

# 2020 CLASSES

**Topchic & Colorance Revealed:** Experience the world of Topchic & Colorance. Gain confidence to use demi & permanent hair color effectively within the Goldwell Service Cycle. Learn the tips and tricks that make Goldwell the perfect partner to all your hair color needs.

**Blonde Ambition:** Highlighting, decolorizing and toning services: we have it covered. Learn about the endless ways to create the perfect blonde using Goldwell's blonding portfolio.

**Blonde Ambition Next Level – Creative Blonde Toning:** An experience designed specifically for salon professionals who want to learn how to grow their blonding business through creative formulation and techniques.

**NEW Topchic & Colorance Revealed – Grey Coverage:** Explore grey coverage options that are as diverse as your salon clients. Discover the differences in coverage options, techniques, and customizable formulations for stubborn grey.

**Topchic & Colorance Revealed - Color Challenges Solved:** Professional salon solutions for turning color challenges into thrilling results. From removing color, coloring darker, filling, tinting back, to overcoming color fading.

**NEW Style Sign Revealed – Upstyle Perfection:** Discover styling choices, tools, and techniques inspired by artists from around the country through the Goldwell Styling Portfolio.

**NEW Goldwell Revealed – Why Goldwell:** Looking to know more about what we have to offer? Join us in this conversation of a top line overview of our innovative portfolio.

**NEW Goldwell System Revealed:** THE DIMENSIONS OF GOLDWELL SYSTEM FOR COLOR » Your toolbox to bring your creative color ideas to life. The Goldwell color brand offers you unlimited opportunities when combined with the System products for Creativity, Solutions, Balance and Color Removal. Multiply your client loyalty and financial success with limitless customized color solutions for every client.



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*“To be the best, you have to learn from the best”*