



GOLDWELL KERASILK kms
HAIR

Education 2026

US Version

HOME



Limitless Learning

As a creative stylist, your curiosity is what moves you forward.

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.



ANDREA DELEON
GENERAL MANAGER,
KAO SALON US



CHARLES ELIAS
ASSOCIATE DIRECTOR OF EDUCATION,
KAO SALON US

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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



VIRTUAL EDUCATION

Your online
live-webinar

HOME

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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.



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.

Goldwell Ambassador, International & National Artists



SYDNEY ANN LOPEZ
Goldwell Ambassador



REBECCA HIELE
Goldwell International Artist



MICHAEL NORAGON
KMS International Artist



ROBERT BROWN
Goldwell National Artist



STEVEN PICCIANO
Goldwell National Artist



ETHAN KING
Goldwell National Artist



NICK PAGANO
Goldwell National Artist



DERRICK ZENO
Goldwell National Artist



ANTHONY COLA
Goldwell National Artist



ZACHARY JARID
Goldwell National Artist



KYLIE BUSSING
Goldwell National Artist



NECOLE CAPICCHIONI
Goldwell National Artist



CLARE MALARKEY
Goldwell National Artist



TIFFANY VANDERMEIREN
Goldwell National Artist



TIFFANY BLAIR
Goldwell National Artist



JEFFREY MOFFETT
Goldwell National Artist



MELANIE WADE
Goldwell National Artist



CARLOS ALVAREZ
Goldwell National Artist



ROB BURGIO
Goldwell National Artist



YOLANDA CARRASCO
Goldwell National Artist



ODETE DASILVA
Goldwell National Artist



STACEY SMOKER
Goldwell National Artist



HEATHER HARRIS
Goldwell National Artist



JOHNNY KELLY
Goldwell National Artist



MIO SOTA
Goldwell National Artist



MELODY CHOATE
Goldwell National Artist



JENNA MUEHLENBERG
Goldwell National Artist



SAGE KINNEY
KMS National Artist

Field Education Managers

Our Field 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 Field Education Managers to turn education into a measurable growth engine for your salon.

Andrea Rees

Karl SanLuis

Melissa Dunlap

Robbie DeMaria

Ashley Williams

Lisa Dianda

Melissa Lovell

Serena Ingraham

Deena Borriello

Lisa Gregory

Meredith Sanborn

Shannon Dooley

Felicia Marigye

Marge Binner

Raina Sanders

Stuart Miller

Jeffrey Pearce

Medo Bajramoski

Richard Erwin

Trish Trujillo

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

HOME



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

ACADEMY NEW YORK

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

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.

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 maximize 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



Academy



BUILD.



\$1,350

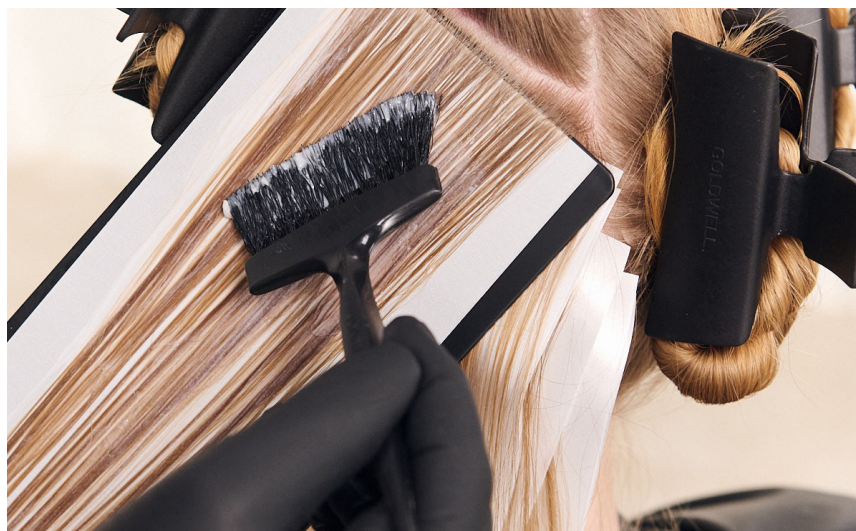
54,000 SA Pts.



9:00am - 5:00pm



**Goldwell
International/
National Team**



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HOME



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.

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



Academy



GROW.



\$1,100
44,000 SA Pts.



9:00am - 5:00pm



**Goldwell
International/
National Team**

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.

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



Academy



CREATE.



\$1,100
44,000 SA Pts.



9:00am - 5:00pm



**Goldwell
International/
National Team**

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.



CUTTING TAKES SHAPE 1.0

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



FINISHING TAKES SHAPE 1.0

EXPAND YOUR ARTISTRY BY ELEVATING AND REFINING YOUR FINISHING SKILLS IN THIS **1-DAY** PROGRAM.

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.



\$1,200
48,000 SA Pts.



9:00am - 5:00pm



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.

WHAT YOU WILL TAKE AWAY:

- Expertise in advanced techniques and disconnection
- Confidence in creating modern movement with long, medium and short hair
- Experience and apply your enhanced skills in a real-world scenario

PREREQUISITE: Synergy: Cutting Takes Shape 1.0



Academy



GROW.



\$900
36,000 SA Pts.



9:00am - 5:00pm



Synergy Team



Artist Sessions



BUILD.

Get ready to succeed.

Establish a powerful foundation.

ACCENTING SILHOUETTES

2 DAYS

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



Academy



BUILD.



\$ 900
36,000 SA Pts.



9:00am - 5:00pm



Tony Cola
Mariana Marsico

BALAYAGE BEYOND BOUNDARIES

2 DAYS

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



Academy



BUILD.



\$ 900
36,000 SA Pts.



9:00am - 5:00pm



Mariana Cecilia
Alyssa Gambino

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DECADE CUTTING: 90'S EDITION

2 DAYS

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



Academy

**BUILD.****\$ 900**

36,000 SA Pts.



9:00am - 5:00pm

**Rob Burgio**

EXPERT FORMULATOR

2 DAYS

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



Academy

**BUILD.****\$ 900**

36,000 SA Pts.



9:00am - 5:00pm

**Robert Brown**

FRINGE & FACE SHAPES

1 DAY

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



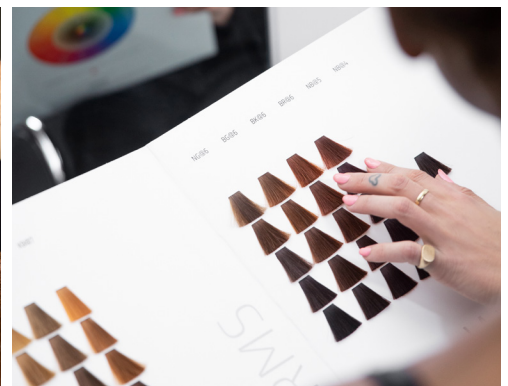
Academy

**BUILD.****\$ 500**

22,000 SA Pts.



9:00am - 5:00pm

**Rob Burgio**
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HOME



HAIRCUTTING & STYLING: TREND EVOLUTION

2 DAYS

This engaging course explores the evolution of hair cutting and styling trends through the decades, providing students with a comprehensive understanding of how fashion, culture and societal changes have shaped iconic looks. From the classic cuts of the 1920's 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.



Academy



BUILD.



\$ 900
36,000 SA Pts.



9:00am - 5:00pm



Tony Cola
Frank Cini

IMPACTFUL COLORING

2 DAYS

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



Academy



BUILD.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



Kylie Bussing

JUST CUT IT!

2 DAYS

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



Academy



BUILD.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



Michael Noragon
Sage Kinney

MASTERING BLONDES

3 DAYS

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



Academy



BUILD.



\$ 900

36,000 SA Pts.



10:00am - 5:00pm



Rebecca Hiele

NEXT GEN ELUMINATION: THE ULTIMATE DIRECT DYE EXPERIENCE

2 DAYS

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



Academy



BUILD.



\$ 900

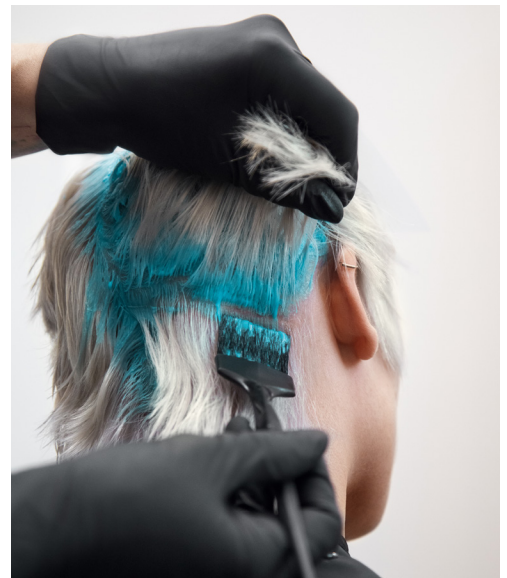
36,000 SA Pts.



9:00am - 5:00pm



Johnny Kelly



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RAZOR CUTTING: WORKING ON THE EDGE

2 DAYS

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

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



Academy



BUILD.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



Tony Cola
Clare Malarkey

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

2 DAYS

This program dives deep into the artistry of red hair coloring. This advanced course is designed for those who are passionate about perfecting and maintaining stunning red hues, offering a comprehensive exploration of the unique challenges and techniques involved in achieving and sustaining saturated reds.



Academy



BUILD.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



Melanie Wade

SALON OWNERS' SOCIAL MEDIA MASTERCLASS

1 DAY

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

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



Academy



BUILD.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



Sydney Ann Lopez

SOCIAL MEDIA STRATEGY + CONTENT CREATION

3 HRS

Unlock the power of social media for your business! In this comprehensive, hands-on workshop, Sydney 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.



Academy



BUILD.



\$ 550

22,000 SA Pts.



9:00am - 12:00pm



Sydney Ann Lopez

UPSTYLING: BEYOND BRIDAL

1 DAY

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



Academy



BUILD.



\$ 550

22,000 SA Pts.



9:00am - 12:00pm



Tiffany Blair



[CLICK HERE](#) FOR ACADEMY EDUCATION DATES & LOCATION

HOME

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GROW.

Get ready to do more.

Take your skills to the next level.

EMPOWERING TEXTURE

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. Through a two-day, hands-on workshop, Ethan will teach you how to tap into your creative intuition by simply "listening to the hair" to create customized shapes and looks adaptable for every curl type. You will get to see multiple types of textures in this class to ensure that you can apply this in your chair with any client.

This is an entire new type of education that elevates not only your skills working with curly textures but will transfer empowerment back to your clients by servicing them with shapes and low-maintenance styles that will naturally maintain a beautiful result between visits.



Academy



GROW.



\$ 900

36,000 SA Pts.



9:00am - 5:00pm



Ethan King

INSTINCTUAL BLONDE

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.



Academy



GROW.



\$ 550

22,000 SA Pts.



10:00am - 5:00pm



Ashley Hood

INSTINCTUAL BRUNETTE

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.



Academy



GROW.



\$ 550

22,000 SA Pts.



9:00am - 5:00pm



Ashley Hood

MASTERING THE ART OF TRICHROMATIC COLORING

2 DAYS

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



Academy



GROW.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



**Necole
Capicchioni**

MODERN BARBER

2 DAYS

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



Academy



GROW.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



**Tony Cola
Jeffrey Moffett**

TAILORING THE CUT & COLOR

2 DAYS

The concept of cohesive hair coloring and hair cutting is something Zachary and Clare have mastered over their years working side by side to create hand tailored looks. In this 2-day program they will share with you their approach to creating a holistic haircut and color. You will gain insights into how different cutting tools and techniques can enhance color that has been custom fit to your client. Not only will you have the opportunity to learn from Zachary and Clare how they have successfully built a business on this cohesive approach, but you will also get to put it into practice with a hands-on workshop session.



Academy



GROW.



\$ 900
36,000 SA Pts.



10:00am - 5:00pm



**Zachary Jarid
Clare Malarkey**

TRUE TONE TRANSFORMATION

2 DAYS

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



Academy



GROW.



\$ 900
36,000 SA Pts.



9:00am - 5:00pm



**Odete DaSilva
Alyssa Gambino**



CREATE.

Get ready to evolve.

Bring out your creativity.

STYLING TRENDS: RUNWAY EDITION

3 HRS

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



Academy



CREATE.



\$ 900

36,000 SA Pts.



2:00pm - 5:00pm



Odete DaSilva

THE ART OF CONSTRUCTING COLOR

2 DAYS

The Art of Constructing Color is a 2-day program that will take an in-depth look into color formulation. You will gain the knowledge of the color wheel to create the most balanced formulations using the tools in the Goldwell portfolio. We will explore how to use intensive colors to expand and neutral shades to create depth, all giving an illusion of movement just by choosing the correct colors.

Derrick will take you on a journey that focuses on broadening your knowledge of color theory, and give you the skill set you need to create your own signature colors. No subject will go untouched from grey coverage to tint backs to toning. You will go beyond your basic understanding of color theory and bring to life your new formulations in a hands-on workshop.



Academy



CREATE.



\$ 900

36,000 SA Pts.



10:00am - 5:00pm



Derrick Zeno

TREND FOCUS: CUT COLOR & STYLE

2 DAYS

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. 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.



Academy



CREATE.



\$ 900

36,000 SA Pts.



9:00am - 5:00pm



**Chelsea
Sutherland**

TWIST OF COLOR

2 DAYS

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



Academy



CREATE.



\$ 900

36,000 SA Pts.



10:00am - 5:00pm



Ethan King

WORLD OF BRUNETTES

2 DAYS

Unlock the true potential of brunette hair with this in-depth, two-day color mastery course. World of Brunettes is designed to elevate your approach to brown hair color, bringing new life, dimension and vibrancy to every shade of brunette. From improved durability and enhanced grey coverage to radiant shine, this program will equip you with the tools and techniques to transform even the most lackluster brunettes into show-stopping looks.

Discover modern, creative ways to infuse depth and excitement into dark, flat colors and elevate medium brunettes by playing with light reflection and absorption. Whether you are working with the deepest brunettes or the most delicate "bronde" shades, you'll leave with techniques that offer infinite possibilities behind the chair.



Academy



CREATE.



\$ 900

36,000 SA Pts.



10:00am - 5:00pm



Robert Brown



[CLICK HERE](#) FOR ACADEMY EDUCATION DATES & LOCATION

HOME

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In-Salon 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

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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.

WHY GOLDWELL

2-4 HRS

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



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REVEALED EXPERIENCES

2-4 HRS

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.

- Ammonia-Free Revealed
- Colorance Revealed
- Elumen, Colorance, Topchic Zero, SilkLift Zero Ammonia
- Topchic Zero Revealed
- Topchic Revealed



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HOME



EUMEN: COLOR DIFFERENT**2-4 HRS**

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

**In-Salon****BUILD.****Complimentary****DIMENSIONS OF LIGHT****2-4 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****COLOR OF THE YEAR - PEACH BELLINI****2-4 HRS**

All things Bellini and we are sharing them with you. Formulas and techniques created and inspired by this Pantone chosen color to evoke feelings of connection and support current trends in hair, fashion and design.

**In-Salon****BUILD.****Complimentary****COLOR OF THE SEASON****2-4 HRS**

Take your artistry to the next level with this unique collection. Create luminous blondes with outstanding shine and reflection utilizing the full Goldwell portfolio and our newly enhanced Colorance Gloss Tones. Learn an exciting new color placement from this collection which features new techniques inspired by the color of the season.

**In-Salon****BUILD.****Complimentary****NEXT LEVEL - CREATIVE BLONDE TONING****2-4 HRS**

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

**In-Salon****BUILD.****Complimentary**

DISCOVER ELUMINATION

2-4 HRS

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



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DISCOVER DUALSENSES

2-4 HRS

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



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DISCOVER WHAT'S NEW

2-4 HRS

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



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LET ME UPGRADE YOU

2-4 HRS

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



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GROW.

Get ready to do more.

Take your skills to the next level.

DIMENSIONS OF TONING

2-4 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.



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GROW.



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COLOR CHALLENGES SOLVED

2-4 HRS

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



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CREATIVE FORMULATIONS

2-4 HRS

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



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BEYOND BALAYAGE

2-4 HRS

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



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DIMENSIONS OF CREATIVITY

2-4 HRS

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



In-Salon



GROW.



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GOLDWELL TREND COLLECTION

2-4 HRS

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



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Complimentary

STYLE PERFECTION

2-4 HRS

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



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THE STYLE CHRONICLES

2-4 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.



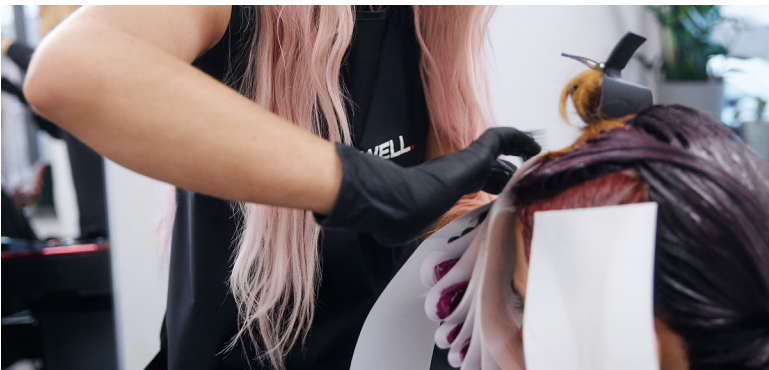
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[CLICK HERE](#) OR CONTACT YOUR EDUCATION PARTNER FOR MORE INFO

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CREATE.

Get ready to evolve.
Bring out your creativity.

HANDCRAFTED SESSION

4-6 HRS

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



In-Salon



CREATE.



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CURATED SESSION

4-6 HRS

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



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CREATE.



Price Varies



MASTERCLASS: CHROMA CHRONICLES

CUSTOMIZED SESSION

Step into Chroma Chronicles and take control of tone, depth, and saturation like never before. This experience empowers stylists to create everything from soft, muted tones to bold, high-impact finishes—bringing elevated, expressive color into a more wearable, real-world space. Through intentional formulation and smart product selection, you'll learn how to control warmth, enhance reflection, and tailor every result to the person in your chair. Walk away inspired, confident, and ready to turn both subtle and statement color into everyday salon success



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Complimentary

Valued at \$950

MASTERCLASS: SPECTRUM SECRETS

CUSTOMIZED SESSION

Spectrum Secrets is designed to help stylists rethink the way they approach creative color. Rather than focusing solely on formulation, this program trains the eye to recognize tone relationships, saturation, and visual balance within inspiration. By learning to break down color stories and translate them into intentional palettes and placement strategies, stylists gain greater creative confidence behind the chair. Through a progression of experiences—from foundational perception to full creative execution—Spectrum Secrets empowers artists to see color differently to create with greater control and intention.



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CREATE.



Complimentary

Valued at \$950

MASTERCLASS: TRENDS TRANSLATION

CUSTOMIZED SESSION

Welcome to Trends Translation, where we don't chase trends, we cultivate them. During this session we're going to think differently: not copying what you see on IG or the red carpet but translating it. We'll break down what makes a trend work, then grow one inspiration into two directions—a salon-friendly version you can repeat behind the chair, and a more editorial version that pushes expression. Same inspiration, different impact—intentional, elevated, and unmistakably yours.



In-Salon



CREATE.

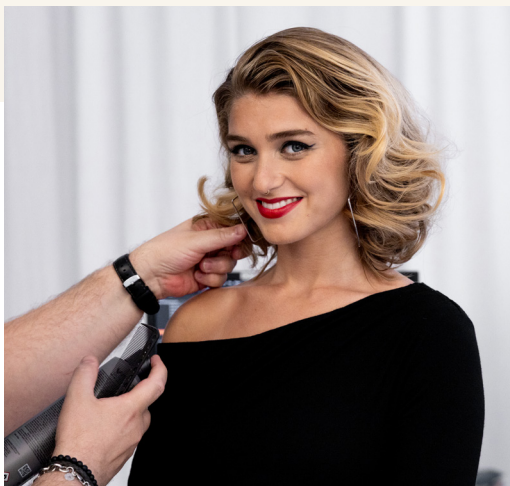


Complimentary

Valued at \$950



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

HOME





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, Blonding Cream and how to choose the best lightener for the perfect blonde.



Virtual



BUILD.



Complimentary



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.



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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



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HOME



Creative Sessions



Elevated Education. Local Access.

Goldwell's Creative Sessions are premium education experiences designed to bring world class education and entertainment to a location near you. It's about EDYOUTICATION and EDYOUTAINMENT with authenticity.

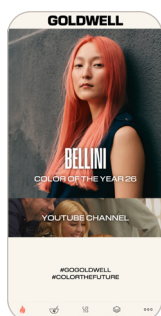
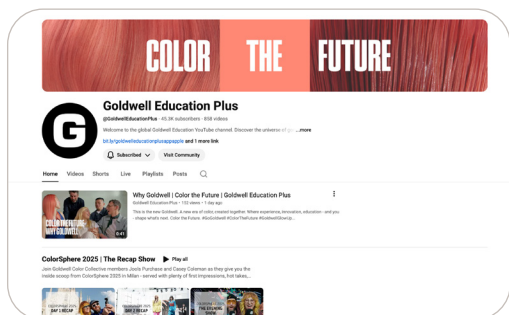
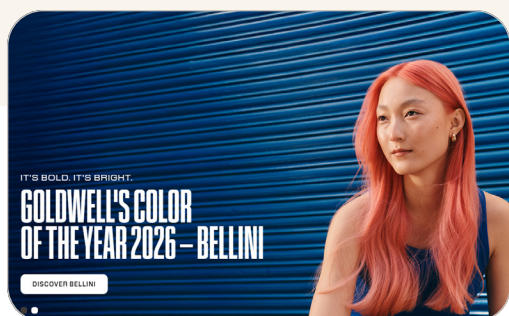
This is more than education, it's a space that celebrates artistry, connection and the Goldwell spirit—putting the stylist at the center of everything we do.

Each session is customized to the current trends, most requested topics in each local market and National Artist expertise in their craft.

Inquire with your sales or education representative for more details of locations and dates available.

Time: 4-6 hours

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 RESOURCES AT YOUR FINGER TIPS

Whether you prefer online courses, video tutorials, or in-person programs, our resources have been carefully designed to accommodate your busy schedule and diverse learning styles.

HOME



Education 2026

Get ready to
succeed, do
more and
evolve.

GOLDWELL KERA**SILK** K**MS**
HAIR



Get ready for your digital inspiration anytime, anywhere.
Visit the Goldwell Education Plus YouTube Channel or
download the Goldwell Education Plus App.

For further information,
please contact your
Goldwell representative.

[goldwell.com](https://www.goldwell.com)

Goldwell is part of
kao
PROFESSIONAL HAIR

Making life beautiful for salons,
stylists and their clients.