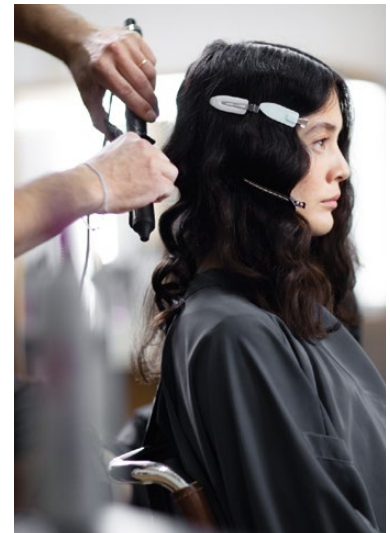
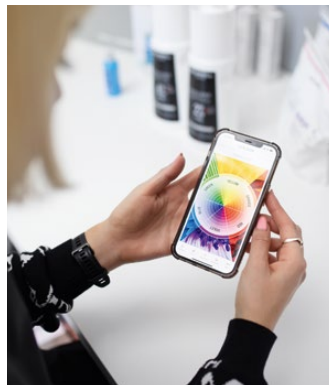


# NEVER STOP LEARNING

YOU'LL HAVE ENDLESS OPPORTUNITIES  
TO GROW AND EVOLVE.



Kao Salon provides some of the industry's best educational resources to our partner salons.

## **IMMERSE YOURSELF IN THE ACADEMY EXPERIENCE**

Stylists can connect with peers and grow their technical skills in some of the world's most creatively inspiring cities.

You'll feel right at home as we guide you through creative programs, technical workshops, and artistic experiences.

## **GET EDUCATION ON-DEMAND – OPEN 24/7**

Our Virtual Education sessions, the Goldwell Education Plus App, and YouTube channels give stylists instant access to a universe of cut, color, and style education, trends, how-tos, and salon services – anytime, anywhere.

## **CUSTOM TRAINING, IN YOUR SALON**

Dedicated in-salon training sessions bring our educational experts to you and tailor training to your team.

# BOOKING INFORMATION

## BOOKINGS

Four easy steps to booking your education and inspiration for 2024.

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.



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION

## 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 21 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.





# GOLDWELL - WHAT WE STAND FOR

AS A STYLISTS-CENTERED BRAND,  
WE ARE PASSIONATE ABOUT BEAUTIFUL HAIR.

WE CONSTANTLY STRIVE TO PERFECT IT - THE COLOR,  
THE CONDITION AND THE TEXTURE OF HAIR -  
THROUGH RELENTLESS RESEARCH AND THE DEVELOPMENT  
OF LEADING-EDGE TECHNOLOGY.

DEDICATED TO HAIR PERFECTION





# PUSH YOUR LIMITS WITH KAO SALON EDUCATION

At Kao Salon Division, we embrace your passion for beautiful hair. We believe that only together we can reach new heights by achieving creative excellence and outstanding client experience and satisfaction. Through unrivalled products, innovations, techniques and services exclusively designed to support your salon business.

**We empower our salon partners to offer the most unique color experiences.**

Experience the ultimate in custom-crafted color services for your clients. From the latest trend service solutions, to the perfect prep, post-color services and premium take-home haircare

**We empower salon partners to provide instantly transformational service experiences.**

Be inspired by the transformational and long-lasting results of Kerasilk, the luxury in-salon and at-home haircare ranges designed to enhance the strength and resilience of your clients hair - all while increasing your salon retail profits.

**We harness the power of our community.**

No one knows better than the successful members of our Kao Salon community, how to grow their salon success, ensuring your business thrives, not just survives. Be part of our community, share your knowledge and learn from like-minded salon professionals through our community sharing platforms such as our HUB Network and Forums; our exclusive Color Atelier inspiration, education and events; plus, our digital experience technology, training and tools.

**Be inspired by the best artists in the business.**

Join our Goldwell Education Team and incredible portfolio of Guest Artists - be inspired by the best in the business, develop your artistic and business skills, share your experiences with like-minded passionate creatives.

Show your true mastery, live your creativity, push your limits in every way and achieve your hairdressing and business aspirations with Kao Salon Division.

*Irene Meikle*

**Irene Meikle**  
Associate Director, Education, UK

*Julie Winchester*

**Julie Winchester**  
General Manager, UK, Ireland, South Africa



# DIGITAL INSPIRATION ANYTIME ANYWHERE.

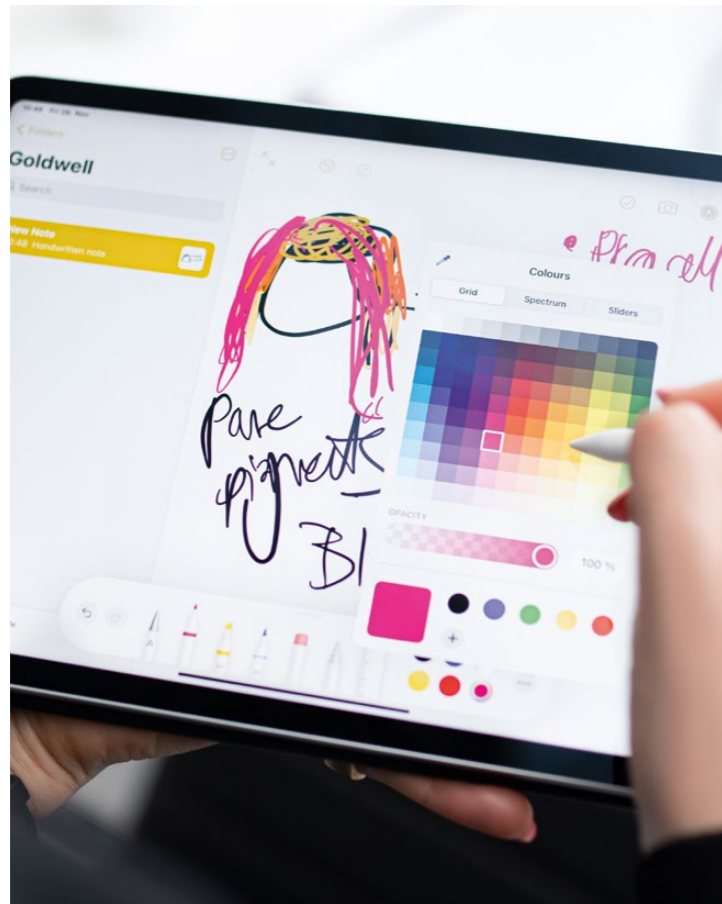
We offer you a huge variety of seminars in your local Kao Salon Academy or as virtual online sessions. Enjoy our seminars, achieve excellence and have fun - wherever you are.



KAO SALON ACADEMY

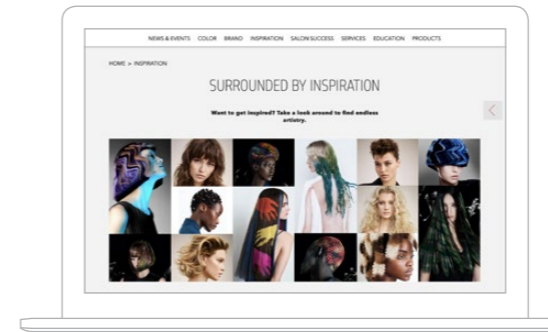


KAO SALON VIRTUAL EDUCATION



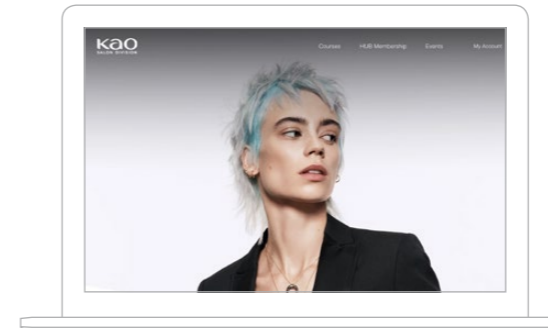
KAO SALON  
**ACADEMY**

KAO SALON  
**VIRTUAL EDUCATION**  
GOLDWELL. KMS ORIBE VARIS



## GOLDWELL ONLINE

- EVENTS
- INSPIRATION
- ABOUT GOLDWELL
- SERVICES
- SALON SUCCESS
- EDUCATION
- PRODUCTS



## GOLDWELL SEMINAR FINDER

- QUICK SEMINAR OVERVIEW
- DATES AND LOCATIONS
- ARTIST AND NEWS
- ONLINE REGISTRATION



## GOLDWELL EDUCATION PLUS APP

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



## GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

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





# THE CHOICE IS YOURS. ENJOY THE JOURNEY.

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## GOLDWELL SERVICE CYCLE

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## GOLDWELL MASTER SERIES

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## VIRTUAL SEMINARS

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## EDUCATION TEAM

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# GOLDWELL SERVICE CYCLE

## 5 STEPS TO PERFECTION. FOR UNLIMITED POSSIBILITIES.

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

Discover the Goldwell Service Cycle  
[www.goldwell.com](http://www.goldwell.com)



@goldwelluki #iamgoldwell #gogoldwell







“

*The creativity and passion for colour comes from my soul, but developing and cultivating the mastery to transform the vision into existence has profoundly developed my career.”*

**Alex Thaddeus**  
Alex Thaddeus Hairdressing



“

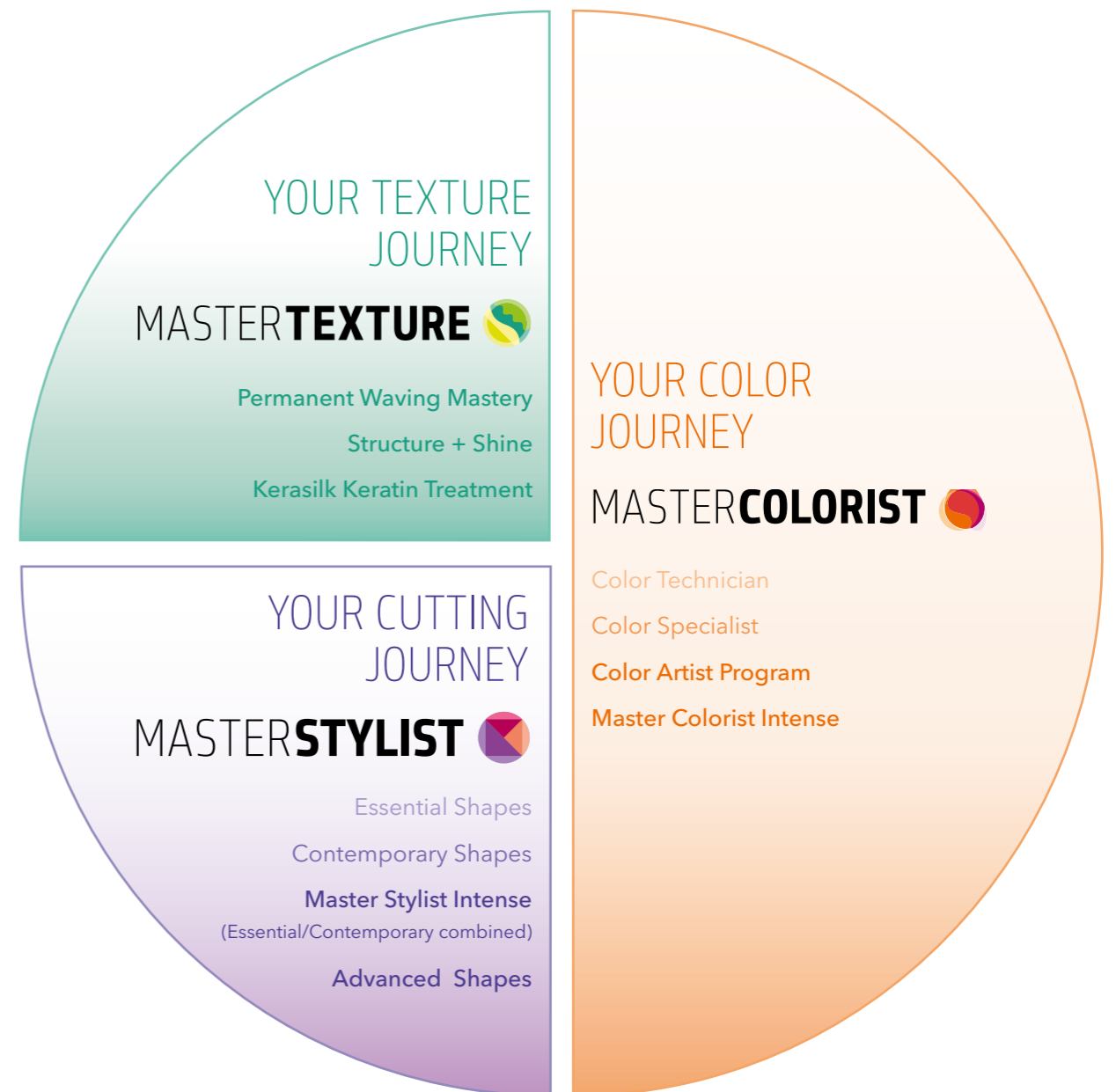
*Colour is the truest ingredient In highlighting any creative shape - mastering the knowledge of application and mixture is the truest form of hair art.*

*My passion for creating bold iconic shapes at POMO Hair came to life simply by expanding my knowledge and mastering the Goldwell colour education programmes, which allowed me to create eye catching hair art. This was the platform to propelling me to national and global success.”*




**Stevan Dulay**  
POMO Hair

# GOLDWELL MASTER SERIES




## GOLDWELL STYLIST MASTER SERIES JOURNEY

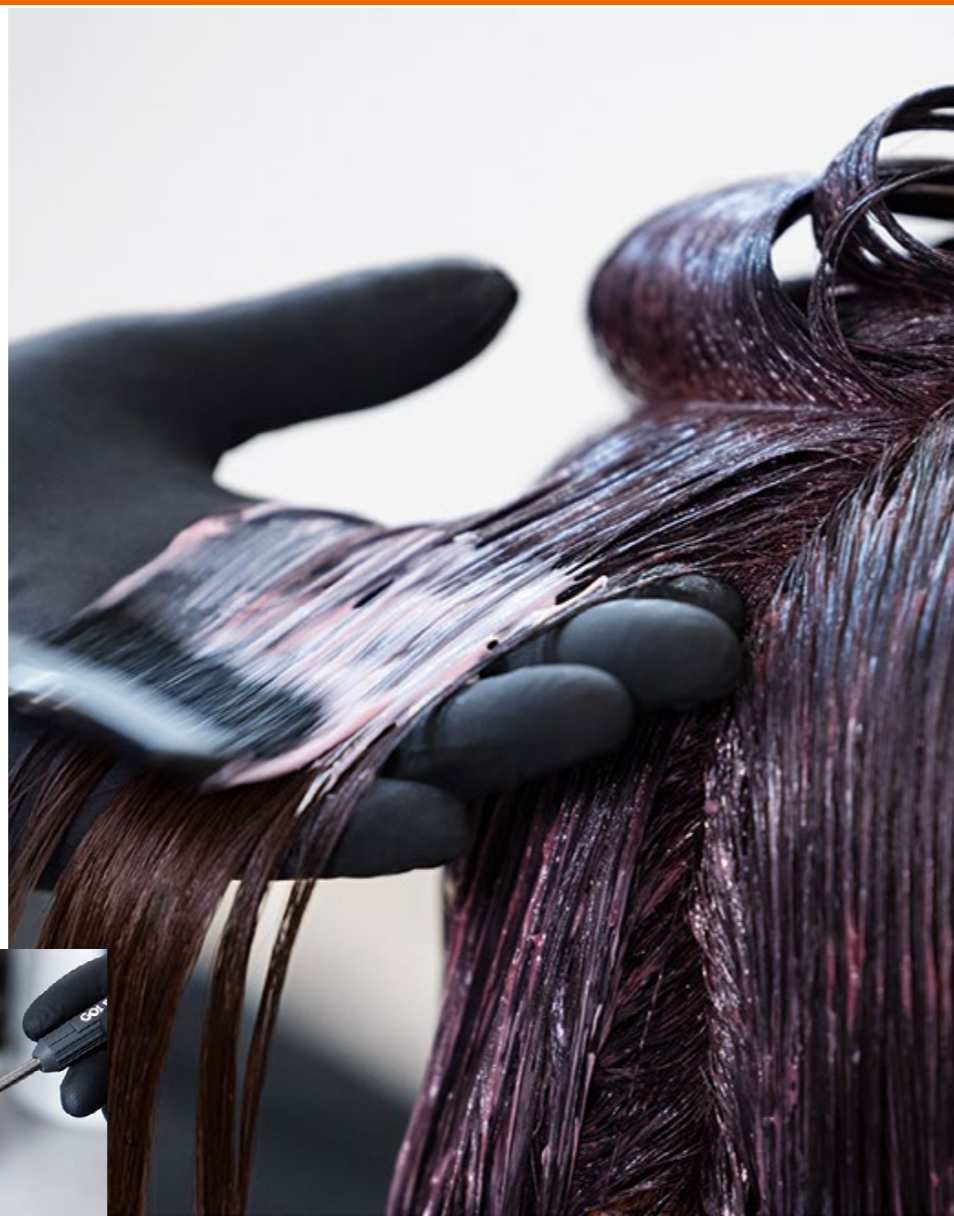


### CUTTING LEVELS

-  Beginners / +2 years
-  Intermediate
-  Advanced

### COLOR LEVELS

-  Beginners / New to Goldwell
-  +3 years
-  Senior



MASTER**COLORIST** 

# TURN YOUR PASSION FOR COLOR INTO MASTERY

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

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

MASTER**COLORIST** 

## COLOR ARTIST

Trends and Inspiration Mastery » Creativity

COLOR TREND  
COLOR LAB

## COLOR SPECIALIST

Color Technique and Consultation Mastery » Customization

COLOR CORRECTION SPECIALIST  
COLOR FORMULATION/TECHNIQUE SPECIALIST  
GREY COVERAGE SPECIALIST

## COLOR TECHNICIAN

Goldwell Standards and Steps to Success Mastery » Confidence

5. FOILING MASTERY
4. LIGHTENING MASTERY
3. ELUMEN MASTERY
2. PERMANENT COLOR MASTERY
1. DEMI-PERMANENT COLOR MASTERY

50 YEARS  
TOPCHIC

# CELEBRATING COLOR EXCELLENCE.

**Topchic** has delivered on its promise of intense color, excellent evenness, ultimate durability, and superior coverage for decades. Together with talented and passionate stylists like you, we have created a legacy of excellence and performance.



# GOLDWELL

#TOPCHIC50 #GOGOLDWELL    

# COLOR TECHNICIAN


**Color Technician explores the Goldwell color portfolio building confidence and brand expertise. Become the expert and 'get it right' every time.**

**WHAT'S IN IT FOR YOU?**

- » **Fun and interactive courses for true color mastery**
- » **Essential knowledge that will move your coloring skills to the next level**
- » **Learn the best color techniques and applications**
- » **Advice to maximise your potential and improve your color service, resulting in attracting new clients and growing your color business.**

**DEMI-PERMANENT COLOR MASTERY**

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

TUE 23 JAN / TUE 20 FEB / TUE 19 MAR  
TUE 16 APR / TUE 14 MAY / TUE 11 JUN  
TUE 9 JUL / TUE 6 AUG / TUE 3 SEP  
TUE 1 OCT / TUE 29 OCT / TUE 26 NOV

**PERMANENT COLOR MASTERY**

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

WED 24 JAN / WED 21 FEB / WED 20 MAR  
WED 17 APR / WED 15 MAY / WED 12 JUN  
WED 10 JUL / WED 7 AUG / WED 4 SEP  
WED 2 OCT / WED 30 OCT / WED 27 NOV

**LIGHTENING MASTERY**

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.


Start: 10:00 AM   
Finish: 5:00 PM

£210

MON 29 JAN / TUE 27 FEB / TUE 2 APR  
TUE 23 APR / TUE 21 MAY / TUE 18 JUN  
TUE 16 JUL / TUE 13 AUG / MON 9 SEP  
TUE 8 OCT / TUE 5 NOV / MON 2 DEC

**ELUMEN MASTERY**

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

TUE 30 JAN / WED 28 FEB / WED 3 APR  
WED 24 APR / WED 22 MAY / WED 19 JUN  
WED 17 JUL / WED 14 AUG / TUE 10 SEP  
WED 9 OCT / WED 6 NOV / TUE 3 DEC

**FOILING MASTERY**

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.


Start: 10:00 AM   
Finish: 5:00 PM

£210

MON 22 JAN / MON 18 MAR  
MON 13 MAY / MON 5 AUG / MON 28 OCT

**MASTER COLORIST TECHNICIAN CERTIFICATION**

Each level of the Master Colorist accreditation is a key to success and acknowledgement of your ongoing growth and development. The one day certification will be performed on two models plus a written assessment test.

Start: 9:00 AM   
Finish: 5:00 PM

£50

WED 6 MAR / WED 29 MAY  
WED 21 AUG / WED 13 NOV



# COLOR SPECIALIST


**This is a series of seminars that makes your color 'stand out'. Become an expert in achieving bespoke color through client consultations, unique formulations and color choices.**

### 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!**

### GREY COVERAGE SPECIALIST

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

MON 5 FEB / MON 4 MAR / TUE 2 APR  
TUE 30 APR / TUE 28 MAY / MON 24 JUN  
TUE 23 JUL / MON 19 AUG / MON 16 SEP  
MON 14 OCT / MON 11 NOV

### COLOR CORRECTION SPECIALIST

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

TUE 6 FEB / TUE 5 MAR / WED 3 APR  
WED 1 MAY / WED 29 MAY / TUE 25 JUN  
WED 24 JUL / TUE 20 AUG / TUE 17 SEP  
TUE 15 OCT / TUE 12 NOV

### COLOR TECHNIQUE SPECIALIST

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

Start: 10:00 AM   
Finish: 5:00 PM


£210

WED 7 FEB / WED 6 MAR / THU 4 APR  
THU 2 MAY / THU 30 MAY / WED 26 JUN  
THU 25 JUL / WED 21 AUG / WED 18 SEP  
WED 16 OCT / WED 13 NOV

### MASTER COLORIST SPECIALIST CERTIFICATION

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

The one day certification will be performed on two models.

Start: 9:00 AM   
Finish: 5:00 PM

£50

TUE 12 MAR / WED 8 MAY  
WED 10 JUL / WED 30 OCT



# COLOR ARTIST


**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?

- » **New inspiration with a fun and interactive workshop!**
- » **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"**

### COLOR TREND

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

WED 14 FEB / TUE 9 APR / MON 3 JUN  
TUE 30 JUL / TUE 24 SEP / TUE 19 NOV

### COLOR LAB

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


Start: 10:00 AM   
Finish: 5:00 PM

£210

WED 21 FEB / WED 10 APR / TUE 4 JUN  
WED 31 JUL / WED 25 SEP / WED 20 NOV

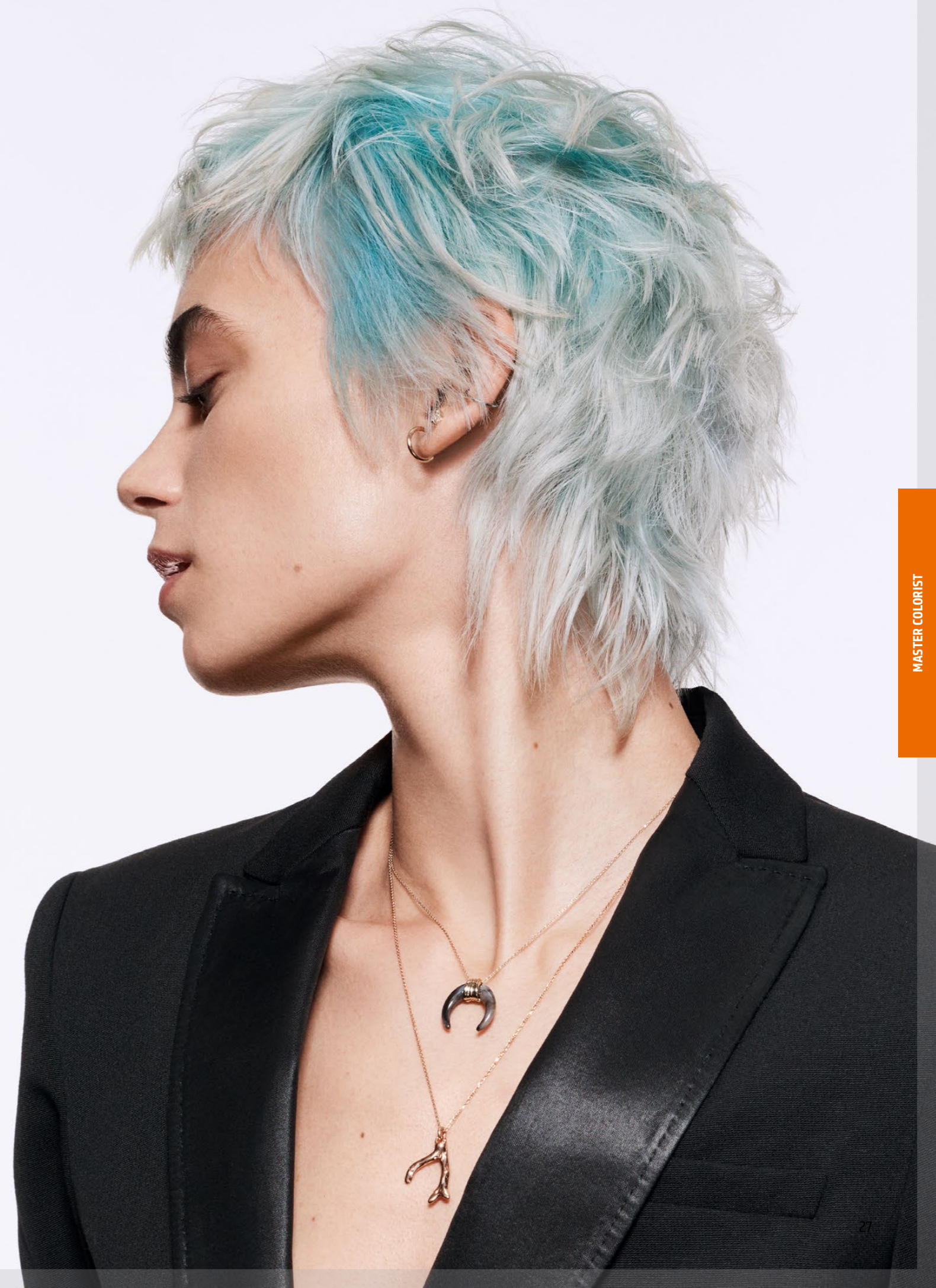
### MASTER COLORIST ARTIST CERTIFICATION

Each level of the Master Colorist accreditation is a key to success and acknowledgement of your ongoing growth and development. The one day certification will be performed on two models.

Start: 9:00 AM   
Finish: 5:00 PM

£50

THU 11 APR / THU 1 AUG / THU 21 NOV




# COLLEGE LECTURERS

## 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 model following the Goldwell Service Cycle. An important focus is how to teach these methods and information to others.

Start: 10:00 AM   
Finish: 5:00 PM

£45


Dates on request from college - please contact the Academy for date options

## LECTURERS MASTER COLORIST INTENSE

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

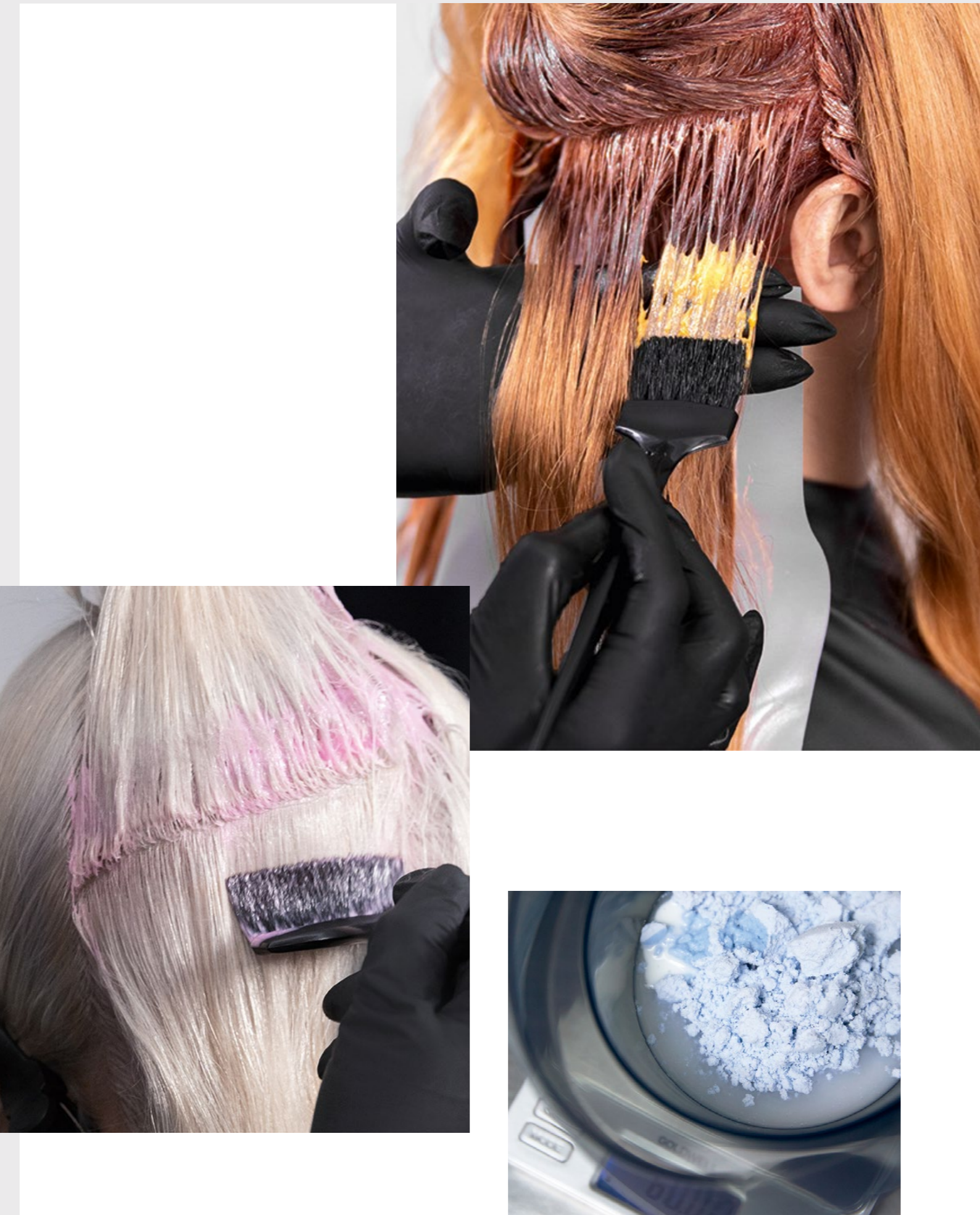
Includes an end of programme examination.

**5 days (1 week)**

Start: 10:00 AM   
Finish: 5:00 PM

£600

Dates on request from college - please contact the Academy for date options



# MASTER COLORIST INTENSE

**There are few courses in Europe that can give you this level of expertise and personal tuition.**

## MASTER COLORIST INTENSE


**Experienced colorists and salon owners.**

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.  
Last day includes a Goldwell Guest Artist demo and Q&A session.

**12 days over 6 weeks  
(2 days per week)**

Start: 10:00 AM   
Finish: 5:00 PM

£2,400

15 & 16 JAN, 22 & 23 JAN, 29 & 30 JAN  
5 & 6 FEB, 12 & 13 FEB, 19 & 20 FEB

2 & 3 SEP, 9 & 10 SEP, 16 & 17 SEP,  
30 SEP & 1 OCT, 7 & 8 OCT, 14 & 15 OCT



### Explain your experience on Master Colorist Intense

“  
Master Colorist Intense has given me so much knowledge about the Goldwell brand. It brings back the passion you feel for hair when you first start in the industry and it's exciting to bring all the new knowledge back to the salon floor.  
I would always shy away from public speaking and having to present was my worst nightmare. MCI definitely pushes you out of your comfort zone and I think we all need that sometimes to see what we're capable of.”

**Naomi O'Connor - Black Amber, Ireland**

### Has your approach to color changed throughout or after attending Master Colorist Intense?

“  
The MCI course has helped me develop and elevate my creativity within the salon. From doing the course I now understand the way color works in the hair and produce the best coloring services with amazing results.”

**Rachael Pryor - POMOhair**

### What has been your biggest learning from Master Colorist Intense?

“  
My biggest learning from the MCI course has been the in depth coverage of the Goldwell brand and product portfolio. Seeing how to use a range of Goldwell color products in action has given me the confidence to use them on my clients. I also loved the grey coverage content. I never would have known about some of the incredible methods and techniques previously. I've now got the confidence to break the mold and create grey coverage using vivids and B-tones for my clients.”

**Courtney Cockburn - Roar Hair & Beauty, Scotland**

### Would you recommend attending Master Colorist and why?

“  
I would 100% recommend Master Colorist Intense. The six week course opens your eyes to color on so many different levels, which made me fall in love with coloring even more!  
The depth of knowledge you learn, really helps your understanding of colors within Goldwell to achieve the best results when deciding on formulas and product choices for all your clients! It has given me so much more confidence when coloring and doing training in the salon”

**Chloe Turner - JM Hairdressing**





# 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

## ADVANCED SHAPES

### Advanced Shapes and multiple techniques

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

## MASTER STYLIST INTENSE

### Essential Shapes and Contemporary Shapes in one hit!

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

# CUT & SHAPE


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

## ESSENTIAL SHAPES

**For stylists of all levels.**

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

**3 days**

Start: 10:00 AM   
Finish: 5:00 PM

£360


MON 4 MAR - WED 6 MAR  
MON 20 MAY - WED 22 MAY  
MON 5 AUG - WED 7 AUG  
MON 21 OCT - WED 23 OCT

## CONTEMPORARY SHAPES

**For stylists with salon experience and completed Essential Shapes.**

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

**2 days**

Start: 10:00 AM   
Finish: 5:00 PM

£260


TUE 9 APR - WED 10 APR  
TUE 18 JUN - WED 19 JUN  
TUE 27 AUG - WED 28 AUG  
TUE 19 NOV - WED 20 NOV

## MASTER STYLIST INTENSE

**For stylists with salon experience.**

Essential Shapes and Contemporary Shapes in one hit.

**5 days**

Start: 10:00 AM   
Finish: 5:00 PM

£558 (includes 10% discount)


MON 1 JUL - FRI 5 JUL

## ADVANCED SHAPES

**For stylists with salon experience, having completed Essential Shapes and CContemporary Shapes**

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

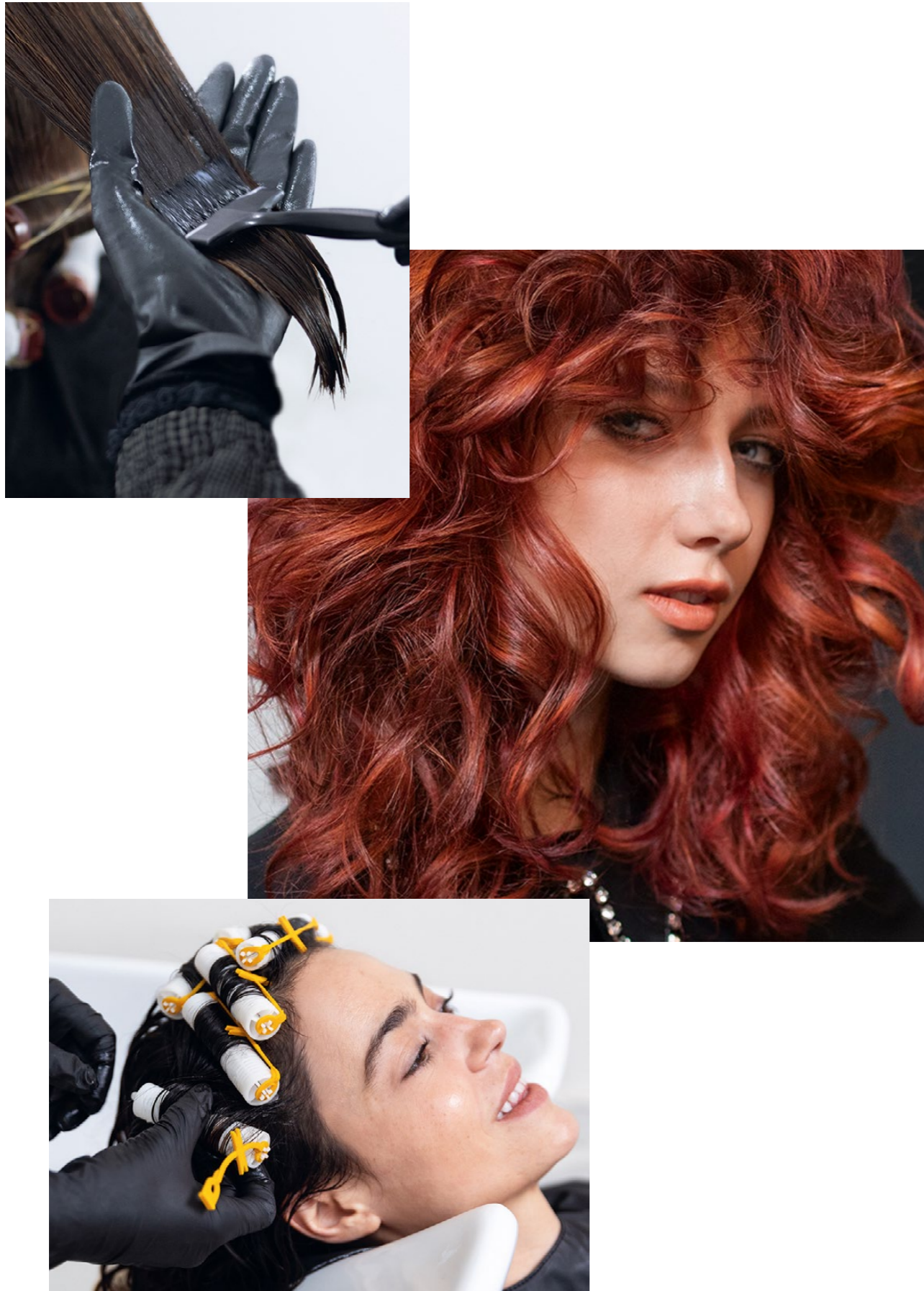
**2 days**

Start: 10:00 AM   
Finish: 5:00 PM

£260

TUE 7 MAY - WED 8 MAY  
TUE 16 JUL - WED 17 JUL  
MON 23 SEP - TUE 24 SEP  
TUE 26 NOV - WED 27 NOV





# TURN YOUR PASSION FOR TEXTURE INTO MASTERY

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

Reinvent structure and create the hair your clients will love. Learn the latest trends, techniques and services to become a true texture expert.

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

## TEXTURE TECHNICIAN

**Start your journey on the Master Texture programme**

» 1-day seminar

## KERASILK KERATIN TREATMENT

**Two customizable usage opportunities from control to surface refinement**

» 1-day seminar

# TEXTURE SPECIALIST

**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.**

## 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 Texture and KERASILK brands
- » Inspirational hands-on sessions to develop true texture mastery and have fun!




*We think Stylist, and we know that your clients all want something different to what they have, agreed? Our curly clients wish for straight and shiny hair and our straight haired clients wish for curls, waves and bounce. Becoming a Texture Technicians means that you and your salon can become the go-to place for texturising services. With these news skills in your tool kit, texture will soon become one of the most talked about services on your salon menu. Be ahead of the curve or wave!! Build your confidence to create new textures with hair and be ahead of the competition”*

**Richard Munslow**  
Toni & Guy

## TEXTURE TECHNICIAN

Start your journey on the Master Texture Program

- Learn about Permanent transformations
- Understanding of the perm process and hair science
- The Goldwell perm portfolio
- Key perm techniques, services and tools
- New skills and true texture expertise
- Make your salon a place to be for texture
- Inspiration for commercial and creative perm services

Start: 10:00 AM   
Finish: 5:00 PM

£30

THU 18 APR / THU 20 JUN / THU 26 SEP  
THU 14 NOV

## KERASILK KERATIN TREATMENTS

This long-lasting expert service to transform unmanageable, curly, wavy or frizzy hair into the most luxurious, smooth version of itself for up to 5 months.


Our new formulation makes the application and service experience intuitive and fast and offers two customizable usage opportunities from control to surface refinement.

### Control Service:

A powerful yet gentle shape transformation to luxurious smooth hair - the perfect base for unruly hair.

### Refinement Service:

Natural-looking smoother hair with improved manageability and movement - the perfect base for surface frizz refinement.

Start: 10:00 AM   
Finish: 5:00 PM

£60

THU 7 MAR / THU 16 MAY / THU 15 AUG  
THU 24 OCT



*As a salon owner, one of the most important parts of my job is to ensure my clients can maintain their styles at home. Adding the Kerasilk smoothing services to my salon menu has ensured that my clients get that salon, professional finish for months, in-between appointments. Combined with the amazing technology of the new Kerasilk retail range, my clients leave the salon happy, and stay happy.”*

**Nicholas Fletcher Holmes**  
Hobson and Holmes

# FINISHING SCHOOL

**We have listened and heard the demands and industry challenges around valid commercial skills from newly qualified or returning to the business stylists to the shop floor.**

**This seminar is an 8-day intensive program that emphasises training in commercial skills that reflect the needs of the salon business. Our focus is to prepare and polish stylists to be productive and confident in core hairdressing skills.**

## WHAT'S IN IT FOR YOU?

- » Refresh your core hairdressing skills and elevate your confidence with this intense and interactive foundation skill building seminar
  - » Maximise your potential and improve your color service
- » Learn how to truly get the most from the start 'your consultation' through to your end result
  - » Understand the fundamentals of haircutting
  - » How to achieve a great finish with your blowdry
  - » Get you ready to start your own column




## FINISHING SCHOOL

This seminar is an 8-day intensive program that emphasizes training in commercial skills that reflect the needs of the salon business. Our focus is to prepare and polish stylists to be productive and confident in core hairdressing skills.

- Day 1 - Consultations/ Customer Service
- Day 2 - Blowdry Brilliance
- Day 3 - Demi and Permanent Color Mastery
- Day 4 - Lightening Mastery Theory Virtually (10am - 1pm)
- Day 5 - Foiling Mastery
- Day 6 - Cutting with Beverly C
- Day 7 - Cutting with Beverly C
- Day 8 - Certification/ Total Look

**8 days, across 2 months**

Start: 10:00 AM   
Finish: 5:00 PM

£1,000

- Day 1 - WED 31 JAN
- Day 2 - THU 1 FEB
- Day 3 - WED 14 FEB
- Day 4 - THU 22 FEB (10am - 1pm) 
- Day 5 - WED 28 FEB
- Day 6 - WED 13 MAR
- Day 7 - THU 14 MAR
- Day 8 - WED 20 MAR

- Day 1 - WED 4 SEP
- Day 2 - THU 5 SEP
- Day 3 - THU 19 SEP
- Day 4 - WED 25 SEP (10am - 1pm) 
- Day 5 - WED 2 OCT
- Day 6 - WED 9 OCT
- Day 7 - THU 10 OCT
- Day 8 - THU 17 OCT

# TRENDING SALON SERVICES

Your source for inspiration




## BALAYAGE OMBRE FUSION

### Day 1

Learn how to lighten hair to a natural balayage and gain an understanding on section patterns and correct product usage. Discover how to identify the best technique to produce great results following individual requests from clients and get hands on experience with a live model to perfect your balayage and ombre skillset.

### Day 2

Learn how to identify the correct formulas to naturalize blonde clients to create a root and bring dimension back to the hair. Get hands on experience on how to reverse balayage and how to blend, soften and get that perfect gradient in color.

Start: 10:00 AM   
Finish: 5:00 PM

£350


MON 26 FEB - TUE 27 FEB  
TUE 16 APRIL - WED 17 APR  
TUE 2 JUL - WED 3 JUL  
TUE 27 AUG - WED 28 AUG  
MON 28 OCT - TUE 29 OCT

NEW

## BESPOKE BALAYAGE

Optimise on your existing Balayage skills, enabling you to create unique results with new trending techniques and color formulations.

A new seminar that focus on perfecting each color journey, understanding how to lift hair utilizing the lightening portfolio to get the best result more efficiently in a commercial way, resulting in the ultimate luxury blonde result.

Start: 10:00 AM   
Finish: 5:00 PM


£250

WED 5 JUN / MON 12 AUG / TUE 22 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.

Start: 10:00 AM   
Finish: 5:00 PM


£80

THU 7 MAR / THU 25 APR / THU 20 JUN  
THU 3 OCT

## BRIDAL - HAIR UP

Learn the essential skills required for Bridal hair up styling and gain confidence to comfortably recreate the most popular wedding day looks in your own salon.

Build your hair up portfolio to gain new clientele and offer brides to be a choice of on trend styles.

Start: 10:00 AM   
Finish: 5:00 PM

£200

MON 15 APR / MON 24 JUN / MON 30 SEP



# GUEST ARTISTS 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. They are eager to share their knowledge hands-on and help you develop your professional skills at our Academy.




## 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 & INSPIRATIONAL COLOR & CUT

#### 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

Start: 10:00 AM 

Finish: 5:00 PM

£250

MON 22 APR / MON 21 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, including LA, New York, Chicago, Orlando, Dubai, Copenhagen, Zurich and Mumbai.

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

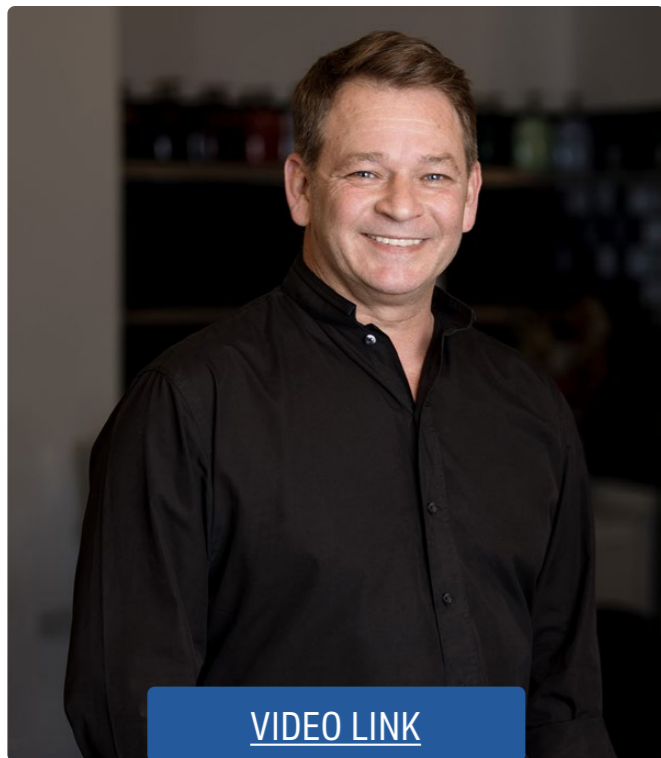
### WHAT'S IN IT FOR YOU?

- » 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

Start: 10:00 AM   
Finish: 5:00 PM

£195

MON 15 APR / MON 2 SEP



# NICK BLAND

Nick Bland, Salon Director of Nicholas James, Fitzrovia.


Nick has been in the industry for over 35 years and is a passionate ambassador for his craft. After travelling the world educating, Nick has homed in his skills to looking at and perfecting the services given to his clients with in the Nicholas James Salon.

This course is an opportunity to enter the mind of the Nicholas James Philosophy.

## BESPOKE ARTISTRY

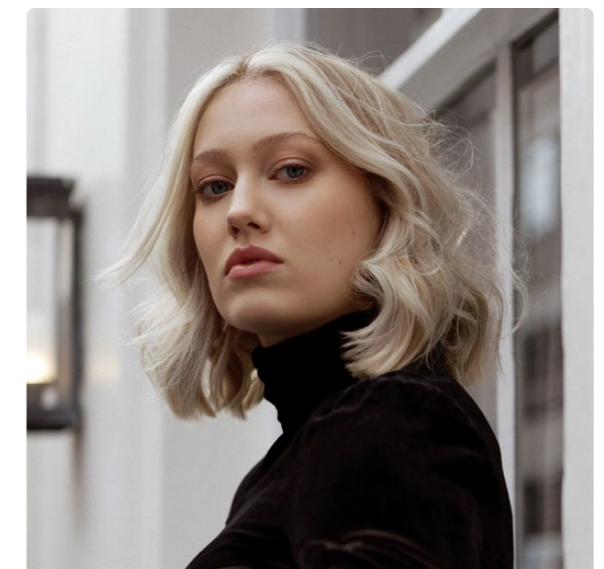
### WHAT'S IN IT FOR YOU?

- » Take your hairdressing to another level by understanding what makes a haircut really work
- » Identify key factors in the face that lead you to create amazing shapes
- » Perfect your skill set with in this creative environment

Start: 10:00 AM   
Finish: 5:00 PM

Cost £250

MON 18 MAR / MON 7 OCT





# CASPAR FINCH


Art director with international educational experience in the hairdressing industry. Working for the biggest product and colour houses in the world. Developing individuals to be impactful in delivering the content within your industry.

NEW

## TRAIN THE TRAINER

WHAT'S IN IT FOR YOU?

- » Elevating your training ability on a one-day seminar to expand your educational knowledge and terminology
- » Develop communication techniques and how to articulate detail for effective facilitation and managing groups
- » Teaching philosophy to help grow the team

Start: 10:00 AM  
Finish: 5:00 PM 

£210


MON 29 APR

NEW

## BECOMING A PLATFORM ARTIST / PRESENTER

WHAT'S IN IT FOR YOU?

- » This seminar takes a successful individual to become a confident and competent platform demonstrator or presenter
- » Learning how to analyze your audience and the objective of your task.
- » Prepare and structure of your presentation and empower you to become a specialist.

Start: 10:00 AM  
Finish: 5:00 PM 

£210

MON 29 JUL



@goldwelluki #iamgoldwell #gogoldwell

# CASEY COLEMAN


Casey Coleman has been hairdressing for 15 years and has had quite the colourful journey! Winning the itlist VISIONARY award, nominated for BHA's, and more recently, BHBA Social Stylist 2021 and Bronze at the Kao Salon Global Creative Awards 'Editorial Colorist of the Year' 2021 - these are just some of the incredible accolades achieved.

Casey is an avid colorist, his 'localised color' has become his staple and he's a huge fan of using vivid colors in unconventional ways.

NEW

## SOCIALLY AWKWARD

"Socially awkward" is a social media course to help you snap out of being socially awkward and turn you into a social butterfly with minimal effort. Learn how to batch create content and when to use it to improve your business and social media presence.

Start: 10:00 AM  
Finish: 5:00 PM 

£200

MON 11 MAR / MON 19 AUG



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION

# RUSH ARTISTIC TEAM

Mavericks of hairdressing, the Rush Artistic Team are known for their unique style and as trend influencers.

Creative development and education are at the heart of their philosophy of STRENGTH AND MOVEMENT, one that has served them well for over 20 years.

Along the way they have built a team that is the powerhouse behind their success -a multi-disciplined team that are renowned as the best in the business and have picked up their fair share of awards over the years from Three times Artistic Team of the Year at the British Hairdressing Awards, Fellowship Hairdresser of the Year to AIPP Grand Trophy Winner and many more.

The team have interlinking talents and skills from the awe-inspiring precision cutting which Rush are recognised globally for, to the creativity in avantgarde and session styling and the transformational colours that accentuate their work.

## COMING SOON



# ANTHONY GRANT

With 33 years of experience, Anthony launched his career with Storm Hairdressing, quickly rising to Artistic Director. With a passion and love for textured and Afro hair, his career led him to New York, session work and the fashion world including London, Paris, New York, Milan and South Africa Fashion Weeks for designers Narcisco Rodriguez, Stella McCartney, Garith Pugh, Gavin Ragh, Valentino Versace and Fendi.

Featured in Vogue, Elle, Tatler, Anthony is a multi-award winner including Tribute Magazine's Afro Hairdresser of the Year 2021 and a finalist for British Afro Hairdresser of the Year for six consecutive years.

## COMING SOON





# SALON JEDI



**Caroline Sanderson** (aka the salon Jedi) - founder and CEO of Salon Jedi and Director of Multi Award Winning Ego Hair Design in Inverness.

Caroline almost went bankrupt in 2009 but became known for completely transforming her salon into the Top 1% of salons in the UK. She is a 32 x International Best Selling Author, Speaker and Philanthropist. She has spent the last 13 years teaching salon owners how to use her CPD Accredited 'super salon success' business model, to enable salon owners to build their dream business.

**Expertise:** Mindset and Marketing. Founder of Mindset Magic & Miracles® and Unconscious Source coding™. Qualified in NLP, PSYCH-K®, Heart Math & Dr Demartini Method.

**Awards Include:** Most Wanted Business Thinker Legend, 4 x British Hairdressing Awards and British Hairdressing Business Awards Hair Salon of the Year 1.

**Mission:** To bring mindfulness and emotional intelligence to the salon industry to help salon owners have the tools and knowledge to build their dream salon and life.



**Carla Zebrowski** (aka The Salon Sales Jedi) - CSO and Head Coach of Salon Jedi & MD of Ego Hair Design for 11 years. Multi award winning coach, bestselling author & international speaker.

**Expertise:** Salon sales, management, front of house, systems and team leadership.

**Awards include:** British Hairdressing Business Awards Front of House Winner and 3 x BHBA Business Director of the Year Nominee.

**Mission:** To empower your salon managers and front of house to become heart based leaders and sales masters so they can drive your salon business to #1 in your area.

## MINDFUL SALON SOURCE CODE

- » CPD accredited digital 4 hour training for salons and teams to become the first officially accredited mindful salon in your area.
- » Comes with a press release upon graduation and your certification and mindful salon badge.

Investment usually £597  
KAO account holders  
£298.50 (50% off)

## SUPER SALON SUCCESS SCHOOL

Ideal for Salon Employers and their leaders who want a salon business model so successful it helps you step away from the tools more and increases the value of your business by up to 10x.

- » CPD accredited 4-day live in person salon business school (digital also available)
  - » Discover the 4 pillars of salon success by learning Caroline's very own Salon Business Model she uses in her own profitable salon.
  - » You can plug this business model into your salon to create a fully booked profitable salon, with a high performing team smashing targets.
- Pillars of learning - mindset - marketing - management - maintenance.

Investment usually £4,997  
KAO account holders  
£1,997 plus bonuses  
3 months inside our 5 star Salon Jedi Academy Lite FREE  
2nd team member place FREE

## MINDSET MAGIC & MIRACLES® 30 DAY EXPERIENCE

- » CPD accredited online training over 30 days to transform your mindset and emotional intelligence.
- » Discover practical tools and universal laws that help you become a master of your mind and business.

Book a **FREE Clarity Call** to discover how we can help you rapidly grow

For more information please visit [Academy.salonjedimarketing.com](http://Academy.salonjedimarketing.com)

Email: [salonjedihelp@gmail.com](mailto:salonjedihelp@gmail.com)



@goldwelluki #iamgoldwell #gogoldwell

# CONSULTANCY SERVICES

## JACKIE COLMAN

### Does your business need an MOT? A moment of truth to reflect and focus.

The modern business in today's climate faces many challenges, MOT is a bespoke programme focusing totally on your needs, giving you the ultimate tools to take yourself and your business onto the next level.

Dates for businesses seminars at the Academy and external venues for 2024 please speak direct to your sales representative

### AN HOUR OF POWER

Is an intense one to one coaching/mentoring session, focusing on a specific challenge or subject of your choice. This is a great way to focus your mind to find solutions on areas that at times may feel overwhelming, giving you the power to put any issues into perspective.

£200

Coaching/mentoring session will be delivered via Zoom, Skype, Webex or telephone.

### DAY OF POWER

An opportunity to have a bespoke day in your salon or at a venue of your choice, that could consist of a personalised course, mystery shopper with a salon evaluation, holding a team meeting, doing your team appraisals. Whatever you decide will be discussed and designed on consultation prior to your day.

£700 + Expenses

Delivered face to face at a venue of your choice.

### SIX SESSIONS OF POWER

All the benefits of 'An hour of power' but with the added advantage of being structured over six sessions. Your sessions will take you through a journey focusing on what matters most in the moment and translate it into action. Our sessions will have a solution-focused approach towards results and in developing a new perspective or outlook towards challenges and potential opportunities.

£900

Coaching/mentoring session will be delivered via Zoom, Skype, Webex or telephone.

#### ABOUT JACKIE

**Philosophy** is simple: Vision with no boundaries.

**Belief:** Is that you can achieve great things, but sometimes we may need help to unpick what is holding us back. **Values:** Honesty, integrity and family.

**Brand:** MOT = Moment of truth

Jackie is a forward thinking coach, focusing on results and future inspiration.

She is an entrepreneur and business woman employing over 26 team members, running a successful hair salon, day spa and coaching business. Her passion is sharing her knowledge and experiences to help people to grow and develop to be the best they can be and more.



@goldwelluki #iamgoldwell #gogoldwell

# CONSULTANCY SERVICES

## PENNY ETHERIDGE

Penny works across the UK delivering high quality bespoke consultation and training sessions to many salons who have a broad range of requirements. She can deliver her sessions both online and in a salon environment. Her 10-step retail success programme, column optimisation strategy and salary made simple processes are key areas that Penny has expert experience in with an outstanding success track record.

Dates for businesses seminars at the Academy and external venues for 2024 please speak direct to your sales representative

### 10 STEPS TO RETAIL SUCCESS

The easiest and most successful retail plan EVER! This session will show you how you talk to your customers about products without sounding desperate and without that dreaded feeling of selling to them. Having the knowledge and confidence to give the right information about the right products at the right time to the customer.

**Team training seminar in-salon**  
£1,000 + travel costs and expenses. This is a full day and particularly beneficial for the 10 steps to retail success and AOA column optimisation seminars. All relevant materials are included.

**Half day seminar in salon**  
£550 plus travel. This is useful as a 'touch back' session with teams that have experienced the full day seminars. This service is also useful as a one-to-one business coaching session with both management and salon owners. All relevant materials included.

**Virtual one hour coaching session**  
£200. This includes all relevant templates and action planning. Especially useful for implementing a salary structure and as a review session following a half or full day seminar day seminar.

### AOA COLUMN OPTIMISATION SEMINAR

How to boost a client column, make more money and create happier customers! This seminar is aimed at salon owners, managers and potential managers.

### HOW TO IMPLEMENT A SALARY

which is both financially right for your business and continues motivating your team to want to achieve more.

Learn simple sums that you can use with confidence in your day-to-day business. Understand how a profit share incentive can retain your key team members and operate a salary procedure that makes more money for everyone and develop a salon culture which financially rewards staff loyalty and commitment.

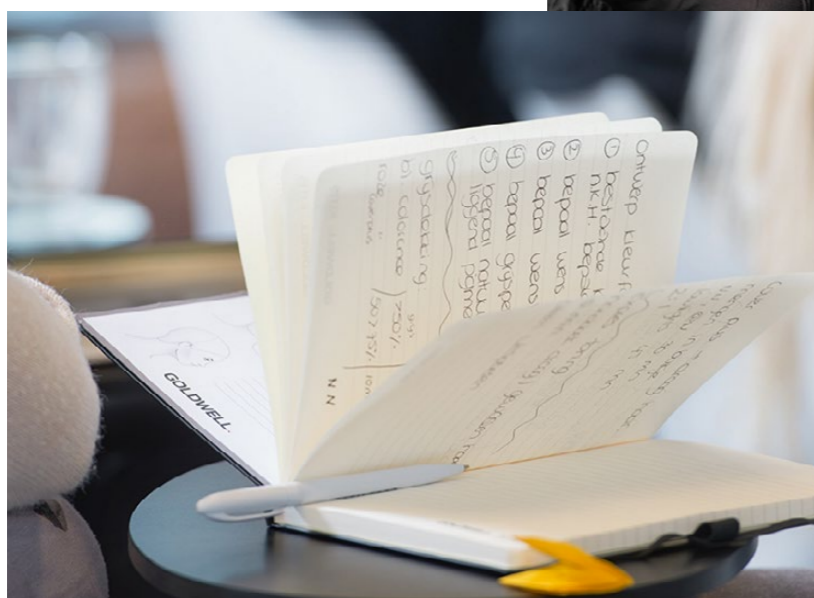
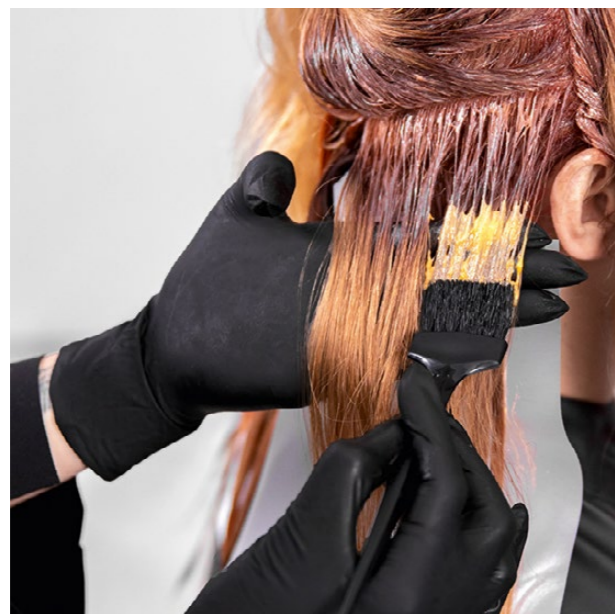
#### ABOUT PENNY

Penny is recognised as a highly qualified and passionate business coach, lecturer and presenter for the hair and beauty industry who has been the recipient of countless industry awards for her work over the years.

With over 30 years in the business, Penny has first-hand experience of owning salons, growing one salon to a four salon hair and beauty group which had an annual turnover of £2m in 2003. Since selling that business in 2004 she has been helping other salon owners achieve their goals in all aspects of salon business from starting new business to salon expansion. Penny is a certified NLP Practitioner and, after a family tragedy, recently became a certified mental health awareness officer.

In 2021 she was awarded the silver award for best coach at the UK best businesswomen awards.





# 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.

» **Foundation Mastery, Formulations Mastery and Texture Mastery**

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

# 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 and hints on how to get best results for the client's hair structure
- » Formulation for reliable grey blending, durability and evenness

Models: 2 models suitable for demi-permanent coloring (no corrective color)

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

£500

## FOUNDATION TOPCHIC/NECTAYA

Discover the endless possibilities of permanent coloring with Topchic and Nectaya. Learn 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 the client about Nectaya, a hair color without ammonia-odor

Models: 2 models suitable for permanent coloring (no corrective color)

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

£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 toing.

### 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)

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

£500

## FOUNDATION ELUMEN

Learn how to achieve brilliant color results 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 coloring (no corrective color, no grey)

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

£500

# 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

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

£500

## 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 need. 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

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

£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/dimensional color work

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

£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 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've never done before.

Models: 2 models suitable for creative blonde services like you've never done before

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

£500

### WHAT'S IN IT FOR YOU?

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

## 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 hair that is too red or faded 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

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

£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 who are open to new color combinations

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

£500

# TEXTURE MASTERY

Contact your Goldwell representative to find out more about in-salon training sessions for your team with our **Freelance Team**.

## STRUCTURE + SHINE

The Structure + Shine service is the answer to beautiful straight hair, helping to eliminate the daily use of straightening irons.

Featuring a sophisticated formula, it works to create a long lasting straight hair structure with brilliant shine and an anti-frizz effect, whilst providing excellent conditioning benefits to ensure hair is left looking healthier than ever before.

1 model maximum suitable for a straightening service

- Virgin or color treated hair or 1 professional application of Pre-lightener
- Good condition - please perform an elasticity test
- No hair longer than shoulder length
- Fine to medium texture and layered
- No previous keratin services

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

£500

## KERASILK KERATIN TREATMENT SERVICES

This long-lasting expert service transforms unmanageable, curly, wavy or frizzy hair into the most luxurious, smooth version of itself for up to 5 months.

Our new formulation makes the application and service experience intuitive and fast and offers two customizable usage opportunities from control to surface refinement.

### Control Service:

A powerful yet gentle shape transformation to luxurious smooth hair - the perfect base for unruly hair.

### Refinement Service:

Natural-looking smoother hair with improved manageability and movement - the perfect base for surface frizz refinement.

1 model maximum suitable for a shape change service from waves to smooth

- Virgin or color treated hair
- Good condition - please perform an elasticity test
- No hair longer than shoulder length

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

£500





# KAO SALON VIRTUAL EDUCATION

GOLDWELL. KMS ORIBE VARIS

To register, click on the seminar link you would like to attend and follow instructions. You will then receive an email on how to log in to the seminar.

We recommended logging in 10 minutes prior to the start time.

If you have any questions, please email [UK.Education1@kao.com](mailto:UK.Education1@kao.com)



## GOLDWELL REVEALED

(90 mins)

Interested in using Goldwell Color? Join this seminar to take an introductory journey through Goldwell Color to get to know the Portfolio.



## ELUMEN REVEALED

(90 mins)

Discover how to use Elumen, an ammonia-free permanent color, with its amazing shine and long lasting durability. Increase your salon menu with premium services for your most demanding salon clients.



## COLORANCE REVEALED

(90 mins)

Colorance is a key tool for any colorist! Knowledge is the key to using the Colorance range in its entirety to enhance and create bespoke, beautiful color results whilst presenting great condition.



## LIGHTENING REVEALED

(90 mins)

Lightening is the gateway to final color results. Therefore, it is important to understand the power of LightDimensions and the optimum results that can be achieved.



## GREY REVEALED

(90 mins)

Featuring how to cover white hair with Topchic to achieve accurate, durable results. Get to know the options available to you including information on Goldwell System Lotions.

Monday 22nd January 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 4th March 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 29th January 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 19th February 2024
Time: 2:30pm
<a href="#">REGISTER HERE</a>

Monday 20th May 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 15th April 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 18th March 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 5th August 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 15th July 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 15th April 2024
Time: 2:30pm
<a href="#">REGISTER HERE</a>

Monday 11th November 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 14th October 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 3rd June 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 16th September 2024
Time: 2:30pm
<a href="#">REGISTER HERE</a>

Monday 28th October 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 5th February 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 12th February 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 8th April 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 13th May 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 8th July 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 19th August 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 21st October 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Monday 23rd September 2024
Time: 09:30am
<a href="#">REGISTER HERE</a>

Want to learn more? **Join our Master Colorist Program.**

# 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



Kelly Leclercq



Toni Perryman



Kelly Jean Butler



Emma Stickler



Danielle Berry



Christie Dyce



Corinna Hughes



Yein Stewart



Sophie Howes

# ACADEMY LONDON TEAM



Irene Meikle



Robyn Deamer



Radhika Williams



Rachael Kelly



Olivia Thompson



Claire Palmer



Charlotte Cooper

# BOOKING INFORMATION

## BOOKINGS

Four easy steps to booking your education and inspiration for 2024.

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.



KAO SALON ACADEMY



KAO SALON VIRTUAL EDUCATION

## 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 21 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.

Goldwell and KMS is part of Kao Salon Division.



**GLOBAL  
STYLE COMMUNITY &  
CREATIVE SESSIONS  
2024**

**#ALLABOUTHAIR**

# WHAT WE STAND FOR

KMS HAS AND WILL ALWAYS BE ABOUT HAIR.

WE STAY TRUE TO OURSELVES  
BY STAYING TRUE TO WHAT HAIR NEEDS  
WITH PRODUCTS THAT DO WHAT THEY SAY  
AND ARE KIND TO THE PLANET  
YOU DO YOU - AND WE'RE HERE FOR THAT  
SO NO MATTER YOUR TYPE,  
TEXTURE, SHAPE, OR STYLE  
WE HELP YOU WEAR YOUR HAIR!

**KMS — ALL ABOUT HAIR**

# THE STYLE COMMUNITY

A GLOBAL NETWORK OF STYLISTS



In our KMS community stylists from all over the world come together to jointly create, collaborate, learn from each other and grow.

**WE STAY CONNECTED ONLINE ALWAYS.**

Join us on YouTube – subscribe, share, comment, like – and get ready to be inspired and learn from stylist, to stylist. Be a part of it and subscribe now so you don't miss a thing: [youtube.com/kmspro](https://youtube.com/kmspro)



# COMMUNITY AND EDUCATION

ARE ONE AND THE SAME

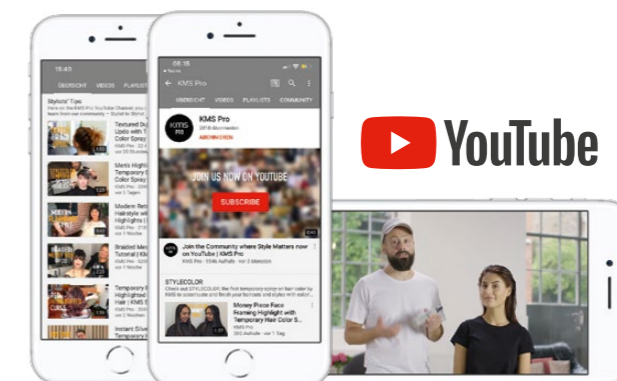
KMS Community members are always learning from one another- sharing ideas no matter where they are around the world. Being part of the KMS Community opens the door to making connections with other global stylists and provides a platform to inspire and be inspired...



## KMS PRO ON YOUTUBE

Check out the new KMS Pro YouTube Channel. Get ready to be inspired and learn from our community – Stylist to Stylist. We come together to create, collaborate, learn and grow.

Be a part of it and subscribe now so you don't miss a thing.



Scan this code and visit us on YouTube.

# THE CREATIVE SESSIONS 2024

## JOIN THE CONVERSATION

Our education is all about hair, all hair types & all textures.

We celebrate hair from the tightest coils to the straightest strands. That's why our sessions are designed to be exchanges and conversations. Join in, share your knowledge and point of view. We want to learn as much from you as you do from us. Intuitive. Creative. Relevant.

Whether we're talking haircutting, styling or cool new ways to use products –

**OUR GOAL IS TO INTRODUCE YOU TO A COMMUNITY OF LIKE-MINDED THINKERS AND THEN SEE WHAT WE CAN DISCOVER TOGETHER.**

## ON THE ROAD EDUCATION

LOOKING FOR INSPIRING CREATIVE SESSIONS DELIVERED TO YOUR DOOR. WORKSHOP BASED TO FACILITATE SELF-LEARNING AND DISCOVERY. HELD IN YOUR OWN SPACE.

### QUICK START

Welcome to KMS. This session is a snapshot of KMS – from the brand philosophy to the science behind our products. It's perfect for a 'startup' KMS salon.  
DURATION: 90 – 120 MINUTES

### STYLE EQUATION RETAILING

Take your client service skills to the next level with the KMS Style Equation. Learn how to build product into your consultations and how to build a personal Style Equation using our START.STYLE.FINISH philosophy for every client.  
DURATION: 90 MINUTES

### STYLE EQUATION LIVE

An interactive evening for you to introduce your client to KMS. Clients will get individual style equations and will learn how to re-create their Salon style at home.  
DURATION: 180 MINUTES

### RESTYLE

Change your mind and change your style. Discover the unique KMS product range and techniques that allow you and your client to not only START, STYLE, FINISH, but also to restyle and change it up. Become more confident in KMS product usage and confidently offer clients quick styling changes = more products sales.  
DURATION: 120 MINUTES

### STYLE MATTERS – CURLS, WAVE AND EDITORIAL FRIZZ

There are many ways to create movement in the hair. Learn multiple, fast and simple ways to create waves, curls or texture.  
SESSION TIMING: 90 MINUTES

### STYLE MATTERS – THE VOLUME SESSIONS

Experience our ADDVOLUME line and understand the versatility of each of our styling products to achieve bespoke volume looks. Session timing: 60 minutes

### STYLE MATTERS – THE TEXTURE SESSIONS

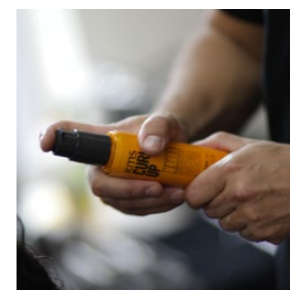
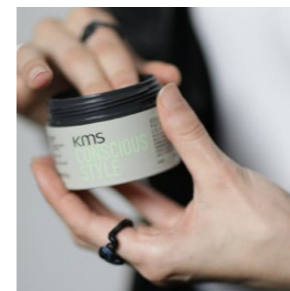
Experience our hairplay line and understand the versatility of each of our styling products to achieve bespoke textured looks  
DURATION: 60 MINUTES

### STYLE MATTERS – THE SMOOTHING SESSIONS

Experience our thermashape and Tamefrizz line and understand the versatility of each of our styling products to Achieve bespoke smooth looks.  
DURATION: 60 MINUTES

### TEXTURE STORIES

Hair is an individual thing – and a huge part of our identity. Each Consumer has a different hair type and texture, varying from straight to coily and from fine to thick. As individual as hair types are – so are the different hair needs and styling goals. This session looks at how to achieve those goals by recommending the correct style equation.  
SESSION TIMING: 1.5HRS THEORY ONLY – 3HRS HANDS ON.  
Please note, for hair texture hands-on workshop you must have the correct model, curly/coily texture to enable the right result!



# ACADEMY EDUCATION

LOOKING FOR  
INNOVATIVE EDUCATION  
IN A RELAXED CREATIVE  
ENVIRONMENT?  
MOVE FROM  
FOUNDATIONAL TO  
ADVANCED CUTTING.



## IQ CUTTING METHOD

Learn the "why" before the "how": technique based cutting for all levels of stylists. The most requested salon hairstyles are broken down into four easy to understand steps that, once mastered, allow a fast track into advanced haircutting. Builds confidence and teaches you to work smarter, not harder.

DURATION: 3 DAYS

PLACE: ACADEMY LONDON

COST: £360.00

START: 10.00AM | FINISH 5:00PM

DATES:

MON 12TH, TUES 13TH & WED 14TH FEB

MON 29TH, TUES 30TH APR & WED 1ST MAY

MON 15TH, TUES 16TH & WED 17TH JUL

MON 21ST, TUES 22ND & WED 23RD OCT

## IQ DISCONNECTION

Take the principles from the IQ Cutting Method to the next level in this advanced cutting class. Understand the rules of connection versus disconnect, using the IQ method as our blueprint, and giving you the freedom to 'break the rules' of haircutting.

DURATION: 1 DAY

PLACE: ACADEMY LONDON

COST: £175.00

START: 10.00AM | FINISH 5:00PM

DATES:

MON 4 MAR

MON 3 JUN

MON 16 SEP

[kmshair.com](http://kmshair.com)

f   #kmshair