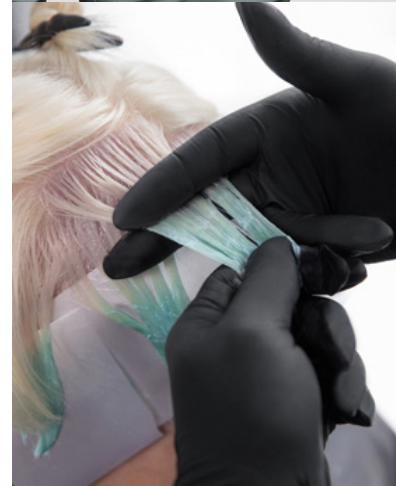


TO BE THE BEST, LEARN FROM THE BEST.

VIRTUAL EDUCATION

JULY - DECEMBER 2021



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.

DATE	TIME (EST)*	JULY VIRTUAL CLASSES
JUL 5	11:00AM	Explore Texture with NuWave
	2:00PM	System & Goldwell Education Plus
JUL 7	11:00AM	System & Goldwell Education Plus
	2:00PM	Explore Texture with NuWave
JUL 19	11:00AM	Goldwell Haircolor Revealed: Demi Permanent Brands
	2:00PM	Goldwell Haircolor Revealed: Permanent Alkaline Brands
JUL 21	11:00AM	Goldwell Haircolor Revealed: Permanent Alkaline Brands
	2:00PM	Goldwell Haircolor Revealed: Demi Permanent Brands

DATE	TIME (EST)*	OCTOBER VIRTUAL CLASSES
OCT 4	11:00AM	Inspired by KMS: START. STYLE. FINISH.
	2:00PM	Dimensions of Toning
OCT 6	11:00AM	Dimensions of Toning
	2:00PM	Inspired by KMS: START. STYLE. FINISH.
OCT 18	11:00AM	Goldwell Haircolor Revealed: Demi Permanent Brands
	2:00PM	Goldwell Haircolor Revealed: Permanent Alkaline Brands
OCT 20	11:00AM	Goldwell Haircolor Revealed: Permanent Alkaline Brands
	2:00PM	Goldwell Haircolor Revealed: Demi Permanent Brands

DATE	TIME (EST)*	AUGUST VIRTUAL CLASSES
AUG 9	11:00AM	Goldwell Haircolor Revealed: Lightening Portfolio
	2:00PM	Goldwell Haircolor Revealed: Elumen & Elumen Play
AUG 11	11:00AM	Goldwell Haircolor Revealed: Elumen & Elumen Play
	2:00PM	Goldwell Haircolor Revealed: Lightening
AUG 23	11:00AM	Kerasilk Smoothing & De-Frizz Experience
	2:00PM	Elumination Rouge
AUG 25	11:00AM	Elumination Rouge
	2:00PM	Kerasilk Smoothing & De-Frizz Experience

DATE	TIME (EST)*	NOVEMBER VIRTUAL CLASSES
NOV 1	11:00AM	Goldwell Haircolor Revealed: Lightening Portfolio
	2:00PM	Goldwell Haircolor Revealed: Elumen & Elumen Play
NOV 3	11:00AM	Goldwell Haircolor Revealed: Elumen & Elumen Play
	2:00PM	Goldwell Haircolor Revealed: Lightening
NOV 15	11:00AM	Inspired by Goldwell: Dualsenses & StyleSign
	2:00PM	Explore Texture with NuWave
NOV 17	11:00AM	Explore Texture with NuWave
	2:00PM	Inspired by Goldwell: Dualsenses & StyleSign

DATE	TIME (EST)*	SEPTEMBER VIRTUAL CLASSES
SEP 8	11:00AM	Discover What's New
	2:00PM	Discover What's New
SEP 20	11:00AM	Formulation & Color Correction
	2:00PM	Dimensions of Light
SEP 22	11:00AM	Dimensions of Light
	2:00PM	Formulation & Color Correction

DATE	TIME (EST)*	DECEMBER VIRTUAL CLASSES
		NO CLASSES IN DECEMBER

*ALL TIMES ARE EASTERN STANDARD TIME.

TO BE THE BEST, LEARN FROM THE BEST.

VIRTUAL EDUCATION CLASS DESCRIPTIONS

Explore Texture with NuWave Goldwell introduces an incredible new innovation in texture and shape change: NUWAVE. The first semi-permanent shape change service for effortless waves and smart process control. Frizzy, limp curls are a thing of the past. Now you can create the perfect wavy style for up to 3 months, as your clients like. Join our education team and learn the “shape change” service.

System & Goldwell Education Plus In this program we will explore the Unlimited freedom to fuel your creativity, Individual color services, customized to fulfill your clients' wishes, and high-performing integrated system to build your confidence for all your color services. We will also create a virtual experience using the Goldwell Education Plus App and Youtube, and to elevate your client consultation with these digital assets.

Goldwell Haircolor Revealed: Demi Permanent Brands This program provides a snapshot of the Goldwell Hair Color Demi Permanent brands in the Portfolio. Explore the Demi Permanent solutions in Colorance, gain knowledge of various services available to you from Goldwell. Learn the tips and tricks to make Goldwell the perfect partner for all of your hair color needs.

Goldwell Haircolor Revealed: Permanent Alkaline Brands This program provides a snapshot of the Goldwell Hair Color Permanent Alkaline portfolio and our support brands. Explore the permanent solutions of Topchic and Nectaya options Goldwell has to offer. Learn the tips and tricks that make Goldwell the perfect partner for all your hair color needs.

Goldwell Haircolor Revealed: Lightening Portfolio This program provides a snapshot of the Goldwell Hair Color Lightening portfolio and our support brands. From the Topchic Special Lift Series to Light Dimensions, discover 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.

Goldwell Haircolor Revealed: Elumen & Elumen Play This program provides an overview of the revolutionary brand of color, Elumen and Elumen Play. Explore the permanent and non-oxidative properties of this high performance hair color brand, and for the longest lasting direct dyes. Elumen Play is a creative tool to think outside the box with no rules, with the maximum amount of flexibility in changing color with no stress.

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.

Elumination Rouge Explore the world of Elumination from the intense vibrancy and longevity of Goldwell brands, Then add the multi-layered color effects of Topchic & Colorance @Eluminated Shades and the revolutionary technology of @Pure Pigments. Join this journey in the World of Red hair, and the amazing tools we can use in the Goldwell Portfolio to achieve these results.

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.

Formulation & Color Correction As a Colorist, sometimes we need to “TRUST THE PROCESS” and appreciate the journey we are on. Join our education family as we diffuse your fears and master your formulation skills to elevate your coloring services and grow your service menu.

Inspired by KMS: START. STYLE. FINISH. Take a journey on a brand specific information session covering your favorite brand segments from KAO Salon Division. Join our Education family as we discuss the “how-to's” and “must knows” you're craving for. Get inspired with videos offering styling techniques to add into your toolbox!

Inspired by Goldwell: Dualsenses & StyleSign Take a journey on a brand specific information session covering your favorite brand segments from KAO Salon Division. Join our Education family as we discuss the “how-to's” and “must knows” you're craving for. Get inspired with videos offering styling techniques to add into your toolbox!

Dimensions of Light Highlighting, decolorizing and toning services: we have it covered. Learn about the endless ways to create the perfect blonde using the Goldwell blonding portfolio.

Dimensions of Toning An experience designed specifically for salon professionals who want to learn how to grow their blonding business through creative formulation and techniques.

