



GOLDWELL KMS KERASILK
HAIR

Education 2026

Limitless Learning

Your opportunity to invest in your craft, your creativity, and your future

Join us for inspiring, hands-on sessions where you'll learn, connect, and create alongside other passionate stylists. Whether it's mastering a new color technique, refining your cutting skills, or exploring the latest trends, every class is packed with real-world education you can take straight back to the salon.

Let's keep learning – together.





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
DIVISION VICE PRESIDENT,
KAO SALON CANADA



KATHY REILLY
ASSOCIATE DIRECTOR OF EDUCATION,
KAO SALON CANADA

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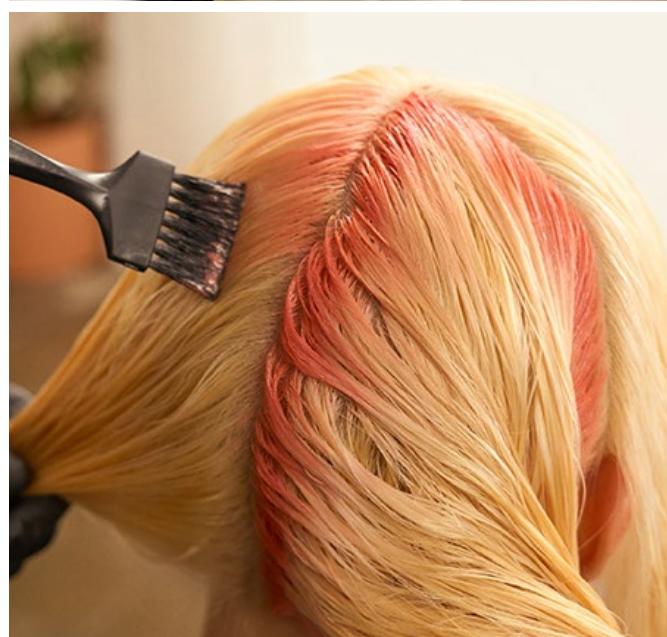
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Award-Winning Education



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.



ACADEMY EDUCATION

Seminars with us at the Academy



IN-SALON EDUCATION

In-Salon session by an Educator



FIELD EDUCATION

Seminars in your region



VIRTUAL EDUCATION

Your online live-webinar

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.



Meet our Educators

Get Inspired by Empowering Creatives

Meet the Artistic Team—a collective of visionary stylists who lead with creativity, passion, and purpose. As ambassadors of Goldwell, they represent the highest standards in professional hair education and are dedicated to empowering fellow creatives around the world.

Whether you're learning in-salon, joining a virtual session, attending a live show, or engaging in hands-on education, our artists are there to guide and inspire. They bring real-world expertise, trend-forward thinking, and a collaborative spirit to every experience—helping you grow your skills, elevate your artistry, and stay ahead in a fast-moving industry.



ALICIA LANGILLE
Goldwell National Artist



ASHLEY HOOD
Goldwell National Artist



CHELSEA SUTHERLAND
Goldwell National Artist



DANIEL NAUMOVSKI
Goldwell National Artist



DAVID VENDITTELLI
Goldwell National Artist



DIDIER LACHAPELLE
Goldwell National Artist



EDWIN JOHNSTON
KMS International Artist



FRANK CINI
Goldwell International Artist



IVO TIBERIO
Goldwell National Artist



JEAN FRANCOIS MANTHA
Goldwell National Artist



KELLY HALLETT
Goldwell National Artist



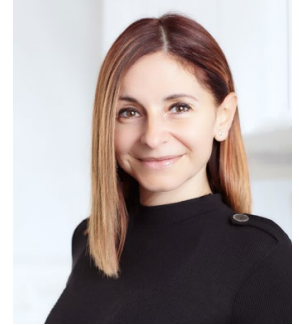
KRYSTEN_ASHLEY GARROD
Goldwell National Artist



LINDA KELSEY
Goldwell National Artist



LINDIE BLACKWELL
Goldwell International Artist



MARILYN VENDITELLI
Goldwell National Artist



MELISSA STEVENSON
KMS National Artist



MICHAEL SHIRE
Goldwell National Artist



RINO BALZANO
Goldwell National Artist



RODICA HRISTU
Goldwell International Artist



RODRIGO ARANEDA
Goldwell National Artist



SIMON JAMES
Goldwell National Artist



STACEY ABDELLA
KMS National Artist



SYLVAIN BELLEROSE
KMS National Artist



TAMMIE AXWORTHY
Goldwell National Artist

Education Managers

Our Education Managers are dedicated, full-time partners who not only teach — they listen to each salon and stylist, then deliver customized, inspiring training that drives revenue and mastery across all brands and learning styles.

Partner with our Education Managers to turn education into a measurable growth engine for your salon.

Senior Education Managers: Linda Lorenzoni, Mary Minaudo, Nadara Budden

Field Education Manager: Francois Ferland

Experience Manager: Sadie Noble

Key Account Educator: Suzanne Lalonde

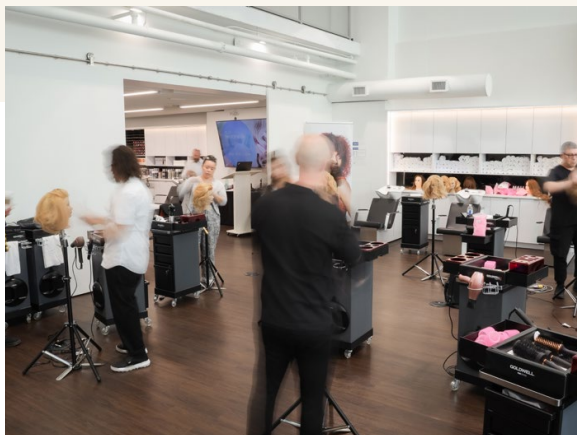
District Educators: Emilie Weissmann, Fawn Berg, Jenny Sewell, Laura Pearson, Morgan Leights, Veneshia Akins, Victoria MacInnis

Local Artists

Our community of local artists unites salon professionals across specialties, each bringing unique perspectives and skills to elevate the craft. Through adult-learning mentorship, advanced technical training, and deep product expertise, they deliver education that inspires and puts stylists front and center. Representing the Kao portfolio, they embody creativity, professionalism, and a passion for sharing knowledge—helping stylists BUILD, GROW, and CREATE at every level.



Academy Education



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.



ACADEMY
EDUCATION

Bookings & 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
- 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

Elevate Your Color Craft

Your journey to 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

COLOR TECHNICIAN (4 DAYS)

**Goldwell Standards &
Steps to Success Mastery**

CONFIDENCE

DEMI-PERMANENT
COLOR MASTERY
PERMANENT COLOR MASTERY
ELUMEN MASTERY
LIGHTENING MASTERY

COLOR SPECIALIST (3 DAYS)

Color/Techniques & Consultation Mastery

CUSTOMIZATION

COLOR CORRECTION SPECIALIST
GOLDWELL COLOR/TECHNIQUE SPECIALIST
GREY COVERAGE SPECIALIST
CONSULTATION SPECIALIST

COLOR ARTIST (2 DAYS)

Trends and Inspiration Mastery

CREATIVITY

COLOR TREND
COLOR LAB

MASTER COLORIST TECHNICIAN

4 DAYS

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.

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



Academy



BUILD.



\$1,600
61,538 SA Pts.



Select
Master Colorist
Artists

MASTER COLORIST SPECIALIST

3 DAYS

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.

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



Academy



GROW.



\$1,200
46,154 SA Pts.



Select
Master Colorist
Artists

MASTER COLORIST ARTIST

2 DAYS

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.

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



Academy



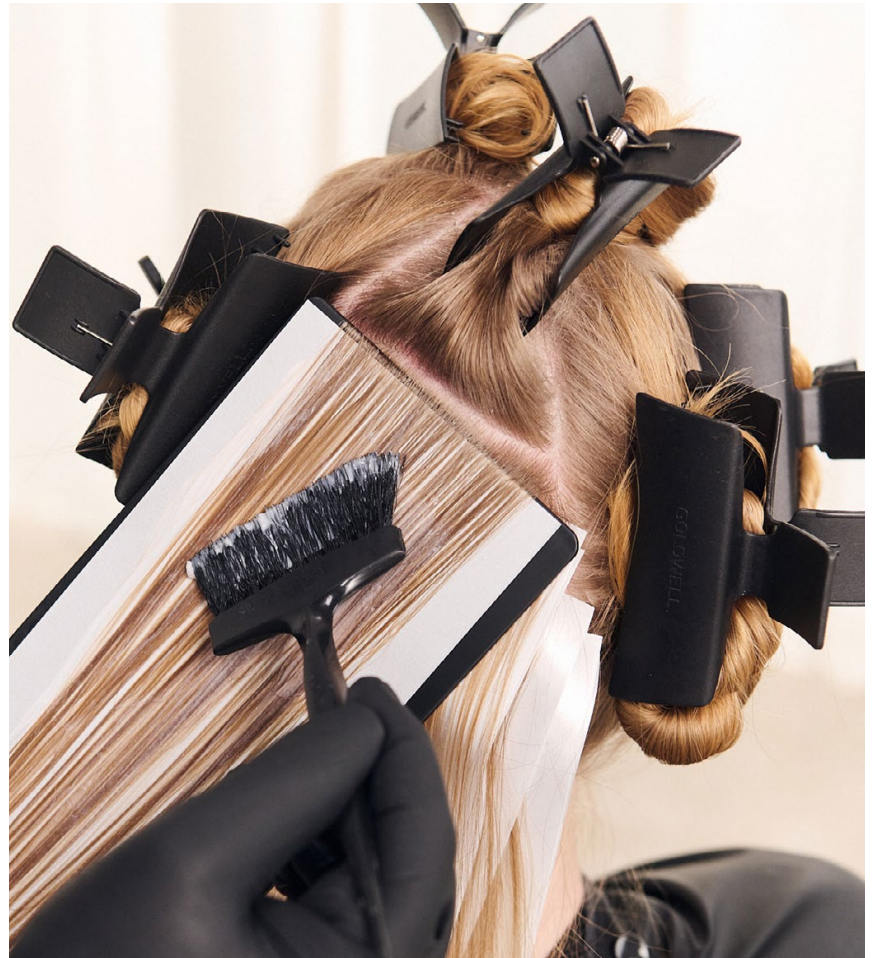
CREATE.



\$1,100
42,308 SA Pts.



Select
Master Colorist
Artists



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

Synergy, Techniques Take Shape

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.



TECHNIQUES
TAKE SHAPE

synergy

CUTTING TAKES SHAPE 1.0

IN THIS INNOVATIVE **3-DAY** PROGRAM, YOU WILL LEARN HOW TO ELEVATE AND REFINE YOUR CUTTING SKILLS.



CUTTING TAKES SHAPE 2.0





YOU'VE STRENGTHENED YOUR FOUNDATIONAL SKILLS, NOW IT'S TIME TO AMPLIFY THEM IN THIS **2-DAY** PROGRAM.

SYNERGY: CUTTING TAKES SHAPE 1.0 3 DAYS

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!

-  **Academy**
-  **BUILD.**
-  **\$ 1,355**
52,115 SA Pts.
-  **Synergy Team**

SYNERGY: CUTTING TAKES SHAPE 2.0 2 DAYS

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 you as you return to the salon. Get ready for your guests to tag you in their selfies!

-  **Academy**
-  **GROW.**
-  **\$ 1,020**
39,231 SA Pts.
-  **Synergy Team**



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

Artist Sessions



BUILD.

Get ready to succeed.

Establish a powerful foundation.

BARBERING FOUNDATIONS

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.

WHO SHOULD ATTEND?

STYLISTS WHO...

- Are looking to introduce or grow your male clientele
- Want to improve your skills with mens hair



Academy



BUILD.



\$ 450
17,308 SA Pts.



Andre Georgi

BLONDE AMBITION FOUNDATIONS

1 DAY

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!

Learn to achieve and maintain amazing results for your clients while preserving optimal condition of their hair. Take it to the next level!



Academy



BUILD.



\$ 450
17,308 SA Pts.



Michael Shire
Tina Casciato

COLOR PORTFOLIO FORMULATIONS

1 DAY

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 wefts to perfect your ability to predict your end results every time.

 Academy

 BUILD.

 \$ 225
8,654 SA Pts.

COLOR PORTFOLIO FOUNDATIONS


2 DAYS

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. Put all of this knowledge to practice back in the salon by learning the Goldwell Service Cycle, a 5 step approach to executing color services with expertise and consistency every time!

 Academy

 BUILD.

 \$ 85
3,269 SA Pts.

FOILING FOUNDATIONS

1 DAY

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.

 Academy

 BUILD.

 \$ 225
8,654 SA Pts.



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

HAIR SCIENCE - CREATIVE CONTROL

1 DAY

Ever wonder how science truly impacts your color results? Whether you're new to the industry or have years behind the chair, this class reveals the why behind every formula and finish.


When you understand how pH and science shape outcome and durability, you gain the power to prevent surprises and take full creative control. Correction work doesn't have to feel advanced or intimidating—once you master the color wheel and the science behind it, you'll predict results with confidence and intention.

In this interactive session, participants will work hands-on with hair swatches and mannequins, applying techniques and theories in real time to bring the science to life.

Join us where hair science meets creative mastery!

 Academy

 **BUILD.**

 **\$ 450**
17,308 SA Pts.

 **Ivo Tiberio**
Jamie Dennis

OBSESSED WITH ELUMINATION


1 DAY

Build Your Elumen Confidence. Expand Your Creativity.

Get inspired by the latest global color trends and learn new ways to work with the Goldwell Elumen portfolio. We'll explore techniques, placement ideas, and formulas that help you turn bold creativity into salon-friendly, wearable color. In this interactive session, participants will work hands-on with hair swatches

 Academy

 **BUILD.**

 **\$ 225**
8,654 SA Pts.

 **Tina Casciato**





GROW.

Get ready to do more.

Take your skills to the next level.

ADVANCED UPSTYLING TRENDS

1 DAY

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.



Academy



GROW.



\$ 450
17,308 SA Pts.



Tammie Axworthy

THE ART OF FOILING: ELEVATE YOUR EXPERTISE

2 DAYS

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.



Academy



GROW.



\$ 1,000
38,462 SA Pts.



Ashley Hood

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

2 DAYS

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.



Academy



GROW.



\$ 1,000
38,462 SA Pts.



Ashley Hood

GENESIS TREND CUTTING, THE BUTTERFLY AND S PIXIE

1 DAY

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.

THE "LONG" PIXIE

Creating a versatile Pixie haircut that can go from long quickly styled to look short with interior and exterior dimensional layers.

THE "BUTTERFLY"

Using haircutting patterns create super multi dimensional layers cutting on uniquely pre-styled hair adding the voice to this fun look with signature curtain fringe.



Academy



GROW.



\$ 450

17,308 SA Pts.



Rino Balzano

GENESIS TREND CUTTING, IN & OUT LAYER AND S LOB

1 DAY

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.

IN & OUT LAYER HAIRCUT

Create a long layered haircut using unconventional layering techniques to create natural dimension adding seamless texture in a unique cutting method.

THE "S" LOB

Create a versatile long Bob that can change from sophisticated to live in ready to wear shaggy Bob. Learn how to create seamless layers for the one length look that can change to textured playfulness



Academy



GROW.



\$ 450

17,308 SA Pts.



Rino Balzano



THE HOLISTIC REMIX - CUT AND COLOR

1 DAY

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.



Academy



GROW.



\$ 450

17,308 SA Pts.



Tammie Axworthy
Kate Ojczyk

NOT YOUR BASIC BLONDE

2 DAYS

Featuring Krysten Ashley & Steuart 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.



Academy



GROW.

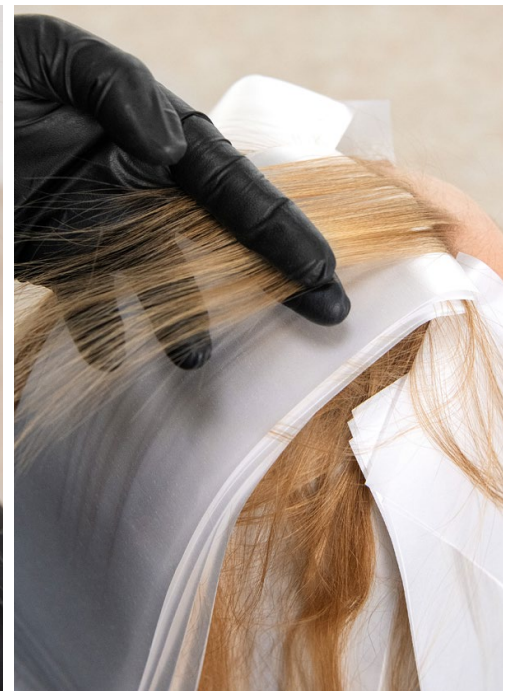


\$ 1,000

38,462 SA Pts.



Krysten-Ashley
Garrod
Steuart Garrod





CREATE.

Get ready to evolve.

Bring out your creativity.

CREATIVE FORMULATIONS AND BEYOND | PART 1

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.

PREREQUISITE:

This program falls all under our 'Create' category of programs. It is a fast-paced , advanced program for those that are experienced with the Goldwell hair colour portfolio. We highly recommend that you have attended Foundation Mastery, Formulation Mastery AND have been working with Goldwell hair colour for a minimum of two years in order to gain as much as possible from this program. **This program is not ideal for those that are new to Goldwell hair colour or new to the industry.



Academy



CREATE.



\$ 450

17,308 SA Pts.



**Lindie Blackwell
Kelly Hallett**

ADVANCED FORMULATIONS AND BEYOND | PART 2

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.

PREREQUISITE:

Creative Formulations and Beyond | Part 1



Academy



CREATE.



\$ 450

17,308 SA Pts.



**Lindie Blackwell
Kelly Hallett**

NEW! IMPACTFUL COLOR PLACEMENT AND BEYOND

1 DAY

Get ready for a fast-paced, high-impact color experience! This class bridges the gap between formulation theory and real-world artistry, giving you the tools to create full-service looks with confidence and precision. Learn 6 dynamic techniques, master anchor points, understand hair fall and face shape placement, and bring your color vision to life. Quick, creative, and game-changing — this is the class every stylist needs to elevate their color craft and leave clients obsessed!



Academy



CREATE.



\$ 450
17,308 SA Pts.



Lindie Blackwell
Kelly Hallett

TREND FOCUS: CUT, COLOR & STYLE

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.



Academy



CREATE.



\$ 1,000
38,462 SA Pts.



Chelsea
Sutherland



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

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.



IN-SALON
EDUCATION



FIELD
EDUCATION

Bookings & 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 booking and must-know information.

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.

In-Salon Education

 All in-salon sessions are taught by Field Education Managers, District Educators and/or Local Artists



BUILD.
Get ready to succeed.
Establish a powerful foundation.

TOPCHIC REVEALED

3 HRS

To educate a new salon/new user or as a refresher on the foundations, understanding the use of Goldwell Topchic and Topchic Zero. This program focuses on formulation, Grey Coverage, mixing and application.

Concept: Experience the world of Topchic & Topchic Zero. Learn the tips and tricks that make Topchic & Topchic Zero hair color the perfect partner to all your permanent Hair Color needs.



In-Salon



BUILD.



Complimentary

COLORANCE REVEALED

3 HRS

Learn how to perfect demi-permanent coloring with COLORANCE color. Gain confidence to use it effectively. Find out more about how to promote different service options to your clients.

Concept: Get up close and personal with Colorance Color. Learn how to incorporate the Goldwell Service Cycle with all of your demi hair color services.



In-Salon



BUILD.



Complimentary

TOPCHIC AND COLORANCE REVEALED

3 HRS

Learn how to perfect demi-permanent coloring with COLORANCE and discover endless possibilities of the permanent coloring with TOPCHIC. Learn new exciting services that will allow you to amaze you clients with dazzling shine, incredible durability, evenness and 100 % grey coverage.

Concept: This course focuses on Topchic and Colorance formulation, Grey Coverage mixing and application, as well as the importance of utilizing Colorance Hair Color for color balancing.



In-Salon



BUILD.



Complimentary

ELUMEN: COLOR DIFFERENT

3 HRS

Featuring Elumen

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



In-Salon



BUILD.



Complimentary

DIMENSIONS OF LIGHT

3 HRS

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.



In-Salon



BUILD.



Complimentary

KERASILK EXPERIENCE

3 HRS

Experience how to successfully implement and perform customizable salon services from backbar treatments to finishing and styling. Set yourself apart with the Kerasilk luxury experience.



In-Salon



BUILD.



Complimentary



GROW.

Get ready to do more.

Take your skills to the next level.

DIMENSIONS OF TONING

3 HRS

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.



In-Salon



GROW.



Complimentary

STYLE EQUATION LIVE

3-6 HRS

Objective: Salon event for clients to experience KMS and receive a Style Equation

Description: Begins with overview plus technique demos by KMS artist or the salon stylists then each client gets a personal style equation recommendation & a blow dry lesson. Helps clients experience KMS and the salon to gain new clients.

Overview: Held in your own space, this interactive evening is designed to introduce existing and new clients to our brand. Beginning with a client friendly hair demonstration then a mini styling lesson to assist them in finding the right style equation for their hair plus tips and tricks on recreating their look.



In-Salon



GROW.



Complimentary

RESTYLE

3 HRS

Objective: This session delivers the client a second look through 'democracy of style'

Description: 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.

Overview: This signature session focuses on part of the client service cycle – styling and finishing. Designed to increase ticket price, customer loyalty, retailing opportunities and additional style equations. Can be linked to Style equation Live event. Teaches the stylist ways to coach their client in second looks and how to teach through the mirror using the correct hand positioning's. Helps the stylist create it through the clients eyes.



In-Salon



GROW.



Complimentary

KMS STYLING SESSIONS - CURLS & WAVES

1.5 HRS

Objective: Have the Academy experience in your own salon. Trend based techniques to keep excitement and creativity alive around KMS in the salon.

Concept: 3 individual sessions to choose from.

CURLS & WAVES

There are many ways to create movement in the hair. Learn multiple, fast and simple ways to create waves, curls or texture – 90 minutes.



In-Salon



GROW.



Complimentary

KMS STYLING SESSIONS - EDITORIAL SETS

1.5 HR

Objective: Have the Academy experience in your own salon. Trend based techniques to keep excitement and creativity alive around KMS in the salon.

Concept: 3 individual sessions to choose from.

EDITORIAL SETS SERIES

At KMS hairnets have made a comeback! We share modern runway looks using classic techniques – 90 minutes.



In-Salon



GROW.



Complimentary

KMS STYLING SESSIONS - VOLUME

1 HRS

Objective: Have the Academy experience in your own salon. Trend based techniques to keep excitement and creativity alive around KMS in the salon.

Concept: 3 individual sessions to choose from.

VOLUME SESSION

Experience our ADDVOLUME line and understand the versatility of each of our styling products to achieve bespoke volume looks – 60 minutes



In-Salon



GROW.



Complimentary

THE STYLE CHRONICLES

3 HRS

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.



In-Salon



GROW.



Complimentary



CREATE.

Get ready to evolve.

Bring out your creativity.

MASTERCLASS: CHROMA CHRONICLES

1 HR | 3 HRS | FULL DAY

Unlock the secrets behind the most captivating shades in hair color — Blonde, Brunette, and Red — Chroma Chronicles is an advanced Masterclass designed for colorists ready to elevate their artistry and challenge how you see color and showing the magic of using @Pure Pigments in your formulas to create unique reflections and low or high chroma in the hair.

Dive into the artistry — and the science — of turning pigment into personality.



In-Salon



CREATE.



1 HR
Complimentary

3 HRS
\$ 515
19,808 SA Pts.

FULL DAY
\$ 2,060
79,231 SA Pts.

MASTERCLASS: SPECTRUM SECRETS

1 HR | 3 HRS | FULL DAY

In this transformative session, stylists will explore brand-new coloring techniques, each inspired by iconic Italian painters. Just like a painter approaching a canvas, colorist will step beyond traditional tools and see our artists experiment with unconventional instruments—from palette knives to sponges and fine line work with string—repurposed for the canvas of hair.



In-Salon



CREATE.



1 HR
Complimentary

3 HRS
\$ 515
19,808 SA Pts.

FULL DAY
\$ 2,060
79,231 SA Pts.

MASTERCLASS: TRENDS TRANSLATION

1 HR | 3 HRS | FULL DAY

Backed by extensive research and global insights, this Masterclass offers a comprehensive look at what's next in the world of beauty.

Through a dynamic presentation, our artists will bring the 2026 trend forecast to life. Attendees will gain in-depth knowledge of emerging looks, including both fashion-forward and salon-friendly versions, tailored for real-world salon success.



In-Salon



CREATE.

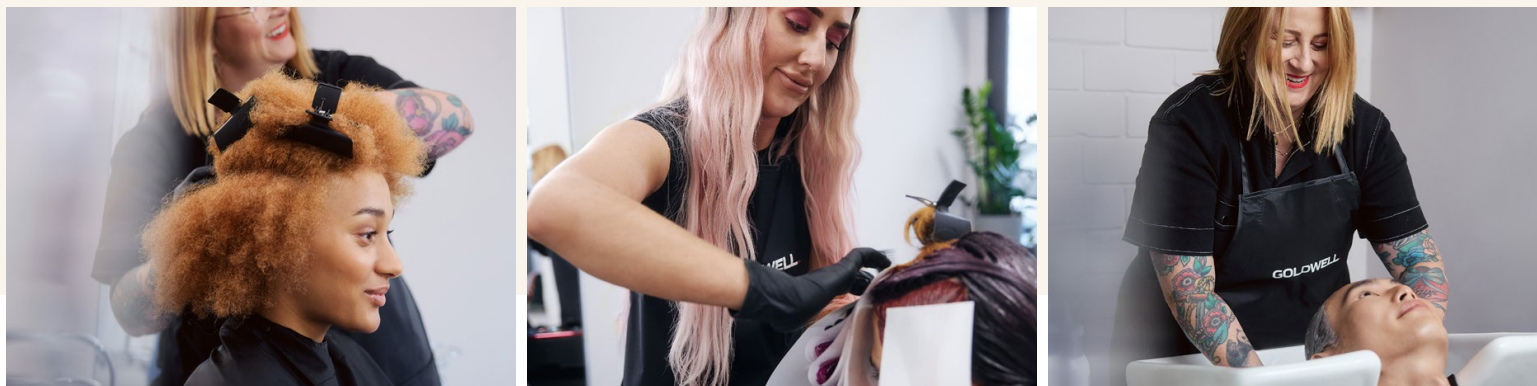


1 HR
Complimentary

3 HRS
\$ 515
19,808 SA Pts.

FULL DAY
\$ 2,060
79,231 SA Pts.

Field Education



BUILD.

Get ready to succeed.

Establish a powerful foundation.

15 IN 15

1 DAY

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.



Field



BUILD.



\$ 350

13,3462 SA Pts.



Kelly Hallett

BARBERING FOUNDATIONS

1 DAY

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.

WHO SHOULD ATTEND?

STYLISTS WHO....

- Are looking to introduce or grow your male clientele
- Want to improve your skills with mens hair



Field



BUILD.



\$ 450

17,308 SA Pts.







Andre Georgi

BLONDE AMBITION FOUNDATIONS

1 DAY

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!





Learn to achieve and maintain amazing results for your clients while preserving optimal condition of their hair. Take it to the next level!

-  **Field**
-  **BUILD.**
-  **\$ 450**
17,308 SA Pts.
-  **Michael Shire**
Tina Casciato

COLOR PORTFOLIO FORMULATIONS

1 DAY





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 wefts to perfect your ability to predict your end results every time.

-  **Field**
-  **BUILD.**
-  **\$ 225**
8,654 SA Pts.
-  **Local Artists**

COLOR PORTFOLIO FOUNDATIONS

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.





-  **Field**
-  **BUILD.**
-  **\$ 85**
3,269 SA Pts.
-  **Local Artists**



DESIGN TAKES SHAPE

1 DAY





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.

-  **Field**
-  **BUILD.**
-  **\$ 350**
13,462 SA Pts.
-  **Kelly Hallett**

ESSENTIAL BLONDING TECHNIQUES

1 DAY





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**
-  **BUILD.**
-  **\$ 350**
13,462 SA Pts.
-  **Simon James**

FOILING FOUNDATIONS

1 DAY

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.





-  **Field**
-  **BUILD.**
-  **\$ 225**
8,654 SA Pts.
-  **Local Artists**



GENESIS CUTTING EVOLUTION

2 DAYS





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!

-  **Field**
-  **BUILD.**
-  **\$1,000**
38,462 SA Pts.
-  **Rino Balzano**

GENESIS CUTTING INCEPTION

2 DAYS





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.

-  **Field**
-  **BUILD.**
-  **\$1,000**
38,462 SA Pts.
-  **Rino Balzano**

HAIR SCIENCE

1 DAY





Part of our profession is learning the science of hair. In beauty school, the day of the seminar and any subsequent education on the subject is almost always dreaded. It's boring. But is it? Not when you're the one who wants to know everything there is to know about hair and its science. If you're ready to learn, we're ready to teach. If you have questions, get the answers. Find out what's happening inside hair from before we even have hair, and you'll learn that hair science can be exciting, entertaining and very sexy.

-  **Field**
-  **BUILD.**
-  **\$350**
13,462 SA Pts.
-  **Ivo Tiberio**

KRYSTEN'S SOCIAL SECRETS

1 DAY

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. I can't wait to share my social secrets with you!

-  **Field**
-  **BUILD.**
-  **\$350**
13,462 SA Pts.
-  **Krysten-Ashley Garrod**
Steuart Garrod

SALON SUCCESS & STRUCTURE

1 DAY

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.

WHAT TO EXPECT:

- o **Owner focuses:** Leadership, branding, marketing strategies, results based incentives, social media initiatives, promotional ideas
- o **Stylist Focuses:** Goal setting, productivity, activity, service, marketing, social media



Field



BUILD.



\$ 350

13,462 SA Pts.



Tammie Axworthy

Kelly Hallett



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



GROW.

Get ready to do more.

Take your skills to the next level.

THE ART OF BLONDING & BALAYAGE

2 DAYS

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 blinding and reach true mastery of your craft.

In the first day, the focus is on first time Balayage and Highlight clients, taking a dark brown canvas to a beautiful, bright, lived-in look in 1 appointment. You will master the art of extreme blinding in one, simple and time efficient application. Leave your first-time highlight clients looking as though they have been blonde for years. Combining classic highlighting techniques with state-of-the-art Balayage techniques you will enter all your blinding services with confidence.

On the second day, the focus shifts to formulating your refinement services for brilliance and shine, ensuring your clients stay on tone and never look brassy or dull. Reach true mastery of Root-Shading and toning to create long-lasting results that will leave your clients beaming with excitement. Your clients will return with a clean canvas, making future visits a breeze.



Field



GROW.



\$ 750

28,864 SA Pts.



Simon James

THE ART OF BALAYAGE

1 DAY

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.



Field



GROW.

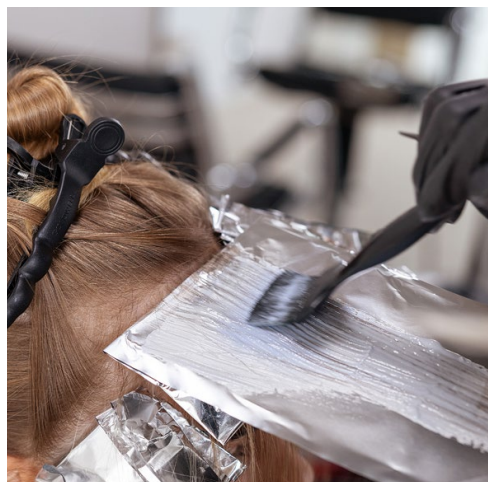


\$ 350

13,462 SA Pts.



Simon James



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

THE BALAYAGE RECHARGE SYSTEM

1 DAY

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.

Field



GROW.



\$ 350

13,462 SA Pts.



Simon James

THE BALAYAGE RECHARGE SYSTEM LOOK & LEARN

3 HRS

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.

The Balayage Recharge System 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.



Field



GROW.



\$ 85

3,269 SA Pts.



Simon James

BOMBSHELL BLONDING

1 DAY

Are you passionate about blondes? From bronde to platinum and everything in between, Bombshell Blending will take you through the full blending 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!



Field



GROW.



\$ 350

13,462 SA Pts.



Alicia Langille

INSTINCTUAL BLONDES

1 DAY

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.



Field



GROW.



\$ 350

13,462 SA Pts.







Ashley Hood

INSTINCTUAL BRUNETTES

1 DAY





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.

-  **Field**
-  **GROW.**
-  **\$ 350**
13,462 SA Pts.
-  **Ashley Hood**

INSTINCTUAL REDS

1 DAY





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.

-  **Field**
-  **GROW.**
-  **\$ 350**
13,462 SA Pts.
-  **Ashley Hood**

INTUITIVE CUTTING & SHAPING

1 DAY





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**
-  **GROW.**
-  **\$ 350**
13,462 SA Pts.
-  **Tammie Axworthy**

KMS ARTIST SESSIONS: (MEN, CUTTING, FINISHING, UPSTYLING)

1 DAY

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!

-  **Field**
-  **GROW.**
-  **\$ 350**
13,462 SA Pts.
-  **KMS Hair
National Artists**

LIVED IN COLOR

1 DAY

This one day hands on program demonstrates 2 lightener 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.



Field



GROW.



\$ 350
13,462 SA Pts.



Lindie Blackwell

PROGRESSIVE UPSTYLING TRENDS

1 DAY

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.



Field



GROW.



\$ 350
13,462 SA Pts.



Tammie Axworthy

UNIFIED HAIR ARTISTRY

1 DAY

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 to add texture to long hair and to select and layer the products for a lasting style.



Field



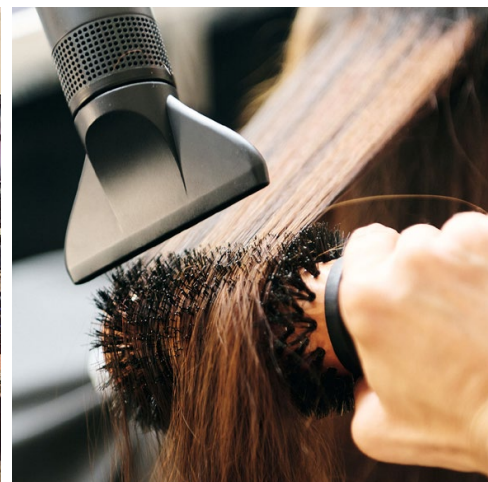
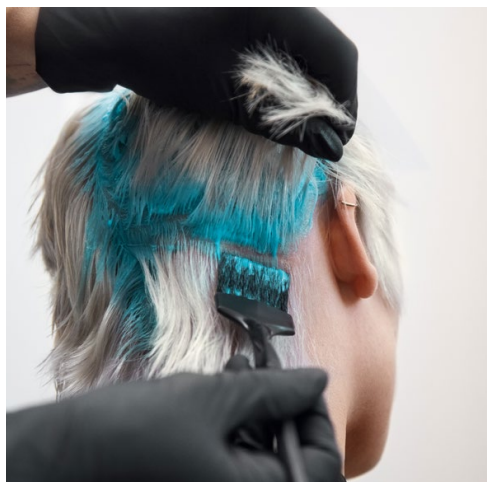
GROW.



\$ 350
13,462 SA Pts.



Tammie Axworthy





CREATE.

Get ready to evolve.

Bring out your creativity.

360 HAIR LOOK & LEARN

3 HRS

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.



Academy



CREATE.



\$ 75

2,885 SA Pts.



Tammie Axworthy

EXTREME COLOR CAMP

2 DAYS

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.



Field



CREATE.



\$ 750

28,846 SA Pts.



Rodica Hristu

FLOW

1 DAY

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!"



Field



CREATE.



\$ 450

17,308 SA Pts.



Marilyn & David Vendittelli

TREND FOCUS: THE BIXIE


1 DAY

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.

Continue working with intuitive, dry haircutting, this year, combined with more structured elements, like soft disconnect, and shape-enhancing undercuts. This creative cut & color program will ensure you know the trend, master it, then become inspired to elevate it with your own vision!

 **Field**

 **CREATE.**

 **\$ 350**
13,462 SA Pts.

 **Chelsea Sutherland**


TREND FOCUS: THE SHAG

1 DAY

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!

 **Field**

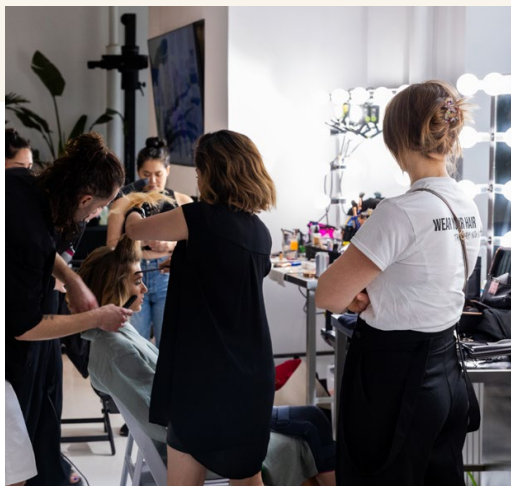
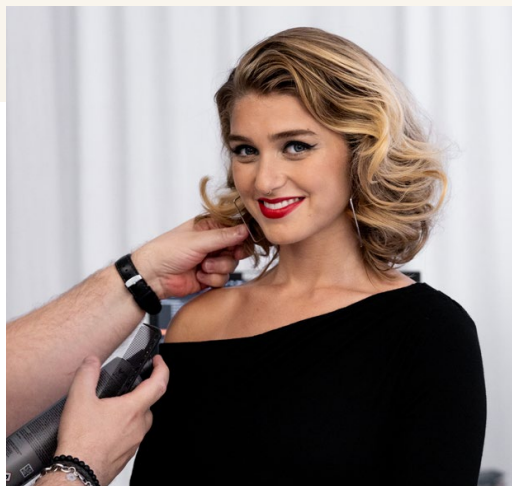
 **CREATE.**

 **\$ 350**
13,462 SA Pts.

 **Chelsea Sutherland**



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!



VIRTUAL
EDUCATION



BUILD.

Get ready to succeed.

Establish a powerful foundation.

If you are new to Goldwell, we recommend progressing through the Build category in the following order to ensure optimal learning.

- o **BLUEPRINTING & COLOR THEORY**
- o **TOPCHIC & COLORANCE REVEALED**
- o **EXPERT BLONDING**

BLUEPRINTING & COLOR THEORY

1.5 HRS

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.



Virtual



BUILD.



Complimentary

TOPCHIC & COLORANCE REVEALED – BUILD YOUR FOUNDATION

1.5 HRS

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.



Virtual



BUILD.



Complimentary

EXPERT BLONDING

1.5 HRS

Explore the expansive portfolio of Goldwell's lightening tools. Gain a complete understanding of how, why and when to use our highlift Topchic shades, Blending Cream and how to choose the best lightener for the perfect blonde.



Virtual



BUILD.



Complimentary

CLICK HERE FOR THE MOST CURRENT VIRTUAL EDUCATION OFFERINGS.



GROW.

Get ready to do more.

Take your skills to the next level.

ASK THE EXPERT - LIVE

.5 HR

Join our color experts for an engaging, podcast-style conversation. 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!



Virtual



GROW.



Complimentary

CRACK THE CORRECTIVE CODE

1 HR

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.



Virtual



GROW.



Complimentary

ELUMEN NATION

1 HR

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.



Virtual



GROW.



Complimentary

KERASILK COMPLETE

1 HR

Learn what makes this environmentally conscience, vegan hair care 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.



Virtual



GROW.



Complimentary

WE'VE GOT YOU COVERED

1 HR

Discover a world of options for grey enhancement, blending and coverage. The unique Goldwell 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.



Virtual



GROW.



Complimentary



CREATE.

Get ready to evolve.
Bring out your creativity.

TRANSLATING THE TREND

1 HR

Discover the latest trends and techniques from our Goldwell Artist as they showcase our newest color and retail innovations. Explore the inspiration behind each look. Gain fresh ideas for both color and finishing; and learn expert tips to elevate your craft.



In-Salon



CREATE.



Complimentary

FINISH STRONG: SIGNATURE STYLES + SMART RETAILING

1 HR

Create signature, camera-ready looks and learn how to pair them with the right product story every time. Participants will explore the unique strengths of StyleSign, KMS, and Kerasilk while developing step-by-step styling blueprints that translate in the salon. Learn how to build trust, spark client interest, and increase retail through effortless education— not pushy selling.



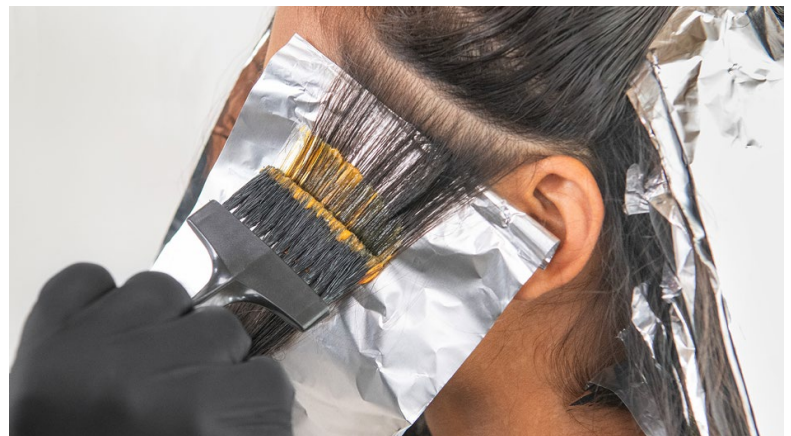
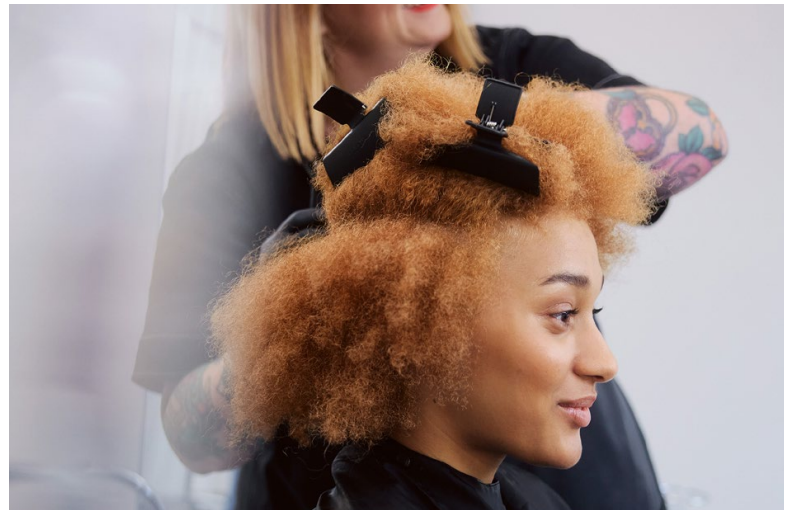
In-Salon



CREATE.



Complimentary



[CLICK HERE](#) FOR THE MOST CURRENT VIRTUAL EDUCATION OFFERINGS.

Portfolio Unplugged



Elevated Education. Local Access.

Goldwell's Portfolio Unplugged are premium education experiences designed to bring world class education and entertainment to a location near you. It's about ED-YOU-CATION and ED-YOU-TAINMENT with authenticity.

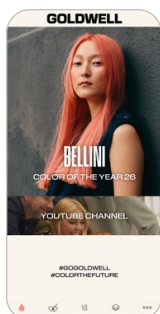
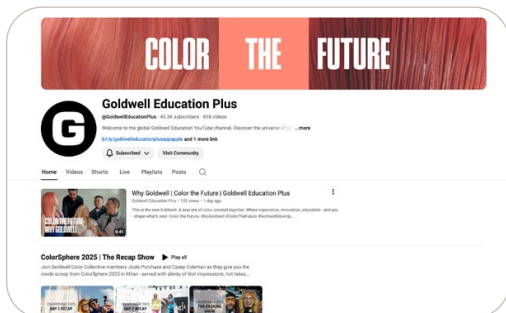
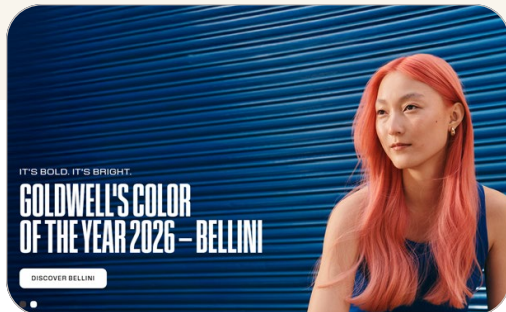
This is more than education, it's a space that celebrates artistry, connection and the Goldwell spirit—putting the stylist at the center of everything we do.

Join us for 3 hours of inspiration and education where we unveil our latest product innovations in color, and styling plus showcase stunning new hair collections. This event is perfect for hair professionals, salon owners, and beauty enthusiasts eager to discover cutting-edge products and techniques.

Time: 3-4 hours

Cost: \$125 / 4,808 SA Points

Goldwell Digital Education



Wherever you are.

WWW.GOLDWELL.COM

- Events
- Inspiration
- About Goldwell
- Services
- Salon Success
- Education
- Products

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

GOLDWELL EDUCATION PLUS APP

- Color Multiplier
- Formulation Guide
- Color Card
- Product Knowledge
- Hair Science
- Color Sketcher
- Color Guide
- Salon Services
- Spectrum of Styling

Education 2026

Get ready to
succeed, do
more and
evolve.

GOLDWELL **KMS** **KERASTYLK**
HAIR



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For further information,
please contact your
Goldwell representative.

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Goldwell is part of
kaō
PROFESSIONAL HAIR

Making life beautiful for salons,
stylists and their clients.