

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

VIRTUAL EDUCATION CLASS DESCRIPTIONS

BLUEPRINTING AND MASTER FORMULATION BUILD

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.

CREATIVE INSPIRATIONS GROW

Looking for new inspiration, exciting ways to use our products, or simply want to alter your color placement? Creative Inspirations will focus on how to change your game behind the chair. Topics rotate, so join us monthly.

CURIOUS CONVERSATIONS (30 mins only) BUILD GROW

Have some pressing questions about hair, formulas, corrective colors, challenges or anything else related to the Goldwell, KMS, and Kerasilk brands? Fast fire your curiosities to a panel of live experts and dive deeper into discovering your answers. You'll be sure to leave inspired! These zoom sessions are set up as a meeting, so being on camera is encouraged.

ELUMEN NATION BUILD

Don't over think it. All you need to know is how direct dyes work. The rest is up to your creativity. Trust your own genius. Follow your instinct. You decide what works. Experience a different way of covering grey, toning, and creating colors.

EXPERT BLONDING BUILD

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 BUILD

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 BUILD

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.

UPGRADE YOUR \$SERVICE POTENTIAL GROW

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 GREY TOOLBOX? GROW

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.

JOURNEY TO SUCCESS BUILD

Are you new to doing hair or just new to GOLDWELL? Welcome! We are glad you're here.

For optimum learning, we recommend navigating through our portfolio of classes in the following order in your personal Journey to Success:

TOPCHIC & COLORANCE REVEALED → BLUEPRINTING & MASTER FORMULATION → EXPERT BLONDING → WHAT'S IN YOUR GREY TOOLBOX?

The following programs can be taken in any order, at any time:

ELUMEN NATION | KERASILK COMPLETE | UPGRADE YOUR \$SERVICE POTENTIAL | CURIOUS CONVERSATIONS | CREATIVE INSPIRATIONS.



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JANUARY 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 1/9	10:00 am	Expert Blonding
Tue. 1/9	3:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 1/10	9:00 am	What’s In Your Grey Toolbox?
Wed. 1/10	11:00 am	Kerasilk Complete
Wed. 1/10	1:00 pm	Blueprinting & Color Theory
Tue. 1/16	10:00 am	Upgrade Your \$ervice Potential
Tue. 1/16	3:00 pm	Kerasilk Complete
Wed. 1/17	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
Wed. 1/17	1:00 pm	Expert Blonding
Tue. 1/23	10:00 am	Topchic and Colorance Revealed – Build Your Foundation
Tue. 1/23	1:00 pm	What’s In Your Grey Toolbox?
Tue. 1/23	3:00 pm	Expert Blonding
Wed. 1/24	9:00 am	Curious Conversations
Wed. 1/24	11:00 am	Kerasilk Complete
Wed. 1/24	1:00 pm	Blueprinting & Color Theory

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 on the class you would like to
attend and follow the instructions.

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FEBRUARY 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 2/6	10:00 am	Expert Blonding
Tue. 2/6	3:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 2/7	9:00 am	What's In Your Grey Toolbox?
Wed. 2/7	11:00 am	Kerasilk Complete
Wed. 2/7	1:00 pm	Blueprinting & Color Theory
Tue. 2/13	10:00 am	Upgrade Your Service Potential
Tue. 2/13	3:00 pm	Kerasilk Complete
Wed. 2/14	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
NEW • Wed. 2/14	11:00 am	Curious Conversations
NEW • Wed. 2/14	1:00 pm	Elumen Nation
Wed. 2/14	1:00 pm	Expert Blonding
Tue. 2/20	10:00 am	Topchic and Colorance Revealed – Build Your Foundation
Tue. 2/20	1:00 pm	What's In Your Grey Toolbox?
Tue. 2/20	3:00 pm	Expert Blonding
NEW • Wed. 2/21	9:00 am	Curious Conversations
Wed. 2/21	11:00 am	Kerasilk Complete
Wed. 2/21	1:00 pm	Blueprinting & Color Theory
Tue. 2/27	10:00 am	Kerasilk Complete
Tue. 2/27	3:00 pm	Blueprinting & Color Theory
Wed. 2/28	9:00 am	Expert Blonding
Wed. 2/28	11:00 am	Upgrade Your Service Potential
Wed. 2/28	1:00 pm	Topchic and Colorance Revealed – Build Your Foundation

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MARCH 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 3/12	10:00 am	Upgrade Your Service Potential
Tue. 3/12	3:00 pm	Kerasilk Complete
Wed. 3/13	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
NEW	Wed. 3/13 11:00 am	Curious Conversations
NEW	Wed. 3/13 1:00 pm	Elumen Nation
Wed. 3/13	1:00 pm	Expert Blonding
Tue. 3/19	10:00 am	Topchic and Colorance Revealed – Build Your Foundation
Tue. 3/19	1:00 pm	What's In Your Grey Toolbox?
Tue. 3/19	3:00 pm	Expert Blonding
NEW	Wed. 3/20 9:00 am	Curious Conversations
Wed. 3/20	11:00 am	Kerasilk Complete
Wed. 3/20	1:00 pm	Blueprinting & Color Theory
Tue. 3/26	10:00 am	Kerasilk Complete
Tue. 3/26	3:00 pm	Blueprinting & Color Theory
Wed. 3/27	9:00 am	Expert Blonding
Wed. 3/27	11:00 am	Upgrade Your Service Potential
Wed. 3/27	1:00 pm	Topchic and Colorance Revealed – Build Your Foundation

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APRIL 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 4/2	10:00 am	Expert Blonding
Tue. 4/2	3:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 4/3	9:00 am	What's In Your Grey Toolbox?
Wed. 4/3	11:00 am	Kerasilk Complete
Wed. 4/3	1:00 pm	Blueprinting & Color Theory
Tue. 4/9	10:00 am	Upgrade Your Service Potential
Tue. 4/9	3:00 pm	Kerasilk Complete
Wed. 4/10	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
NEW >	Wed. 4/10	11:00 am Curious Conversations
	Wed. 4/10	1:00 pm Expert Blonding
	Tue. 4/16	10:00 am Topchic and Colorance Revealed – Build Your Foundation
	Tue. 4/16	1:00 pm What's In Your Grey Toolbox?
	Tue. 4/16	3:00 pm Expert Blonding
NEW >	Wed. 4/17	9:00 am Curious Conversations
	Wed. 4/17	11:00 am Kerasilk Complete
	Wed. 4/17	1:00 pm Blueprinting & Color Theory
	Tue. 4/23	10:00 am Kerasilk Complete
	Tue. 4/23	3:00 pm Blueprinting & Color Theory
NEW >	Wed. 4/24	9:00 am Elumen Nation
	Wed. 4/24	9:00 am Expert Blonding
	Wed. 4/24	11:00 am Upgrade Your Service Potential
	Wed. 4/24	1:00 pm Topchic and Colorance Revealed – Build Your Foundation
	Tue. 4/30	10:00 am Blueprinting & Color Theory
	Tue. 4/30	3:00 pm Upgrade Your Service Potential

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