



GOLDWELL.

EDUCATION BOOK '21



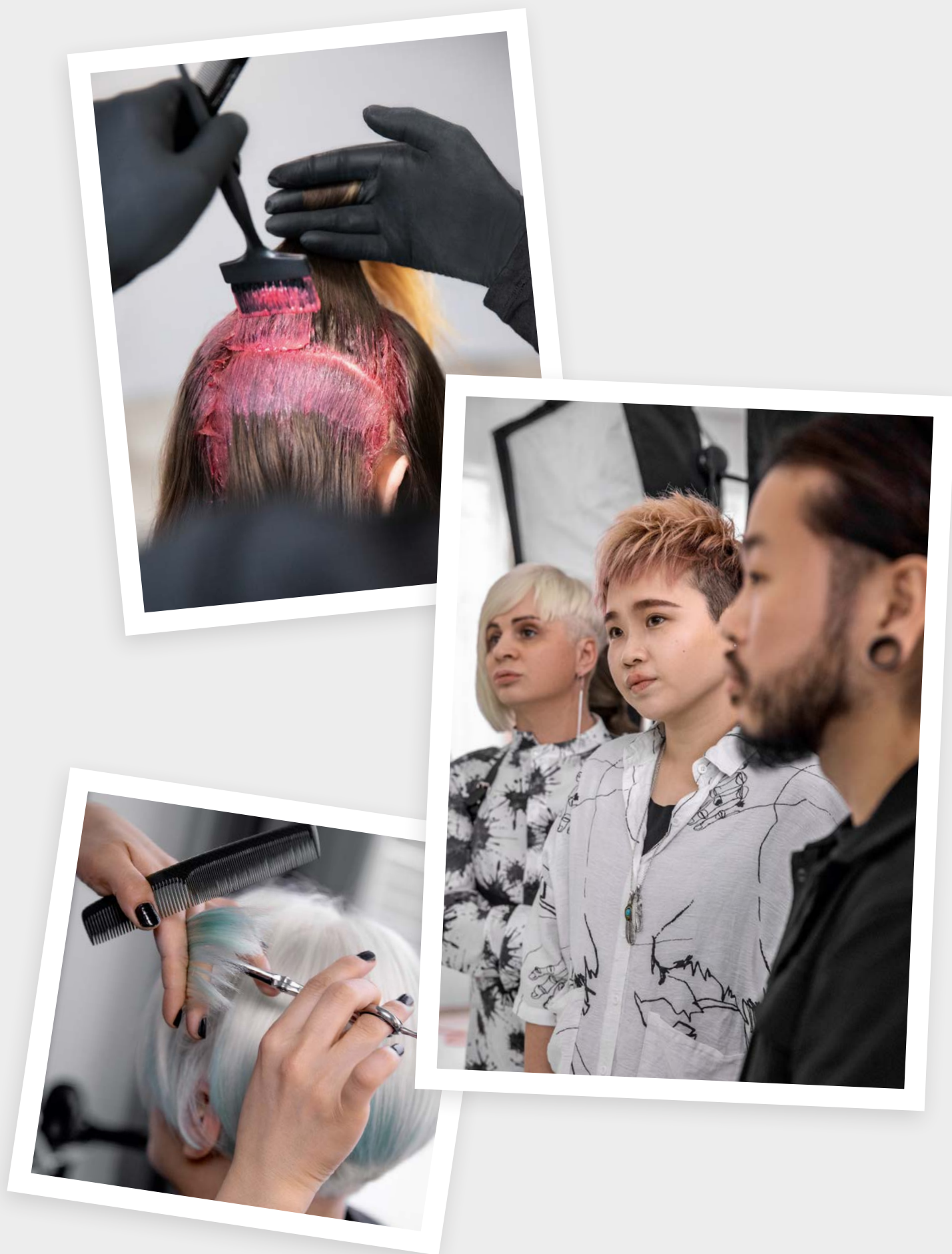
BRAND STATEMENT

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.

RITA MARCON
ASSOCIATE DIRECTOR, CHANNEL STRATEGY & MARKETING AND
DIRECTOR, EDUCATION, SALES - AUSTRALIA AND NEW ZEALAND

JUSTIN ANDERSON
GENERAL MANAGER - SALON BUSINESS - AUSTRALIA



INSPIRATION, SERVICES, TECHNIQUES. WHEREVER YOU ARE.

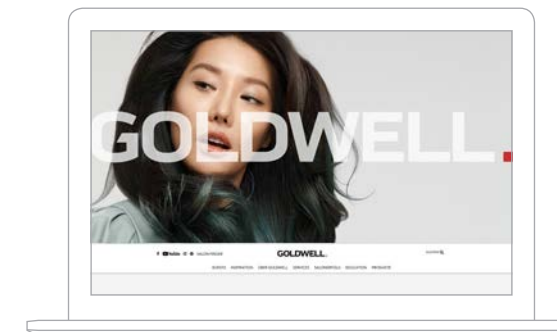
We offer you a huge variety of seminars in your local Kao Salon Academy or as virtual online sessions. Enjoy our seminars, achieve excellence and have fun – wherever you are.



KAO SALON ACADEMY EXCLUSIVE

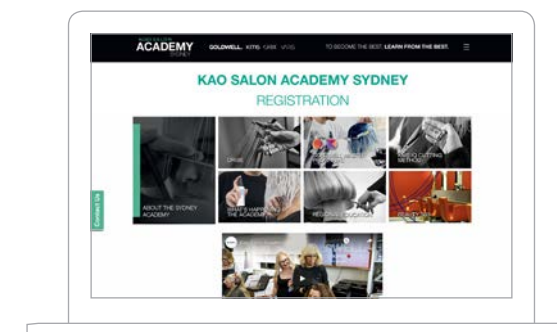


KAO SALON VIRTUAL EDUCATION



GOLDWELL ONLINE

EVENTS
INSPIRATION
ABOUT GOLDWELL
SERVICES
SALON SUCCESS
EDUCATION
PRODUCTS



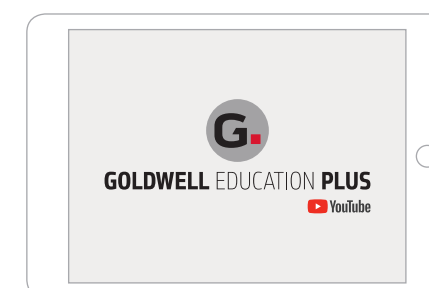
GOLDWELL SEMINAR FINDER

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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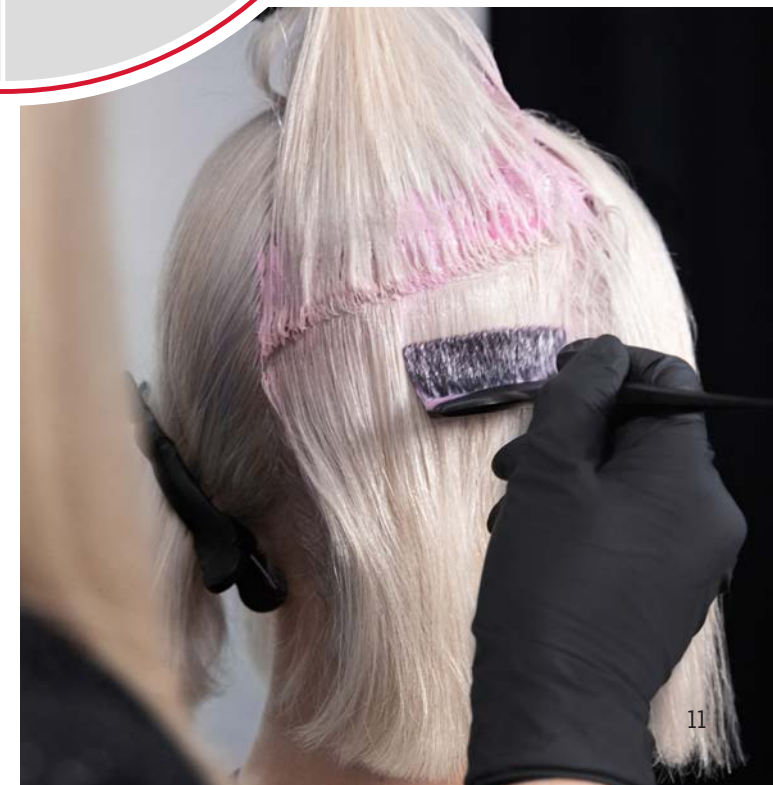
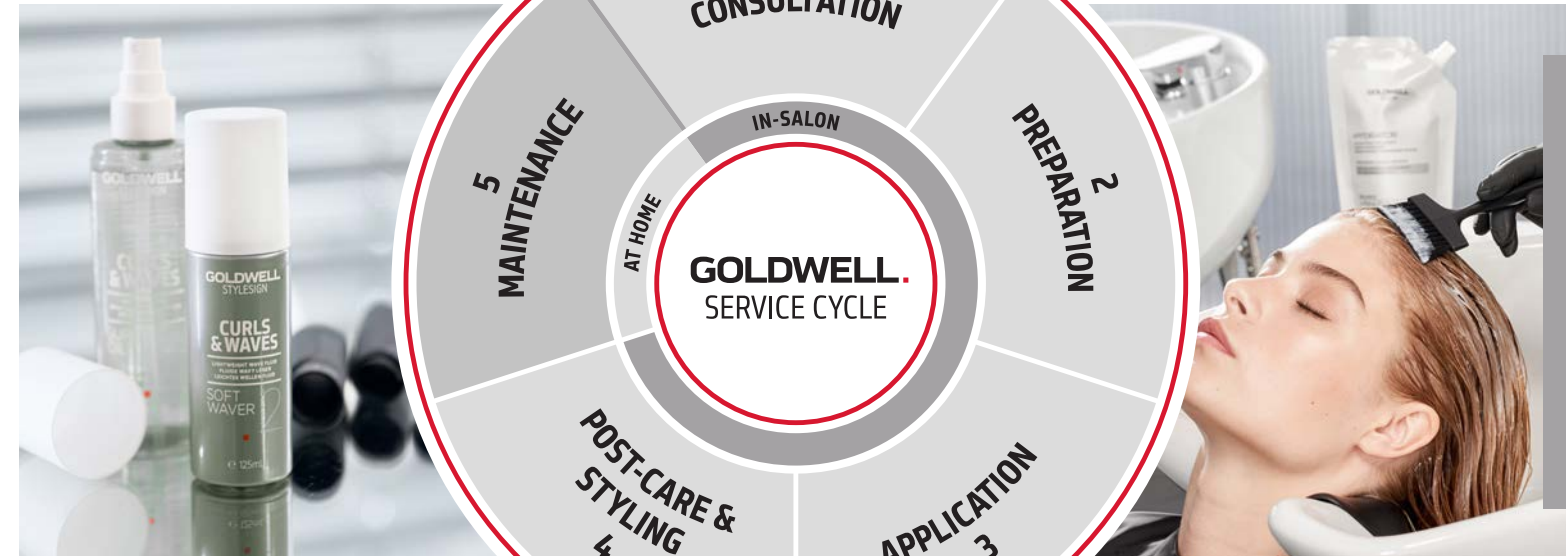
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GOLDWELL SERVICE CYCLE

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
www.goldwell.com.au





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** 

MASTER**TEXTURE** 



MASTER**COLORIST** 

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

2021 Enrolment Fee: \$100

MASTER**COLORIST** 

COLOR TECHNICIAN

GOLDWELL STANDARDS & STEPS TO SUCCESS MASTERY

Goldwell Standards Mastery

1. 5 Steps to Salon Success
2. Demi-Permanent & Permanent Color Mastery
3. Elumen Mastery
4. Lightening Mastery
5. Foiling Mastery

COLOR SPECIALIST

Color Techniques and Consultation Mastery

CUSTOMIZATION

- Consultation Specialist
- Color Correction Specialist
- Color Technique Specialist
- Grey Coverage Specialist

COLOR ARTIST

Trends and Inspiration Mastery

CREATIVITY

- Color Elumenation
- 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!



Bring Your Own Kit



E-Learning Book
Provided



Mannequin/Model
Optional



Certificate Provided

Educator: Goldwell Educator **Format:** One Day

 **Registration:** 9:30 am / **Start:** 10:00 am / **Finish:** 5:00 pm / 1 Day  \$167 (each program)

5 STEPS TO SALON SUCCESS

Be the best in your craft and maintain the momentum. Adopt the 5 steps to success, from the Goldwell Service Cycle to re-booking and watch the clientele increase. Understand how to professionally communicate.

 **Sydney** 02.03.21 / 06.09.21 / **Melbourne** 16.02.21 / 24.05.21 / **Brisbane** 23.03.21 / 13.09.21
Perth 22.02.21 / 02.08.21 / **Adelaide** 19.04.21


DEMI-PERMANENT & 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. 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.

 **Sydney** 22.02.21 / 25.05.21 / 13.09.21 / **Melbourne** 15.02.21 / 25.05.21 / 06.09.21 / **Adelaide** 01.03.21
Brisbane 15.02.21 / 13.04.21 / 07.06.21 / 20.07.21 / 11.10.21

ELUMEN 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.

 **Sydney** 11.05.21 / 16.08.21 / **Melbourne** 09.03.21 / 29.06.21 / 04.10.21 / **Brisbane** 31.05.21 / 20.09.21
Perth 08.03.21 / 13.07.21 / **Adelaide** 02.08.21


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.

 **Sydney** 08.03.21 / 07.06.21 / 21.09.21 / **Melbourne** 22.02.21 / 26.05.21 / 07.09.21 / **Adelaide** 10.05.21
Brisbane 23.02.2021 / 19.04.21 / 29.06.21 / 06.09.21 / 19.10.21 / **Perth** 09.03.2021 / 19.07.2021

FOILING MASTERY

Make your salon the place to be for blondes. Learn the classic technique of foil highlighting and adaptable placements to achieve different color effects and add dimension.

 **Sydney** 09.03.21 / 17.08.21 / **Melbourne** 19.04.21 / 13.07.21 / 13.09.21 / **Brisbane** 22.03.21 / 06.07.21
Perth 14.06.21 / **Adelaide** 21.06.21

MASTER COLORIST CERTIFICATION DAY

Celebrate and acknowledge your growth and development at the Master Colorist Certification Day. Gaining your Color Technician Certification will further help to build your confidence, skills, reputation and credibility with salon clients. No e-learning book provided/required for Certification Day.

Educator: Goldwell Master Colorist Educator **Format:** One Day

 **Registration:** 9:30 am / **Start:** 10:00 am / **Finish:** 5:00 pm / 1 Day  \$67

 **Sydney** 27.09.21 / 11.10.21 / **Melbourne** 26.07.21 / 11.10.21 / **Brisbane** 08.06.21 / 25.10.21 / **Perth** 04.05.21
Adelaide 06.09.21



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!

Educator: Goldwell Educator **Format:** Hands On Workshop

 **Registration:** 9:30 am / **Start:** 10:00 am / **Finish:** 5:00 pm / 1 Day  **\$167** (each program)


■ 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.

 **Sydney** 19.04.21 / 13.07.21 / **Melbourne** 22.03.21 / 31.08.21 / **Brisbane** 18.05.21 / 23.08.21

■ 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.

 **Sydney** 29.03.21 / 24.08.21 / **Melbourne** 23.02.21 / 06.07.21 / **Brisbane** 08.03.21 / 24.08.21 / **Perth** 21.06.21


■ 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.

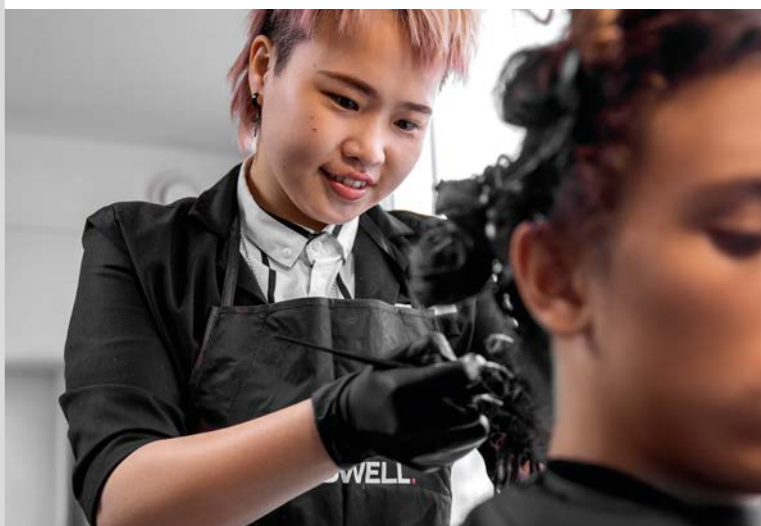
 **Sydney** 05.07.21 / **Melbourne** 19.07.21 / **Brisbane** 27.07.21 / **Perth** 15.03.21 / 13.09.21

■ 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.

 **Sydney** 10.05.21 / **Melbourne** 21.06.21 / **Brisbane** 28.06.21 / **Perth** 12.07.21

For the most current program offerings along with dates and locations,
click here or go to 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!

Educator: Goldwell Educator **Format:** Hands On Workshop

 **Registration:** 9:30 am / **Start:** 10:00 am / **Finish:** 5:00 pm / 1 Day  **\$167** (each program)

■ COLOR ELUMINATION

Learn techniques that take your color expertise to the next level. Eluminate your color world. Learn how to use Eluminated Shades, Elumen and @Pure Pigments to customize any formulation and achieve unseen Eluminated Hair Color.

 **Sydney** 04.05.21 / 26.07.21 / **Melbourne** 12.04.21 / 14.09.21 / **Brisbane** 21.06.21

■ 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.

 **Sydney** 31.05.21 / **Melbourne** 09.08.21 / **Brisbane** 26.07.21 / **Perth** 10.05.21 / 12.10.2021

■ 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.

 **Sydney** 24.05.21 / **Melbourne** 17.05.21 / **Brisbane** 17.05.21 / 07.09.21 / **Perth** 18.05.21





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.

2021 Enrolment Fee: \$100

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!



Bring Your Own Kit



Mannequin
Provided



Notebook
Provided



Certificate Provided

GET INSPIRED BY OUR AUSTRALIAN MASTER STYLIST TRAINERS



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

Educator: Goldwell Guest Artist | **Format:** Hands On Workshop

Registration: 8:30 am / Start: 9:00 am / Finish: 5:00 pm / 3 Days \$1,200

Sydney 20-22.06.21

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

Educator: Goldwell Guest Artist | **Format:** Hands On Workshop

Registration: 8:30 am / Start: 9:00 am / Finish: 5:00 pm / 2 Days \$800

ADVANCED SHAPES

For stylists with salon experience and who 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

Educator: Goldwell Guest Artist | **Format:** Hands On Workshop

Registration: 8:30 am / Start: 9:00 am / Finish: 5:00 pm / 2 Days \$800



TURN YOUR PASSION FOR TEXTURE INTO MASTERY

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

Reinvent structure and create the hair your clients will love.
Learn the latest trends, techniques and services
to become a true texture expert.

The three Master Texture segments focus on the permanent
transformation of shape and texture.

MASTER**TEXTURE** 

TEXTURE TECHNICIAN

COLD PERM

Essentials in Cold Perm

» 1-day seminar

KERASILK CONTROL SERVICES

Essentials in Kerasilk
Keratin Treatment /
De-Frizz Treatment

» 1-day seminar

NUWAVE WORKSHOP

Techniques with NuWave
rollers, NuWave technology
and application

» 1/2 day seminar

TEXTURE TECHNICIAN

The first step towards becoming a true texture expert.
Learn all the basics you need to know: products, services and techniques.
Put the theory into practice.

WHAT'S IN IT FOR YOU?

- » All about permanent shape and texture change
 - » Essential perm theory and practical skills
 - » Key techniques for perfect looks
- » Deep product knowledge for all Goldwell texture brands
- » Inspirational hands-on sessions to develop true texture mastery and have fun!

COLD PERM

Discover the world of cold perm. Learn the basic theory and practice your skills. Become an expert and an artist. Be the one who turns cold perm into hot styles.

Educator: Goldwell Educator | **Format:** Hands On Workshop

 Classes On Demand - Reach out to your Goldwell Sales and Education Representative

KERASILK CONTROL SERVICES

Become an expert for customized solutions for long-lasting transformation into beautiful hair like silk. Learn all you need to know to achieve maximum perfection and give your clients the ultimate Kerasilk experience.



Educator: Goldwell Educator | **Format:** Hands On Workshop

 Classes On Demand - Reach out to your Goldwell Sales and Education Representative

■ NUWAVE WORKSHOP

WAVES YOUR WAY! In 2021, wavy hair is just the way you want it. NuWave an innovation in texture technology and techniques. With Nuwave create effortless, semi-permanent waves with total freedom. So your clients can style and restyle as they want! Join us, as we showcase completed models, techniques with NuWave rollers, NuWave technology and application.

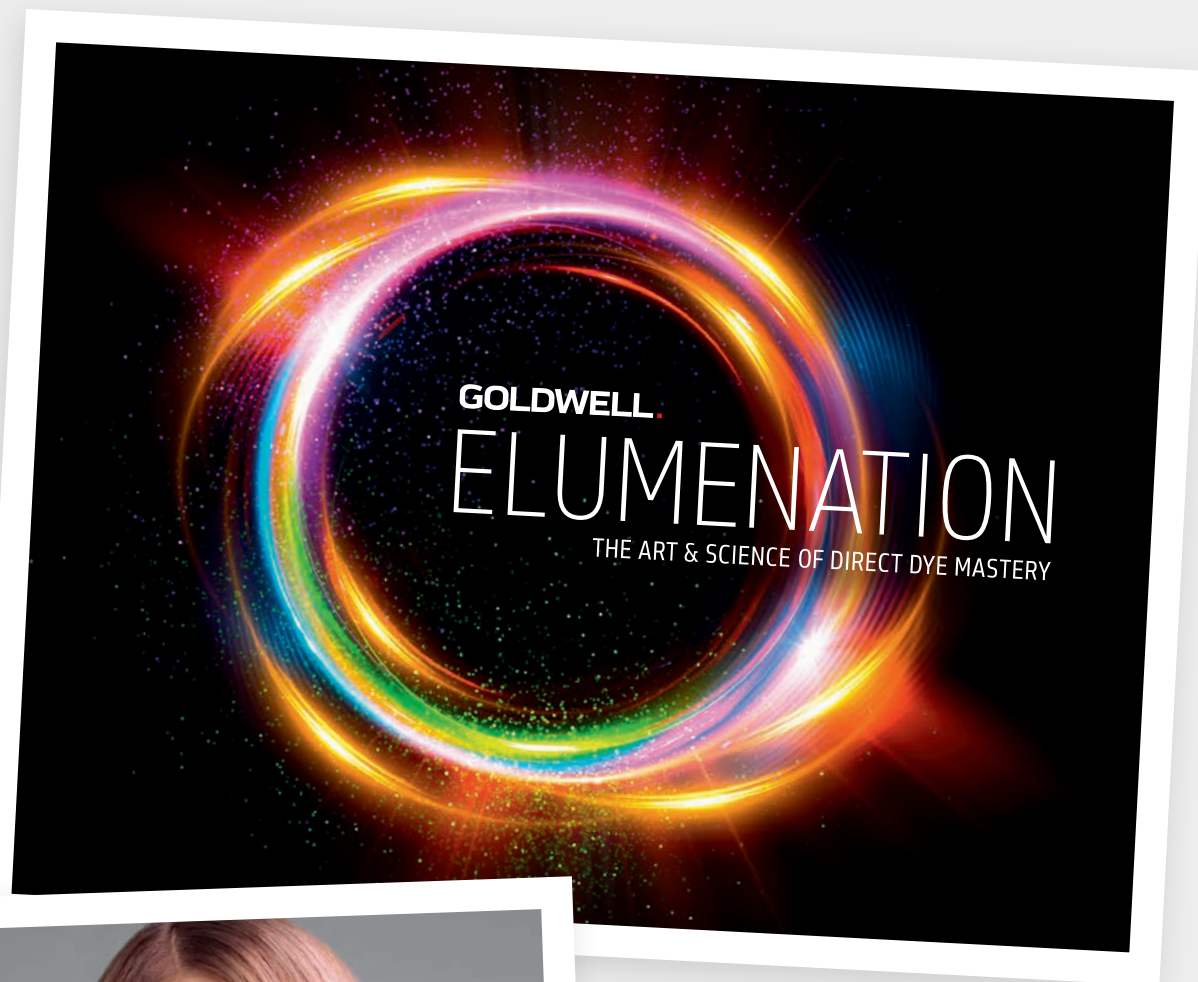
Educator: Goldwell Educator | **Format:** Look & Learn Workshop

 **Registration:** 9:30 am / **Start:** 10:00 am / **Finish:** 12:00 pm / 1/2 Day  \$00

 Classes On Demand - Reach out to your Goldwell Sales and Education Representative

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





ELUMINATION

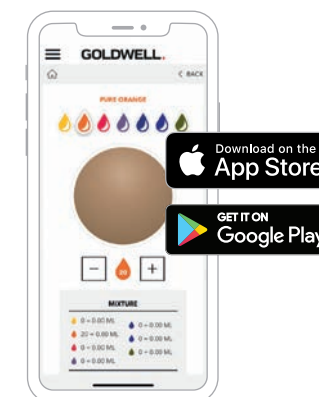
From Color to Elumened Hair Color.
A full spectrum of extraordinary brilliance and vibrant shine.

WHAT'S IN IT FOR YOU?

- » Be inspired by Elumened 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.**



Create and multiply your individual **Elumened Hair Color** in the **Goldwell Education Plus App**.

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

#GOLDWELLCOLOR

■ OBSESSED WITH LIVED IN COLOR

Customizing your clients color from season to season and event to event to achieve the “lived in hair color” takes technical skill and technique.

Every single client wants their signature looks combined with the most commercial trend. In this seminar you experience the different techniques of the number one hair trend on the market – lived in hair color. You will use the entire Goldwell color portfolio, catering to blondes and brunettes, to learn tips and tricks to add on in between services to these clients to keep their color not only looking natural and lived in but always fresh!

Educator: Goldwell Educator | **Format:** Hands On Workshop | **Level:** Intermediate/Advanced Colorist

🕒 Registration: 9:30 am / Start: 10:00 am / Finish: 5:00 pm / 1 Day 📄 \$167

📍 **Sydney** 23.08.21 / **Melbourne** 28.06.21 / 27.09.21 / **Brisbane** 24.05.21 / 14.09.21 / **Perth** 22.03.21 / 16.08.21
Adelaide 13.09.21

■ OBSESSED WITH BLONDES

How often does a client bring you an image of their dream blonde that they have researched online?

In this seminar you will gain knowledge and confidence on how to create the look from your clients existing canvas. Creating trending techniques uses a combination of key application methods from classic highlights to freehand. Learn how to de-code an image to create the look and play with the Goldwell Portfolio to express your creativity for on trend toners.

Educator: Goldwell Educator | **Format:** Hands On Workshop | **Level:** Intermediate/Advanced Colorist

🕒 Registration: 9:30 am / Start: 10:00 am / Finish: 5:00 pm / 1 Day 📄 \$167

📍 **Melbourne** 10.05.21 / 16.08.21 / **Brisbane** 15.03.21 / 19.07.21 / **Perth** 12.04.21
Adelaide 12.07.21

■ OBSESSED WITH TONERS & GLAZES

Blonde is full of facets and dimensions – from natural to bright, warm to cool and commercial trend colors. Toners and Glazes form the signature of every clients blonde. Identify and personalize your clients ideal tone and gain the knowledge and confidence to achieve the perfect finish utilizing all ranges in the Goldwell color portfolio. Take your clients desired result, and correct, counteract or enhance the canvas you are working on to create the look.

In this seminar you will gain insight into clear communication and clients expectations regarding the influence of digital and how filters and lightening can impact the result they see.

Educator: Goldwell Educator | **Format:** Hands On Workshop | **Level:** Intermediate/Advanced Colorist

🕒 Registration: 9:30 am / Start: 10:00 am / Finish: 5:00 pm / 1 Day 📄 \$167

📍 **Sydney** 09.08.21 / **Melbourne** 05.07.21 / 18.10.21 / **Brisbane** 10.05.21 / 16.08.21
Perth 28.06.21 / 11.10.21

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





ELUMEN

THINKING: OFF.
CREATIVITY: ON.

**A PAINTBOX TO COLOR OUTSIDE THE LINES.
COLOR DIFFERENT**

#ELUMEN #COLORDIFFERENT

■ PLAY IT UP

You will get to COLOR DIFFERENT, with new Elumen Play!

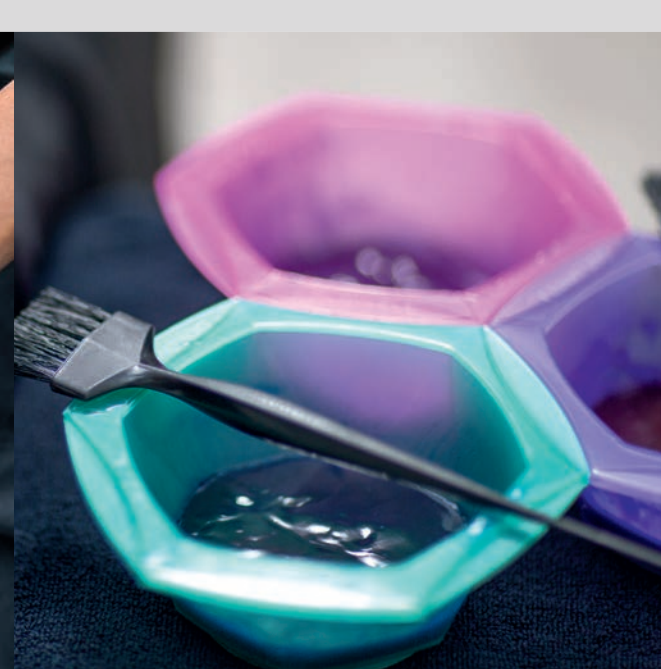
A paint box to color outside the lines. Our PLAY IT UP session will have you hands on with 13 Elumen Play shades on swatches and live models, using the new techniques and discovering new ways to color hair.

This color experience will also have you enjoy the Elumen Pastel Shades along with the new Grey Coverage shades. Full flexibility is all yours, with extraordinary brilliance and shine.

Educator: Goldwell Educator | **Format:** Look & Learn Workshop | **Level:** All Levels

📍 Classes On Demand - Reach out to your Goldwell Sales and Education Representative

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



EXPERIENCE
A DIFFERENT
WAY OF
CREATING
COLOR.



COLOR DIFFERENT



STYLESIGN

Go crazy for texture! Wow your clients with their personal signature style and get to know the perfect products to create these stunning looks.

WHAT'S IN IT FOR YOU?

- » Discover how to make personal style stand out with signature looks
- » Deepen your product knowledge and understanding of technology
- » Find the perfect products for each and every client styling wish and stunning style results
- » Inspirational hands-on sessions to achieve excellence and have fun!

#STYLESIGN #SIGNYOURSTYLE

STYLESIGN SPECTRUM OF STYLING

Become a true styling expert - get inspired by a universe of gorgeous looks and a smart mix of techniques, products and tools. Make your salon the place to be for perfect styling.

Educator: Goldwell Educator | **Format:** Look & Learn Workshop

📍 Classes On Demand - Reach out to your Goldwell Sales and Education Representative



Discover the whole **Spectrum of Styling**
in the **Goldwell Education Plus App**.

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



DUALSENSES

The instant care expert with a passion for color.
Professional solutions for instantly touchable and visible results with
cutting edge technologies and appealing fragrances.

WHAT'S IN IT FOR YOU?

- » No client's hair is the same - find individual solutions for every hair need
- » How the Dualsenses In-Salon Treatments always fit into your salon routine
- » How to match your client's hair needs with professional home care

#DUALSENSES

DUALSENSES PRODUCTS AND TECHNOLOGIES

All you need to know about products and technologies to make your clients feel more beautiful than ever.
Professional solutions for instantly beautiful hair - with built-in color protection.

Educator: Goldwell Educator | **Format:** Look & Learn Workshop

 Classes On Demand - Reach out to your Goldwell Sales and Education Representative

DUALSENSES IN-SALON TREATMENTS

All you need to know about the In-Salon Treatments to wow your clients with instantly beautiful hair.

- » Select the right Dualsenses and StyleSign products for your client's hair needs
- » Choose the appropriate In-Salon Treatment
- » Explain the application and the products
- » Finish with StyleSign for the desired look
- » Boost your business with home care recommendations

Educator: Goldwell Educator | **Format:** Look & Learn Workshop

 Classes On Demand - Reach out to your Goldwell Sales and Education Representative

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

EVERY WOMAN
DESERVES
BEAUTIFUL HAIR



KERASILK

Your steps to Kerasilk success.

Motivating support designed for you and your team
to take your Kerasilk business to the next level.

1. TRAINING AT YOUR FINGERTIPS

Find educational support on the Goldwell Education Plus YouTube Channel
and Goldwell Education Plus App.

2. CREATE KERASILK EXPERTS IN YOUR SALON

Designated “Kerasilk Experts” in your salon who can promote
brand experience sessions for the rest of your team.
It’s easy to generate enthusiasm and passion for Kerasilk.

#HAIRLIKESILK





KERASILK SESSIONS DROP IN AND BE PART OF IT

Experience relaxed, effortless and valuable evening sessions to gain information and get fresh ideas.

Use the opportunity to connect with other Kerasilk experts and broaden your horizons with unexpected moments – just spend a great feel good time with us!



Bring Your Own Kit





E-Learning Book

FALL IN LOVE WITH KERASILK

Fall in LOVE with Kerasilk and immerse yourself in each unique segment of the Kerasilk Portfolio. The exploratory approach will allow you to witness for yourself the power of Kerasilk to deliver beautiful hair transformations. You will discover the Kerasilk Intensive Treatment services and experience a Kerasilk Revitalize scalp facial on your own hair and scalp. Grow your expert knowledge of Kerasilk and increase your confidence to create luxury additional services and recommendations.

Educator: Goldwell Educator | **Format:** Look & Learn and Hands On Workshop / Sydney Academy

 **Registration:** 9:30 am / **Start:** 10:00 am / **Finish:** 5:00 pm / 1 Day  **\$67**

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

CUSTOMIZED TRAINING

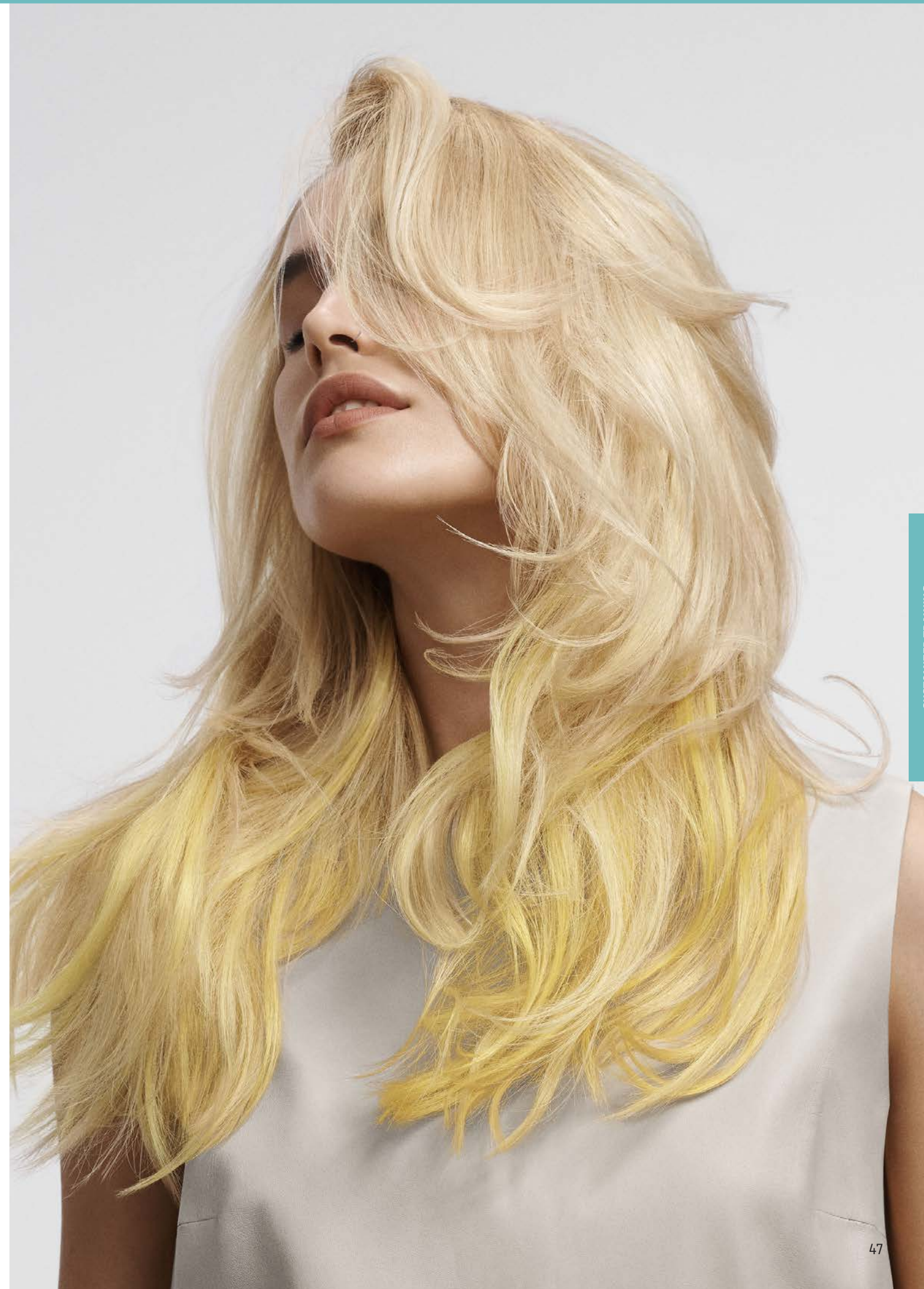


“BEST IN CLASS EDUCATION
WITHOUT LEAVING YOUR SALON”

Rita Marcon

EDUCATION DIRECTOR
GOLDWELL AUSTRALIA

FOR CUSTOMIZED EDUCATION SESSIONS IN YOUR SALON,
PLEASE CONTACT YOUR GOLDWELL EDUCATOR
OR SALES EXECUTIVE FOR FURTHER INFORMATION





IN-SALON SEMINARS

Be inspired by tailor-made training sessions.

Every stylist, every salon, every client is different. Our customized programs including hands-on exercises are the perfect answer to your individual needs. Offer your whole team an uplifting experience and take your salons success in your hands.

Contact your Goldwell representative to find out more about in-salon training sessions for your team.



FOUNDATION MASTERY

Behind every amazing color you'll find professional knowledge, excellent technical expertise and high-performance professional products. Foundation Mastery is the perfect launching pad for expertise in color, care and styling. It enables you to work with the entire Goldwell portfolio to create stunning results for your clients time after time.

FOUNDATION COLORANCE

Learn all about perfect demi-permanent coloring with Colorance. Gain the confidence to use it effectively. Find out more about how to promote different service options to your clients.

What's in it for you?

- » Essentials in hair analysis for easy consultations.
- » Simple salon services for excellent color results.
- » Tips on how to get the best results for a client's hair structure.
- » Formulation for reliable grey blending, durability and evenness.

Models: 2 models suitable for demi-permanent coloring (no corrective color)

Format: 3 hours (includes 2.5 hours practical hands-on session)

FOUNDATION TOPCHIC/NECTAYA

Discover the endless possibilities of permanent coloring with Topchic and Nectaya. Learn about new exciting services that will allow you to amaze your clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

What's in it for you?

- » All you've ever wanted to know about permanent coloring.
- » Formulation for reliable grey coverage, durability and evenness.
- » Desirable salon services for every color family.
- » How to talk to clients about Nectaya, a hair color without ammonia odor.

Models: 2 models suitable for demi-permanent coloring (no corrective color)

Format: 3 hours (includes 2.5 hours practical hands-on session)

FOUNDATION LIGHTENING

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 highlifting, decolorizing and toning.

What's in it for you?

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services.
- » Knowledge and skills related to highlifting (Topchic HiBlondes Control range), decolorizing (SilkLift and Oxycur Platin) and blonde refinement (Colorance and Elumen).

Models: 2 models suitable for highlifting or single-application bleaching (no corrective color)

Format: 3 hours (includes 2.5 hours practical hands-on session)

FOUNDATION ELUMEN

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.

What's in it for you?

- » Learn why Elumen is so special.
- » Identify the right clients for Elumen color.
- » Application and commercial techniques with Elumen.
- » Confidence in the use of Elumen.

Models: 2 models suitable for fashion coloring (no corrective color, no grey)

Format: 3 hours (includes 2.5 hours practical hands-on session)

FORMULATIONS MASTERY

Enter the world of formulation. Discover more about the universal color law and color schemes. Learn to understand the relationship between colors and think in color formulations.

ULTIMATE GREY

No more grey coverage disasters! Learn how you can always achieve reliable grey coverage for your clients with the right formulations.

What's in it for you?

- » Answers to why it is hard to cover grey.
- » Formulations for reliable grey coverage.
- » Tips on how to best cover grey.

Models: 2 models suitable for grey coverage, for fashion or problem solving in grey

Format: 3 hours (includes 2.5 hours practical hands-on session)

ULTIMATE REDS

Discover the endless possibilities of permanent coloring with Topchic and Nectaya. Learn about new exciting services that will allow you to amaze your clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

What's in it for you?

- » How to keep red vibrant.
- » Formulation for reliable grey coverage, durability and evenness.
- » Do's and don'ts for redheads.

Models: 2 models suitable for red fashion/dimensional color work

Format: 3 hours (includes 2.5 hours practical hands-on session)

ULTIMATE BLONDES

Blonde is full of different facets and dimensions – from natural to bright, from warm to cool. Discover the formulations behind each of them and learn to understand blonde like you never have before.

What's in it for you?

- » How to achieve a beautiful blonde.
- » Insights into blonde formulations.
- » Tips for amazing blonde results.

Models: 2 models suitable for creative blonde services

Format: 3 hours (includes 2.5 hours practical hands-on session)

ULTIMATE COLOR FIX

Creating the perfect color palette is essential to the success of any professional color service. This seminar gives you the knowledge, skills and confidence you need to correct too dark, too light, too red or faded hair and achieve excellent results.

What's in it for you?

- » Professional salon solutions for turning color challenges into thrilling results.
- » Coloring darker, filling, tinting back and overcoming color fading.
- » Removing artificial color.

Models: 2 models suitable for color correction service

Format: 3 hours (includes 2.5 hours practical hands-on session)

ULTIMATE BRUNETTES

More and more clients are choosing brunette over blonde. No wonder, because brown hair is flattering and sexy. Learn more about how to bring out the best in brown for your clients through creative formulations.

What's in it for you?

- » How to choose the right brown color for your client.
- » Exciting formulations for a rich brown without brassiness.
- » Do's and don'ts for brunettes.

Models: 2 models suitable for brunette fashion/dimensional color work

Format: 3 hours (includes 2.5 hours practical hands-on session)

VIRTUAL EDUCATION

We offer you a variety of seminars as virtual online sessions.
Enjoy our seminars, achieve excellence and have fun – wherever you are.

ELUMEN REVEALED

Learn how to achieve brilliant color results with exceptional shine and durability with Elumen color. Throughout this 60 minute session you will discover why Elumen is so special, how to identify the right Elumen client and best application practices. Learn new commercial and creative techniques with Elumen to promote new services to your client.

ELUMEN – PLAY IT UP REVEALED

Color Different with Elumen Play. Our Play it Up Session will have you coloring outside the lines with new Elumen Play, discovering the shades within the range, who is the ideal Elumen play client and best tips to offer full flexibility with amazing color results, extraordinary brilliance and shine.

TOPCHIC REVEALED

Discover the endless possibilities of Topchic during this 60 minute session. Learn formulations for 100% grey coverage and desirable salon services for every color family, from Eluminated reds to dazzling browns that will amaze your clients with incredible durability and evenness.

COLORANCE REVEALED

Learn all about demi-permanent coloring with Colorance and gain the confidence to use it effectively. Throughout this 60 minute seminar we will discover the ranges within Colorance, practices for best results and durability as well as formulations for grey blending and simple salon services to achieve excellent color results.

BLONDES REVEALED

Blonde clients are an extremely important part of any salons business. Gain insight into the needs of these clients and learn to understand the Goldwell blonde coloring portfolio. During this 90 minute workshop discover the knowledge related to high lifting with Topchic, decolorizing with Silk Lift and Oxycur Platin and blonde refinement with Colorance and Elumen.

ELUMINATION REVEALED

It all started with a question, “How do we make direct dyes better, brighter and more long lasting?” Join us for this 60 minute session to discover Goldwell Elumination – a revolutionary color category creating more shine, more brilliance and more vibrancy as we share with you our NEW @Eluminated Shades in Topchic, Colorance and Pure Pigments.

KERASILK CONTROL REVEALED

Customized solutions for transformation into perfectly smooth and soft hair. In this 60 minute session discover Kerasilk Keratin and Defrizz, how to perform the services, practices for best results plus consultation and home hair care recommendations for your client.

THE GOLDWELL BRAND REVEALED

At Goldwell, our philosophy is that, 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. Throughout this 60 minute session you will discover why the Goldwell history, philosophy and passion for innovation in products and services will enable you to be the best in your salon.

THE COLORIST TOOLKIT REVEALED

Discover the endless creative color opportunities and unique services right at your fingertips during this 60 minute session. Learn new ways to eluminate and customize formulas that can only be created using the Goldwell Systems Toolbox – with products such as @PurePigments, Hair Color Remover, BondPro and much more. This workshop will expand your creative horizons to bring new color ideas to life.

COLOR CORRECTION FUNDAMENTALS REVEALED

Color correction always comes with its own set of challenges. In this 60 minute session, you will learn the process of making color correction more predictable and easier to achieve. We will trouble shoot different scenarios, discuss how product selection can change your result and dive into the color correction process.

KMS REVEALED #TRENDING AND STYLING TECHNIQUES

Style is a visual language that unites people everywhere. Our products, organized intuitively into START. STYLE. FINISH. are influenced by the style we see and performance delivered by TRIfinity Technology. Over 60 minutes discover the hottest trends in styling and looks for 2021. Hints and tips for use, application as well as, use in current commercial styling trends and techniques.

KMS REVEALED: KMS + ESG STORY

At KMS, Style Matters, however our values extend well beyond the product. At KMS we are very committed to our environment and the sustainability of the product and packaging. This virtual session will give you an overview of our Environmental and Social Governance in our committed to sustainability. Come and take sneak peak of the 4 keys steps to kick off 2021.



ARTISTIC TEAM

Get inspired by empowering creatives.

As ambassadors of Goldwell's highest standards, the stylists on the National 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 National 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.



NATIONAL ARTISTIC TEAM

Owners of Code Blonde Hair Studio, Blonde specialists located in Sunbury, Melbourne, Sarah and Jami have been in the industry for 8 and 9 years. After opening the salon of their dreams in early 2018, the pair have found their passion for Blondes. Being in their early 20s, the two girls have been able to run a salon alongside still having fun, so the experience at Code Blonde is one of a kind. Stepping through the doors you feel the relaxed and fun vibes. This is a mirror of the girls' personalities.

Both youthful and fresh in their approach, Sarah and Jami have a unique take on hairdressing and pride themselves on achieving a lived in Blonde that suits your natural hair. Their expertise is in obtaining a high level understanding of every client, and creating their individual look. The team at Code Blonde continually challenge themselves to learn and grow, to stay current with the needs of clients and trends.



Code
Blonde

SUNBURY



NATIONAL ARTISTIC TEAM

Dave McCulloch heads the education department at Wild Life Hair, designing and implementing their cutting program across both salons. With over 20 years experience and a natural gift for cutting, Dave is one of Sydney's most sought after stylists by clients, editors and media.

Having worked closely with both Shane Henning and Jayne Wild and many international stylists Dave has not wasted any opportunities to take from the best to form his own signature style. Patient, understanding and fiercely dedicated, he educates with both precision and inspiration. Dave is one of the principle trainers of the Goldwell Master Stylists program.

Dave's accolades include: Finalist Australian Hairdresser of the Year 2017 | Finalist New South Wales Hairdresser of the Year 2016.

Dave
McCulloch

WILD LIFE HAIR
SYDNEY



NATIONAL ARTISTIC TEAM

A talented and true hair artist, with a penchant for blondes, playful color palettes and hair education. Camille Odorisio has been obsessed with all things hairdressing for over a decade. Her talent and passion for great hair is unmistakable. Camille is a Hair Specialist and Master Colorist at Elli Mac Salon which is located in Waroona, Western Australia. Camille is the Salon Hair Expert & Educator her clientele is incredibly varied. She absolutely loves the challenge of Future Proof Hair. Treating every client as a new one every salon visit while building a strong relationship and delivering a unique client experience. Hair that lasts, looks good and keeps a client coming back in salon for regular visits is the goal.

Camille Odorisio is renown for her personalised color application that delivers seamless results. Combining hair painting and foiling, Camille creates dimension by brightening and blending while coloring in depth and texture. Passionate about creating the perfect Blonde, Bronde, Balayage and Grey Coverage Balayage. Camille has an obsession with learning and her unique visual style that makes her a hair mainstay. Believing that implementing education and the confidence to experiment is the key to the industry and creating future proof hair.



—
*Camille
Odorisio*

ELLI MAC SALON
WAROONA



NATIONAL ARTISTIC TEAM

Dottori & Co culture is centered around their clients and family. This award-winning salon based in Victoria has earned a following of clients that comes from different corners of Australia. The intimate team lead by Michelle, Maxi and Tayla are highly passionate about providing a high level of service, creating beautiful hairstyles and educating their clients on how to keep their looks fresh between salon visits.

Dottori & Co are dedicated to communicating and sharing via social media, with head colorist, Maxi Dottori providing regular educational tutorials for home maintenance and care. Known for their blonde color work and educating clients on real expectations when going through color change, there is absolutely no compromise on detail and perfection and the formulas are tailored for each and every individual hair need.

The team at Dottori & Co is open to sharing their salon practices of how to provide high quality hair services, exceptional salon experience and how to manage and develop your clientele, making memorable hair moments.



—
*Dottori
& Co.*

VICTORIA



NATIONAL ARTISTIC TEAM

Jason Davies is the co-owner and art director of the successful art-house salon - 'A.DO' situated within central Tauranga, New Zealand.

With over 30 years of industry experience behind him, 12 years as a Creative Educational Ambassador, Jason Davies has earned solid reputation for delivering consistent, high quality, bespoke in-salon education and high energy live shows throughout New Zealand. Jason has become one of the most respected and requested cutting and styling educators in the New Zealand hairdressing industry.

Over the years, Jason has also accumulated several prestigious industry awards, both national and international throughout his career, winning the International Haircutting award at the Sydney Hair Expo in 2005, the Hair Photographer of the Year Award 2008, and recently, a finalist for the Men's Image Award in 2016. In the process, Jason has witnessed 10 of his team become finalists over the last decade for various industry events. During 2019, Jason has continued to direct not only a Creative Team for Fashion Week, but also lead a 25 strong community hair team for a major arena production with over 130 cast members in a show which garnered rave reviews.



—
*Jason
Davies*

NEW ZEALAND



NATIONAL ARTISTIC TEAM

Luke Reynolds is an extremely well established, experienced and in-demand stylist, Global Guest Artist and National Principal Trainer for Master Stylist, the brains behind successful business Luke Reynolds Hairdressing and the winner of the Australian Hair Expo Salon business of the year 2017.

Having worked at the top end of the industry, Luke has amassed an impressive repertoire of fashion-forward techniques and experience, which his loyal clientele benefit from in-salon.

Luke has graced the platforms of Goldwell Global Zoom, Australian Hair Expos, Salon International and has been captured in national advertising campaigns and featured in magazine editorials. Luke has been a Hair Director at the Australian Mercedes-Benz Fashion Week and Queensland David Jones fashion parades.

Luke's experience is coupled with his passion for haircutting, creating timeless, beautiful hairstyles that leave his clients feeling confident, sexy and happy long after leaving the salon.

—
*Luke
Reynolds*

LUKE REYNOLDS HAIRDRESSING
BRISBANE



NATIONAL ARTISTIC TEAM

Mazí Hair Hobart was founded in early 2019, created by internationally renowned award-winning stylists and colorists Alexandra Kontos, Larissa Bresnehan and Rachael Sibley. The name Mazí is Greek for “together” and as the name suggests, this team has been working together for many years and now come together under Mazí to provide the exceptional personalised service clients have come to expect and deserve. The team are highly motivated and committed to working together to achieve success for the Mazí brand.

Larissa was a co-creator of the Goldwell 2018 Color Zoom Elemental Collection, followed by being on the jury at Goldwell Global Zoom in Toronto 2018 and Global Zoom Creative Colorist Gold Winner 2016.

Alexandra has represented Australia in Las Vegas and Stockholm at Goldwell Global Zoom, as well as many other major shows and events locally and globally.

Rachael, Larissa and Alexandra believe continual education is an important part of the Mazí culture and the team are always pushing themselves creatively, which is reflected in their many accolades on both a national and an international level.



—
Mazí Hair

HOBART



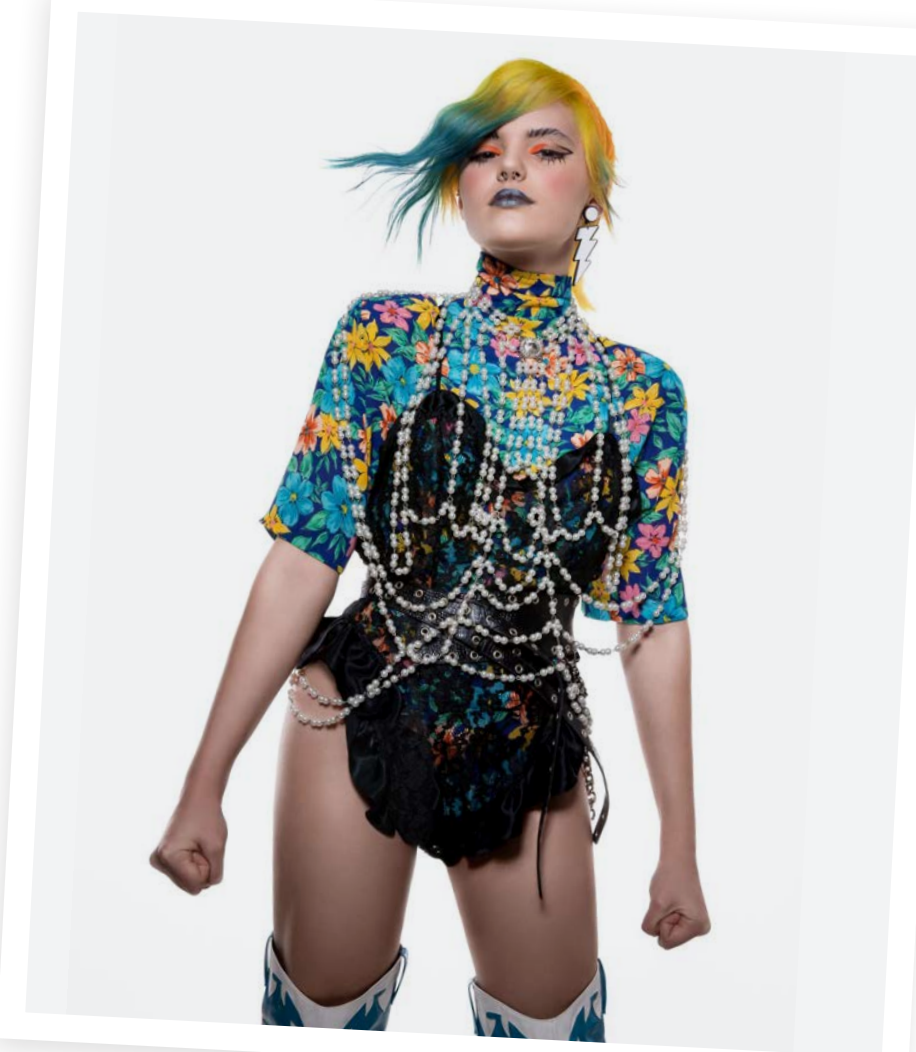
NATIONAL ARTISTIC TEAM

Having spent the best part of her teens working as a hair model for various salons around Adelaide, it felt like a natural progression for Megan Panozzo to eventually move into hairdressing. She's now been hairdressing for 20 years, and has proudly owned In Awe Salon in Adelaide for 7 years. First and foremost, Megan has an absolute passion for creative color and technique, but ultimately loves creating colors, cuts and styles for her clients that are complementary and flattering.

Stemming from this passion, Megan proudly holds a place on the National Artistic Team where she can share her capacity to influence color direction through teaching commercial color techniques. In 2018 she was encouraged by her peers to start entering hair award competitions, and was hugely humbled and empowered when she was awarded the title of Australian Hair Fashion Awards SA/TAS Hairdresser of the Year in 2019 and was a FINALIST for the award in 2020! Education with the focus of growing our industry is something that Megan is incredibly passionate about and involves her staff in as much as possible, encouraging them to dream and imagine beyond more than what they see.

—
Megan Panozzo

IN AWE SALON
ADELAIDE



NATIONAL ARTISTIC TEAM

Jess Lewis has been in the industry for over 14 years and after finding her passion as a Blonde and Balayage Specialist, she has amassed a great following on social media via Instagram @hairbyjesslewis. Jess is the proud owner of Hair by Jess Lewis, located in Mornington, Melbourne.

The saying "love what you do and you'll never work another day in your life" is definitely what Jess lives by. Knowing she can change a client's confidence or how they see themselves by giving them beautiful hair and knowing she can inspire fellow hairdressers by sharing her knowledge is such a gift.

In 2016 Jess began her highly successful 'look and learn' ombré / balayage workshops that would sell out within minutes. These 'look and learn' workshops were not only designed to teach fellow hairdressers her two signature techniques but also to show hairdressers that they are all equal in the industry and empowering one another in an intimate and relaxed session.

After 3 years of in-person workshops and hundreds of hairdressers being taught, the continued demand has enabled Jess to start the "HBJL Academy".



Jess Lewis
HAIR BY JESS LEWIS
MORNINGTON

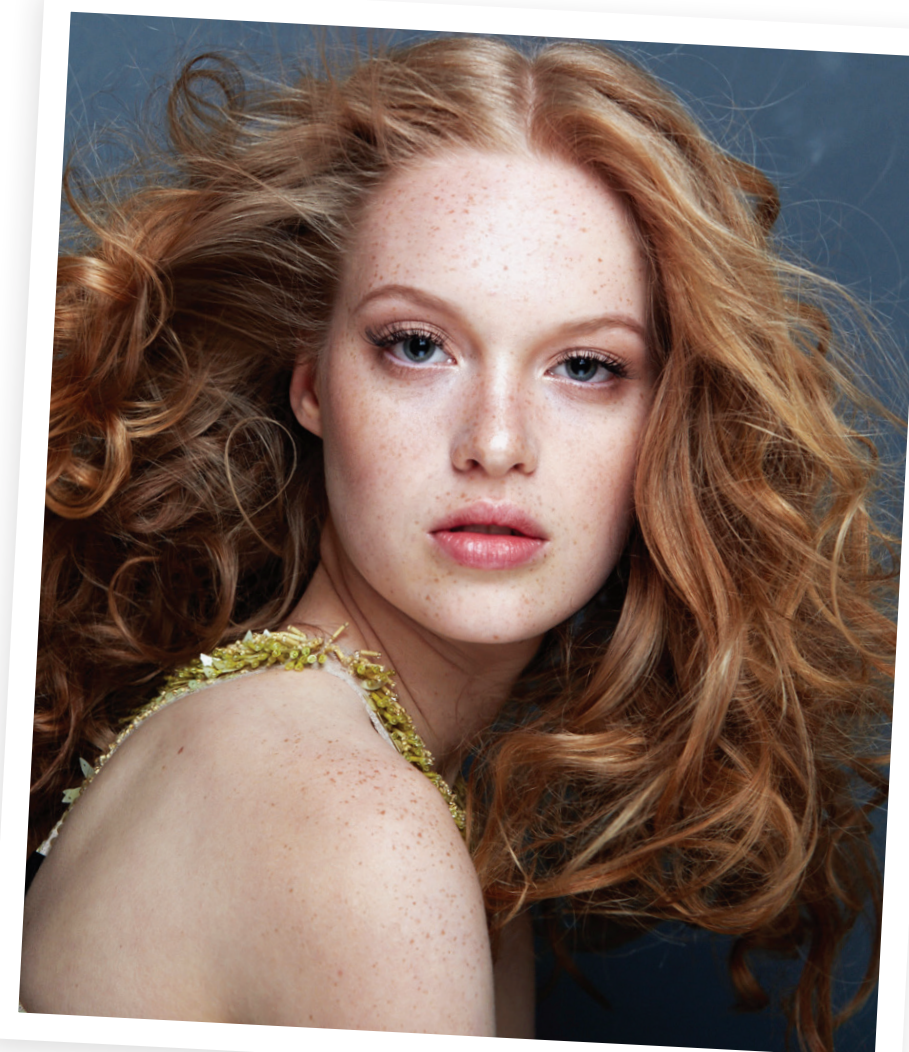


NATIONAL ARTISTIC TEAM

The Lee Preston Artistic Team is led by award winning hairdresser Lee Preston, who is never far from the spotlight. With numerous accolades, they are recognized as one of Australia's finest for their editorial work on front covers of prestige publications and working with local and international models and celebrities.

The Lee Preston Artistic Team is made up of individuals that share a passion for hair and education. Each member is encouraged to participate in many activities as they are responsible for the production of photographic collections, participation in educational activities and work alongside leading companies and designers to promote the salon and their work.

This dynamic and diverse team are extremely trend focused, bringing the latest, most fashionable looks to their salon clients and humbly sharing with others that want to learn to be the best at their craft.



Lee Preston
Hairdressing
PERTH



NATIONAL ARTISTIC TEAM

From the beginning, Sfumato has always been more than just mainstream hair. As a team of talented individuals, the Sfumato brand is well known in the industry for their innovative hair artistry. The salon has built strong collaborative partnerships, including ongoing work with the International MONA, Museum of Old and New Art as well as working on Dark Mofo festival. Being able to partner with such events has given the team the opportunity to devise and design creations and looks that hold world class recognition, including a feature of their creation 'Mohawk Long Spine Sea Urchin' in the alluring 2019 art publication 'Eat The Problem' by Creative Curator Kirsha Kaechele.

As an extremely busy salon, the team work constantly at making the salon brand a great success.

This can be shown through accolades such as - Australian Apprentice of the Year 2016, Finalist in Creative Force, TAS/SA Hairdresser Of The Year, Australian New Talent and Hot Shots Best New Talent.

The team have been driven by many creative opportunities such as co-directing Sydney and New York Fashion Weeks and are aligned with many design teams in Perth and Melbourne. Determined to be unique in the market place, the team are focused on more than just doing great hair, the salon is known for exceptional service and attention, such as winning the Top 40 in the world with Customer Service Award.



—
sfumato
HOBART
—

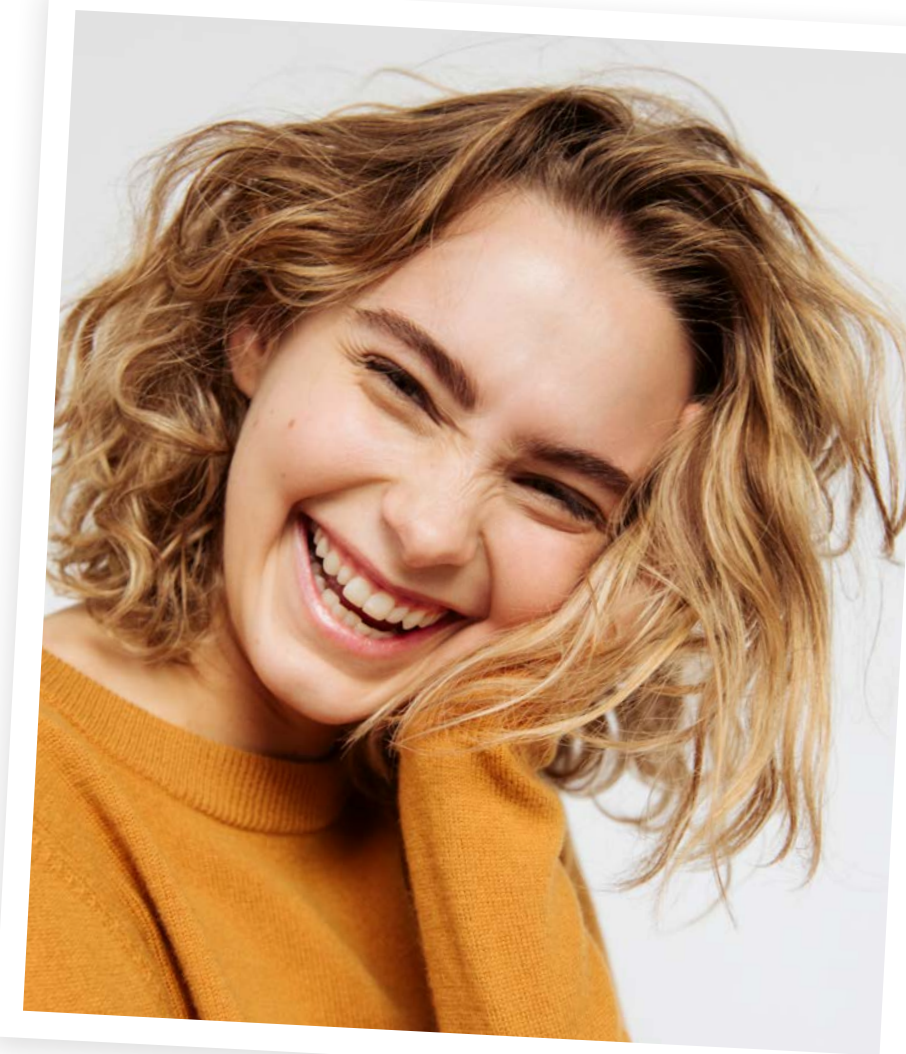


NATIONAL ARTISTIC TEAM

shibui is a Japanese concept that appreciates the beauty in the simple, the subtle and the unobtrusive; it's the principle that we teach when we start thinking about hair. shibui is all about working with the natural characteristics of each person's hair so that it can find its own way. Our approach is relaxed and intuitive; our attitude is down to earth; our methods are open and honest. We work with an awareness of fashion but do our best to deliver hair that is uncontrived and easy to maintain. We embrace the imperfections and variables that make us all unique.

shibui is craftsmanship that is beautiful by being understated and being what it is meant to be, without needing elaboration.

Dry Cutting
Natural Styling
Lived in Colour



—
shibui
MELBOURNE
—



NATIONAL ARTISTIC TEAM

Infinity Hair was created by the collaboration of the creative minds and precision skills of best friends Monique Loriaux and Chantal Davis. Since opening their salon doors in 2015, their focus has been on creating a culture that promotes professional service and hairdressing. This environment fosters hair artistry for each individual sitting in their chairs, where consistency in quality and staff is key.

Complementing each other beautifully, Monique is the resident colorist with her incredible foiling technique and is now representing Goldwell as a color influencer and educator. Chantal is responsible for bringing on trend looks, taking inspiration from attending Sydney and Melbourne Fashion weeks and implementing such styles in salon.

Infinity have earned the title of Blonde Specialists, but their ego-free personalities and realness to the industry make them passionate about working with stylists that want to find their hidden.



—
*Infinity
Hair*
—
BRISBANE



NATIONAL ARTISTIC TEAM

Kirby Lago is a salon owner of Pélo by Lago and colour correction specialist. Providing her clients with the hair of their dreams is what she thrives on. Kirby is a Goldwell professional with over 17 years in-salon experience.

Throughout her career in the industry Kirby has owned multiple hair salons in sought after locations such as Surry Hills. Kirby sold her previous salons to focus on having her three beautiful children, whilst freelancing. During this time she travelled to LA and worked with and was educated through the top salons so she could bring this knowledge back and apply it to Pélo by Lago, her brand new salon located in the heart of Cronulla.



—
*Kirby
Lago*
—
PÉLO BY LAGO
CRONULLA



NATIONAL ARTISTIC TEAM

Shane Henning is the Creative Director and a part owner of Noddy's on King in Newtown, Sydney NSW.

He has had many years experience in our industry working with Goldwell Education, fashion photographers, editorial magazines, shows and awards. Shane's reputation has been celebrated world-wide with published work and educational seminars and shows. His work has graced many fronts covers and brand campaigns with timeless images.

Shane has judged for the 2018 Goldwell Global Zoom color awards, and in 2017 he was a guest artist presenter for Goldwell Global Zoom Barcelona. His patience and passion sees Shane supporting many industry events and coaching and mentoring young stylists to reach their true potential.

Shane's accolades include: 6x Australian Hairdresser of the Year | 4x Salon Team of the Year | Hall of Fame Recipient and Masters Award Recipient.



Shane
Henning
NODDY'S ON KING
SYDNEY



NATIONAL ARTISTIC TEAM

Experience a day in the salon with Ali Holmes via the Salon Diligence seminar.

All clients want to achieve their hair dreams, but it all starts with the right consultation with hair and face shape, how to guide the client through the service from start to finish and setting up the "expectation boundaries."

Ali adopts a never say 'no' approach whilst making sure the client looks their best. This is achieved by numerous methods via interactive chats ensuring you get to the end result for the client. During this Look and Learn session, Ali will show case 2 models and outlining different scenarios that you are presented with on day to day basis.

Ali is a highly skilled all round stylist that understands color and cutting in a way that only experience can give you. Her knowledge and insight is translated in creative and functional way and living the life from a busy salon floor.

Ali Holmes
WILDLIFE SOGO
SYDNEY



NATIONAL ARTISTIC TEAM

WILLOMINA was founded in 2017 by Chris & Kass Hunter.

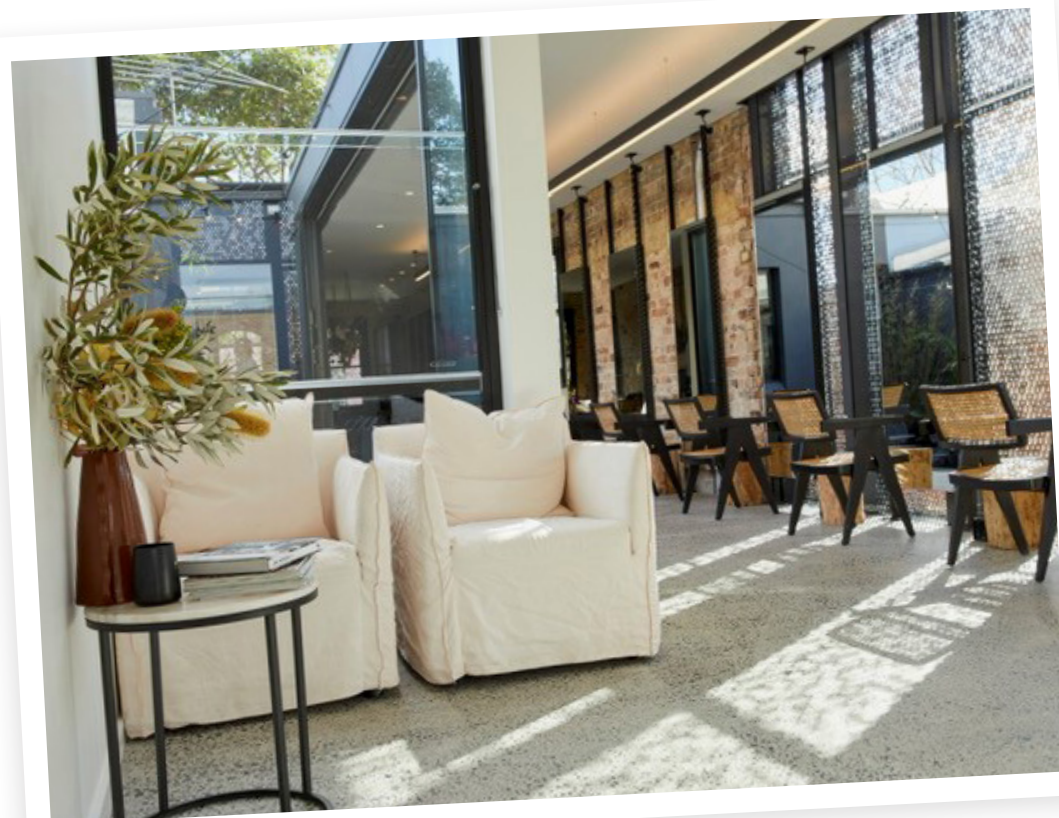
Situated in the back streets of Surry Hills Sydney, it was dubbed the urban treehouse as it sat high amongst the trees, wrapped in glass windows.

Built on Love, Trust & Creativity - the Salon quickly became a hub for an abundance of incredibly talented hairstylist's.

Within the first 3 years of being open WILLOMINA relocated to a much larger premises on Queen St Woollahra.

Housing some of Australia's most talented hair artists, WILLOMINA is a collective of talent waiting to be unleashed on the industry.

WILLOMINA



Willomina
SYDNEY

NATIONAL ARTISTIC TEAM

The motivation behind our salons comes from our primary values of customer service, integrity and hairdressing excellence. Tribe offers a holistic approach to hairdressing, with personalised consultations and unique sensory rituals as part of every service. Our exclusive use of environmentally sustainable, socially responsible products reflects our motivation to care for the world we live in. All of our hair products are essentially damage free, to both our clients and the environment.

Our Mission: to champion a culture that fosters sustainability, strives for excellenc, connects with community, and we do great hair. I would love to welcome you into our salon, with more than half my life dedicated to the hairdressing industry, I am proud to be the name behind the expanding hairdressing empire that is the Tribe Lifestyle Group. Being the founder and owner of four award-winning salons, my aim is to continually raise the bar in both salon service and hairdressing excellence.

My why is the feel good factor. Making people feel great about themselves through tailored hairdressing.

TRIBE 

Luke Smart
TRIBE
SYDNEY



NATIONAL ARTISTIC TEAM

The Fox & The Hair doesn't follow trends, they create them! Multi-award winning salon located in the heart of Wollongong's CBD. They are the go to authority on all things hair and beauty. Founded by industry darling Mia De Vries, they've been making hair dreams come true since 2005.

THE FOX AND THE HAIR



—
*The Fox
and the
Hair*

WOLLONGONG
—



GLOBAL ARTISTIC NETWORK

GUEST ARTIST SEMINARS & SPECIAL EVENTS

WHAT'S IN IT FOR YOU?

- » Boost your creativity with high performance ideas and knowledge
- » Experience the expertise of each individual artist
- » Get confidence in building your salon business

THE COLOR DISRUPTORS



Lived in Color, Balayage, Ombre are hair trends that have continually evolved over the last decade and will continue to do so.

Join us in this one day workshop, as we bring together 4 talented colorists, stylists and salon owners from around Australia as they share how they continuously disrupt and evolve their color services in salon. Kirby, Jami, Sarah and Joseph demonstrate their authentic approach to hair color and styling on live models and how they use their social media platforms to create a loyal clientele, new and existing, through capturing that perfect shot.

Two phase workshop on how they are continuing to disrupt the norm to do things differently to create beautiful color, business strong businesses as both stylists and salon owners and maintain loyal clientele.

Educators: Joseph Jaque - The Fox and the Hair, Woolllongong; Jami and Sarah - Code Blonde, Melbourne
Kirby Lago - Péro by Lago, Cronulla

Format: Look and Learn

 Registration: 10:30 am / Start: 11:00 am / Finish: 5:00 pm / 1 Day  \$402

SALON DILIGENCE

Experience a day in the salon with Ali Holmes via the Salon Diligence seminar. All clients want to achieve their hair dreams, but it all starts with the right consultation with hair and face shape, how to guide the client through the service from start to finish and setting up the "expectation boundaries." Ali adopts a never say 'no' approach whilst making sure the client looks their best. This is achieved by numerous methods via interactive chats ensuring you get to the end result for the client.

During this Look and Learn session, Ali will show case 2 models and outlining different scenarios that you are presented with on day to day basis. Ali is a highly skilled all round stylist that understands color and cutting in a way that only experience can give you. Her knowledge and insight is translated in creative and functional way and living the life from a busy salon floor.

Educators: Ali Holmes - Wild Life SoGo, Sydney | **Format:** Look and Learn



 Registration: 5:30pm / Start: 6:00pm / Finish: 7:30pm / 1 Day  TBC

THE ART OF REINVENTION

The Art of Reinvention - Change is inevitable in our world each and every day and as salon owners and creative entrepreneurs, we know that reinvention is crucial during times of change. The Art of Reinvention is a 90-120mins up close and personal interview with some special guests to share their journey on how they have reset their pathways, renewed their vision, reinvented their purpose in business, creativity and career. We will feature our selected Guest Speaker on our education website.

Educator: Brent Barber - shibui, Melbourne; Megan Panozzo - InAwe Salon, Adelaide; Kirby Lago - Péro by Lago, Cronulla

Format: Panel Presentation



 Registration: 5:30 pm / Start: 6:00 pm / Finish: 7:30 pm  \$67

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

COMMERICALLY CREATIVE

How do you create a realistic expectation for your clients desired result, with a limited time frame? What sets your service apart? In this 90 minute session learn the art of customizing each client's visit to the salon, maximizing use of time and profit possibility. Explore the Goldwell portfolio and ways to best enhance your color, perfect hair condition and creating a journey to desired results with your client.

Educators: Goldwell Educator | **Format:** Look and Learn

 Registration: 5:30 pm / **Start:** 6:00 pm / **Finish:** 7:30 pm  \$47

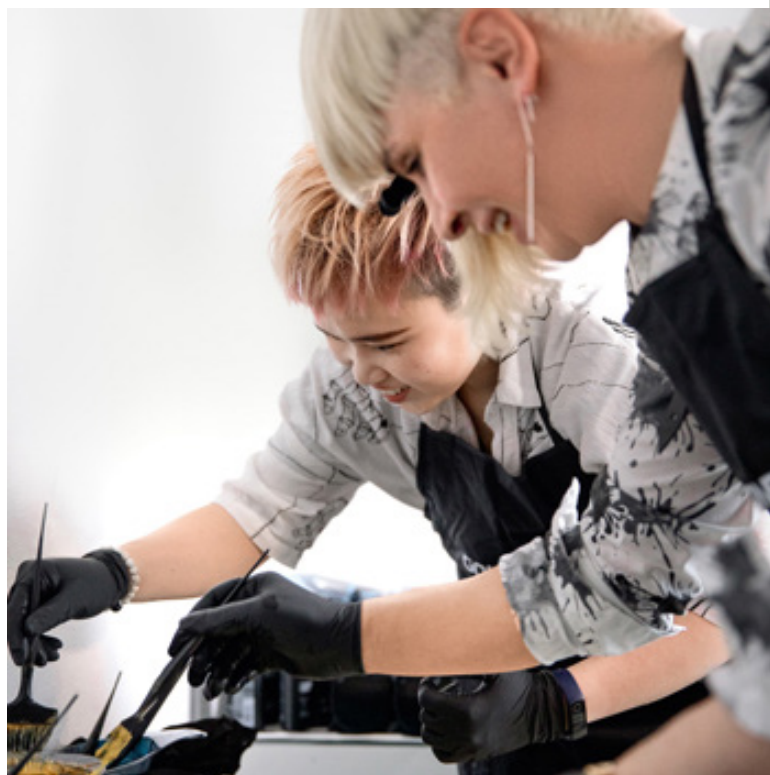
CRAFTING CONVERSATIONS

Communicate more effectively, clearly and directly. As a universal truth, in all areas of life, there is one underlying skill that when mastered enables individuals to achieve more, understand with clarity and develop stronger relationships... that skill is conversation mastery. This newfound conversational prowess will enable you to quickly and easily produce more convincing, genuine conversations and consultations for your salon meetings, training programs and specifically with clients. The two-day program provides the blueprints of the fundamental and technical conversation skills that underly every conversation whether it be personal or business oriented.

Educators: Goldwell Educator | **Format:** Look and Learn

 Registration: 9:30 am / **Start:** 10:00 am / **Finish:** 5:00 pm / 2 Days  \$402


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




RISING STARS

We are passionate about developing young stylists to grow and thrive in our industry. Rising Stars is a mentoring program for young stylists to be trained with key skills and knowledge that increase their confidence and experience. During this journey, they will have the opportunity to be coached and mentored through the creative process. On completion of the mentoring program each Rising Star will showcase their distinct talent from cutting, coloring and styling, from editorial to Avant Garde in an up close and personal soiree. If you believe that you have the ability, thirst, dedication and determination to be a Rising Star, connect with our Education Team for more information.

Format: Look and Learn | **Level:** All Levels

 **Registration:** 6:00 pm
Start: 6:30 pm / Finish: 8:00 pm

 \$67

 **Sydney** 08.06.21
Melbourne 15.03.21
Brisbane 27.09.21
Perth 24.05.21
Adelaide 11.10.21

RISING STARS ALL STARS

 **Sydney** 26.07.21



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



NATIONAL EDUCATION TEAM

Alicia
BRISBANE, QUEENSLAND



Amy
AUSTRALIA



Cat
PERTH, WESTERN AUSTRALIA



Caillin
MELBOURNE, VICTORIA



Julie
REGIONAL



Christina
MELBOURNE, VICTORIA



Chantel
BRISBANE, QUEENSLAND



Deana
BRISBANE, QUEENSLAND



Lisa
ADELAIDE, SOUTH AUSTRALIA



Nicola
SYDNEY, AUSTRALIA



Paige
MELBOURNE, VICTORIA



Kristie
MELBOURNE, VICTORIA



Madi
AUSTRALIA



Maria
AUSTRALIA



Rita
AUSTRALIA & NEW ZEALAND



Tania
SYDNEY, AUSTRALIA



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 a 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 are perfect for natural lighting, hair color, styling and photoshoots.

We have 4 signature rooms to cater 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 stylists 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



LEARNING CENTRES OF AUSTRALIA

We invite you to immerse yourself in the creative energy of our Australian Learning Centres. Innovative classes and state of the art facilities offer you an unparalleled education experience.

It's all about knowing where to find inspiration!

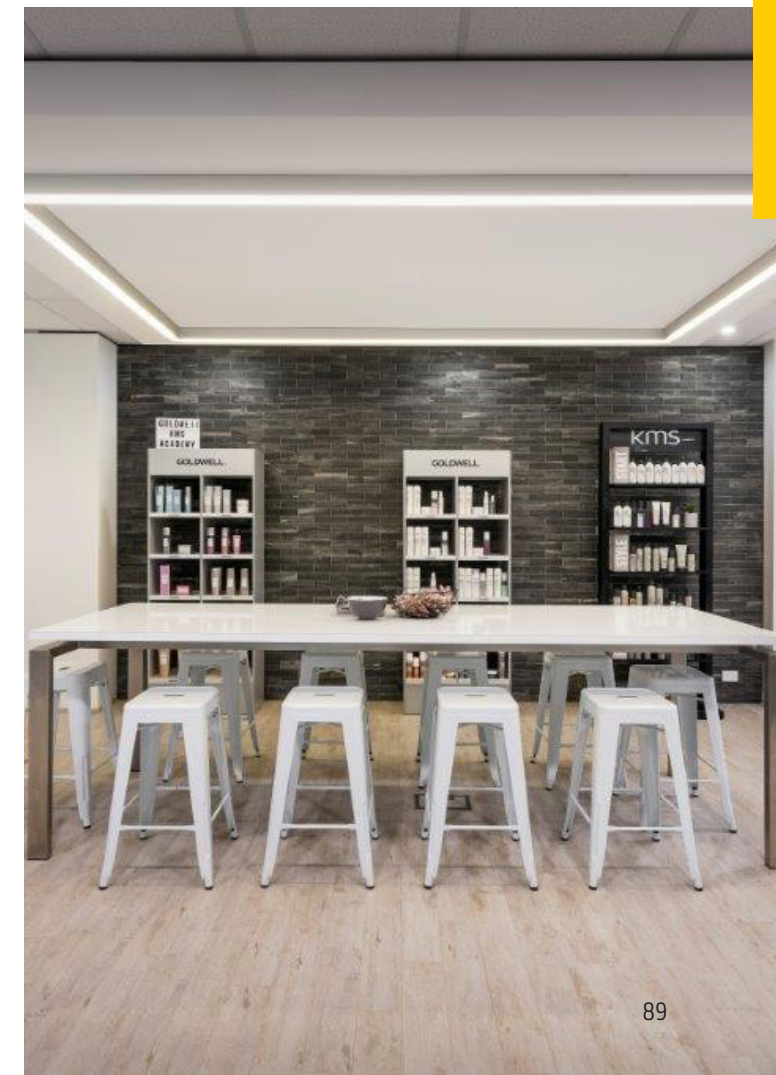
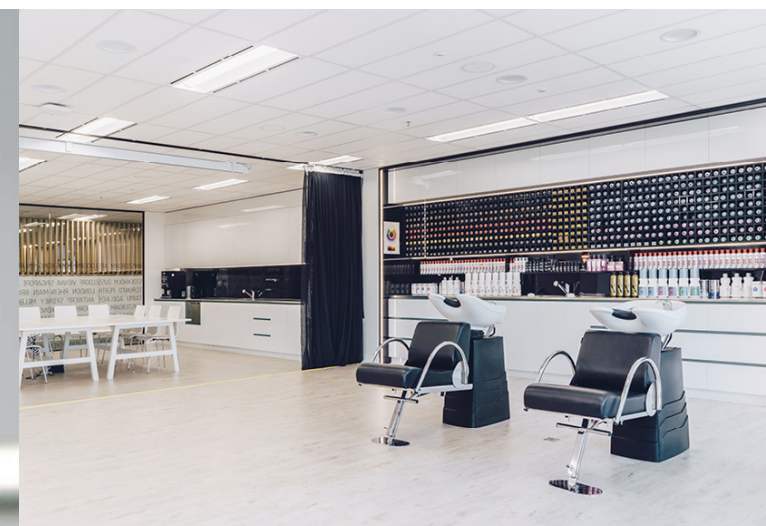
KAO SALON
MELBOURNE
LEARNING CENTRE

KAO SALON
PERTH
LEARNING CENTRE

KAO SALON
BRISBANE
LEARNING CENTRE



GLOBAL ARTISTIC NETWORK



MBE EVENTS

MARKETING, BUSINESS AND EDUCATION

MBE is a series of business-building events, where our salon partners are able to network with 'leading edge' salons that are at the forefront of our industry and developing best business practices.

The purpose is to provide information, inspiration, personal development concepts, initiatives and ideas to increase salon performance and profitability. Our goal is to partner closely with our clients and provide the right environment and opportunities to further develop their skills to successfully drive sales growth, build motivation, encourage creativity and continue to inspire.

WHAT TO EXPECT :

Networking // Network with like-minded people from salons. Learn from other salon owners about key factors that make their salons successful and general issues that salons in the industry are facing.

Expert Speakers // Learn from experienced professionals whose presentations and workshops are focused on your environment.

Motivation // Escape from the day to day running of the salon and focus on planning and growing your salon business. Give your salon coordinator/ manager an ideal opportunity to grow and build stronger business and promotion plans for the coming year. An informative, inspiring, motivating program that will lift the spirit of your team members who attend.

Creativity // Be exposed to exclusive creative brand experiences that showcase local and global creative talent to inspire and impart new trends and services to increase productivity in salon.





GOLDWELL. KMS VARIS

YOUR PERFECT PARTNERSHIP

BE A PART OF OUR COMMUNITY!

WHAT IS THE KAO SALON ALLIANCE?

A **partnership** allowing direct communication between you the salon partner and Kao Salon.

The Kao Salon Alliance loyalty program allows you to **customize the programs** to **grow your business**. This portal becomes the one location for all up-to-date information, resources, tools and education.

AS A MEMBER OF THE KAO SALON ALLIANCE,
YOU'RE A MEMBER OF OUR COMMUNITY.

When you log into your account, you will have the ability to download and utilize the turn-key marketing support, learn more about our exclusive MBE program and get the inside scoop on products and education.

JOIN OUR COMMUNITY TODAY
THESALONALLIANCE.COM.AU

HOW TO REGISTER AS A MEMBER:

Go to: **www.thesalonalliance.com.au**

Click Register

Select which Country you are registering from

Enter your email address

Fill in STEP 1: "Tell us about you" section

Your password must be at least 7 characters long

Fill in STEP 2: "Tell us about your salon" section

Fill in STEP 3: "Tell us how you buy your product" section

Please check with your Sales Executive if you are unsure of your account number

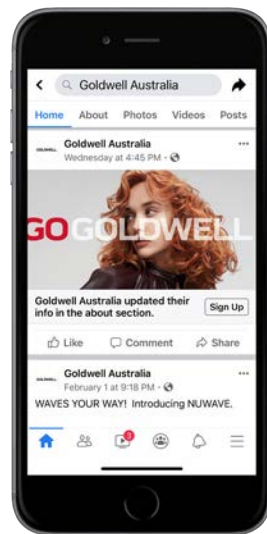
Review your details and Accept Terms & Conditions

Click Submit

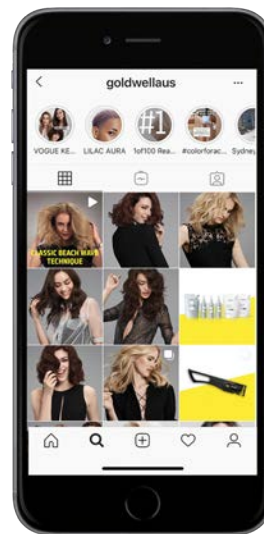
SOCIAL MEDIA URL LISTINGS

A quick reference guide for Goldwell URL's.

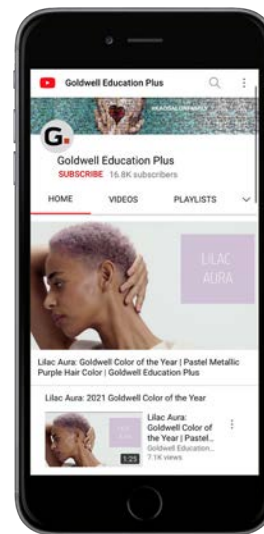
For a chance for your images to be featured on our social media pages, please use #GoldwellAuApproved in your posts.



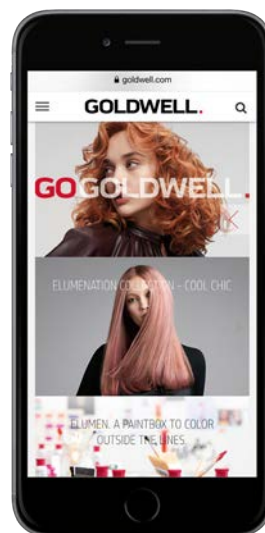
facebook.com/GoldwellAustralia



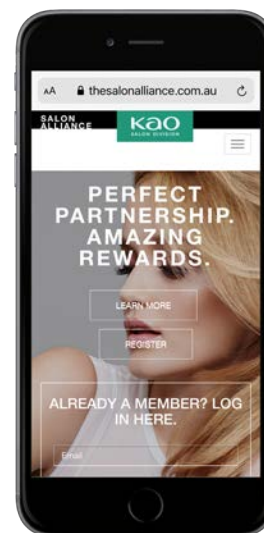
[@goldwellaus](https://instagram.com/GoldwellAus)



[youtube.com/Goldwell Education Plus](https://youtube.com/GoldwellEducationPlus)



www.goldwell.com.au



www.thesalonalliance.com.au

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
 - » Add in payment details
 - » Complete registration

A confirmation email will be forwarded to you upon acceptance of your registration that will contain:

1. Registration Confirmation
2. Tools to Bring
3. Seminar Location

CANCELLATION POLICY

All cancellations must be received 30 days prior to the date of the scheduled seminar 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 Australia Pty Limited reserves the right to postpone or change any seminars due to unforeseen circumstances, in which case participants will be notified.

KAO SALON
ACADEMY
SYDNEY

LEARNING DESTINATIONS

- NEW! Kao Salon Academy Sydney** - Level 1, 75 King Street, Sydney, 2000
- Melbourne Learning Centre** - Level 2, 293 Camberwell Road, Camberwell, 3124
- Brisbane Learning Centre** - 5 Cribb Street, Milton 4064
- Perth Learning Centre** - Level 1, 389 Oxford Street, Mount Hawthorn 6016

Booking Hotline: 1300 214 393

EMAIL: KaoSalonAcademy_au@kao.com

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For further information please contact your Goldwell representative. | goldwell.com.au



Goldwell is part of Kao Salon Division.

kao
SALON DIVISION

Making life beautiful for salons, stylists and their clients.