

Kao
SALON DIVISION

2025
EDUCATION
PORTFOLIO
CANADA

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.



MICHAEL PARSONS

General Manager,
Kao Salon Canada



KATHY REILLY

Associate Director of Education,
Kao Salon Canada



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.CA



VIRTUAL
EDUCATION
WHEREVER YOU ARE

KAO SALON
EDUCATION
CA



IN-SALON
INSPIRATION IN
YOUR SALON



FIELD
COLLECTIVE
NEAR YOU

KAO SALON
ACADEMY
TORONTO



ACADEMY
EXCLUSIVE
EDUCATION



GOLDWELL. KERASTYLK KMS
HAIR



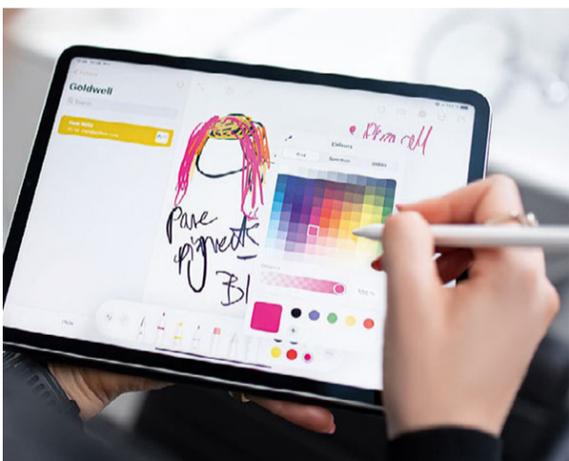


VIRTUAL EDUCATION

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**.



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LOOK FOR
THE VIRTUAL
ICON



GOLDWELL. KERASTYLE KMS
HAIR



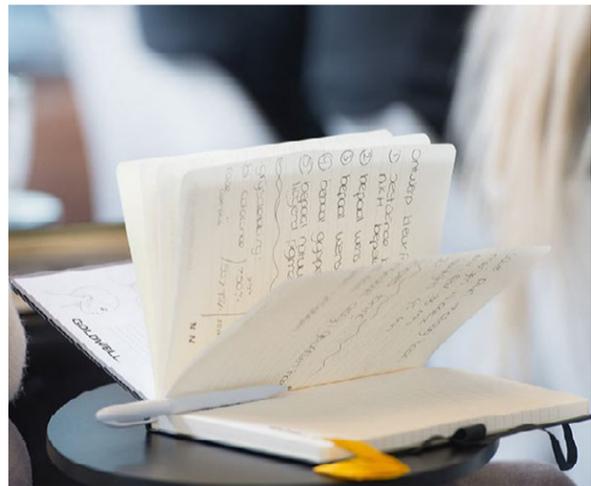


IN-SALON & FIELD EDUCATION

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.



LOOK FOR
THE FIELD
ICON

KAO SALON
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LOOK FOR
THE IN-SALON
ICON



GOLDWELL. KERASTILK **KMS**
HAIR





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 artists an 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
TORONTO



LOOK FOR
THE ACADEMY
ICON



GOLDWELL. KERASILK **kms**
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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

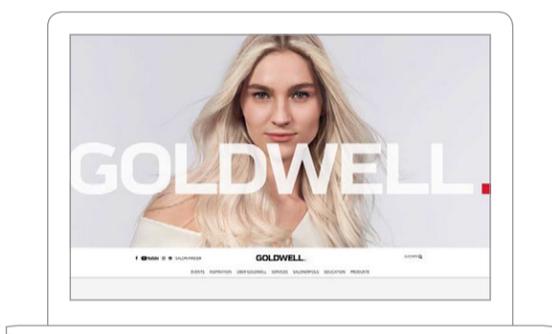


GOLDWELL. KERASTILK **KMS**
HAIR



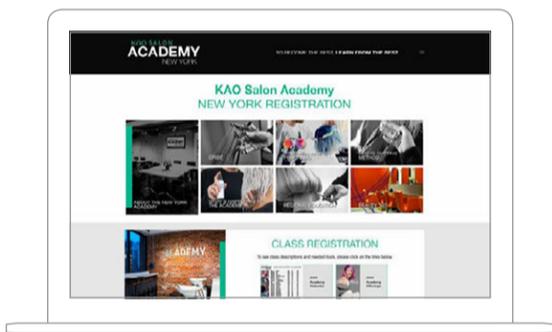
GOLDWELL DIGITAL EDUCATION

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

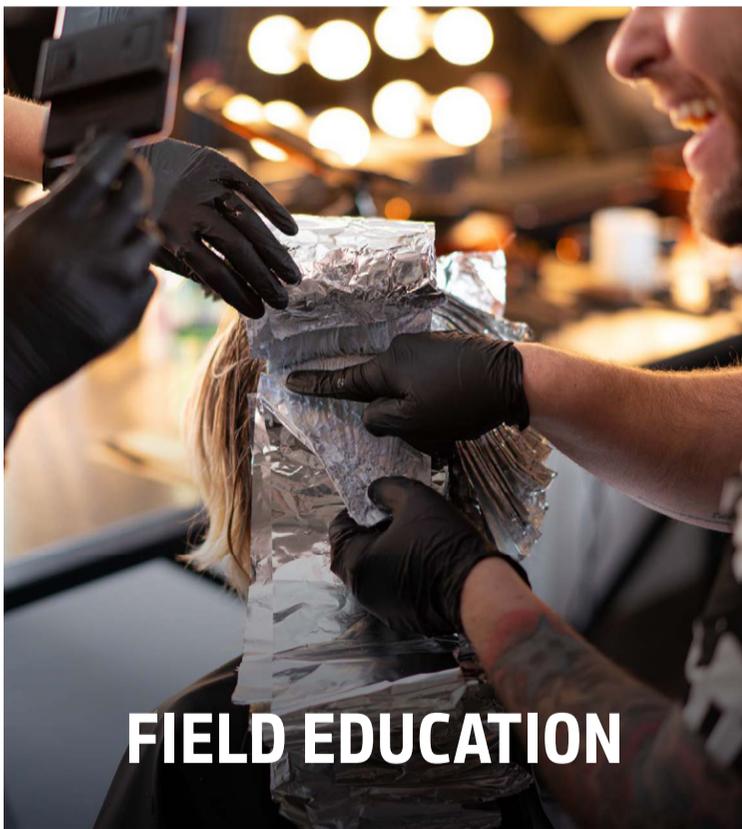




VIRTUAL EDUCATION



IN-SALON EDUCATION



FIELD EDUCATION



KAO SALON
ACADEMY
TORONTO



VIRTUAL

EDUCATION WHEREVER YOU ARE



HOME



GOLDWELL. KERASTYLK KMS
HAIR



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.



CREATIVE INSPIRATION: ALL BRAND STYLING 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.



CREATIVE INSPIRATION: KMS HAIR 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.



CREATIVE INSPIRATION: 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.



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.





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.



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, Topchic 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 - 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.



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.





UNIQUE COLORS, UNIQUE YOU



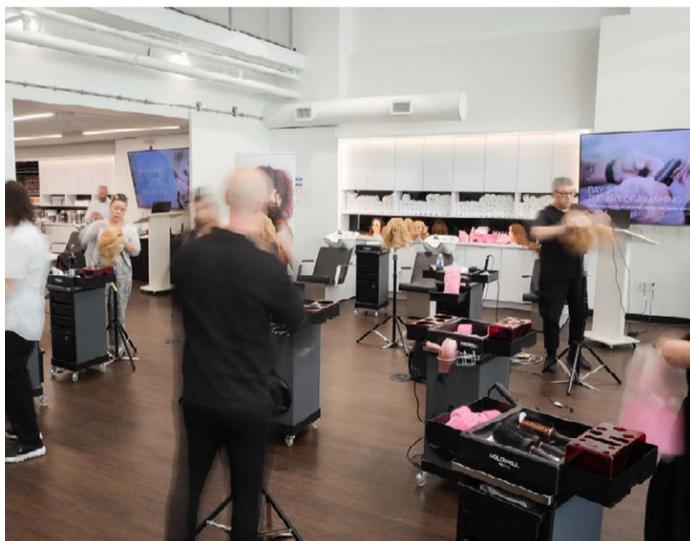
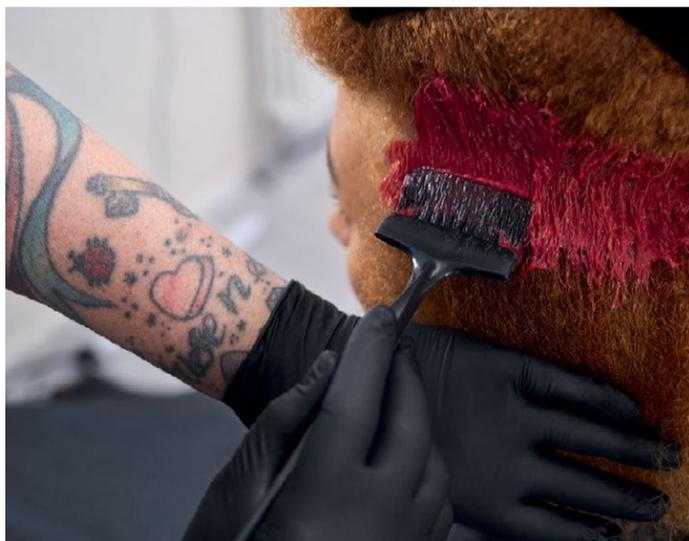
Join us for inspiration and education where we unveil our latest product innovations in color, and styling plus showcase stunning new hair collections. This is perfect for hair professionals, salon owners, and beauty enthusiasts eager to discover cutting-edge products and techniques. Gain expert advice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



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.



IN-SALON EDUCATION

INSPIRATION IN YOUR SALON



HOME



GOLDWELL. KERASTILK **KMS**
HAIR





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.



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.



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.



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.



KMS PRODUCT SESSIONS

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.





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**



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.



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.



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.



KMS PRODUCT SESSIONS

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.





KMS STYLING SESSIONS **CURLS & WAVES**

There are many ways to create movement in the hair. Learn multiple, fast and simple ways to create waves, curls or texture.



KMS STYLING SESSIONS **EDITORIAL SETS**

At KMS hairnets have made a comeback! We share modern runway looks using classic techniques.



KMS STYLING SESSIONS **VOLUME**

Experience our ADDVOLUME line and understand the versatility of each of our styling products to achieve bespoke volume looks.



THE STYLE CHRONICLES

Powered by:
synergy

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.



SIGNATURE SESSION

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



BOOKING & MUST-KNOW

IN-SALON EDUCATION

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 or educator
- » Recommended – salon to be closed during the duration of the class

*Minimum purchase requirement must be met.



FIELD EDUCATION

COLLECTIVE NEAR YOU



HOME



GOLDWELL. KERASTYLK KMS
HAIR



BUILD. GET READY TO SUCCEED.



15 IN 15

Featuring Kelly Hallett



This program explores the 15 under utilized products in the Goldwell Portfolio. In this hands on program you will be led through 15 different techniques which can all be applied in 15 minutes. From highlighting, shadows(contouring), brightness, contrast, saturation and color melting incorporating 1 haircutting technique that never lets you down and 2 setting techniques to create the perfect total look.



BARBERING FOUNDATIONS

Featuring Andre Georgi



This program is designed for stylists who are looking to build thier skills in men's haircutting. We will explore mens haircuts from long to short including fades and perfecting clipper and trimmer techniques.

NEW!



BLONDE AMBITION FOUNDATIONS

Featuring Michael Shire, Monica Dureen



This is the perfect introduction to the Goldwell Lightening Portfolio! This is the perfect next step after Foundation Mastery. In this one day seminar you will be taken through all lightening possibilities, from highlighting, achieving that perfect platinum, to pre-toning for pastels and vivids!



COLOR PORTFOLIO FORMULATIONS

Formerly Formulation Mastery



Hone and perfect your formulation skills in this one day program. Gain deeper knowledge of the color wheel and why it is the foundation of all advanced color services. Discuss real life scenarios and practice on ways to perfect your ability to predict your end results every time.



FIELD EDUCATION COLLECTIVE NEAR YOU

HOME



GOLDWELL. KERASTILK **kms**
HAIR



BUILD. GET READY TO SUCCEED.



COLOR PORTFOLIO FOUNDATIONS

Formerly Foundation Mastery



Learn the A-Z of GOLDWELL color in this 2 day comprehensive seminar. Increase your confidence with all Goldwell color ranges and lighteners. Explore new and different service options to offer your clients. Over the 2 days, you will learn all about the world of demi-permanent coloring with Colorance, permanent coloring with Topchic and Topchic Zero, plus an important part of any salon's business - blonde clients. You will gain insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning. Finally, learn how to achieve brilliant color results with exceptional shine and durability with Elumen color.



DESIGN TAKES SHAPE

A CUSTOM ARTIST PROGRAM



Featuring Kelley Hallett

This program allows any stylist to understand color and cutting methods based on the seven different facial shapes. Unique corrective concepts will inspire creativity while giving you the proper tools to enhance your client's best features while being able to minimize those less desirable. This program is for all levels of stylist.



ESSENTIAL BLONDING TECHNIQUES

NEW!

Featuring Simon James



Enjoy a fun filled day of learning with Award-Winning Goldwell National Artist Simon James as he shares the signature techniques behind today's most sought-after blondes. Essential Blonding Techniques will ensure you have the tools necessary to remain competitive with today's modern, diverse and ever-evolving blonde clientele. From Old Money Blonde to lived-in Balayage and Luxury Blonding, this program sets you up for success behind the chair by preparing you for today's most in demand looks. Save time, have fun and join us on a journey to blonde mastery!



FIELD EDUCATION COLLECTIVE NEAR YOU

HOME



GOLDWELL. KERASTILK **KMS**
HAIR



BUILD. GET READY TO SUCCEED.



FOILING FOUNDATIONS

Formerly Foiling Mastery



Learn the classic technique of foil highlighting. Find more about how you can adapt placements to achieve different color effects and add dimension to your color. You will practice your foiling skills through a variety of services using SilkLift, Topchic, Topchic Zero, Brighteners, and Colorance Gloss Tones.



GENESIS CUTTING EVOLUTION

Featuring Rino Balzano



Push your creativity, exploring new ideas and approaches working the principles of cutting for medium to short hair through elevation, over direction, finger & body position. Working with bobs to pixie and everything in between. Use these cutting methods to increase working speed. Real time cutting!



GENESIS CUTTING INCEPTION

Featuring Rino Balzano



This two-day course will leave you with fundamental techniques you can apply to achieve flattering looks on your 'bread and butter' clients. A great program to compliment your existing cutting discipline and add inspiration and flexibility for use on a daily basis to master the most suitable long hair looks for your clients.



KRYSTEN'S SOCIAL SECRETS

Featuring Krysten-Ashley Garrod



This program is designed to help you fill your chair with your perfect guests. Harness the power of social media to allow you to connect with your ideal audience. Get coaching on how to storyboard, create and share high quality content without interfering with the quality of your service. Learn to leverage these platforms to build your following and reach those dream clients. Get your guests excited about being part of building your success and watch as they help you build your brand. Learn strategies for how to optimize hashtags and geotags and find out the kinds of content people are searching for in 2024.



BUILD. GET READY TO SUCCEED.



OBSESSED WITH ELUMINATION

NEW!



Inspired by global trends, discover new techniques and formulas to expand your use of the Goldwell Elumen portfolio, fusing creativity into commercial. Create something extra-ordinary for your salon clients.



SALON SUCCESS & STRUCTURE

Featuring Tammie Axworthy & Kelly Hallett



Fear, failure, and finance uncertainty outweighs salon success, growth, and development. This program will lead you through many key topics that will be sure to increase revenue today for the prevention of loss tomorrow. Forecasting, time efficient techniques, pricing strategies, social media planning, inventory control and retailing are just a few of the topics we will cover. As a stylist, renter or salon owner you will walk away with valuable information that encourages profit and positivity.



SUCCESS BEHIND THE CHAIR

Featuring Linda Kelsey



Featuring Linda Kelsey. Whether you own your salon or work for someone else, your chair is your business. This program is a full day of coaching and mentoring for you to work "on" your business vs working "at" your business. Some of the important information covered will be; identifying how you want to be viewed by your clients, self-awareness and development opportunities, communication, consultation, and the importance and opportunity that exist with rebooking and retail.



FIELD EDUCATION COLLECTIVE NEAR YOU

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HAIR



GROW. GET READY TO DO MORE.



ADVANCED UPSTYLING TRENDS

Featuring **Tammie Axworthy**



This one day workshop will update your styling capabilities by showing you the latest styles seen by celebrities this year. You will be inspired to recreate these looks that are quick and beautiful using the perfect tools and products offered with the Goldwell StyleSign line. It's all about braids, waves and volume in this 1 day hands on program that will show you how to take a picture and recreate it.



THE ART OF BALAYAGE

Featuring **Simon James**



In this comprehensive 1 day program you learn all things related to Balayage. Breaking down the need for in-foil vs open air balayage systems, you will learn to work more efficiently. Create bright and clear blonde tones that shine and reflect light, leaving your clients beaming with satisfaction. Utilizing a combination of classic foiling techniques and the newest in placement and Foilayage techniques, you will master the art of taking a blank canvas and transforming it into a beautiful lived-in Balayage in one, simple and efficient application. No need for multiple visits to achieve the Balayage of your dreams!



THE ART OF BLONDING & BALAYAGE

Featuring **Simon James**



In this 2 day hands-on intensive, you will study a new Highlighting and Balayage system to increase your success behind the chair. Learn a whole new approach to blonding and reach true mastery of your craft. In addition, you will learn a creative approach to refining your existing blonde and balayage clients with The Balayage Recharge System. This system introduces you to a new, innovative way of working, throwing the idea of traditional application and processing time out the window. Increase your daily client count without sacrificing quality or results and increase client satisfaction.



FIELD EDUCATION COLLECTIVE NEAR YOU

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GROW. GET READY TO DO MORE.



BALAYAGE RECHARGE SERVICE LOOK & LEARN

Featuring **Simon James**

The Balayage Recharge Service combines proven, time-efficient techniques to enhance previous Balayage and Highlight clients. Using a combination of in-foil and open air balayage techniques, this program presents a new way of working and thinking. This new method of application allows us to continue to refine our end result, utilizing what has previously been considered "Processing time". This approach will elevate your game, save you time and increase your revenue without building new clients. Your clients will benefit from shorter service times without sacrificing beautiful, bright blonde and balayage results.



THE BALAYAGE RECHARGE SYSTEM

Featuring **Simon James**

In this 3 hr look and learn, we introduce you to all the tools necessary to refresh your clients Balayage with an all-new system. Combining new techniques and a fresh thought process to provide a comprehensive service portfolio. From learning a new way to consult and assess the needs of the hair, you will gain new insight into your Balayage clients.



BOMBSHELL BLONDING

Featuring **Alicia Langille**

Are you passionate about blondes? From bronde to platinum and everything in between, Bombshell Blending will take you through the full blinding experience to help take your blonde clients to the next level! From navigating the current consultation struggles of filtered inspiration pics to working through corrective challenges, this program will inspire you to utilize the full Goldwell Light Dimensions portfolio along with creative toning options to create your client's dream hair!



CREATIVE COLOR PLACEMENT

Featuring **Jamie Dennis**

A lot of the work of a good colorist involves correction – transforming at-home color that went south, adjusting salon color gone wrong, or simply transforming last-season's fade-out into something fresh. This seminar gives you practical, realistic and imaginative techniques to transform any client's existing color into something gorgeous, stylish and oh-so Goldwell. You'll take home valuable skills and confidence to turn any catastrophe into a color masterpiece. This is an advanced program and a solid understanding of the Goldwell product line is necessary.



GROW. GET READY TO DO MORE.



CREATIVE MINDSHIFT

Featuring Ashley & Ron Prestage



2 Days of Inspiration, Motivation, Strategy and Hands-on Exercises curated with the sole purpose of helping you discover how to “shift” your mindset. For those ready to reach new levels of expertise both professionally and creatively, we want to bring you behind the curtain and give you the exact tools we use to cultivate and grow a Creative Mindset. In the realm of personal discoveries, guests locked into this training will dive deep into the realm of ‘authenticity,’ which will redefine Artist Development no matter what level you’re at. Putting aside the technical hairstylist skills training and shifting your energy and focus into the Creative Skills that are required for one to stay motivated, stay inspired, and stay connected in this current highly social media-driven era.



EMBRACING NATURAL TEXTURE

Featuring Ethan King



This one day program will give you the skills to give your curly, coily hair clients low-maintenance, and realistic customized looks that enhance the beauty of their natural texture. Through a 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. This program will elevate not only your skills working with curly textures but will transfer power back to your clients by servicing them with shapes and low-maintenance styles that will naturally maintain a beautiful result between visits.



GENESIS TREND CUTTING - IN & OUT LAYER AND S LOB

NEW!



Featuring Rino Balzano

Discover two commercial bread and butter haircuts inspired by the Genesis cutting methodology by incorporating unique cutting patterns working with interior and exterior layering with 3-D dimensional cutting. Learn how to cut using the axis of the head shape and problem-solving techniques to conquer most hair textures.



GENESIS TREND CUTTING - THE BUTTERFLY AND S PIXIE

NEW!



Featuring Rino Balzano

Discover two commercial bread and butter haircuts inspired by the Genesis cutting methodology by incorporating unique cutting patterns working with interior and exterior layering with 3-D dimensional cutting. Learn how to cut using the axis of the head shape and problem-solving techniques to conquer most hair textures.



GROW. GET READY TO DO MORE.



INSTINCTUAL BLONDES

Featuring Ashley Hood



Join Goldwell National Artist and Blonde Expert, Ashley Hood to explore top blonde color trends of the season. Learn how she uses her signature placement technique which includes foil and open air hair painting to “contour” your client’s face like makeup.



INSTINCTUAL BRUNETTES

Featuring Ashley Hood



Join Goldwell National Artist, Ashley Hood to explore top brunette color trends of the season. Learn how she uses her signature placement technique which includes foil and open air hair painting to “contour” your client’s face like makeup.



INSTINCTUAL REDS

Featuring Ashley Hood



Join Goldwell National Artist, Ashley Hood to explore top red color trends of the season. Learn how she uses her signature placement technique which includes foil and open air hair painting to “contour” your client’s face like makeup.

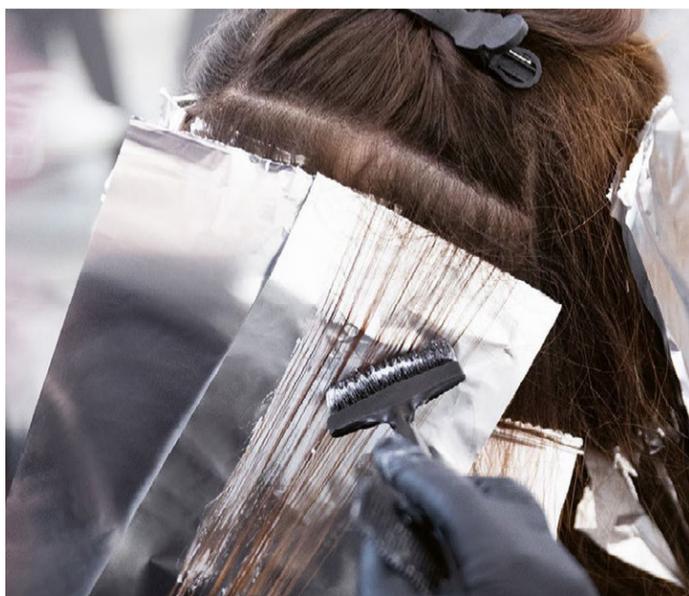


INTUITIVE CUTTING & SHAPING

Featuring Tammie Axworthy



In this 1 day hands on cutting workshop, learn how to customize you looks using texturaizing shears and razors. You will create 2 haircuts using these new techniques.



FIELD EDUCATION COLLECTIVE NEAR YOU

HOME



GOLDWELL. KERASTILK KMS
HAIR



GROW. GET READY TO DO MORE.



KMS CUSTOM SESSIONS

KMS ARTIST SESSIONS: MEN, CUTTING, FINISHING, UPSTYLING

Looking for unconventional and innovative education in a relaxed creative environment? Move from foundational to advanced with these KMS sessions. Available with a focus on Mens, Cutting, Finishing or Upstyling, join one of our talented National Artists for day of hands on creation with KMS!



LIVED IN COLOR

Featuring **Lindie Blackwell**

This one day hands on program demonstrates 2 lightner placement techniques (on the same mannequin) and 2 toner techniques along with several formulation options to successfully create this trend. These real world salon friendly and versatile techniques can be used on blondes, brunettes and reds.



NOT YOUR BASIC BLONDE

Featuring **Krysten Ashley & Stuart Garrod**

The spectrum of Blonde is so varied and customized to each client. Some clients want the perfect platinum, others just a sun-kissed look. Creating the perfect blonde that stands out is one of the most skillful color services you can offer in your salon. Learn how to utilize all the tools in the Goldwell portfolio and master placement and toning techniques that will take your blondes from pretty to perfection.



PICTURE PERFECT BRIDE

Featuring **Cathey Salerno**

Featuring Cathey Salerno, owner of Picaso Studios has been in the hair industry for over 35 years, specializing in the bridal business for the last 25 years. She is the leader in her field, doing over 4000 brides including their bridal parties. Cathey's work has been featured in WedLux, Elegant Bride, Perfect Wedding Guide, and Today's Bride. She has taken all she knows about the bridal industry and created this seminar to help you be the best bridal stylist and long hair finishing artist you can be.



GROW. GET READY TO DO MORE.



PROGRESSIVE UPSTYLING TRENDS

Featuring Tammie Axworthy



Progressive Upstyling Trends focusses on building stylists' confidence by recreating the latest trending updos found on Pinterest and Instagram step by step. In this one day hands on class stylists will learn how to take a picture, break it down and recreate the look while building a strong foundation for all updos with solid prep work and pinning techniques. Proper product and tool use will be addressed and stylists will gain confidence and skill set to bring back to the salon for wedding parties and special occasion styling. This class is ideal for any stylist who wants to make it all so much easier to make beautiful updos.



UNIFIED HAIR ARTISTRY

Featuring Tammie Axworthy



This fast paced one day program will allow you to complete a full colour, a blow dry technique and long hair finishing options in one day. Discover a full Balayage melt from level 5 to a level 9 fadeout using Eluminated Naturals, explore SilkLift Lightener and a Topchic glaze post lightening to achieve perfect toning. The finishing techniques will show you how add texture to long hair and to select and layer the products for a lasting style.





360 HAIR LOOK & LEARN

Featuring Tammie Axworthy



In this program you will explore the current trends the celebrities are wearing and we are seeing on our social media feeds. You will complete a full 360 Degree look. Learn to cut the trendy shag or wolf cut in only 12 minutes! Get inspiration and color placement ideas to create the color looks such as a full head color melt. Finally you will end your day styling your creation utilizing Goldwell & KMS styling products.



COFFEE TALK WITH RODICA HRISTU

Featuring Rodica Hristu



Join International Goldwell Artist and color "Guru" Rodica Hristu for a 3 hour talk about everything color. Be prepared to have your questions answered and more | this everything you ever wanted to know about color session.



COLOR JAM WITH RODICA HRISTU

Featuring Rodica Hristu



Join International Goldwell Artist and color "Guru" Rodica Hristu for this one day theory session where you will learn and discuss everything about color. Rodica will take you on a journey though every part of the Goldwell color portfolio while sharing her expert tips to maximize your tools in creative and time efficient ways.

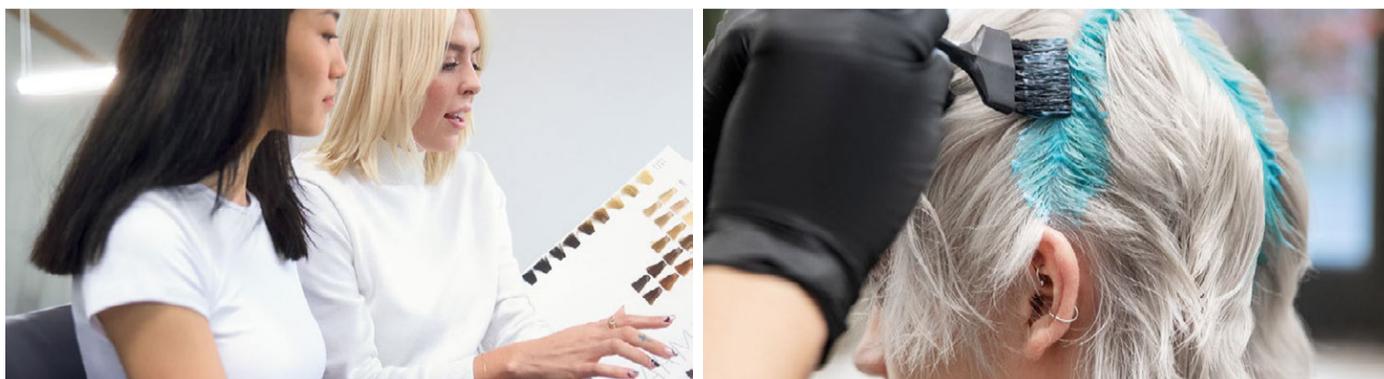


EXTREME COLOR CAMP

Featuring Rodica Hristu



Featuring Rodica Hristu. Are you a colorist that stands out from the other colorist in your salon? Have you developed unique techniques, ideas and concepts in coloring hair? Drive your color abilities to new limits with this 2 Day Program. Join other creative, passionate colorists to share advanced concepts. This program will open your eyes to all the fine details taking you from a colorist to a hair color artist; become an elite colorist... taking even the most advanced colorist to a new dimension.





FIERCE FORMULATIONS

Featuring Robert Brown



Create clean blondes, vibrant durable reds and beautiful brunettes! No matter what the season or trend, beautiful blondes, reds and brunettes never go out of fashion. But blondes don't need to be dull, brunettes don't have to be boring, and reds truly can last, when you know how to achieve the perfect formula! You will leave truly understanding and experiencing the complete world of color. Plus, learn how to have your clients look the same when they return to the salon as when you last provided their color service.



FIX IT AND FORGET IT

Featuring Lindie Blackwell



Join Goldwell International Artist Lindie Blackwell as she breaks down your most complicated real life client color issues, utilizing the entire Goldwell portfolio to provide you with solutions- every time. In this program you will take an in depth approach to diagnosing and correcting real life client color complications and challenges. Formulations will be the focus. Please bring photos of your most difficult clients hair, let's fix it and forget it!



FLOW

Featuring Marilyn & David Vendittelli



Learn how to take 7 everyday hair cuts and colour placements and progress them to fashion forward modern looks! Quick effective techniques in cutting , styling and coloring that will keep you moving forward, your clients excited and increase your profits! Also learn how to communicate with your clients to keep them excited and loyal. Enhance your profits with the simple "6 product rule" that has proven to be a game changer for so many salons! Weather you're a beginner or a veteran we promise we will get you excited and have you working smarter not harder! "It's not luck...it's skill!"





KMS START TO FINISH

Powered by:
synergy



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

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.



KMS START TO FINISH

Powered by:
synergy



NATURAL MOVEMENT: A CUTTING & FINISHING SESSION

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.



TREND FOCUS: THE BIXIE

Featuring Chelsea Sutherland



Watch the smooth evolution from shags and mullets into this year's hottest trends. Influences from classic bob perimeters, pixie interiors, customized texture for fluid movement, and shimmering colour palettes to enhance the design.



TREND FOCUS: THE SHAG

Featuring Chelsea Sutherland



Shag, shullet, mullet, wolf cut, call it what you like, these layered, distressed texture rich haircuts are hot. Paired often with a curtain fringe, and styled with either natural texture or dressed to look undressed. This program will focus on the various applications of overdirection to create movement without weight, for commercial use, or edgy, creative expression. We will also showcase colour and finishing techniques to enhance the variations on these trendy silhouettes!



KAO SALON ACADEMY TORONTO



PILOT PARTICIPATION
WHY, WHAT & HOW

HOME



GOLDWELL. KERASTYLK KMS
HAIR

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



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





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
(Recommended to have taken Color Portfolio Foundations and Color Portfolio Formulations)
- » 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:

- » Who 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

PREREQUISITE:

- » Master Colorist Technician and Master Colorist Specialist are recommended

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](http://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)



GOLDWELL. KERASTILK KMS
HAIR

HOME





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



BUILD. GET READY TO SUCCEED.



BARBERING FOUNDATIONS

Featuring **Andre Georgi**



1 DAY

This program is designed for stylists who are looking to build their skills in men's haircutting. We will explore mens haircuts from long to short including fades and perfecting clipper and trimmer techniques.



BLONDE AMBITION FOUNDATIONS (FORMERLY BLONDE AMBITION)



1 DAY

Bring your skills to the next level with this essential introduction to the Goldwell Lightening Portfolio—the ideal next step after Foundation Mastery. In this one-day seminar, you'll explore a full spectrum of lightening techniques, from flawless highlighting to achieving the perfect platinum and mastering pre-toning for pastels and vivids. Gain the knowledge to create stunning, lasting results while maintaining your clients' hair in peak condition.



COLOR PORTFOLIO FORMULATIONS (FORMERLY FORMULATION MASTERY)



1 DAY

Step up your color expertise and formulation precision in this focused one-day program. This hands-on experience builds a deeper understanding of the color wheel and its essential role in advanced color services. Delve into real-life client scenarios, learning how to predict outcomes with confidence. Practice on wefts to sharpen your skills and achieve reliable, consistent results every time.



BUILD. GET READY TO SUCCEED.



COLOR PORTFOLIO FOUNDATIONS (FORMERLY FOUNDATION MASTERY)



1 DAY

Elevate your confidence and expertise with Goldwell color in this immersive one-day seminar designed to transform your approach to coloring. This comprehensive journey through Goldwell's full color range will expand your service offerings, equipping you to meet diverse client needs with exceptional results. Dive into demi-permanent artistry with Colorance, unlock the possibilities of permanent color with Topchic and Topchic Zero and master the art of blonding with highlifting, decolorizing and toning techniques. Learn to achieve brilliant, enduring color and an unmatched shine with Elumen color—all while gaining the insights and techniques to deliver impeccable color services every time with the Goldwell Service Cycle.



FOILING FOUNDATIONS (FORMERLY FOILING MASTERY)



1 DAY

Develop your foiling expertise with classic highlighting techniques designed to elevate your color skills. This course will guide you through adaptable placement methods to create stunning dimension and depth. Practice foiling across a range of services, using SilkLift, Topchic, Topchic Zero, Brighteners and Colorance Gloss Tones, to produce radiant, multi-dimensional results for every client.



ACADEMY TORONTO EXCLUSIVE EDUCATION

HOME



GOLDWELL. KERASTILK **kms**
HAIR



GROW. GET READY TO DO MORE.



ADVANCED UPSTYLING TRENDS

Featuring **Tammie Axworthy**



1 DAY

Elevate your styling expertise in this one-day workshop, where you'll learn to recreate the latest celebrity-inspired styles of the year. This hands-on program focuses on braids, waves and volume—showing you how to transform inspiration into stunning looks using the perfect tools and products from Goldwell StyleSign. Walk away with the skills to replicate high-fashion styles quickly and beautifully for your clients.



THE ART OF FOILING: ELEVATE YOUR EXPERTISE

NEW!



2 DAYS

Featuring **Ashley Hood**

Join Canadian Goldwell National Artist Ashley Hood for an intensive two-day program designed to enhance your foiling techniques. The Art of Foiling is perfect for stylists looking to amplify their highlighting skills. This workshop introduces versatile methods, from timeless applications to modern, trend-setting placements that meet any client's vision with confidence. This hands-on program is ideal for stylists of all experience levels, ready to refine their approach and embrace the artistry of modern foiling techniques.



COLOR ALCHEMY: MASTERING SUN- KISSED BALAYAGE & LIVED-IN LOOKS

NEW!



2 DAYS

Featuring **Ashley Hood**

Join Canadian Goldwell National Artist Ashley Hood for an immersive two-day workshop dedicated to perfecting blonde balayage and lived-in brunette techniques. Designed for hair professionals ready to refine their coloring skills, this program focuses on trend-driven placements and confidence-building strategies for client consultations. Color Alchemy provides the inspiration and advanced tools needed to succeed in today's competitive landscape, transforming your approach to the artistry of hair.

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



GROW. GET READY TO DO MORE.



EMPOWERING TEXTURE

Featuring **Ethan King**



2 DAYS

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. Join Ethan King at the Kao Salon Academy in Toronto and experience a new, elevated way to approach cutting and styling for textured hair.



GENESIS TREND CUTTING, IN & OUT LAYER AND 'S' LOB

NEW!



1 DAY

Featuring **Rino Balzano**

Unlock two essential, high-demand haircuts using the Genesis Cutting Methodology. Work with innovative cutting patterns and 3-D dimensional techniques to master interior and exterior layering. Learn to cut with precision balance using the head's natural axis and problem solving for all hair types with advanced techniques that deliver consistent results.



GENESIS TREND CUTTING, THE LONG PIXIE AND THE BUTTERFLY

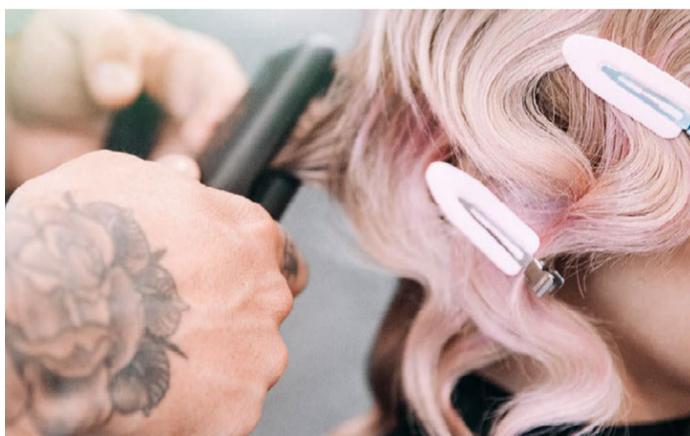
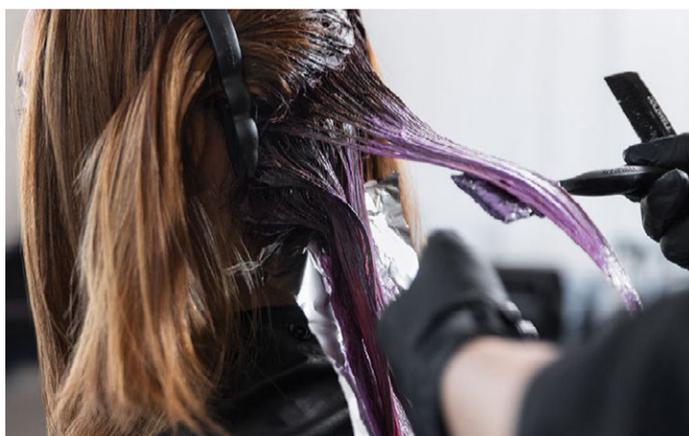
NEW!



1 DAY

Featuring **Rino Balzano**

Unlock two essential, high-demand haircuts using the Genesis Cutting Methodology. Work with innovative cutting patterns and 3-D dimensional techniques to master interior and exterior layering. Learn to cut with precision balance using the head's natural axis and problem solving for all hair types with advanced techniques that deliver consistent results.



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



GROW. GET READY TO DO MORE.



2 DAYS

HAIR CUTTING AND STYLING: EVOLUTION AND TREND FORECASTING

NEW!

Featuring Goldwell International Artists Tony Cola & Frank Cini

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.



1 DAY

THE HOLISTIC REMIX - CUT AND COLOR

NEW!

Featuring Tammie Axworthy & Kate Ojczyk

This one day jam packed program focuses on revisiting the art of two classic haircuts; a pixie and long lived in layers, with a holistic modern approach. We will share scissor education, easy and creative business building color formulations and placements, plus tips on how to protect your physical health while working.



1 DAY

KMS ACADEMY SESSIONS: LAYERS TWO WAYS

Featuring Edwin Johnston

Immerse yourself in the artistry of LAYERS TWO WAYS featuring Edwin Johnston, a dynamic class where the morning is dedicated to perfecting the modern Wolf Cut, followed by an afternoon session focused on mastering the timeless Shag. Uncover the nuances between these two techniques through expert guidance on step-by-step cutting, texturizing and razor cutting, seamlessly integrating them into your daily repertoire.

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



GROW. GET READY TO DO MORE.



KMS ACADEMY SESSIONS: BOB TWO WAYS



Featuring **Edwin Johnston**

1 DAY

Indulge your artistic vision in a captivating day of artistic exploration with our exclusive class BOBS TWO WAYS. Join Edwin Johnston on a transformative journey as you navigate these timeless techniques by experiencing step-by-step cutting (RAZOR & SCISSORS), texturizing and finishing to bring these classic shapes INTO contemporary styles. Explore GRADUATION, LAYERING, FRINGES and discover transformative product suggestions in a day of elevated artistry, where innovation meets tradition.



NOT YOUR BASIC BLONDE



Featuring **Krysten-Ashley Garrod and Steuart Garrod**

2 DAYS

Blonde is one of the most versatile and customized color services you can offer your clients, with a spectrum that ranges from the perfect platinum to a sun-kissed glow. Join Goldwell National Artist Krysten Ashley and Goldwell Artist Steuart Garrod as they guide you through mastering the art of blonde hair, utilizing the full Goldwell portfolio to perfect placement, toning, and technique. Learn how to create blondes that stand out, elevating your skills to offer the best blonde transformations in your salon.



SOCIAL MEDIA STRATEGY + CONTENT CREATION



With **Goldwell Brand Ambassador Sydney Ann Lopez**

1 DAY

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





ADVANCED FORMULATIONS AND BEYOND

NEW!



Featuring **Lindie Blackwell & Kelly Hallett**

1 DAY

Discover new dimensions of creative color artistry with Advanced Formulations and Beyond. Join Goldwell International Artist Lindie Blackwell and Goldwell National Artist Kelly Hallett for an immersive workshop designed exclusively for stylists who have completed Creative Formulations and Beyond. Dive deep into 50+ bold formulations, gain expert insights into blonde, copper, red and pastel families and master the art of strategic developer choices to refine your results. Go beyond traditional techniques with advanced placement strategies that deliver striking, personalized looks. Through hands-on swatching exercises, explore innovative approaches that will spark fresh ideas and expand your creative potential.



CREATING A COMPETITION ENTRY

Featuring **Michelle Pargee**



3 DAYS

This three-day course will put you on your way to the win with all the tools and knowledge you need to enter a competition with confidence.

Day One: You'll gain an in-depth understanding of trend predictions so you can create your own inspiration. You'll learn how to storyboard your idea and how to create swatches to tell your color story.

Day Two: This full day is dedicated to model prep start to finish - with expert guidance in formulation and application.

Day Three: Now you're ready for your photo shoot with one of our top photographers and a team of make-up artists with pro expertise. Do to photo shoot please plan on this day running later than 5pm.



CREATIVE FORMULATIONS AND BEYOND

Featuring **Lindie Blackwell & Kelly Hallett**



1 DAY

Focus on the how to's and why's of creative color formulation. Hands on swatching and an easy, yet in depth analysis of face shape. Specific and simplified placement of boosted tones and color enhancement sectioning.

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





FLOW

Featuring Marilyn & David Vendittelli



1 DAY

Join Marilyn and David Vendittelli as they guide you through transforming 7 everyday haircuts and color placements into modern, fashion-forward looks. This program is packed with quick, effective techniques in cutting, styling and coloring that keep you ahead of the trends, excite your clients, and boost your profits. Learn how to communicate with clients to build loyalty, and enhance your business with the proven "6 Product Rule" that has transformed salons everywhere. Whether you're a beginner or veteran, we promise to ignite your passion, helping you work smarter—not harder!



IMPACTFUL COLOR PLACEMENT

Featuring Lindie Blackwell



1 DAY

Spend the day learning the how to's and why's of creative color placement. Learn salon friendly time saving, high impact placements that can be subtle or bold and impactful on any hair texture. Understanding the key anchor points of the head as well as how different shapes and their placement can impact the end result.



TREND FOCUS: CUT, COLOR & STYLE

Featuring Goldwell National Artist Chelsea Sutherland



2 DAYS

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 90's 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





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
- » 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 Canada Inc. reserves the right to postpone, cancel or change any program due to unforeseen circumstances, in which case participants will be notified.

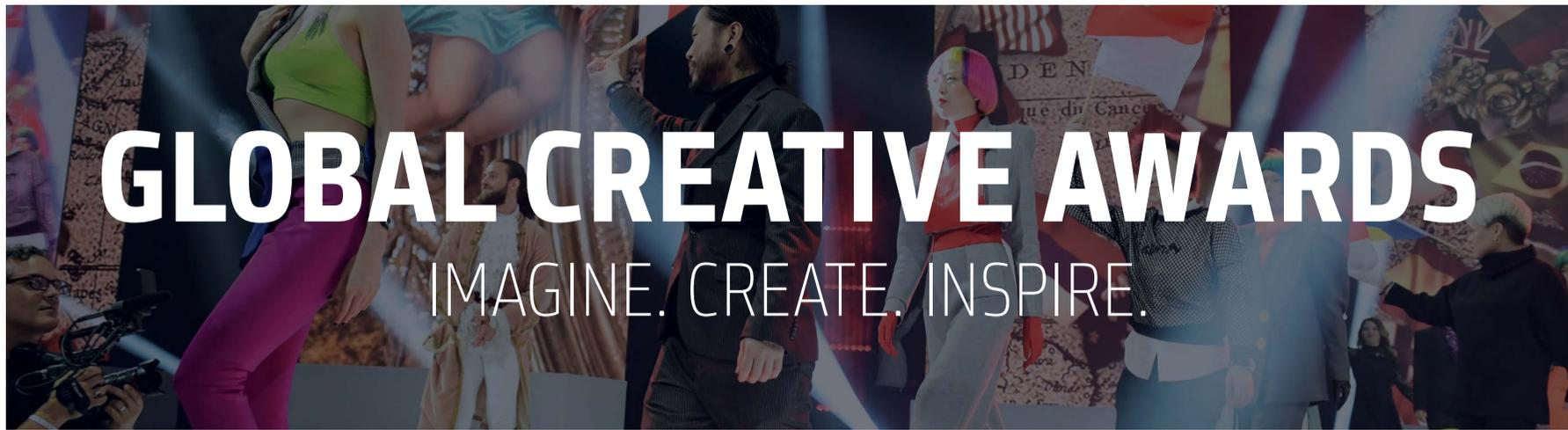
ACADEMY TORONTO

326 King St E, Toronto, ON M5A 1K6

HOME



GOLDWELL. KERASTILK kms
HAIR



GLOBAL CREATIVE AWARDS

IMAGINE. CREATE. INSPIRE.

YOUR STAGE IS WAITING.

Three things separate a true creative artist from a dreamer: extraordinarily creative ideas, the ability to bring them to life, and doing it so well that it inspires others to reach for greatness too.

And you're a true artist.

Everything you do shows this. You see the world as an opportunity. We get that. And now, we want to celebrate that. We invite you to share your work with us and the world. You have the talent; we have the stage for you.

presented by

kaO
SALON DIVISION



**color
sphere**
GOLDWELL.

COMING

September 2025 | Milan, Italy



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GOLDWELL. KERASTILK KMS
HAIR

HOME





CREATIVE XPERIENCE 25

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.



CREATIVE XPERIENCE 25

March 30 | Toronto

April 13-14 | Foxwoods

May 18-19 | Miami

June 1-2 | NYC



HOME



GOLDWELL. KERASTILK KMS HAIR

ENJOY THE JOURNEY.



KAO SALON
EDUCATION
CA



KAO SALON
VIRTUAL
EDUCATION.CA



KAO SALON
ACADEMY
TORONTO

Goldwell, KERASILK and KMS HAIR are part of Kao Salon Division.

kao
SALON DIVISION

Making life beautiful for salons, stylists and their clients.

HOME

