

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. (1/13, 1/28, 2/4, 2/10, 2/18, 3/4, 3/10, 3/25, 4/1, 4/7, 4/15, 4/30)

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. (1/15, 1/28, 2/12, 2/18, 3/12, 3/25, 4/9, 4/15, 4/30)

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. (1/28, 2/18, 3/25, 4/15)

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. (1/13, 2/10, 3/10, 4/7)

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. (1/25, 2/12, 3/12, 4/9)

MAKE MORE MONEY 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. (1/29, 2/26, 3/26, 4/23)

PLAY WITH CLAY (30 mins only) BUILD GROW

Introducing SilkLift Clay Lightener! In just 30 minutes we will share all the details about the lightener, show a technique live with a finished look utilizing our newest Colorance Gloss Tone shades. Join us and learn tips to creating the perfect hair painting effect and have your questions answered. You will leave this class with the confidence to excel with SilkLift Clay Lightener. (2/4, 2/10, 2/12, 2/18, 2/26, 3/4, 3/10, 3/12)

THE MANE EXCHANGE - INSPIRATION MEETS EDUCATION BUILD GROW

Dive into an engaging session designed to fuel your creativity and keep you ahead in the ever-evolving hair industry. The Mane Exchange is your go-to for exploring the latest trends, sharing innovative techniques, and connecting with fellow stylists. From insider tips to fresh ideas, this class is all about sparking your passion and empowering you to elevate your craft. Get ready to exchange ideas, gain insights, and walk away inspired to create your best work yet! (1/15, 2/4, 2/12, 3/4, 3/12, 4/1, 4/9, 4/30)

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. (1/13, 1/13, 1/29, 2/4, 2/10, 2/10, 2/26, 3/4, 3/10, 3/10, 3/26, 4/1, 4/7, 4/7, 4/23)

WE'VE GOT YOU COVERED 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. (1/29, 2/26, 3/26, 4/23)

FIERCE
FOUNDATIONS

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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JANUARY 2025

	DATE	TIME*	VIRTUAL CLASS
FIERCE FOUNDATIONS	Mon. 1/13	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
FIERCE FOUNDATIONS	Mon. 1/13	11:00 am	Blueprinting & Color Theory
FIERCE FOUNDATIONS	Mon. 1/13	12:30 pm	Expert Blonding
FIERCE FOUNDATIONS	Mon. 1/13	2:00 pm	Topchic and Colorance Revealed – Build Your Foundation
	Wed. 1/15	11:00 am	Blonde Your Way
	Wed. 1/15	1:00 pm	The Mane Exchange
	Wed. 1/15	3:00 pm	Kerasilk Complete
	Tue. 1/28	9:00 am	Blonde Your Way
	Tue. 1/28	1:00 pm	Elumen Nation
	Tue. 1/28	3:00 pm	Blueprinting & Color Theory
	Wed. 1/29	11:00 am	Make More Money
	Wed. 1/29	1:00 pm	Topchic and Colorance Revealed – Build Your Foundation
	Wed. 1/29	3:00 pm	We've Got You Covered

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 attend and follow the instructions. 

or VISIT [KAOSALONACADEMY.COM](https://kaosalonacademy.com)



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FEBRUARY 2025

DATE	TIME*	VIRTUAL CLASS
Tue. 2/4	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
Tue. 2/4	11:00 am	Play With Clay 
Tue. 2/4	1:00 pm	The Mane Exchange
Tue. 2/4	3:00 pm	Blueprinting & Color Theory
 Mon. 2/10	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
 Mon. 2/10	11:00 am	Blueprinting & Color Theory
 Mon. 2/10	12:30 pm	Expert Blending
 Mon. 2/10	2:00 pm	Topchic and Colorance Revealed – Build Your Foundation
 Mon. 2/10	3:30 pm	Play With Clay 
Wed. 2/12	9:00 am	Play With Clay 
Wed. 2/12	11:00 am	Blonde Your Way
Wed. 2/12	1:00 pm	The Mane Exchange
Wed. 2/12	3:00 pm	Kerasilk Complete
Tue. 2/18	9:00 am	Elumen Nation
Tue. 2/18	11:00 am	Play With Clay 
Tue. 2/18	1:00 pm	Blonde Your Way
Tue. 2/18	3:00 pm	Blueprinting & Color Theory
Wed. 2/26	9:00 am	Play With Clay 
Wed. 2/26	11:00 am	Make More Money
Wed. 2/26	1:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 2/26	3:00 pm	We've Got You Covered

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MARCH 2025

DATE	TIME*	VIRTUAL CLASS
Tue. 3/4	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
Tue. 3/4	11:00 am	Play With Clay 
Tue. 3/4	1:00 pm	The Mane Exchange
Tue. 3/4	3:00 pm	Blueprinting & Color Theory
 Mon. 3/10	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
 Mon. 3/10	11:00 am	Blueprinting & Color Theory
 Mon. 3/10	12:30 pm	Expert Blonding
 Mon. 3/10	2:00 pm	Topchic and Colorance Revealed – Build Your Foundation
 Mon. 3/10	3:30 pm	Play With Clay 
Wed. 3/12	9:00 am	Play With Clay 
Wed. 3/12	11:00 am	Blonde Your Way
Wed. 3/12	1:00 pm	The Mane Exchange
Wed. 3/12	3:00 pm	Kerasilk Complete
Tue. 3/25	9:00 am	Elumen Nation
Tue. 3/25	1:00 pm	Blonde Your Way
Tue. 3/25	3:00 pm	Blueprinting & Color Theory
Wed. 3/26	11:00 am	Make More Money
Wed. 3/26	1:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 3/26	3:00 pm	We've Got You Covered

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APRIL 2025

DATE	TIME*	VIRTUAL CLASS
Tue. 4/1	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
Tue. 4/1	1:00 pm	The Mane Exchange
Tue. 4/1	3:00 pm	Blueprinting & Color Theory
 Mon. 4/7	9:00 am	Topchic and Colorance Revealed – Build Your Foundation
 Mon. 4/7	11:00 am	Blueprinting & Color Theory
 Mon. 4/7	12:30 pm	Expert Blonding
 Mon. 4/7	2:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 4/9	11:00 am	Blonde Your Way
Wed. 4/9	1:00 pm	The Mane Exchange
Wed. 4/9	3:00 pm	Kerasilk Complete
Tue. 4/15	9:00 am	Elumen Nation
Tue. 4/15	1:00 pm	Blonde Your Way
Tue. 4/15	3:00 pm	Blueprinting & Color Theory
Wed. 4/23	11:00 am	Make More Money
Wed. 4/23	1:00 pm	Topchic and Colorance Revealed – Build Your Foundation
Wed. 4/23	3:00 pm	We’ve Got You Covered
Wed. 4/30	11:00 am	Blueprinting & Color Theory
Wed. 4/30	1:00 pm	The Mane Exchange
Wed. 4/30	3:00 pm	Blonde Your Way

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

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