

CLASS DESCRIPTIONS

BLUEPRINTING & COLOR THEORY



Get a clear vision of color theory and a comprehensive understanding of where Goldwell shades & tones live on the color wheel. Then learn how to leverage this knowledge to formulate Goldwell color with confidence and predictability every time. (5/6, 5/12, 5/20, 6/3, 6/9, 6/17, 7/14, 8/5, 8/11, 8/19)

BLONDE YOUR WAY



Explore the expansive portfolio of Goldwell's lightening tools while learning about our new Iridescent collection. Gain a complete understanding of how, why and when to use our highlift Topchic shades, Blonding Cream and how to choose the best lightener for the perfect blonde; Blonde your way. (5/6, 5/14, 6/3, 6/11, 7/22, 8/5, 8/13)

COLORANCE REVEALED



Learn why Colorance Demi-permanent Hair Color is "Color for Everyone." Colorance has 3 distinct segments, Cream, Cover Plus & Gloss Tones, all designed for optimal conditioning and color deposit. The many uses of Colorance include, toning blondes, color balancing, grey blending up to 75% and so much more. During this program, you will become knowledgeable on each segment, learning when and how to use each one. By the end of class, you will be confident in your choices to give your clients the shiniest, best conditioned hair color. (5/14, 6/11, 7/16, 8/13)

CRACK THE CORRECTIVE CODE



Learn how to identify a corrective color and how to approach it with simplicity & ease, understanding how to break down the steps and keep the hair in optimal condition. We will take you through our portfolio of options to remove hair color, followed by how to neutralize the unwanted warmth to achieve the most durable color deposit. Leave the class with confidence to perform corrective color services. (5/12, 6/9, 7/14, 8/11)

ELUMEN NATION



Don't over think it. All you need to know is how direct dyes work. The rest is up to your creativity. Trust your own genius. Follow your instinct. You decide what works. Experience a different way of covering grey, toning, and creating colors. (5/20, 6/17, 7/22, 8/19)

EXPERT BLONDING



Explore the expansive portfolio of Goldwell's lightening tools. Gain a complete understanding of how, why and when to use our highlift Topchic shades, Blonding Cream and how to choose the best lightener for the perfect blonde. (5/12, 6/9, 7/14, 8/11)

KERASILK COMPLETE



Learn what makes this environmentally conscience, vegan haircare line so special. Gain insights on how each high performing product works and the multi-benefits it gives your guest's hair. By the end of class, you will be confident in your client recommendations. To complete your class, learn the fundamental knowledge and skills required to successfully complete the Kerasilk Keratin Treatment service. (5/14, 6/11, 7/16, 8/13)

MAKE MORE MONEY



Grow your knowledge and income focusing on service and retail upgrades that are quick and easy, yet extremely impactful. Review options for adding on treatments with Dualsenses, creating custom reflections with @PurePigments, power toning & softening harsh contrasts with Brighteners and so much more! Tie all of this together with the recommended take home products to support your work. (5/20, 6/17, 7/22, 8/19)

THE MANE EXCHANGE - INSPIRATION MEETS EDUCATION



Join our color experts for an engaging, podcast-style conversation at The Mane Exchange! This interactive program is driven by YOU—your questions, your challenges, and your passion for hair. Whether we're tackling hair struggles, exploring the latest trends, or sharing expert techniques, this is your space to learn, connect, and grow. Get ready to exchange ideas, gain valuable insights, and leave feeling inspired to take your craft to the next level! (5/14, 6/11, 7/16, 8/13)

TOPCHIC REVEALED



Experience the world of Topchic. Gain confidence in understanding the background of each shade on the color wheel to effectively control or enhance the natural contributing pigment. By utilizing our Blueprint for Formulation, you will become confident in every formula, from a subtle change to 100% grey coverage. Learn the tips and tricks that make Goldwell the perfect partner for all your hair color needs. (5/6, 5/20, 6/3, 6/17, 7/22, 8/5, 8/19)

TOPCHIC & COLORANCE REVEALED - BUILD YOUR FOUNDATION



Experience the world of Topchic and Colorance. Gain confidence using demi & permanent hair color effectively within the Goldwell Service Cycle. Learn the tips and tricks that make Goldwell the perfect partner to all your hair color needs. (5/6, 5/20, 6/3, 6/17, 7/22, 8/5, 8/19)

WE'VE GOT YOU COVERED



Discover a world of options for grey enhancement, blending & coverage. Goldwell's unique portfolio offers the most comprehensive choices for today's demanding guest. Learn about blending grey with conditioning Colorance. Create classic grey coverage with Topchic. Then dive deep into our no ammonia and non-oxidative coverage with our newest additions, Topchic Zero and NN@ in Elumen. Head back to your chair with a new arsenal of options to please any guest. (5/6, 6/3, 7/16, 8/5)



FIERCE FOUNDATIONS



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

For optimum learning, we recommend navigating through this program in the following order in your personal journey to success:

TOPCHIC & COLORANCE REVEALED → BLUEPRINTING & COLOR THEORY → EXPERT BLONDING

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

APRIL 2025

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

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

**DON'T MISS OUT ON VIRTUAL OPPORTUNITIES FOR
PRODUCT KNOWLEDGE AND BRAND EDUCATION.**

To register, click/tap on the class you would like to
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MAY 2025

DATE	TIME*	VIRTUAL CLASS
Tue. 5/6	9:00 am	Topchic Revealed – Build Your Foundation
Tue. 5/6	11:00 am	Blueprinting & Color Theory
Tue. 5/6	1:00 pm	Blonde Your Way
Tue. 5/6	3:00 pm	We've Got You Covered
Mon. 5/12	9:00 am	Crack The Corrective Code 
 Mon. 5/12	10:30 am	Topchic & Colorance Revealed – Build Your Foundation
 Mon. 5/12	12:30 pm	Blueprinting & Color Theory
 Mon. 5/12	2:00 pm	Expert Blonding
 Mon. 5/12	3:30 pm	Topchic & Colorance Revealed – Build Your Foundation
Wed. 5/14	9:00 am	Colorance Revealed – Build Your Foundation
Wed. 5/14	11:00 am	Blonde Your Way
Wed. 5/14	1:00 pm	The Mane Exchange
Wed. 5/14	3:00 pm	Kerasilk Complete
Tue. 5/20	9:00 am	Make More Money
Tue. 5/20	11:00 am	Blueprinting & Color Theory
Tue. 5/20	1:00 pm	Topchic Revealed – Build Your Foundation
Tue. 5/20	3:00 pm	Elumen Nation

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JUNE 2025

DATE	TIME*	VIRTUAL CLASS
Tue. 6/3	9:00 am	Topchic Revealed – Build Your Foundation
Tue. 6/3	11:00 am	Blueprinting & Color Theory
Tue. 6/3	1:00 pm	Blonde Your Way
Tue. 6/3	3:00 pm	We've Got You Covered
Mon. 6/9	9:00 am	Crack The Corrective Code 
Mon. 6/9	10:30 am	Topchic & Colorance Revealed – Build Your Foundation
Mon. 6/9	12:30 pm	Blueprinting & Color Theory
Mon. 6/9	2:00 pm	Expert Blonding
Mon. 6/9	3:30 pm	Topchic & Colorance Revealed – Build Your Foundation
Wed. 6/11	9:00 am	Colorance Revealed – Build Your Foundation
Wed. 6/11	11:00 am	Blonde Your Way
Wed. 6/11	1:00 pm	The Mane Exchange
Wed. 6/11	3:00 pm	Kerasilk Complete
Tue. 6/17	9:00 am	Make More Money
Tue. 6/17	11:00 am	Blueprinting & Color Theory
Tue. 6/17	1:00 pm	Topchic Revealed – Build Your Foundation
Tue. 6/17	3:00 pm	Elumen Nation

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JULY 2025

	DATE	TIME*	VIRTUAL CLASS
	Mon. 7/14	9:00 am	Crack The Corrective Code 
FIERCE FOUNDATIONS	Mon. 7/14	10:30 am	Topchic & Colorance Revealed – Build Your Foundation
FIERCE FOUNDATIONS	Mon. 7/14	12:30 pm	Blueprinting & Color Theory
FIERCE FOUNDATIONS	Mon. 7/14	2:00 pm	Expert Blonding
FIERCE FOUNDATIONS	Mon. 7/14	3:30 pm	Topchic & Colorance Revealed – Build Your Foundation
	Wed. 7/16	9:00 am	Colorance Revealed – Build Your Foundation
	Wed. 7/16	11:00 am	We've Got You Covered
	Wed. 7/16	1:00 pm	The Mane Exchange
	Wed. 7/16	3:00 pm	Kerasilk Complete
	Tue. 7/22	9:00 am	Elumen Nation
	Tue. 7/22	11:00 am	Blonde Your Way
	Tue. 7/22	1:00 pm	Topchic Revealed – Build Your Foundation
	Tue. 7/22	3:00 pm	Make More Money

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AUGUST 2025

DATE	TIME*	VIRTUAL CLASS
Tue. 8/5	9:00 am	Topchic Revealed – Build Your Foundation
Tue. 8/5	11:00 am	Blueprinting & Color Theory
Tue. 8/5	1:00 pm	Blonde Your Way
Tue. 8/5	3:00 pm	We've Got You Covered
Mon. 8/11	9:00 am	Crack The Corrective Code 
Mon. 8/11	10:30 am	Topchic & Colorance Revealed – Build Your Foundation
Mon. 8/11	12:30 pm	Blueprinting & Color Theory
Mon. 8/11	2:00 pm	Expert Blonding
Mon. 8/11	3:30 pm	Topchic & Colorance Revealed – Build Your Foundation
Wed. 8/13	9:00 am	Colorance Revealed – Build Your Foundation
Wed. 8/13	11:00 am	Blonde Your Way
Wed. 8/13	1:00 pm	The Mane Exchange
Wed. 8/13	3:00 pm	Kerasilk Complete
Tue. 8/19	9:00 am	Make More Money
Tue. 8/19	11:00 am	Blueprinting & Color Theory
Tue. 8/19	1:00 pm	Topchic Revealed – Build Your Foundation
Tue. 8/19	3:00 pm	Elumen Nation

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THE MANE EXCHANGE

Join our color experts for an engaging, podcast-style conversation at The Mane Exchange! This interactive program is driven by YOU—your questions, your challenges, and your passion for hair. Whether we're tackling hair struggles, exploring the latest trends, or sharing expert techniques, this is your space to learn, connect, and grow. Get ready to exchange ideas, gain valuable insights, and leave feeling inspired to take your craft to the next level!

APRIL - AUGUST 2025

DATE	TIME*	VIRTUAL CLASS
Wed. 4/9	1:00 pm	The Mane Exchange
Wed. 4/30	1:00 pm	The Mane Exchange
Wed. 5/14	1:00 pm	The Mane Exchange
Wed. 6/11	1:00 pm	The Mane Exchange
Wed. 7/16	1:00 pm	The Mane Exchange
Wed. 8/13	1:00 pm	The Mane Exchange

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

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