

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

## VIRTUAL EDUCATION CLASS DESCRIPTIONS

### BLUEPRINTING & COLOR THEORY 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.

### BLONDE YOUR WAY BUILD

Explore the expansive portfolio of Goldwell's lightening tools while learning about our new Iridescent collection. 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; Blonde your way.

### CREATIVE INSPIRATIONS: STYLESIGN EDITION GROW

Looking for new inspiration and exciting ways to use our new products? Creative inspirations: style sign edition will review feature and benefits of the new line while showcasing styling tips and tricks to utilize behind the chair everyday. 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 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.



### FIERCE FOUNDATIONS BUILD

Are you new to doing hair or just new to GOLDWELL? We have designed a live, foundational program just for you on Mondays. Welcome! We are glad you're here.

For optimum learning, we recommend navigating through this program in the following order in your personal journey to success:  
[TOPCHIC & COLORANCE REVEALED](#) → [BLUEPRINTING & COLOR THEORY](#) → [EXPERT BLONDING](#)

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# APRIL 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 4/2	10:00 am	<a href="#">Expert Blonding</a>
Tue. 4/2	3:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 4/3	9:00 am	<a href="#">What's In Your Grey Toolbox?</a>
Wed. 4/3	11:00 am	<a href="#">Kerasilk Complete</a>
Wed. 4/3	1:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 4/9	10:00 am	<a href="#">Upgrade Your \$ervice Potential</a>
Tue. 4/9	3:00 pm	<a href="#">Kerasilk Complete</a>
Wed. 4/10	9:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 4/10	11:00 am	<a href="#">Curious Conversations</a>
Wed. 4/10	1:00 pm	<a href="#">Expert Blonding</a>
Tue. 4/16	10:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 4/16	1:00 pm	<a href="#">What's In Your Grey Toolbox?</a>
Tue. 4/16	3:00 pm	<a href="#">Expert Blonding</a>
Wed. 4/17	9:00 am	<a href="#">Curious Conversations</a>
Wed. 4/17	11:00 am	<a href="#">Kerasilk Complete</a>
Wed. 4/17	1:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 4/23	10:00 am	<a href="#">Kerasilk Complete</a>
Tue. 4/23	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 4/24	9:00 am	<a href="#">Elumen Nation</a>
Wed. 4/24	9:00 am	<a href="#">Expert Blonding</a>
Wed. 4/24	11:00 am	<a href="#">Upgrade Your \$ervice Potential</a>
Wed. 4/24	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 4/30	10:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Tue. 4/30	3:00 pm	<a href="#">Upgrade Your \$ervice Potential</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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# MAY 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 5/7	10:00 am	<a href="#">Curious Conversations</a>
Tue. 5/7	1:00 pm	<a href="#">Kerasilk Complete</a>
Tue. 5/7	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
 Mon. 5/13	9:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
 Mon. 5/13	11:00 am	<a href="#">Expert Blonding</a>
 Mon. 5/13	12:30 pm	<a href="#">Blueprinting &amp; Color Theory</a>
 Mon. 5/13	2:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
 Mon. 5/13	4:00 pm	<a href="#">Expert Blonding</a>
Wed. 5/15	11:00 am	<a href="#">Creative Inspirations: StyleSign Edition</a> 
Wed. 5/15	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 5/15	3:00 pm	<a href="#">Blonde Your Way</a>
Tue. 5/21	10:00 am	<a href="#">What's In Your Grey Toolbox?</a>
Tue. 5/21	1:00 pm	<a href="#">Upgrade Your Service Potential</a>
Tue. 5/21	3:00 pm	<a href="#">Creative Inspirations: StyleSign Edition</a> 
Wed. 5/29	11:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 5/29	1:00 pm	<a href="#">Blonde Your Way</a>
Wed. 5/29	3:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>

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# JUNE 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 6/4	10:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 6/4	1:00 pm	<a href="#">Elumen Nation</a>
Tue. 6/4	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
 Mon. 6/10	9:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
 Mon. 6/10	11:00 am	<a href="#">Expert Blonding</a>
 Mon. 6/10	12:30 pm	<a href="#">Blueprinting &amp; Color Theory</a>
 Mon. 6/10	2:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
 Mon. 6/10	4:00 pm	<a href="#">Expert Blonding</a>
Wed. 6/12	11:00 am	<a href="#">Blonde Your Way</a>
Wed. 6/12	1:00 pm	<a href="#">Curious Conversations</a>
Wed. 6/12	3:00 pm	<a href="#">Creative Inspirations: StyleSign Edition</a> 
Tue. 6/18	10:00 am	<a href="#">Creative Inspirations: StyleSign Edition</a> 
Tue. 6/18	1:00 pm	<a href="#">Blonde Your Way</a>
Tue. 6/18	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 6/26	11:00 am	<a href="#">Upgrade Your Service Potential</a>
Wed. 6/26	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 6/26	3:00 pm	<a href="#">What's In Your Grey Toolbox?</a>

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# JULY 2024

DATE	TIME*	VIRTUAL CLASS
Tue. 7/2	10:00 am	<a href="#">Curious Conversations</a>
Tue. 7/2	1:00 pm	<a href="#">Kerasilk Complete</a>
Tue. 7/2	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
 Mon. 7/8	9:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
 Mon. 7/8	11:00 am	<a href="#">Expert Blonding</a>
 Mon. 7/8	12:30 pm	<a href="#">Blueprinting &amp; Color Theory</a>
 Mon. 7/8	2:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
 Mon. 7/8	4:00 pm	<a href="#">Expert Blonding</a>
Wed. 7/10	11:00 am	<a href="#">Creative Inspirations: StyleSign Edition</a> 
Wed. 7/10	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Wed. 7/10	3:00 pm	<a href="#">Blonde Your Way</a>
Tue. 7/16	10:00 am	<a href="#">What's In Your Grey Toolbox?</a>
Tue. 7/16	1:00 pm	<a href="#">Upgrade Your Service Potential</a>
Tue. 7/16	3:00 pm	<a href="#">Creative Inspirations: StyleSign Edition</a> 
Wed. 7/24	11:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 7/24	1:00 pm	<a href="#">Blonde Your Way</a>
Wed. 7/24	3:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
Tue. 7/30	10:00 am	<a href="#">Blueprinting &amp; Color Theory</a>
Wed. 7/30	1:00 pm	<a href="#">What's In Your Grey Toolbox?</a>
Wed. 7/30	3:00 pm	<a href="#">Elumen Nation</a>

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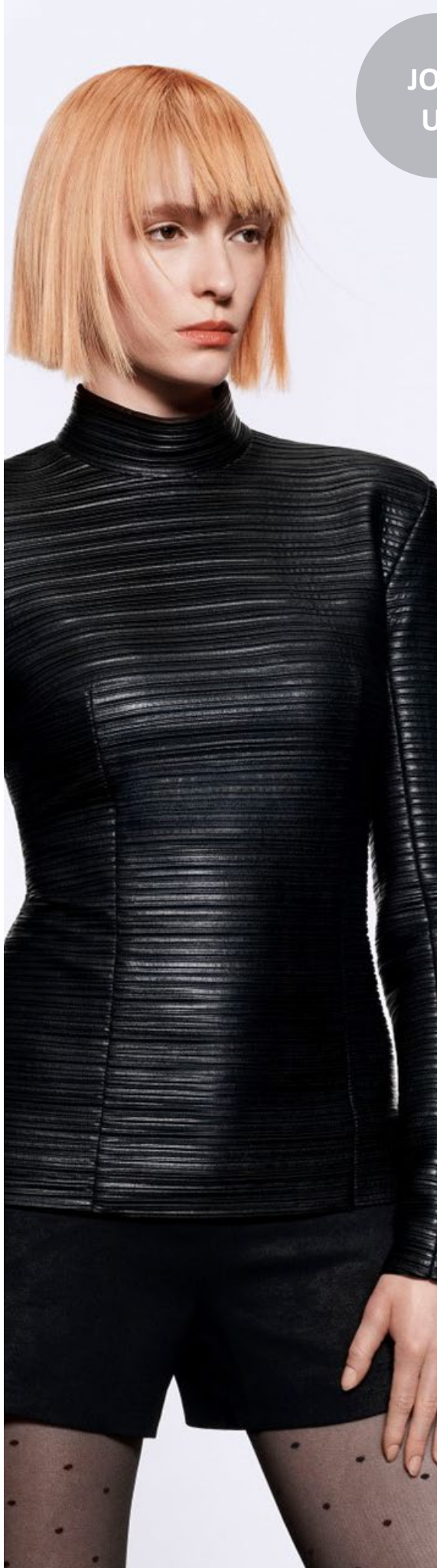
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# AUGUST 2024

	DATE	TIME*	VIRTUAL CLASS
	Tue. 8/6	10:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
	Tue. 8/6	1:00 pm	<a href="#">Elumen Nation</a>
	Tue. 8/6	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
FIERCE FOUNDATIONS	Mon. 8/12	9:00 am	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
FIERCE FOUNDATIONS	Mon. 8/12	11:00 am	<a href="#">Expert Blonding</a>
FIERCE FOUNDATIONS	Mon. 8/12	12:30 pm	<a href="#">Blueprinting &amp; Color Theory</a>
FIERCE FOUNDATIONS	Mon. 8/12	2:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
FIERCE FOUNDATIONS	Mon. 8/12	4:00 pm	<a href="#">Expert Blonding</a>
	Wed. 8/14	11:00 am	<a href="#">Blonde Your Way</a>
	Wed. 8/14	1:00 pm	<a href="#">Curious Conversations</a>
	Wed. 8/14	3:00 pm	<a href="#">Creative Inspirations: StyleSign Edition</a> 
	Tue. 8/20	10:00 am	<a href="#">Creative Inspirations: StyleSign Edition</a> 
	Tue. 8/20	1:00 pm	<a href="#">Blonde Your Way</a>
	Tue. 8/20	3:00 pm	<a href="#">Blueprinting &amp; Color Theory</a>
	Wed. 8/28	11:00 am	<a href="#">Upgrade Your Service Potential</a>
	Wed. 8/28	1:00 pm	<a href="#">Topchic and Colorance Revealed – Build Your Foundation</a>
	Wed. 8/28	3:00 pm	<a href="#">What's In Your Grey Toolbox?</a>

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