



# GOLDWELL

**EDUCATION BOOK '15**



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BRAND  
STATEMENT  
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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







# LET YOUR CREATIVITY RUN WILD.

Every head of hair is a blank canvas. Every client is a new opportunity to practice your art. From conservative to creative, every color, cut and style you do manifest your creativity and talent. We know that this is what you love to do: to let your creativity run wild and create the most beautiful and amazing hairstyles for your clients.

And of course, the more you practice your craft, the better you will be.  
And the more you learn, the more you will grow.

That's where Goldwell can help you achieve your vision of success. Discover programs where you can develop yourself further and refine your skills together with our education team. Our programs are designed to help you learn what you want and our artists and instructors are stylists like you – ready to help you succeed, whatever your vision of success is.

**Join us, we're looking forward to seeing you!**



VICE PRESIDENT EDUCATION, SALON US



PRESIDENT AND GENERAL MANAGER, SALON US



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CONTENT  
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EXPLORE YOUR POSSIBILITIES.

**SEMINAR**

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# CONTENT

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## **COLOR SEMINARS**

## **SEMINAR**

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# CONTENT

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## **SEMINAR**

## **SEMINAR**

Check with your local Goldwell sales and education partners for schedule and availability in your area.

## **SEMINAR**



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# CONTENT

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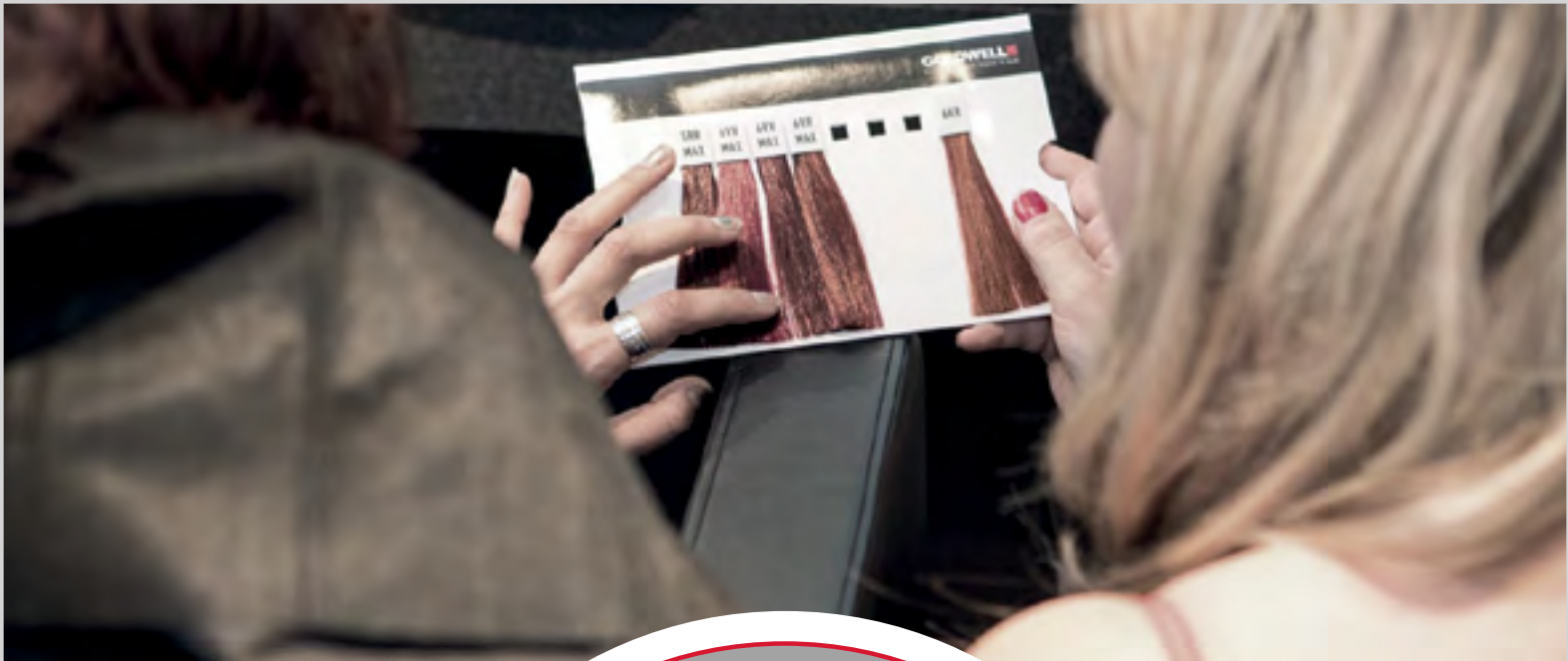
GOLDWELL  
SERVICE CYCLE

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# FIVE STEPS TO PERFECTION.

IT'S A UNIQUE AND HOLISTIC SERVICE CONCEPT  
THAT SIMPLIFIES STYLISTS' DAILY WORK ROUTINE:  
THE GOLDWELL SERVICE CYCLE.  
IT STRUCTURES EVERY SERVICE — FROM COLOR TO TRANSFORMATION  
TO CARE AND STYLING — INTO FIVE SIMPLE AND CLEAR STEPS.  
MAKING SURE YOU ALWAYS CREATE PERFECT RESULTS —  
AND DELIGHT YOUR CLIENTS. JUST TRY IT!





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COLOR  
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“I WANT NEW TECHNIQUES,  
COLORS, LOOKS — JUST EVERYTHING!”

*Patrick Hawker*  
GARNER, NORTH CAROLINA, USA



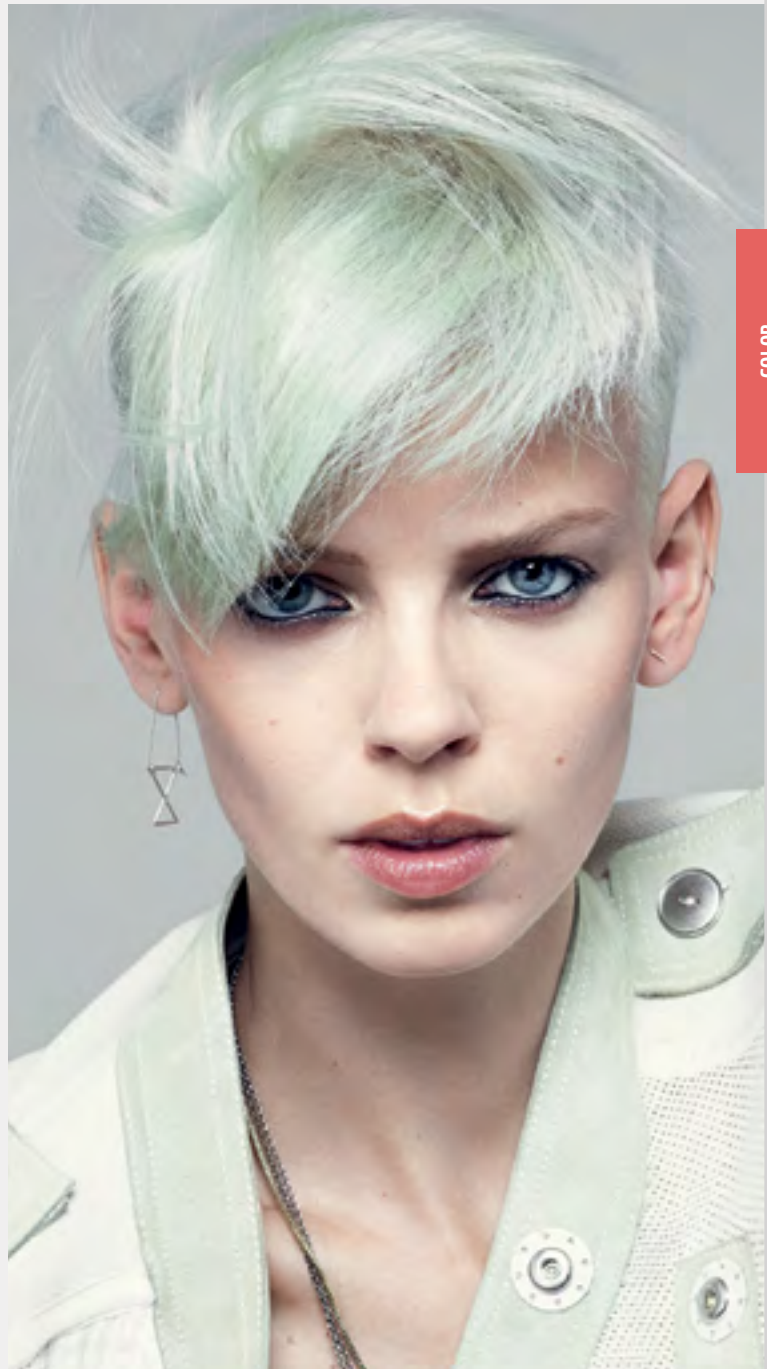
WHEN COLOR IS YOUR TRUE PASSION, YOU CAN'T GET ENOUGH. THESE  
PROGRAMS ARE BOUND TO BE YOUR FAVORITE SEMINARS. ALL YOU  
HAVE TO KNOW, ALL YOU WANT TO KNOW ABOUT TECHNIQUES,  
EFFECTS AND LOOKS: THINK IN COLOR!







MASTER**COLORIST** 



COLOR





# MASTER COLORIST PROGRAM

WHY JUST BE GOOD AT HAIR COLOR  
WHEN YOU CAN BE GREAT AT IT? AND WHILE YOU'RE AT IT,  
DON'T JUST BE GREAT AT IT, MASTER IT!

**Here's your chance –  
join the world's most elite group of hair colorists,  
the GOLDWELL MASTER COLORISTS.**

Goldwell has designed a program, based on the best practices of Master Colorists from around the world, so that you can hone your skills and perfect your craft to the point where you achieve true mastery.

## **Master the art and service of hair color.**

This exciting and interactive series of seminars takes you on a journey through the art and service of hair color. It's not just about color, it's about building on your creativity and developing your skills in every area – communication, service, technique and artistry. It's everything you need to build and grow a successful hair color business.

The Goldwell Master Colorist Program supports your passion. Each of the Master Colorist segments is designed to focus on a different area of hair color mastery and to enable you to attain a new level of knowledge and competency.

**COLOR TECHNICIAN** | SERVICE CYCLE AND STANDARDS MASTERY  
**COLOR SPECIALIST** | COLOR TRANSITION MASTERY  
**COLOR DESIGNER** | TECHNIQUES AND SERVICE MASTERY  
**COLOR ARTIST** | TRENDS AND INSPIRATION MASTERY

## ACHIEVE ELITE STATUS.

Every segment you complete elevates your status as a Goldwell Master Colorist. After you complete your first segment in the program, you automatically achieve Master Colorist Certification. Continue with additional segments and you will increase your status:

MASTER**COLORIST**   
EMERALD

FORMERLY KNOWN AS  
LEVEL 2

MASTER**COLORIST**   
SAPPHIRE

FORMERLY KNOWN AS  
LEVEL 3

MASTER**COLORIST**   
RUBY

FORMERLY KNOWN AS  
LEVEL 4

COLOR SPECIALIST  
COLOR TRANSITION MASTERY

COLOR DESIGNER  
TECHNIQUES AND SERVICE MASTERY

COLOR ARTIST  
TRENDS AND INSPIRATION MASTERY



MASTER**COLORIST**   
CERTIFICATION



FORMERLY KNOWN AS LEVEL 1

COLOR TECHNICIAN  
SERVICE CYCLE AND STANDARDS MASTERY



COLOR



**We encourage you to join this program if you want to:**

- » Grow your business and increase your client loyalty
- » Develop and refine your technical skills
- » Supercharge your creativity

**Get inspired, get energized and get started. Join us!**

Want to know more about the Master Colorist Program? Go to **[www.goldwell.com](http://www.goldwell.com)**







## COLOR TECHNICIAN SERVICE CYCLE AND STANDARDS MASTERY

FORMERLY KNOWN AS LEVEL 1

A hair color service is more than just a technique. It's the tools, techniques and products that are used to create a superior service experience. In this foundation level of Master Colorist training, you will learn how to integrate the Goldwell Color System into a satisfying service for your client.

At the end of this program you will be a true **COLOR TECHNICIAN**.

### WHAT'S IN IT FOR YOU?

- » Learn how to give a world-class consultation to your client
- » Deliver the best hair color solutions through an in-depth knowledge of the Goldwell brands and their performance
- » Develop a strategy to create a "total look" for your client
- » Learn how to talk confidently and promote color services
- » Gain knowledge in dimensional coloring according to client needs
- » Discover formulations for reliable grey coverage, durability and evenness
- » Join inspirational hands-on sessions to gain true color mastery and have fun!

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**DEMI-PERMANENT COLOR MASTERY**  
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Learn all about the demi-permanent coloring with COLORANCE. The seminar offers a versatile hair color solutions that meet real-world needs and expectations. Discover services range from shine enhancement to the most exciting fashion colors and grey blending that your client will love.

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**PERMANENT COLOR MASTERY**  
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Wow your blondes, brunettes, redheads and grey clients with limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges. Learn to enhance your clients' natural beauty through the most beautiful hair color.

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# MASTER**COLORIST**

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## COLOR TECHNICIAN CONTINUED

FORMERLY KNOWN AS LEVEL 1

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### LIGHTENING MASTERY

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Get to know all about blonde: its versatility, its challenges and its beauty. Make your salon the place to be for blondes. Gain knowledge and skills you need to create perfect blonde every single time.

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### FOILING MASTERY

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Learn the classic technique of foil highlighting. Find more about how you can adapt placements to achieve different color effects and add dimension to your color.

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### ELUMEN MASTERY

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Discover endless possibilities to amaze your clients with dazzling shine, incredible durability and evenness of a permanent color without ammonia-odor. Learn how to increase your salon menu with premium ELUMEN services perfect for your most demanding salon clients.







## COLOR SPECIALIST COLOR TRANSITION MASTERY

FORMERLY KNOWN AS LEVEL 2

Become a **COLOR SPECIALIST.**

This level is designed to give you a high level of color knowledge, skill and expertise that will empower you to solve any color challenge you might face in the salon.

You will be able to turn ugly into beautiful with the confidence of a true color expert.

### WHAT'S IN IT FOR YOU?

- » From decolorizing and color remover to pre-pigmenting and everything in between
- » Gain in-depths understanding of color families
- » Learn insights into advanced color formulations
- » Discover a vast variety of the most utilized and useful correction techniques
- » Building a color trouble shooting strategy for the most demanding color challenge
- » Learn how to transform visual references into amazing color results
- » Join inspirational hands-on sessions to gain excellence and have fun!

### COLOR CORRECTION

Impress your clients with your mastery of color transition. We promise you advanced knowledge and tools that will make you outstanding in handling any color challenges.

### ADVANCED GOLDWELL TECHNIQUES

Be the first to discover the most timeless and phenomenal Goldwell coloring techniques and services. Wow your clients with beautiful color results and the versatility of your service menu.





## COLOR DESIGNER TECHNIQUES AND SERVICE MASTERY

FORMERLY KNOWN AS LEVEL 3

Become a **COLOR DESIGNER**.

This level focuses on giving inspiration to those who seek for striking color designs for their salon clients. It is ideal for growing your color skills and competence and offers you a broad range of customized color services and techniques for every client type, age and complexion.

### WHAT'S IN IT FOR YOU?

- » Learn how to break down advanced techniques into salon color statements
- » Gain know-how on how to develop a stunning hair color design
- » Discover how to put your fashion statement through the total look
- » Tips and hints on follow up services
- » Learn how to tell instead of sell (best communication for fashion coloring)
- » Join inspirational hands-on sessions to gain excellence and have fun!

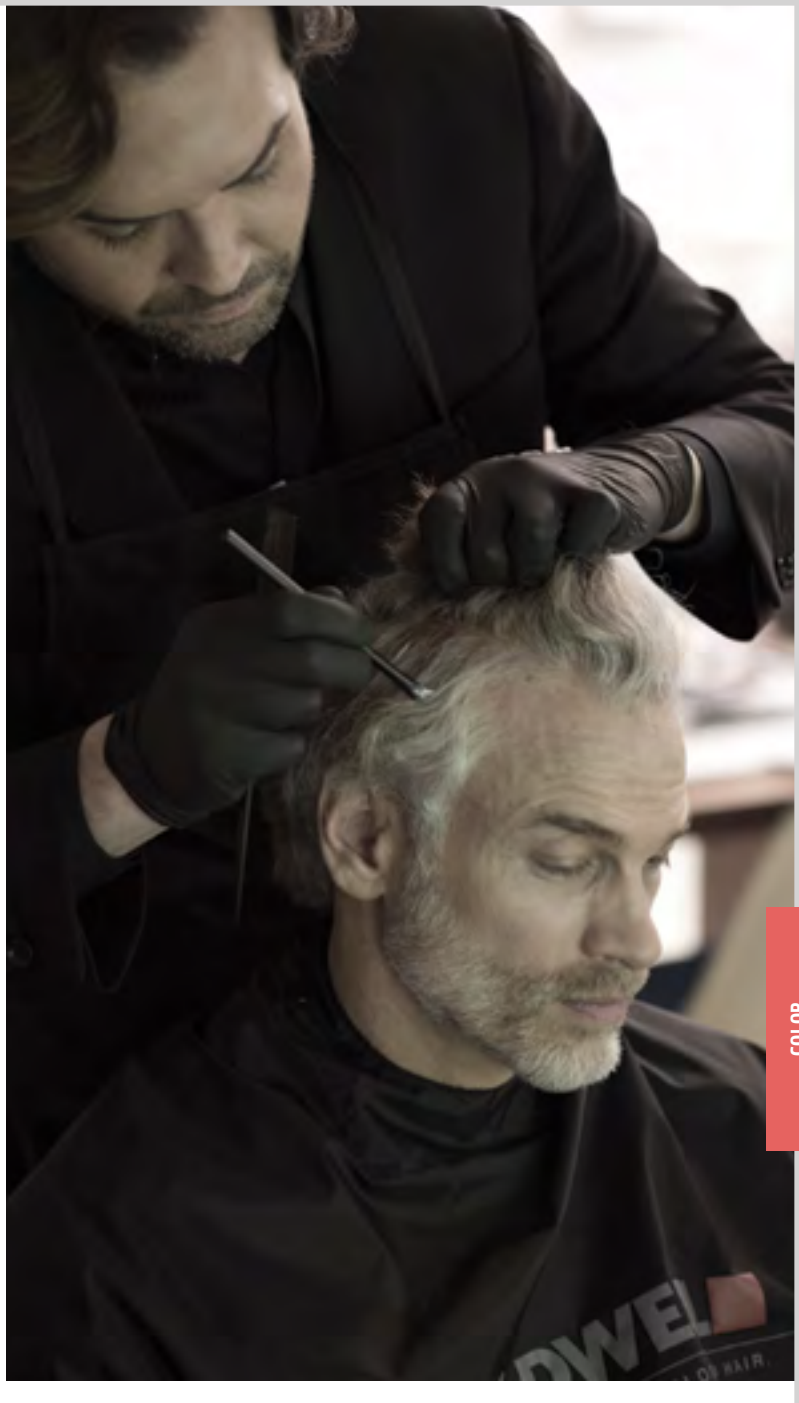
—  
**ADVANCED FASHION COLORING**  
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Explore the unlimited possibilities of fashion coloring and create true color statements for your clients. Learn how to beautify your most precious raw material with your most ingenious tools – advanced knowledge and your creativity.

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**COLOR FORMULATION**  
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Think in color. Live the color formulations. Transform your vision into breathtaking hair. Be the one to create a true statement for your clients.





COLOR





COLOR





## COLOR ARTIST TRENDS AND INSPIRATION MASTERY

FORMERLY KNOWN AS LEVEL 4

Become a **COLOR ARTIST.**

This level is the perfect choice for color and trend oriented stylists looking for new inspiration. Exclusive seminar content will allow you to dive into the world of trends and fashion.

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

- » Learn to transfer your vision into salon friendly color techniques
- » Gain knowledge in how to put your fashion statement through the total look
- » Explanation and demonstration in an up close and personal way
- » Color sense, awareness, confidence in color design and visualization
- » Step by step instruction on the sectioning, placements and color schemes
- » Join interactive workshop full of inspiration and have fun!

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**COLOR TREND**  
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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.

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



COLOR

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# COLOR SEMINARS

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## COLOR PORTFOLIO

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A program designed especially for stylists who want to learn how Goldwell can grow your business. This is an exciting snapshot of the Goldwell portfolio and our support brands that showcase how we are dedicated to Color Perfection.

Come with an open mind and leave with a wealth of understanding.

### WHAT'S IN IT FOR YOU?

- » Have a better understanding of each color line in the Portfolio
- » Have a deeper knowledge of what each line can accomplish

### FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, and finishing tools

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## HAIRCOLOR EXPOSED

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Expert insight into your very own color questions and challenges. Have you ever wanted to attend a color class where you could direct what information was covered? Whether it be the difficult to cover grey or that really challenging color correction, we can provide you with the answers that will make you the expert.

### WHAT'S IN IT FOR YOU?

- » Know the "ins and outs" of what can be achieved with the Goldwell Color Lines
- » Walk away with the information you need to conquer your color challenge

### FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

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## SIGNATURE SERIES

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Your signature is designed to set you a part, it is you're personal mark. Take the Goldwell Signature journey and discover how to put your own distinctive signature on all of your haircolor work.

This program is designed to take as a series or individually. Each day will focus on how to achieve the greatest results when formulating for your Blonde, Red or Brunette clients. Explore how to consult with your client for the optimum results, learn how to enhance your clients color for vibrant results, and how to change your clients color pallet.

### WHAT'S IN IT FOR YOU?

- » Have a solid understanding of how to consult with a color client for on target results
- » Have a better understanding of color balancing options
- » Know how to perform a complete color change

### FORMAT FOR THESE 1 DAY PROGRAMS:

Start 10AM / Finish 4PM

### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools

### SIGNATURE BLONDES

If creating bold and beautiful blondes is your goal then this seminar is your path to success. We will provide the details that will guide you to that "perfect" blonde, boost your creativity, expand your business and help you achieve your blinding goals. Signature Blondes will provide distinctive beauty for each of your individual client needs.

### SIGNATURE BRUNETTES

If creating elegant brunettes is your goal then this seminar is your path to success. We will provide the details that will guide you to that "perfect" chocolate or mocha, boost your creativity, expand your business and help you achieve your goals. Signature Brunettes will provide distinctive beauty for each of your individual client needs.

### SIGNATURE REDHEADS

If creating seductive reds is your goal then this seminar is your path to success. We will provide the details that will allow you to achieve softest to boldest red tone you can imagine, boost your creativity, expand your business and help you achieve your goals. Signature Redheads will provide distinctive beauty for each of your individual client needs.



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## FREE FORM

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### **MASTER THE ART OF HAIR COLOR PAINTING FEATURING DIMITRIOS TSIUMAS**

This seminar is firmly focused on the different approaches and methods of hair painting. From every day to progressive looks, we will take you through this 2-day intense hands-on workshop with the ins and outs of free form hair color.

This seminar will take your salon work to new heights, increasing your clientele as well as income. Develop advanced formations and techniques of current hair color painting trends.

Upgrade your learning experience and register for the Up Close & Personal with Dimitrios Tsioumas evening of Day 1!

#### **FORMAT FOR THIS 2 DAY PROGRAM:**

Start 10AM / Finish 4PM

#### **TOOLS OF THE TRADE:**

Bring your hairdressing equipment;  
all coloring, cutting and finishing tools

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## UP CLOSE AND PERSONAL

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### **FEATURING DIMITRIOS TSIUMAS**

What are the secrets of the Goldwell Artistic Masters that inspire them and drive them to celebrated success?

Have you ever wished you had the opportunity to ask the masters questions about what inspires them, how they come up with those amazing new techniques and looks? This unique offering allows you to sit down face to face and learn what makes them successful behind the chair and on stage. This is a customized program that you create, the opportunities are endless.

#### **FORMAT FOR THIS 2 HOUR PROGRAM:**

Start 6PM / Finish 8PM

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## CREATIVE COLOR PLACEMENT

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### **ADVANCED COLOR TECHNIQUE AND PLACEMENT FEATURING DIMITRIOS TSIUMAS**

Increase your speed and versatility with advanced placement options, techniques and formulations. This seminar will give you a better understanding of how to achieve high impact color results that are both time-effective and creative. Then take them back to the salon to increase your color business! Come join in on the fun and be inspired.

#### **FORMAT FOR THIS 2 DAY PROGRAM:**

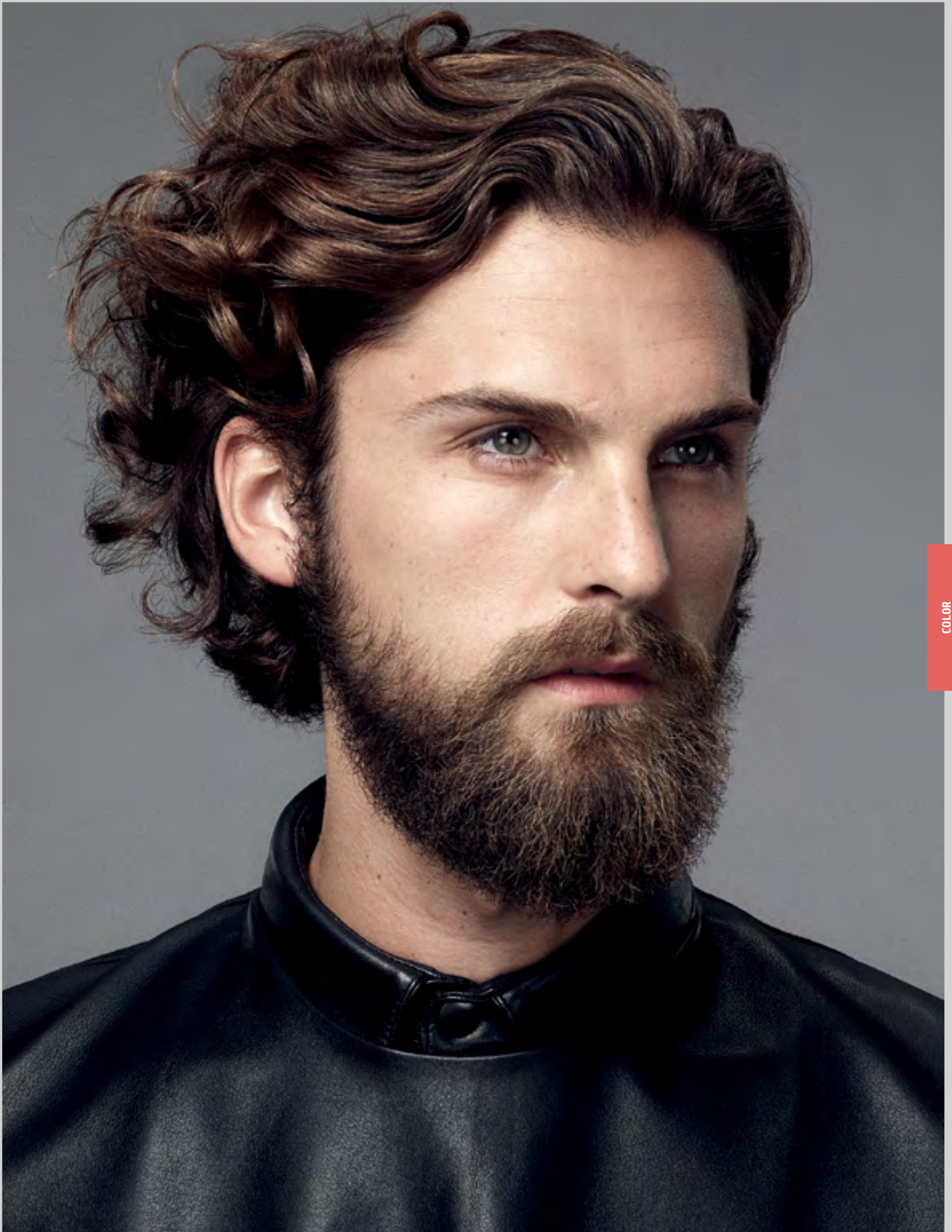
Start 10AM / Finish 4PM

#### **TOOLS OF THE TRADE:**

Bring your hairdressing equipment;  
all coloring, cutting and finishing tools









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## CREATING HAIRCOLOR EXPERIENCES

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A new way of thinking to expand your creativity with ideas that work behind the chair featuring **Patrick McIvor, Artistic & TechniCulture Director, Goldwell & KMS California**

Creating Haircolor Experiences is an exciting and new approach to artistic expression that gives you the freedom to customize any haircolor. Learn out of the box concepts that you can use every day in the salon to create new exciting experiences for your guests. Creating Haircolor Experiences will allow you to color in a whole new way and grow your color business.

**FORMAT FOR THIS 1 DAY PROGRAM:**

Start 9AM / Finish 4PM

**TOOLS OF THE TRADE:**

Bring your hairdressing equipment; all coloring and finishing tools; including clips, combs, brushes, dryers.

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## EXPRESSIONS IN COLOR

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**FEATURING TAMI SAVIC**

Get inside the mind of an expert colorist and understand the breakdown of each haircolor category. Learn how best to utilize each tool and maximize its potential, no matter what your vision is. In this intensive training we will expand on each shade of hair color and tool to broaden your formulation skills. If you want to sharpen your formulation skills and reach new heights as a colorist, then this is the program for you!

**FORMAT FOR THIS 2 DAY PROGRAM:**

Start 10AM / Finish 4PM

**TOOL OF THE TRADE:**

Bring your hairdressing equipment; all coloring, cutting and finishing tools

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## EXTREME COLOR EVOLUTION

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**FEATURING DERRICK ZENO**

Drive your abilities to new heights in this unique two-day hands-on program that was developed for the advanced haircolorist. Do you find yourself thinking there must be more to it, or just wanting to learn more about haircolor? Extreme Color Evolution focuses on, color correction, controlling colors, and choosing the correct tool every time. Come and explore with other passionate creative colorist on an evolutionary journey through the Service Cycle.

This seminar will have you leaving with a new dimension of creativity and knowledge to move you to the next level in your career!

**FORMAT FOR THIS 2 DAY PROGRAM:**

Start 10AM / Finish 4PM

**TOOL OF THE TRADE:**

Bring your hairdressing equipment; all coloring, cutting and finishing tools

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CUT AND STYLE  
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“FASHION STATEMENT OR  
SELF-EXPRESSION —  
SHOW ME HOW TO DO IT!”

*Fabrizio del Buono*  
AREZZO, ITALY



IF YOU LOVE THE SOUND OF SCISSORS,  
YOU’LL BE HAPPY TO HEAR ABOUT THESE SEMINARS:  
GET TO KNOW THE LATEST CUTTING AND STYLING TECHNIQUES.  
MAKE THE MOST OF YOUR CLIENT’S PERSONALITY —  
AND OF YOUR TALENT!



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## PASSPORT SERIES

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This is a series of individual programs that are geared for stylists who want to come and learn the latest cut, style and latest in barbering.

The series will feature both today's current trends or the classics. Each class will focus on the techniques needed to master a specific look which includes: body, finger, comb and scissor positioning. No matter if you choose to join us for one, two or all three passport series classes we know you will take away valuable information that will grow your clientele and your business.

### WHAT'S IN IT FOR YOU?

- » An up to date understanding of what is trending in haircuts and hairstyling
- » Be able to offer your clients the latest trend that fit their individual face shape and lifestyle
- » Learn quick and easy tips on how to recommend and achieve the best look for your client

### FORMAT FOR THIS 4 HOUR PROGRAM:

Start 10AM / Finish 2PM

### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all cutting and finishing tools

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## PASSPORT SERIES CUTTING PASSPORT SERIES STYLING PASSPORT SERIES BARBERING

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Each series within Passport focuses on mastering a specific haircut or technique.

Each class is unique and is designed to change with the trends.

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## READY TO WEAR FASHION FOCUS: RED CARPET TO RUNWAY

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### CLASSIC | RED CARPET | RUNWAY FEATURING NICK PAGANO

In this two day program, Editorial Stylist Nick Pagano guides the participant through the foundations of classic and long hair design where face shapes, setting, pinning, and how to create shape and using hot tools will be explored. Nick then transitions the participant into bridal, red carpet and runway hair design, where hair pieces, wigs, and textures are incorporated into a creative and up beat environment. Participants will then bring their learning to life with an Avant Garde workshop.

### WHAT'S IN IT FOR YOU?

- » A solid foundation in styling for weddings, special events and session work
- » A knowledge of what tools to use to accomplish your finished look
- » Grow your business in a fun and creative way

### FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

### TOOLS OF THE TRADE:

Bring your hairdressing equipment; tail combs or teasing combs, bobbie pins & hair pins and hair bands (small, large), hair combing brushes (natural bristle hair combing brush) small and large flat iron, micro crimper, vent and denmen brushes, 3 size curling irons (small, medium, large), wave iron if available, sectioning and roller clips





CUT AND STYLE







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## CELEBRITY TREND COLOR|CUT|STYLE

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### FEATURING JESSE MARCKS

Celebrity Trend focuses on different “up to the minute” looks with each and every program being unique based on the current trends. In this two day program you will study the current celebrity trends including color trends and hairstyle trends. Learn “on trend” color techniques and formulation. Perfect your cutting and styling techniques to complement each individual client while keeping on trend. Explore transitioning and evolving your clients. This program will also offer business building and client retention insight.

Hands-on will include 2 Haircuts/Styles and 2 Color Techniques

Leave with valuable knowledge on current trend, new color techniques, formulation and how to achieve the cuts and styles your clients are asking for.

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

- » Knowledge of how trends influence our industry and our clients
- » New ideas and techniques to take back to the salon
- » An understanding of how to customize trends, to fit each individual client's needs

#### FORMAT FOR THIS 2 DAY PROGRAM:

Start 9AM / Finish 4PM

#### TOOLS OF THE TRADE:

Bring your hairdressing equipment and finishing tools; color smock or apron, clips, foiling comb shears, thinning shears, clippers, razor, cutting combs, dryer, brushes and flat iron

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## COLOR & CUT WITH CURL

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### FEATURING LORI PANARELLO AND NICK PAGANO

Color & Cut with Curl is the art of the curl.

An in depth look at curly hair, it's evolution in society and fashion. Stylists will learn to master the curl and learn techniques used to cut, color, and finish all types of curl through a hands on experience.

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

- » A better understanding on how to approach curly hair
- » Techniques to cut, color, & finish curl
- » Two curly haircuts

#### FORMAT FOR THIS 1 DAY PROGRAM:

Start 9AM / Finish 4PM

#### TOOLS TO BRING:

Bring your hairdressing equipment and finishing tools; color smock or apron, clips, foiling comb, shears, thinning shears, clippers, razor, cutting, combs, dryer, brushes and irons

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## RAZOR ARTISTRY

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### FEATURING ROSA HAWKINS

Experience the art of razor cutting in this hands-on 2 day event. Day 1 will focus on why using a razor creates such beautiful movement and texture. Participants will learn the principles of razor cutting using techniques they can adapt into their work immediately. We will create "invisible layers" for long hair clients and execute a modern edgy razor bob that is currently trending. Day 2 we dive further into razor technique, participants will learn how to analyze hairlines, growth pattern, and texture to customize looks. We will also discuss color techniques to compliment razor cuts unique texture. This will be the hands-on day where participants will apply everything they learned in day 1 and 2.

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

- » Learn how to achieve new textures using a razor.
- » Determine when to choose a razor vs. scissor and why
- » Create modern silhouettes designed to flatter individual face shapes

#### FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

#### TOOLS TO BRING:

Feather razor with guard, scissors, cutting combs, sectioning clips, water bottle, denman/paddle brush/round brush blow dryer, flat iron

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## ON SET

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### THROUGH THE LENS FEATURING DIMITRIOS TSIOMAS

This Editorial Fashion Photo Shoot Workshop takes you through the lens with Dimitrios and his NYC Creative Team of highly qualified experts. This 3-day photo shoot session will take you through Fashion Hair Trends, tips and tricks on creating perfect, camera ready hair on set. Looking into the concepts of current trends, from the runways and editorial photo shoots, focusing on different styling methods, color techniques, shape designs and concepts to create a multitude of fashion forward looks and collaborating with a team of experts to ultimately create the perfect shot.

Look through the Lens with an exclusive Behind the Scenes with New York City's Best, 7 time NAHA winner and Editorial Stylist, Dimitrios Tsioumas, noted fashion hair photographer, editorial make-up artists, and fashion stylists come together to create Dimitrios' Latest Collection. Attendees will then work alongside the same team with live models to create their vision and interpretation of the latest Fashion Hair Trends of 2015/16.

- » Behind the scene with Dimitrios and NYC Creative Team #OnSetWithDimitrios
- » Briefing of the 2015/16 Concept Trends
- » Interpretation of trends editorially and runway
- » Story boarding
- » Work shopping key looks
- » Live model casting / how to cast the perfect model
- » Team briefing
- » Live model prep
- » Live photo shoot session with NYC Creative Team

#### FORMAT FOR THIS 3 DAY PROGRAM:

Start 9AM / Finish 5PM, due to photo shoot requirements this program can run late

#### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools





CUT AND STYLE

—  
TEXTURE  
—



“I WANT LOOKS  
THAT ARE REALLY STYLISH!”

*Dustin Traut*  
FRANKFURT, GERMANY



GET TO KNOW THE LATEST TECHNIQUES  
FOR TEXTURE SERVICES AND DISCOVER  
UNEXPECTED CREATIVE POSSIBILITIES —  
DEFY GRAVITY FOR FRESH AND STYLISH LOOKS  
YOU AND YOUR CLIENTS WILL LOVE!





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## THE ART OF SMOOTHING — THE KERASILK KERATIN TREATMENT SYSTEM

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Take unmanageable, frizzy hair from frustrating to fabulous with the new Kerasilk Keratin Treatment. Keratin smoothing treatments are a great new opportunity to change the texture of hair without chemical damage and a whole new addition to the salon service menu. From reducing and reshaping curl to smoothing and softening unruly hair, the Kerasilk Keratin Treatment is an exciting new addition to your texture portfolio.

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

- » Learn the complete Kerasilk Keratin Treatment System and how to successfully implement the service in your salon
- » Design techniques that are customized to individual client needs
- » Modifying formulae, sectioning and placement to adapt to different styles, length, texture and client needs to create individual texture results
- » Enriching your creativity with new and original ideas that have the potential to expand your menu of color services





TEXTURE

—  
COLOR ZOOM '15  
—



“FEED  
MY CREATIVITY!”

*Kuku Soh*  
TAPEI, TAIWAN

  
COLOR**ZOOM**

ALWAYS ON THE HUNT FOR SOMETHING NEW?  
THE GOLDWELL COLOR ZOOM PROGRAMS SHOW YOU  
THE CUTTING EDGE OF FASHION TRENDS.  
TAKE THE INSPIRATION AND RUN WITH IT!  
LEARN AND MASTER INNOVATIVE CUT, COLOR AND STYLING  
TECHNIQUES THAT WILL TAKE YOUR CREATIVITY TO NEW HEIGHTS!





# THE TREND 2015: TRADITIONAL REBELS

**Start with an inspiration, then deconstruct it.  
Preserve the essence, mix in some cultural references  
and then reconstruct it to create something new.**

It's the hottest trend in fashion: taking elements from the past and bringing it to the future with a completely new twist.

Some of the world's best stylists came together in the Global Color Zoom '15 Creative Team to design a brand new collection that takes this trend into hairstyling.

The outcome is amazing: While preserving the essence of a style, the team designed looks that display a new, most beautiful **"unexpected elegance"**. The concept of **harmony/disharmony** as well as **stunning color combinations** and **tribal inspiration** push the limits of hairstyling to new heights. Looks manifest in three distinct style directions: **Elegant Edge, Style Clash** and **Reinvented Tribal**. Like no other this collection shows craftsmanship on the edge to subliminal artistry.

Hair color follows fashion with a new and elegant palette. **Beautiful monochromatic colors are disrupted by bands of deeply saturated and heavily pigmented shades, ranging from warm to cool neutrals.**

**Get ready for looks that will alter your idea of elegance.**











# ARE YOU THE NEXT WINNER?

## **UNLIMITED CREATIVITY.**

For stylists from all over the world it is THE event of the year: The **Color Zoom Global Event — with the international finale of the Color Zoom '15 Live-Competition, the inspirational launch of the new Color Zoom '16 Collection and the huge award-party!**

For three days it is all about creativity and inspiration: What is the current trend and what lies in the future? Who are the top creative artists and what will they show us? Which looks are going to convince the judges?

## **Create your own interpretation of the Traditional Rebels Collection and be part of the next Color Zoom Challenge!**

As a national winner you will participate in the grand finale in Las Vegas, as a global winner you will create the next Color Zoom Collection together with the Goldwell brand experts.

## **Be part of a worldwide trend. Be part of the Color Zoom Challenge '15!**

Application documents to be found on [www.colorzoom.com/briefingkit](http://www.colorzoom.com/briefingkit)

Check with your local Goldwell sales and education partners for schedule and availability in your area.



COLOR ZOOM '15



“THE MOST CHALLENGING COMPETITION AND AN IMPORTANT CAREER BOOSTER IN LIFE.”

—  
WINNER STATEMENT  
—

**BECOME A PART OF WHAT INSPIRES THE WORLD.**

[www.Goldwell.com](http://www.Goldwell.com) / 2015 COLORZOOM WINNER

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## INSPIRATION TEAM

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“INSPIRE ME  
TO OUTDO MYSELF!”

*Ilze Looijen*

APELDOORN, THE NETHERLANDS



SHARE YOUR PASSION FOR HAIR  
WITH THE ARTISTIC ICONS  
OF THE INTERNATIONAL STYLIST COMMUNITY.  
IT'S GOING TO BE INSPIRING, EXCITING, ELECTRIFYING —  
AND CERTAINLY ONE OF THE MOST  
GROUNDBREAKING SEMINARS OF YOUR LIFE.





# INSPIRATION TEAM

Nick was born in Manchester, England and after 20 successful years in the beauty industry, he opened ARROJO Studio in Manhattan in 2001.

In 2007 Nick signed his first book contract with a major publisher. It is a hairstyling handbook providing every woman with secrets for looking fabulous and feeling beautiful. Nick's work has graced the fashion magazines of the world, he's a regular stylist at New York fashion shows, and a regular guest for hair-related news stories on major television networks.

An acclaimed stylist, educator, and leading light in the business, Nick's ground-breaking approach to hairstyling—in particular his signature razor-cutting technique—is recognized worldwide. Today, ARROJO Studio is a multi-award-winning salon that also incorporates ARROJO Academy, ARROJO Cosmetology School, and the ARROJO Product concept store.



—  
*Nick  
Arrojo*  
—

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## NICK ARROJO CREATIVE CUTTING & HAIR PAINTING

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As part of our relationship with Goldwell, our exclusive professional color partner, we are also facilitating classes at the Goldwell Santa Monica Academy.

These 3-day, hands-on cut and color inspiration seminars highlight a modern approach to 'coloring the cut' to enhance the definition of each style. Practice contemporary trends and techniques in two disciplines and light your creative spark.

Please Note: Nick Arrojo makes his best effort to attend each of our seminars at the Goldwell Academy Santa Monica. However, this cannot be guaranteed for every seminar.

To book ARROJO seminars at the Goldwell Academy Santa Monica, please call ARROJO Education direct on: 212 242 7786 ext 207.

**Highlights:** Practice classic and advanced razor cutting techniques, including asymmetry, disconnection, and innovative layering patterns. Lively and fun hands-on workshops.

Color class looks at progressive, fashion-forward, salon-friendly hair painting techniques, including heavy and light saturations, painting from narrow to wide, and using the peaks and valleys of the hair line as your guide.

**Duration:** 3 Days

Dates: Academy Santa Monica

March 1-3

June 21-23

October 18-20

**Designed For:** Stylists experienced with scissors, a razor, and professional color.

Learning the latest trends and techniques in cut and color, and the right way to make them suitable for salon-floor clients.

Expanding your editorial skill-set Understanding how cut and color are intrinsic to one-another's success.

Understanding how cut and color are intrinsic to one-another's success

**Tuition:** \$1200



INSPIRATION TEAM





# INSPIRATION TEAM

Having spent over four decades toiling and perfecting her skills, Sharon Blain is one of the most lauded hairdressers and educators in the world today. Her outstanding talents have been rewarded by winning the Australian Hair Expo Educator of the Year title four times and been inducted into Hair Expo Australia's Hall of Fame.

Recently, Boot Camp was named the winner of 2014 Hair Expo Business Performance of the Year Award for its global contribution to innovative hairdressing education. Sharon's unique creative scope covers the full spectrum of styling sensibility, from her signature

bridal and celebrity red carpet dressing, editorial and session work to the extreme but beautiful avant-garde hair. Her photographic work constantly appears in fashion editorials and hair print globally.

Sharon's scope of diverse skills and hairdressing techniques has earned her the respect as an exceptional teacher. She has developed an industry first educational App, LongHairHow2, and a range of educational resources that includes long hair books, DVDs and hair padding which are used extensively as training tools by hairdressers, Training Colleges and Academies worldwide.



—  
*sharon  
blain*  
—

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## SHARON BLAIN EDUCATION BOOT CAMP

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Take your styling and hair skills to a new level.

This ultimate four day inspirational Boot Camp is delivered by world recognized hair artist, Sharon Blain and her team. Over the four days you will learn how to wave, curl, set, braid, and blow dry and to do a variety of exciting hair looks ranging from stunning classics, textured, session, runway, photographic and session styling.

Learn all the secrets and tips from this award winning tutor. Elevate your career in session work, styling bridal, celebrity hair and ignite your creativity now. This course is suitable for assistants, stylists and makeup artists.

### **Course Format includes:**

- » Hair preparation, finger waves, pin curls, roller setting, creative tongs, curls, blow drying and waves.
- » Fundamentals of long hair design and elements of design. Learn how to create the perfect polished classical styles including chignons and various classic shapes.
- » Bridal: explore the world of beautiful bridal hair including a variety of popular braids incorporated into stunning romantic looks for the 2015 wedding season.
- » Red Carpet: contemporary hair dressing for special events, editorial shoots and constructing looks from the latest runway shows.
- » Photography: learn secrets behind developing a winning photographic collection. Discover simple and time effective ideas to perfect your photographic images.

### **Course information:**

Investment: AU\$2,700 (no tax)

Price includes: a long hair mannequin, styling kit, comprehensive course notes and lunch is provided.

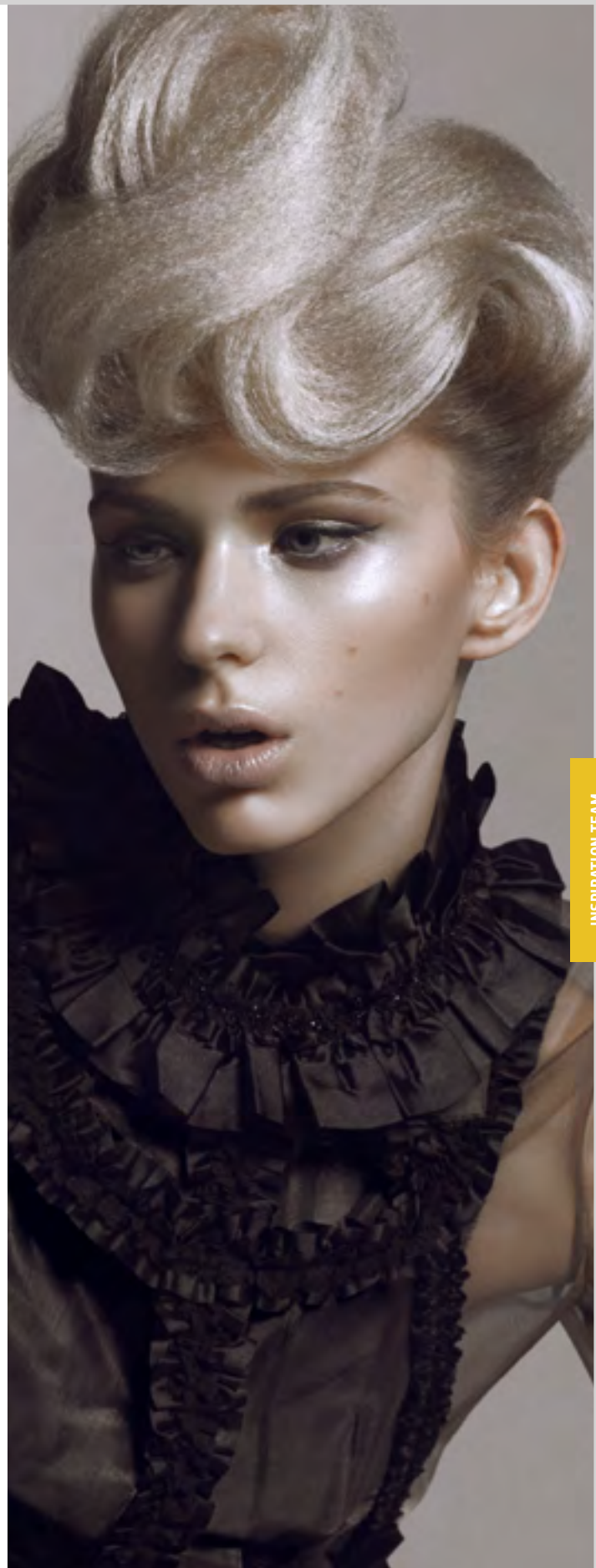
Goldwell salons only: 10% saving applies.

Level: All

Times: 8.00am - 5.00pm each day

Dates: Academy Santa Monica July 26-29  
Academy New York September 20-23

All bookings [www.sharonblain.com](http://www.sharonblain.com) /  
<http://www.sharonblain.com>



# GLOBAL MASTERS

## **World-class education starts with world-class artists.**

Inspiration. Artistry. Creativity.

These are only a few of the words that describe the Goldwell MASTER TEAM of Artists. As masters of color and design, these creative masters represent the highest standards of Goldwell Education and Inspiration. Whether it is working with hairdressers one to one in our Global Academies or as headliners on stages around the world, the members of this elite group of artists will provide you with an education experience that you won't forget!

## **Don't miss your chance to see them whenever you can!**

Global Masters help salons around the world be creatively inspired through their exciting and creative programs. You can learn personally from them by attending scheduled activities around the world.







*Rodica Hristu*  
CANADA



*Timothy Switzer*  
CANADA

GET INSPIRED!  
FIRST-HAND.



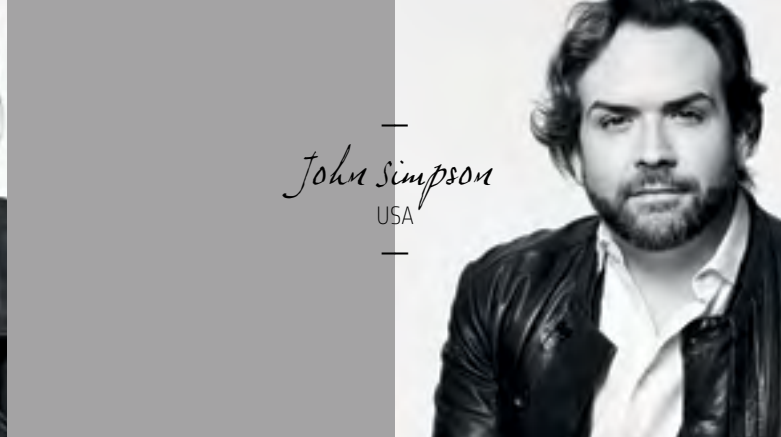
*Lisa Whiteman*  
UK



*Mario Krankl*  
AUSTRIA



*Agnes Westerman*  
THE NETHERLANDS



*John Simpson*  
USA



*Peter Wu*  
TAIWAN



*Shane Henning*  
AUSTRALIA



# GLOBAL ARTISTRY CONNECTION

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## AWARD WINNING INTERNATIONAL ARTISTRY

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### **FEATURING NEIL BARTON AND BARNEY GLEESON**

The Global Artistry Connection opens the door to trends with roots from around the globe that will empower you to create in a new inspired way. Explore the artistry of today's internationally recognized and most cutting edge-passionate-awarding winning hairdressers from around the world. Discover what inspires and drives them to be recognized for the highest accomplishments in our profession.

The experience starts on Sunday evening with a 3 hour inspirational event of haircutting, coloring, and styling, all inspired from the latest trends and techniques. Monday session brings it all to life with an up close and personal full day hands-on session. You will be guided through the step by step from the evening presentation and learn how to master it.

### **FORMAT FOR THIS 1½ DAYS PROGRAM:**

Sunday 3 hour program  
Start 6PM / Finish 9PM

Monday 1 day program  
Start 9AM / Finish 5PM

### **TOOLS OF THE TRADE:**

Bring your hairdressing equipment; all coloring, cutting and finishing tools



# INTERNATIONAL MASTERS

The exceptionally talented, Neil Barton opened his Edinburgh salon in 2007, Neil Barton Hairdressing is now seen as the number one color destination in the Scottish capital. Neil and his team pride themselves on their inspirational color and cutting techniques, fashion-forward knowledge and creativity, providing each and every client with the ultimate salon experience.

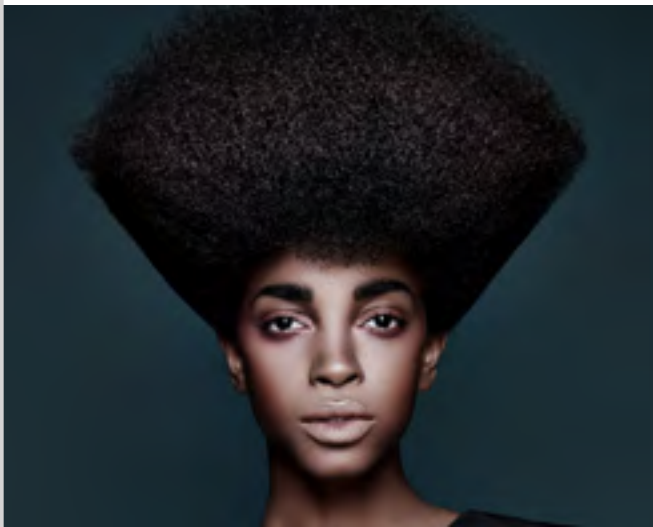
Neil's knowledge, skills, determination and passion have earned him a position as a leader within the hairdressing industry. Traveling the globe as a Goldwell Master and Professional Trainer inspiring ever-growing audiences and hairdressers, he is now regarded as an international color expert. From Berlin to Miami, Neil continues to share his expertise through his specially designed seminars, "I'd like to be known for my session work and for the attention to detail in my cuts and colors. I couldn't live without my scissors. Hairdressing is my whole life."

Taking inspiration from everywhere he goes, everyone he meets and everything he experiences, Neil's stunning photographic collections have been featured in major publications all over the world. He is forever taking new approaches and trying new techniques which gives his work real depth. His vast knowledge of placement, method and tone turn each model's hair into artistic compositions. Neil features a diverse range of color techniques in all of his collections, from overall hues to block panels and flashes of vibrant color, complimentary and contrasting colors, adding a dramatic and unique edge to his work – making him a true color expert.

With an exciting salon revamp and an ambitious itinerary of seminars and photo shoots across Europe and America planned for this year, 2014/15 is set to take Neil Barton's standing within the hairdressing industry to the next level.



—  
*Neil  
Barton*  
—



INSPIRATION TEAM

# INTERNATIONAL MASTERS

With over 18 years' experience, and numerous industry accolades under his belt, Barney's keen focus and consistent success has seen him rise from "behind the scenes" to a celebrated stylist. Having worked in some of Australia's leading salons, Barney is Creative Director at leading Perth salon, Lee Preston Hairdressing. With a background in digital imaging and an experienced platform educator, Barney's eclectic skills have seen him rise to the top of his profession. Known for his natural approach to cutting an acclaimed for his editorial

styling, Barney has proven himself to be a rising force in the international hairdressing community.

Barney has been working in KMS salons for the past 12 years, and a KMS Inspirational Artist for the past 4 years. His work with KMS has seen him work extensively with KMS Global on several education programs, travel internationally as an educator and more recently, a team member for the 2013 KMS Brand Campaign; 'Obsessed with the Freedom of Style.'



—  
*Barney  
Gleeson*  
—





# INTERNATIONAL MASTERS

With over 20 years of experience, John is a beauty industry enthusiast who continually wows audiences with his live creative presentations.

The 2008 NAHA winner in the color category, John won over the judges with his trend-setting icy blonde, pistachio brunette and rich red.

As Global Hair Color Master and Lead Artistic Director for the GOLDWELL brand for /KAO, North America,

Simpson educates stylists in all salon concepts and full beauty imagery, conveying the message of inspiration and discipline through technique. His motivational teaching style encourages his audiences to reclaim their passion for their craft and conquer new design fundamentals. Wherever he goes, John leaves his audiences craving more.



—  
*John C.  
Simpson*  
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## INSPIRATION NYC

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### EXPLORE THE CREATIVITY IN YOU FEATURING JOHN SIMPSON

Spend 2-days with Global Master John Simpson on this exclusive program that exposes you to the best that New York has to offer in terms of Art & Culture—from the museums to the nightlife—take your inspiration and turn it into a design inspiration all your own. John will guide you through advanced principles of Art & Design and then take you on field trips around the city—from museums to the coolest neighborhoods—so that inspiration can wash over you. Then you'll come back to the Academy New York and work out your own interpretation of what you've seen.

#### FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

#### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools

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## UP CLOSE AND PERSONAL

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### FEATURING JOHN SIMPSON

What are the secrets of the Goldwell Artistic Masters that inspire them and drive them to celebrated success?

Have you ever wished you had the opportunity to ask the masters questions about what inspires them, how they come up with those amazing new techniques and looks? This unique offering allows you to sit down face to face and learn what makes them successful behind the chair and on stage. This is a customized program that you create, the opportunities are endless.

#### FORMAT FOR THIS 2 HOUR PROGRAM:

Start 6PM / Finish 8PM

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## COLORING OUTSIDE THE LINES

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### A MODERN TWIST TO COLOR PLACEMENT FEATURING JOHN SIMPSON

Through multiple design placements, you will be able to create hair color movement, and understand how we as colorists can reduce weight, create length and add volume – all through color design. Give traditional a new identity!

This knowledge, along with the utilization of the Goldwell color portfolio, will allow you to design your signature look, create new ways of finessing your color designs and grow your hair color business.

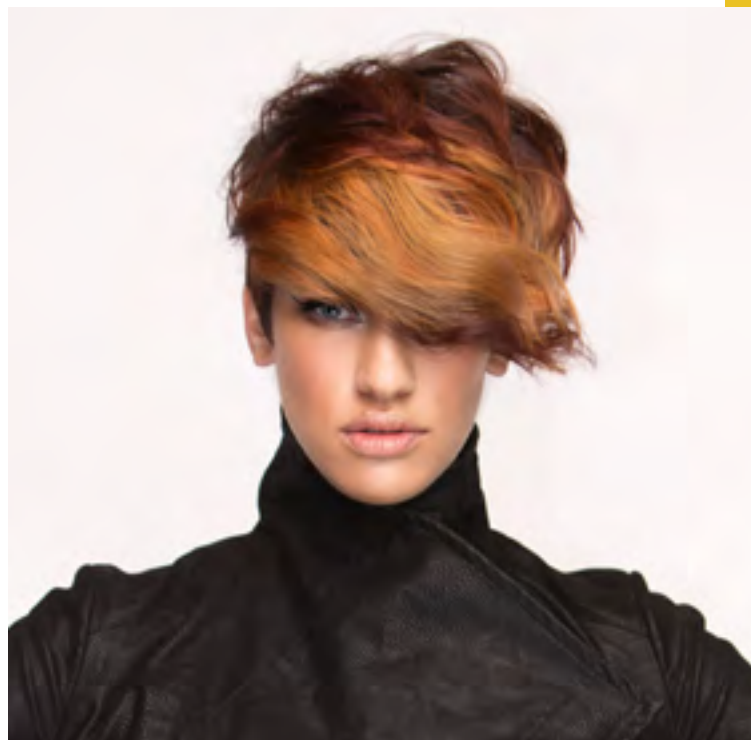
Upgrade your learning experience and register for the Up Close & Personal with John Simpson the evening of Day 1!

#### FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

#### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools





# NATIONAL MASTER

As a National Artistic Director for Goldwell, Rebecca Hiele's passion is the canvas of hair. She is inspired to achieve the perfect shape and finish detail.

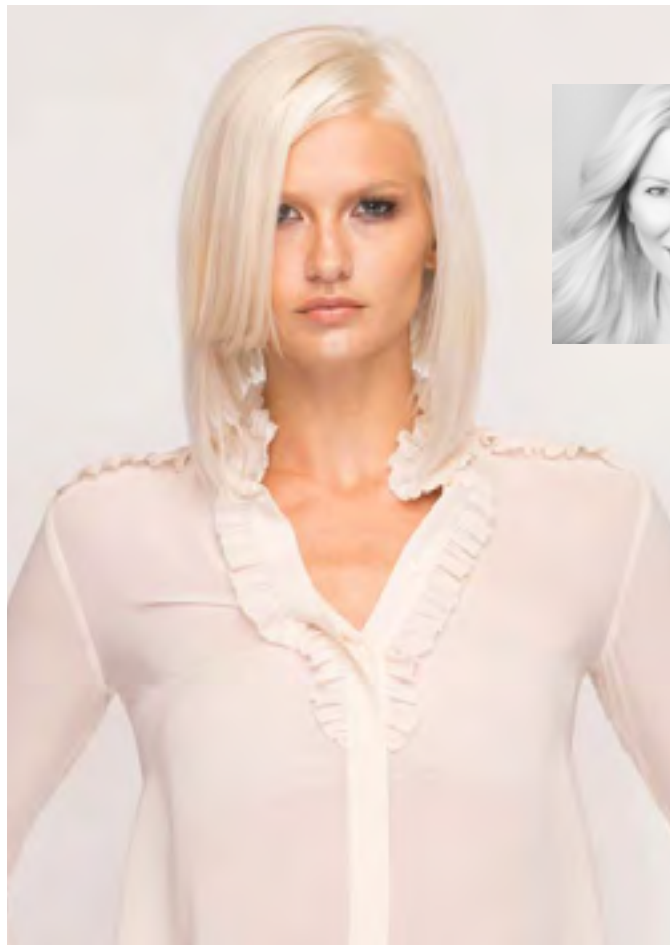
Rebecca's career path took her from college life to becoming a beauty sales person, receptionist at a large Philadelphia salon, makeup artist, and finally hairstylist/colorist. Starting as a Goldwell Technical Associate, she transitioned to Guest Artist and, 16 years later, to her current role.

In her years of experience of as an educator, she has taught at all four Goldwell North American Academies and has designed many programs. Her two current

offerings are Blonde Creative (an advanced concept blonde spectrum program with creative formulation and placement) and Color Transformation (an advanced color correction program with technique to create the perfect client makeovers). She also facilitates in The Master Colorist Programs.

A 2008 NAHA finalist with numerous trade publications under her belt, Rebecca has presented in major industry events and several times in Goldwell's Color Inspiration webcasts.

Currently, Rebecca is a Creative Director at a large salon in Southampton, PA, where she has been for nearly 10 years.



—  
*Rebecca  
Hiele*  
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## BLONDE CREATIVE

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Offer blonde perfection to your clients with the advanced power to achieve flawless results!

### FEATURING REBECCA HIELE

How do the most successful artists create the perfect platinum blonde, sun kissed blonde or most natural blonde for clients from any type of existing hair color?

In this high impact workshop we will take on the challenge of creating the cleanest, clearest blondes. Learn how to master maximum blondes and double process application. Create the perfect finish with overlay toning techniques and unique formulations that change seasonally.

### FORMAT FOR THIS 3 DAY PROGRAM:

Start 10AM / Finish 4PM

### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools

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## UP CLOSE AND PERSONAL

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### FEATURING REBECCA HIELE

What are the secrets of the Goldwell Artistic Masters that inspire them and drive them to celebrated success?

Have you ever wished you had the opportunity to ask the masters questions about what inspires them, how they come up with those amazing new techniques and looks? This unique offering allows you to sit down face to face and learn what makes them successful behind the chair and on stage. This is a customized program that you create, the opportunities are endless.

### FORMAT FOR THIS 2 HOUR PROGRAM:

Start 6PM / Finish 8PM

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## COLOR TRANSFORMATION

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### MASTERING THE ART OF COLOR CORRECTION FEATURING REBECCA HIELE

Many clients have challenged hair color or visit the salon with "home hair color".

Corrective color salon situations are always happening. Color Transformation takes on the corrective challenges of any client from the new client "makeover" to a seasonal fashion change. This seminar gives you a realistic and imaginative approach to alter any clients existing color into a beautiful chameleon canvas.

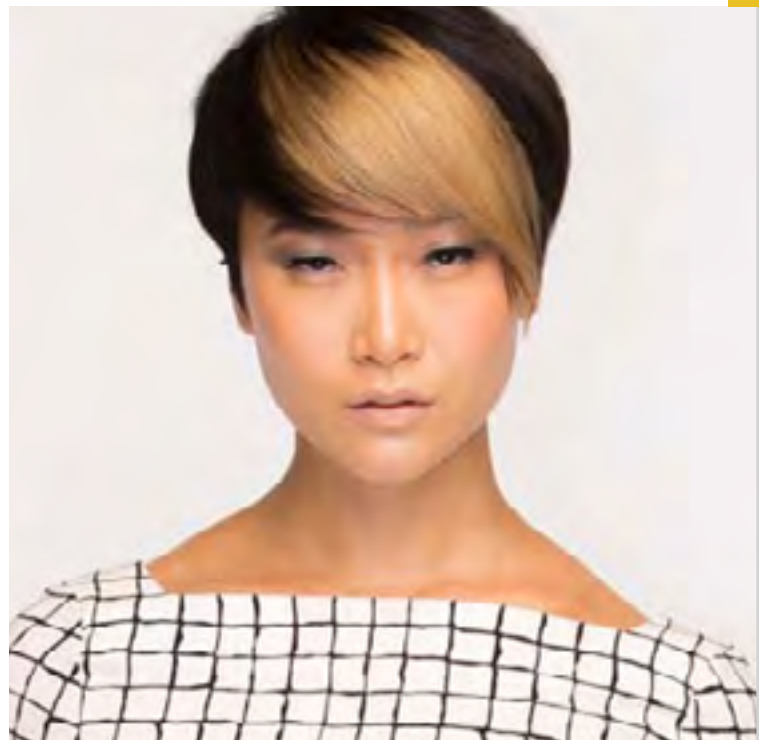
Upgrade your learning experience and register for the Up Close & Personal with Rebecca Hiele evening of Day 1!

### FORMAT FOR THIS 2 DAY PROGRAM:

Start 9AM / Finish 4PM

### TOOLS OF THE TRADE:

Bring your hairdressing equipment; all coloring, cutting and finishing tools



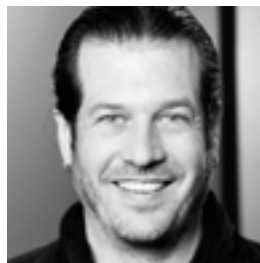
# TECHNICULTURE

Patrick McIvor has been referred to as a “Tech Titan” and “The Social Media Mentor” by Salon Today; On Paper highlighted him in “Social Climbing – How to Make the Most of Facebook, Twitter, Pinterest and more;” Estetica called him, “...perhaps the best known media whiz” and Modern Salon, BTC, Launchpad and countless other media outlets feature his social media tips and tricks to help salons “Take Back their Social Networks.”

McIvor is Artistic & TechniCulture Director for Goldwell and KMS California (divisions of Kao USA Inc., a subsidiary of Tokyo-based Kao Corporation) and founder of HI :) Media Solutions (a subsidiary of Patrick McIvor Color Studio, Inc.) As one of the most respected colorists in the industry, the former Color Director for Nick Arrojo and Rodney Cutler in NYC, is a cultural junkie inspired by international cosmopolitan influences from fashion and global trends to technology. Specializing in social media

and salonable haircolor, McIvor creates new experiential educational formats that highlight technology with technique and culture (TEC-HNI-Culture) in the ideas he shares with stylists on how to build their businesses and take back their social networks by celebrating THEM.

He has over 27 years of professional experience as Color Director, International Haircolor Educator, Salon Owner and National Technical Training Manager for companies such as Wella USA, Clairol, Logics, Matrix and Redken 5th Avenue NYC. He writes monthly blogs for Modern Salon and The Colorist, serves on the advisory board for HOT by Hair’s How magazine, is an expert for Salon Galaxy and is regularly top ranked in BE (Beauty Entertainment) Magazine’s “Rankings” for Platform Artist and Colorist. McIvor is also featured in the book “50 Hairstylists” and was named one of the best colorists in the USA by Allure Magazine.



—  
*Patrick  
McIvor*  
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## THE AGE OF THE DIGITAL DIRECTOR 101

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Share how to grow your business through social media featuring Patrick Mclvor, Artistic & Techniculture Director, Goldwell & KMS California

### **Age of the Digital Director 101**

Social Media plays a large role in today's society; it is a powerful business tool and can grow your business exponentially. The key is knowing which social media outlets to use and how to use them.

Patrick highlights social media outlets that benefit you as a salon professional and shares how to create digital experiences so you stand out in our viral world. In this interactive program, he focuses on how technology makes us better hairdressers and allows us to create digital experiences for our guests that go viral. Learn how to stay connected to your guests, understanding your brand, leverage cultural trends and technology by creating experiences rather than services and employ viral techniques to attract new guests you want. Join the TechniCulture Revolution and go viral!

This class requires – smartphone or tablet and requires the download of specific apps or types of apps prior to the class which will be sent before you arrive, i.e. Facebook, Youtube, Pinterest, etc.

#### **FORMAT FOR THIS 1 DAY PROGRAM:**

Start 10AM / Finish 4PM

#### **TOOLS OF THE TRADE:**

Bring your smartphone or tablet

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## THE AGE OF THE DIGITAL DIRECTOR 102

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### **Age of the Digital Director 102**

Digital Director 102 takes the ideas from 101 to hands-on experiences and way beyond ideas, from learning how to produce, edit, and create different types of inspirational videos, to how to shoot a "good" before and an even better after, plus even sharing simple tools you need to create these experiences including budgets. From posts to plans, this is a full-immersion experience including homework on Day 2 and offers an optional inspiration night Day 1 to maximize your time, experience and connections.

The Age of the Digital Director 102 requires the use of a computer with basic video editing software and understanding with space on the hard drive to edit and store media, along with a video and photo capture device that can be downloaded into the computer like a smartphone or digital camera with the needed cables.

This class requires – smartphone or tablet and requires the download of specific apps or types of apps prior to the class which will be sent before you arrive, i.e. Facebook, Youtube, Pinterest, etc.

#### **FORMAT FOR THIS 2 DAY PROGRAM:**

Start 10AM / Finish 4PM

#### **TOOLS OF THE TRADE:**

Bring your laptop and smartphone or tablet

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## IN-SALON SEMINARS

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*Katja Vagts*  
BUXTEHUDE, GERMANY



EASY-GOING AND EFFECTIVE — THE GOLDWELL IN-SALON SEMINARS TRAIN THE WHOLE TEAM AT ONCE AND STRAIGHT TO THE POINT. PLEASE CONTACT YOUR LOCAL GOLDWELL BUSINESS PARTNER FOR OPPORTUNITIES.





# EDUCATION TEAM

EDUCATION. IT'S ALL ABOUT PEOPLE.  
BE TRAINED BY EDUCATORS THAT BELONG TO THE  
BEST IN THE WORLD. THAT UNDERSTAND, INSPIRE AND MOTIVATE.  
THAT ARE OPEN AND EXCELLENT STYLISTS.  
LEARN FROM THEM AND YOU WILL BE LIKE THEM.





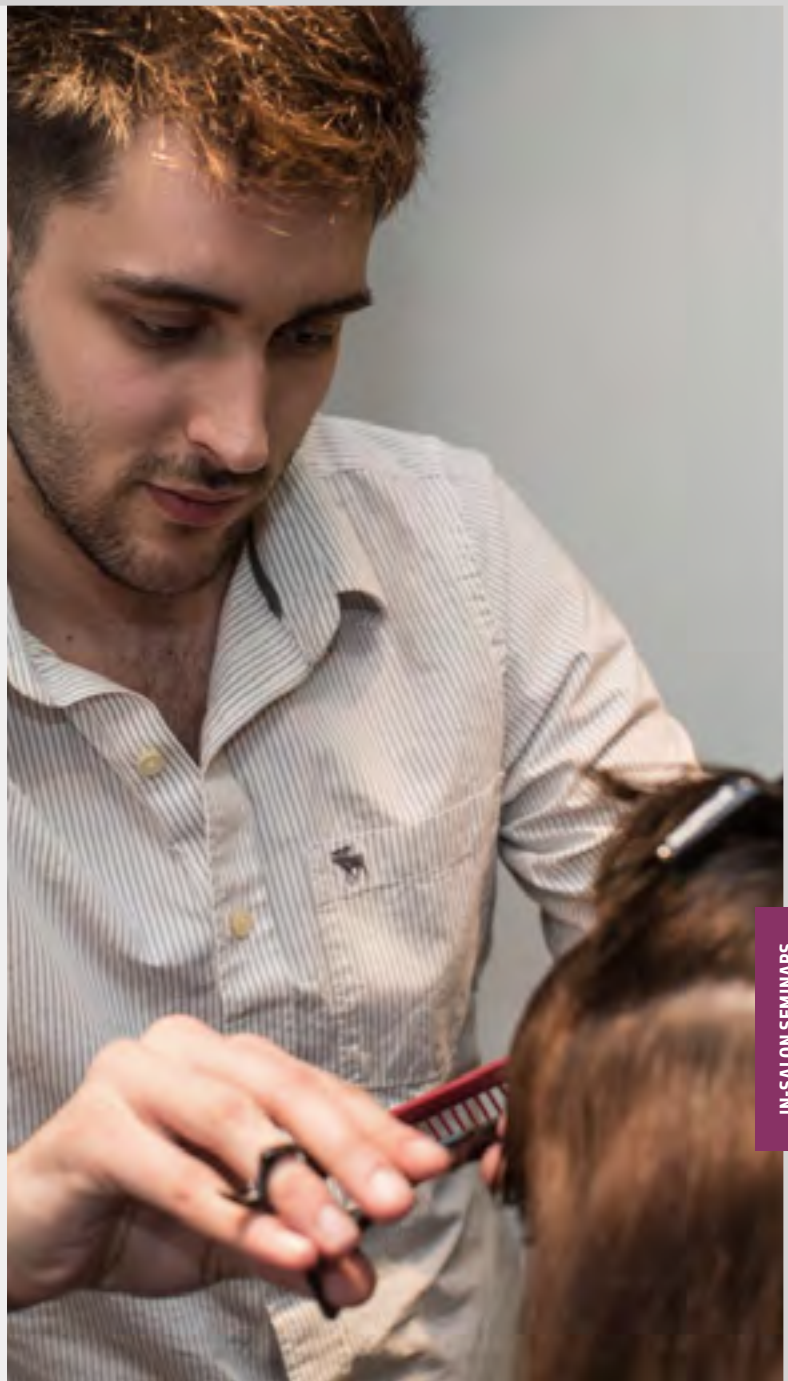




We bring the Goldwell Education experience to your salon – exclusively for your team. We tailor the programs to fit your salon’s needs and teach you services, tools, techniques and products that will help you to grow your everyday business.







IN-SALON SEMINARS

Contact your Goldwell team to find out how to qualify for exclusive in-salon private trainings for your team and Goldwell loyalty programs.

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# FOUNDATION MASTERY

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Behind each amazing color you can find solid professional knowledge, great technical expertise and reliable high performance professional products. Foundation mastery builds a perfect base on your way to becoming an expert in subject color, care and styling. It will allow you to confidently work with the entire Goldwell Portfolio and to create stunning hair for your clients every single time.

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## FOUNDATION COLORANCE

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Learn how to perfect demi-permanent coloring with COLORANCE color. Gain 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 consultation
- » Simple salon services for excellent color results
- » Hints and tips on how to get best results for clients hair structure
- » Formulation for reliable grey blending, durability and evenness

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## FOUNDATION TOPCHIC/NECTAYA

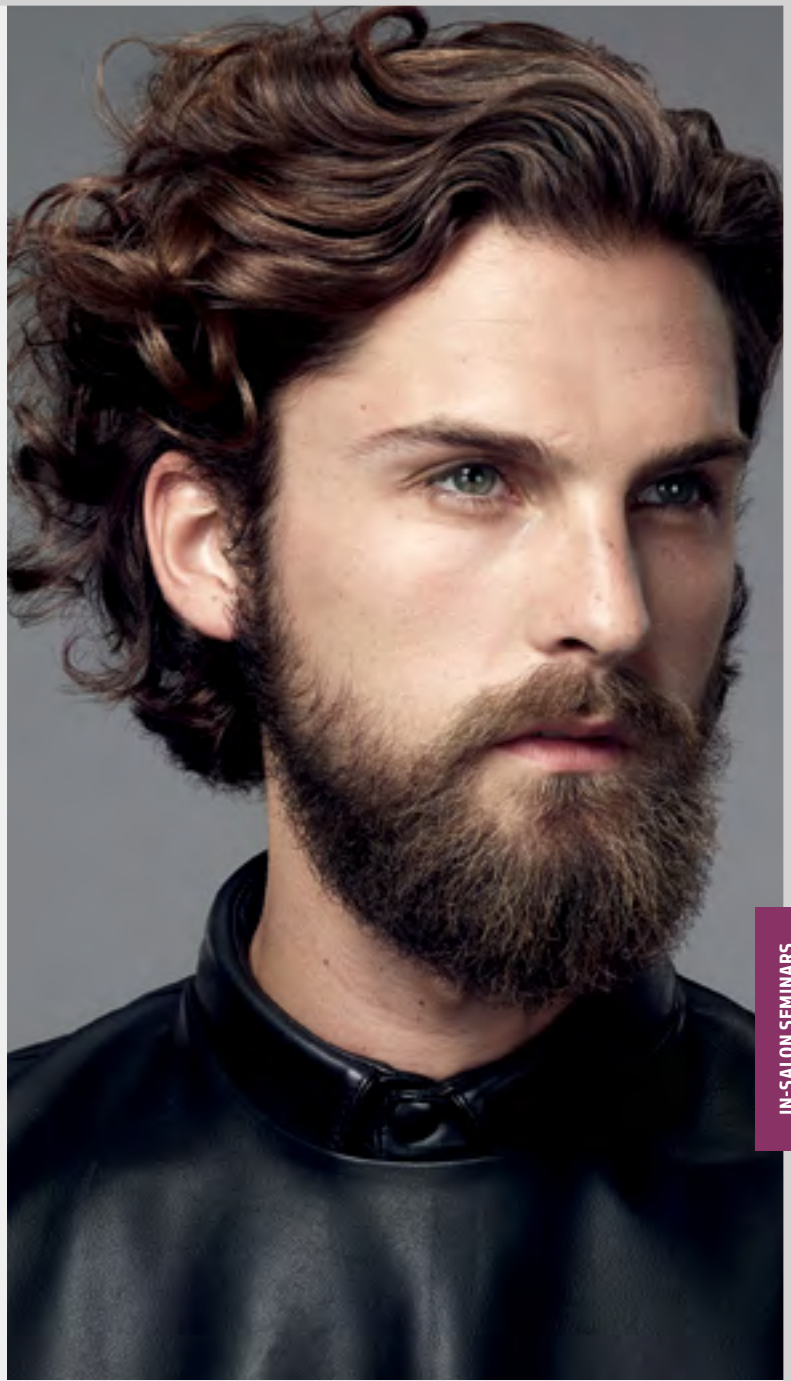
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Discover endless possibilities of the permanent coloring with TOPCHIC and NECTAYA. Learn new exciting services that will allow you to amaze you clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

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

- » All you 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





IN-SALON SEMINARS







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## FOUNDATION ELUMEN

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Learn how to achieve brilliant color results with exceptional shine and durability with ELUMEN color and 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
- » Identifying the right clients for ELUMEN color
- » Application and commercial techniques with ELUMEN
- » Confidence in usage of ELUMEN

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## FOUNDATION BLONDING

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The blonde client is an extremely important part of any salon's business. Discover insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning services.

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

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services
- » Knowledge and skill related to highlifting (TOPCHIC and NECTAYA HiBlondes Control ranges), decolorizing (SILKLIFT and OXYCUR PLATIN) and blonde refinement (COLORANCE and ELUMEN)

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## IN-SALON ESSENTIALS COLOR

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We will help you to understand color like you've never done before. Dive into the world of formulations. Discover more about the universal color law and color schemes. Learn to understand the relationship between colors and think in color formulations.

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### COLOR RESTORE

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Creating the perfect color palette is essential to the success of any professional color service. Despite too dark, too light, too red or faded hair, this seminar will give you the knowledge, skills and confidence required to perform color correction with excellence.

#### **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

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### COLOR PERFECTION

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A perfect class for working on specific formulation needs of blondes, brunettes, redheads and/or grey coverage clients.

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

- » Have a solid understanding of the different haircolor categories
- » Learn the best color balancing options
- » Learn the best grey coverage options

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### OMBRE DESIGN: THE LITTLE BLACK DRESS OF HAIRCOLORING

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A program designed specifically for salons who want to learn how the Goldwell brand can grow their business through creative hair painting techniques. This easy, yet highly customized process of using different brush strokes to create this popular "trend" works with any texture or tone. This is an exciting snapshot of Goldwell Hair Color and our support brands that showcase how we are dedicated to color perfection.

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

- » Learn lightening and tint back techniques
- » Have a solid understanding of toning options









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# IN-SALON ESSENTIALS STYLING

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## FINISHING FOUNDATIONS

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A foundational styling seminar with a focus on StyleSign products. Structured to build a stylist's familiarity with the StyleSign brand and strengthen their classic styling skills.

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

- » Learn and practice foundational styling techniques
- » Learn and practice with different styling tools

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## TEXTURE TODAY

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A class designed to help stylists work with or create texture within the hair. This class touches on Goldwell Style Sign, Goldwell Permanent waves and Goldwell Kerasilk Keratin Treatment.

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

- » Learn and practice techniques that will help create texture in the hair
- » Have a solid understanding of texture options from Goldwell



—  
SALON SUCCESS  
—



“HOW CAN I TURN ALL MY SKILLS  
INTO SOMETHING BIGGER?”

*Nicola Smyth*

LEAMINGTON SPA, UK



THIS IS NOT THE TIME TO BE MODEST.  
YOU ARE A GREAT HAIRDRESSER. AND YOU CAN ACHIEVE MORE.  
JOIN US AND LEARN ABOUT THE OTHER SIDE OF THE BUSINESS —  
RETAIN YOUR CLIENTS AND GAIN NEW CLIENT REFERRALS,  
LEAD A TEAM OR RUN YOUR OWN BUSINESS. SOUNDS EXCITING TO YOU?  
IT IS. GO AHEAD!





**BE MORE. ACHIEVE MORE.  
THE CUSTOMIZED IN-SALON  
TRAINING PROGRAM.**

Goldwell seminar modules have been designed with in-salon training in mind. In-salon delivery of the training modules allows you to accommodate the schedules of your hairstylists so that you can train together as a team.

**BE MORE. ACHIEVE MORE.** Modules are meaningful and effective; the team can learn and apply their new skills immediately and gain results instantly.

- Communication Skills
- Consultation
- Maximize Results
- Goal Setting
- Client Types
- Home Hair Care
- New Generation Clients

Speak to your Goldwell sales and education partner for schedule and availability in your area







SALON SUCCESS



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# ON TOUR WITH GOLDWELL AND KMS CALIFORNIA

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## ON TOUR

Join Goldwell, KMS and Arrojo Studios as they bring the hottest trends On Tour across America. Secure your tickets fast and make sure you are one of the lucky ones to see this live interactive event.

Experience an exciting night of fashion and hair trends from the industry's best, mix and mingle with Artists and models at the after party for a night of entertainment, education and inspiration. Day two is not to be missed, exclusive up close and personal workshops with Nick Arrojo and Goldwell and KMS Teams.

**Contact your distributor or local Sales consultant for full details, locations and dates.**

## WEBCASTS

Would you like "up to the minute" fashion trends and techniques to offer your clients? Goldwell and KMS California will host a year of LIVE webcasts from locations such as NYC @ Fashion Week, Miami Beach, and LA as we present the latest in inspiration for all seasons.

Goldwell and KMS California will take you on a journey throughout the year of amazing color, the latest in styling, make-up and Fashion Trends hot of the runways. Interact live with the Artists and special guests.

Join your hosts John Simpson, Lead Artistic Director for Goldwell and Simon Miller, National Artistic Team member for KMS California for one of a kind education!

You won't want to miss this amazing year in Webcasts; it will truly be something you and your salons will want to watch! Create a viewing party, chat with other stylists live during the sessions.

**Join us on line to watch live or view past episodes at:  
[www.goldwelllive.com](http://www.goldwelllive.com) and [www.kmscalifornialive.com](http://www.kmscalifornialive.com)**

## DATES

### Goldwell

- JAN 12 Color Zoom –Traditional Rebels
- FEB 11 Live from Fashion Week: Spring Trends
- APR 16 Gorgeous and Grey
- JUN 15 Special Live Co-Branded Webcast
- SEP 9 Live from Fashion Week: Fall Trends

### KMS California

- FEB 12 Live from Fashion Week: Trend Watch
- JUN 15 Special Live Co-Branded Webcast
- SEP 10 Live from Fashion Week: Trend Watch



*Rebecca Heile*  
USA



*Nick Arrojo*  
USA

GO ON TOUR  
WITH US



*Lori Panarello*  
USA

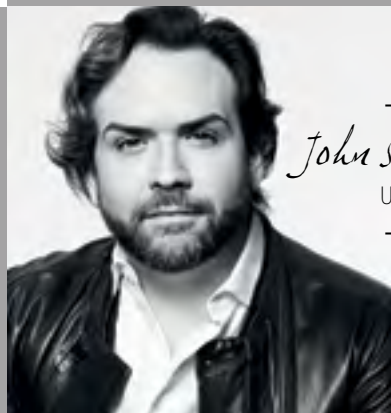


*Sonna Brado*  
USA

LIVE  
WEBCASTS



*Simon Miller*  
USA



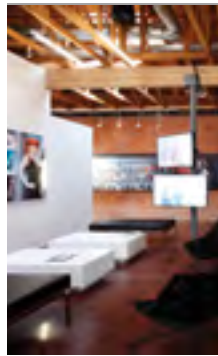
*John Simpson*  
USA



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LEARNING DESTINATIONS  
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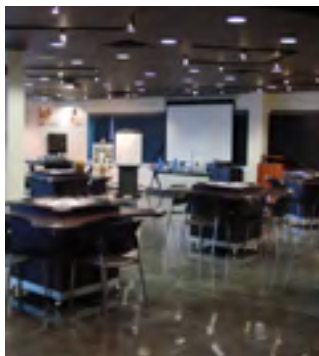
HAIRDRESSING IS A PASSION  
WE SHARE WITH STYLISTS  
ALL OVER THE WORLD.

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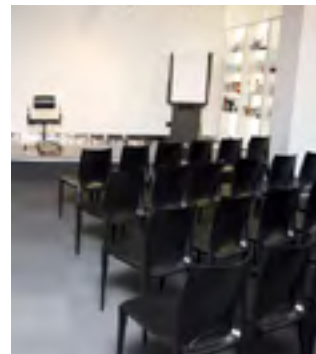
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SYDNEY  
AUSTRALIA  
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Passionate hairstylists worldwide find in our learning destinations unique meeting points for creative exchange, artistic inspiration and profound education. Together we're striving for new heights of creative excellence.

Be part of it. Join the experience.

**We're looking forward to meeting you!**

**GOLDWELL. KMS**  
**ACADEMY**

Australia, Austria, Belgium, Canada, China, Cyprus, Czech Republic, Finland, Germany, Great Britain, Greece, Hong Kong, Indonesia, Italy, Japan, Korea, Malaysia, Malta, Mexico, The Netherlands, New Zealand, Norway, Poland, Romania, Russia, Serbia and Montenegro, Singapore, Sweden, Switzerland, USA



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# BOOKING AND MUST-KNOW INFORMATION

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## ACADEMY BOOKINGS

Please follow the steps below to book your academy selection:

- » Visit [www.Goldwell.com/Education](http://www.Goldwell.com/Education)
- » choose the program, location and date you are interested in attending
- » complete registration
- » a confirmation email will be forwarded to you upon acceptance of your registration that will contain:
  - a. registration confirmation
  - b. tools to bring
  - c. hotel booking information

### **Nick Arrojo and Sharon Blain seminars:**

- » To register for Nick Arrojo, online at [www.arrojonyc.com](http://www.arrojonyc.com)
- » To register for Sharon Blain, online at [www.sharonblain.com](http://www.sharonblain.com)

## ACADEMY CANCELATION POLICY

All cancellations must be received 30 days prior to the date of the scheduled program to be eligible for a full refund. Any cancellations within 30 days will receive a credit toward a future program in the current calendar year.

### **United States Learning Destinations**

PHONE: 1.800.200.1151

EMAIL: [AcademyAdmin@Kao.com](mailto:AcademyAdmin@Kao.com)



**ACADEMY NEW YORK**  
22 West Little 12th Street  
PH1  
New York, NY 10014



**ACADEMY SANTA MONICA**  
1452 Second Street  
Santa Monica, CA 90401







**THE SALON ALLIANCE PROGRAM ALLOWS US TO PARTNER WITH YOU AND FULLY SUPPORT YOUR BUSINESS.**

You earn points for every Goldwell and KMS California brand purchase you make –and we reward you not just on your purchase volume, but also on your commitment to our company through product diversity. Easily redeem these points in our online Rewards Gallery for backbar, Education, International Events and more with fresh rewards added all the time.

**YOU'LL FIND EVERYTHING YOU NEED AT:  
[WWW.THESALONALLIANCE.COM](http://WWW.THESALONALLIANCE.COM)**

Please visit [www.thesalonalliance.com](http://www.thesalonalliance.com) or speak with your sales consultant for more information or to get started.

For questions on the program please contact 866.699.6625 or [memberservices@thesalonalliance.com](mailto:memberservices@thesalonalliance.com)





**PACKED WITH PROGRAM INFORMATION, NEWS AND TOOLS FOR GROWING YOUR BUSINESS, THE SALON ALLIANCE WEBSITE IS A DESTINATION YOU'LL LOVE:**

Easy point tracking: we know you're busy, so we made it simpler than ever to track your account status, points and reward goals online.

Great tools for your business:

- » New product information and updates
- » Upcoming education events
- » Customizable marketing materials and images
- » Representation on our salon locator
- » Step-by-step training videos

Timely resources and content: check in daily for partnership news, ideas, and even bonus point offers!

Rich rewards: browse the online rewards gallery to see all the ways you can redeem your points.



For further information and booking details please contact your Goldwell representative. | [goldwell.com](https://www.goldwell.com)



Goldwell is part of Kao Salon Division.

**Kao**  
SALON DIVISION

Enriching the lives of stylists, salon owners and their clients through trusted partnership, salon business growth and our salon exclusive portfolio of advanced services, innovative products and inspiring education.