

VIRTUAL EDUCATION

SEPT. TO NOV. 2020



DATE	TIME*	SEPTEMBER VIRTUAL CLASSES
SEPTEMBER 14	10:00AM	Discover What's New
	12:00PM	Goldwell Haircolor Revealed
	2:00PM	Goldwell Haircolor Revealed (French)
	4:00PM	Elumination
	6:00PM	Discover What's New
SEPTEMBER 21	12:00PM	Blonde Ambition
	2:00PM	Blonde Ambition (French)
	4:00PM	Support Your Color with Goldwell Systems
	6:00PM	Kerasilk Smoothing & De-Frizz Experience
SEPTEMBER 28	9:00AM	Discover What's New (French)
	11:00AM	Blonde Refinement
	1:00PM	Recommending Home Hair Care
	3:00PM	Blonde Refinement
	5:00PM	Goldwell Haircolor Revealed

DATE	TIME*	OCTOBER VIRTUAL CLASSES
OCTOBER 5	1:00PM	Elumination
	3:00PM	Discover What's New (French)
	5:00PM	Discover What's New
	7:00PM	Support Your Color with Goldwell Systems
OCTOBER 19	12:00PM	Blonde Ambition
	2:00PM	Elumination (French)
	4:00PM	Goldwell Haircolor Revealed
	6:00PM	Spectrum of StyleSign
OCTOBER 26	11:00AM	Let Me Upgrade You
	1:00PM	Style Equation of KMS
	3:00PM	Style Equation of KMS (French)
	5:00PM	Creating a Perfect Consultation

*All times are Eastern Standard Time.


LEGEND
 Foundation Classes
 French Classes
 Creative Classes
 Home Hair Care Classes

DATE	TIME*	NOVEMBER VIRTUAL CLASSES
NOVEMBER 2	10:00AM	Support Your Color with Goldwell System
	12:00PM	Support Your Color with Goldwell System (French)
	2:00PM	Kerasilk Smoothing & De-Frizz Experience
	4:00PM	Learning in Luxury with Kerasilk
NOVEMBER 9	10:00AM	Goldwell Haircolor Revealed (French)
	1:00PM	Goldwell Haircolor Revealed
	3:00PM	Kerasilk Smoothing & De-Frizz Experience (French)
	5:00PM	Hair Science Creative Control
	7:00PM	Syle Equation of KMS

VIRTUAL CLASSES

Don't miss out on virtual opportunities for product knowledge and brand education.



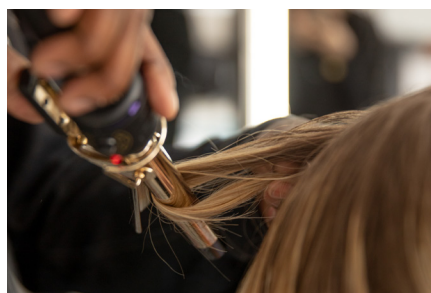
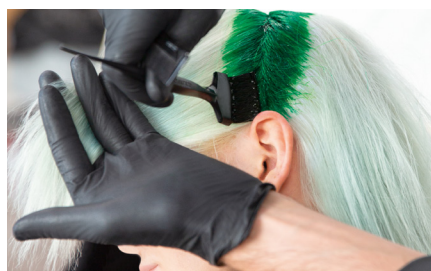
To register, click on the class link you would like to attend and follow the instructions. 

Please note that while registering, your home time zone may not be listed. However, once you register, you will receive an e-mail afterwards with instructions on how to log in to the class and the class time will calculate to your personal time zone.

All classes are no more than 60 minutes from start time. We recommend logging in 10 minutes prior to the class start time. If you have any questions, please email

academy.canada@kao.com

VIRTUAL EDUCATION CLASS DESCRIPTIONS



Foundation Classes

Discover What's New Join our education team as they walk you through what's new with Goldwell & KMS in this "box reveal" session. Learn what is new, the technology and creative service ideas to generate revenue for your salon.

Goldwell Haircolor Revealed This program provides a snapshot of the entire Goldwell Hair Color portfolio and our support brands. From the Permanent solutions of Topchic and Nectaya, to the Demi Permanent world of Colorance and the many lightening options Goldwell has to offer. Learn the tips and tricks that make Goldwell the perfect partner for all your hair color needs.

Elumination It all started with a question... how do we make direct dyes better, brighter and more long lasting. Explore the results of 20+ years of Elumination from the intense vibrancy and longevity of Elumen to the playful and semi-permanent results of Elumen Play. Then add the multi-layered color effects of Topchic & Colorance @Eluminated Shades and the revolutionary technology of @Pure Pigments. And now you understand the world of ELUMINATION.

Support Your Color with Goldwell System Create the most optimum color results for your clients with Goldwell System as your color partner. From @Pure Pigments to BondPro+ and everything in between. In this session discover how our System Portfolio or pre and post color support products will give you creative solutions to be a true expert.

Style Equation of KMS Be inspired to create the perfect style equation with our designer brand KMS because great style may not save the world but it can make your day. Style Matters. Explore the entire KMS assortment and learn helpful tips a tricks from our expert educators and special presentations from KMS National Artists.

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.

Kerasilk Smoothing & De-Frizz Experience From reducing and reshaping curl, to smoothing and softening unruly hair, the Kerasilk Keratin Treatment is a must have addition to your texture portfolio. Also, learn how to reduce frizz and improve manageability with the Kerasilk De-Frizz Express Service. This service tames the hair structure while keeping the natural shape and volume for up to 4-6 weeks.

Creative Classes

Let Me Upgrade You Grow your knowledge of Goldwell's quick and easy upgrade services ranging from 0 -15 minutes. Do the math and see the revenue possibilities to be gained by just offering a quick service add-on.

Creating a Perfect Consultation Client Consultations are a vital part of any salon service. Discover how to fulfill and understand your client expectations.

Blonde Refinement Discover the endless possibilities and creative options for toning your blonde guests using Goldwell brands. Join special Guest Artists for creative application and formulation ideas with our blonde portfolio.

Home Hair Care Classes

Recommending Home Hair Care Home hair care isn't just an add-on it is a part of the professional service, learn how to recommend the perfect hair care for your guests.

Spectrum of StyleSign Sign your style with StyleSign. Find the perfect product for your clients to achieve great styling results. Explore the entire StyleSign assortment and learn helpful tips a tricks from our expert educators.

Learning in Luxury with Kerasilk From Scalp care to styling learning how to transform your guests hair with our luxury in salon services and home hair care from Kerasilk. Explore the entire Kerasilk assortment and learn helpful tips a tricks from our expert educators.