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# KAO SALON VIRTUAL EDUCATION

GOLDWELL. KERASILK KMS VARIS

TO BE THE BEST, YOU HAVE TO LEARN FROM THE BEST.

## AUGUST 2023

DATE	TIME*	VIRTUAL CLASS
Tue. 8/8	10:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 8/9	10:00 am	<a href="#">Color for Everyone with Colorance</a>
Wed. 8/9	12:00 pm	<a href="#">Kerasilk Specialists and Styling</a>
Wed. 8/9	2:00 pm	<a href="#">Expert Blonding</a>
Wed. 8/9	3:00 pm	<a href="#">Kerasilk Expert Services</a>
Tue. 8/15	10:00 am	<a href="#">Upgrade Your Service Potential</a>
Tue. 8/15	12:00 pm	<a href="#">Expert Blonding</a>
Tue. 8/15	2:00 pm	<a href="#">What's In Your Gray Toolbox?</a>
Wed. 8/16	12:00 pm	<a href="#">Kerasilk Specialists and Styling</a>
Wed. 8/16	2:00 pm	<a href="#">Color for Everyone with Colorance</a>
Wed. 8/16	3:00 pm	<a href="#">Kerasilk Expert Services</a>
Tue. 8/22	2:00 pm	<a href="#">Upgrade Your Service Potential</a>
Wed. 8/23	10:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 8/23	12:00 pm	<a href="#">Color for Everyone with Colorance</a>
Wed. 8/23	12:00 pm	<a href="#">Kerasilk Specialists and Styling</a>
Wed. 8/23	2:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 8/23	3:00 pm	<a href="#">Kerasilk Expert Services</a>
Tue. 8/29	10:00 am	<a href="#">Upgrade Your Service Potential</a>
Tue. 8/29	12:00 pm	<a href="#">Expert Blonding</a>
Wed. 8/30	12:00 pm	<a href="#">Kerasilk Specialists and Styling</a>
Wed. 8/30	12:00 pm	<a href="#">Color for Everyone with Colorance</a>
Wed. 8/30	2:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 8/30	3:00 pm	<a href="#">Kerasilk Expert Services</a>

1-hour classes. Times are listed in Eastern Standard Time. [CLICK HERE](#) to convert the time to your city.

**DON'T MISS OUT ON VIRTUAL OPPORTUNITIES FOR  
PRODUCT KNOWLEDGE AND BRAND EDUCATION.**

To register, click/tap on the class you would like to  
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# SEPTEMBER 2023

DATE	TIME*	VIRTUAL CLASS
Tue. 9/5	11:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 9/5	1:00 pm	<a href="#">Expert Blonding</a>
Tue. 9/5	3:00 pm	<a href="#">What's In Your Gray Toolbox?</a>
Wed. 9/6	1:00 pm	<a href="#">Kerasilk Complete</a>
Tue. 9/12	11:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 9/12	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 9/12	3:00 pm	<a href="#">Expert Blonding</a>
Wed. 9/13	11:00 am	<a href="#">Upgrade Your Service Potential</a>
Tue. 9/19	11:00 am	<a href="#">What's In Your Gray Toolbox?</a>
Tue. 9/19	1:00 pm	<a href="#">Expert Blonding</a>
Tue. 9/19	6:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 9/20	1:00 pm	<a href="#">Kerasilk Complete</a>

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## OCTOBER 2023

DATE	TIME*	VIRTUAL CLASS
Tue. 10/3	11:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 10/3	1:00 pm	<a href="#">Expert Blonding</a>
Tue. 10/3	3:00 pm	<a href="#">What's In Your Gray Toolbox?</a>
Wed. 10/4	1:00 pm	<a href="#">Kerasilk Complete</a>
Tue. 10/10	11:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 10/10	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 10/10	3:00 pm	<a href="#">Expert Blonding</a>
Wed. 10/11	11:00 am	<a href="#">Kerasilk Complete</a>
Tue. 10/17	11:00 am	<a href="#">What's In Your Gray Toolbox?</a>
Tue. 10/17	1:00 pm	<a href="#">Expert Blonding</a>
Tue. 10/17	3:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 10/18	1:00 pm	<a href="#">Kerasilk Complete</a>
Tue. 10/24	11:00 am	<a href="#">Expert Blonding</a>
Tue. 10/24	1:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 10/24	6:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 10/25	11:00 am	<a href="#">Kerasilk Complete</a>
Wed. 10/25	1:00 pm	<a href="#">Upgrade Your Service Potential</a>
Tue. 10/31	11:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 10/31	1:00 pm	<a href="#">Expert Blonding</a>

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NOVEMBER 2023

DATE	TIME*	VIRTUAL CLASS
Wed. 11/1	1:00 pm	<a href="#">Kerasilk Complete</a>
Tue. 11/7	11:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 11/7	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 11/7	3:00 pm	<a href="#">Expert Blonding</a>
Wed. 11/8	11:00 am	<a href="#">Kerasilk Complete</a>
Tue. 11/14	11:00 am	<a href="#">What's In Your Gray Toolbox?</a>
Tue. 11/14	1:00 pm	<a href="#">Expert Blonding</a>
Tue. 11/14	3:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 11/15	11:00 am	<a href="#">Upgrade Your Service Potential</a>
Wed. 11/15	1:00 pm	<a href="#">Kerasilk Complete</a>

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## TOPCHIC ZERO, LAUNCHES: FALL 2023

DATE	TIME*	VIRTUAL CLASS
Wed. 9/6	11:00 am	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 9/6	5:00 pm	<a href="#">Unboxing: What's New?</a>
Wed. 9/13	1:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 9/13	5:00 pm	<a href="#">Unboxing: What's New?</a>
Wed. 9/20	11:00 am	<a href="#">Unboxing: What's New?</a>
Wed. 9/20	3:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 10/4	11:00 am	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 10/4	5:00 pm	<a href="#">Unboxing: What's New?</a>
Wed. 10/11	1:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 10/18	3:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 10/25	6:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 11/1	11:00 am	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 11/8	1:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>
Wed. 11/15	3:00 pm	<a href="#">Topchic Zero and Ammonia Free Solutions</a>

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## VIRTUAL EDUCATION CLASS DESCRIPTIONS

**Blueprinting and Color Theory:** Get a clear vision of color theory and a comprehensive understanding of where Goldwell shades & tones live on the color wheel. Then learn how to leverage this knowledge to formulate Goldwell color with confidence and predictability every time.

**Expert Blonding:** Explore the expansive portfolio of Goldwell's lightening tools. Gain a complete understanding of how, why and when to use our highlift Topchic shades, Blonding Cream and how to choose the best lightener for the perfect blonde.

**Kerasilk Complete:** Learn what makes this environmentally conscience, vegan haircare line so special. Gain insights on how each high performing product works and the multi-benefits it gives your guest's hair. By the end of class, you will be confident in your client recommendations. To complete your class, learn the fundamental knowledge and skills required to successfully complete the Kerasilk Keratin Treatment service.

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

**Topchic Zero and Ammonia Free Solutions:** Discover all the Ammonia Free Solutions Goldwell has to offer; Introducing Topchic Zero, the eco conscience, no ammonia, vegan hair color made with up to 94% naturally derived ingredients that are 98% biodegradable. Colorance, the ammonia free, vegan Demi-Permanent color, Men Reshade, SilkLift Zero Ammonia lightener and Elumen Permanent Hair Color. At the end of class, you will be armed to provide any service with Goldwell's Ammonia Free Solutions.

**Unboxing: What's New?** Unboxing and close-up of what's new at Goldwell. Get insights into our newest technologies and products; Topchic Zero and Elumen @NN's.

**Upgrade Your Service Potential:** Grow your knowledge and income focusing on service and retail upgrades that are quick and easy, yet extremely impactful. Review options for adding on treatments with Dualsenses, creating custom reflections with @PurePigments, power toning & softening harsh contrasts with Brighteners and so much more! Tie all of this together with the recommended take home products to support your work.

**What's In Your Gray Toolbox?** Discover a world of options for grey enhancement, blending & coverage. Goldwell's unique portfolio offers the most comprehensive choices for today's demanding guest. Learn about blending grey with conditioning Colorance. Create classic grey coverage with Topchic. Then dive deep into our no ammonia and no ammonia, non-oxidative coverage with our newest additions, Topchic Zero and NN@ in Elumen. Head back to your chair with a new arsenal of options to please any guest.

