

KAOSALONDIVISION.COM

DISCOVER ALL BRANDS OF KAO SALON DIVISION
GOLDWELL. KMS ORIBE VARIS

kaO MAKING LIFE BEAUTIFUL
SALON DIVISION FOR SALONS, STYLISTS AND THEIR CLIENTS.

kaO
SALON DIVISION

EXPERIENCE IT FOR YOURSELF

kaO SALON
GLOBAL EXPERIENCE 2022
creativity. culture. community.



LIVE
IN 2022

AMSTERDAM OCTOBER 02-03, 2022

Experience all that Amsterdam has to offer: **history, culture, diversity and, most of all, excitement.** The 17th century capital of the Netherlands is ready and waiting for the Kao Salon family to experience its spirit and energy.





EXPERIENCE OUR CULTURE

Innovation, imagination and integrity are everywhere you look at Kao Salon. They are what drives our culture and how we do business every day. Meet our experts from R&D, Sustainability, Business and Artistry. We don't just celebrate our products. We celebrate everything, especially our people!



Every type of creativity is waiting for you here – from the **contemporary color and style of Goldwell** to the **street style craftsmanship of KMS** and the **chic, editorial styling of Oribe**. No one has more creativity than the artists of the Kao Salon family.



#creativityneverstops

EXPERIENCE OUR CREATIVITY



EXPERIENCE OUR COMMUNITY

Attending a Kao Salon event is like coming home to a family reunion – if your family was made up of the coolest, most creative people in the industry. It's a place to **meet up with like-minded artists and create friendships for life**. We are not just a family – we're a family that loves to party!

For more information, please go to www.kaosalondivison.com/globalexperience

DON'T MISS OUT!



TWO UNFORGETTABLE DAYS



THE ARTIST SESSIONS

The world's best artistic teams share the **latest trends** in inspiration, artistry and education.

THE COMMUNITY AREA

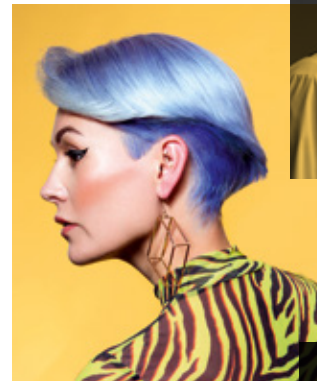
Experience the world of Kao. See what Goldwell, KMS, Oribe and Varis have to offer you and your clients.

THE EVENING SHOW

Take part in the glamorous **celebration of the winners of the Global Creative Awards** while attending the premiere of the New Trend and Inspirational collections.

THE PARTIES

Glow up and party with stylists from all around the world.



global creative awards

Our live competition is finally back!

Experience the world's newest and most exciting global hairdressing competition – the Global Creative Awards. The event features a thrilling live competition where stylists from around the world compete in our **Technical Categories**. Celebrate editorial creativity with the photo-only **Editorial Categories**. You'll be able to see all the finalists and their work in our new Editorial Gallery.

Find all of the categories and more info at www.globalcreativeawards.com

We can't wait to see everyone who wants to create their way to the top!



SAVE THE DATE!
OCT 2-3

WATCH CREATIVITY COME TO LIFE