



GOLDWELL.

EDUCATION BOOK '18



BRAND STATEMENT

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.
WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT
SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.
WE THINK LIKE YOU.

WE THINK STYLIST





NOW IS THE TIME - FOR NEW INSPIRATION

Curiosity is the wick in the candle of learning.

- William Arthur Ward

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 Goldwell Education Team and Guest 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.

HANDS-ON!

SANDRA HUMPHRIES
VICE PRESIDENT EDUCATION, SALON US

TREVOR ATTENBOROUGH
PRESIDENT AND GENERAL MANAGER, SALON US



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HANDS-ON!

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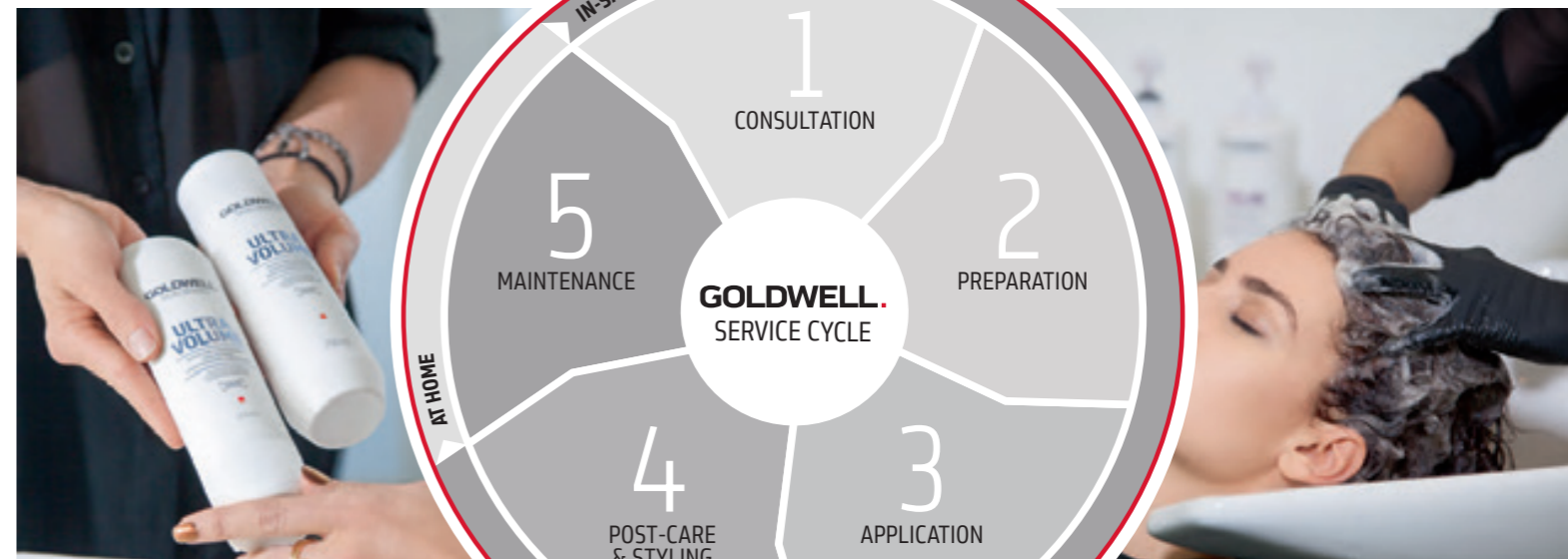
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GOLDWELL SERVICE CYCLE
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NOW IS THE TIME –
FOR GREAT SERVICES THAT BOOST
YOUR SALON SUCCESS.

HANDS-ON!

Turn every salon visit into an exceptional experience – with an individual consultation, the latest techniques and high-performing professional products developed to best support your hair expertise.

Discover the Goldwell Service Cycle
www.goldwell.com





GOLDWELL MASTER SERIES

FROM PASSION TO MASTERY

**Whether color, cut & shape or texture -
take your expertise to a new level.**

Be a true master in what you love.
Join the Goldwell Master Series and get all you need to become
the best in what you do. Each program consists of exciting interactive seminars
and takes you step-by-step through the different areas of hair mastery.

MASTER**COLORIST** 

MASTER**STYLIST** 

**Get inspired, get energized and get started.
Join us!**



MASTERCOLORIST 

Now is the time -
to take your color skills to a new level.

HANDS-ON!

—
MASTER COLORIST
—



Experience full creativity and
gain high-level color knowledge.



MASTER **COLORIST**

TURN YOUR PASSION FOR COLOR INTO MASTERY

Take your expertise to a new level - become a GOLDWELL MASTER COLORIST.

These exciting and interactive seminars take you on a journey through the art and services of hair color.

It's not just about color, it's about building on your creativity and skills in every area - communication, service, technique and artistry. Each segment focuses on a different scope of hair color mastery: attain a new level of knowledge and competency.

COLOR TECHNICIAN

Service Cycle and Standards Mastery

It is highly recommended to start with Master Colorist Technician prior to taking any of the other Master Colorist programs

CERTIFICATION

COLOR DESIGNER
Techniques and Service
Mastery

COLOR SPECIALIST
Color Transition
Mastery

COLOR ARTIST
Trends and Inspiration
Mastery



COLOR TECHNICIAN

GOLDWELL SERVICE CYCLE AND STANDARDS MASTERY.

Being a true color expert means having a deep knowledge of all: the products, the techniques and the tools.

Understand how to integrate the Goldwell color system into a holistic service your client will love. Become a **COLOR TECHNICIAN**.

WHAT'S IN IT FOR YOU?

- » World-class consultation for your client
- » In-depth knowledge of the Goldwell brands
- » Creating a "total look" that is more than just hair color
 - » Knowledge in dimensional coloring
- » Inspirational, hands-on sessions that are fun and give you true color mastery!
- » Work will be done on live models on day 2 & 3

MASTER COLORIST COLOR TECHNICIAN

FORMAT FOR THIS 4 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Color Tools: highlighting/tail comb, wide tooth comb, sectioning clips



DEMI-PERMANENT COLOR MASTERY

Learn all about demi-permanent coloring with Colorance. This seminar is all about versatile hair color solutions that meet real client needs and expectations.

Discover services that your client will love: from shine enhancement to exciting fashion colors and grey blending.

PERMANENT COLOR MASTERY

Wow your blonde, brunette, redhead and grey clients with limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the Topchic and Nectaya ranges.

Learn to enhance your clients' natural beauty with the perfect hair color.

LIGHTENING MASTERY

Get to know all about blondes and foiling versatility, its challenges and its beauty.

Make your salon the place to be for blondes. Gain the knowledge and skills you need to create the perfect blonde every single time.

ELUMEN MASTERY

Discover endless possibilities to amaze your clients with the dazzling shine, incredible durability and evenness of a permanent color without ammonia-odor.

Learn how to expand your salon's portfolio with premium Elumen services that are perfect for even the most discerning clients.



COLOR DESIGNER

TECHNIQUES AND SERVICE MASTERY.

Experience a broad range of customized color services and techniques for every client type, age and complexion. Expand your skills and become a great **COLOR DESIGNER**.

WHAT'S IN IT FOR YOU?

- » Expertise in blonde, grey and fashion coloring
- » How to break down advanced techniques into salon color statements
 - » How to develop a stunning hair color design
 - » How to put your fashion statement through the "total look"
 - » Tips on follow-up services
- » Inspirational hands-on sessions to achieve excellence and have fun!
 - » Work will be done on live models

ADVANCED GREY COVERAGE

Become the grey expert and build your clientele. Discover state-of-the-art grey services to impress even your most discerning grey clients.

Make the grey service your salon's flagship service by gaining excellence in grey coverage.

ADVANCED GOLDWELL TECHNIQUES

Be the first to discover the most timeless and phenomenal Goldwell coloring techniques and services.

Wow your clients with beautiful color results and the versatility of your service menu.

ADVANCED FASHION COLORING

Explore the unlimited possibilities of fashion coloring and create true color statements for your clients.

Learn how to beautify your most precious raw material with your most ingenious tools - advanced knowledge and creativity.

MASTER COLORIST COLOR DESIGNER

FORMAT FOR THIS 3 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Color Tools: highlighting/tail comb, wide tooth comb, sectioning clips



COLOR SPECIALIST

COLOR TRANSITION MASTERY.

Achieve a high level of color knowledge and expertise that will empower you to solve any color challenge. Start to experiment with color and become a **COLOR SPECIALIST**.

WHAT'S IN IT FOR YOU?

- » From decolorizing and color remover to pre-pigmenting and everything in between
 - » An in-depth understanding of color families
 - » Insights into advanced color formulations
 - » Variations on the most frequently used correction techniques
- » Trouble-shooting strategy for the most demanding color challenges
- » Inspirational hands-on sessions to achieve excellence and have fun!
 - » Work will be done on live models

COLOR CORRECTION

Impress your clients with your mastery of color transition.

We'll give you the advanced knowledge and tools to overcome any color challenge with outstanding results.

COLOR FORMULATION

Think in color. Live the color formulations. Transform your vision into breathtaking hair.

Be able to create a genuine statement for your client.

MASTER COLORIST COLOR SPECIALIST

FORMAT FOR THIS 2 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Color Tools: highlighting/tail comb, wide tooth comb, sectioning clips



MASTER**COLORIST** 

COLOR ARTIST

TRENDS AND INSPIRATION MASTERY.

This inspirational level takes you to the world of trends and fashion. Get inspired by the Goldwell Global Artistic Masters, expand your horizons and become a **COLOR ARTIST**.

WHAT'S IN IT FOR YOU?

- » Fuse technology with creativity and return to the primal
- » Transfer your vision into salon-friendly color techniques
- » Express your fashion statement in the "total look"
- » Color sense, awareness, confidence in color design and visualization
- » An inspiring and fun interactive workshop!

COLOR TREND

Get inspired by the latest fascinating fashion and beauty trends.

Learn how to bring haute couture into your salon and translate it into exciting services for your clients.

COLOR LAB

Creativity is about capturing moments that make life worth living.

Learn to express your vision in personalized color and formula concepts. Give the color your signature and your soul. Be the master of your color statements.

MASTER COLORIST COLOR ARTIST

FORMAT FOR THIS 2 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Color Tools: highlighting/tail comb, wide tooth comb, sectioning clips





MASTERSTYLIST 

Now is the time –
to take your cutting techniques to a new level .

HANDS-ON!

—
MASTER STYLIST
—



Take your cutting techniques
to a higher level and explore
unlimited creativity.

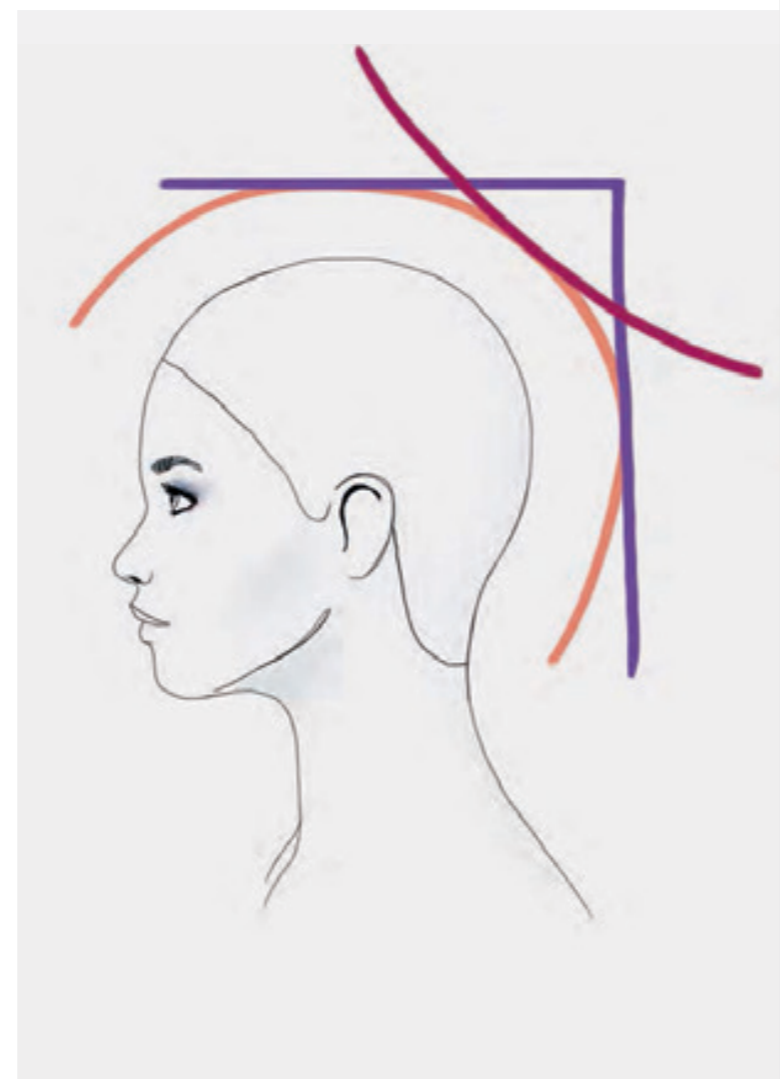


MASTERSTYLIST

TURN YOUR PASSION FOR CUT & SHAPE INTO MASTERY

Take your expertise to a new level - become a GOLDWELL MASTER STYLIST.

A true hairstyle is not just the cut and shape; it's the seamless integration of both. The Goldwell Master Stylist Program takes you step-by-step to the highest level of expertise.



ESSENTIAL SHAPES

Fundamentals of haircutting

» stylists of all levels

» **3-day seminar**

CONTEMPORARY SHAPES

Contemporary and salon-friendly looks

» Pre-requisite: Master Stylist Essential Shapes

» **2-day seminar**

ADVANCED SHAPES

Advanced Shapes and multiple techniques

» Pre-requisite: Master Stylist Essential Shapes and Master Stylist Contemporary Shapes

» **2-day seminar**

CUTTING

Three inspiring cutting seminars that take you into the exciting world of shape and design. It's a journey - improve your skills, achieve technical perfection and unlimited creativity!

ESSENTIAL SHAPES

For stylists of all levels.

Understand the fundamentals of haircutting by relearning the rules and the reasons behind them. Learn how to work methodically and get insights into what colors and techniques are best designed for each shape to give the best result.

FORMAT FOR THIS 3 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Cutting Tools: scissors, cutting combs, spray water bottle, duckbill sectioning clips, Denman, Vent and Vess brushes



ADVANCED SHAPES

For stylists with salon experience and have completed Master Stylist Essential and Master Stylist Contemporary

Create edgy and exciting looks. Use enhanced disconnection and color placement. Understand the fundamental rules of advanced disconnection. Push the boundaries of creativity with a modern approach to advanced work.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Cutting Tools: scissors, cutting combs, spray water bottle, duckbill sectioning clips, Denman, Vent and Vess brushes



CONTEMPORARY SHAPES

For stylists with salon experience and have completed Master Stylist Essential Shapes

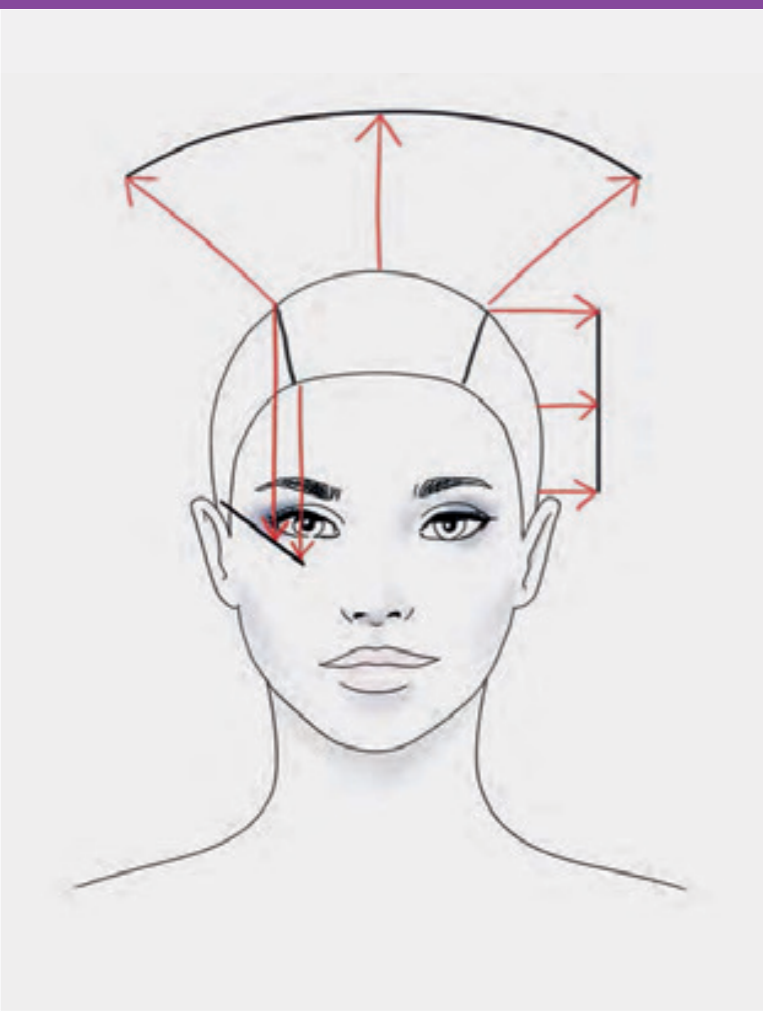
Create contemporary and salon-friendly looks. Use disconnection and color placement to enhance and emphasize the created shapes. Discover styling variations for the shapes to expand your range of finish options.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Cutting Tools: scissors, cutting combs, spray water bottle, duckbill sectioning clips, Denman, Vent and Vess brushes



GOLDWELL KMS ACADEMY SKILL MASTERY

Choose classes based on
your skill level and your desire to learn.



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



Some programs in this section are **Academy Exclusive** only
and represented by this icon.

Click here or go to www.GoldwellKMSregistration.com for more information.

Now is the time –
to discover advanced color techniques.

HANDS-ON!

—
COLOR
—



Share creative color ideas and
discover the latest trends.



BUILD. GET READY TO SUCCEED ESTABLISH A POWERFUL FOUNDATION

HAIRCOLOR EXPOSED

EXPLORING THE SCIENCE OF HAIRCOLOR

Featuring Sal McKinzie

The science behind how color works can actually get pretty complicated. This one day session breaks down the hair structure and provides an overview of the process that makes Goldwell color unique.

Explore in-depth color situations, from difficult to cover grey to the most extreme color correction challenge, all while gaining insight as to the “why” behind it all. Uncover the best Goldwell color solutions for your most extreme challenges and walk away with the knowledge to face any color challenge in your salon.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

An open mind



FOUNDATION MASTERY

Learn all about Goldwell color from A-Z in this comprehensive 2 day seminar. Gain the confidence to use all color ranges effectively. Find out more about how to promote different service options to your clients. Discover the endless service possibilities of demi-permanent coloring with Colorance, permanent coloring with Topchic and Nectaya and how Blonde clients are an extremely important part of any salon’s business. 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. Become an expert in customized communication and application tools as well as promoting new services to your client

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM



FORMULATION MASTERY

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

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM



FOILING MASTERY

Learn the classic technique of foil highlighting. Find more about how you can adapt placements to achieve different color effects and add dimension to your color.

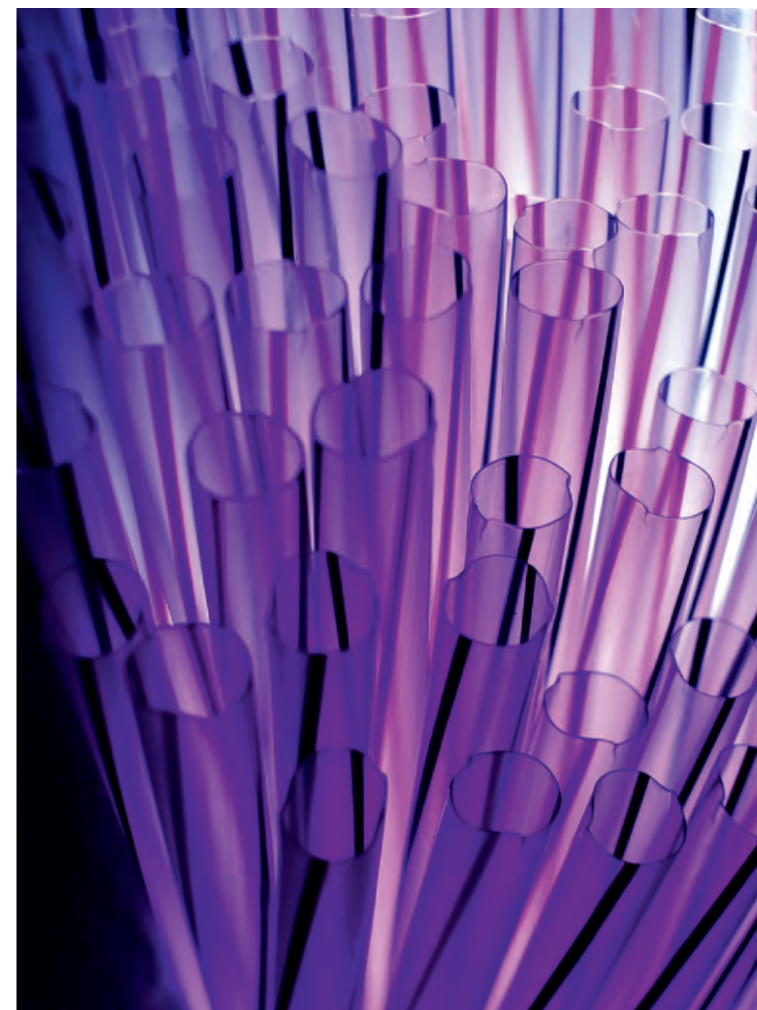
You will practice your foiling skills through a variety of services using Silk Lift, Topchic, New Blonde, Colorance Express Toning.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips



COLOR



BUILD. GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

ON TREND: COLOR FORECAST

A trend focused hands on program allows you to explore how to find trend, what the most current trend is and how to execute it behind the chair.

With its ever changing focus, this course allows you to learn the techniques that are happening right NOW. This will allow you to guide your clients on how to wear today's hottest looks and color trends best suited for them.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



ON TREND: PURE CREATIVITY IN COLOR

It's all about experiencing the shine, vibrancy, and radiant effects of Elumen in this 1 day program. Explore creative formulations from highly reflective natural shades to radiant rainbow colors.

Get in-depth insights from Elumen experts on the basics to the most creative avant garde looks and formulas. Create your own unique signature formulations and walk away with a whole new toolbox for every type of client!

Discover how, when and why to use the full range of Elumen and how this easy to use color can unlock profits in your salon.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



GROW. GET READY TO DO MORE
TAKE YOUR SKILLS TO THE NEXT LEVEL

FREE FORM HAIR PAINTING

WITHOUT LIMITS

This seminar will help you push your creative boundaries and teach you skills that will dazzle your color-seeking clients.

All about hair painting, this two-day program will show you techniques for creating both subtle color flourishes and the most progressive fashion looks.

Fundamental color painting skills, hot trends and pitfalls to avoid – you'll get all the ins and outs of free form hair color – a superb way to expand your creative portfolio and increase revenue.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



BLONDE REDEFINED

Blonde is never just blonde. Some clients want the perfect platinum, others just a sun-kissed look. Easily transition a natural brunette to a believable natural blonde result.

Blonde is an art form, and you will become skilled at perfecting your masterpiece in this two-day workshop. You'll learn to create the cleanest, clearest blondes through formulation workshops, hands on techniques, and an interactive classroom setting. You'll also learn the how to finish with precision using overlay toning techniques and unique formulations that change seasonally.

FORMAT FOR THIS 2-DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



REDHEADED ROCKSTARS

During this 2 day hands-on workshop stylist will explore formulations, as well as learn techniques needed to achieve true Rockstar status in the art of creating reds on any canvas.

The stylist will formulate based off of iconic celebrity redheads that will be sure to inspire the stylist and help to attract the clientele they desire. After completion of this hands on program the stylist will leave with all the tools they need to not only attract but, maintain their red headed clientele.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, duckbill sectioning clips



BLONDE BOMBSHELL

STUNNING DOUBLE PROCESS BLONDES

In this two day hands on program you will explore what it truly means to be a double process blonde. In this program stylist will take a deep dive into the process and how it works, the application, and formulation behind perfecting each kind of double process.

Stylist will leave this program having experienced the process hands on and with new tools, formulations, and understanding to bring back to the salon.

FORMAT FOR THIS 2-DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Foil comb, sectioning comb, all-purpose comb, clips, all finishing brushes



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

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





GROW. GET READY TO DO MORE TAKE YOUR SKILLS TO THE NEXT LEVEL

THE ARCHITECTURE OF CUTTING & COLORING

Featuring Dale Seeman and Linda Kelsey

Create a solid foundation for your cut and color services through a variety of different techniques throughout this 2 day program.

Explore the foundation of shapes based on face shape and desired results. Take a look at color from a new perspective. Maximize your services by looking at the entire client visit from Consultation, to Cut, Color and home care opportunities. Create one complete look of your choice from Cut to Color and Finished look.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

A photo of a cut and color design you wish to complete over the two days. Scissors, texturizing shears, razor with a new blade, cutting comb, styling comb, all finishing brushes, water bottle, clips, tail comb



ELUMENATE

The Elumen® range is only for selected clientele. Is this your philosophy? Realize the untapped client base who will choose Elumen as their haircolor of choice.

This 1 day Elumen range program will focus on creative formulation options applied on human hair wefts. Open up a whole new shade palette simply by mixing. Stylists will leave with 20+ new Elumen formulations complete with swatches for easy in salon consultation. See your opportunities in a new light with Elumen.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

All tools provided



PURE BLONDE

Featuring Jennifer Vermeer

This 1 day formulation and color correction program will unlock the mystery in achieving the perfect blonde utilizing a variety of options in the Goldwell color portfolio. Special focus on the Elumen® range as a color correction tool. You will be able to map out a plan for your client allowing you to achieve that beautiful blonde safely, accurately and with confidence.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips



BEYOND PURE

Featuring Jennifer Vermeer

The Elumen® range is more than just the PURE shades. Learn how to maximize the whole palette of shades to create new services and enhance your existing ones.

Learn how to use Elumen color alone or incorporate Elumen color with other Goldwell® colors in one technique. Practical work will be done on mannequins.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips



COLOR



GROW. GET READY TO DO MORE
TAKE YOUR SKILLS TO THE NEXT LEVEL

CREATIVE COLOR FIX

Featuring Rebecca Hiele

A lot of the work of a good colorist involves correction – transforming at-home color that went south, adjusting salon color gone wrong, or simply transforming last-season’s fade-out into something fresh.

This seminar gives you practical, realistic and imaginative techniques to transform any client’s existing color into something gorgeous, stylish and oh-so Goldwell. You’ll take home valuable skills and confidence to turn any catastrophe into a color masterpiece. This is an advanced program and a solid understanding of the Goldwell product line is necessary.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Color Tools: Highlighting/tail comb, wide tooth comb, sectioning clips

Finishing Tools: blow dryer & nozzle, flat iron, paddle/ Denman brush, round brushes



FIERCE FORMULATIONS

Featuring Robert Brown

Create clean blondes, vibrant durable reds and beautiful brunettes! No matter what the season or trend, beautiful blondes, reds and brunettes never go out of fashion. But blondes don’t need to be dull, brunettes don’t have to be boring, and reds truly can last, when you know how to achieve the perfect formula!

You will leave truly understanding and experiencing the complete world of color. Plus, learn how to have your clients look the same when they return to the salon as when you last provided their color service.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips



CREATE. GET READY TO EVOLVE
BRING OUT YOUR CREATIVITY

EXTREME COLOR EVOLUTION

📺 **CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN**

Featuring Derrick Zeno or Rodica Hristu

This intense two-day program for the advanced colorist will recharge your creative batteries and take your color technique to a whole new level!

If you feel like you’ve done and seen it all in color, this course will open the door to new strategies, new insight and new skills for precise color correction, expert color control and choosing tools to get the exact look you want.

This hands-on program will challenge, inspire and energize even the most experienced colorist.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



CORRECT TO PERFECT

A UNIQUE APPROACH TO COLOR CORRECTION

Featuring Rosa Hawkins

An intensive 2 day color correction boot camp for your most challenging color corrections. You will explore and experience the best approach to take unicorn hair back to natural, and dark or intense colored hair to JLO.

From the moment you arrive you will begin a hands on journey of taking your most extreme color correction moment to a beautiful and natural end result, in salon real time. You will also gain knowledge in formulating for today’s most current techniques such as hair painting, babylights, root shadowing, and drop toning to make these looks come to life.

This program is for stylist ready to take the next step in their color correction journey. It is highly recommended that you have completed Master Colorist Technician and Master Colorist Specialist previous to attending.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



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

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CREATE. GET READY TO EVOLVE BRING OUT YOUR CREATIVITY

MIXING THE COLOR PALETTE

Featuring Odete DaSilva

If you want to elevate your ability to individualize color through formulation, this class is a must. Building on universal color theory, you'll learn a step-by-step approach to formulating color based on your client's existing hue, condition and the result you want to achieve.

You'll gain a deep understanding of how pigments work and how to select the best product to achieve the desired goal for your client - whether it's superb grey coverage, extreme lift or revising colored hair. At the end of the two-day course, models arrive so you can put your new skills to work!

WHAT'S IN IT FOR YOU?

- » Redefine color formulation with a purpose
- » Know the "why" behind the "what"
- » Learn everyday behind the chair creative formulation

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Foil comb, sectioning comb, all-purpose comb, clips, all finishing brushes



EDITORIAL COLOR

Featuring Lindie Blackwell

Forget traditional highlights and hair painting. This program will push your creative limits and give you a better understanding of how to achieve editorial color results.

Learn trend color techniques such as opalescence, oil slick, galaxy and stenciling. Learn advanced formulation, while maximizing the Goldwell color continuum. Use the creativity and information in this class to broaden your color arsenal in salon and to build a portfolio of your own work.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips



CONTRASTING CONTOURS

A CUT AND COLOR EXPERIENCE

Unlock your creativity in this 2 day, hands-on program that features haircutting techniques and hair color patterns with formulations for today's most on trend looks. Discover how creating positive and negative shapes will enhance your cutting skills to give your most demanding clients a fresh new look.

Explore color techniques that can stand alone, or add the various styles and lengths combined with the haircuts provided in this exciting program. Understand what it means to "cut the color" or "color the cut" by creating contours with color, cutting and how the two go hand-in-hand for a complete on trend customizable style.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, scissors, cutting combs, spray water bottle, duckbill sectioning clips, all finishing brushes



CELEBRITY TRENDS

You don't have to read the tabloids to know that celebrity trends influence what styles and colors your clients will be asking for. Staying ahead of up-to-the-minute looks is important to client satisfaction and retention. Plus, it's fun!

In this two-day, ever-changing program, you'll study the current celebrity trends in hair color and hairstyle and the specific techniques and formulations you'll need to recreate them. We'll focus on great technique and how you can adapt trendy styles to complement each individual client's look. We explore transitioning and evolving your client's look (because the next trend is right around the corner!)

And we cover smart business building and client retention concepts to help you marry creativity with current fashion.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



CREATIVE COLOR PLACEMENT

Featuring Jamie Dennis

A lot of the work of a good colorist involves correction - transforming at-home color that went south, adjusting salon color gone wrong, or simply transforming last-season's fade-out into something fresh.

This seminar gives you practical, realistic and imaginative techniques to transform any client's existing color into something gorgeous, stylish and oh-so Goldwell. You'll take home valuable skills and confidence to turn any catastrophe into a color masterpiece.

This is an advanced program and a solid understanding of the Goldwell product line is necessary.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



THE BALANCING ACT

Featuring Robert Brown

A 2-day program designed for the intermediate to advanced colorist looking to "up their game" with advanced formulation utilizing the entire Goldwell color portfolio. Colorists know that most retouches are easy, but connecting a retouch to what is existing at times is the hard part. The true art lies in making a seamless and healthy choice to balance and add dimension to the most challenging canvases.

The Balancing Act is geared for the colorist in search of creative and artful solutions to daily color challenges, providing ideas on how to make every client's color custom and unique.

The Balancing Act is "FULL SPECTRUM" and utilizes EVERYTHING the Goldwell Color Portfolio has to offer.

It is geared for the colorist in search of creative and artful solutions to daily color challenges, providing ideas on how to make every client's color custom and unique. Explore how using each facet of the Goldwell toolbox in combination can improve your final results overall, color durability over time, and happier clients over and above!

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, duckbill sectioning clips, all finishing brushes



EXTREME COLOR CAMP

Featuring Rodica Hristu

Are you a colorist that stands out from the other colorist in your salon? Have you developed unique techniques, ideas and concepts in coloring hair? Drive your color abilities to new limits with this 2 Day Program.

Join other creative, passionate colorists to share advanced concepts. This program will open your eyes to all the fine details taking you from a colorist to a hair color artist; become an elite colorist... taking even the most advanced colorist to a new dimension.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Highlighting/tail comb, wide tooth comb, sectioning clips



GOLDWELL KMS ACADEMY SKILL MASTERY

Choose classes based on
your skill level and your desire to learn.



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



Some programs in this section are **Academy Exclusive** only
and represented by this icon.

Click here or go to www.GoldwellKMSregistration.com for more information.

Now is the time – to improve your cutting and finishing skills
with creative techniques.

HANDS-ON!

CUTTING & FINISHING



Find just the right
professional hints
to upgrade your
cutting techniques.



BUILD. GET READY TO SUCCEED
ESTABLISH A POWERFUL FOUNDATION

STRUCTURED FORMATION ONE

Featuring Fanone International Team

This one-day, hands-on workshop is ideal for the stylist who would like to reinforce their cutting disciplines.

With high fashion shapes in mind, the team at FI will explain the fundamental techniques of executing a planned, disciplined and effective shape in the hair.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Scissors, cutting comb, sectioning clips, water bottle, blow dryer and brushes.



BLOW DRY AND FINISH

Featuring Fanone International Team

This one-day, hands-on workshop is designed to give the hairdresser a complete understanding of the augmentation involved with the blow dry and how to finish with flair.

Learn to appreciate the true art of the fashionable finish; polished, relaxed and lasting shape control. This class is designed for all levels and is paced according to the stylist's abilities and experience.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Sectioning clips, water bottle blow dryer, and brushes



GROW. GET READY TO DO MORE
TAKE YOUR SKILLS TO THE NEXT LEVEL

RAZOR ARTISTRY

📺 **CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN**

Featuring Rosa Hawkins

Razoring is a vital technique for creating beautiful movement and texture, and it's a must for reducing volume. But it takes finesse!

This course will teach you the fundamental principles of razor cutting – the when and the why – plus techniques you can use the moment you get back to your salon.

We'll cover everything from creating invisible layers for clients with long or thick hair to executing a modern razor bob you'll love.

We also introduce important skills such as how to analyze hairlines, growth patterns and texture to customize each look.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Feather razor with guard, scissors, cutting combs, spray water bottle, duckbill sectioning clips, all finishing brushes



THE MODERN BARBER

📺 **CLICK HERE TO WATCH A VIDEO OF WHAT YOU WILL LEARN**

Featuring Jeffrey Moffett

Success in barbering requires a mastery of precision tools, efficiency, and creative problem solving. This two-day intensive 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 live models, this course covers barbering essentials that include:

- » Advanced clipper fading, T-edger's, scissor over comb, blending with shears, texturizing with shears and clipper over comb, building shape, cutting the top, texturizing, styling and finishing.
- » Improving your speed and facility with refined fading & scissor skills
- » Advanced customer service, client care and consultation with product selling tips

By the end of the second day, you will know how to efficiently and confidently identify and use the right tools and techniques to deliver the look you want every time.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Tapered comb (barber comb), cutting comb, flat top comb (blending comb), spray water bottle, clippers & clipper guards, "T" Edgers (neck trimmers), cutting shears, texturing shears (thinning shears), paddle brush & vent brush, feather razor and straight razor are optional



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



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GROW. GET READY TO DO MORE TAKE YOUR SKILLS TO THE NEXT LEVEL

UP STYLING

This hands on step by step class breaks down the foundations of UP Styling and flows into creating modern interpretations of classic upstyling. Develop finger and hand dexterity, building confidence, and learn how to offer creative solutions for modern UP Styling.

Whether you've never put hair up before or just want to be re-inspired, this program is the perfect combination of left-brain knowledge and right brain creativity. This class is perfect for those who want the freedom to create style.

WHAT'S IN IT FOR YOU?

- » Learn how to build an effective foundation for an UP Style
- » Practice simple techniques that will forever change how you approach UP Styling
- » Master hot tools and setting techniques to enhance your final result
- » Develop control better dexterity and control over the hair

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Metal duckbill clips, metal single prong clips, water bottle, bobby pins, hair pins, Mason Pearson/ similar brush style, pin tail/rattail comb, metal tipped foiling comb



CALLING ALL LEFTIES!

Featuring Patrick Higgins

Finally, a cutting and styling class strictly for south paws!

Right-handed instruction can be hard to follow and emulate if you're left-handed. This specialized course will teach you how to create shapes and perfect your cutting and styling skills – all from the left-handed point of view.

We'll also cover great tips and tricks for the left-handed stylist (and a few interesting facts about lefties).

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Shears, thinning shears, feather razor with guard, cutting comb, water spray bottle, duckbill sectioning clips, all finishing brushes



STRUCTURED FORMATION TWO

Featuring Fanone International Team

This one-day, hands-on workshop will travel deeper into the square and how it's applied to create new shapes.

This program will enable the stylist to alter any shape while maintaining control of each section. It will also provide the hairdresser with more confidence and vision when consulting with the client.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Scissors, cutting comb, sectioning clips, water bottle, blow dryer and brushes.



ON TREND: HAIR UNDONE

Whether you are a beginner or experienced at braiding this 1 day program has something for you. In this fast moving, hands on program you will experience what it takes to achieve the current braiding trends. You will learn the skills needed to give your clients beautiful and polished looks, as well as create something undone and editorial.

You will explore different product options and tools to bring these unique looks to life, and even how to best capture them on camera.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Curling iron, micro crimper, assorted combs, all finishing brushes





CREATE. GET READY TO EVOLVE BRING OUT YOUR CREATIVITY

ARTISTIC INSPIRATION

Featuring Jay Mahmood

The day begins with a presentation of inspiration in classic shapes reinvented on live models as you watch Jay bring the modern classics to life. The day continues with an afternoon of hair cutting on mannequins as you begin the hands on workshop to further your learning experience.

You will leave with inspiration full of new cutting and styling skills to bring back to your everyday salon life. Spacing is limited to experience the creative expertise of Jay Mahmood.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Scissors, cutting combs, spray water bottle, duckbill sectioning clips, and all finishing brushes



PICTURE PERFECT BRIDE

Cathey Salerno, owner of Picaso Studios in Canada, has been in the hair industry for over 35 years, specializing in the bridal business for the last 25. She is a leader in her field, doing over 4000 brides including their bridal parties.

Cathey's work has been featured on multiple magazine covers and brides she has styled have been featured in many of the top bridal publications.

Cathey has taken all she knows about the bridal industry and created this seminar to help you be the best bridal stylist and long hair finishing artist you can be.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Sectioning clips, tail comb, curling iron 3/4" and 1", paddle brush, round brush



CELEBRITY TRENDS

You don't have to read the tabloids to know that celebrity trends influence what styles and colors your clients will be asking for. Staying ahead of up-to-the-minute looks is important to client satisfaction and retention. Plus, it's fun!

In this two-day, ever-changing program, you'll study the current celebrity trends in hair color and hairstyle and the specific techniques and formulations you'll need to recreate them. We'll focus on great technique and how you can adapt trendy styles to complement each individual client's look. We explore transitioning and evolving your client's look (because the next trend is right around the corner!)

And we cover smart business building and client retention concepts to help you marry creativity with current fashion.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 4PM

TOOLS TO BRING:

Color apron, highlighting/tail comb, wide tooth comb, sectioning clips, all finishing brushes



THE ARCHITECTURE OF CUTTING & COLORING

Featuring Dale Seeman and Linda Kelsey

Create a solid foundation for your cut and color services through a variety of different techniques throughout this 2 day program.

Explore the foundation of shapes based on face shape and desired results. Take a look at color from a new perspective. Maximize your services by looking at the entire client visit from Consultation, to Cut, Color and home care opportunities. Create one complete look of your choice from Cut to Color and Finished look.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

A photo of a cut and color design you wish to complete over the two days. Scissors, texturizing shears, razor with a new blade, cutting comb, styling comb, all finishing brushes, water bottle, clips, tail comb



PERFECT FINISH

Featuring Robert Brown

A perfect style always consists of a perfect cut, a perfect color and a perfect styling. The Goldwell® StyleSign® products help you to create the perfect final look as it transforms each cut and color into a masterpiece - into your sign of style.

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Water spray bottle, duckbill sectioning clips, tail comb, all finishing brushes



DESIGN TAKES SHAPE

Featuring Kelley Hallett

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

FORMAT FOR THIS 1 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Some practical work will be done on a mannequin provided. Mannequin is for use in class only, not for take away. Bring tail comb and sectioning clips



CONTRASTING CONTOURS

A CUT AND COLOR EXPERIENCE

Unlock your creativity in this 2 day, hands-on program that features haircutting techniques and hair color patterns with formulations for today's most on trend looks. Discover how creating positive and negative shapes will enhance your cutting skills to give your most demanding clients a fresh new look.

Explore color techniques that can stand alone, or add the various styles and lengths combined with the haircuts provided in this exciting program.

Understand what it means to "cut the color" or "color the cut" by creating contours with color, cutting and how the two go hand-in-hand for a complete on trend customizable style.

FORMAT FOR THIS 2 DAY PROGRAM:

Start 10AM / Finish 5PM

TOOLS TO BRING:

Color apron, highlighting/tail comb, wide tooth comb, sectioning clips, scissors, cutting combs, spray water bottle, duckbill sectioning clips, all finishing brushes





Now is the time –
to be inspired by elemental.

HANDS-ON!

COLOR ZOOM '18 COLLECTION



Discover the cutting-edge
trends of the Color Zoom '18
Collection and try out
future-forward techniques.



GOLDWELL'S HAIR FASHION COLLECTION 2018: elemental

THE NEW NORMAL EMERGES LIKE A NEW DAWN.

Technology surrounds us and propels us forward while simultaneously driving us to re-engage with our elemental selves, creating a new energy.

The visionary and the elemental come together:
Rawsness meets refinement.
Solidity merges with translucency.

Tone-on-tone colors play with contrasting colors.
Modern minimalist shapes bear a rough, primal edge.
Airy handcrafted shapes express future-forward styling.

Fuse technology with creativity and return to the primal.

CREATIVITY IN ITS PUREST FORM.
#GETELEMENTAL





—
Sargis Arapetian
 GLOBAL WINNER
 NEW TALENT CATEGORY 2016,
 RUSSIA
 —

—
Larissa Bresnehan
 GLOBAL WINNER
 CREATIVE CATEGORY 2016,
 AUSTRALIA
 —

—
Daniel Rubin
 GLOBAL WINNER
 PARTNER CATEGORY 2016,
 USA
 —



ARE YOU READY FOR THE EXPERIENCE
 OF A LIFETIME?

Your creativity is what we want to see.

Take the ELEMENTAL Collection and make it your own.

It's time to let yourself be caught up by the ELEMENTAL spirit
 and express your ideas.

Surprise not only us but also the global hair industry.

Take the challenge and represent your country at your national Color Zoom Competition.
 Give your career a boost, and step into the Color Zoom spotlight.

**WHAT CAN YOU LOSE?
 NOTHING.
 WHAT CAN YOU WIN?
 EVERYTHING.**

#TAKETHECHALLENGE

Application documents can be downloaded from:
www.goldwell.us/color-zoom-18/

“THROUGH COLOR ZOOM I CAN SHARE
 IDEAS AT AN INTERNATIONAL LEVEL -
 AN AMAZING EXPERIENCE.”

—
Sargis Arapetian

GLOBAL WINNER
 NEW TALENT CATEGORY 2016,
 RUSSIA
 —



COLOR ZOOM





COLOR ZOOM CHALLENGE

Featuring Michelle Pargee (CAN) or Derrick Zeno (USA)

This three-day course will put you on your way to Color Zoom 2018, with all the tools and knowledge you need to enter with confidence.

Day One: You'll gain an in-depth understanding of this year's Color Zoom concept for color, cut and texture so you can put together your personal interpretation. You'll learn the rules inside and out, what the judges are looking for, how to storyboard your idea and how to create swatches to tell your color story.

Day Two: This full day is dedicated to model prep start to finish - with expert guidance in formulation and application. ... Please plan on this day running later than 5PM.

Day Three: Now you're ready for your photo shoot with one of our top photographers and a team of make-up artists with Color Zoom expertise. Please plan on this day running later than 5PM.

YOUR COLOR ZOOM CHALLENGE MODEL MUST ACCOMPANY YOU ON Day 2 and DAY 3 ALONG WITH WARDROBE. Remember the model you choose must be available to attend the 2018 Color Zoom Challenge in Toronto. More details on choosing the proper model will follow.

FORMAT FOR THIS 3 DAY PROGRAM:

Start 9AM / Finish 5PM

TOOLS TO BRING:

Color apron, highlighting/tail comb, wide tooth comb, duckbill sectioning clips. Cutting Tools: Shears, thinning shears, feather razor with guard, cutting comb, water spray bottle, duckbill sectioning clips, and all finishing brushes. Any additional tools you feel you will need to create your Color Zoom concept



NATIONAL EDUCATION EVENTS

WEBCAST

Catch the latest in "up to the minute" fashion trends, techniques and brand information from Goldwell and KMS.

Tune in for Live Fashion events from Fashion Week or visit the library any time On Demand 24/7. Join the Goldwell and KMS artistic teams for education that inspires and sparks your creativity. Tune in for the latest trends in fashion, Hair and make-up from spring and fall as well as amazing color and styling techniques your clients will love. Access the library for quick and valuable how to in product usage and techniques that are great for those stylists new to the brand or loyal users looking for Inspiration, creativity and education on your time anytime.

LIVE DATES TO INCLUDE:

- Feb 12 Fashion Week NYC Spring
- Feb 13 2018 KMS Collection
- Feb 18 The Color Zoom Challenge
- Apr 18 Iconic Brunettes by Goldwell
- Sep 12 KMS Style Color
- Sep 13 Live from Fashion Week NYC Fall

Also join us live and for pre-recorded webcasts throughout the year.



TOUR

GOLDWELL/KMS ON TOUR
Inspiration Cut-Color-Style

Join the Goldwell, KMS and Arrojo Teams as we take education, inspiration and creativity on the road. You will experience look and learns in the latest color trends, hands on classrooms with the latest in cutting and razor techniques and hands-on styling inspired from the runways.

Look for more information upcoming with locations and dates



SHOW

GOLDWELL/KMS EXPERIENCE NYC

Join Goldwell and KMS for a night of inspiration and creativity with amazing hair, fashion and style as they showcase the hottest trends live from NYC's Gotham Hall.

Join Goldwell and KMS International Artists from around the Globe and experience an exciting night of fashion and hair along with the latest in trends from Goldwell and KMS. Mix and Mingle with the Artists, Models and a few hundred of your closest friends.

Secure your tickets fast and make sure you are one of the lucky ones to see this live fashion and hair event.

DATES | LOCATIONS:

Gotham Hall NYC: May 6, 2018

TICKET PRICE:

\$115.00 includes food, drinks, DJ and Live entertainment.

Contact your distributor or local Sales consultant for full details and tickets.



SEMINAR

COLOR ZOOM '18 (LOOK & LEARN and WORKSHOP)

This hands-on workshop and truly immerse yourself in the trend. This one day program combines a look and learn seminar in the morning with an intensive hands-on session in the afternoon.

FORMAT FOR THIS 1 DAY PROGRAM:

Look & Learn Only: Start 10AM | Finish 12PM
Full Day Workshop: Start 10AM | Finish 5PM

TOOLS TO BRING:

Color apron, highlighting/tail comb, wide tooth comb, sectioning clips.



For the most current program offerings and dates, click here or go to www.GoldwellKMSregistration.com

24/7 Access to past and present webcasts and how to's. For more details and dates visit the website or see your local consultant for more webcast dates and information. Visit goldwellondemand.com or kmsondemand.com. Education on your time-Anytime.

—
SALON SUCCESS
—



Now is the time –
to talk about business and share success stories.

HANDS-ON!



Strengthen your salon's
business and leadership skills
with our uplifting seminars.



360° SALON PERFORMANCE™ BUSINESS SEMINARS

FUEL FOR BUSINESS

Fuel your confidence with proven business, marketing and training systems to make your salon more efficient and profitable. In this class you'll learn to build a comprehensive plan for your business while establishing day-to-day best practices to challenge, motivate and inspire your team.

You'll learn to:

- » Gain mastery your salon's financials and planning your business's future
- » Discover sales and marketing strategies to grow your business.
- » Establish a winning system for developing your team and growing their income.

DATES | LOCATIONS:

Academy New York: April 30 - May 2

INVESTMENT:

\$2,000 - 2 Salon Attendees



CREATING YOUR TRIBE— LEVERAGING AN ASSOCIATE PROGRAM

Attract and retain your world-class tribe. In this class you'll learn an apprentice development program proven to increase earnings. Retain top producers by helping them maximize their income potential while training new talent to excel within your culture.

You'll learn to:

- » Build a culture of mentorship
- » Prepare your team for growth
- » Book for success
- » Create a healthy education plan

DATES | LOCATIONS:

Academy New York: October 1-2

INVESTMENT:

\$750 - 1st Salon Attendee
\$550 - Additional Salon Attendees



Allyson King

SALON² - MULTI-UNIT LEADERSHIP

You're a successful salon owner but it's no guarantee your success will continue with the complexity and evolving demands of multi-unit salon ownership. In this two-day seminar learn to lead to where your business is going vs. where it is today.

You'll learn to:

- » Understand the evolving role of a multi-unit leader
- Learn to realistically and effectively lead, coach and guide your team
- Execute effective salon visits
- Create a strong pipeline of future leaders to support your growth
- Establish a streamlined system to effectively manage time, priorities and to drive performance.

DATES | LOCATIONS:

Academy New York: November 5-6

INVESTMENT:

\$1,500



POWERING PEOPLE, PERFORMANCE AND PROFITS

Your team is your greatest resource and a major source of your profits. Learn to have powerful on-going conversations that inspire performance, build trust and honor your salon's culture.

You'll learn to:

- » Establish a communication system to increase your teams' the accountability, interdependence.
- » Leverage your team's strengths
- » Maneuver performance conversations fairly and consistently
- » Create win-win situations to drive the behaviors you want

DATES | LOCATIONS:

Academy New York: June 18-19

Academy Toronto: October 21-22

INVESTMENT:

\$750 - 1st Salon Attendee
\$550 - Additional Salon Attendees



FOR PROFIT FRONT DESK

Your client's not only enter through the front of your salon they also exit there. Don't let your profits leave with them. A well trained, scripted and polished front desk staff can not only increase salon revenue and reduce expenses they can make for a much happier and profitable salon.

You'll learn to:

- » Coach, counsel and mentor your front desk to become consistent, dependable and professional members of the salon team
- » Create scripted dialogue to ensure great customer service every time
- » Develop and utilize tracking systems and metrics to ensure substantial ROI from your front desk
- » Establish a reward system designed to incent the behaviors you want
- » Increase service sales, re-bookings, retail sales and client count with proven strategies and front desk techniques

DATES | LOCATIONS:

Academy New York: April 2-3

Academy Toronto: June 10-11

INVESTMENT:

\$750 - 1st Salon Attendee

\$550 - Additional Salon Attendees



—
IN-SALON SEMINARS
—



Now is the time –
for inspiration that comes directly to your salon.

HANDS-ON!



Offer your team a
tailor-made in-salon seminar
and boost team spirit.

FOUNDATION MASTERY

Behind every amazing color you find professional knowledge, excellent technical expertise and high-performance professional products. Foundation Mastery is the perfect launching pad for expertise in color, care and styling. It enables you to work with the entire Goldwell portfolio and to create stunning results for your clients time after time.



COLORANCE

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

WHAT'S IN IT FOR YOU?

- » Essentials in hair analysis for easy consultations
- » Simple salon services for excellent color results
- » Tips on how to get the best results for a client's hair structure
- » Formulation for reliable grey blending, durability and evenness



TOPCHIC/NECTAYA

Discover the endless possibilities of permanent coloring with Topchic and Nectaya. Learn about new exciting services that will allow you to amaze your clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

WHAT'S IN IT FOR YOU?

- » All you've ever wanted to know about permanent coloring
- » Formulation for reliable grey coverage, durability and evenness
- » Desirable salon services for every color family
- » How to talk to clients about Nectaya, a hair color without ammonia-odor



BLONDING

Blonde clients are an extremely important part of any salon's business. Gain insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning.

WHAT'S IN IT FOR YOU?

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services
- » Knowledge and skills related to highlifting (Topchic HiBlondes Control range), decolorizing (SilkLift and Oxycur Platin) and blonde refinement (Colorance and Elumen)



ELUMEN

Learn how to achieve brilliant color results with exceptional shine and durability with Elumen color. Become an expert in customized communication and application tools as well as promoting new services to your client.

WHAT'S IN IT FOR YOU?

- » Learn why Elumen is so special
- » Identify the right clients for Elumen color
- » Application and commercial techniques with Elumen
- » Confidence in the use of Elumen



IN-SALON ESSENTIAL COLOR

We will help you to understand color like you've never done before.
Dive into the world of formulations.

Discover more about the universal color law and color schemes.
Learn to understand the relationship between colors and think in color formulations.

COLOR RESTORE

Creating the perfect color palette is essential to the success of any professional color service. Despite too dark, too light, too red or faded hair, this seminar will give you the knowledge, skills and confidence required to perform color correction with excellence.

WHAT'S IN IT FOR YOU?

- » Professional salon solutions for turning color challenges into thrilling results
- » Coloring darker, filling, tinting back and overcoming color fading
- » Removing artificial color



BEYOND BALAYAGE: AN OMBRE TO SOMBRE EXPERIENCE

A program designed specifically for salons who want to learn how the Goldwell brand can grow their business through creative hair painting techniques. Explore dark to light shading with Ombre techniques and the more seamlessly melted version, Sombre. These easy, yet highly customized techniques utilizing different brush strokes along with more tones and shades through the hair creates trendy looks for any texture or tone. This is an exciting snapshot of Goldwell Hair Color and our support brands that showcase how we are dedicated to color perfection.

WHAT'S IN IT FOR YOU?

- » Learn lightening, subtle graduation from roots to ends, and color melting
- » Create less of abrupt contrast from dark to light
- » Have a solid understanding of toning options



—
ARTISTIC NETWORK
—

Share highly creative ideas with artists in the international Goldwell network and enjoy the interaction.

Now is the time -
to meet inspiring artists and unleash your creativity.

HANDS-ON!



INTERNATIONAL ARTISTIC TEAM

NOW IS THE TIME TO LEARN FROM THE BEST

As ambassadors of Goldwell's highest standards, the stylists on the International Artistic Team are a great source of inspiration and brilliant role models to learn from.

Our academies and stages around the world are the best places for you to meet them and get ahead. The Goldwell International Artists are eager to share their knowledge hands-on with you and help you develop your professional skills.

Your chance for a real career boost is in your hands.





—
ACADEMY NEW YORK
—



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ACADEMY TORONTO
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—
NATIONAL ACADEMIES
—

All our learning destinations are the perfect meeting points for new expertise and inspiration. Join the experience, share ideas and unique moments of creativity.

Now is the time for you to join us at one of our North American Academies.

GOLDWELL. KMS
ACADEMY





GOLDWELL. KMS VARIS



PERFECT PARTNERSHIP
AMAZING REWARDS

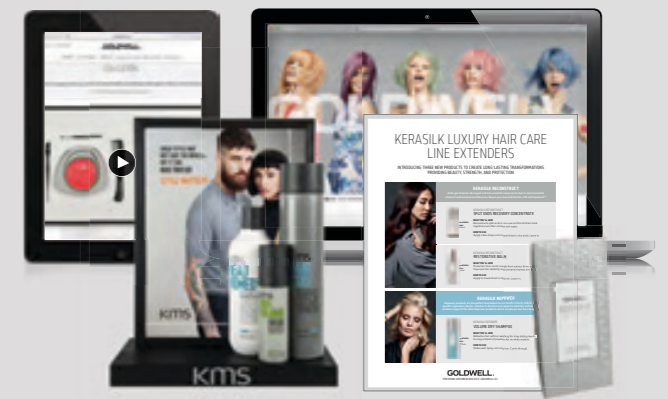
BE A PART OF OUR COMMUNITY

SALON ALLIANCE LOYALTY PROGRAM

AS A MEMBER OF THE SALON ALLIANCE, you're not just part of a points program; you're a member of the Goldwell, KMS & Varis* community. You will not only earn points to redeem for great rewards from Academy Programs to once-in-a-lifetime travel opportunities, but you'll also become an insider. When you access your account at thesalonalliance.com, you'll be able to redeem points, share ideas with other stylists and salon owners, customize branded marketing materials for your salon, and get the inside scoop on product news and education opportunities.



JOIN OUR COMMUNITY TODAY AT
WWW.THESALONALLIANCE.COM.
REGISTRATION IS FAST AND EASY.



Access www.thesalonalliance.com from your computer, tablet or phone to:

- » **Redeem rewards:** Browse our gallery to see our wide selection of rewards from backbar items to academy programs, once-in-a-lifetime travel opportunities and more!
- » **Track your points** and program status
- » **Share ideas** with other salon owners and stylists in our Idea Exchange forum
- » **Watch videos**
- » **Customize marketing materials** and images
- » **Get up-to-date information** on product and education news

Please visit www.thesalonalliance.com or speak with your sales consultant for more information or to get started.

For questions on the program please contact 866-699-6625 or e-mail memberservices@thesalonalliance.com

*Available in select markets

BOOKING AND MUST-KNOW INFORMATION

ACADEMY BOOKINGS

Please follow the steps below to book your academy selection:

- » visit www.GoldwellKMSregistration.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:
 - a. registration confirmation
 - b. tools to bring
 - c. hotel booking information

Allyson King seminars:

- » To register for Beauty 360, online at www.beauty360consulting.com/seminars

CANCELATION 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.

United States Learning Destinations

PHONE: 1.800.200.1151

EMAIL: AcademyAdmin@Kao.com



ACADEMY NEW YORK

22 Little West 12th Street, PH1
New York, NY 10014

INVEST IN YOUR CAREER

Give yourself the gift of knowledge. More rewards for more education. This program offers you rewards for education you purchase anywhere across the USA.

Upon time of registration, you will be sent along with your invoice a digital gift card valued as indicated below. This gift card can be used towards future education registration in the USA. When redeeming your gift card, simply indicate the gift card code and value.

Digital voucher values:

Program tuition payed	Value of Education Voucher Earned
\$300 - \$399	\$50 voucher
\$400 - \$499	\$75 voucher
\$500 - \$599	\$100 voucher
\$600 +	\$150 voucher

*Academy Digital Gift Card can only be used towards Goldwell and/or KMS Education class schedule in the field or Academy New York held in the USA only. Availability of a particular class is based on class attendance and is subject to change. Academy Gift Card cannot be used in combination with any other promotion, offer and previous purchases or used towards any credit. This offer is only valid with credit card purchases only. The redemption code must be provided at time of booking. No copies or photocopies accepted. Academy Gift Cards are not valid for cash, Goldwell or KMS Product or Services. Not valid for outside education which includes but not limited to Allyson King classes. We are not responsible for any cancellations or changes to any scheduled class. This offer is subject to change and available while supplies last.

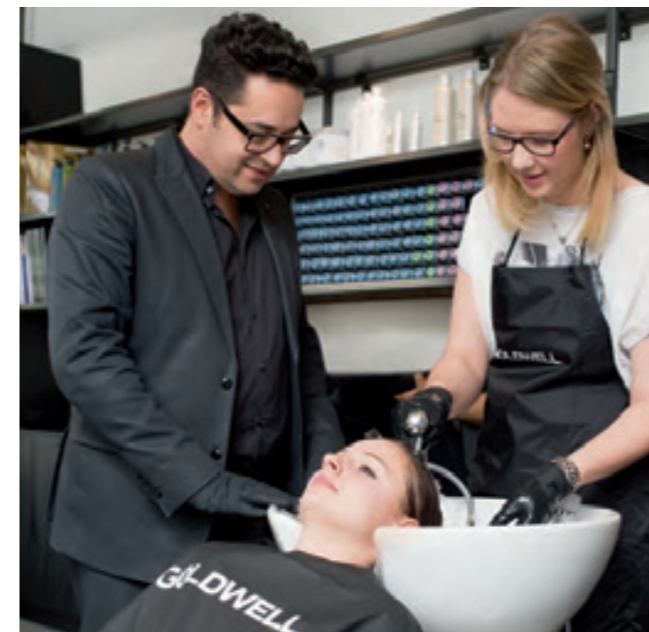


THE GOLDWELL EDUCATION PLUS APP

You can also find all the Goldwell seminars in the app.

Use the photo app to brand your Goldwell creations and post them on all the social media channels.

Simply download the app from the App Store or Google play!



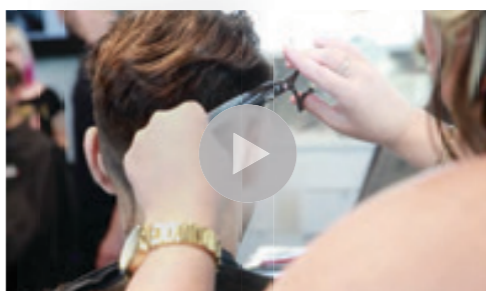
ACADEMY TEASER VIDEOS

CLICK ON THUMBNAILS BELOW TO WATCH A VIDEO OF WHAT YOU WILL LEARN IN EACH CLASS

EXTREME COLOR EVOLUTION



MODERN BARBER



RAZOR ARTISTRY



Get inspired to strive for new heights of creative excellence. Be part of our community!

We're looking forward to meeting you soon.

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NOW IS THE TIME –
FOR NEW INSPIRATION
HANDS-ON!



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AMSTERDAM APELDOORN HONG KONG MILAN LINZ
HELSINKI BERLIN ROME COPENHAGEN NEW YORK
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TORONTO PERTH LONDON RHEIN-MAIN BRISBANE
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For further information please contact your Goldwell representative. | goldwell.com



Goldwell is part of Kao Salon Division.

kaO
SALON DIVISION

Enriching the lives of stylists, salon owners and their clients through trusted partnership, salon business growth and our salon exclusive portfolio of advanced services, innovative products and inspiring education.