GOLDWELL.
EDUCATION BOOK ’16

BRAND STATEMENT

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.
WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT
SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.
WE THINK LIKE YOU.

WE THINK STYLIST

GOLDWELL
GOLDWELL
GOLDWELL
GOLDWELL

FEED YOUR CREATIVITY

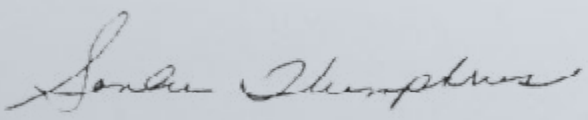
Are you hungry for inspiration? As artists, we can never get enough of the ideas and impulses that satisfy our need to be creative, and most importantly to create beautiful hair. Our clients come to us for our ideas and creativity, but where do we find our inspiration?

It's simple. Goldwell.

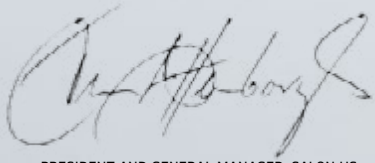
Our education programs are essential for you to take your work to the next level – artistically, creatively and technically. Join our International Artistic Team and Goldwell Education Team, for powerfully informative and inspiring sessions, and enjoy the atmosphere of being among other highly creative stylists. All of the courses in this book were developed by stylists like yourself – with you in mind – so with every cut, color and style you create – you will feel your talent developing further, with your skills getting as sharp as your cutting tools.

As your trusted salon partner, we invite you to browse our offerings and then join our education programs. It's an investment in your craft and in your future that you can't afford to miss.

But we want to warn you: once you taste it, you will want more of it!



VICE PRESIDENT EDUCATION, SALON US



PRESIDENT AND GENERAL MANAGER, SALON US

CONTENT

EXPLORE YOUR POSSIBILITIES

GOLDWELL SERVICE CYCLE 7

COLOR 9
MASTER COLORIST PROGRAM 12

SEMINAR

COLOR TECHNICIAN I SERVICE CYCLE AND STANDARDS MASTERY 15
MASTER COLORIST TECHNICIAN 15
DEMI-PERMANENT COLOR MASTERY 16
PERMANENT COLOR MASTERY 16
LIGHTENING MASTERY 16
ELUMEN MASTERY 16
FOILING MASTERY 16

COLOR SPECIALIST I COLOR TRANSITION MASTERY 17
COLOR CORRECTION 17
COLOR FORMULATION 17
MASTER COLOR SPECIALIST 17

COLOR DESIGNER I TECHNIQUES AND SERVICE MASTERY 19
ADVANCED GREY COVERAGE 19
ADVANCED GOLDWELL TECHNIQUES 19
ADVANCED FASHION COLORING 19
MASTER COLORIST DESIGNER 19

COLOR ARTIST I TRENDS AND INSPIRATION MASTERY 22
COLOR TREND 22
COLOR LAB 22
MASTER COLORIST ARTIST 22

GOLDWELL KMS ACADEMY SKILL MASTERY 23

BUILD
SIGNATURE SERIES 24
ON TREND 24

GROW
FREE FORM 26
EXTREME COLOR EVOLUTION 26
THE BALANCING ACT 28
HAIR COLOR EXPOSED 28

CREATE
BLONDE REDEFINED 30
CREATIVE COLOR FIX 30

CONTENTS CONTINUED »

CUT & STYLE 33
MASTER STYLIST PROGRAM 36

SEMINAR
CALLING ALL LEFTIES! 39
MASTER STYLIST TREND 39
CELEBRITY TRENDS 41
RAZOR ARTISTY 41
THE MODERN BARBER 43

TEXTURE 45
SEMINAR
COLOR & CUT WITH CURL 45

KERASILK 46
SEMINAR
KERASILK PREMIUM HAIRCARE SEMINAR 50
KERASILK KERATIN TREATMENT SERVICE SEMINAR 50

COLOR ZOOM 52

NATIONAL EDUCATION EVENTS 59

INSPIRATION TEAM 60

GLOBAL ARTISTIC NETWORK 66
INTERNATIONAL ARTISTIC TEAM 68
EDUCATION TEAM 70

IN-SALON 72
SEMINAR
FOUNDATION COLORANCE 76
FOUNDATION TOPCHIC/NECTAYA 76
FOUNDATION BLONDING 77
FOUNDATION ELUMEN 77
COLOR RESTORE 78
COLOR PERFECTION 78
OMBRE DESIGN: THE LITTLE BLACK OF HAIR COLORING 78
FINISHING FOUNDATIONS 81
TEXTURE TODAY 81

THE SALON ALLIANCE 82

BOOKING AND MUST-KNOW INFORMATION 84

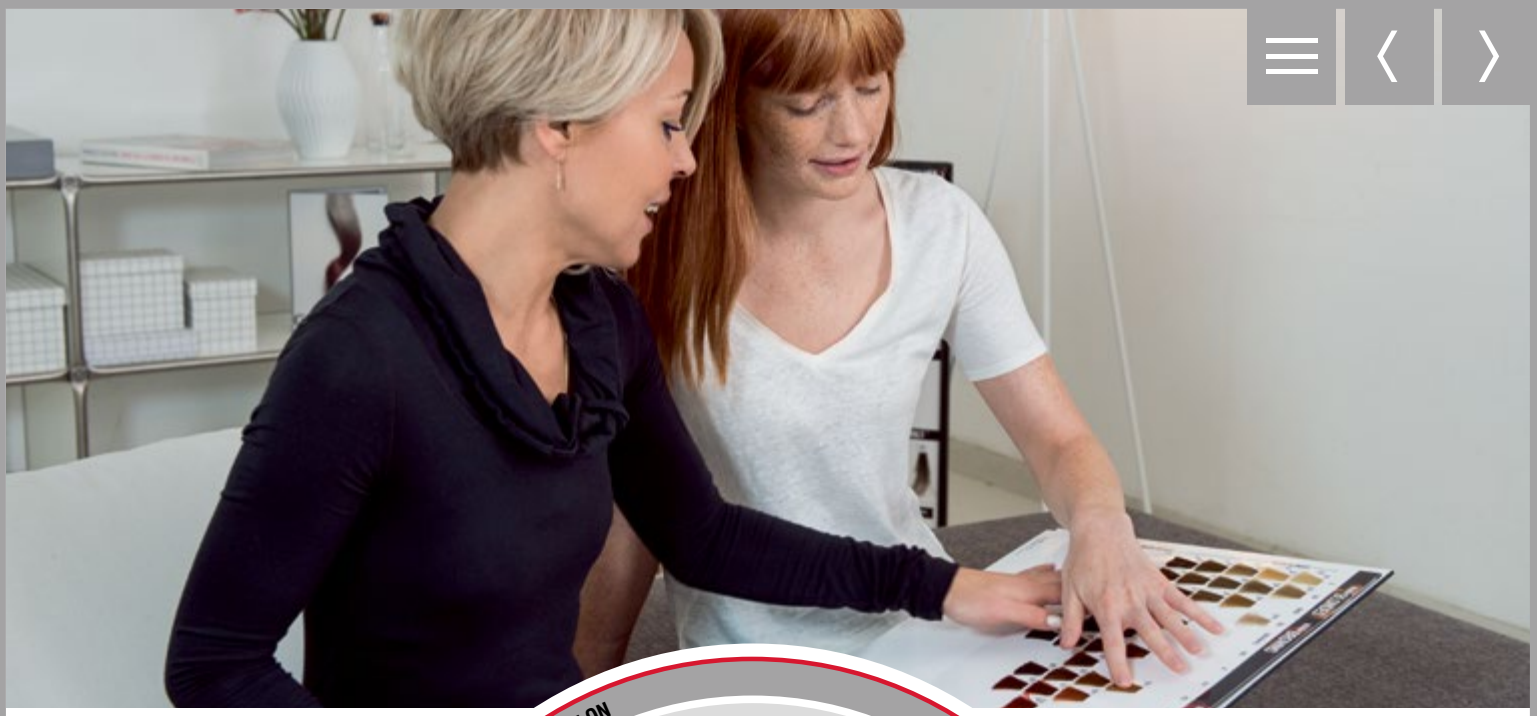
« BACK

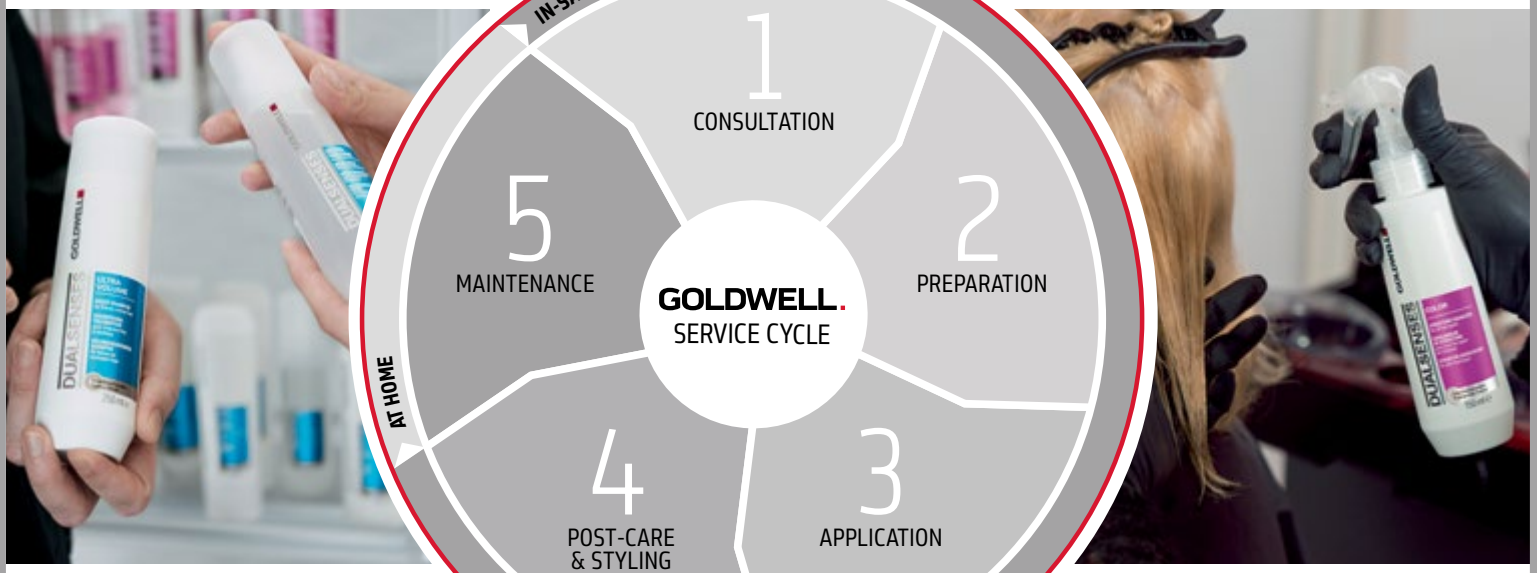
GOLDWELL
SERVICE CYCLE

FIVE STEPS TO PERFECTION

Give your clients an ultimate salon experience with an individual consultation, inspiring techniques and high-performing professional products developed to best support your hair expertise.

Discover the Goldwell Service Cycle at www.goldwell.com




IN-SALON
AT HOME
1
CONSULTATION
2
PREPARATION
3
APPLICATION
4
POST-CARE
& STYLING
5
MAINTENANCE
GOLDWELL.
SERVICE CYCLE

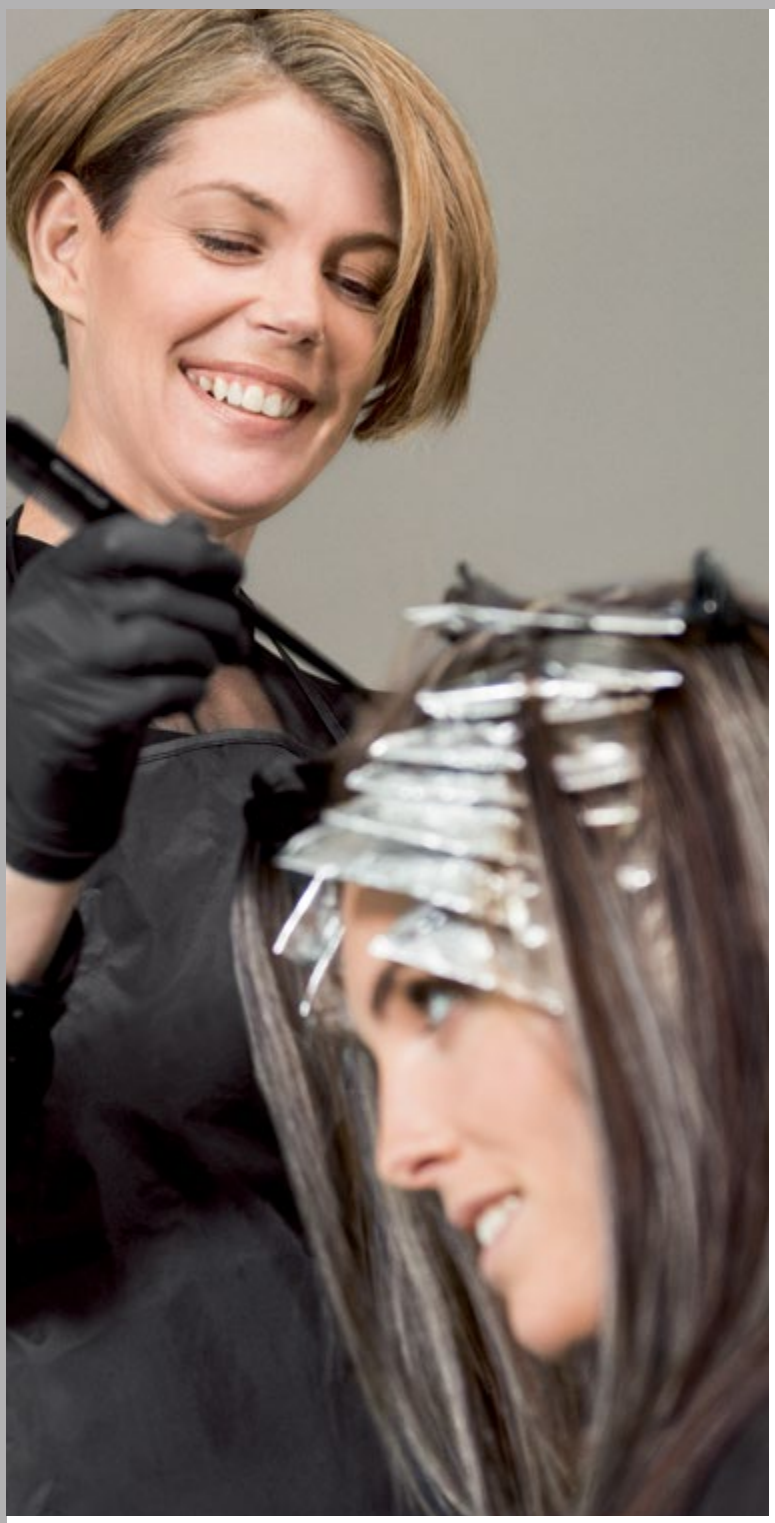
WHAT'S YOUR MOST INSPIRING TAKEAWAY?

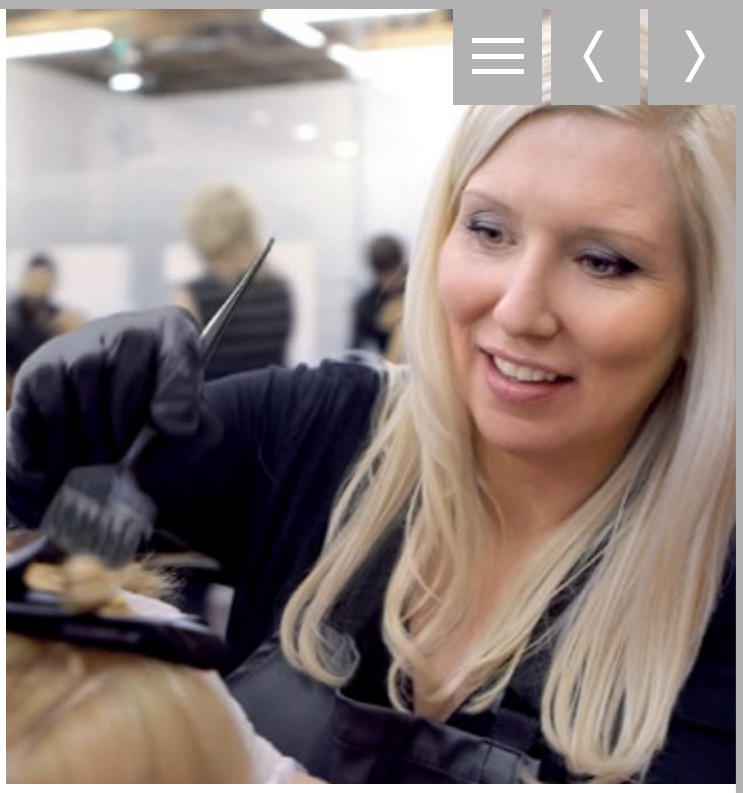
"SKILLS TO LIVE OUT MY CREATIVITY."

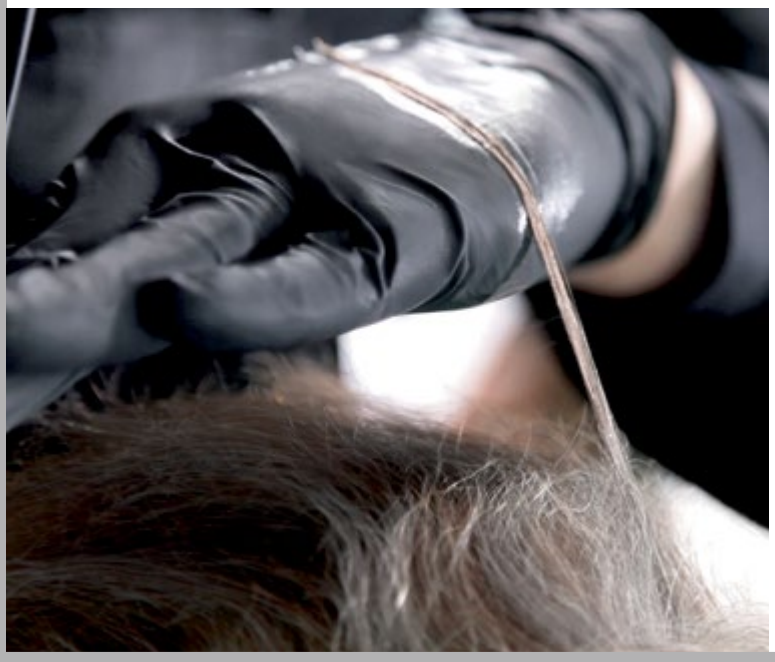
Eva-Maria Schaerfl
AUSTRIA

COLOR

FIND OUT ALL YOU NEED TO KNOW ABOUT THE ESSENTIAL INGREDIENTS FOR GREAT LOOKS: INNOVATIVE COLORS, LATEST TRENDS AND NEW TECHNIQUES.







GOLDWELL

MASTER**COLORIST** PROGRAM

TURN YOUR PASSION FOR COLOR INTO MASTERY

Take your expertise to a new level –
become a GOLDWELL MASTER COLORIST.
This program was developed by the world's most elite group of hair colorists – join it if you're striving for excellence.

True mastery – it's in your hands.
From targeted communication to perfect services, from inspiring techniques to creative artistry: the Goldwell Master Colorist Program is about everything you need to know for a successful hair color business. Four segments focus on the key areas of hair color mastery – taking you step-by-step to the highest level of expertise.

COLOR TECHNICIAN I Service Cycle and Standards Mastery
COLOR SPECIALIST I Color Transition Mastery
COLOR DESIGNER I Techniques and Service Mastery
COLOR ARTIST I Trends and Inspiration Mastery

MASTERCOLORIST PROGRAM

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:

MASTERCOLORIST EMERALD

MASTERCOLORIST SAPPHIRE

MASTERCOLORIST RUBY

COLOR SPECIALIST
COLOR TRANSITION MASTERY

COLOR DESIGNER
TECHNIQUES AND SERVICE MASTERY

COLOR ARTIST
TRENDS AND INSPIRATION MASTERY

MASTERCOLORIST CERTIFICATION

COLOR TECHNICIAN
TECHNIQUES AND SERVICE MASTERY

Want to know more? **Visit www.goldwell.com**

MASTERCOLORIST
COLOR TECHNICIAN

SERVICE CYCLE AND STANDARDS MASTERY.
Being a true color expert means having a deep knowledge of all: the products, the techniques and the tools.

You learn how to integrate the Goldwell Color System into a holistic service your client will love. Become a **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!

COLOR

MASTER COLORIST TECHNICIAN

FORMAT FOR THIS 4 DAY PROGRAM:
Start 9AM | Finish 5PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips
Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: February 28 - March 2, March 13-16, April 24-27, May 22-25, June 26-29, July 24-27, August 28-31, September 25-28, October 17-20, November 6-9, December 4-7
Academy Santa Monica: February 7-10, March 13-16, April 10-13, May 22-25, June 12-15, July 10-13, August 14-16, October 9-12, November 6-9, December 11-14

INVESTMENT:
$1200 or take advantage of our 30 day early booking at $960. This academy program is also available through the Salon Alliance Rewards Program at 41,379 points.

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM

DEMI-PERMANENT COLOR MASTERY

Learn all about the demi-permanent coloring with COLORANCE. The seminar offers versatile hair color solutions that meet real-world needs and expectations.

Discover services ranging from shine enhancement to the most exciting fashion colors and grey blending that your client will love.

LIGHTENING MASTERY

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

Make your salon the place to be for blondes. Gain knowledge and skills you need to create perfect blonde every single time.

FOILING MASTERY

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

PERMANENT COLOR MASTERY

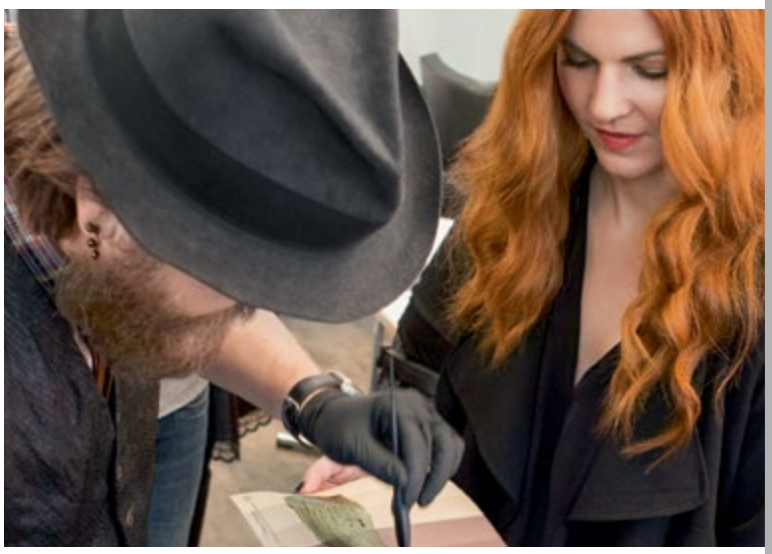
Wow your blonde, brunette, redhead and grey clients with limitless color possibilities,100 % grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges.

Learn to enhance your clients' natural beauty through the most beautiful hair color.

ELUMEN MASTERY

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.



MASTER**COLORIST**
COLOR SPECIALIST

COLOR TRANSITION MASTERY.
Achieve a high level of color knowledge and expertise that will empower you to solve any color challenge. Start to play with color and become a **COLOR SPECIALIST**.

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.

COLOR FORMULATION

Think in color. Live the color formulations. Transform your vision into breathtaking hair.

Be the one to create a true statement for your clients.

MASTER COLORIST SPECIALIST

FORMAT FOR THIS 3 DAY PROGRAM:
Start 9AM | Finish 5PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: February 21-23, March 7-9, April 3-5, July 10-12, September 18-20, October 9-11
Academy Santa Monica: February 21-23, March 29-31, April 24-26, July 17-19, September 19-21, October 23-25

INVESTMENT:
$850 or take advantage of our 30 day early booking at $680. This academy program is also available through the Salon Alliance Rewards Program at 29,310 points.

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM

MASTER**COLORIST**
COLOR DESIGNER

TECHNIQUES AND SERVICE MASTERY.
Learn about a broad range of customized color services and techniques for every client type, age and complexion. Grow your skills and become a great **COLOR DESIGNER**.

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 GREY COVERAGE

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.

ADVANCED GOLDWELL TECHNIQUES

Be the first to discover the most timeless and phenomenal coloring techniques and services of Goldwell.

Wow your clients with beautiful color results and the versatility of your service menu.

ADVANCED FASHION COLORING

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.

MASTER COLORIST DESIGNER

FORMAT FOR THIS 3 DAY PROGRAM:
Start 9AM | Finish 5PM

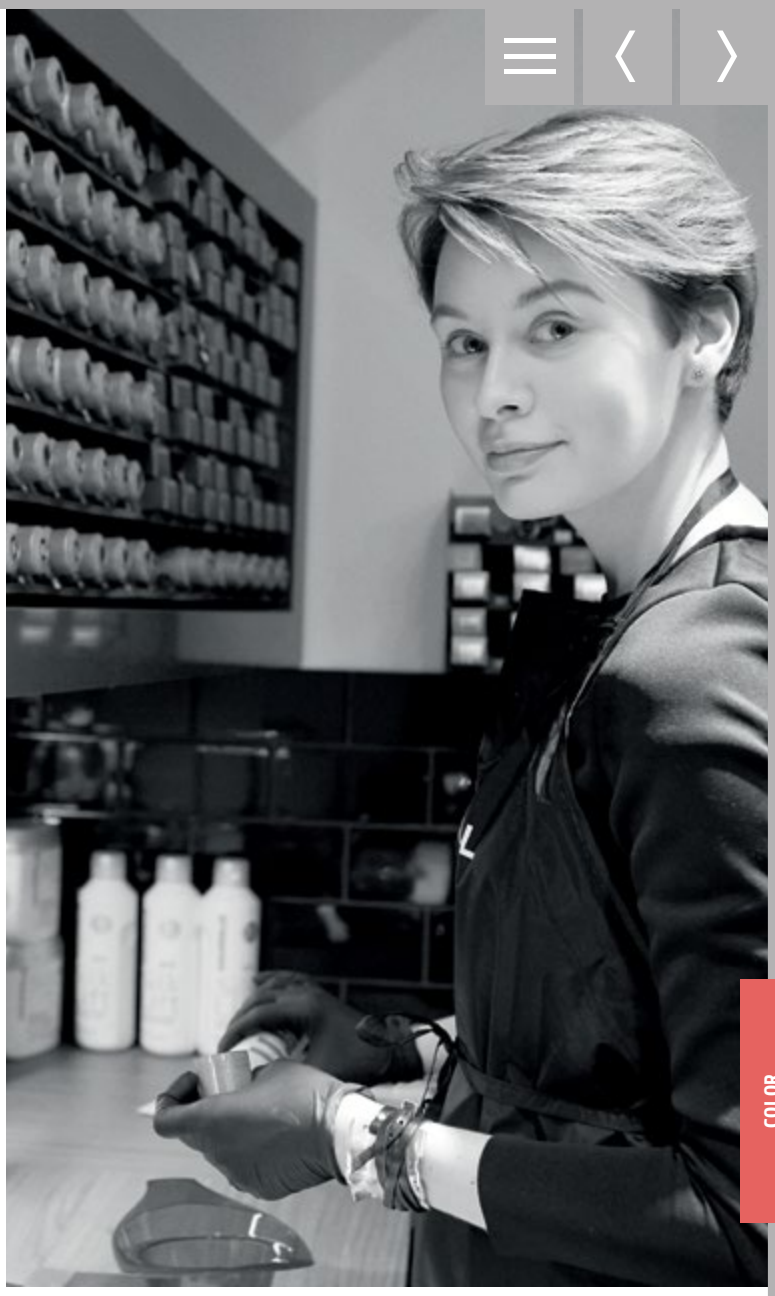
TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

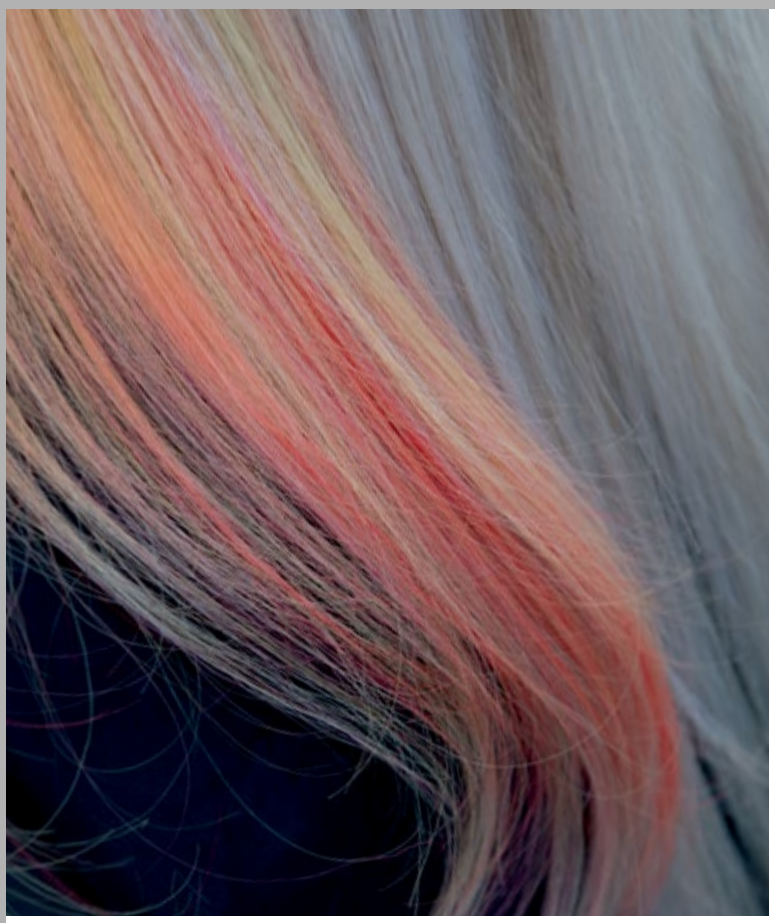
Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

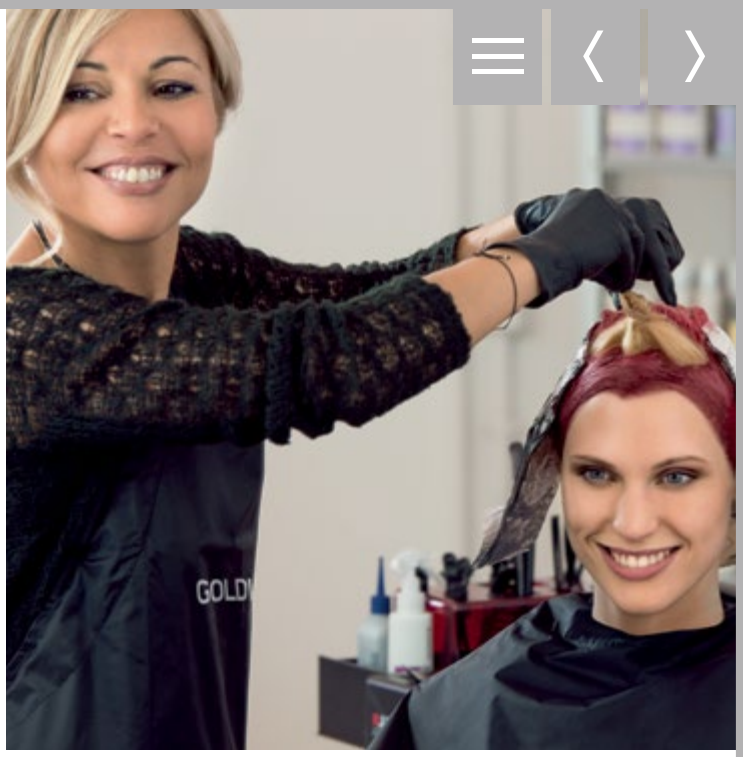
DATES | LOCATIONS:
Academy New York: February 7-9, May 1-3, August 7-9, November 13-15
Academy Santa Monica: February 28-30, May 15-17, August 21-23, November 13-15

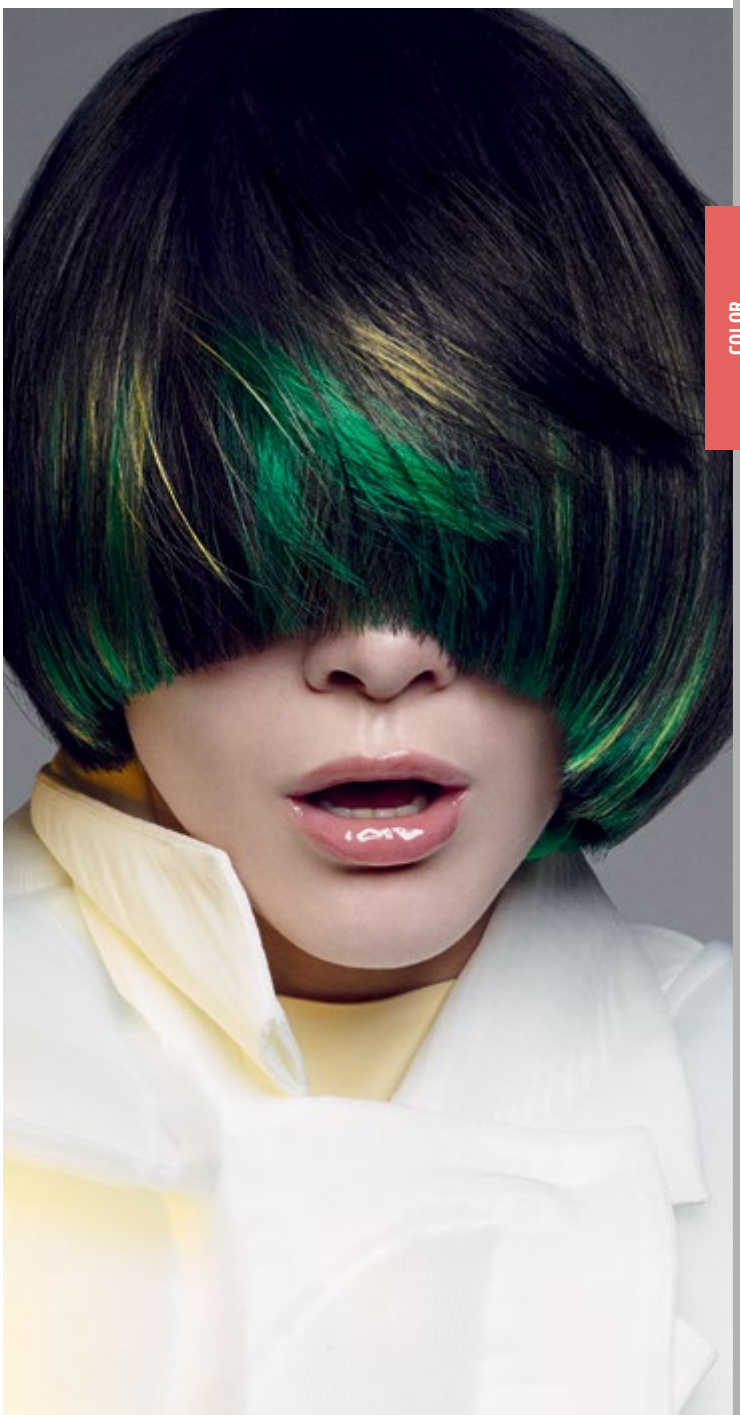
INVESTMENT:
$850 or take advantage of our 30 day early booking at $680. This academy program is also available through the Salon Alliance Rewards Program at 29,310 points.

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM









MASTER**COLORIST**
COLOR ARTIST

TRENDS AND INSPIRATION MASTERY.
This inspirational level takes you to the world of trends and fashion. Learn from the Goldwell Global Artistic Masters, open your horizon and become a **COLOR ARTIST**.

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!

COLOR TREND

Get inspired by the latest fascinating fashion and beauty trends.

Learn how to bring haute couture into your salon and translate it into exciting services for your clients.

COLOR LAB

Creativity is about capturing moments that make life worth living.

Learn to express your vision in personalized color and formulae concepts. Give the color your face and your soul. Be the master of your color statement.

MASTER COLORIST ARTIST

FORMAT FOR THIS 3 DAY PROGRAM:
Start 9AM | Finish 5PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: June 5-7, December 11-13
Academy Santa Monica: June 5-7, December 4-6

INVESTMENT:
$850 or take advantage of our 30 day early booking at $680. This academy program is also available through the Salon Alliance Rewards Program at 29,310 points.

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM

GOLDWELL KMS ACADEMY SKILL MASTERY

NEW this year, choose classes based on your skill level and your desire to learn.

BUILD.
GET READY TO SUCCEED

Establish a powerful foundation

GROW.
GET READY TO DO MORE

Take your skills to the next level

CREATE.
GET READY TO EVOLVE

Bring out your creativity

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM

BUILD.
GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

SIGNATURE SERIES

CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN

Does your personal creativity need a jump start? Then this is the class for you. This unique series will help you develop and execute your distinctive signature look in color.

From expert consultation to custom formulation, this course will help you up your artistic game and achieve something truly special whether you are enhancing existing color or completely transforming a client's color palette.

Take one session at a time, or take them all at once, either way you'll take home new inspiration and passion for color!

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 blonding 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.

FORMAT FOR THESE 1 DAY PROGRAMS:
Start 10AM / Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
SIGNATURE BLONDES:
Academy New York: February 17, March 28, May 11, July 18, September 8, November 2
Academy Santa Monica: March 28, June 22, October 3

SIGNATURE BRUNETTES:
Academy New York: February 15, March 30, May 10, July 20, September 6, November 1
Academy Santa Monica: March 30, June 21, October 5

SIGNATURE REDHEADS:
Academy New York: February 16, March 29, May 9, July 19, September 7, October 31
Academy Santa Monica: March 29, June 20, October 4

INVESTMENT:
$350 or take advantage of the Signature Series offered as a package at $750 when all 3 are taken in the same week. This academy program is also available through the Salon Alliance Rewards Program at 12,069 for one day, or 25,862 for 3 days.

ON TREND

Expertise on current trends and emerging color technology is part of what differentiates a true color specialist. Clients look to you for guidance on what's trending – and to translate trends into a custom look.

This ever-changing course explores the hottest trends in color and style and how to bring them to your clients.

The current On Trend class is featured on our registration site, www.GoldwellKMSregistration.com.

In this highly focused one-day program, you'll master the technique and the tools required to successfully utilize this hot new trend in your salon.

FORMAT FOR THIS 1 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

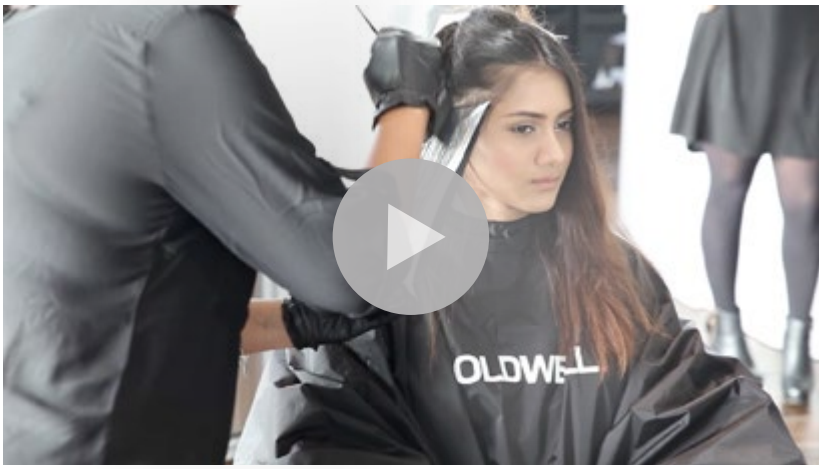
DATES | LOCATIONS:
Academy New York: March 13, May 16, July 24, October 18
Academy Santa Monica: March 28, May 2, July 10, October 3

INVESTMENT:
$350 or take advantage of our 30 day early booking at $280. This academy program is also available through the Salon Alliance Rewards Program at 12,069 points.

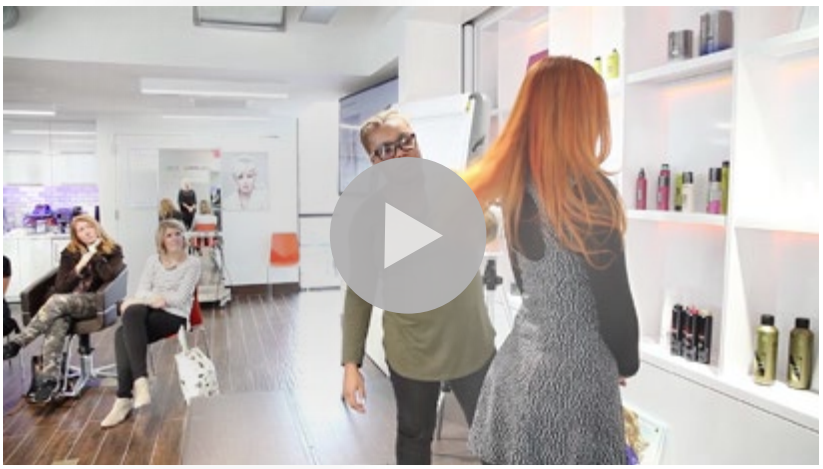
SIGNATURE BLONDES

CLICK ON THUMBNAILS BELOW
TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN EACH CLASS

SIGNATURE BRUNETTES



SIGNATURE REDHEADS



GROW.

GET READY TO DO MORE

TAKE YOUR SKILLS TO THE NEXT LEVEL

FREE FORM

This seminar will help you push your creative boundaries and teach you skills that will dazzle your color-seeking clients.

All about hair painting, this two-day program will show you techniques for creating both subtle color flourishes and the most progressive fashion looks.

Fundamental color painting skills, hot trends and pitfalls to avoid – you'll get all the ins and outs of free form hair color – a superb way to expand your creative portfolio and increase revenue.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM / Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: April 25-26
Academy Santa Monica: October 24-25

INVESTMENT:
$800 or take advantage of our 30 day early booking at $640. This program is also available through the Salon Alliance Rewards Program at 27,586 points.

EXTREME COLOR EVOLUTION

CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN

Featuring Derrick Zeno
This intense two-day program for the advanced colorist will recharge your creative batteries and take your color technique to a whole new level!

If you feel like you've done and seen it all in color, this course will open the door to new strategies, new insight and new skills for precise color correction, expert color control and choosing tools to get the exact look you want.

This hands-on program will challenge, inspire and energize even the most experienced colorist.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 5PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

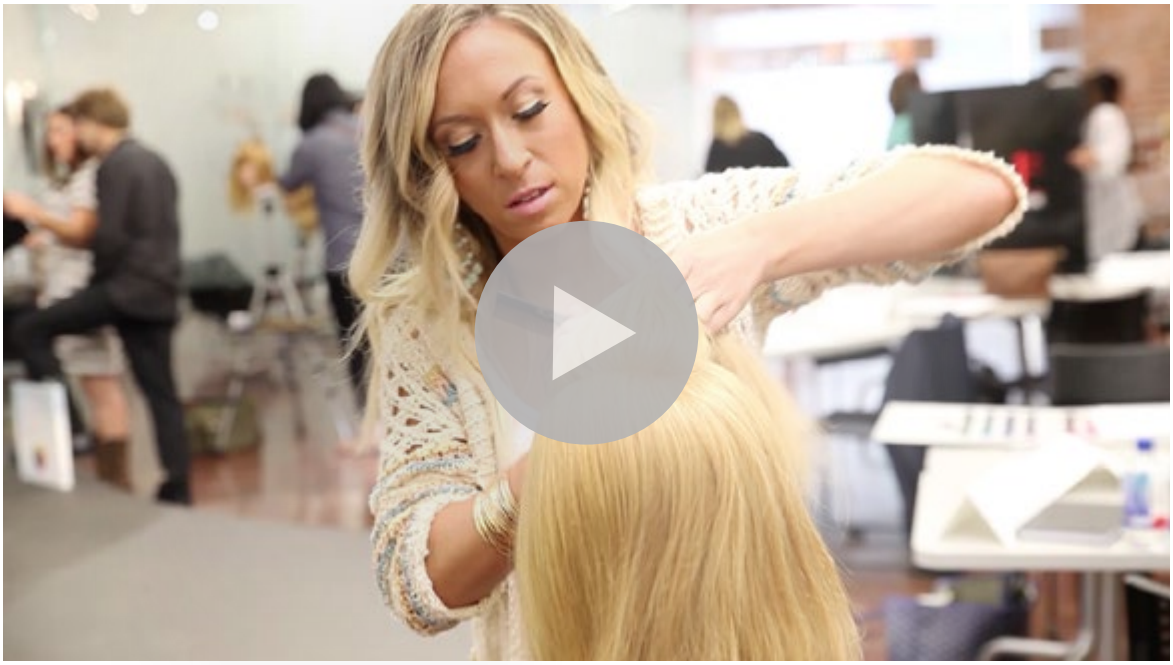
DATES | LOCATIONS:
Academy New York: September 19-20
Academy Santa Monica: March 28-29

INVESTMENT:
$750 or take advantage of our 30 day early booking at $600. This program is also available through the Salon Alliance Rewards Program at 25,862 points.

EXTREME COLOR EVOLUTION

CLICK ON THUMBNAIL BELOW

TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN THIS CLASS



SKILL MASTERY

THE BALANCING ACT

Featuring Robert Brown
A 2-day program designed for the intermediate-to-advanced colorist looking to "up their game" with advanced formulation utilizing the entire Goldwell color portfolio. Colorists know that most retouches are easy, but connecting a retouch to what is existing at times is the hard part. The true art lies in making a seamless and healthy choice to balance and add dimension to the most challenging canvases.

The Balancing Act is geared for the colorist in search of creative and artful solutions to daily color challenges, providing ideas on how to make every client's color custom and unique.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Duckbill Sectioning clips

Cutting Tools: Shears, Thinning Shears, Feather razor with guard, Cutting Comb, Water Spray Bottle, Duckbill sectioning clips

Finishing Tools: Blow dryer & nozzle, Curling irons in assorted sizes, Round brushes in assorted sizes

DATES | LOCATIONS:
Academy New York: August 1-2
Academy Santa Monica: May 2-3

INVESTMENT:
$750 or take advantage of our 30 day early booking at $600. This academy program is also available through the Salon Alliance Rewards Program at 25,862 points.

HAIR COLOR EXPOSED

CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN

Featuring Sal McKinzie
Got a color question or challenge you really want to solve? Bring it on!

This popular interactive course lets you guide the curriculum and address your most pressing color concerns.

Challenging color corrections? Tough-to-cover grey? We'll show you which Goldwell products to use in a range of tricky situations and how to get the precise results you want every time.

FORMAT FOR THIS 1 DAY PROGRAM:
Start 10AM | Finish 4PM

DATES | LOCATIONS:
Academy New York: March 14, October 17
Academy Santa Monica: May 3

INVESTMENT:
$125 or take advantage of our 30 day early booking at $100. This academy program is also available through the Salon Alliance Rewards Program at 4,310 points.

HAIR COLOR EXPOSED

CLICK ON THUMBNAIL BELOW
TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN THIS CLASS

SKILL MASTERY

CREATE.

GET READY TO EVOLVE

BRING OUT YOUR CREATIVITY

BLONDE REDEFINED

CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN

Featuring Rebecca Hiele

Blonde is never just blonde. Some clients want the perfect platinum, others just a sun-kissed look. Easily transition a natural brunette to a believable natural blonde result.

Blonde is an art form, and you will master it to perfection in this intensive two-day workshop. You'll learn to create the cleanest, clearest blondes and finesse double-process application. You'll also learn the how to finish with precision using overlay toning techniques and unique formulations that change seasonally.

This is an advanced blonding program and a solid understanding of the Goldwell blondes is necessary.

FORMAT FOR THIS 2-DAY PROGRAM:
Start 10AM | Finish 5PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: October 24-25
Academy Santa Monica: April 25-26

INVESTMENT:
$800 or take advantage of our 30 day early booking at $640. This academy program is also available through the Salon Alliance Rewards Program at 27,586 points.

CREATIVE COLOR FIX

CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN

Featuring Rebecca Hiele

A lot of the work of a good colorist involves correction – transforming at-home color that went south, adjusting salon color gone wrong, or simply transforming last-season's fade-out into something fresh.

This seminar gives you practical, realistic and imaginative techniques to transform any client's existing color into something gorgeous, stylish and oh-so Goldwell.

You'll take home valuable skills and confidence to turn any catastrophe into a color masterpiece.

This is an advanced program and a solid understanding of the Goldwell product line is necessary.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 5PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

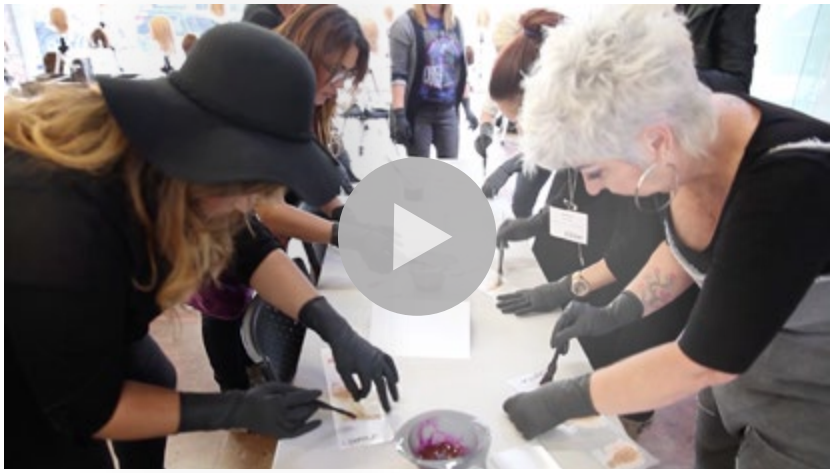
Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: March 21-22
Academy Santa Monica: September 26-27

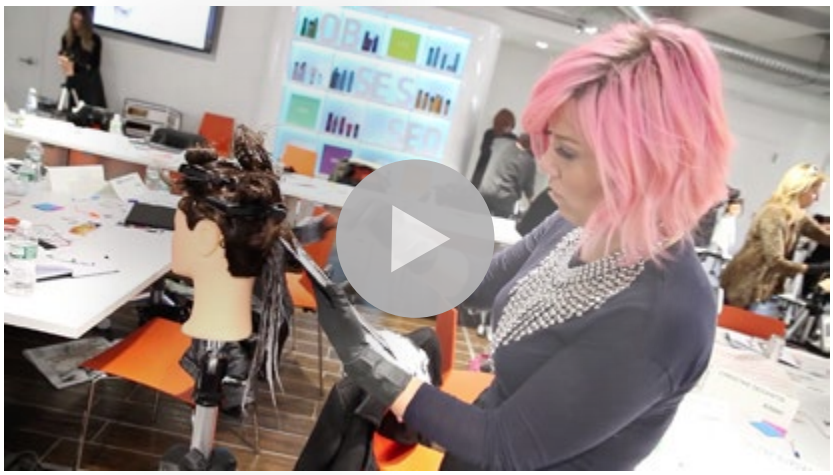
INVESTMENT:
$800 or take advantage of our 30 day early booking at $640. This academy program is also available through the Salon Alliance Rewards Program at 27,586 points.

BLONDE REDEFINED

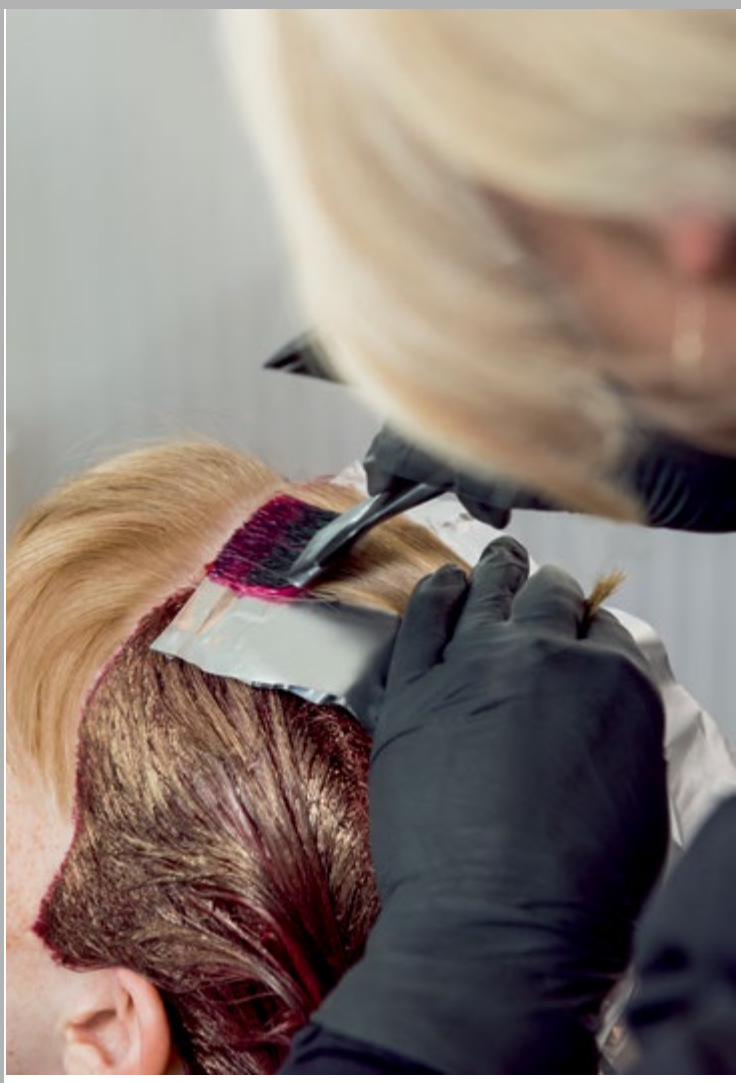
CLICK ON THUMBNAILS BELOW
TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN EACH CLASS

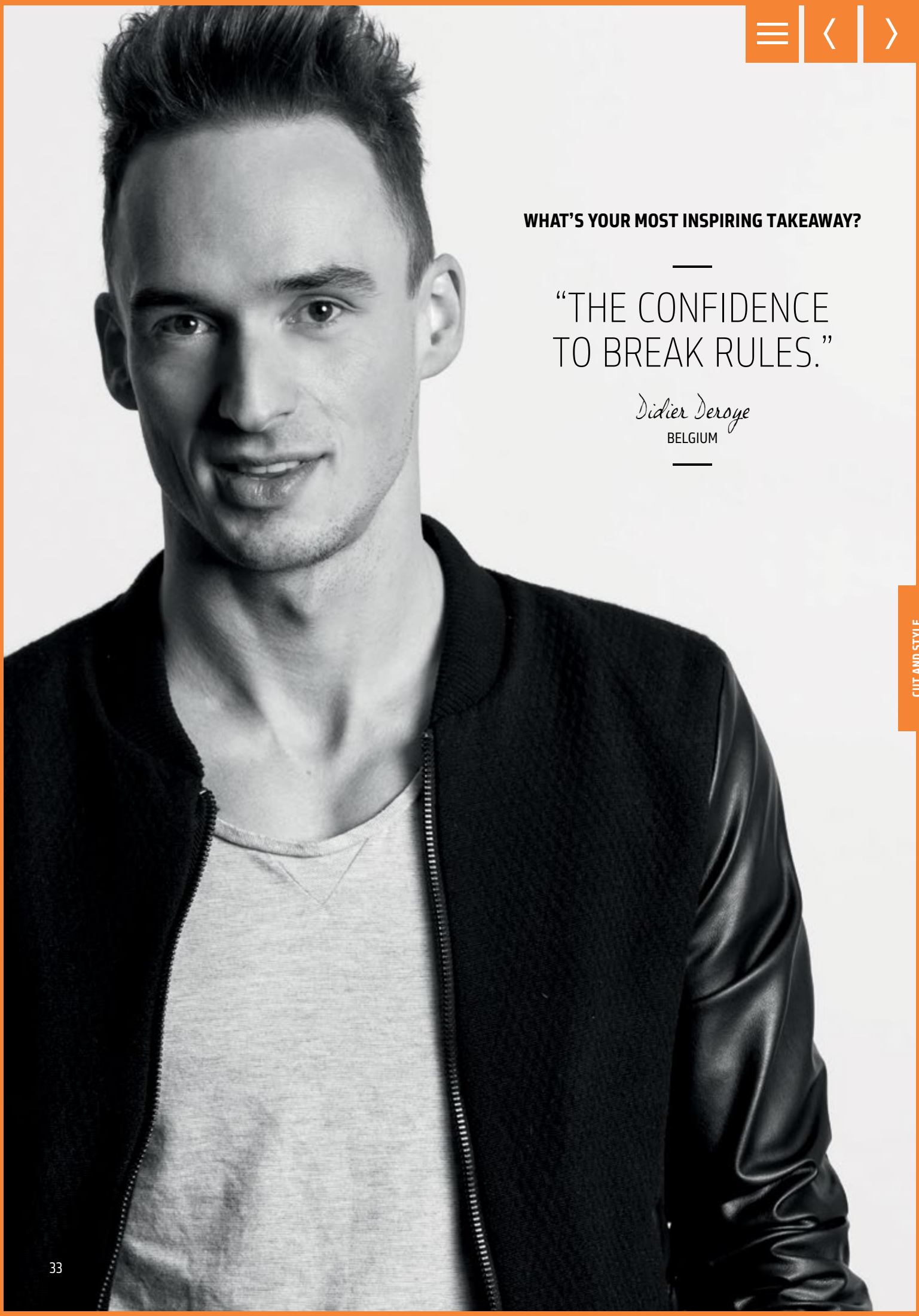


CREATIVE COLOR FIX



SKILL MASTERY





WHAT'S YOUR MOST INSPIRING TAKEAWAY?

"THE CONFIDENCE TO BREAK RULES."

Didier Deroye
BELGIUM

CUT & STYLE

YOU'RE ADDICTED TO CUTTING AND STYLING?
MASTER THE TECHNIQUES AND LEARN TO BREAK THE RULES.

GOLD

GOLDWELL

MASTER**STYLIST** PROGRAM

TURN YOUR PASSION FOR CUT & STYLE INTO MASTERY

Achieve a new level in cutting and styling – become a GOLDWELL MASTER STYLIST.
True hair style is not just the cut, the color or the style; it's the seamless integration of all three: Cut + Color + Style. The Goldwell Master Stylist Program is about everything you need to master all three components – taking you step-by-step to the highest level of expertise.

ESSENTIAL SHAPES I Fundamentals of hair cutting

MASTER**STYLIST** PROGRAM

ESSENTIAL SHAPES

» Stylists of all levels
» Understand the fundamentals of hair cutting by re-learning the rules and the reasons behind them
» Work methodically
» Insights into what colors and techniques are best designed for each shape to give the best results

3 day seminar

WHAT'S IN IT FOR YOU?

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

TOOLS TO BRING:
Cutting Tools: Scissors, Cutting Combs, Spray water bottle, Duckbill sectioning clips
Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle & Denman brushes

DATES | LOCATIONS:
Academy New York: June 5-7. August 7-9, October 9-11
Academy Santa Monica: June 5-7, August 28-30, September 25-27, November 6-8

INVESTMENT:
$1100 or take advantage of our 30 day early booking at $880. This academy program is also available through the Salon Alliance Rewards Program at 37,931 points.

CUT & STYLE

BUILD.
GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

CALLING ALL LEFTIES!

Featuring Patrick Higgins
Finally, a cutting and styling class strictly for south paws!

Right-handed instruction can be hard to follow and emulate if you're left-handed. This specialized course will teach you how to create shapes and perfect your cutting and styling skills – all from the left-handed point of view.

We'll also cover great tips and tricks for the left-handed stylist (and a few interesting facts about lefties).

FORMAT FOR THIS 1 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Cutting Tools: Shears, Thinning Shears, Feather razor with guard, Cutting Comb, Water Spray Bottle, Duckbill sectioning clips

Finishing Tools: Blow dryer & nozzle, Diffuser, Flat iron, Paddle/9-row Denman-style brush, Round brushes in assorted sizes

DATES | LOCATIONS:
Academy New York: June 14

INVESTMENT:
$350 or take advantage of our 30 day early booking at $280. This academy program is also available through the Salon Alliance Rewards Program at 12,069 points.

MASTER STYLIST TREND

Clients look to stylists for the latest trends in cutting and styling. The Goldwell Master Stylist Trend class will bring you the latest trends in haircutting and styling along with the Kerailk new premium hair care services. In 2016, we are offering the Convertible Bob and Melting Layers cutting techniques and for styling the Repower Blow Dry, Soft Waves or Red Carpet Curl technique. Your salon will learn the details on how to customize and incorporate the looks and techniques to their individual client.

FORMAT FOR THIS 1 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Cutting Tools: Scissors, Cutting Combs, Spray water bottle, Duckbill sectioning clips

Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle & Denman brushes

DATES | LOCATIONS:
Academy New York: April 18, June 28, October 3
Academy Santa Monica: May 11, October 4

INVESTMENT:
$350 or take advantage of our 30 day early booking at $280. This academy program is also available through the Salon Alliance Rewards Program at 12,069 points.

GOLDWELL

CUT & STYLE

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

CELEBRITY TRENDS

You don't have to read the tabloids to know that celebrity trends influence what styles and colors your clients will be asking for. Staying ahead of up-to-the-minute looks is important to client satisfaction and retention. Plus, it's fun!

In this two-day, ever-changing program, you'll study the current celebrity trends in hair color and hairstyle and the specific techniques and formulations you'll need to recreate them.

We'll focus on great technique and how you can adapt trendy styles to complement each individual client's look. We explore transitioning and evolving your client's look (because the next trend is right around the corner!)

And we cover smart business building and client retention concepts to help you marry creativity with current fashion.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

Cutting Tools: Shears, Thinning Shears, Feather razor with guard, Cutting Comb, Water Spray Bottle, Duckbill sectioning clips

Finishing Tools: Blow dryer & nozzle, Diffuser, Flat iron, Paddle/ Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: July 25-26
Academy Santa Monica: June 20-21

INVESTMENT:
$750 or take advantage of our 30 day early booking at $600. This program is also available through the Salon Alliance Rewards Program at 25,862 points.

RAZOR ARTISTRY

CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN

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

This course will teach you the fundamental principles of razor cutting – the when and the why – plus techniques you can use the moment you get back to your salon.

We'll cover everything from creating invisible layers for clients with long or thick hair to executing a modern razor bob you'll love.

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

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Cutting Tools: Feather razor with guard, Scissors, Cutting Combs, Spray water bottle, Duckbill sectioning clips

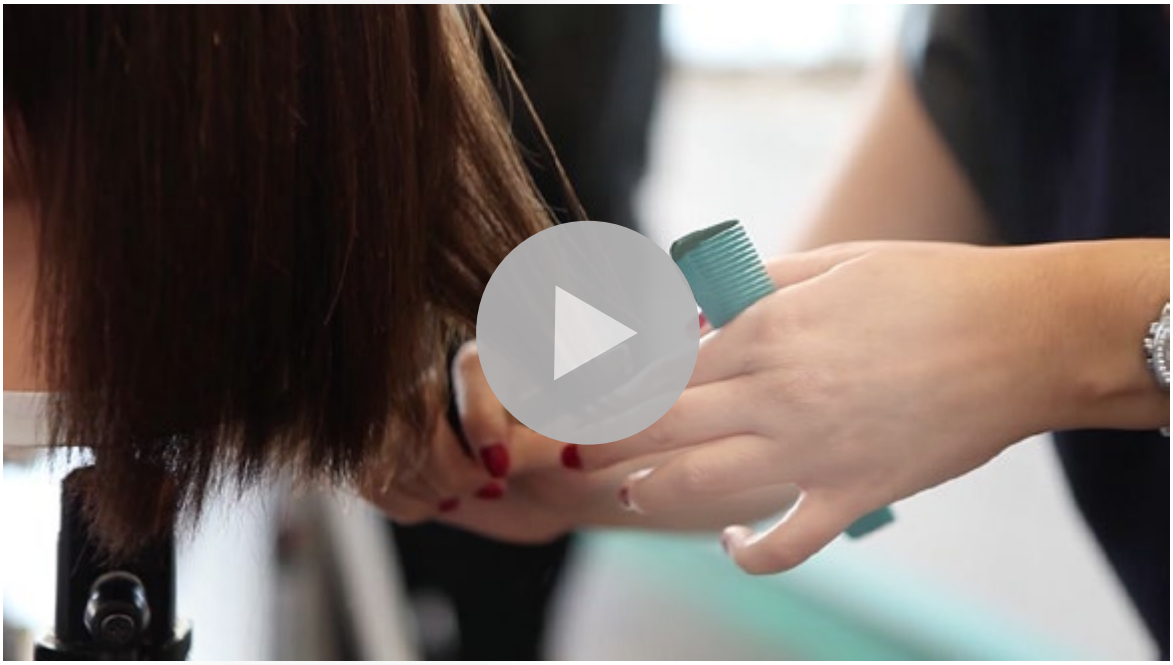
Finishing Tools: Blow dryer & nozzle, Flat iron, Paddle/denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: June 13-14
Academy Santa Monica: July 18-19

INVESTMENT:
$750 or take advantage of our 30 day early booking at $600. This program is also available through the Salon Alliance Rewards Program at 25,862 points.

RAZOR ARTISTRY

CLICK ON THUMBNAIL BELOW
TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN THIS CLASS



SKILL MASTERY

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM

THE MODERN BARBER

Featuring Jeffrey Moffett
Success in barbering requires a mastery of precision tools, efficiency, and creative problem-solving. This two-day intensive will sharpen your technical skills, improve your speed and give you an in-depth understanding of how to structure and finesse haircuts in any setting.

Through an intensive combination of demos and hands-on cutting using mannequins and live models, this course covers barbering essentials that include:

» Advanced clipper fading, T-edgers, scissor over comb, blending with shears, texturizing with shears and clipper over comb, building shape, cutting the top, texturizing, styling and finishing.

» Improving your speed and facility with refined fading & scissor skills

» Advanced customer service, client care and consultation with product selling tips

By the end of the second day, you will know how to efficiently and confidently identify and use the right tools and techniques to deliver the look you want every time.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Tapered comb (barber comb), Cutting comb, Flat top comb (blending comb), Spray water bottle, Clippers & clipper guards, "T" Edgers (neck trimmers), Cutting shears, Texturing shears (thinning shears), Blow dryer, Paddle brush & Vent brush, Feather razor or Straight razor are optional.

DATES | LOCATIONS:
Academy New York: April 19-20, August 16-17, October 4-5
Academy Santa Monica: May 9-10, November 14-15

INVESTMENT:
$625 or take advantage of our 30 day early booking at $500. This program is also available through the Salon Alliance Rewards Program at 21,552 points.

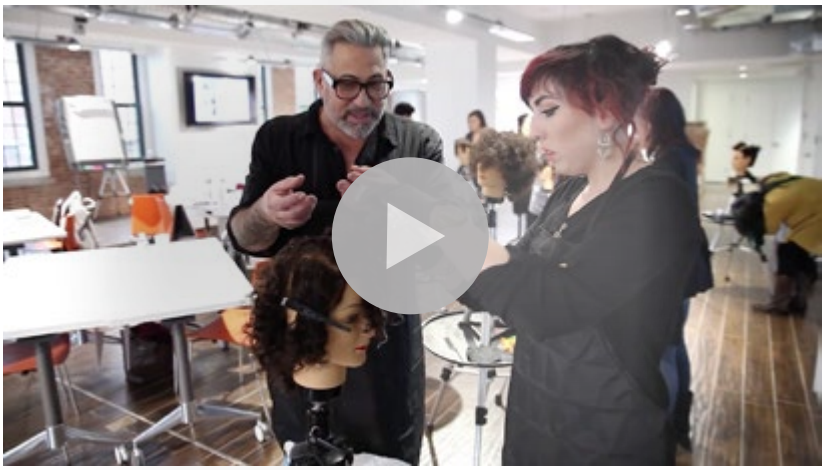
CLICK HERE TO REGISTER
GOLDWELLKMSREGISTRATION.COM

WHAT'S YOUR MOST INSPIRING TAKEAWAY?

"SERVICES MY CLIENTS TAKE FOR MAGIC."

Vinicio Pasin
ITALY

TEXTURE



CLICK ON THUMBNAIL
TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN THIS CLASS

COLOR & CUT WITH CURL

Featuring Lori Panarello and Nick Pagano
Do not fear the curl! This unique hands-on class will give you an in-depth understanding of curly hair, trending curly fashion and how to cut, color and finish a variety of curl types.

You'll gain confidence with curls, and by the end of this two-day program, you'll have mastered vital techniques for coloring and styling curly hair as well as two ultra-versatile curly haircuts.

FORMAT FOR THIS 2 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Sectioning clips

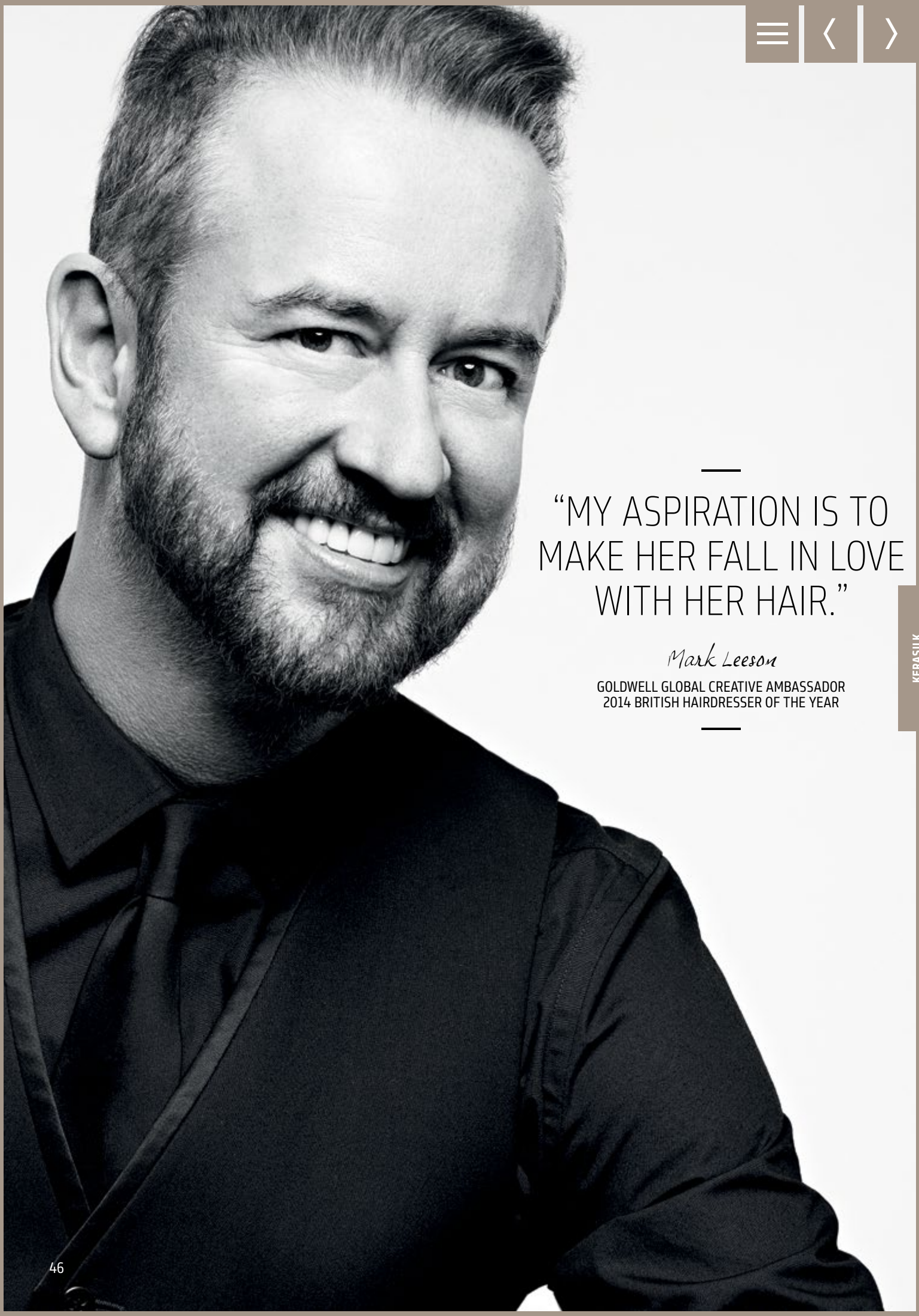
Cutting Tools: Shears, Cutting Comb, Water Spray Bottle, Duckbill sectioning clips

Finishing Tools: Blow dryer & nozzle, Diffuser, Flat iron, Paddle/Denman brush, Round brushes

DATES | LOCATIONS:
Academy New York: May 16-17
Academy Santa Monica: August 8-9

INVESTMENT:
$750 or take advantage of our 30 day early booking at $600. This academy program is also available through the Salon Alliance Rewards Program at 25,862 points.

CLICK HERE TO REGISTER | GOLDWELLKMSREGISTRATION.COM



"MY ASPIRATION IS TO MAKE HER FALL IN LOVE WITH HER HAIR."

Mark Leeson

GOLDWELL GLOBAL CREATIVE AMBASSADOR
2014 BRITISH HAIRDRESSER OF THE YEAR

KERASILK

KERASILK PREMIUM HAIR CARE SEMINAR PROGRAM

KERASILK

PREMIUM HAIR CARE BY GOLDWELL

KERASILK PREMIUM HAIR CARE SEMINAR.
From perfectly bodified to brilliantly colored, from perfectly smooth to supple, healthy-looking hair: Discover the Goldwell new premium hair care to bring your and your clients' aspirations to life.

Learn how to successfully implement and perform five customizable salon services to set yourself and your salon apart from the competition, gain new clients and generate additional turnover.

WHAT'S IN IT FOR YOU?

» The new premium hair care by Goldwell and five service ideas
» How to successfully implement the services in your salon
» Expert hair analysis to professionally determine the perfect Kerasilk service for your client's hair structure
» Tips to perfectly play the premium character of the hair care
» Insights in how to professionally consult with your clients using specific consumer language

KERASILK

KERASILK

PREMIUM HAIR CARE BY GOLDWELL

KERASILK KERATIN TREATMENT SERVICE SEMINAR.
Take unmanageable, frizzy hair from frustrating to fabulous. Kerasilk Keratin smoothing treatments are a great opportunity to change the texture of the hair without chemical damage. Perform the **Kerasilk Keratin Treatment** according to the Service Cycle for a long-lasting transformation your clients will love.

Become an expert for unmanageable hair. In this seminar you will learn how to use the **Kerasilk Consultation Tool** to identify the perfect level of hair relaxation and smoothening for your client. Get to know how to adjust the formula according to your client's wish and to prepare the hair for the treatment. Learn how to perfectly apply the treatment and get maximum perfection and long-lasting smooth and soft results with the Kerasilk Keratin Treatment.

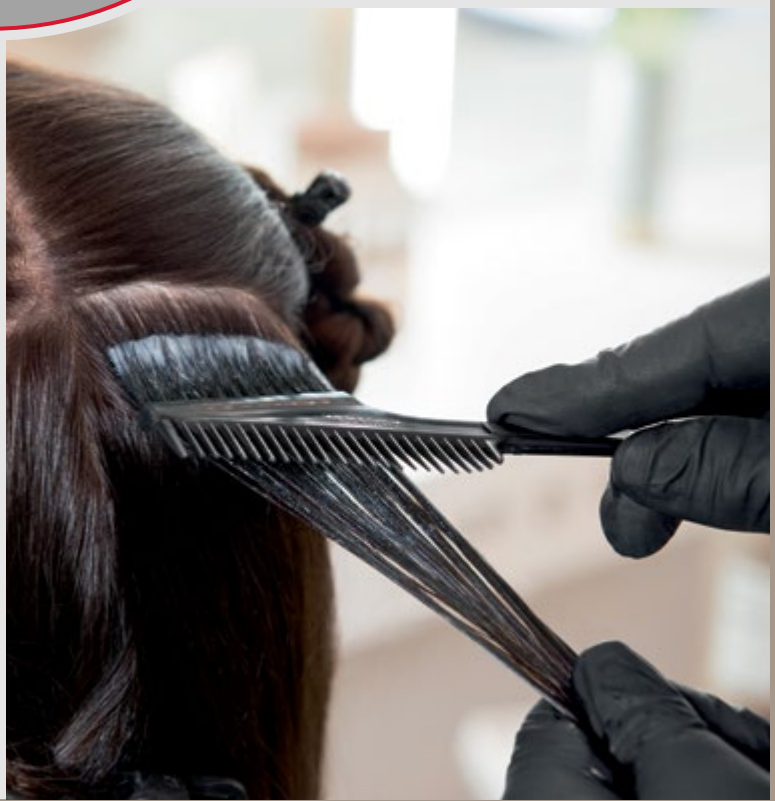
Work with the complementary Kerasilk care products to create the end result desired. Kerasilk offers a wide range of precious care products for the optimum finish. Make your clients love their hair even longer by recommending Kerasilk home care products. Give your clients the ultimate Kerasilk experience.

WHAT'S IN IT FOR YOU?

» The Kerasilk Keratin Treatment System and how to implement the service in your salon
» Customized design techniques
» Modify formulae, sectioning and placement to create individual texture results
» Inspirational ideas to expand your menu of color services

IN-SALON
AT HOME
1
CONSULTATION
2
PREPARATION
3
APPLICATION
4
POST-CARE
& STYLING
5
MAINTENANCE
GOLDWELL.
SERVICE CYCLE

GOLDWELL.
KERASILK
KERASILK



WHAT'S YOUR MOST INSPIRING TAKEAWAY?

"DISRUPT TO INNOVATE. UNLEARN THE LEARNINGS."

Lok Chan

GLOBAL WINNER
PARTNER CATEGORY 2014,
HONG KONG

COLOR ZOOM

THE COLOR ZOOM HAIR FASHION COLLECTION FEATURES
THE HOTTEST TRENDS IN STYLES.
DISCOVER INNOVATIVE CUT, COLOR AND STYLING TECHNIQUES
AND BE DARING TO DISRUPT THE CONVENTIONAL.

COLORZOOM

THE TREND 2016:
D!SRUPT

You've seen it before: so target it! Shaking up the status quo means breaking up the conventional and creating something new.

CHALLENGE THE EXPECTATIONS.
Taking inspiration from fashion trends, our creative Color Zoom Team pushed them to the next level. The team disrupted the shape, the color and the texture of hair.

The play of disruption gave our stylists the maximum freedom to create unique looks with reinvented shapes, new coloring techniques and larger-than-life textures.

DARE TO BE DISRUPTIVE.
Strong shapes meet organic fluidity. Shiny materials meet matte and frizzy textures. Deep Neutral Backgrounds meet Disruptive Vibrant Accents. **Disrupt the shape. Disrupt the color. Disrupt the texture.** Dare to engage with an inspiring Hair Fashion Collection that breaks with the conventional and invites you to challenge your own ideas of shape, color and texture.

GET READY FOR D!SRUPT.

COLORZOOM

WIN THE COLOR ZOOM CHALLENGE AT THE NEXT GLOBAL ZOOM EVENT

The Global Zoom Event is one of the most inspiring events for stylists from all over the world. Three days of hair fashion and creative exchange will boost your creativity and your career.

Be part of this world! All you have to do is create your version of the **Disrupt Collection** and you have the chance to compete **live on stage.** As one of the winners from the Color Zoom Challenge you will be part of the team that creates the new Color Zoom Collection 2018.

TAKE YOUR CHANCE TO GO ON STAGE. GET READY TO DISRUPT!

www.colorzoom.com

COLOR ZOOM CHALLENGE

Creating a Color Zoom Entry featuring Derrick Zeno
This three-day course will put you on your way to Color Zoom 2016, with all the tools and knowledge you need to enter with confidence.

Day One: You'll gain an in-depth understanding of the Color Zoom 2016 D!srupt concept for color, cut and texture so you can put together your personal interpretation. You'll learn the rules inside and out, what the judges are looking for, how to storyboard your idea and how to create swatches to tell your color story.

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

Day Three: Now you're ready for your photo shoot with one of our top photographers and a team of make-up artists with D!srupt expertise.

FORMAT FOR THIS 3 DAY PROGRAM:
Start 10AM | Finish 4PM

TOOLS TO BRING:
Color Tools: Color apron, Highlighting/tail comb, Wide tooth comb, Duckbill Sectioning clips

Cutting Tools: Shears, Thinning Shears, Feather razor with guard, Cutting Comb, Water Spray Bottle, Duckbill sectioning clips

Finishing Tools: Blow dryer & nozzle, Curling irons in assorted sizes, Round brushes in assorted sizes

Of course any additional tools you feel you will need to create your Color Zoom D!srupt concept

YOUR COLOR ZOOM CHALLENGE MODEL MUST ACCOMPANY YOU ON Day 2 and DAY 3 ALONG WITH WARDROBE. Remember the model you choose must be available to attend the 2016 Color Zoom Challenge in Stockholm. More details on choosing the proper model will follow.

DATES | LOCATIONS:
Academy New York: April 17-19
Academy Santa Monica: April 24-26

INVESTMENT:
$1500 or take advantage of our 30 day early booking at $1200. This academy program is also available through the Salon Alliance Rewards Program at 51,724 points.

COLOR ZOOM 2016 DARE TO DISRUPT COLLECTIVE SEMINAR

4 hour demo/hands on collective seminar covering one of the looks in the collection while offering a preview of Dare to be Disruptive

"I LOVE COLOR ZOOM AS IT OFFERS SUCH A BIG STAGE FOR CREATIVITY."

Lidia Malez
Russia

BECOME PART OF WHAT INSPIRES THE WORLD.

GOLDWELL.

NATIONAL EDUCATION EVENTS

GOLDWELL KMS ARROJO EXPERIENCE NYC

Join Goldwell, KMS and Arrojo Studios as they showcase the hottest trends live from NYC's Hammerstein Ballroom.

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, Goldwell and KMS Teams.

Contact your distributor or local Sales consultant for full details and tickets.

DATES:

APR 10 Special Event with Goldwell, KMS and Arrojo at the Hammerstein Ballroom NYC

APR 11 Hands on Events to the Experience NYC

WEBCASTS

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

Goldwell and KMS 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 Goldwell and KMS Artistic Teams for a 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 and www.kmscalifornialive.com

DATES:

JAN 17 Color Zoom Challenge

FEB 10 Live from Fashion Week with Goldwell and KMS

MAR 2 Kerasilk

MAR 31 Goldwell and KMS Live from Toronto

APR 20 Styling with Sharon Blaine

JUN 12 Goldwell and KMS Live

SEP 8 Live from Fashion Week with Goldwell and KMS

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
CREATIVE CUTTING & HAIR PAINTING

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 20-22
June 26-28
September 11-13

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

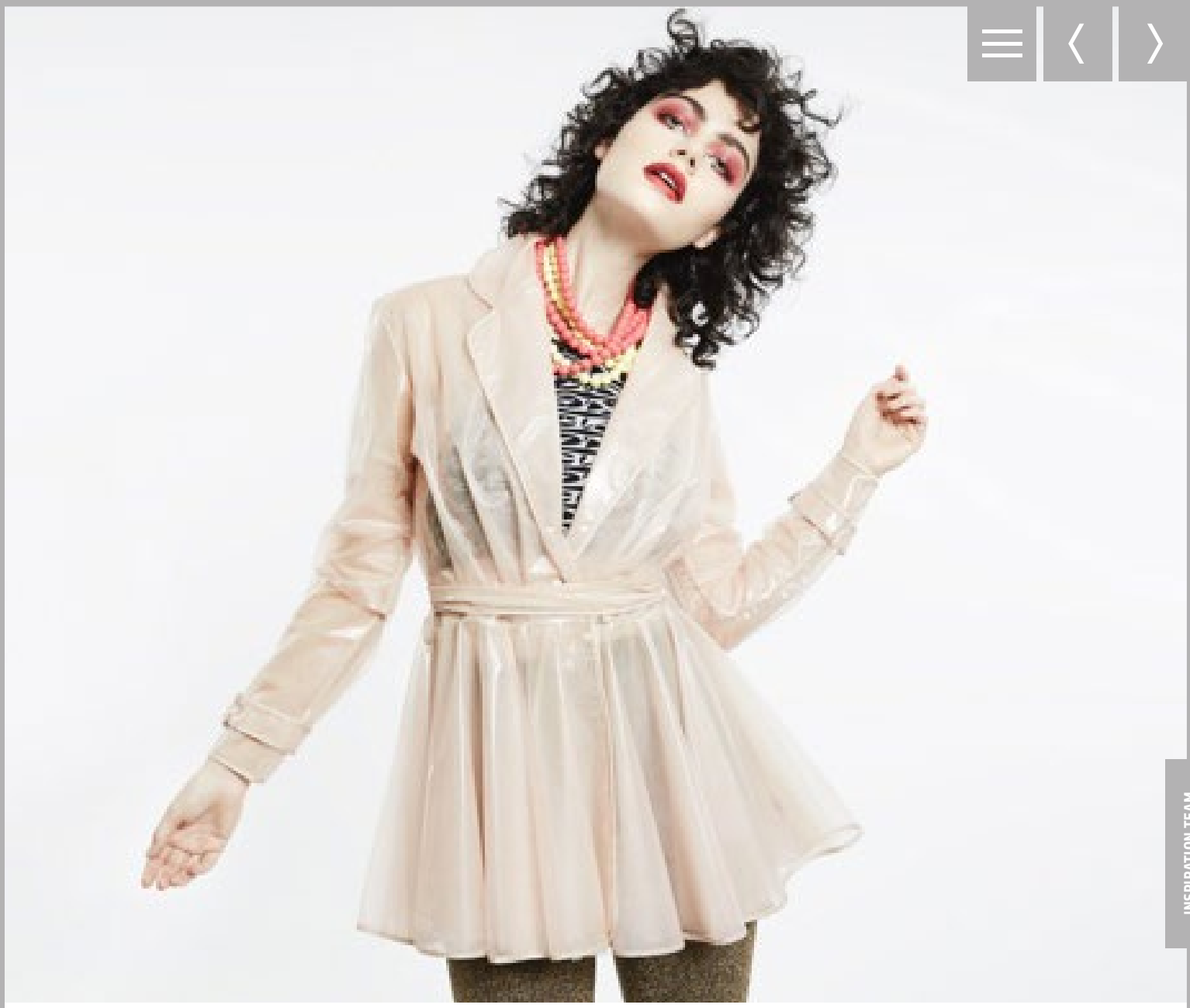
Learning the latest trends and techniques in cut and color, and the right way to make them suitable for salon-floor clients.

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

Nick Arrojo



INSPIRATION TEAM

2 DAY RETROSPECTIVE LONG HAIR CREATIVE WORKSHOP

Calling all visual hair artisans. This class has been designed with you in mind!

Sharon Blain will open a `pandora box' of wigs, pieces, shapes, forms and signature creations during this 2 day Retrospective 2016 workshop.

You will learn first-hand how they were made, the inspiration behind her signature looks and how to develop Avant Garde hair. Understand how Sharon's mind works when using hair as an expression of her visual art.

Learn how to make and construct hair pieces for collections. See first-hand demonstrations, techniques and applications of hair piece making.

Information includes: what type of hair to use, the best products, how to make wig bases and the construction of shapes to support more inspirational ideas.

Enjoy an intimate, hands-on learning environment with a ratio of 1 educator to 10.

Who should attend? All hairdressers and stylists with an enquiring mind, wanting to explore the art form of hair creativity beyond the salon floor.

DATES | LOCATIONS:
Academy Santa Monica: January 21-22

BOOKINGS:
www.sharonblain.com

INVESTMENT:
$1400 Goldwell salons receive $150 off using promo code SBGOLD

4 DAY BOOT CAMP

Under the tutelage of Blain herself, the course covers blow-drying, waves, curls, bridal, red carpet, editorial and avant-garde styling. Boot Camp participants will learn everything they need to know to be at the top of their game.

Sharon Blain's Boot Camp is the first of its kind and is an exciting chance for apprentices, hairdressers, and make-up artists to be taught by one of the industry's top professionals. The course will combine both step-by-step instructions, as well as look and learn delivery and students are encouraged to photograph the course for future reference (videoing is not permitted).

Enjoy an intimate, hands-on learning environment with a ratio of 1 educator to 10 students.

DATES | LOCATIONS:
Academy New York: August 21-24
Academy Santa Monica: August 28-31

BOOKINGS:
www.sharonblain.com

INVESTMENT:
$2700 Goldwell salons receive $150 off using promo code SBGOLD

Sharon Blain

Sharon Blain Bio: http://www.sharonblain.com/about/

63

360 SALON PERFORMANCE™ BUSINESS SEMINARS

FUEL FOR BUSINESS

Fuel your confidence with progressive strategies that will build your business. Learn to lead, empower people and leverage proven business, marketing and training systems to make your business more efficient and profitable.

DATES | LOCATIONS:
Academy New York: February 28 - March 1, June 20-22, October 2-4

INVESTMENT:
$2,000 – 2 Salon Attendees

CREATING YOUR TRIBE— LEVERAGING AN ASSOCIATE PROGRAM

Attract and retain your world-class tribe. Create a supportive, interdependent team of loyal top performers and focused new hire talent. Discover strategies to help each team member maximize their potential. Learn to simultaneously develop up and coming stylists, reward top performers and recruit future talent.

DATES | LOCATIONS:
Academy New York: July 31, October 30

INVESTMENT:
$200

Allyson King

Registration and more info: www.beauty360consulting.com/seminars/
Bootcamp Results, Without the Sweat!

DISCOVER GOLDWELL'S NEW
PERFECT BEAUTY
SERVICE COLLECTION

GOLDWE

WHAT'S YOUR MOST INSPIRING TAKEAWAY?

"DON'T JUST BE INSPIRED. BE INSPIRING."

Esther Schreurs

THE NETHERLANDS

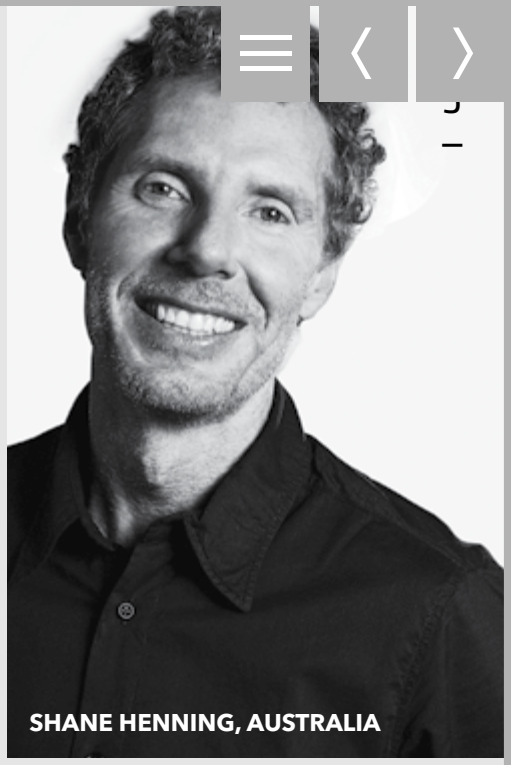
GLOBAL ARTISTIC NETWORK

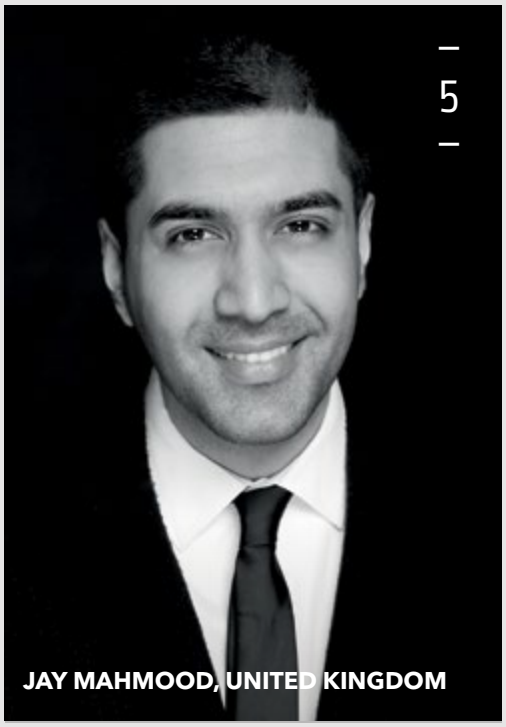
THEY'RE BRILLIANT, CHARISMATIC, AND PREPARED TO SHARE THEIR HUNGER FOR INSPIRING HAIRSTYLING WITH YOU – GET READY TO MEET INTERNATIONAL STYLIST ICONS.

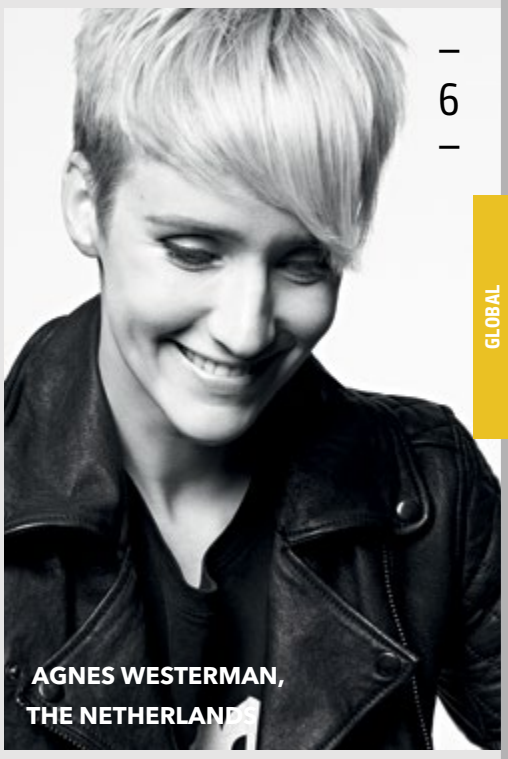
INTERNATIONAL ARTISTIC TEAM

ONLY WORLD-CLASS ARTISTS CAN GIVE YOU A WORLD-CLASS TRAINING.
Learn from the best! The artists in the Goldwell Master Team represent the highest standards of Goldwell Education and Inspiration.

Whether in our global academies or as headliners on stages around the world – they provide you with an education experience you'll never forget and give your personal development a real kick!







GLOBAL ARTISTIC NETWORK

EDUCATION TEAM

BE TRAINED BY EDUCATORS WHO BELONG TO THE BEST IN THE WORLD.
Who understand, inspire and motivate.
Learn from them and you will be like them.

Silk
Lift

WHAT'S YOUR MOST INSPIRING TAKEAWAY?

"EDUCATION DOESN'T DEPEND ON TIME OR PLACE."

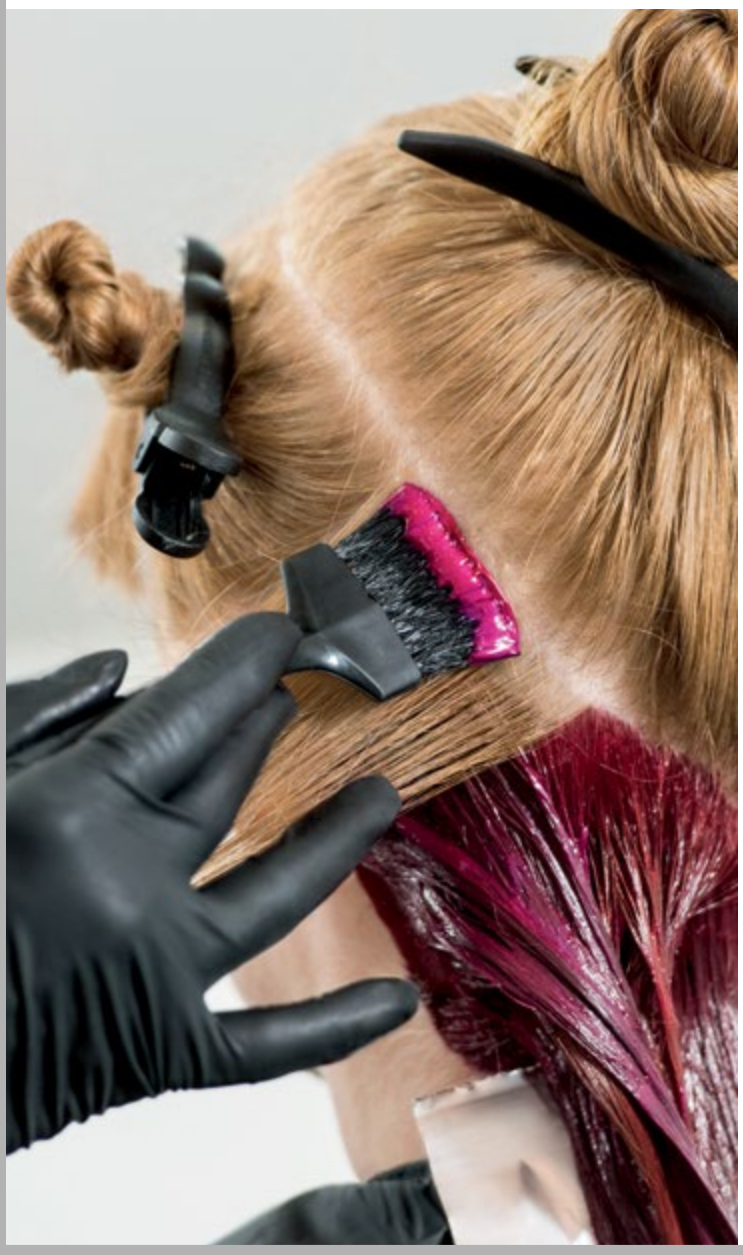
Jean Luc Benhamou
GERMANY

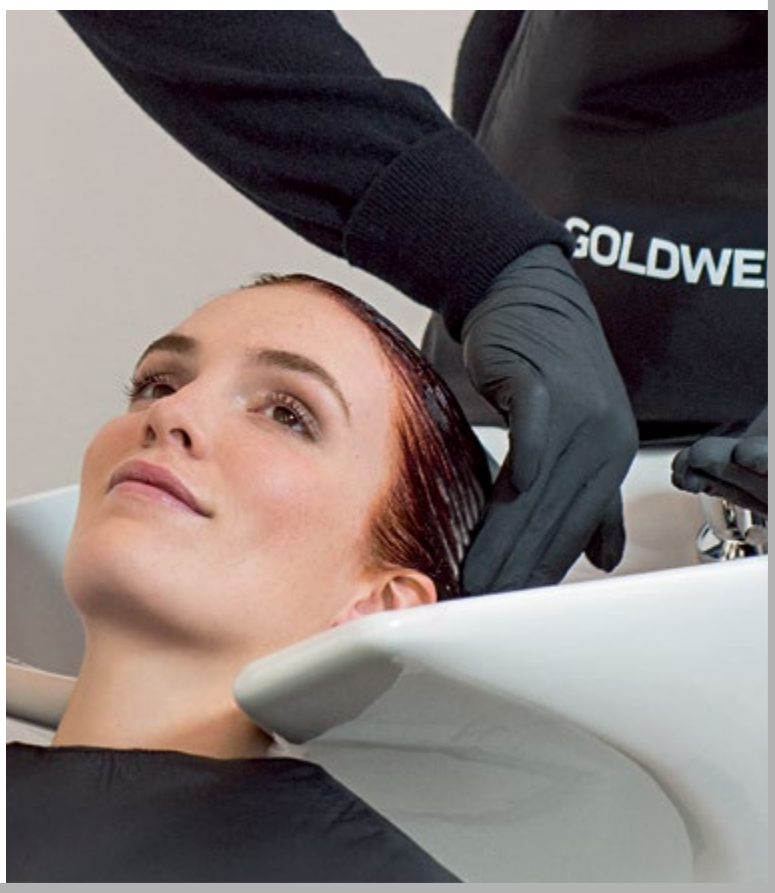
IN-SALON SEMINARS

YOUR SALON. YOUR TEAM. YOUR NEEDS.
CONTACT YOUR LOCAL KAO SALON US BUSINESS PARTNER
FOR OPPORTUNITIES.

ITS ALL ABOUT YOU.
Every stylist, every salon, every clientele is different. Our customized programs are the perfect answer to your individual needs, and they help you to take your entire salon forward.

Contact your local Goldwell Business Partner for opportunities.




GOLDWE

FOUNDATION MASTERY

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.

FOUNDATION COLORANCE

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

FOUNDATION TOPCHIC/NECTAYA

Discover 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 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

FOUNDATION BLONDING

Blonde clients are 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 skills related to highlifting (Topchic HiBlondes Control range), decolorizing (SilkLift and Oxycur Platin) and blonde refinement (Colorance and Elumen)

FOUNDATION ELUMEN

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

» Identify the right clients for Elumen color

» Application and commercial techniques with Elumen

» Confidence in usage of Elumen

Contact your local **Goldwell Business Partner** for opportunities.

IN SALON ESSENTIAL COLOR

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.

COLOR RESTORE

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

COLOR PERFECTION

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 hair color categories
» Learn the best color balancing options
» Learn the best grey coverage options

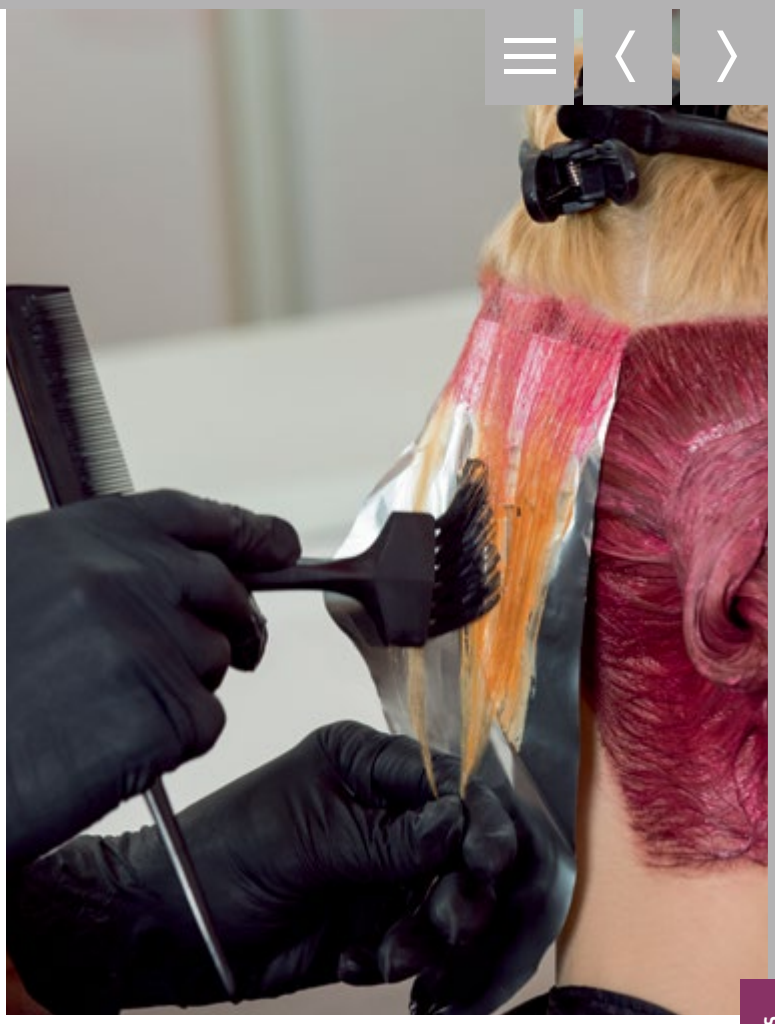
OMBRE DESIGN: THE LITTLE BLACK DRESS OF HAIR COLORING

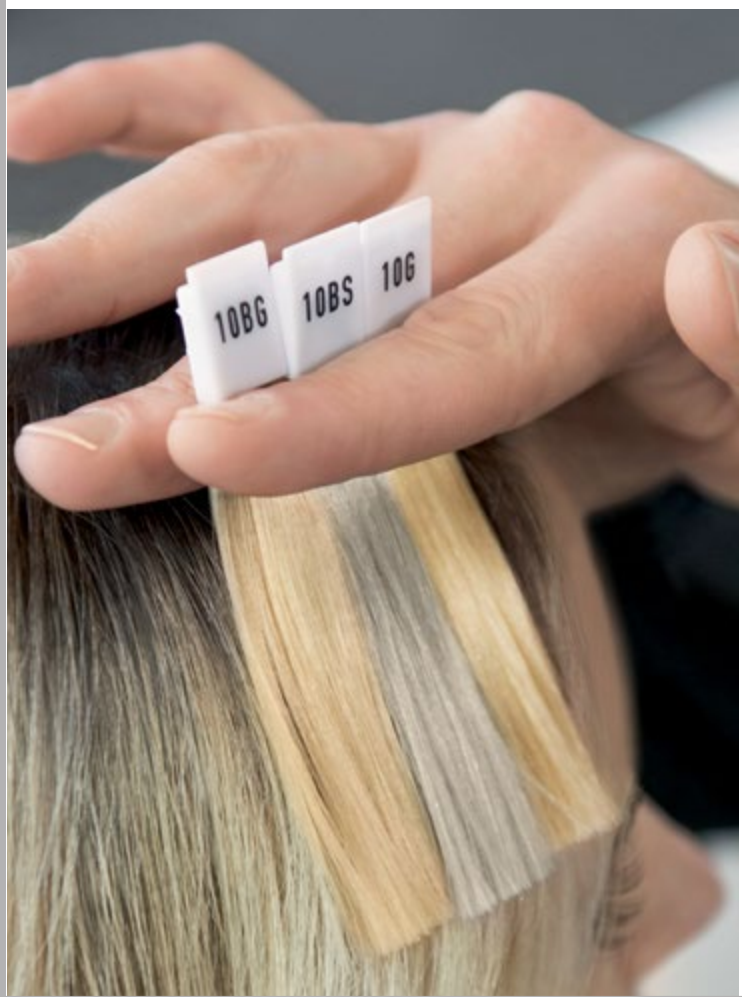
A program designed specifically for salons who want to learn how the Goldwell brand can grow their business through creative hair painting techniques. This easy, yet highly customized process of using different brush strokes to create this popular "trend" works with any texture or tone. This is an exciting 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

Contact your local **Goldwell Business Partner** for opportunities.

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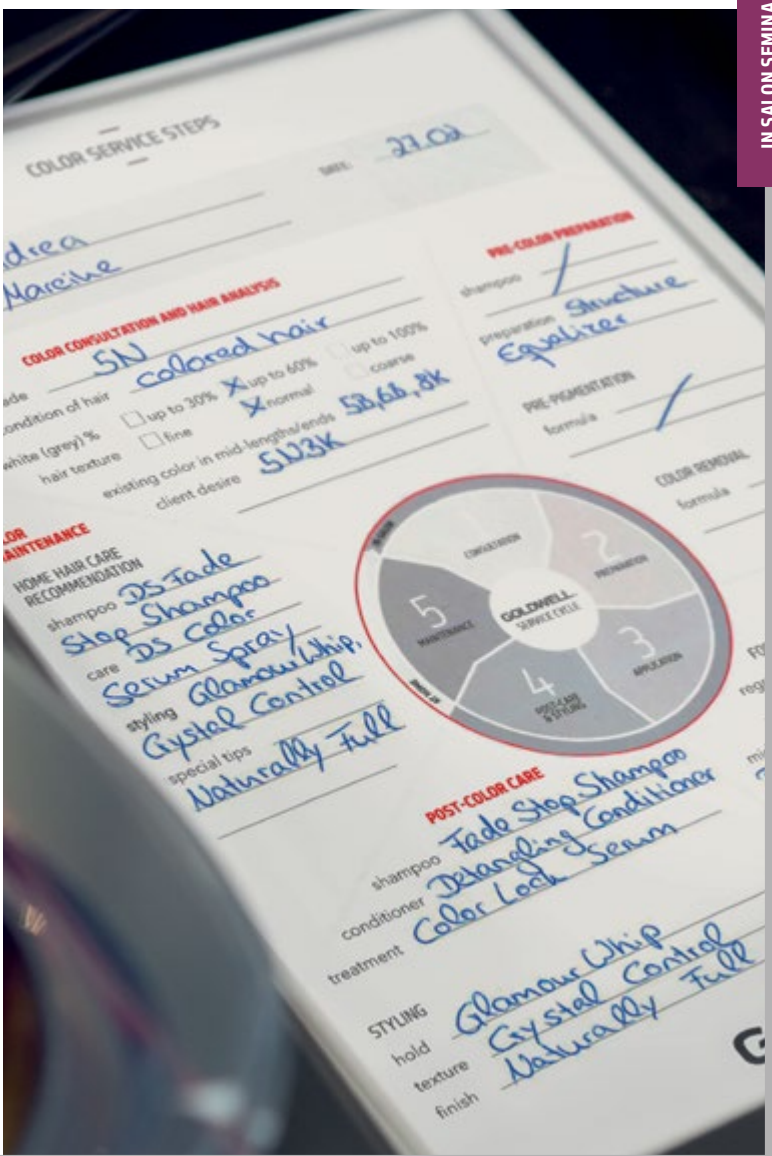
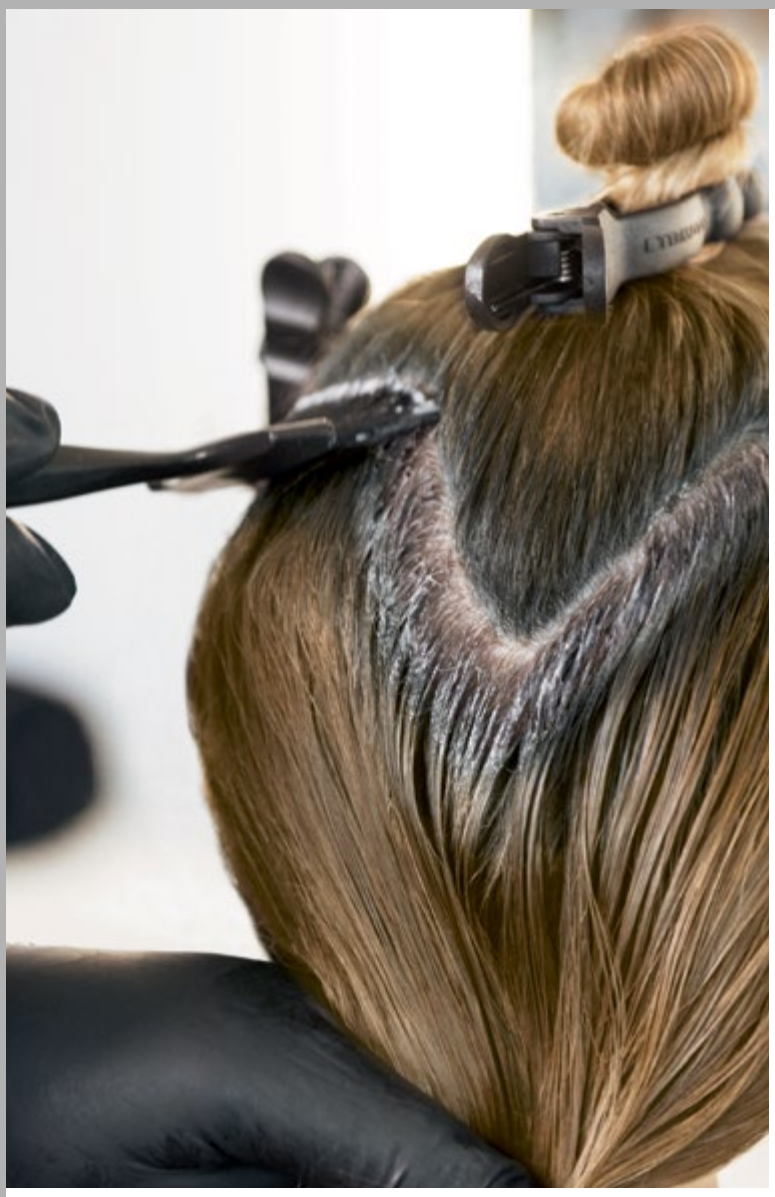
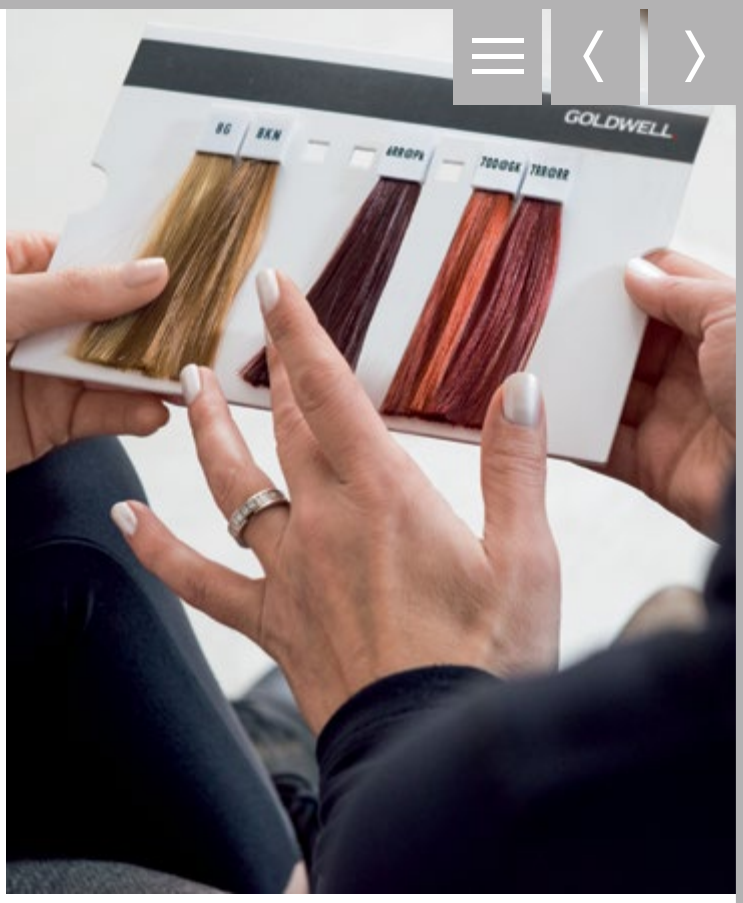

COLOR SERVICE STEPS
COLOR CONSULTATION AND HAIR ANALYSIS
5N colored hair
PRE-COLOR PREPARATION
Structure Equalizer
HOME HAIR CARE RECOMMENDATION
shampoo DS Fade Stop Shampoo
care DS Color Serum Spray
styling Glamour Whip, Crystal Control
special tips Naturally Full
POST-COLOR CARE
shampoo Fade Stop Shampoo
conditioner Detangling Conditioner
treatment Color Lock Serum
STYLING
hold Glamour Whip
texture Crystal Control
finish Naturally Full

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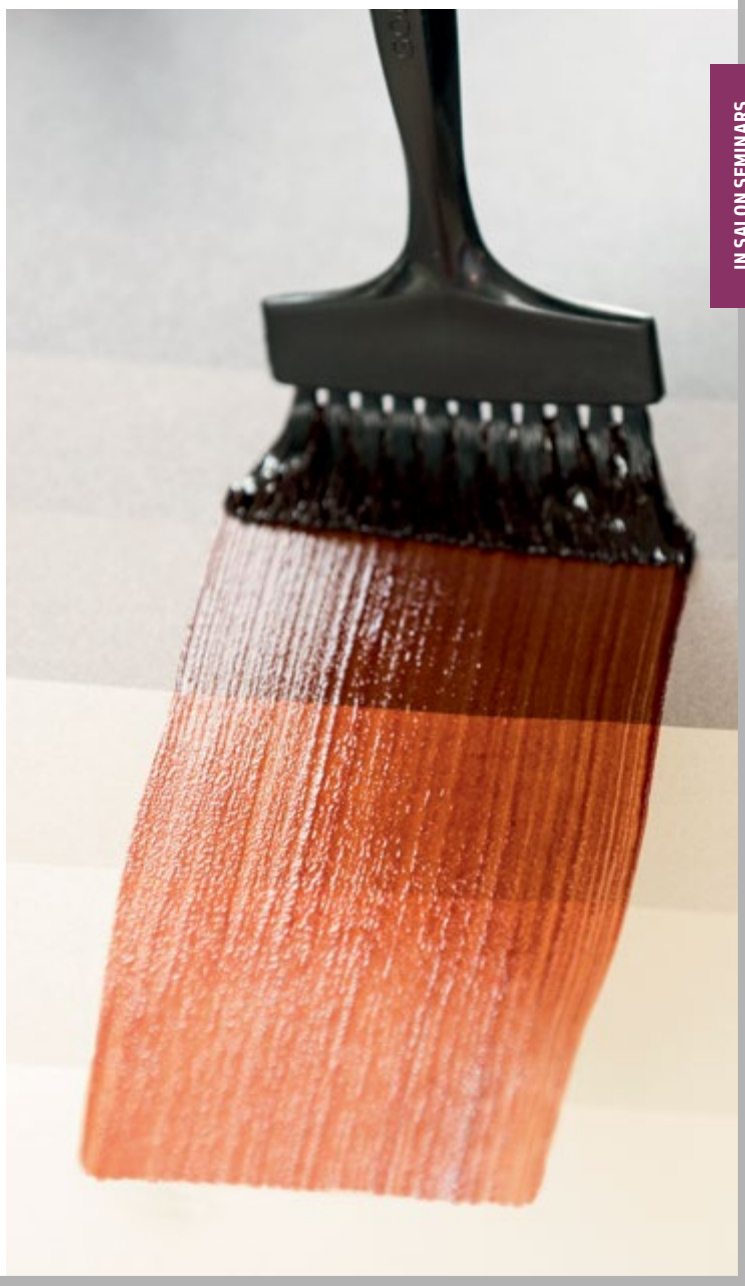
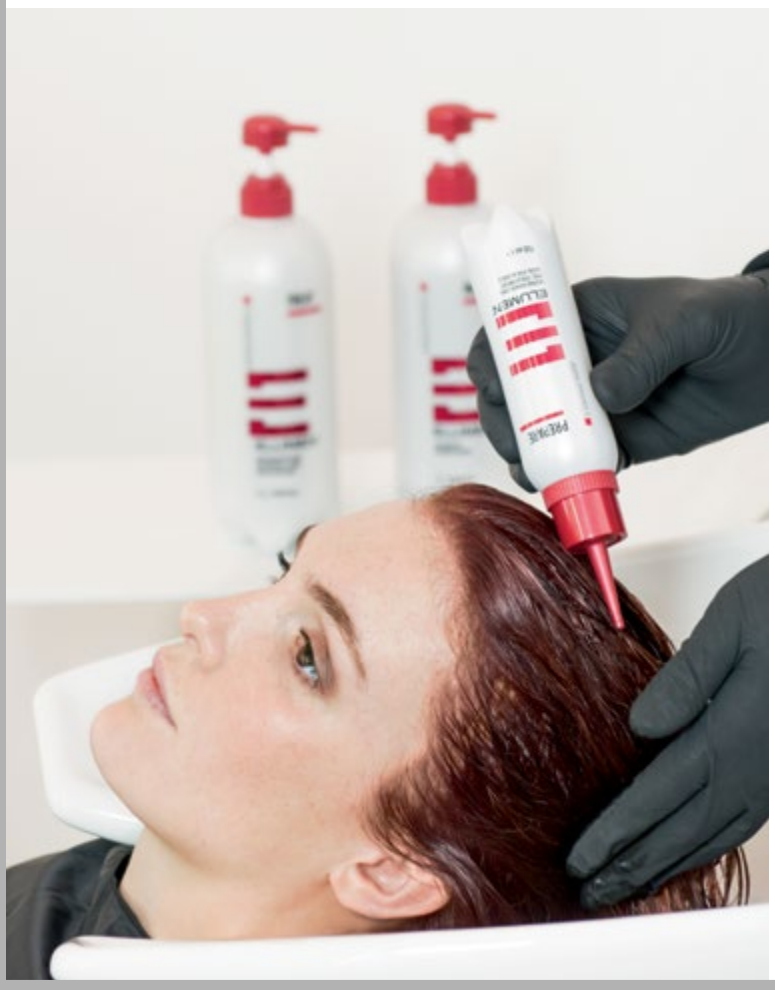




IN SALON
ESSENTIAL STYLE

FINISHING FOUNDATIONS

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

TEXTURE TODAY

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

Contact your local **Goldwell Business Partner** for opportunities.

THE SALON ALLIANCE

PERFECT PARTNERSHIP. AMAZING REWARDS

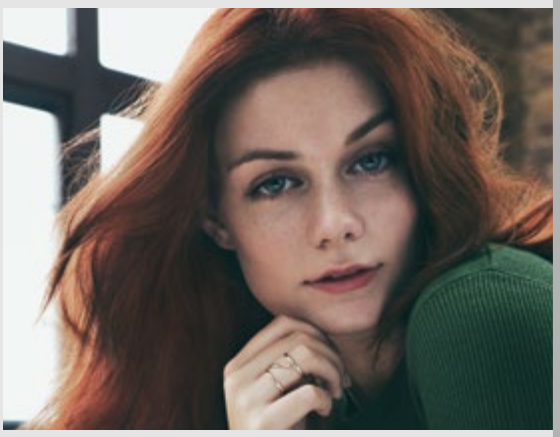
THE SALON ALLIANCE PROGRAM ALLOWS US TO PARTNER WITH YOU AND FULLY SUPPORT YOUR BUSINESS.

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

Please visit 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



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 finders

Timely resources and content: check in often 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.

BOOKING AND MUST-KNOW INFORMATION

ACADEMY BOOKINGS

Please follow the steps below to book your academy selection:

» visit www.GoldwellKMSregistration.com

» choose the program, location and date you are interested in attending

» complete registration

» a confirmation email will be forwarded to you upon acceptance of your registration that will contain:

a. registration confirmation

b. tools to bring

c. hotel booking information

Nick Arrojo, Sharon Blain and Allyson King seminars:

» To register for Nick Arrojo, online at www.arrojonyc.com

» To register for Sharon Blain, online at www.sharonblain.com

» To register for Allyson King, online at www.beauty360consulting.com/seminars

ACADEMY CANCELATION POLICY

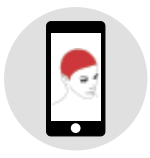
All cancellations must be received 30 days prior to the date of the scheduled program to be eligible for a full refund. Any cancellations within 30 days will receive a credit toward a future program in the current calendar year.

United States Learning Destinations

PHONE: 1.800.200.1151
EMAIL: AcademyAdmin@Kao.com

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

ACADEMY SANTA MONICA
1452 Second Street
Santa Monica, CA 90401



THE GOLDWELL EDUCATION PLUS APP

Download, install and activate the app. Focus the camera on pages with the augmented app icon and enjoy the futuristic 360° view of our 3D beauties and the new, fantastic color and cut techniques.

Our learning destinations are unique meeting points for stylists all over the world. Join the experience, exchange with like-minded people and get inspired – together we're striving for new heights of creative excellence.

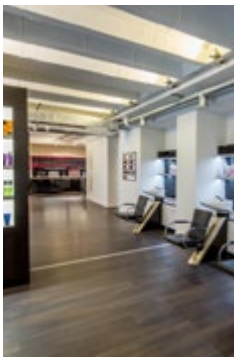
We are looking forward to meeting you soon.

GOLDWELL. KMS
ACADEMY

LEARNING DESTINATIONS

FEED YOUR PASSION

LONDON
UK



NEW YORK
SANTA MONICA
USA

TORONTO
CANADA

DARMSTADT
GERMANY

HONG KONG
HONG KONG

SYDNEY
AUSTRALIA

For an academy near you please contact your Goldwell representative. | **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.