



GOLDWELL

EDUCATION BOOK '21



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



EDUCATION WITHOUT LIMITS

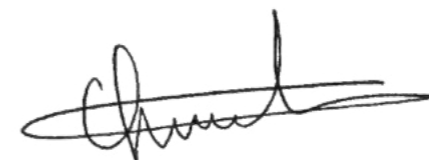
As creative stylists, our natural curiosity is what propels us forward artistically. We have a deep desire to explore new things - colors, shapes, textures, techniques - the list goes on and on. As artists, we are seekers of inspiration, constantly on the lookout for anything that will spark an idea for us. As entrepreneurs, we know that having the right resources and support will help us to be even more successful.

Our education programs are essential for your inspiration to be successful - artistically, creatively and technically. Join our Kao Education Teams and our National Artists for powerfully informative and inspiring sessions and enjoy the atmosphere of being among other highly creative stylists. With every cut, color and style you create - you will see your inspiration come to life.

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.

Let's start exploring, together.

EXPLORE MORE.



CHARLES ELIAS
ASSOCIATE DIRECTOR OF EDUCATION, SALON US



SCOTT GUNTER
GENERAL MANAGER, SALON US



INSPIRATION, SERVICES, TECHNIQUES. WHEREVER YOU ARE.

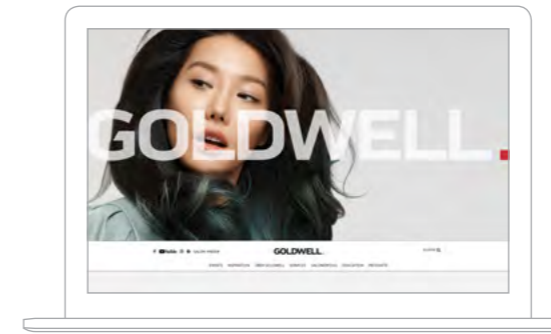
We offer you a huge variety of seminars in your local Kao Salon Academy or as virtual online sessions. Enjoy our seminars, achieve excellence and have fun - wherever you are.



KAO SALON ACADEMY EXCLUSIVE



KAO SALON VIRTUAL EDUCATION



GOLDWELL ONLINE

- EVENTS
- INSPIRATION
- ABOUT GOLDWELL
- SERVICES
- SALON SUCCESS
- EDUCATION
- PRODUCTS



GOLDWELL SEMINAR FINDER

- QUICK SEMINAR OVERVIEW
- VIRTUAL AND LIVE PROGRAM LISTINGS
- DATES AND LOCATIONS
- ARTIST AND NEWS
- ONLINE REGISTRATION



GOLDWELL EDUCATION PLUS APP

- COLOR MULTIPLIER
- COLOR SKETCHER
- FORMULATION GUIDE
- COLOR GUIDE
- COLOR CARD
- SALON SERVICES
- PRODUCT KNOWLEDGE
- SPECTRUM OF STYLING
- HAIR SCIENCE



GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

- TUNE IN AND COME CLOSER
- THE GO-TO DESTINATION FOR ANY INSPIRATION AND INFORMATION ABOUT UPCOMING TRENDS
- SIGNATURE STYLES TO FUEL YOUR CREATIVITY

THE CHOICE IS YOURS.

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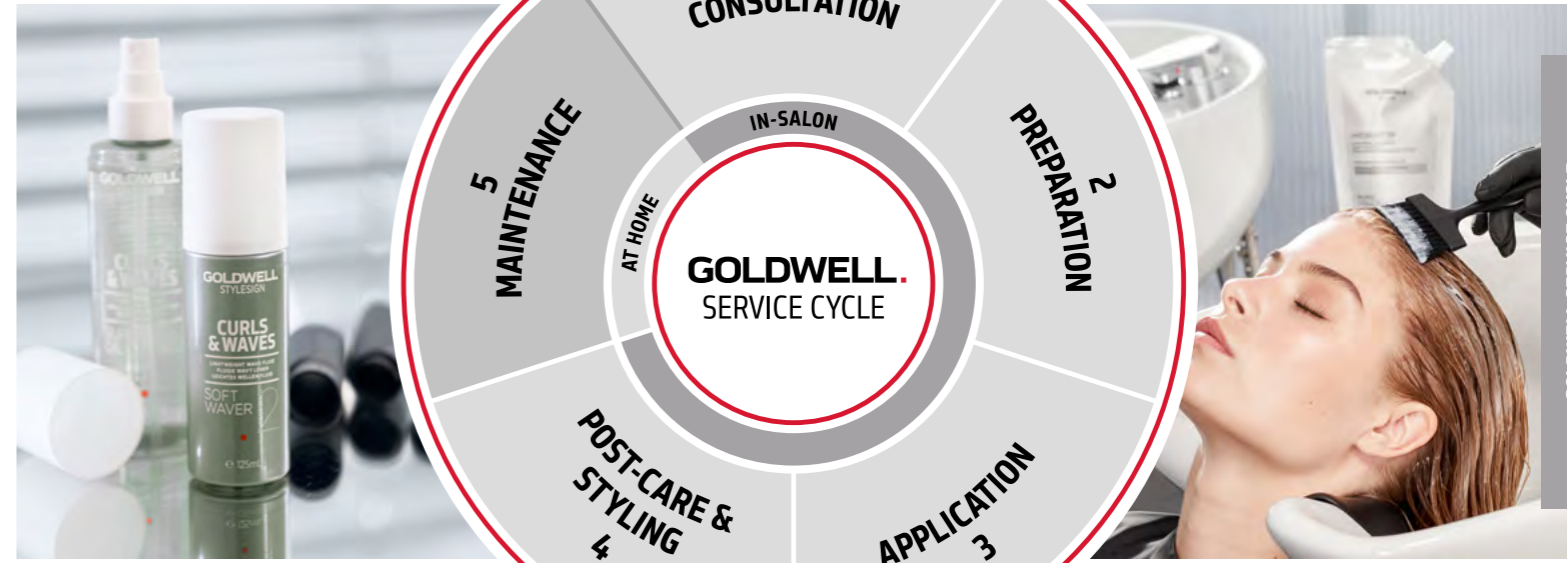
USE THE PDF BOOKMARKS TO QUICKLY NAVIGATE THE EDUCATION BOOKLET!

GOLDWELL SERVICE CYCLE

5 STEPS TO PERFECTION. FOR UNLIMITED POSSIBILITIES.

Turn every salon visit into an exceptional experience - with an individual consultation, the latest techniques and high-performing professional products developed to best support your hair expertise.

Discover the Goldwell Service Cycle
goldwell.us



GOLDWELL SERVICE CYCLE



GOLDWELL MASTER SERIES

IT'S ALL ABOUT GOING FROM
A STYLIST TO A MASTER...

**Whether color, cut & shape or texture -
take your expertise to a new level.**

Be a true Master in what you love.
Join the Goldwell Master Series and get all you need to become
the best in what you do. Each program consists of exciting interactive seminars
and takes you step-by-step through the different areas of hair mastery.

MASTER**COLORIST** 

MASTER**STYLIST** 

TURN YOUR PASSION FOR COLOR INTO MASTERY

**Take your expertise to a new level -
become a GOLDWELL MASTER COLORIST.**

- » Master Colorist is a unique color education and certification program, internationally standardized by Goldwell
- » It delivers the Mastery in Color in terms of confidence, customization, and creativity by staying on trend and meeting the needs of stylists
- » A journey that reaches the highest acknowledgement of a professional lifecycle to successfully master each segment



COLOR TECHNICIAN

(4 DAYS)

Goldwell Standards & Steps to Success Mastery



CONFIDENCE

DEMI-PERMANENT COLOR MASTERY
PERMANENT COLOR MASTERY
ELUMEN MASTERY
LIGHTENING MASTERY

COLOR SPECIALIST

(3 DAYS)

Color/Techniques & Consultation Mastery



CUSTOMIZATION

COLOR CORRECTION SPECIALIST
GOLDWELL COLOR/TECHNIQUE SPECIALIST
GREY COVERAGE SPECIALIST
CONSULTATION SPECIALIST

COLOR ARTIST

(2 DAYS)

Trends and Inspiration Mastery



CREATIVITY

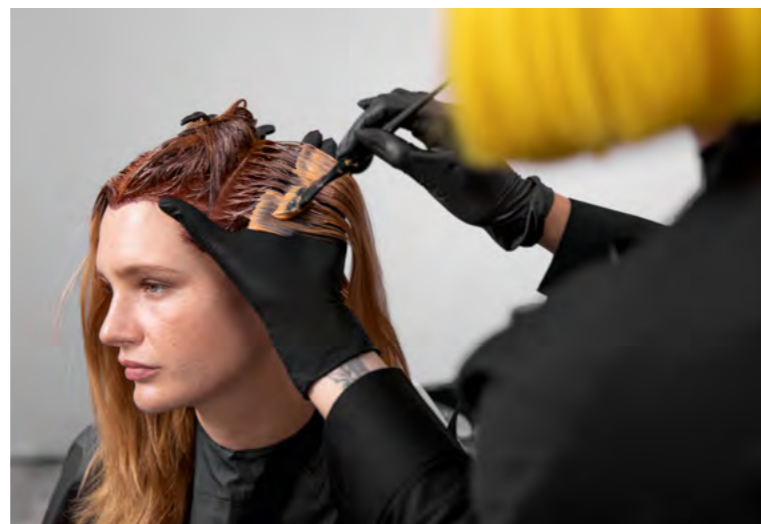
COLOR TREND
COLOR LAB

COLOR TECHNICIAN

Color Technician covers the Goldwell color portfolio and builds confidence by explaining how to use each brand. Become the expert on choosing the right color for the right client.

WHAT'S IN IT FOR YOU?

- » Essential knowledge in coloring that takes you to the next level
 - » Reliable formulation advice
 - » Knowledge in dimensional coloring
 - » Best color techniques and applications as an expert in craft
- » Advice to maximise your potential and improve your color services
 - » Fun and interactive courses for true color mastery!



4 DAYS - INCLUDES THE FOLLOWING SEGMENTS   

DEMI-PERMANENT COLOR MASTERY

Learn all about the demi-permanent coloring with COLORANCE. Explore the various options of services. Become confident to offer solutions that meet real-world needs and expectations - ranging from shine enhancement to most exciting fashion colors and grey blending.

PERMANENT COLOR MASTERY

Now blondes, brunettes, redheads and grey clients get limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges.

ELUMEN COLOR MASTERY




Discover how to amaze your clients with dazzling shine, incredible durability and evenness of ammonia-free permanent color. Increase your salon menu with premium ELUMEN services for your most demanding salon clients.

LIGHTENING MASTERY

Get to know all about blonde, the cool ones and the warm ones. Understand the journey of a clear blonde and perfect your counteracting abilities.

Master Colorist Color Technician is for a stylist:

- » With experience in Goldwell color
- » Looking to begin the Goldwell Master Colorist Journey
- » Who wants a full-service approach to their client's color that will help master consultation, formulation, and retailing
- » We recommend taking Goldwell Foundations program prior

 9:00am - 5:00pm / 4 Days  USD \$1,200 / 42,857 SAP /  CAD* \$1,355 / 48,393 SAP  US 14 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

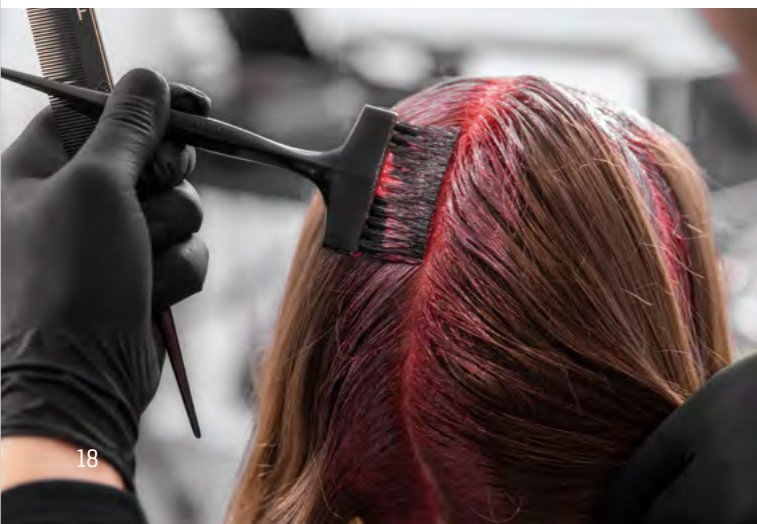
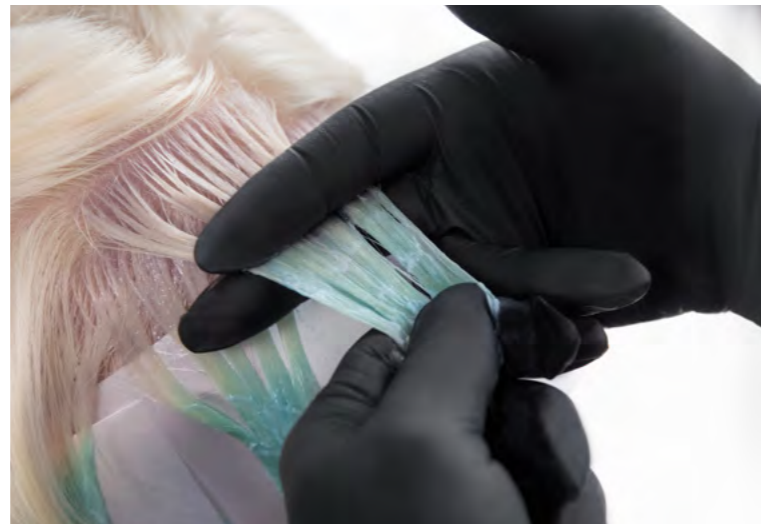
For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)

COLOR SPECIALIST

This is your opportunity to explore the ultimate customization. Understand how to consult and apply the right color and technique. Learn how to tackle color challenges by correcting color the right way. This is the knowledge that will make you an expert in color customization.

WHAT'S IN IT FOR YOU?

- » From decolorizing and removing color to pre-pigmenting and everything in-between
 - » An in-depth understanding of color families
 - » Insights into advanced color formulations
 - » Tools of consultation for an easier service advice
- » Care and styling tips and follow-up services for results that last longer
 - » Become a master of color statements!



3 DAYS - INCLUDES THE FOLLOWING SEGMENTS   

CONSULTATION SPECIALIST

Discover ways of consulting your clients that lead you to offering the correct service. Understanding both hair and client needs is the key to successful services. Explore how to use the language of persuasion in the real salon world. Be confident to communicate with your client about time and costs of services.

COLOR CORRECTION SPECIALIST

Impress your clients with your mastery of transition and transformation. Gain knowledge on how to be a true specialist and discover the tools that will make you outstanding in handling any color challenge and major color change.

COLOR TECHNIQUE SPECIALIST




Learn how to utilize knowledge and creativity like a specialist. Discover the most updated and phenomenal coloring techniques and services of Goldwell. Wow your clients with beautiful color results and the versatility of your upgraded service menu.

GREY COVERAGE SPECIALIST

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.

Master Colorist Color Specialist is for a stylist:

- » That has completed Master Colorist Technician
- » Continuing the Goldwell Master Colorist Journey
- » Who wants to become a master at customizing their clients color through a deep understanding of color correction and design elements

 9:00am - 5:00pm / 3 Days  USD \$900 / 32,142 SAP /  CAD* \$1,020 / 36,429 SAP  US 14 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)

COLOR ARTIST

This inspirational level takes you to the world of trends and fashion. Get inspired by the Goldwell Global Artistic Masters, expand your horizons and become a Color Artist.

WHAT'S IN IT FOR YOU?

- » Explore the Eluminated color universe of incredible color and brilliant shine
- » Reinvent and remix known techniques to achieve outstanding color
 - » Transfer your vision into salon-friendly color techniques
 - » Express your fashion statement in the "total look"
- » Get a better color sense, awareness, confidence in color design and visualization
 - » New inspiration with a fun and interactive workshop!

2 DAYS - INCLUDES THE FOLLOWING SEGMENTS



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 formula concepts. Give color your signature and your soul. Be the master of your color statements.

Master Colorist Color Artist is for a stylist:

- » Who has strong experience working with the Goldwell brand
- » Interested in completing the Goldwell Master Colorist Journey
- » Who wants to develop a creative eye and understanding of how trends are developed and interpreting those trends into hair color designs for their clients

 9:00am - 5:00pm / 2 Days  USD \$900 / 32,142 SAP / CAD* \$1,020 / 36,429 SAP  US 14 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
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TURN YOUR PASSION FOR CUT & SHAPE INTO MASTERY

Take your expertise to a new level - become a GOLDWELL MASTER STYLIST.

A true hairstyle is not just the cut and shape; it's the seamless integration of both. The Goldwell Master Stylist Program takes you step-by-step to the highest level of expertise.

MASTERSTYLIST 

ESSENTIAL SHAPES
Fundamentals of hair cutting

- » Stylists of all levels
- » 3-day seminar

CONTEMPORARY SHAPES
Contemporary and salon-friendly looks

- » Stylists with salon experience
- » 2-day seminar

ADVANCED SHAPES
Advanced shapes and multiple techniques

- » Stylists with experience (Essential Shapes, Contemporary Shapes)
- » 2-day seminar

CUT & SHAPE

Three inspiring cutting seminars take you into the exciting world of shape and design. It's a journey - improve your skills, achieve technical perfection and unlimited creativity!




ESSENTIAL SHAPES

For stylists of all levels.

Understand the fundamentals of haircutting by relearning the rules and the reasons behind them. Learn how to work methodically and get insights into which colors and techniques are best designed for each shape to give the best result.

Master Stylist Essential Shapes is for a stylist:

- » With cutting experience
- » Looking to begin a cutting journey with Goldwell
- » With a desire for precision cutting
- » Who wants to perfect precision looks from start to finish

 9:00am - 5:00pm / 3 Days  USD \$1,100 / 39,286 SAP / CAD* \$1,245 / 44,464 SAP  US 16 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.




CONTEMPORARY SHAPES

For stylists with salon experience and have completed Master Stylist Essential Shapes.

Create contemporary and salon-friendly looks. Use disconnection and color placement to enhance and emphasize the created shapes. Discover styling variations for the shapes to expand your range of finish options.

Master Stylist Contemporary Shapes is for a stylist:

- » With advanced cutting skills
- » Continuing the cutting journey with Goldwell
- » Who has completed Master Stylist Essential Shapes
- » Who wants to master disconnection to enhance and customize their clients' haircuts

 9:00am - 5:00pm / 2 Days  USD \$850 / 30,357 SAP / CAD* \$960 / 34,286 SAP  US 16 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

ADVANCED SHAPES

For stylists with salon experience and have completed Master Stylist Essential and Master Stylist Contemporary Shapes.

Create edgy and exciting looks. Use enhanced disconnection and color placement. Understand the fundamental rules of advanced disconnection. Push the boundaries of creativity with a modern approach to advanced work.

Master Stylist Advanced Shapes is for a stylist:

- » With advanced cutting skills
- » Interested in completing the cutting journey with Goldwell
- » Who completed Master Stylist Essential Shapes and Contemporary Shapes
- » Who wants to develop a creative eye for cutting and understand how to use a circle, square and triangle to push their creative boundaries and create looks for their most trend focused clients

 9:00am - 5:00pm / 2 Days  USD \$850 / 30,357 SAP / CAD* \$960 / 34,286 SAP  US 16 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.



KAO SALON ACADEMY SKILL MASTERY

Choose classes based on
your skill level and your desire to learn.



BUILD.
GET READY TO
SUCCEED
Establish a powerful
foundation



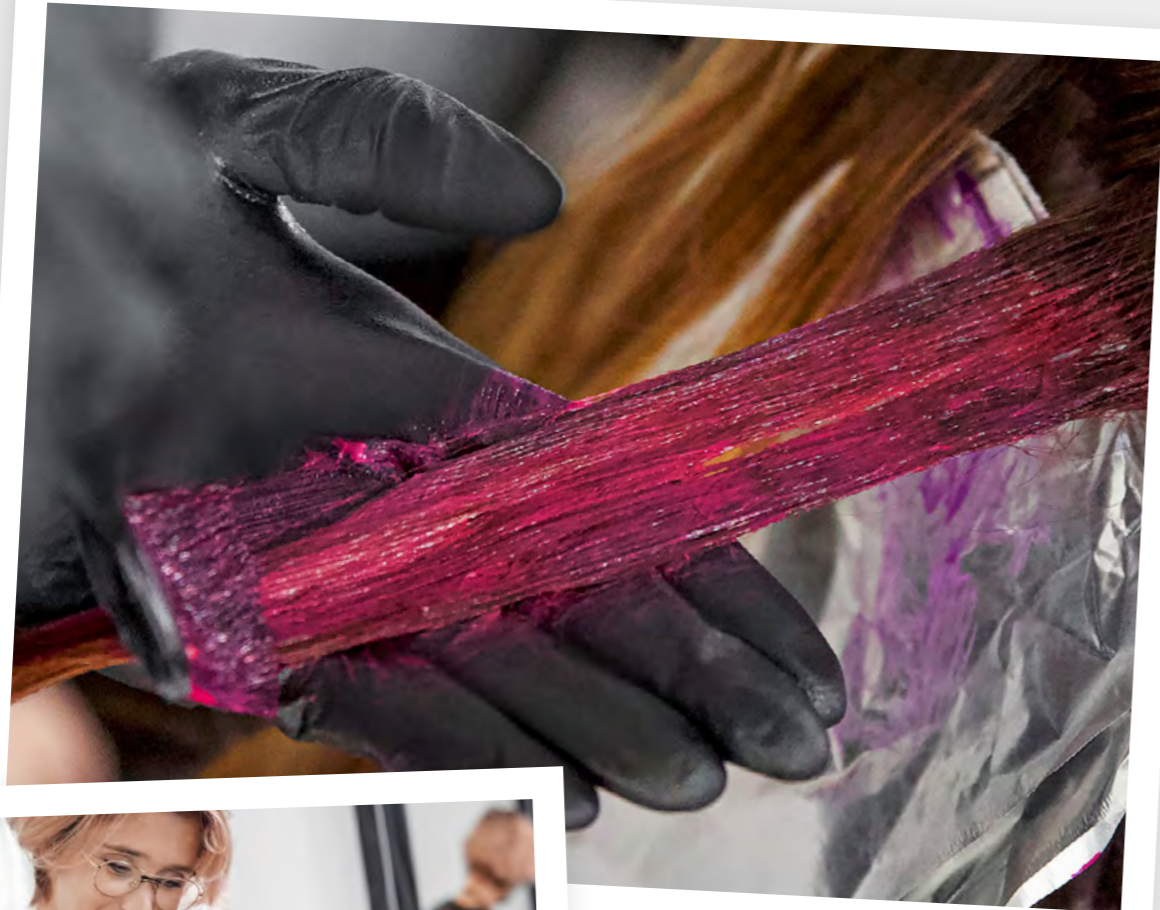
GROW.
GET READY TO
DO MORE
Take your skills to
the next level



CREATE.
GET READY TO
EVOLVE
Bring out your
creativity



Some programs in this section are **Academy Exclusive** only and represented by this icon.
Click here or go to www.kaosalonacademy.com for more information.



ENTER A COMPLETE COLOR WORLD

WHAT'S IN IT FOR YOU?

- » Boost your creativity with high-performance color additives
- » Experience the customized Eluminated Hair Color Services
 - » Get confidence in facing any color challenge



BUILD. GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

FOUNDATION MASTERY



Learn all about Goldwell color from A-Z in this comprehensive 2 day seminar. Gain the confidence to use all color ranges effectively. Find out more about how to promote different service options to your clients. Discover the endless service possibilities of demi-permanent coloring with Colorance, permanent coloring with Topchic and Nectaya and how Blonde clients are an extremely important part of any salon's business. Gain insights into the needs of these clients and the core salon services related to highlighting, decolorizing and toning. Finally, learn how to achieve brilliant color results with exceptional shine and durability with Elumen color. Become an expert in customized communication and application tools as well as promoting new services to your client.

 10:00am - 5:00pm / 2 Days  CAD* \$85 / 3,036 SAP  CA 20

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

FORMULATION MASTERY



Hone and perfect your formulation skills in this one day program. Gain deeper knowledge of the color wheel and why it is the foundation of all advanced color services. Discuss real life scenarios and practice on wefts to perfect your ability to predict your end results every time.

 10:00am - 5:00pm / 1 Day  CAD* \$115 / 4,107 SAP  CA 20

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
[click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)

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. You will practice your foiling skills through a variety of services using SilkLift, Topchic, New Blonde, and Colorance Express Toning.

 10:00am - 5:00pm / 1 Day  CAD* \$170 / 6,071 SAP  CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! BLONDE AMBITION



Featuring Michael Shire & Monica Hastings

This is the perfect introduction to the Goldwell Lightening Portfolio! In this one day seminar you will be taken through all lightening possibilities, from highlighting, achieving that perfect platinum, to pre-toning for pastels and vivids!

Learn to achieve and maintain amazing results for your clients while preserving optimal condition of their hair. Take it to the next level!

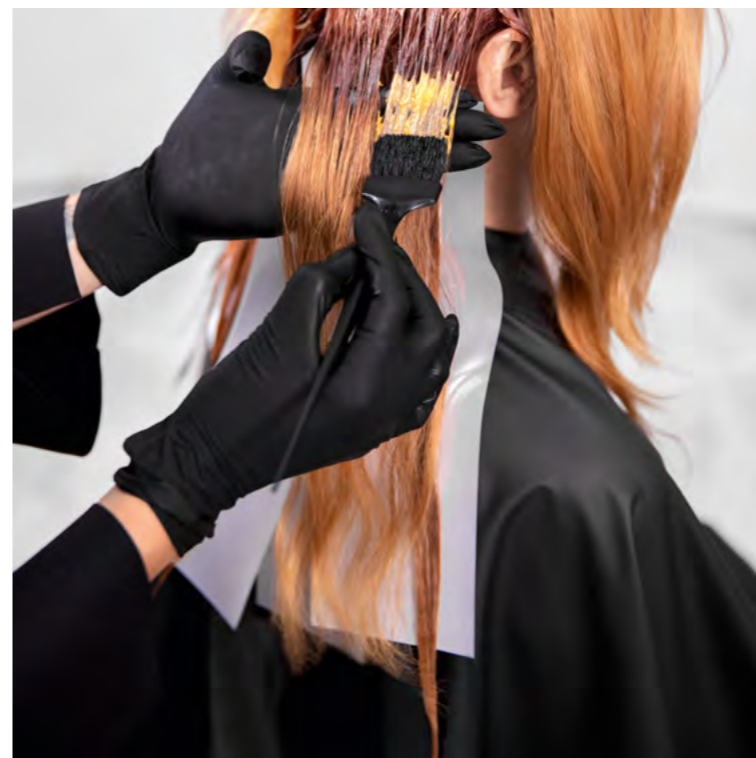
3 areas of focus:

- » Product Knowledge
- » Pre-lightening
- » Toning

 10:00am - 5:00pm / 1 Day  CAD* \$395 / 14,107 SAP  CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
[click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)





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

NEW! TREND FORECASTING



This trend focused program allows you to explore what is happening in fashion and hair right now with its seasonally changing content. By understanding what is happening in trends you can bring your clients the most up to date looks that will have your clients giving you the ultimate compliment- SELFIES. You will leave with new inspiration and a how to on creating the most current trending looks.

What you will take away:

- » Understand and interpret current trends
- » Get inspired
- » Learn the techniques to bring the most trending looks to life

10:00am - 4:00pm / 1 Day USD \$350 / 13,000 SAP US 16

FIERCE FORMULATIONS



Featuring Robert Brown

Create clean blondes, vibrant durable reds and beautiful brunettes! No matter what the season or trend, beautiful blondes, reds and brunettes never go out of fashion. But blondes don't need to be dull, brunettes don't have to be boring, and reds truly can last, when you know how to achieve the perfect formula! You will leave truly understanding and experiencing the complete world of color. Plus, learn how to have your clients look the same when they return to the salon as when you last provided their color service.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! HAIRPAINTING WITHOUT LIMITS



Hair painting knows no bounds and neither does this program! You will explore everything there is to know about hair painting using the entire Goldwell portfolio. You will explore tension, saturation, diffusion and sectioning to give you endless options for the most seamless looks through several hands on sessions.

What you will take away:

- » Create seamless hair painting and color melting looks with the Goldwell portfolio
- » Practice new techniques through several hands on work shops
- » Maximize the results you get from each appointment

10:00am - 4:00pm (5:00pm CA) / 2 Days USD \$750 / 27,000 SAP / CAD* \$850 / 30,357 SAP

US 16 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! EXPERT FORMULATOR



Featuring Robert Brown

In this 2 day program Robert Brown will take you through everything formulation. You will take a deep dive into formulating focusing on different textures, canvases, and how they will affect your end results. During your time together you will have the opportunity to trouble shoot the clients that you already have and, see through new eyes a better approach to their formulas. Through several hands on workshops Robert will walk you through even the most extreme scenarios that will leave you ready to tackle every type of client that walks through your door.

What you will take away:

- » Advanced formulation utilizing the entire Goldwell portfolio
- » Techniques and formulas for all texture types
- » Practice formulating your most challenging client situations

10:00am - 5:00pm / 1 Day USD \$750 / 27,000 SAP US 16

HAIRCOLOR EXPOSED - EXPLORING THE SCIENCE OF HAIRCOLOR



Featuring Sal McKinzie

The science behind how color works can actually get pretty complicated. This one day session breaks down the hair structure and provides an overview of the process that makes Goldwell color unique. Explore in-depth color situations, from difficult to cover grey to the most extreme color correction challenge, all while gaining insight as to the "why" behind it all. Uncover the best Goldwell color solutions for your most extreme challenges and walk away with the knowledge to face any color challenge in your salon.

What you will take away:

- » A deeper understanding of how hair color works
- » The "why" behind color and product selection
- » Solutions to every day behind the chair challenges

10:00am - 5:00pm / 1 Day USD \$150 / 6,000 SAP US 16

MIXING THE COLOR PALETTE



Featuring Odete DaSilva

If you want to elevate your ability to individualize color through formulation, this class is a must. Building on universal color theory, you'll learn a step-by-step approach to formulating color based on your client's existing hue, condition and the result you want to achieve. You'll gain a deep understanding of how pigments work and how to select the best product to achieve the desired goal for your client - whether it's superb grey coverage, extreme lift or revising colored hair. At the end of the two-day course, models arrive so you can put your new skills to work!

What you will take away:

- » A better understanding of the color wheel
- » Deeper understanding of how hair color works
- » Formulas for better results on your everyday clients

10:00am - 4:00pm / 2 Days USD \$750 / 27,000 SAP US 14



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

NEW! THE ART OF CONSTRUCTING COLOR



Featuring Derrick Zeno

This 2 day program takes an in depth look into color formulation. You will gain the knowledge of the color wheel to create the most balanced formulations using the tools in the Goldwell portfolio. We will explore how to use intensive colors to expand and neutral shades to create depth, all giving an illusion of movement just by choosing the correct colors. Derrick will take you on a journey that focuses on broadening your knowledge of color theory, and give you the skill set you need to create your own signature colors. No subject will go untouched from grey coverage to tint backs to toning. You will go beyond your basic understanding of color theory and bring to life your new formulations in a hands-on workshop.

What you will take away:

- » Advanced formulating
- » Creating depth and movement with color selection
- » A new approach to creating your own signature color for your clients

10:00am - 5:00pm / 1 Day USD \$750 / 27,000 SAP US 16

NOT YOUR BASIC BLONDE



Featuring Krysten Ashley-Garrod & Stuart Garrod

The spectrum of Blonde is so varied and customized to each client. Some clients want the perfect platinum, others just a sun-kissed look. Creating the perfect blonde that stands out is one of the most skillful color services you can offer in your salon. Learn how to utilize all the tools in the Goldwell portfolio and master placement and toning techniques that will take your blondes from pretty to perfection.

10:00am - 5:00pm / 2 Days CAD* \$850 / 30,357 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! EXTENDED REGROWTH



Featuring Krysten Ashley-Garrod

Extended Regrowth is a new program that will help you successfully tackle both the clients that waited for you and those that attempted color at home!

In this class, Krysten-Ashley will review techniques when working on extended regrowth and color corrections. Including double process blondes, extra long dimensional grey coverage and "mini" color corrections.

Considering our new guidelines, time is more crucial than ever. Krysten-Ashley will showcase her top 2 time efficient foiling and colouring techniques that help her maximize dollar value and minimize work.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.



CREATE. GET READY TO EVOLVE
BRING OUT YOUR CREATIVITY

EXTREME COLOR CAMP



Featuring Rodica Hristu

Are you a colorist that stands out from the other colorist in your salon? Have you developed unique techniques, ideas and concepts in coloring hair? Drive your color abilities to new limits with this 2 Day Program. Join other creative, passionate colorists to share advanced concepts. This program will open your eyes to all the fine details taking you from a colorist to a hair color artist; become an elite colorist... taking even the most advanced colorist to a new dimension.

10:00am - 5:00pm / 2 Days CAD* \$850 / 30,357 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

EXTREME COLOR EVOLUTION



Featuring Rodica Hristu

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.

10:00am - 5:00pm / 2 Days CAD* \$850 / 30,357 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! MASTERING BLONDES



Featuring Rebecca Hiele

In this 3 day advanced blanding program Rebecca will take you through everything you need to know about making the most perfect shades of blonde. You will cover everything from what the eye perceives to techniques that will take your clients looks to the next level. Not only will you learn about creating new tones but, Rebecca will help you understand the why and how behind each step of the process. In your time together Rebecca will share her insights on trends and, guide you through advanced formulation. In the end she will be by your side as you put all of your blanding knowledge to practice on a live model.

What you will take away:

- » Learn about the entire Goldwell blanding portfolio
- » Learn techniques and trends for all your blonde clients
- » Anchor your knowledge in the why and how behind blanding services

10:00am - 5:00pm / 2 Days USD \$900 / 33,000 SAP US 14



CREATE. GET READY TO EVOLVE BRING OUT YOUR CREATIVITY

CORRECT TO PERFECT - A UNIQUE APPROACH TO COLOR CORRECTION



Featuring *Rebecca Hiele*

An intensive 2 day color correction boot camp for your most challenging color corrections. You will explore and experience the best approach to take unicorn hair back to natural, and dark or intense colored hair to a light bright end result. From the moment you arrive you will begin a hands on journey of taking your most extreme color correction moment to a beautiful and natural end result, in salon real time. You will also gain knowledge in formulating for today's most current techniques such as hair painting, babylights, root shadowing, and drop toning to make these looks come to life. This program is for stylist ready to take the next step in their color correction journey. It is highly recommended that you have completed Master Colorist Technician and Master Colorist Specialist previous to attending.

What you will take away:

- » A systematic approach to color correction
- » New techniques for today's most on trend looks
- » Formulas for changing tint and tone

10:00am - 5:00pm / 2 Days USD \$750 / 27,000 SAP / CAD* \$850 / 30,357 SAP US 16 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

CREATIVE COLOR PLACEMENT



Featuring *Jamie Dennis*

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.

10:00am - 5:00pm / 2 Days CAD* \$850 / 30,357 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
[click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)

FLOW



Featuring *Marilyn & David Vendittelli*

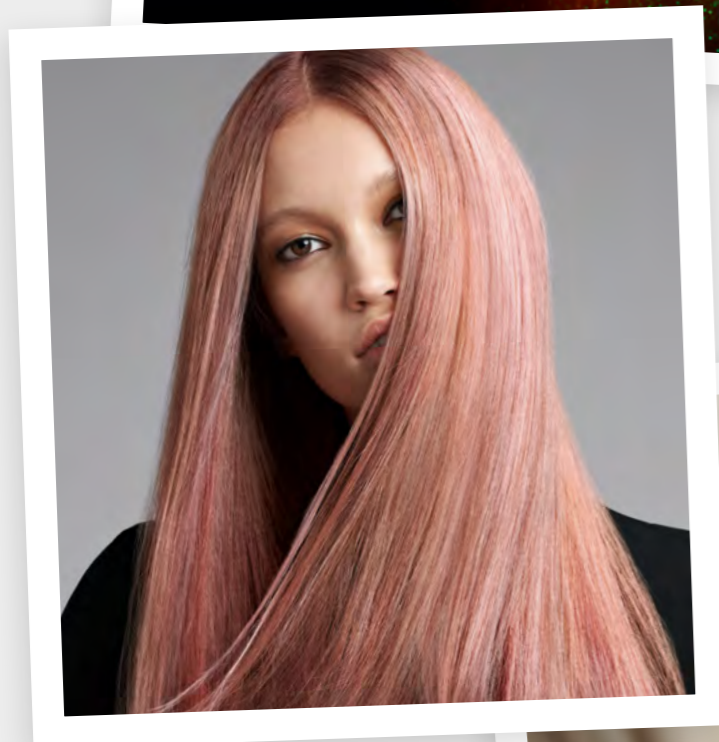
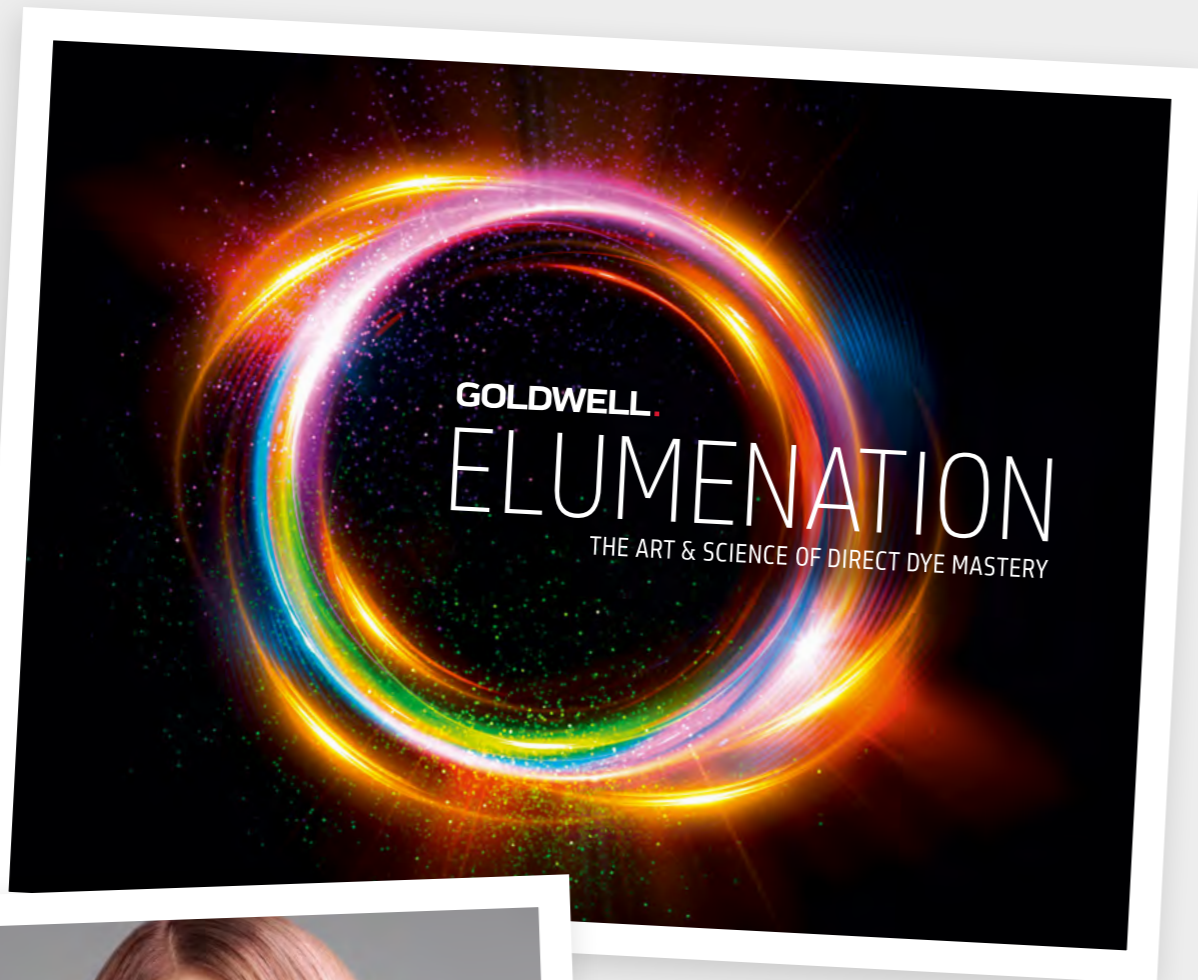
You have mastered the classic services of cutting and coloring. Now you and your clients are seeking a new twist on their classic bob or highlights. Learn how to work effectively and quickly throughout your day to create those current and trendy looks clients are asking simply by adding a twist to the classics in minimal time. Discover how to easily incorporate home care conversations into your services to increase your earning potential. This 1-day program includes demonstration of 5 complete looks from cut to color to finish with a practical workshop to create one of those looks as your inspiration.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
[click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)





ELUMINATION

**From Color to Eluminated Hair Color.
A full spectrum of extraordinary brilliance and vibrant shine.**

WHAT'S IN IT FOR YOU?

- » Be inspired by Eluminated Hair Color Services
- » Try out the most stunning colors, new techniques and formulations
- » Join our hands-on sessions to gain excellence and have fun!

Transform hair color as you know it and open up endless, new possibilities for your color artistry and creativity.

**IMAGINE COLOR.
NOW MULTIPLY IT.**

ELUMENATE 2.0



Featuring Jennifer Vermeer

Explore the world of Elumenation 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. This 1 day program will focus on creative formulation options using all forms of Eluminated color applied on human hair wefts. Open up a whole new shade palette simply by mixing. Stylists will leave with 20+ new formulations complete with swatches for easy in salon consultation. And now you understand the world of ELUMINATION.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com



KAO SALON ACADEMY SKILL MASTERY

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



Some programs in this section are **Academy Exclusive** only and represented by this icon.
Click here or go to www.kaosalonacademy.com for more information.

IMPROVE YOUR CUTTING AND FINISHING SKILLS WITH CREATIVE TECHNIQUES.



BUILD. GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

GLOBAL SPHERE - INCEPTION



Featuring Rino Balzano

This two-day course will leave you with fundamental techniques you can apply to achieve flattering looks on your 'bread and butter' clients. A great program to compliment the discipline learned in the Master Stylist programs and to add inspiration and flexibility to use on a daily basis to master the most suitable looks for their clients.

- » Body Position
- » Sections & Partings
- » Graduation & Layering
- » Distribution
- » Cutting Lines & Fringe

10:00am - 5:00pm / 2 Days CAD* \$850 / 30,357 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

EXPRESS STYLING



Featuring Frank Cini

Create beautiful styles in under 15 minutes! Become proficient with long hair and tackle any look whether it's painstakingly neat or artfully dishevelled" (in minutes). Throw traditional theory out the window, minimal hair preparation work with natural texture! Introduction to several techniques.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.



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

GLOBAL SPHERE - EVOLUTION



Featuring Rino Balzano

Push your creativity, exploring new ideas and approaches working the principles of cutting elevation, over direction, finger & body position. Working with bobs to pixie and everything in between. Use the Global Sphere system to increase working speed. Real time cutting!

For stylists who have completed Global Sphere - Inception.

10:00am - 5:00pm / 2 Days CAD* \$850 / 30,357 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

MODERN BARBER



Featuring Jeffrey Moffett and Tony Cola

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.

What you will take away:

- » Improve your speed and facility with refined fading & scissor skills
- » Advance your customer service, client care and consultation with product selling tips

Learn to efficiently and confidently identify and use the right tools and techniques to deliver the look you want every time.

10:00am - 4:00pm (5:00pm CA) / 2 Days USD \$750 / 27,000 SAP / CAD* \$850 / 30,357 SAP

US 14 / CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.



CREATE. GET READY TO EVOLVE
BRING OUT YOUR CREATIVITY

CONTRASTING CONTOURS - A CUT AND COLOR EXPERIENCE



Featuring Tony Cola and Mark Holloway

Unlock your creativity in this 2 day, hands-on program that features haircutting techniques and hair color patterns with formulations for today's most on trend looks. Discover how creating positive and negative shapes will enhance your cutting skills to give your most demanding clients a fresh new look. Explore color techniques that can stand alone, or add the various styles and lengths combined with the haircuts provided in this exciting program. Understand what it means to "cut the color" or "color the cut" by creating contours with color, cutting and how the two go hand-in-hand for a complete on trend customizable style.

What you will take away:

- » Learn to work methodically
- » Learn to enhance your shapes through a contemporary approach to cutting
- » Understand the fundamental rules of using salon friendly disconnection and the reasons behind them
- » Understanding shape, size and placement of disconnected zones within haircuts
- » Modern approach to salon work

10:00am - 5:00pm / 2 Days USD \$750 / 27,000 SAP US 16

FLOW



Featuring Marilyn & David Vendittelli

You have mastered the classic services of cutting and coloring. Now you and your clients are seeking a new twist on their classic bob or highlights. Learn how to work effectively and quickly throughout your day to create those current and trendy looks clients are asking simply by adding a twist to the classics in minimal time. Discover how to easily incorporate home care conversations into your services to increase your earning potential. This 1-day program includes demonstration of 5 complete looks from cut to color to finish with a practical workshop to create one of those looks as your inspiration.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

LONG HAIR ARTISTRY



Featuring Frank Cini - 2018 NAHA Winner Styling & Finishing

Discover new techniques & long hair tricks. Use knotting, twisting, tying, ruffling, & pancaking to design a variety of looks. Create wind swept updos, romantically ruffled braids, loosely knotted chignons & blurred buns.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com

PICTURE PERFECT BRIDE



Featuring Cathey Salerno

Cathey Salerno, owner of Picaso Studies has been in the hair industry for over 35 years, specializing in the bridal business for the last 25 years. She is the leader in her field, doing over 4000 brides including their bridal parties. Cathey's work has been featured in WedLux, Elegant Bride, Perfect Wedding Guide, and Today's Bride. She has taken all she knows about the bridal industry and created this seminar to help you be the best bridal stylist and long hair finishing artist you can be.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! COLORING FOR THE CUT



Featuring Zachary Jarid & Clare Malarkey

The concept of cohesive hair coloring and hair cutting is something Zachary Jarid and Clare Malarkey have mastered over their years working side by side to create hand tailored looks. In this 2 day program they will share with you their approach to creating a holistic haircut and color. You will gain insights into how different cutting tools and techniques can enhance color that has been custom fit to your client. Not only will you have the opportunity to learn from Zachary and Clare how they have successfully built a business on this cohesive approach, you will get to put it into practice with a hands on workshop session.

What you will take away:

- » A holistic approach to cut and color
- » How to blueprint a tailored color and cut for each individual client
- » Cutting techniques with a scissor and razor
- » Coloring techniques using balayage and merging

10:00am - 5:00pm / 2 Days USD \$750 / 27,000 SAP US 16

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com



PHOTOGRAPHY & COMPETITION

Get Inspired! Get Creative!

Perfect the craft of shooting a collection for any of the industry awards, or just for personal growth.

NEW! CAPTURE YOUR CREATIVITY WITH THE PERFECT SHOT - VIRTUAL PREP



Featuring Rebecca Hiele, Roberto Ligresti, Rod Novoa, David Maderich

Learn the secrets to showcasing your best work from industry experts in hair, makeup, fashion, and photography. Register for the first ever VIRTUAL ACADEMY EXPERIENCE Photoshoot Prep Session and go behind the scenes with experts to discover how to capture the perfect picture. This is a great first step to set you up for success at the upcoming model shoot session at the Kao Salon Academy in New York.

The Perfect Shot online session is a 3 hour seminar lead by Rebecca Hiele, International Artist and Educator. She will be joined by award winning artists, David Maderich (@davidmaderich) NAHA Winner and Celebrity Makeup Artist, Roberto Ligresti Award Winning NYC Fashion and Beauty Photographer (@roberto_ligresti_studio), and Rod Novoa international Creative Director and Stylist (@rod_novoa).

This program is for the stylist who is looking to perfect the craft of shooting a collection for any of the industry awards, or just their personal growth. It will take you from beginning to end following the process, mindset, and final results of looks that have won each of these artists' awards. This will be an interactive session and you will be able to ask questions and get involved with some of the best in the Beauty Industry!

🕒 12:00pm - 3:00pm / 3 Hours 🌐 USD \$50 / 2,000 SAP / CAD* \$55 / 1,964 SAP

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

NEW! CAPTURE YOUR CREATIVITY WITH THE PERFECT SHOT - HANDS-ON



Featuring Rebecca Hiele, Roberto Ligresti, Rod Novoa, David Maderich

The Perfect Shot hands-on model session is a 2 day seminar lead by Rebecca Hiele, International Artist and Educator. She will be joined by award winning artists, David Maderich (@davidmaderich), NAHA Winner and Celebrity Makeup Artist; Roberto Ligresti (@roberto_ligresti_studio), Award Winning NYC Fashion and Beauty Photographer; and Rod Novoa (@rod_novoa), International Creative Director and Stylist.

Take advantage of this opportunity to work in person with the talented artists you were introduced to during the online session. You will receive guidance from Rebecca Hiele on how to bring your ideas and direction to life at the Kao Salon Academy New York. You will also get the opportunity to partner with David Maderich, Roberto Ligresti, and Rod Novoa in preparing and shooting your looks. At the end of the 2 days you will have completed a shoot from concept to completion. You will leave ready to enter your photos in an industry award, or display your hard work in a beautiful set of photos for your salon. Choose your model along with wardrobe and we'll see you in New York!

Your model must accompany you on both days along with wardrobe and makeup.

Tools to bring: Model, wardrobe, color apron, All tools you will need to create your look. Note all color and styling products provided by Goldwell and KMS.

🕒 9:00am - 5:00pm / 2 Days 🌐 USD \$1,200 / 43,000 SAP 🏠 US 14

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)

CREATING A COMPETITION ENTRY



Featuring Michelle Pargee, Chelsea Sutherland, Michael Shire

This three-day course will put you on your way to the win with all the tools and knowledge you need to enter a competition with confidence.

Day One: 10:00am - 5:00pm

You'll gain an in-depth understanding of trend predictions so you can create your own inspiration. You'll learn how to storyboard your idea and how to create swatches to tell your color story.

Day Two: 9:00am to when model is complete

This full day is dedicated to model prep start to finish - with expert guidance in color formulation, cutting and shape application.

Day Three: 9:00am to when photo shoot is complete

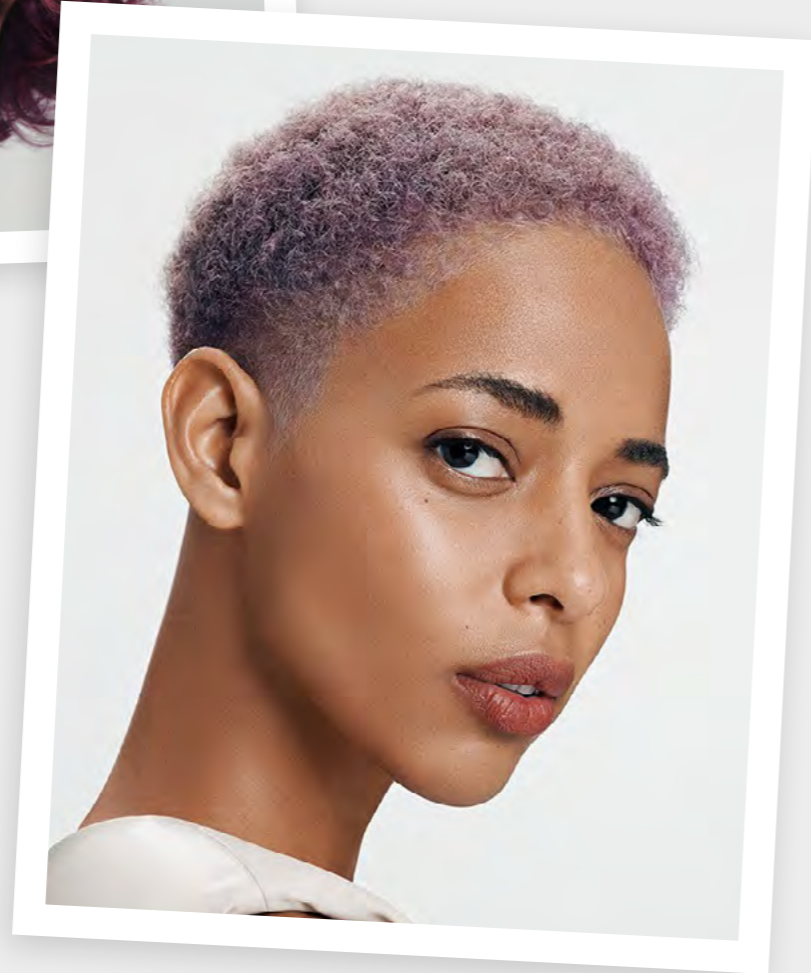
Now you're ready for your photo shoot with one of our top photographers and a team of make-up artists with pro expertise. Do to photo shoot please plan on this day running later than 5pm.

Your model must accompany you on day 2 and day 3 along with wardrobe.

🕒 3 Days 📄 CAD* \$1,355 / 48,393 SAP / 2nd Attendee/Assistant \$100 / 4,107 SAP 🇨🇦 CA 15

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.





TEXTURE

Beautiful comes in all shapes.

This is for anyone who is new to working with textured hair and anyone who has lots of experience with highly textured hair.

WHAT'S IN IT FOR YOU?

- » Expand your knowledge and understanding of texture, different hair types and hair as a fabric
- » Elevate your skill set on how to color, design, and finish hair with many textures
- » We'll discuss opportunities to adjust natural texture and even create wave
- » Building of confidence for anyone new to textured hair.

NEW! TEXTURE



Featuring Shannon King and Steven Picciano

Curly, wavy, and coiled hair is more than a trend; it's a movement. One of the most exciting things in our industry is that we create on a living medium that is more than just flat canvas. In this 2-hour VIRTUAL ACADEMY EXPERIENCE, you will take a journey into coloring, cutting, and styling textured hair. You will walk away with a better understanding of how to approach any texture that may walk through your salon door.

What you will take away:

- » A clear understanding of the types of textures
- » How to approach the haircut/styling depending on the intensity of texture
- » Coloring tips and tricks

3 Hours USD \$100 / 4,000 SAP

NEW! TEXTURE REIMAGINED



Featuring Shannon King and Steven Picciano

Imagination abounds in this two-day, hands-on program that features styling techniques and hair color patterns with formulations to reimagine textured hair. Elevate your confidence and experience the mind shift of creating beautiful movement on wavy, curly and even coiled hair. Explore stand-alone color techniques on all hair types that highlight texture, add bold statements or provide subtle hints that enhance texture. Imagine what it means to "reduce" or "cultivate" texture by reimagining what you can do with textured hair.

9:00am - 5:00pm / 2 Days USD \$800 / 29,000 SAP US 14

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)



SALON SUCCESS

Make recommendation an experience.

WHAT'S IN IT FOR YOU?

- » Understand brands and buying preferences
 - » Recognize client types
 - » Tailor consultations to client types
- » Upgrade the clients' salon experience
- » Turn opportunities into client purchases

SUCCESS BEHIND THE CHAIR



Featuring Linda Kelsey

Whether you own your salon or work for someone else, your chair is your business. This program is a full day of coaching and mentoring for you to work "on" your business vs working "at" your business. Some of the important information covered will be; identifying how you want to be viewed by your clients, self-awareness and development opportunities, communication, consultation, and the importance and opportunity that exist with rebooking and retail.

Stylist/Owner Testimonial

"Success behind the chair with Linda Kelsey was an amazing eye opener for me! Her extensive knowledge on how to make the most of my current situation was astonishing. I never knew how much opportunity there was for growth with my existing clients and how to increase revenue. The class was so enjoyable because Linda is hilarious and puts life in a perspective that is very relatable. I would recommend this class to anyone who wants to make more as a hairdresser! Linda's class is genius!"

- Chantel Funk Hair Design.

 10:00am - 5:00pm / 1 Day  CAD* \$395 / 14,107 SAP  CA 20

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

For the most current program offerings along with dates and locations,
click here or go to www.kaosalonacademy.com

SALON SUCCESS AND STRUCTURE



Featuring Kelly Hallet & Tammie Axworthy

Salon Success and Structure has been developed by two passionate salon business owners that share their insights and the keys to successfully building their businesses. This seminar focuses on the salon owner and building a solid salon culture. Are you ready to make your business more successful? In this program small salon business owners will learn the importance of branding, recruitment and training, developing a salon manual and social media marketing strategies. By incorporating your mission and values into key areas, salon owners will gain focus and structure in their salon environment.

10:00am - 5:00pm / 1 Day CAD* \$395 / 14,107 SAP CA 20

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

ENGAGE: TRAIN THE TRAINER



Featuring Christian Faircloth & Shannon King

This three-day experience provides the salon trainer with the latest techniques and methodologies for impactful engagement. Increase staff retention, performance and attendance through powerful trainings that are interactive and on purpose. Overcome classroom challenges through effective coaching. Don't just train... engage!

Engage is designed for the salon trainer who is looking to:

- » Develop impactful learner focused training solutions
- » Gain expert advice on handling challenging situations within the training environment
- » Learn the how-to of designing training programs to help stylist build their skills, grow their confidence and create a life-long career

Salon Trainers who join the Engage Train the Trainer workshop will gain insight into creating an empowering learning environment, managing classroom challenges, and engaging a variety of learning styles with the latest techniques.

9:00am - 5:00pm / 3 Days USD \$1,200 / 43,000 SAP US 16



360° SALON PERFORMANCE™ BUSINESS SEMINARS

All Beauty360° seminars are available on demand.



Allyson King



UPDATED! FUEL FOR BUSINESS - COVID RECOVERY EDITION



Fuel your confidence with proven business, marketing and training systems to make your salon more efficient and profitable. In this class you'll learn to build a comprehensive plan for your business while establishing day-to-day best practices to challenge, motivate and inspire your team.

You'll learn to:

- » Gain mastery your salon's financials and planning your business's future
- » Learn COVID-19 recovery strategies and explore new ideas to infuse profit into your business
- » Discover sales, marketing and EXECUTION strategies to drive sales
- » Establish a winning coaching system to drive performance and grow your team's income

CREATING YOUR TRIBE — LEVERAGING AN APPRENTICESHIP 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.

You'll learn to:

- » Attract and retain the right talent for your salon
- » Reward top performers while developing a mentorship culture
- » Learn strategies to effectively develop confident, creative and productive new talent
- » Grow salon revenue by building a team of loyal top performers

SALON² - MULTI-UNIT LEADERSHIP



You're a successful salon owner but it's no guarantee your success will continue with the complexity and evolving demands of multi-unit salon ownership. In this two-day seminar learn to lead to where your business is going vs where it is today.

You'll learn to:

- » Understand the evolving role of a multi-unit leader
- » Learn to realistically and effectively lead, coach and guide your team
- » Execute effective salon visits
- » Create a strong pipeline of future leaders to support your growth
- » Establish a streamlined system to effectively manage time, priorities and to drive performance.

POWERING PEOPLE, PERFORMANCE AND PROFITS



Your team is your greatest resource and a major source of your profits. Learn to have powerful on-going conversations that inspire performance, build trust and honor your salon's culture.

You'll learn to:

- » Establish a communication system to increase your teams' the accountability, interdependence.
- » Leverage your team's strengths
- » Maneuver performance conversations fairly and consistently
- » Create win-win situations to drive the behaviors you want

FOR PROFIT FRONT DESK



Your client's not only enter through the front of your salon they also exit there. Don't let your profits leave with them. A well trained, scripted and polished front desk staff can not only increase salon revenue and reduce expenses they can make for a much happier and profitable salon.

You'll learn to:

- » Coach, counsel and mentor your front desk to become consistent, dependable and professional members of the salon team
- » Create scripted dialogue to ensure great customer service every time
- » Develop and utilize tracking systems and metrics to ensure substantial ROI from your front desk
- » Establish a reward system designed to incent the behaviors you want
- » Increase service sales, re-bookings, retail sales and client count with proven strategies and front desk techniques

NEW! CONCIERGE SERVICE - GO BEYOND THE FRONT DESK



Concierge Expertise - Identifying the Secret Sauce to Next Level Service.

- » 5 Star service in today's climate
- » Take a look outside our world - explore case studies to find opportunities

Orchestrating Results - Getting Beyond Booking, Planning, and Executing a Winning Day.

- » Leverage technology to increase profits
- » Create and execute a seamless, effecting strategy from check-in to check-out

Walk This Way - Creating a Client Service Playbook and Pre-Game Huddle.

- » Exposing the client to all you have to offer
- » Developing experience protocols to drive incremental sales

Measure What You Treasure - Measuring and Leading to Success - Your Concierge's Role.

- » Connecting performance to role, training, and execution
- » Coaching performance to drive results
- » Attract and retain the right talent for your salon
- » Reward top performers while developing a mentorship culture
- » Learn strategies to effectively develop confident, creative, and productive new talent
- » Grow salon revenue by building a team of loyal top performers



KAO SALON ACADEMY VIRTUAL EXPERIENCE

Bringing the experience to you.

Our education is tailored to help hair stylists be as successful as possible - artistically, creatively and technically. With these programs, we are able to bring the experience to you, virtually. Experience the same type of creative programs, technical workshops and artistic inspiration - there is definitely something for everyone!



Available in USA



Available in Canada



INTERNATIONAL ARTISTIC TEAM

Get inspired by empowering creatives.

As ambassadors of Goldwell's highest standards, the stylists on the International Artistic Team are a great source of inspiration and brilliant role models to learn from.

Our academies and stages around the world are the best places for you to meet them and get ahead. The Goldwell International Artists are eager to share their knowledge hands-on with you and help you develop your professional skills.

This is your chance for a real career boost.



2021 GOLDWELL & KMS ON TOUR

GO GOLDWELL | HAIR | COLOR | STYLE



Join the Goldwell and KMS Teams as we take education, inspiration and creativity on the road. You will experience look and learns in the latest color trends, hands on classrooms with the latest in cutting and razor techniques and hands-on styling inspired from the runways.

This one-day event will consist of three inspirational programs from some of the industry's most talented artists.

Look and Learn - Color:

Join the Goldwell team for a journey into Hair – Color – Style with the latest trends, from commercial and consumer to color creations. Get inspired from the team and learn all about Goldwell 2021.

Hands On - Styling Inspiration:

Join the KMS team as they show you the latest in Styling trends straight from the Global runway taking runway to reality. In this class you will learn three runway inspired trends you will recreate in a hands-on workshop.

Hands On - Mastering the Cut:

Join Shannon King and the Master Stylists Team as they share with you signature cutting and razor techniques. Learn how to create fashion-forward beautiful wearable hair for clients while infusing your creativity into each look.

Dates & Locations:

May 17 - Ocean Place Resort, Long Branch, NJ

July 12 - Westin, Ft. Lauderdale, FL

August 22 - Foxwood Resort Casino, Mashantucket, CT

August 29 - Sheraton, Toronto, CAN

September 13 - JW Marriott Parq, Vancouver, CAN

September 19 - Renaissance Nashville, TN

Dates and locations are subject to change.

Can't attend in person? Some programs will be offered as a live virtual event.

Ticket Price:

Live Event

 USD \$275 / 20,000 SAP / CAD* \$310 / 20,000 SAP

Virtual Event

 USD \$50 / 2,000 SAP / CAD* \$55 / 2,000 SAP

*CAD pricing/points includes taxes. SAP - Salon Alliance Points.

Live Event Ticket Price Includes:

A full day of education with three 2-hour programs in rotation, one mannequin head, lunch, morning and afternoon snack, welcome cocktail and closing cocktail hour meet and greet with the artistic team and models. Welcome gift with Varis and Academy giveaways.



NATIONAL ARTISTIC TEAM



Rebecca Hiele
Willow Grove, PA
International Goldwell Artist



Necole Capicchioni
Detroit, MI



Thomas Dewing
Milwaukee, WI



Clare Malarkey
Brooklyn, NY



Tiffany Blair
Boston, MA



Yolanda Carrasco
Chicago, IL



Mark Holloway
Miami, FL



Jeffrey Moffett
Philadelphia, PA



Robert Brown
Memphis, TN



Tony Cola
Baltimore, MD



Zachary Jarid
Brooklyn, NY



Stella Livoti
New York, NY



Nick Pagano
New York, NY

NATIONAL ARTISTIC TEAM

KAO SALON ACADEMY TRAINERS



Steven Picciano
Garden City, NY



Daniel Rubin
Chicago, IL



Tiffany Van der Meiren
Phoenix, AZ



Melanie Wade
Seattle, WA



Derrick Zeno
Reno, NV



Sarah Anguiano



Odete DaSilva



Alyssa Gambino



Shannon Koledin



Mariana Marsico



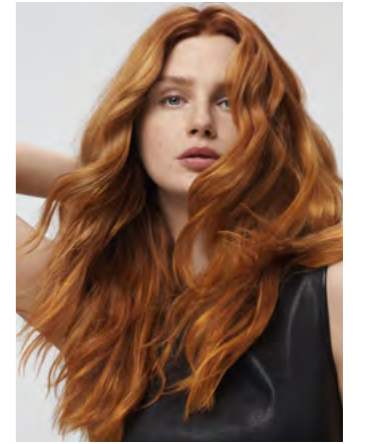
Dawn Meister



Lisa Marconi



Michele VonGunten



NATIONAL ACADEMIES

Our National Academies are the ultimate destinations within your country to meet for new expertise and inspiration. Join us and share creative ideas during memorable moments.

It's all about knowing where to find inspiration!

KAO SALON
ACADEMY
NEW YORK

KAO SALON
ACADEMY
TORONTO



GLOBAL ARTISTIC NETWORK



KAO SALON ACADEMY SYDNEY GRAND OPENING

We are very excited to welcome you to our new Kao Salon Sydney Academy.

We are on Level 1 The Reid House, which is located at 75 King St, Sydney, in the heart of fashion houses, technology hubs and coffee heaven.

This building was originally constructed in 1906, and we have specially designed around some of those heritage pieces whilst maintaining the fresh new innovative approach in design. We will celebrate the 8ft ceiling height, the original iron bark columns and the intricacies of traditional elements that comes with this building.

The huge arch shaped timber windows with north aspect is perfect for natural lightening hair color, styling and photoshoots.

We have 4 signature rooms to catering for all training and events needs along with an open community space where you can network and collaborate with others. This signature, state-of-the art space is designed to be an educational and brand experience space for Goldwell | KMS | Varis | Oribe

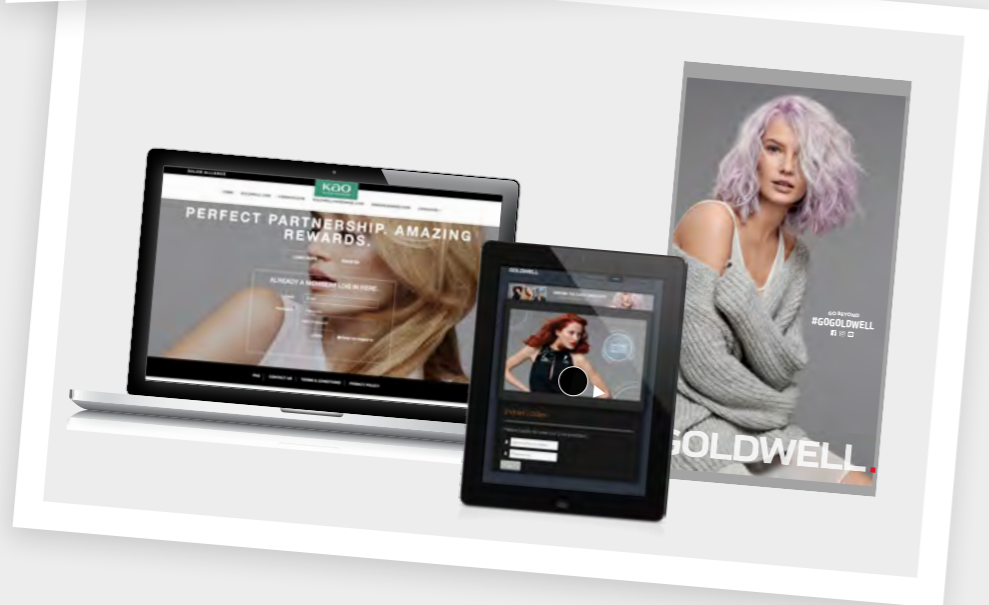
We look forward to welcoming stylist from around the country and world to visit and be a part of our exclusive classes, workshops and events. Our Sydney Academy will house our signature live and virtual programs featuring our National and Global Educators, Influencers and Ambassadors. Our motto is TO BECOME THE BEST, LEARN FROM THE BEST.

#creativityneverstops #kaosalonfamily #KaoSalonAcademyAU

KAO SALON
ACADEMY
SYDNEY



KAO SALON SYDNEY GRAND OPENING



BE A PART OF OUR COMMUNITY & BE BLOWN AWAY!

We know your business is as unique as you. That is why we make it easy to customize this program to your specific needs as a salon owner or stylist.

Whether you want to use your points to fund a backbar program for your salon, educate your team at our award-winning academies, or utilize turn-key marketing support, we have a wide array of rewards to assist you in reaching your unique goals.

AMAZING REWARDS

Earn points for every \$1 you spend on Goldwell, KMS or VARIS products. Customize the program by putting points to work in the way that best fits your business needs.

WHAT'S IN IT FOR YOU?

- » Backbar & Stylist Station Products
 - » Turn-Key Merchandising Pieces
- » Education at US & Canada Academies
 - » In-Salon Guest Artists
- » Travel and Hotel for Academy Education
 - » Business-Building Programs
- » International Events... and Much More!

Access www.thesalonalliance.com from your computer, tablet or phone to:

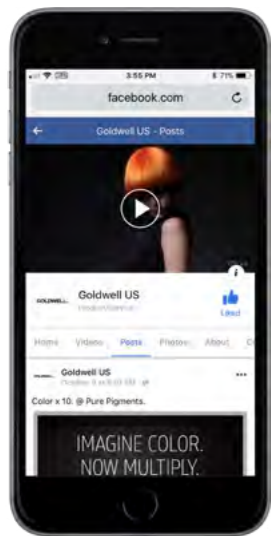
- » Browse our gallery and choose from our wide selection of rewards, from backbar items to education to once-in-a lifetime travel opportunities and more!
- » Redeem points for Academy Programs at both our NYC and Toronto state-of-the-art facilities!
 - » Track your points and program status
 - » Watch videos
 - » Customize marketing materials and images
- » Get up-to-date information on product and education news

Please visit www.thesalonalliance.com or speak with your sales consultant for more information or to get started.

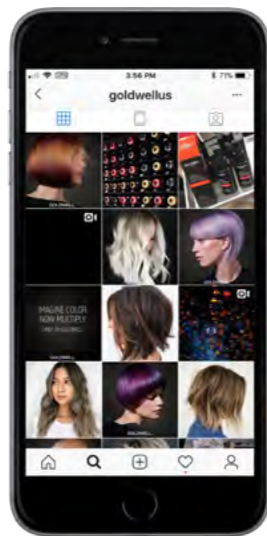
SOCIAL MEDIA URL LISTING

A quick reference guide for Goldwell url's.

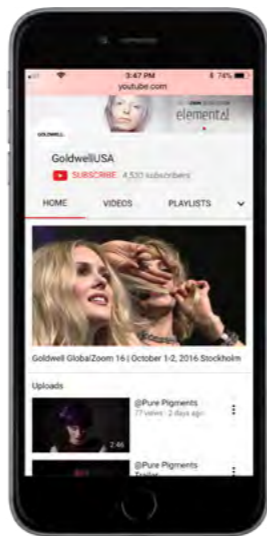
For a chance for your images to be featured on our social media pages, please use #GoldwellApprovedUS in your posts.



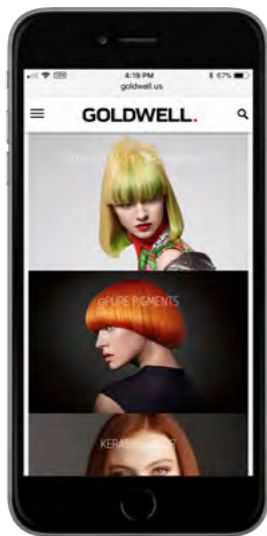
facebook.com/Goldwellus



[@Goldwellus](https://instagram.com/Goldwellus)



youtube.com/user/GoldwellUSA



goldwell.us



www.thesalonalliance.com

ACADEMY TEASER VIDEOS

Click on thumbnails below to watch a video of what you will learn in each class.



MODERN BARBER



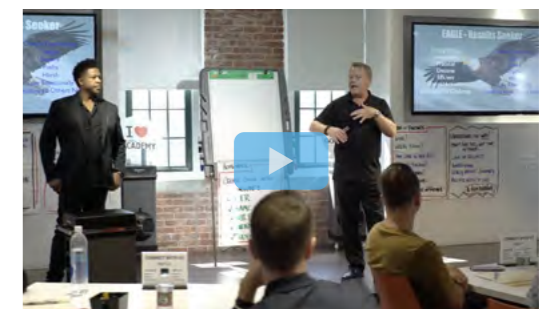
EXTREME COLOR EVOLUTION



HAIRCOLOR EXPOSED



CORRECT TO PERFECT



ENGAGE: TRAIN THE TRAINER

BOOKING AND MUST-KNOW INFORMATION

ACADEMY BOOKINGS

Please follow the steps below to book your academy selection:

- » visit www.kaosalonacademy.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



ALLYSON KING SEMINARS

To register for Beauty 360, online at www.beauty360consulting.com/seminars

CANCELLATION 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.

Non attendance without notice is subject to a 100% charge.

Kao US Inc. reserves the right to postpone or change any program due to unforeseen circumstances, in which case participants will be notified.

UNITED STATES LEARNING DESTINATIONS

Toll Free: 1.800.200.1151

e-mail: kaosalonacademy@mmsmeetings.com | weblink: www.KaoSalonAcademy.com

ACADEMY NEW YORK

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

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For further information please contact your Goldwell representative. | goldwell.us



Goldwell is part of Kao Salon Division.

kao
SALON DIVISION

Making life beautiful for salons, stylists and their clients.