

Kao  
SALON DIVISION

2025  
**EDUCATION**  
PORTFOLIO  
UNITED STATES

**GOLDWELL.** KERASTYLK KMS  
HAIR







# 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.



**ANDREA DELEON**

General Manager,  
Kao Salon US



**CHARLES ELIAS**

Associate Director of Education,  
Kao Salon US



**GOLDWELL.** KERASTILK **KMS**  
HAIR





# AWARD-WINNING EDUCATION

**We offer a wide variety of programs to suit your individual needs. Whether that be in-salon, virtual or at one of our Academies... we've got you covered.**

With one of the most comprehensive assortments of education programs available in the industry along with an award-winning Academy curriculum, we are proud of our teams and our ongoing commitment to salons and stylists and their dedication to make our number one goal of best-in-class education come to life!

**Look for the below icons throughout this Education Portfolio.**

KAO SALON  
**VIRTUAL**  
EDUCATION.US



**VIRTUAL**  
EDUCATION  
WHEREVER YOU ARE

KAO SALON  
**EDUCATION**  
US



**IN-SALON**  
INSPIRATION IN  
YOUR SALON

KAO SALON  
**ACADEMY**  
NEW YORK



**ACADEMY**  
EXCLUSIVE  
EDUCATION



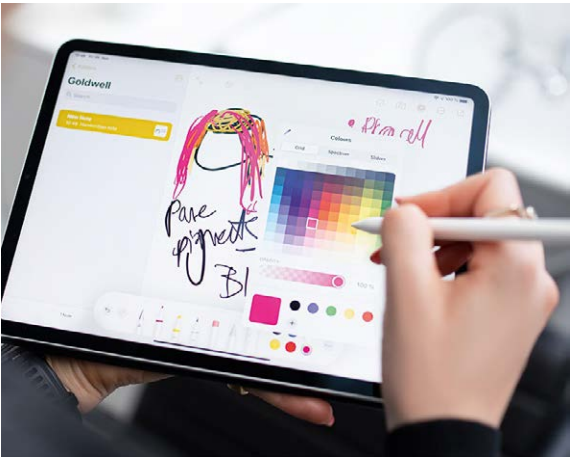


# VIRTUAL EDUCATION

Bringing the experience to you. Inspiration, services, techniques – wherever you are.

Our education is tailored to help hairstylists be as successful as possible – artistically, creatively and technically. With these programs, we are able to bring the experience to you, virtually. Experience the same type of creative programs, technical workshops and artistic inspiration – there is definitely something for everyone!

Availability of virtual programs is subject to change. Please check your local virtual **Education Calendar**.



KAO SALON  
**VIRTUAL**  
EDUCATION.US



LOOK FOR  
THE VIRTUAL  
ICON



GOLDWELL. KERASILK KMS  
HAIR





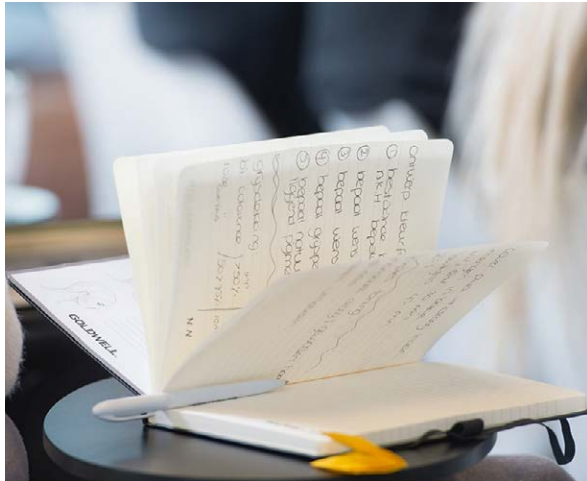


# IN-SALON & LOCAL EDUCATION

**Be inspired by tailor-made training sessions.**

Every stylist, every salon, every client is different.  
Our customized programs range from look & learn to hands-on experiences to help you learn the way that suits you best.

Offer your whole team an uplifting experience and take hold of your salon's success.  
Contact your local sales partner for more information on how to book your class.



Kao SALON  
**EDUCATION**  
US



LOOK FOR  
THE IN-SALON  
ICON



**GOLDWELL.** KERASILK **KMS**  
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# KAO SALON ACADEMY

**Home to dozens of inspirational programs not offered anywhere else, academy classes are ideal for the stylist looking to take their career to the next level.**

We invite stylists to immerse themselves in the creative energy of New York City, Toronto and Sydney Kao Salon Academies. Innovative classes and state-of-the-art facilities offer a truly unparalleled education experience.

Experience the Goldwell Master Colorist and Synergy Cutting and Finishing programs, both designed to turn an artist's passion into mastery. These esteemed programs are exclusive to our academies.



KAO SALON  
**ACADEMY**  
NEW YORK



LOOK FOR  
THE ACADEMY  
ICON



**GOLDWELL.** KERASILK **kms**  
HAIR





# BUILD. GROW. CREATE.

**Get ready to succeed, do more and evolve.**

To help you identify the best educational opportunity for your salons, we have categorized our offerings into Build, Grow and Create. Once you've identified the category refer to the Education Portfolio to select the program best suited to your salon.



## **BUILD.**

GET READY TO  
SUCCEED.

Establish a powerful  
foundation.



## **GROW.**

GET READY TO  
DO MORE.

Take your skills to  
the next level.

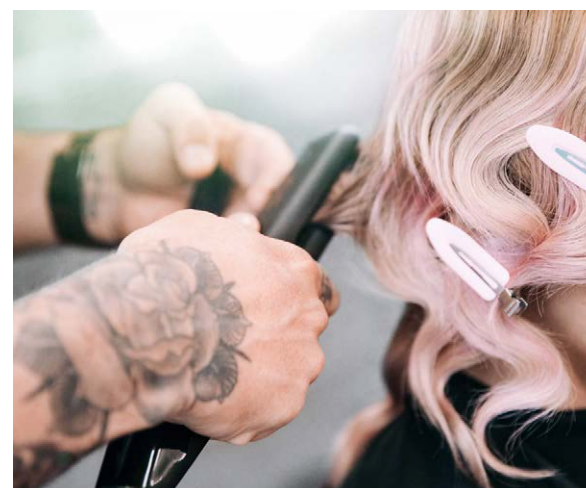
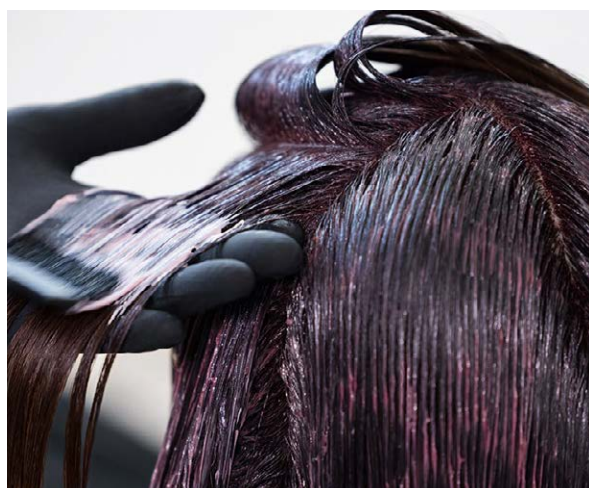


## **CREATE.**

GET READY TO  
EVOLVE.

Bring out your  
creativity.

LOOK FOR THE ABOVE ICONS

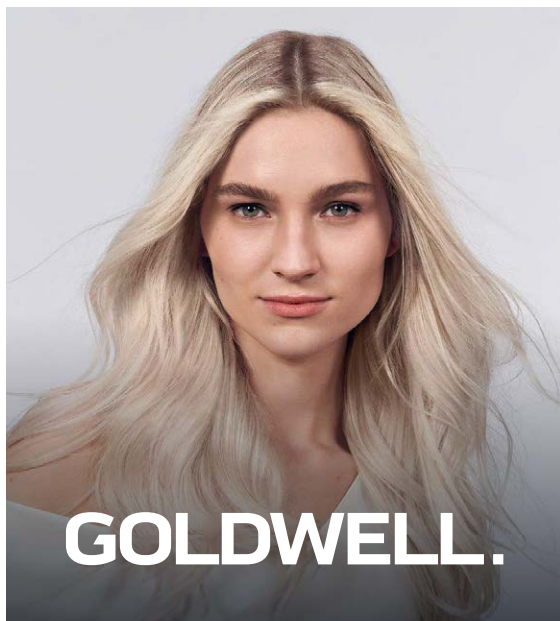


**GOLDWELL.** KERASILK **KMS**  
HAIR





# EDUCATION BY BRANDS



**GOLDWELL.** **KERASTILK** **kms**  
HAIR







# GOLDWELL.

BRANDS





# GOLDWELL - WHAT WE STAND FOR

We are passionate about hair and dedicated to  
**True Color Excellence.**

We are committed to empowering salon professionals to perfect  
the color, condition and texture of hair with Goldwell through  
leading-edge technology and innovation.

We go beyond products to offer best-in-class education, a  
comprehensive loyalty program and business support focused  
on your success.



**GOLDWELL.**

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# **BUILD.** GET READY TO SUCCEED. ESTABLISH A POWERFUL FOUNDATION



## **WHY GOLDWELL**



Looking to know more about what we have to offer? Join us in this conversation of a top-line overview of our innovative portfolio.



## **REVEALED EXPERIENCES**



Goldwell Revealed experiences are designed to build your confidence within the Goldwell color portfolio. Customize your learning experience by choosing one or more of the following tailored to meet your specific needs



» **Colorance Revealed**

» **Ammonia-Free Revealed**

Elumen, Colorance, Topchic Zero, SilkLift Zero Ammonia

» **Topchic Zero Revealed**

» **Topchic Revealed**



## **ELUMEN: COLOR DIFFERENT**

**Featuring Elumen and Elumen Play**



Transform the ordinary and rethink color with this creative class featuring Elumen and Elumen Play. Let your imagination run wild with these unique and innovative, direct dye color lines.





**BUILD.** GET READY TO SUCCEED.



## DIMENSIONS OF LIGHT



Dimensions of Light explores the different lightening opportunities to create all levels of brightness within the hair. From the brightest of blondes to the richest brunettes, and the most vibrant reds, lightening does not always mean “blonding”. Depth and dimension are equally important. Gain the confidence in product choice, no matter what dimension you are wanting to achieve.



## BLONDE YOUR WAY - CHAI BLENDING TECHNIQUES



Deliver the most effortlessly natural and multidimensional looks using custom-blended creations with chai-inspired beige tones. Learn the Chai Blending techniques in this creative class which explores the LightDimensions, Colorance and Elumen portfolios featuring freehand and foil techniques.



## BLONDE YOUR WAY - IRIDESCENT BLONDE COLLECTION



Take your blonde artistry to the next level with this unique and iridescent collection. Create luminous blondes with outstanding shine and reflection utilizing the Iridescent shades in Colorance and Colorance Gloss Tones. Learn an exciting new color placement from this collection which features the fish scale zig-zag and spiral techniques.



## NEXT LEVEL - CREATIVE BLONDE TONING



An experience designed specifically for salon professionals who want to learn how to grow their blonding business through creative formulation and techniques.



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**GOLDWELL.**





**BUILD.** GET READY TO SUCCEED.



## DISCOVER ELUMINATION



It all started with a question... How do we make direct dyes better, brighter and longer lasting? Explore the results of 20+ years of Elumination from the intense vibrancy and longevity of Elumen to the playful and semi-permanent results of Elumen Play. Then add the multi-layered color effects of Topchic & Colorance @Eluminated Shades and the revolutionary technology of @Pure Pigments. And now you understand the world of ELUMINATION.



## DISCOVER DUALSENSES



Learn how to achieve instantly beautiful and touchable results with our Dualsenses home hair care. Explore the entire Dualsenses assortment and learn helpful tips and tricks from our expert educators.



## DISCOVER WHAT'S NEW



Join our education team as they walk you through what's new with Goldwell, KERASILK & KMS HAIR in this "box reveal" session. Learn what is new, the technology and creative service ideas to generate revenue for your salon.



## LET ME UPGRADE YOU



Grow your knowledge of quick and easy upgrade services ranging from 10 -15 minutes. Do the math and see increased revenue potential by simply offering a quick add-on service.



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# GROW. GET READY TO DO MORE.

## TAKE YOUR SKILLS TO THE NEXT LEVEL



### **DIMENSIONS OF TONING**



Continue the journey of lightening by learning the Dimensions of Toning. This class will strengthen your formulation knowledge, while exploring the WHAT and WHY of product choice from the Goldwell color portfolio.

Explore toning opportunities through swatch workshops with Colorance to Topchic, Elumen to Elumen Play and the Power Toning Service.

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### **COLOR CHALLENGES SOLVED**



Professional salon solutions for turning color challenges into thrilling results. From coloring darker, filling tinting back to overcoming color fading, this class is sure to challenge and excite!

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### **CREATIVE FORMULATIONS**



Enter the world of creative formulation. Features real-life color situations that stylists face daily; exposing the why and exploring the solutions leading to creative formulations for any situation.

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### **BEYOND BALAYAGE**



An experience designed specifically for salon professionals who want to learn how the Goldwell brand can grow their business through creative hairpainting techniques.



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**GROW.** GET READY TO DO MORE.



## DIMENSIONS OF CREATIVITY



Take a systematic approach to unlimited Dimensions of Creativity. Now that you've mastered the perfect lightening, brightening and toning, uncover endless opportunities in this hands-on workshop.



## GOLDWELL TREND COLLECTION



Customizable on-trend color techniques from the quick-n-easy accent to more robust color effects including on-trend haircuts with finishing and styling techniques. This ever-changing collection will always be current to trends.



## STYLE PERFECTION



Discover styling choices, tools and techniques inspired by artists from around the world through the Goldwell styling portfolio.



## THE STYLE CHRONICLES



Three captivating tales: The SMOOTH Story, The VOLUME Story and The TEXTURE Story. Step into the world of The Style Chronicles, a customizable class of three distinct styles – SMOOTH, VOLUME & TEXTURE, all inspired by StyleSign. Explore innovative, unconventional methods for tailoring salon-friendly styles while optimizing your time behind the chair.

Powered by:  
**synergy**



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**GOLDWELL.**





# CREATE. GET READY TO EVOLVE.

BRING OUT YOUR CREATIVITY



## HANDCRAFTED



Whether you want to explore coloring, cutting, or finishing a Kao education team member is ready to custom craft a program specifically to your needs



## SIGNATURE SESSION



Collaborate with one of our National Artists to create a completely custom experience for your salon. Prices vary by artist, level of customization and availability.



BRANDS

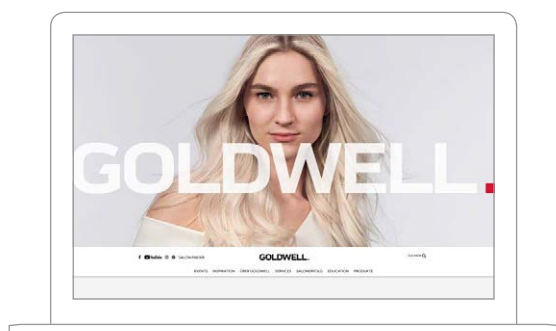


**GOLDWELL.**



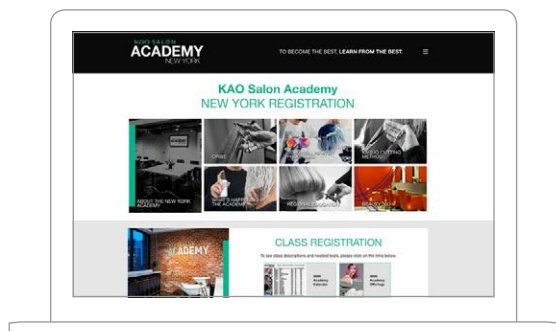
# DIGITAL EDUCATION

WHEREVER YOU ARE.



## 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

BRANDS

**GOLDWELL.**



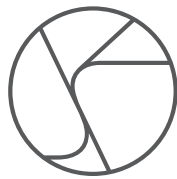
# KERASTILK



BRANDS







KERASILK

## YOUR BEST HAIR IS AHEAD OF YOU

If you doubt that your hair can become the hair you've always wanted, KERASILK will make you a believer. The KERASILK exclusive formulas and advanced biotechnology create healthy-looking hair full of strength, resilience, elasticity and shine to unlock the perfect potential of your hair.

If you think responsible hair care products can't deliver high-performance results, KERASILK will change your mind. Our formulas are luxurious, cruelty free and transformative – for hair as beautiful as silk.

**Believe in what your hair can be with KERASILK.**



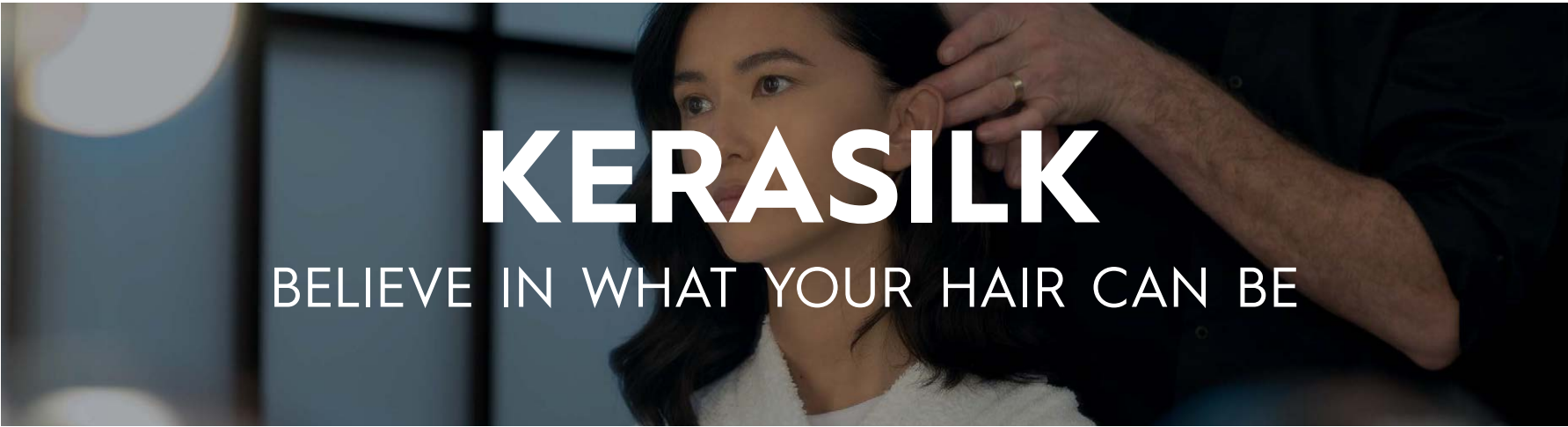
BRANDS



KERASILK







# KERASILK

BELIEVE IN WHAT YOUR HAIR CAN BE



## KERASILK EXPERT SERVICES



The KERASILK Keratin Treatment class provides stylists with the fundamental knowledge and skills required to successfully complete the KERASILK Keratin Treatment service. Combining theory and hands-on, stylists explore the Control and Refinement Service options, consultation processes and options for customization.



## KERASILK SPECIALISTS & STYLING



The KERASILK Specialists and Styling class showcases the KERASILK Specialists products, the heroes! A hands-on approach allows stylists to discover the high-performing and multi-benefit capabilities of these products. Learn simple KERASILK styling techniques that can be applied everyday on the salon floor. This class is fun, interactive and a must for anyone who is passionate about high-performing products combined with timeless, chic hair.



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)



KERASILK

BRANDS





# kms

HAIR



BRANDS







# OUR PURPOSE THE REASON WE EXIST

TO HELP YOU WEAR YOUR HAIR HOWEVER  
YOU CHOOSE ... AND BEYOND

Why we do what we do comes down to one simple thing. We want you to be able to wear your hair the way that you want, on any given day. Your style is so you, but we know you don't always feel that same kind of versatility with your hair.

We exist to help your hair live up to the rest of you. We tend to geek out over all the possibilities KMS HAIR products have to offer, but seriously, you can tap into any and every single look you want, regardless of your hair texture. We are your biggest and best supporter in achieving endless possibilities for your and any type of hair.



**WEAR YOUR HAIR**  
THE WAY YOU WANT



BRANDS







## RESTYLE



The Democracy of Style: change your mind and change your style. Discover unique products and techniques that allow you and your client to not only **START. STYLE. FINISH.** but also to **REstyle** and change it up.



## STYLE EQUATION RETAILING LIVE



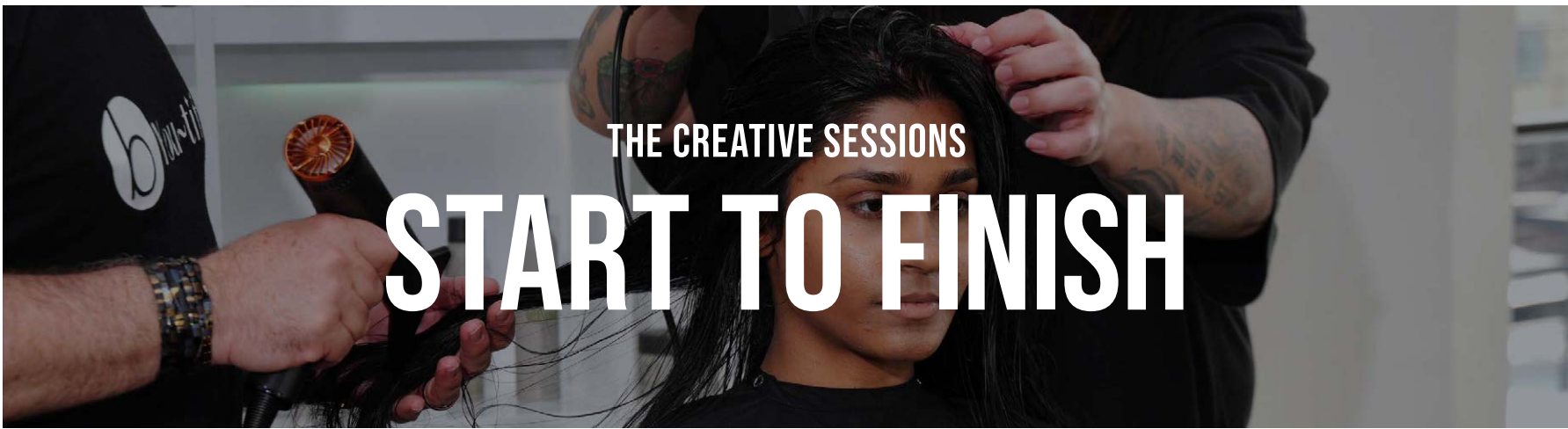
An interactive event for you to introduce your clients to the **KMS HAIR** brand. Clients will get individual style equations and will learn how to recreate their salon style at home.



BRANDS







## NATURAL MOVEMENT: A CUTTING & FINISHING SESSION

Powered by:  
**synergy**

Ignite your self-expression as you explore cutting & styling while being mindful of the natural movement of the hair. The KMS HAIR brand experts believe in individuality, transparency, performance & sustainability.

This class is designed to unlock endless style possibilities while respecting the world we live in. Dive into a kaleidoscope of gender-fluid looks—long, medium, short—each a unique vibe waiting to be unleashed. Break free from conventional limits & discover the possibilities of embracing & elevating your hair's texture.

This isn't just a program; it's your artistic playground. Customize it, own it—because your art, your rules, your revolution starts here.

### CHOOSE FROM:

- Lauren: long-length cut
- Millie: medium-length cut
- Connor: short-length cut



BRANDS



**kms**  
HAIR





# KMS HAIR START TO FINISH - CUT & STYLE, YOUR WAY

[COMING MARCH 2025]

Powered by:  
**synergy**

Unlock fresh cutting techniques with a focus on four distinct looks. Cut & Style, Your Way is all about individuality, giving you the tools to create effortless, real-life styles that your clients can own any day, any way.

We'll keep it real with KMS HAIR products and style equations, showing you exactly how to achieve versatile, on-trend looks—no filters, no retouching, just genuine results. Stay true to your clients and bring out the uniqueness in every cut and finish.

## CHOOSE FROM:

- Alexandra
- Marcella
- Zuzu
- Tomasz







# THERE'S NO LIMIT TO WHERE YOUR CREATIVE IDEAS CAN TAKE YOU.

Customize the “perfect class” tailored to exactly your needs. Our artists can show you how to cut the perfect fringe, tame your fear of cutting curls, or revisit the classics... the sky is the limit with this option.



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# BOOKING & MUST-KNOW

## IN-SALON PROGRAMS

**We believe that the best learning environment is one where we can collaborate with our peers and be inspired by each other's ideas. Please see below for recommendations to make your class a success.**

### **MODEL REQUIREMENTS - ALL MODELS**

- » Provided by the salon
- » Will be required to fill out a model release form
- » Hair must be conducive for the service being performed
- » Must be available for the duration of the program
- » Must arrive at least 30 minutes before the start of hands-on segment

### **CLASS REQUIREMENTS**

- » Salons must have purchased Goldwell, KERASILK or KMS HAIR products to qualify\*
- » Minimum 5 stylists in attendance
- » Hands-on class size over 10 people requires a second artist
- » Recommended – salon to be closed during the duration of the class

\*Minimum purchase requirement must be met.



**GOLDWELL.** KERASILK **kms**  
HAIR

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# KAO SALON ACADEMY NEW YORK



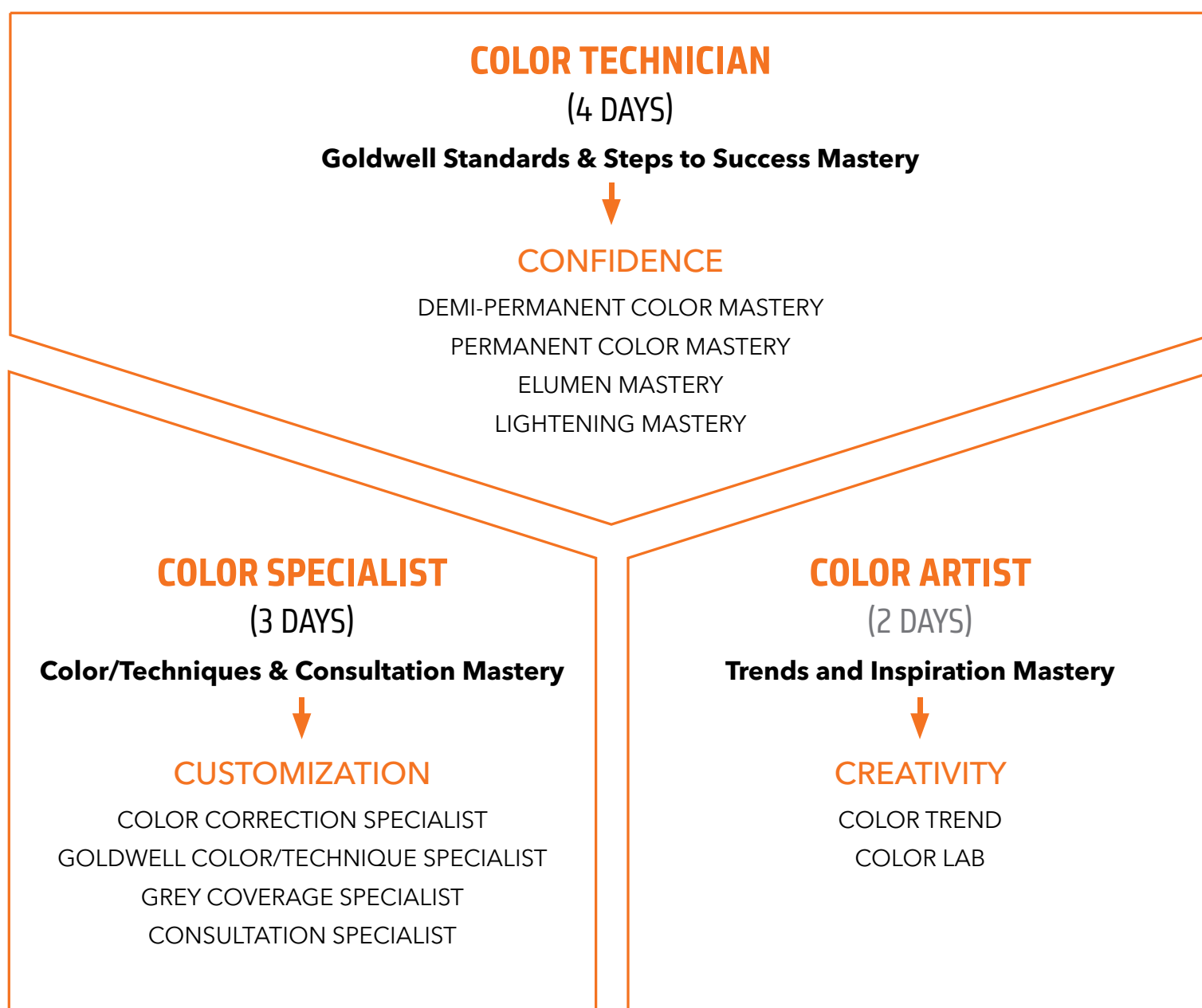
BRANDS



## 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







## MASTER COLORIST 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!

### THIS PROGRAM IS FOR A STYLIST:

- » With experience in Goldwell color
- » Looking to begin the Goldwell Master Colorist Journey
- » Who wants a full-service approach to their client's color that will help master consultation, formulation and retailing
- » We recommend taking Goldwell Foundations program prior

### THIS 4-DAY PROGRAM INCLUDES THE FOLLOWING SEGMENTS:

- » Demi-permanent Color Mastery
- » Permanent Color Mastery
- » Elumen Color Mastery
- » Lightening Mastery



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)





## MASTER COLORIST 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?

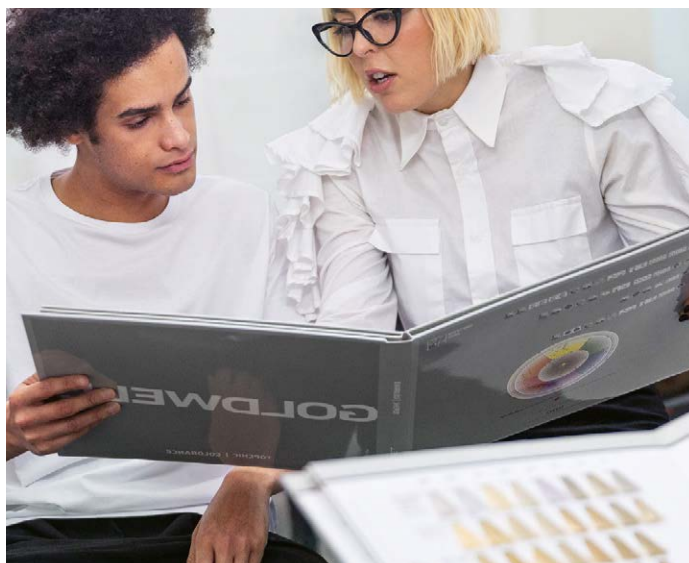
- » From decolorizing and removing color to pre-pigmenting and everything in between
- » An in-depth understanding of color families
- » Insights into advanced color formulations
- » Tools of consultation for an easier service advice
- » Care and styling tips and follow-up services for results that last longer
- » Become a master of color statements

### THIS PROGRAM IS FOR A STYLIST:

- » That has completed Master Colorist Technician
- » Continuing the Goldwell Master Colorist Journey
- » Who wants to become a master at customizing their clients' color through a deep understanding of color correction and design elements

### THIS 3-DAY PROGRAM INCLUDES THE FOLLOWING SEGMENTS:

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



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)







## MASTER COLORIST ARTIST



Trends and inspiration mastery. 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?

- » 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 and confidence in color design and visualization
- » New inspiration with a fun and interactive workshop!

### THIS PROGRAM IS FOR A STYLIST:

- » Who has strong knowledge and experience working with the Goldwell brand
- » Interested in completing the Goldwell Master Colorist Journey
- » Who wants to develop a creative eye and understanding of how trends are developed and interpreting those trends into hair color designs for their clients

### THIS 2-DAY PROGRAM INCLUDES THE FOLLOWING SEGMENTS:

- » Color Trend
- » Color Lab



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)







# Synergy is where beautiful contemporary cuts find fresh new finishes.

Where form and fashion meet and complete each other. Programs of cutting and styling mastery created by salon professionals like you who understand the harmony of cutting and finishing.



## CUTTING TAKES SHAPE 1.0

**LEARN HOW TO ELEVATE AND REFINE  
YOUR CUTTING SKILLS.**

Your artistry evolves as you master principle-based techniques using a modern spin. Inspiration awaits.



## FINISHING TAKES SHAPE 1.0

**EXPAND YOUR ARTISTRY  
BY ELEVATING AND REFINING YOUR  
FINISHING SKILLS IN.**

You will be energized by creating trending fashion styles using all tools including your gifted hands.



## CUTTING TAKES SHAPE 2.0

**YOU'VE STRENGTHENED YOUR  
FOUNDATIONAL SKILLS, NOW IT'S TIME  
TO AMPLIFY THEM!**

Get ready to create more dynamic and visually interesting cuts that offer your guests versatility in styling options.



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)

BRANDS



KAO SALON  
**ACADEMY**  
NEW YORK





3 DAYS

## SYNERGY: CUTTING TAKES SHAPE 1.0

This program is open to seasoned and new stylists alike wanting a modern and uncomplicated journey that reflects client requests and allows you to work quickly in the salon. Our products influence our looks in this inspirational program. Have a favorite product or want to try one? Experience creative freedom using GOLDWELL, KERASILK, KMS HAIR and VARIS.

### CUTTING TAKES SHAPE 1.0

In this innovative program, you will learn how to elevate and refine your cutting skills. Your artistry evolves as you master principle-based techniques using a modern spin. Inspiration awaits - influenced by music, art and fashion, these fresh cuts will continue to take shape for you as you return to the salon. Get ready for your guests to tag you in their selfies.



2 DAYS

## SYNERGY: CUTTING TAKES SHAPE 2.0

You've strengthened your foundational skills, now it's time to amplify them! Gain the expertise to construct sophisticated techniques including mastering the art of disconnection. Get ready to create more dynamic and visually interesting cuts that offer your guests versatility in styling options. Receive instruction in a secure and guided environment using mannequins, before seamlessly transitioning to applying your training on a volunteer model. This program will teach you how to enhance and polish the precision of your cuts.

### PREREQUISITE:

SYNERGY: CUTTING TAKES SHAPE 1.0



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](http://www.kaosalonacademy.com)







1 DAY

## SYNERGY: FINISHING TAKES SHAPE 1.0

This program is open to seasoned and new stylists alike wanting a modern and uncomplicated journey that reflects client requests and allows you to work quickly in the salon. Our products influence our looks in this inspirational program. Have a favorite product or want to try one? Experience creative freedom using GOLDWELL, KERASILK, KMS HAIR and VARIS.

### FINISHING TAKES SHAPE 1.0

Expand your artistry by elevating and refining your finishing skills. You will be energized by creating trending fashion styles using all tools including your gifted hands. Finesse every-day styles and finishes with a fresh spin from runway inspired looks. These looks can take your guests from the coffee shop to a night out!

### WHAT YOU WILL TAKE AWAY:

- » Effortless salon speed with a modern and efficient approach
- » Versatile artistry to adapt and meet diverse client requests
- » Energized finishing techniques that transform everyday styles into fresh, runway-inspired looks



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)





## BALAYAGE BEYOND BOUNDARIES



Featuring Academy Artists Mariana Cecilia and Alyssa Gambino

2 DAYS

A transformative program designed to immerse you in the art of balayage, color-melting and customizable dimensional color. This hands-on course explores multiple techniques and application methods to achieve stunning, salon-ready results that will elevate your expertise and creativity behind the chair.



## NEXT-GEN ELUMINATION: THE ULTIMATE DIRECT DYE EXPERIENCE



Featuring Goldwell National Artist Johnny Kelly

2 DAYS

Step into the world of Elumen with Goldwell National Artist Johnny Kelly in this dynamic two-day experience designed to transform the way you color. Discover the unmatched brilliance of Elumen's oxidative-free technology and unlock new possibilities in blonde toning, grey coverage, seamless blending and bold fashion shades. From luminous blondes to statement-making vibrancy, this class will give you the expertise and confidence to take your color services to the next level.



## EXPERT FORMULATOR



Featuring Goldwell International Artist Robert Brown

2 DAYS

Goldwell International Artist Robert Brown, will take a deep dive into formulating, focusing on different textures, canvases, and how they will affect your end results. During your time together you will have the opportunity to troubleshoot the clients that you already have and, see through new eyes a better approach to their formulas. Through several hands-on workshops Robert will walk you through even the most extreme scenarios that will leave you ready to tackle every type of client that walks through your door.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)





**COLOR - ENTER A COMPLETE COLOR WORLD.**



## HAIRCOLOR EXPOSED

**Featuring Sal McKinzie**



**2 DAYS**

The science behind how hair color works can actually get pretty complicated. In this two-day session, Haircolor Exposed will break down the hair structure and provide an overview of the process that makes Goldwell color unique. Explore in-depth color situations, from difficult grey coverage to the most extreme color correction challenges, all while gaining insight as to the “why” behind it all. Uncover the best Goldwell color solutions for your most extreme challenges and walk away with the knowledge to face any color challenge in your salon.



## IMPACTFUL COLORING

**Featuring Goldwell National Artist Kylie Bussing**



**2 DAYS**

While trends come and go, inspiration is always around us! Master the art of bringing an inspiration photo to life and understanding exactly how to approach your application. Take a deep dive into what inspires trends while learning to create bright, luxe blondes and dimensional brunettes with a lived-in finish that gives guests longevity between visits. Learn high impact toning formulations, highly efficient placements, techniques to help you work smarter not harder and how to create a fool-proof at home hair care routine for your guests. This jam packed two-day course will help you to become a top stylist in your area!



## INSTINCTUAL BLONDES

**Featuring Canadian Goldwell National Artist Ashley Hood**



**1 DAY**

Step into the world of modern blonding with this dynamic class blending timeless French balayage with contemporary techniques. Master the art of creating sun-kissed, hand-painted blondes using strategic, time-saving placements that enhance efficiency and income potential. Discover how to select the ideal blonde tones for various skin types, highlighting each client’s natural beauty. Refine your skills with advanced methods like seamless regrowth blending and the innovative wet balayage technique. To complete your experience, learn how to create engaging social media content for Instagram and TikTok that showcases your work and expands your online reach.

For the most current program offerings along with dates and locations, **click here or go to [www.kaosalonacademy.com](http://www.kaosalonacademy.com)**

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1 DAY

## INSTINCTUAL BRUNETTES

**Featuring Canadian Goldwell National Artist Ashley Hood**

Dive into the season's top brunette trends in this focused and inspiring class. Learn how to create luxurious, dimensional shades that look effortlessly expensive. With expertly designed placement techniques, you'll achieve maximum impact with minimal effort, while mastering tone selection to enhance every client's unique features. Plus, gain valuable insights into creating scroll-stopping content for Instagram and TikTok, helping you grow your audience and attract new clients.



3 DAYS

## MASTERING BLONDES

**Featuring Goldwell International Artist Rebecca Hiele**

Mastering Blondes is an advanced blinding program where Rebecca will take you through everything you need to know about making the most perfect shades of blonde. You will cover everything from what the eye perceives to techniques that will take your clients' looks to the next level. Not only will you learn about creating new tones, but Rebecca will help you understand the why and how behind each step of the process. In your time together Rebecca will share her insights on trends and guide you through advanced formulation. In the end, she will be by your side as you put all your blinding knowledge to practice.



2 DAYS

## RED(Y) OR NOT: A MASTERCLASS IN FLAWLESS REDS

**Featuring Goldwell National Artist Melanie Wade**

Join National Artist, Melanie Wade in this innovative program, Red(y) or Not. This program dives deep into the artistry of red hair coloring. This advanced course is designed for those who are passionate about perfecting and maintaining stunning red hues, offering a comprehensive exploration of the unique challenges and techniques involved in achieving and sustaining saturated reds.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)

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2 DAYS

## MASTERING THE ART OF TRICHROMATIC COLORING

**Featuring Goldwell National Artist Necole Capicchioni**

Immerse yourself in the world of Trichromatic coloring with this advanced hands-on course. Designed for stylists ready to elevate their color skills, this class explores the art of creating depth, dimension and harmony using the power of three. From monochromatic techniques to innovative color shapes and intentional placement, you'll gain the expertise to create personalized looks that enhance your clients' natural beauty. Learn to analyze color in relation to skin tones, features and personal style, ensuring every result is tailored to each client's unique needs.



2 DAYS

## THE ART OF CONSTRUCTING COLOR

**Featuring Goldwell National Artist Derrick Zeno**

The Art of Constructing Color is a two-day program that will take an in-depth look into color formulation. You will gain the knowledge of the color wheel to create the most balanced formulations using the tools in the Goldwell portfolio. We will explore how to use intensive colors to expand and neutral shades to create depth, all giving an illusion of movement just by choosing the correct colors. Derrick will take you on a journey that focuses on broadening your knowledge of color theory, and give you the skill set you need to create your own signature colors. No subject will go untouched from grey coverage to tint backs to toning. You will go beyond your basic understanding of color theory and bring to life your new formulations in a hands-on workshop.



2 DAYS

## TRUE TONE TRANSFORMATION: ADVANCED COLOR CORRECTION

**Featuring Goldwell National Artist Odete DaSilva & Academy Artist Alyssa Gambino**

This immersive experience dives into the art and science of color correction, equipping you with the skills to transform and refine hair color with confidence, precision and artistry. Whether you're correcting natural tones or removing vivid, fashion-forward colors, this program will guide you through the most challenging transformations with ease.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)



COLOR - ENTER A COMPLETE COLOR WORLD.



2 DAYS

## TWIST OF COLOR

**Featuring Goldwell National Artist Ethan King**

Unlock the full potential of textured hair with Twist of Color, a dynamic hands-on class led by Goldwell National Artist, Ethan King. Specializing in curly hair, Ethan will guide you through advanced coloring techniques designed to preserve the integrity of each curl, from soft waves to defined coils. Learn how to create radiant, dimensional color with his signature placement methods, tailored to all curl patterns. Gain in-depth knowledge on how color interacts with texture to achieve vibrant, long-lasting results that enhance every client's unique beauty.



2 DAYS

## WORLD OF BRUNETTES: COMPREHENSIVE HAIR COLOR EXPERIENCE

**Featuring Goldwell International Artist Robert Brown**

Unlock the true potential of brunette hair with this in-depth, two-day color mastery course. World of Brunettes is designed to elevate your approach to brown hair color, bringing new life, dimension and vibrancy to every shade of brunette.

From improved durability and enhanced grey coverage to radiant shine, this program will equip you with the tools and techniques to transform even the most lackluster brunettes into show-stopping looks. Discover modern, creative ways to infuse depth and excitement into dark, flat colors and elevate medium brunettes by playing with light reflection and absorption.

Whether you are working with the deepest brunettes or the most delicate "bronde" shades, you'll leave with techniques that offer infinite possibilities behind the chair.



For the most current program offerings along with dates and locations, [click here](https://www.kaosalonacademy.com) or go to [www.kaosalonacademy.com](https://www.kaosalonacademy.com)



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# CUTTING

## IMPROVE YOUR CUTTING AND FINISHING SKILLS.



### DECADE CUTTING: '90S EDITION

Featuring Goldwell National Artist Rob Burgio



2 DAYS

Join Goldwell National Artist Rob Burgio in Decade Cutting: '90s Edition, an inspiring program that brings the nostalgic charm of the '90s back to life. Featuring two iconic haircuts with a modern twist, this class explores the effortless and playful vibe of '90s styles that are making a bold comeback. Whether you're looking to add some retro flair to your repertoire or simply refresh your cutting techniques, this program will have you rocking '90s looks with confidence.



### FRINGE & FACE SHAPES

Featuring Goldwell National Artist Rob Burgio



1 DAY

A one-day, hands-on haircutting program that dives deep into the art of choosing and crafting the perfect fringe for any face shape. This course takes an in-depth look at how fringe can be a stylish and flattering way to enhance your client's look. You'll learn the "how" and "why" behind selecting the right fringe and master the techniques to create it with precision.



### JUST CUT IT!

Featuring KMS National Artists Michael Noragon & Sage Kinney



2 DAYS

An innovative program designed to redefine your approach to haircutting. This course challenges even the most advanced stylists by exploring how to create technical haircuts that can seamlessly shift between masculine and feminine shapes. You'll push the boundaries of gendered hairstyling and gain the skills to craft precise cuts across long, medium, short and barbering styles.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)





## WORKING ON THE EDGE

**Featuring Goldwell International Artist Tony Cola**



2 DAYS

A razor hair cutting program designed to boost your confidence and refine your skills in razor cutting. Whether you're new to the razor or an experienced stylist seeking to fine-tune your technique Goldwell International Artist Tony Cola covers everything from foundational to advanced methods. You'll learn how to handle a razor with precision, explore various cutting techniques for different hair types and styles, and understand how to use the razor to achieve unique textures and finishes.

Through hands-on practice, guided tutorials and expert feedback, you'll gain the knowledge and experience to confidently incorporate razor cutting into your skill set. This program not only enhances your cutting abilities but also deepens your understanding of the creative possibilities and versatility of razor cuts.



## HAIR CUTTING AND STYLING: EVOLUTION AND TREND FORECASTING

**Featuring Goldwell International Artists Tony Cola & Frank Cini**



2 DAYS

This engaging course explores the evolution of hair cutting and styling trends through the decades, providing students with a comprehensive understanding of how fashion, culture and societal changes have shaped iconic looks. From the classic cuts of the 1920s to contemporary styles, participants will investigate how trends emerge, evolve and influence the industry over time.

Additionally, the course focuses on the art and science of trend forecasting, equipping stylists with the skills to anticipate future styles based on historical and current movements in fashion, media and culture. Through hands-on experience, learn to create both timeless and modern styles while adapting them to upcoming trends.



## MODERN BARBER

**Featuring Goldwell International Artist Tony Cola & Goldwell National Artist Jeffrey Moffett**



2 DAYS

Success in barbering requires a mastery of precision tools, efficiency and creative problem-solving. This two-day intensive program, will sharpen your technical skills, improve your speed and give you an in-depth understanding of how to structure and finesse hair cuts in any setting. Through an intensive combination of demos and hands-on cutting using mannequins and models, this course covers barbering essentials that include: advanced clipper fading, T-edgers, scissor over comb, blending with scissors, texturizing with scissors and clipper over comb, building shape, cutting the top, texturizing, styling and finishing.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)





**CUTTING** - IMPROVE YOUR CUTTING AND FINISHING SKILLS.



2 DAYS

## EMPOWERING TEXTURE

**Featuring Goldwell National Artist Ethan King**

Empowering Texture will give you the skills to be that stylist who gives their clients exactly what they want: low-maintenance and realistic customized looks that enhance the beauty of their natural texture. Through a two-day, hands-on workshop, Ethan will teach you how to tap into your creative intuition by simply “listening to the hair” to create customized shapes and looks adaptable for every curl type. You will get to see multiple types of textures in this class to ensure that you can apply this in your chair with any client. This is an entire new type of education that elevates not only your skills working with curly textures but will transfer empowerment back to your clients by servicing them with shapes and low-maintenance styles that will naturally maintain a beautiful result between visits.



1 DAY

## EFFORTLESS REAL-LIFE HAIRCUTTING

**With Goldwell Brand Ambassador Jacob Khan**

Immerse yourself in this hands-on master cutting class focusing on long hair with both a scissor and a razor in a relaxed and fun class. This certification class teaches a range of looks from classic, long, effortless layers, flawless face-framing, curtain fringe and the modern shag.



For the most current program offerings along with dates and locations, **click here or go to [www.kaosalonacademy.com](http://www.kaosalonacademy.com)**



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# COLOR & CUTTING

## EXPLORE CUT & COLOR TECHNIQUES.



### ACCENTING SILHOUETTES

**Featuring Goldwell International Artist Tony Cola & Academy Artist Mariana Cecilia**



2 DAYS

In this class, we will explore advanced techniques for enhancing outlines and shapes through cutting and color. Through hands-on exercises and live demonstrations, you'll learn how to create striking visual effects that accentuate defined forms making them stand out. This program is designed to deepen your understanding of form and design, helping you develop a unique style in your work.



### TAILORING THE CUT & COLOR

**Featuring Goldwell National Artists Zachary Jarid & Clare Malarkey**



2 DAYS

The concept of cohesive hair coloring and hair cutting is something Zachary and Clare have mastered over their years working side by side to create hand-tailored looks. In this two-day program they will share with you their approach to creating a holistic haircut and color. You will gain insights into how different cutting tools and techniques can enhance color that has been custom fit to your client. Not only will you have the opportunity to learn from Zachary and Clare how they have successfully built a business on this cohesive approach, but you will also get to put it into practice with a hands-on workshop session.



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)







2 DAYS

## TREND FOCUS: CUT, COLOR & STYLE

**Featuring Canadian Goldwell National Artist Chelsea Sutherland**

Step into the world of next-level hair artistry with Goldwell National Artist Chelsea Sutherland. This exclusive two-day program takes a deep dive into the art of interpreting and creating today's top trends, blending precision techniques with creative intuition. From the clean lines of dry cutting to purposeful texturizing that honors natural texture, learn how to elevate your craft while bringing out the best in every individual.

Social media continues to set the stage for the latest hair trends, from the fluid movement of the Modern Shag to the edgy, geometric lines of the Bixie. This program gives you both the technical know-how and the creative freedom to transform '90s inspired looks into modern masterpieces. We'll explore texture, shape, and movement, showing you how to seamlessly integrate cutting, coloring and styling to inspire your clients and push your skills further.

Perfect for those passionate about trend-driven styles like the Shag, Shullet, Wolf Cut and Bixie, this program merges bold shapes with soft, internal textures, offering mindful color placement and creative formulation that take your design to new heights.



For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)

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# STYLING

TAKE SYLING TO THE NEXT LEVEL.



## UPSTYLING: BEYOND BRIDAL

Featuring Goldwell National Artist Tiffany Blai



1 DAY

Special event styling is a specialized craft in our industry. Upstyling: Beyond Bridal will teach you how to be more confident when upstyling with time saving achievable techniques, from prepping for a long lasting bridal look to creative on trend special event styles. This program will provide a better understanding of how to build a foundation for upstyles and take hair upstyles to the next level. Use of unconventional tools as well as accessories will inspire you to push your creative boundaries.



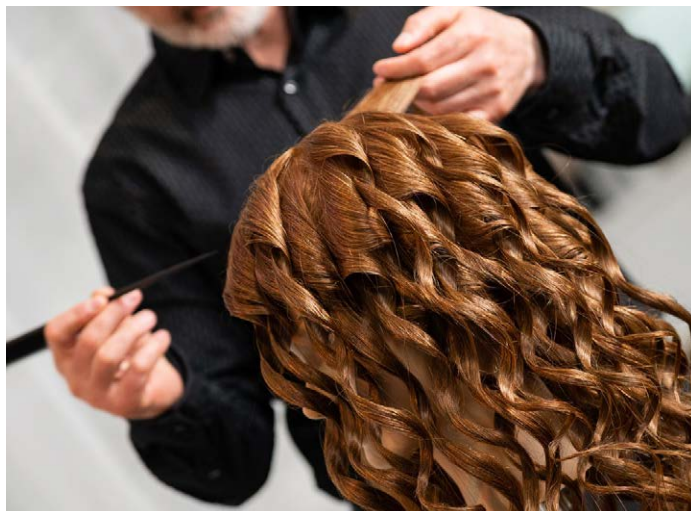
## STYLING TRENDS: RUNWAY EDITION

Featuring Goldwell National Artist Odete DaSilva



2 DAYS

This two-day immersive class is designed for stylists eager to infuse their work with high-fashion inspiration. This intensive, hands-on class brings the latest runway styling trends straight from Fashion Weeks around the world. Join renowned backstage stylist Odete DaSilva as she shares insider techniques and looks, directly from NYC, London, Milan, Paris, Tokyo and Vancouver, translating bold runway statements into wearable, salon-ready styles. This experience combines creative exploration with practical applications for effo tless styling that resonates with each client's unique fashion sense.



For the most current program offerings along with d tes and locations, [click here](#) or go to [www.kaosalonacademy.com](http://www.kaosalonacademy.com)







1 DAY

## **SALON OWNERS' SOCIAL MEDIA MASTERCLASS UNLEASHING THE POWER OF SOCIAL MEDIA TO INSPIRE, ENGAGE, AND GROW YOUR TEAM**

**With Goldwell Brand Ambassador Sydney Ann Lopez**

In today's ever-evolving beauty industry, staying ahead means harnessing the tools of modern communication—and social media is at the forefront of this evolution. For salon owners, a strong social media presence is no longer a choice; it's a necessity to drive business growth, retain clients and attract exceptional talent.

This class is designed specifically for salon owners eager to harness the full potential of social media for business growth. Empower your team—your most valuable asset—by integrating social media into your salon's culture and leave with actionable steps to transform your salon's social presence and inspire.

Join us for this exclusive, immersive, one-day masterclass led by the renowned Sydney Ann Lopez, where you will discover how to leverage social media not only to elevate your salon brand but also to inspire your team. Designed for owners at every stage of their social journey, this hands-on workshop will guide you through actionable strategies to foster a team-wide commitment to social media excellence. Together, explore how social platforms can become powerful drivers for salon success.



1 DAY

## **SOCIAL MEDIA STRATEGY + CONTENT CREATION**

**With Goldwell Brand Ambassador Sydney Ann Lopez**

Unlock the power of social media for your business! In this comprehensive, hands-on workshop, Sydney Ann Lopez will guide you through the essential steps of building a captivating social media presence that stands out. Whether you're a photographer, entrepreneur, social media strategist, business owner or anyone looking to up their digital game, this class is for you.

For the most current program offerings along with dates and locations, [click here or go to www.kaosalonacademy.com](https://www.kaosalonacademy.com)





# BOOKING & MUST-KNOW

## KAO SALON ACADEMY

**We believe that the best learning environment is one where we can collaborate with our peers and be inspired by each other's ideas. Please see below for booking and must-know information.**

### **ACADEMY BOOKINGS**

- » Visit [www.kaosalonacademy.com](http://www.kaosalonacademy.com)
- » Choose the program, location and date you are interested in attending
- » Complete registration

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

- » Registration confirmation
- » Tools to bring
- » Hotel booking information

### **CANCELLATION POLICY**

All cancellations must be received 30 days prior to the date of the scheduled program 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 USA Inc. reserves the right to postpone, cancel or change any program due to unforeseen circumstances, in which case participants will be notified.

### **ACADEMY NEW YORK**

22 Little West 12th Street, New York, NY 10014







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INSPIRATION, CREATIVITY AND COMMUNITY

Leading creative artistic teams take to the stage for artists sessions to share their favorite trends and techniques. Get up close and personal with the team in hands on cutting, styling and the latest in color trends.

In the community area, you can check out innovative products and services and maybe do a little shopping in the boutique.

Lifelong friendships and creative partnerships are born at Kao Salon Xperiences. Where else can you meet so many diverse yet like-minded artists.



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