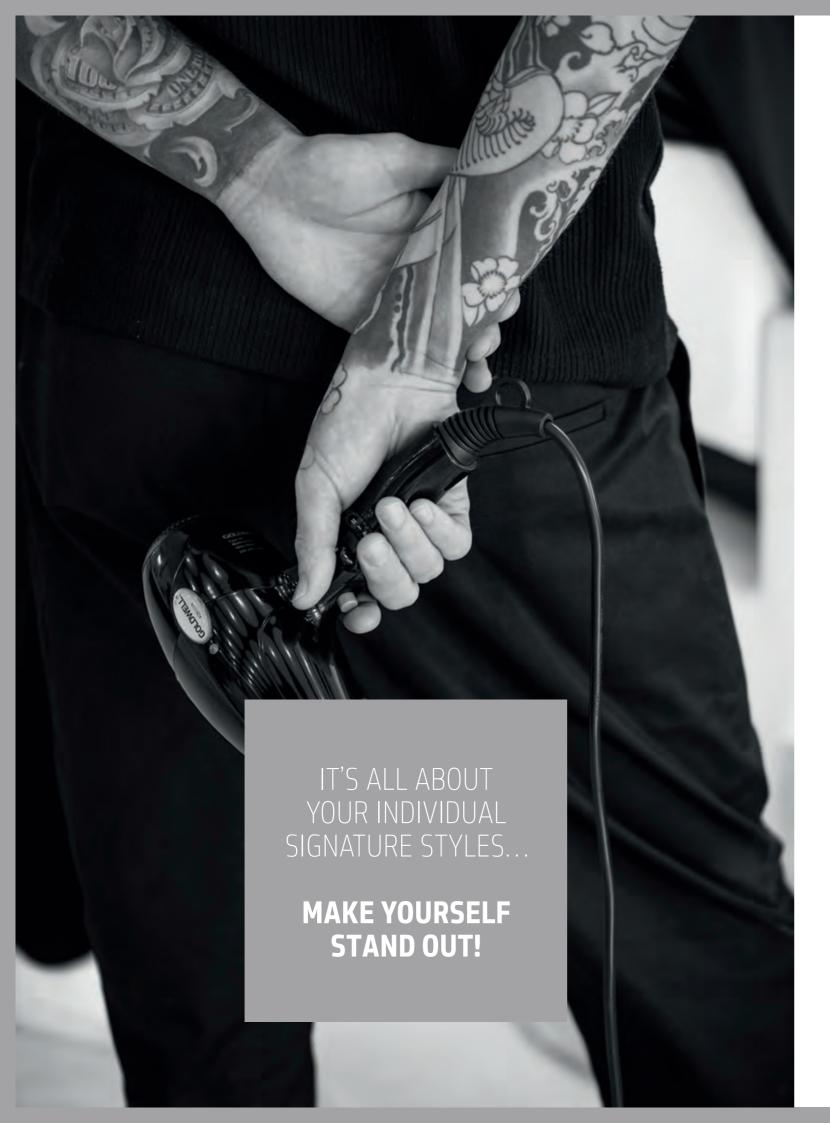
1 DAY WORKSHOP

WHAT'S IN IT FOR YOU?

- · Understanding face shapes and head shapes
- · Balance of style and trend with client lifestyle
- · Communication skills of how to maintain the look
- · Implementation of traditional barbering skills tapering, blending, fading and clipper work

INVESTMENT \$400

Registration 9.30 am **Start** 10.00 am **Finish** 5.00 pm



STYLESIGN

Create stunning looks that bring out the best of your client's personal style. Discover highly reliable products that are perfect for your in-salon creations and for your clients to recreate their styles at home.

Sign Your Style with StyleSign.

WHAT'S IN IT FOR YOU?

- » Discover how to make personal style stand out with signature looks
- » Deepen your product knowledge and understanding of technology
- » Find the perfect products for each and every client styling wish and stunning style results
 - » Inspirational hands-on sessions to achieve excellence and have fun!

STYLESIGN SPECTRUM OF STYLING

Become a true styling expert - get inspired by a universe of gorgeous looks and a smart mix of techniques, products and tools. Make your salon the place to be for perfect styling. ON REQUEST



Discover the whole **Spectrum of Styling** in the **Goldwell Education Plus App.**



DUALSENSES

Professional solutions from the instant care expert with a passion for color.

WHAT'S IN IT FOR YOU?

- » No client's hair is the same find individual solutions for every hair need
- » How the Dualsenses In-Salon Treatments always fit into your salon routine
 - » How to match your client's hair needs with professional home care

DUALSENSES PRODUCTS AND TECHNOLOGIES

All you need to know about products and technologies to make your clients feel more beautiful than ever.

Professional solutions for instantly beautiful hair - with built-in color protection.

ON REQUEST

DUALSENSES IN-SALON TREATMENTS

All you need to know about the In-Salon Treatments to wow your clients with instantly beautiful hair.

- » Select the right Dualsenses and StyleSign products for your client's hair needs.
- » Choose the appropriate In-Salon Treatment.
- » Explain the application and the products.
- » Finish with StyleSign for the desired look.
- » Boost your business with home care recommendations.

ON REQUEST



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 CONTROL

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

Silky perfection for unmanageable, frizzy 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

KERASILK COLOR

For brilliantly colored hair with a long-lasting silky hair feel.

Add high-level brilliance and care to color with a high-class service: the exclusive Kerasilk Color Brilliance Service.

WHAT'S IN IT FOR YOU?

» Fulfil the expectations of your very demanding clients
 » Attract your clients with an appealing and indulging service experience
 » Set yourself apart with a luxurious color service
 » Enhance your hair colors with high-level brilliance and care







KERASILK REVITALIZE

The new revitalizing care for the delicate scalp.

Give hair intensive care by starting with the scalp.

WHAT'S IN IT FOR YOU?

- » Expertise in scalp analysis and consultation
- » Comprehensive knowledge in scalp and advanced product knowledge
 - » Luxury service experience for your client
 - » High-class massage techniques
 - » Customized home care regime

KERASILK STYLE

For touchable styles that showcase the silky beauty of Kerasilk treated hair.

Achieve weightless, touchable styling for beautifully cared-for hair.

WHAT'S IN IT FOR YOU?

- » Entirely uplift your blow-dry and styling services with seven products that empower you to create the finest looks
- » Extend the Kerasilk experience with flawless, durable styles that help your client keep that special hair feel
 - » Upgrade your service menu with stunning sleek, volume or curl looks











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?

- » Tips on how to get the best results for a client's
- » Formulation for reliable grey blending, durability

MODELS

FORMAT

2 models suitable for demi-permanent coloring (no corrective color) 3 hours (incl. 2.5 hours practical hands-on session)

- » Essentials in hair analysis for easy consultations
- » Simple salon services for excellent color results
- hair structure
- and evenness

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?

- » 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)

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

FORMAT

2 models suitable for highlifting or single-application bleaching (no corrective color) 3 hours (incl. 2.5 hours practical hands-on session)

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

FORMAT

2 models suitable for fashion coloring (no corrective color, no grey) 3 hours (incl. 2.5 hours practical hands-on session)

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.

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

ULTIMATE 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
- » Dos and don'ts for redheads

MODELS

2 models suitable for red fashion/

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 blonde 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

dimensional color work

2 models suitable for creative blonde services







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

2 models suitable for color correction service

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

MBE 2019

MBE MAIN EVENTS

National Conference | Sydney, Australia Sunday 5th May 2019

International Conference | Hoi An, Vietnam Sunday 4th August – Thursday 8th August 2019 In 2019 we invite you to join our MBE network.

The complete Marketing, Business and Education program dedicated to providing you with the skills and inspiration to promote both business and personal growth. Working in partnership with industry leading owners and their salons, MBE is an exceptional platform for networking, learning and sharing ideas for future business development.

Our Annual Conference will be held in Sydney on Sunday the 5th May. The day will feature world class speakers and we will then conclude with a fun filled evening party. This is a great chance for salon owners and their teams to learn how to improve themselves and their businesses, network with like-minded people and to have a great time together.

In 2019 we will be having our International Conference in Vietnam from Sunday 4th August to Thursday the 8th August. This event incorporates 2 x days of world class speakers and workshops along with 3 x wonderful evenings. All of those attending not only learn from our speakers but have extended networking opportunities over the 3 days. MBE Offshore is always an unforgettable experience.

Both events offer world class speakers on numerous topics to ensure that all who attend walk away with valuable knowledge to improve their business and grow as individuals.

2019 will see us add to our State based networking events for the additional chance to have members coming together to share learnings and discuss current topics. We will have a couple of get togethers scheduled in each State throughout the year for our MBE members. On top of that we will conclude with Christmas festivities in each State for our MBE members.

For more information contact your Kao Salon | Goldwell | KMS Representative Visit goldwell.com.au/MBE2019 to register





GOLDWELL. KMS

GET READY FOR YOUR DIGITAL INSPIRATION

ANYTIME, ANYWHERE...

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

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

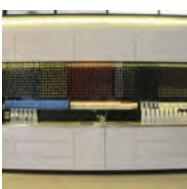
DATES AND LOCATIONS

ARTIST AND NEWS

ONLINE REGISTRATION

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.nz



Goldwell is part of Kao Salon Division.

