

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

2025 SCHEDULE

DATE	TIME	PROGRAM NAME
FEB. 3	11:00 am	Color Portfolio Mastery (4 hours)
MAR. 24	11:00 am	Kerasilk: Expert Smoothing Services
MAR. 24	2:00 pm	Kerasilk: The Master Brand
APR. 28	11:00 am	Creative Inspirations: KMS Hair Edition featuring Varis
APR. 28	2:00 pm	Blonde Your Way
MAY 26	11:00 am	Exploring the Trend
MAY 26	2:00 pm	What's in Your Grey Toolbox?
JUN 23	11:00 am	Discover What's New
JUN 23	2:00 pm	Creative Inspirations: StyleSign Edition
JUL 28	11:00 am	Color Portfolio Foundations (4 hours)
AUG 25	11:00 am	Creative Inspiration: KMS Edition
AUG 25	2:00 pm	Unique Colors, Unique You
OCT 27	11:00 am	Creative Inspiration: All Brand Styling featuring VARIS
OCT 27	2:00 pm	Elumen-Nation
NOV 24	11:00 am	Discover What's New - A Year in Review
NOV 24	2:00 pm	Kerasilk: Expert Smoothing Services

All program times are listed in Eastern Standard Time. [CLICK HERE](#) to convert the time to your location.

**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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 INFORMATION

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VIRTUAL EDUCATION CLASS DESCRIPTIONS

COLOR PORTFOLIO FOUNDATION Learn all about Goldwell color from A-Z in this comprehensive 4 hour virtual class. During this class you will learn all the possibilities the Goldwell Color Portfolio has to offer you and your clients. We will explore System Brand, Colorance, Topchic, Topchc Zero, Light Dimensions, Special Lift and Elumen! There will be small breaks in between each segment for a healthy mind and body. Questions are welcome and encouraged as this class is designed to gain confidence, creativity and brilliant color results.

KERASILK: THE MASTER BRAND Learn what makes this environmentally conscious, 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.

Featuring: Product features and benefits, styling demonstration, tips & tricks, Q&A.

KERASILK: EXPERT SMOOTHING SERVICES From reducing and reshaping curl, to smoothing and softening unruly hair, the Kerasilk Keratin Treatment is a must have addition to your texture portfolio.

Featuring: Step by step service demonstration, tips & tricks, home haircare recommendations and Q & A.

CREATIVE INSPIRATIONS: ALL BRANDS EDITION FEATURING VARIS Looking for new inspiration and exciting ways to use our new products? Creative inspirations: All Brand Edition will review the features and benefits of our hero products in Goldwell, KMS Hair & Kerasilk while showcasing styling tips and tricks to use behind the chair every day.

Featuring: Brand messaging, styling demonstration, tips & tricks and Q & A

CREATIVE INSPIRATIONS: KMS EDITION FEATURING VARIS Looking for new inspiration and exciting ways to use our new products? Creative inspirations: KMS Hair Edition will review the features and benefits of the line while showcasing styling tips and tricks to use behind the chair every day.

Featuring: Brand messaging, styling demonstration, tips & tricks and Q & A

CREATIVE INSPIRATIONS; STYLESIGN EDITION Looking for new inspiration and exciting ways to use our new products? Creative inspirations: Stylesign Edition will review the features and benefits of the new line while showcasing styling tips and tricks to use behind the chair every day.

Featuring: Brand messaging, styling demonstration, tips & tricks, Q & A

BLONDE YOUR WAY Explore the expansive portfolio of Goldwell's lightening tools while learning about our new collections. Gain a complete understanding of how, why & when to use our SpecialLift Topchic shades, Blonding Cream, and how to choose the best lightener for the perfect blonde.

Featuring: Product selection - when to use and why, tips & tricks, Q & A

EXPLORING THE TREND Are you looking for the new and current trends? Join the Kao education team as we show you where to find the new Goldwell trend looks and discover how they are created.

WHAT'S IN YOUR GREY TOOLBOX? Discover a world of options for grey enhancement, blending & coverage. Goldwell's unique portfolio offers the most comprehensive choice 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@ Elumen. Head back to your chair with an arsenal of options.

Featuring: Product overview, tips & tricks and Q & A.

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

UNIQUE COLORS, UNIQUE YOU Join us for inspiration and education where we unveil our latest product innovations in color, and styling plus showcase stunning new hair collections. This is perfect for hair professionals, salon owners, and beauty enthusiasts eager to discover cutting-edge products and techniques. Gain expert advice on incorporating the new products into your salon services.

Featuring: Demonstration, formulations, techniques, tips and tricks, Q & A

ELUMEN-NATION Don't overthink it! All you need is to know 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.