

*Information will be copied for State | RDA & SalonCentric franchises unless otherwise notified.

2024 CLASS MENU

BUSINESS	CUTTING & DESIGN	PRODUCT KNOWLEDGE	STYLING & FINISHING
THE ART OF HAIR WELLNESS	CUTTING: TRENDS IN MOTION CUTTING: THE MOVEMENT AND CREATIVITY OF LAYERS	INTRO: CREATING PRODUCT LOYALTY INTRO: BACKBAR ART	STYLING: SECRETS OF VOLUME STYLING: EFFORTLESS STYLING STYLING: THE EVENT, THE HAIR

2024 IN-SALON GUIDELINES

Purchase class:

Please contact your SalonCentric Education Assistant Manager for class price based on artist selected

Attendee Minimum:

6+ stylists for In Salon class

Earned Education:

Local BIOLAGE Artist (demo artist) based on availability within local market.

If no availability of local BIOLAGE Artist, you can redeem for below:

Private In-Salon Digital Demo

In Salon Programs

Salons responsible for all working products and stylists / facilitator mannequins indicated by educator

Support Artist

Look & Learn (1) Support Artist needed every 20 attendees for demonstration class

Workshop Class (1) Support Artist needed for every 15 attendees for hands in or hands on workshop class

Redeem through earned education or booked on PPD Level Loyalty site to use level loyalty points

2024 CLASS DETAILS

In-Salon Guidelines

- Class Length: 2 hrs/ look and Learn, 4 hrs/Hands- On
- Complimentary: Refer to Biolage Complimentary Guidelines table or Book through PPD Level Loyalty Points
- Purchase: Contact your SalonCentric Business Partner for pricing
- Salon Responsible For: product, mannequins, tools, models for hands-on

Store Guidelines

- Class Length: 2 hrs/ Look and Learn, 4 hrs/Hands- On

Digital / Show & Event Guidelines

- 1 – 1.5 Hour Digital Look and Learn
- 3 Hour Digital Hands-On

2024 EARNED EDUCATION

PURCHASE LEVEL	ACCESS	VIRTUAL CLASS	IN SALON CLASS
NEW USER KIT MINIMUM PURCHASE OF \$1000	✓	UNLIMITED	1*
\$1-\$4999 (Bronze LEVEL)	✓	UNLIMITED	
\$5000- \$19,999 (Silver LEVEL)	✓	UNLIMITED	1*
\$20,000 + Black LEVEL Salons (\$10K min) (Gold LEVEL)	✓	UNLIMITED	2*

*Local Biolage Artist (demo artist) based on availability within local market.
If no, local Biolage Artist, you can redeem for Private Digital In-Salon Class



Class Name:

CUTTING: THE MOVEMENT AND CREATIVITY OF LAYERS

Class Format	Class Type
☐ Look & Learn ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Description:

Layering is about creating separation. Multiple pieces of hair move independently to create motion and beauty. Join us for an experience of understanding all forms of layering and how to animate the hair with original techniques.

Top 3 Class Takeaways

- Learn the key techniques for creating movement
- Gain confidence executing layers in haircuts
- Know the products to help support your haircuts

Class Name:

CUTTING: TRENDS IN MOTION

Class Format	Class Type
☐ Look & Learn ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Description:

Looks don't change completely, but rather evolve from season to season and year to year. This class will take you through the now and future of design trends and give you salon ready tips to keep your clientele ahead of the curve

Top 3 Class Takeaways

- Innovative techniques to create custom looks based on current trends
- Help stylists to elevate their cutting skills while demonstrating the correct tools and techniques
- Understand the products to help support your haircuts

Class Name:

STYLING: THE SECRETS OF VOLUME

Class Format	Class Type
☐ Look & Learn ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

When it comes to styling, volume will continue to be asked for time and again by our clientele. Experience the must-know techniques that will allow you to turn the volume up on any hair type and any pattern of hair.

Top 3 Class Takeaways

- Innovative techniques to create volume in the hair using blow dryers, irons, rollers and more
- Help stylists to elevate their styling skills while demonstrating the correct tools and techniques
- Understand the products to help support your looks

Class Name:

INTRO: CREATING PRODUCT LOYALTY

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

Clients who know Biolage, love Biolage. Learn how to create the foundation of brand loyalty within a client to not only the products, but you as a Biolage stylist. Create the long-term hair plans that show you want to grow with your client and support their hair at all points in their life.

Top 3 Class Takeaways

- Learn how to change the guest experience
- Engage the stylists with empathy and genuine concern for the guest
- Learn how to enhance each area of the salon for a truly customized experience.

Class Name:

INTRO: BACKBAR ART

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

Biolage has a long history of embracing the backbar as the sanctuary for them and their client. Learn about creating additional services to maximize the clients time at the backbar and create more income potential for yourself.

Top 3 Class Takeaways

- Create the best back bar experience for your clientele
- Become grounded in scalp care and maintenance
- Cater to clients needs by recommending the right treatments for their end- result

Class Name:

BUSINESS: ART OF HAIR WELLNESS

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

The sights, the sounds, the smell and much more are a big part of what your client pays for when they join you in your salon or suite. Learn how each sense plays a role in the overall client experience and how to maximize this to create your point of difference

Top 3 Class Takeaways

- Learn how to change the guest experience
- Engage the stylists with empathy and genuine concern for the guest
- Learn how to enhance each area of the salon for a truly customized experience.

Class Name:

STYLING: EFFORTLESS STYLING

Class Format	Class Type
☐ Look & Learn ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Description:

From Straight to Wavy, Curly to Coily, natural styling has become a mainstay in salons. Get in on the foundations of how to naturally style all hair patterns and let your work speak its own voice.

Top 3 Class Takeaways

- Innovative techniques to create custom looks with little effort, looking like it took no time to create
- Help stylists to elevate their styling skills while demonstrating the correct tools and techniques
- Understand the products to help support your looks

Class Name:

STYLING: THE EVENT, THE HAIR

Class Format	Class Type
☐ Look & Learn ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Description:

From anniversaries to weddings, clients are looking to celebrate these times with a special look. The art of finishing is coming back and be ready to celebrate with these clients by learning the foundations and trends of hairstyling.

Top 3 Class Takeaways

- Techniques to create custom formal looks
- Help stylists to elevate their styling skills while demonstrating the correct tools and techniques
- Understand the products to help support your looks



[Signature Education] Earned Education 2024.

LEVEL.	L'ORÉAL PROFESSIONNEL.
\$1 - \$2,999	▪ Unlimited On-line "Virtual Atelier" Classes ▪ Unlimited ACCESS Videos
\$3,000 - \$14,999	▪ Unlimited On-line "Virtual Atelier" Classes ▪ Unlimited ACCESS Videos ▪ [1] Virtual Cluster Class
\$15,000 - \$39,000	▪ Unlimited On-line "Virtual Atelier" Classes ▪ Unlimited ACCESS Videos ▪ [1] Private Virtual In-Salon Class OR [1] Private In-Salon Class
\$40,000+	▪ Unlimited On-line "Virtual Atelier" Classes ▪ Unlimited ACCESS Videos ▪ [1] Private Virtual In-Salon Class & [1] Private In-Salon Class OR [2] Private In-Salon Class
BLACK ELITE. L'ORÉAL PROFESSIONNEL INVITED / \$75,000+	Customized Signature Education Plan set up by your Education Experience Manager

2024 CLASS DETAILS

- Class Format, Class Type, Digital Options in **RED TYPE** indicate availability for specific class title
- Earned education classes to be assigned to local RE, local educator, or transitioned to a virtual program

Class Name:

**Welcome to
L'ORÉAL PROFESSIONNEL**

Class Format	Class Type	Digital Options
- Look & Learn - Hands-In - Hands-On	- In-Salon - Store Studio - Ticketed (Venue) - Show & Multi-Line Event	- Online "Store" Class - Digital Specialty (Look & Learn) - Digital Specialty (Hands-On)

Class Statement:

Explore the history of L'Oréal Professionnel and what it means to be a part of the family by exploring the resources and technology we have to offer.

Class Description:

Explore the rich history of L'Oréal Professionnel and discover who we are today. Whether you are new to the brand or looking for a refresh on all that we have to offer, you will discover our entire color and lightener portfolio and learn what steps you can take to continue your journey with us!

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.

Recommended Pre-Requisite or Follow-Up Class: Follow up with

Top 3 Class Takeaways

- Understand the history of L'Oréal Professionnel
- Discover the L'Oréal Professionnel color and lightener portfolio
- Find answers to all your questions if you are new to the L'Oréal Professionnel family

In-Salon Guidelines

- Class Length: Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (All Coloring Tools, Blowdryer and paddle brush)
- Look and Learn- pen/pencil and notebook

Highlighted Products

- LP BS CLAY POWDER 17.6OZ V315 (884486467034)
- DIA Light (884486077523)

Class Name:

COLOR MELT: NO AMMONIA

Class Statement:

Color Melding technique for innovation

Class Format	Class Type	Digital Options
- Look & Learn - Hands-In - Hands-On	- In-Salon - Store Studio - Ticketed (Venue) - Show & Multi-Line Event	- Online "Store" Class - Digital Specialty (Look & Learn) - Digital Specialty (Hands-On)

Class Description:

Discover ColorMelding with our innovative alternatives to traditional haircolor. Featuring the original Oil Delivery System in iNOA, Learn about our complete range of ammonia-free color and lightener options, and the steps to creating beautiful, healthy looking hair for every guest.

Target Customer:

Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge.

Recommended Pre-Requisite or Follow-Up Class: Follow up with

Top 3 Class Takeaways

- Understand the innovative history of L'Oréal Professionnel
- Discover the ammonia-free L'Oréal Professionnel color and lightener portfolio
- Find answers to all of your questions if you are new to the L'Oréal Professionnel family

In-Salon Guidelines

- Class Length: Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (All Coloring Tools, Blowdryer and paddle brush)
- Look and Learn- pen/pencil and notebook

Highlighted Products

- LP BS CLAY POWDER 17.6OZ V315 (884486467034)
- DIA Light (884486077523)
- loreal-professionnel-metal-detox-pre-treatment (00000030164840)
- loreal-professionnel-metal-detox-shampoo 0000030160668
- 0000030160606 LP SE MRVL MASK 250 ML VB98

Class Name:

SIGNATURE BLOWOUT: TECNI.ART

Class Statement:

L'Oréal Professionnel Tecni.Art can help you to achieve any desired styling result. Learn how to achieve timeless polished looks.

Class Description:

Discover how to get the perfect style every time with the L'Oréal Professionnel signature blowout, featuring Tecni.Art. Additionally learn how to save time and maximize profitability with the L'Oréal Professionnel Steampod 3.0!

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover the L'Oréal Professionnel Tecni.art and Serie Expert portfolios
- Learn how to use the L'Oréal Professionnel Steampod to maximize profitability and time
- Learn the L'Oréal Professionnel signature blowout

In-Salon Guidelines

- Class Length:
- Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (Hot Tools various sizes, flat Iron or Steampod,sectioning clips, Denman brush and blow-dryer
- Look and Learn- pen/pencil and notebook

Highlighted Products

- 884486218674 LP TNA NEXT DAY HAIR 6.8OZ

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online “Store” Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

TREND HAIRCUTTING

Class Statement:

Discover the latest L'Oréal Professionnel global cutting trends and how to create an impactful experience for your clients.

Class Description:

Explore global trends and learn how to apply them to your knowledge of the L'Oréal Professionnel cutting methodology. Elevate your craft and give your clients the latest trends effortlessly.

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover the latest global cutting trends
- Elevate your knowledge of the L'Oréal Professionnel cutting methodology
- Learn how to apply trends to any hair formation

In-Salon Guidelines

- Class Length:
- Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (All Cutting Tools, Denman brush and blow-dryer)
- Look and Learn- pen/pencil and notebook

Highlighted Products

- 3474636974320 LP SE LISS SER 125ML R VA16

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

FRENCH BALAYAGE ESSENTIALS

Class Statement:

Discover the history of French Balayage, and how to use the techniques to achieve the looks your client's desire!

Class Description:

Explore the history of French balayage, and how you can use impactful sectioning to achieve desired results. Learn the importance of placement and how to create depth and light in all the right places, on any hair type.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Understand the history of L'Oréal Professionnel French Balayage
- Discover the products of Blond Studio portfolio for predictable results
- Learn how to apply techniques to any hair formation

In-Salon Guidelines

- Class Length:
- Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (color brushes, planchette, combs, gloves, color bowls, sectioning clips, cotton , Denman brush and blow-dryer
- Look and Learn- pen/pencil and notebook

Highlighted Products

- 3474637016401 LOR BLD STUDIO 9 LIGHTENER 17.6OZ
- DIA Light (884486077523)

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

**COLOR CORRECTION:
COLOR IN**

Class Format	Class Type	Digital Options
- Look & Learn - Hands-In - Hands-On	- In-Salon - Store Studio - Ticketed (Venue) - Show & Multi-Line Event	- Online "Store" Class - Digital Specialty (Look & Learn) - Digital Specialty (Hands-On)

Class Statement:

Explore color correction techniques using the L'Oréal Professionnel Haircolor portfolio

Class Description:

Dive into the world of color correction, while focusing on the best practices involved with COLOR IN: filling the hair to create a perfect canvas for color transitioning. Explore the Majirel, INOA and DIA portfolios and how you can use them in your color corrective toolbox.

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Explore the Majirel, INOA and DIA color portfolios
- Learn advanced color correction techniques focusing on filling the hair
- Discover best practices on approaching color in on all hair formations

In-Salon Guidelines

- Class Length:
- Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (color brushes, planchette, combs, gloves, color bowls, sectioning clips, cotton , Denman brush and blow-dryer
- Look and Learn- pen/pencil and notebook

Class Name:

**COLOR CORRECTION:
Color Out**

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

Explore color correction techniques using the L'Oréal Professionnel color and Blond Studio portfolios.

Class Description:

Dive into the world of color correction, while focusing on the best practices involved with COLOR OUT: removing haircolor to reveal a canvas for color transitioning. Explore the L'Oréal Professionnel BLOND STUDIO portfolio and how it MUST be part of your color corrective toolbox.

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Explore the L'Oréal Professionnel BLOND STUDIO portfolio
- Learn advanced color correction techniques focusing on removing haircolor
- Discover best practices on approaching all hair formations

In-Salon Guidelines

- Class Length:
- Minimum Attendance:
- Complimentary To:
- Purchase:
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length: 2-4 hours (depending on class format)
- Type of Hands-In: Look and Learn (unless Hands –In option selected)
- Type of Hands-On: Look and Learn (unless Hands –On option selected)

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (color brushes, planchette, combs, gloves, color bowls, sectioning clips, cotton , Denman brush and blow-dryer
- Look and Learn- pen/pencil and notebook

Class Name:

WELCOME TO L'ORÉAL PROFESSIONNEL

Class Format	Class Type	Digital Options
- Look & Learn - Hands-In - Hands-On	- In-Salon - Store Studio - Ticketed (Venue) - Show & Multi-Line Event	- Online "Store" Class - Digital Specialty (Look & Learn) - Digital Specialty (Hands-On)

Class Statement:

Discover what it means to be a part of the L'Oréal Professionnel family, where the Pro is at the core of all that we do.

Class Description:

Explore the rich history of L'Oréal Professionnel and discover who we are today. Whether you are new to the brand or looking for a refresh on all that we have to offer, you will discover our entire color and lightener portfolio and learn what steps you can take to continue your journey with us!

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover what it means to be a part of the L'Oréal Professionnel family
- Understand the history of L'Oréal Professionnel
- Discover product knowledge on the complete L'Oréal Professionnel line

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes
-

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands-On (All Coloring Tools, Blowdryer and Denman or paddle brush)
- Look and Learn- pen/pencil and notebook

Class Name:

MAJIREL ESSENTIALS

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

Discover the magic of Majirel, our traditional permanent hair color line where you can experience predictable and precise results with every shade.

Class Description:

Majirel provides stylist with three absolutes: absolute color, absolute confidence and absolute care. Explore complete color theory and how to properly use Majirel on all hair formations, followed by express techniques that will feed your creativity.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel color line : Majirel
- Understand how to choose the proper Majirel Products to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes
-

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands- On (All Coloring Tools, Blowdryer and Denman or paddle brush)
- Look and Learn- pen/pencil and notebook

Class Name:
DIA ESSENTIALS

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

Discover Dia Light and Dia Richesse, our ammonia free demi permanent haircolor lines that are the ultimate tools when it comes to color matching, toning, and glossing.

Class Description:

Dia can boost your color business, both Dia Light and Dia Richesse are ammonia free and demi-permanent! Discover when to use Dia Light vs. Dia Richesse on all hair formations while exploring complete color theory and how to properly use each range on all hair formations, followed by express techniques that will feed your creativity.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel color lines: DIA Light and DIA Richesse
- Understand how to choose the proper Dia Light and Dia Richesse products to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands-On (All Coloring Tools, Blowdryer and Denman or paddle brush)
- Look and Learn- pen/pencil and notebook

Highlighted Products

Class Name:
INOA ESSENTIALS

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

Discover INOA, our revolutionary ammonia free permanent haircolor line where you can create stunning long-lasting color while maintaining supreme respect for the hair.

Class Description:

INOA is the first ammonia-free permanent color line powered by oil, to visibly improve hair quality. Explore complete color theory and how to properly use INOA on all hair formations, followed by express techniques that will feed your creativity.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover product knowledge on the complete L'Oréal Professionnel color line: INOA
- Understand how to choose the proper INOA shade to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes
-

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands-On (All Coloring Tools, Blowdryer and Denman or paddle brush)
- Look and Learn- pen/pencil and notebook

Class Name:

BLOND STUDIO ESSENTIALS

Class Statement:

Discover Blond Studio, our complete lightener portfolio that pushes the limits of standard lighteners.

Class Description:

L'Oréal Professionnel Blond Studio lines as a vast lightening toolbox that gives you the proper lift and effect to meet any client needs. Discover the strengths of each of our lighteners and explore complete color theory and how to use each product on all hair types, followed by express techniques that will feed your creativity.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover product knowledge on the Blond Studio products like Blond Studio 9, Clay 7 and Multi Techniques 8 Bonder Inside
- Understand how to choose the proper Blonde Studio products to achieve desired results
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- If Hands-In or Hands-On (All Coloring Tools, Blowdryer and Denman or paddle brush)
- Look and Learn- pen/pencil and notebook

Highlighted Products

- 0000030160606 LP SE MRVL MASK 250 ML VB98
- 0000030160668 LOR SE METAL DETOX SHAMP 50.7OZ

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

CARE & STYLE ESSENTIALS

Class Statement:

Serie Expert, Mythic Oil, and Tecni.Art can aid any hairdresser in providing excellence in care and desired style.

Class Description:

The L'Oréal Professionnel portfolio has a product for everyone. Explore how to perform a proper consultation and hair analysis to provide products to your clients that will help them achieve their hair goals and learn how to execute the L'Oréal Professionnel Signature blowout on all hair formations for a polished look.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover product knowledge on the complete L'Oreal Professionnel care and styling lines: Serie Expert, Tecni.Art and Mythic Oil
- Understand how to chose the proper products to achieve desired care and style results
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- Color Bowl or Shaker, Color Brushes, Denman or Paddle Brush and Blowdryer

Highlighted Products

- 3474636977369 LP SE ABSOLUT REPAIR OIL90ML R VA16

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:
COLOR COACH

Class Statement:

Build color confidence L'Oreal Professionnel color lines through professional support.

Class Description:

L'Oreal Professionnel has a large color and lightening portfolio. Color Coach is designed to support stylist and answer all questions on formulation, client scenarios, and support transitioning from a different color line.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Elevate your L'Oreal Professionnel knowledge of Majirel, INOA, Dia and Blond Studio through coaching and live Q&A sessions
- Develop consultation and hair analysis skills
- Discover next steps in your color journey with L'Oreal Professionnel

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush

Highlighted Products

- 0000030160606 LP SE MRVL MASK 250 ML VB98
- 0000030160668 LOR SE METAL DETOX SHAMP 50.7OZ

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

FRENCH BALAYAGE ESSENTIALS

Class Statement:

French Balayage is a signature technique that stays true to our Parisian heritage at L'Oréal Professionnel.

Class Description:

L'Oréal Professionnel French Balayage technique will elevate your balayage skills to the next level. Learn the methodology of French Balayage and the best practices to achieving “the perfect piece.”

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Understand proper product selection within Blonde Studio portfolio and Dia Light
- Discover the basics of traditional French Balayage techniques and how to apply them on all hair formations
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush
- Planchette, Cotton and Plastic wrap

Highlighted Products

- LP BS CLAY POWDER 17.6OZ V315 (884486467034)
- DIA Light (884486077523)
- 0000030160606 LP SE MRVL MASK 250 ML VB98

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online “Store” Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

**HAIRCUTTING METHODOLOGY
ESSENTIALS**

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online “Store” Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

L’Oreal Professionnel cutting methodology is a system that outlines the basics of cutting, and the process to follow to achieve optimal cutting results.

Class Description:

L’Oreal Professionnel cutting methodology will ground you in the basics of haircutting. Learn how to conduct a proper consultation and hair analysis, allowing you to understand and recommend haircuts that will wear well on your clients.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L’Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Understand proper Tecni.Art product selection in prepping and styling the hair with Serie Expert
- Discover the basics of L’Oréal Professionnel cutting methodology
- Learn how to conduct a proper consultation and thorough hair analysis

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L’Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Cutting Tools, Denman or Paddle Brush and Blowdryer

Highlighted Products

Class Name:
SALON EMOTION

Class Statement:

Salon E-Motion with re-invigorate every client's experience in your salon.

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Description:

The Salon Emotion program is designed to teach you the fundamentals for improving your clients' interactions and satisfaction level during their entire salon visit. Discover the tool and tips to improve the client experience and increase client loyalty in your salon.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Learn how to create a loyal connection with clients
- Understand how to truly serve each client's individual needs
- Discover how to maximize each of the 7 steps in the client's journey in the salon

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- Pen or Pencil
- Notebook

Highlighted Products

- N/A

Class Name:
SUITE EMOTION

Class Statement:

Suite E-Motion will re-invigorate every client's experience in your suite.

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Description:

The Suite Emotion program designed to teach you the fundamentals for improving your clients' interactions and satisfaction level during their entire suite visit. Discover the tool and tips to improve the client experience and increase client loyalty in your suite.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Learn how to create a loyal connection with clients
- Understand how to truly serve each client's individual needs
- Discover how to maximize each of the 7 steps in the client's journey in the suite

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- Pen or Pencil
- Notebook

Highlighted Products

- N/A

Class Name:

TREND ENTHUSIAST

Class Statement:

With our rich history of over 100 years L'Oréal Professionnel continues to be a leader in the industry, setting the standard for global trends and innovations.

Class Description:

Staying healthy and maintain balance is essential to the success of any stylist. Discover ways to sustain success and learn how to create healthy habits that will keep you and your clients feeling fresh.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover the latest trends created with Majirel, INOA, Dia and Tecni.Art brought to you by L'Oréal Professionnel
- Learn techniques and how to apply them behind the chair on all hair formations
- Learn how to incorporate these trending techniques behind the chair

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush
- Planchette, Cotton and Plastic wrap

Highlighted Products

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

L'OREAL PROFESSIONNEL INNOVATIONS

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

Learn about L'Oréal Professionnel game changing innovations and how to use them to inspire your clients.

Class Description:

Inspiration can be found everywhere! L'Oréal Professionnel has cutting edge innovation in our color lines and products. Discover how to use them in your salon environment to maximize your profitability!

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Discover the latest technology such as Metal Detox brought to you by L'Oréal Professionnel
- Understand the history of innovation within L'Oréal Professionnel
- Learn how L'Oréal Professionnel products can best be used in the creative process

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush
- Planchette, Cotton and Plastic wrap

Highlighted Products

- 0000030160606 LP SE MRVL MASK 250 ML VB98
- 0000030160668 LOR SE METAL DETOX SHAMP 50.7OZ

Class Name:

CREATIVE FORMULATIONS

Class Statement:

Creating healthy habits and maintaining balance is essential to the success of any stylist. Learn how to create the ideal environment in your salon or suite.

Class Description:

L'Oréal Professionnel has a large color and lightening portfolio and the possibilities are endless. Once you have established your understanding of the color lines with Color Coach, you can use this knowledge and apply it to creative formulations, creating bespoke on-trend formulas to engage and excite your clients.

Target Customer:

Essential-Designed for professionals looking to begin or refresh their understanding of L'Oréal Professionnel & build a strong foundation in product knowledge

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Learn how to create healthy habits behind the chair for yourself and your clients
- Discover the basics of sustainability, and how you can implement best practices in your salon or suite
- Explore resources on how to continue your Healthy Hairdresser journey with L'Oréal Professionnel

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Class provided with the Complimentary Education Guidelines set by L'Oréal Professionnel
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo for In Salon classes

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- Pen or Pencil
- Notebook

Highlighted Products

- n/a

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

CORRECT & NEUTRALIZE

Class Statement:

L'Oréal Professionnel provides bespoke education that is tailored to fit your color needs whether Majirel, INOA, Dia or Blond Studio

Class Description:

Discover how to create your own color signature! Whether you wish to explore the theory of color, neutralization services, or color correction. L'Oréal Professionnel can customize a program to take your color skills to the next level.

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Experience a customized learning environment with a bespoke program tailored to your specific color needs
- Explore Majirel, INOA, Dia Richesse, Dia Light and Blond Studio color lines
- Learn advanced color techniques that can be implemented behind the chair on all hair formations

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Advanced Artist (\$800-\$5000)
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush
- Planchette, Cotton and Plastic wrap

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

FRENCH BALAYAGE: BEYOND THE PLANCHETTE

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Statement:

L'Oréal Professionnel provides bespoke education that is tailored to fit your balayage needs.

Class Description:

Dive into the world of Blond Studio and Balayage! Whether you wish to explore the traditional French Balayage, or discover techniques such as air painting, hand painting, or making your pieces 'POP', L'Oréal Professionnel can customize a program to take your balayage skills to the next level.

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Experience a customized learning environment with a bespoke program tailored to your specific balayage needs
- Explore Blond Studio and Dia Light for the ultimate French Balayage performance
- Learn advanced balayage techniques that can be implemented behind the chair on all hair formations

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Advanced Artist (\$800-\$5000)
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush
- Planchette, Cotton and Plastic wrap

Class Name:
GLOBAL TRENDS

Class Statement:

L'Oréal Professionnel provides bespoke education that is tailored to showcase the latest trends

Class Description:

Stay inspired with the latest global trends! Whether it be cut, styling, French Balayage, or a combination, L'Oréal Professionnel can customize any program to help you learn techniques that will elevate your services and keep your clients wanting more!

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Experience a customized learning environment with a bespoke program tailored to explore the latest global trends
- Learn advanced techniques that can be implemented behind the chair on all hair formations
- Elevate your salon offerings to maximize profitability

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Advanced Artist (\$800-\$5000)
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Coloring Tools, Blowdryer and Denman or paddle brush
- Planchette, Cotton and Plastic wrap
- Shears

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

CLASSIC HAIRCUTS & MODERN STYLING

Class Statement:

L'Oréal Professionnel provides bespoke education that is tailored to fit your cut and style needs.

Class Description:

No great haircut is complete without the perfect style. Dive deeper into the L'Oréal Professionnel cutting methodology and discover how to perfect classic cuts and execute the perfect style on any hair formation.

Target Customer:

Advanced-Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Experience a customized learning environment with a bespoke program tailored to your specific cut and style needs
- Explore Tecni.Art for the ultimate cut and style performance
- Learn advanced techniques that can be implemented behind the chair on all hair formations

In-Salon Guidelines

- Class Length: Up to 4 hours
- Minimum Attendance: 5
- Complimentary To:
- Purchase: Advanced Artist (\$800-\$5000)
- Restrictions:
- Salon Responsible For: Working products indicated by educator and appropriate model/mannequin for demo

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- All Cutting and Styling Tools

Highlighted Products

- 3474636977338 LP SE BLOW D CREM 150ML R VA16

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online "Store" Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Name:

COLOR AMBASSADOR

Class Statement:

Immerse yourself in L'Oréal Professionnel and become an Ambassador in your salon environment.

Class Format	Class Type	Digital Options
- Look & Learn - Hands-In - Hands-On	- In-Salon - Store Studio - Ticketed (Venue) - Show & Multi-Line Event	- Online "Store" Class - Digital Specialty (Look & Learn) - Digital Specialty (Hands-On)

Class Description:

Become the in-salon color lead and ambassador on all areas of L'Oréal Professionnel. The Color Ambassador program is designed to guide you through the innovative and intuitive portfolio of L'Oréal Professionnel Color. This high impact program leads you through our brand essentials and culminates in a certification that prepares you to be the L'Oréal Professionnel expert and ultimate Ambassador. Once you receive your certification as a L'Oréal Professionnel Color Ambassador, you will join a private members club and have exclusive access to brand information and inspiration.

Target Customer:

Designed for professionals looking to elevate their existing knowledge of L'Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

Recommended Pre-Requisite or Follow-Up Class:

Top 3 Class Takeaways

- Become a L'Oréal Professionnel Ambassador and learn how to achieve consistent results with every color service
- Return to your salon with full confidence and the skills needed to train your colleagues
- Discover the private member's club and gain access to brand information and inspiration

In-Salon Guidelines

- Class Length: multiple sessions
- Minimum Attendance: 5
- Complimentary To:
- Purchase: \$200
- Restrictions:
- Salon Responsible For:

Store Guidelines

- Class Length:
- Type of Hands-In:
- Type of Hands-On:

Digital / Show & Event Guidelines

- Class Length:
- Type of Hands-On:

Attendee Tool List

- Pen or Pencil

Class Name:

**LP ACADEMY ON TOUR:
ARTISTIC EXPRESSION WITH
GEOFFREY BRITT & ERICA MOOMEY**

Class Format	Class Type	Digital Options
• Look & Learn • Hands-In • Hands-On	• In-Salon • Store Studio • Ticketed (Venue) • Show & Multi-Line Event	• Online “Store” Class • Digital Specialty (Look & Learn) • Digital Specialty (Hands-On)

Class Description:

DiaColor: Re-Imagined Color Blocking On Shattered Bob

Technology meets reality with the new DiaColor No-Ammonia Haircolor from L’Oreal Professionnel. Geoffrey will take you on a journey back to the future with color blocking reminiscent of London in the 90’s but with a futuristic feel to it with DiaColor. Follow the color application with a shattered bob re-imagined by Eric Moomey with an androgynous feel to it so you can tailor it for every guest. Erica will also demo techniques to add personalization to all your haircuts and create beautiful finishes on each of your salon guest.

Target Customer:

Designed for professionals looking to elevate their existing knowledge of L’Oréal Professionnel and upskill themselves through advanced techniques, theory, and business opportunities.

2024 CLASS MENU

PRODUCT KNOWLEDGE & BUSINESS	COLOR	BLONDING	CURLS / TEXTURE	CUTTING & DESIGN	STYLING & FINISHING
- SoColor 101 - SoColor Sync + Tonal Control - Salon Emotion - Suite Emotion - Retail: Use It, Believe It, Share It - Monetizing Social Media Access Digital Only: - SoColor 10 min - Coil Color	- Cover, Conquer & Slay the Gray - Haircolor for All - Unlock Haircolor Formulation - Matrix Color Melting techniques - Modern Color Chemistry - Tone & Transform - SoColor Cult Mixology - Color Correction S.O.S. - Silver Lining: Art of Gray Transformation - Class Designed by "selected artist"	- Blonding for All - Balayage Like a Pro 4D Foilayage - Matrix Blonding Express Techniques - Blonde Ambitions: Mastering the Art of Blonding - Contoured Shadow Lights - Rise & Shine Highlights - Class Designed by "selected artist"	- All About Curls'N'Color - Class Designed by "selected artist"	- C.R.A.F.T. Haircutting - C.R.A.F.T. Creative Haircutting - C.R.A.F.T. Curly Haircutting - The Wolf Cut - Class Designed by "selected artist"	- Matrix Styling - Waves, Braids & Bridal - Class Designed by "selected artist"

2024 IN-SALON GUIDELINES

- Purchase class
 - Please contact your SalonCentric Education Assistant Manager for class price based on artist selected
- Attendee Minimum
 - 6+ stylists for In Salon class
- Unlock Matrix Education Perks
 - Brand Regional Educator or local Matrix Artist (demo artist) based on availability within local market.
 - If no availability of RE or local Matrix Artist, you can redeem for below:
 - Private In-Salon Digital Demo
- In Salon Programs
 - Salons responsible for all working products and stylists / facilitator mannequins indicated by educator
- Support Artist
 - Look & Learn (1) Support Artist needed every 20 attendees for demonstration class
 - Workshop Class (1) Support Artist needed for every 14 attendees for hands in or hands on workshop class
 - Redeem through education perks guidelines or booked on PPD Level Loyalty site to use level loyalty points

2024 CLASS DETAILS

Store Studio class length

- Up to 3 hours for Look & Learn
- Up to 6 hours for Hands-in or Hands-on Workshop

In-salon class length

- Up to 3 hours for Look & Learn
- Up to 6 hours for Hands-in or Hands-on Workshop

Digital class length

- Varies from 1 hours – 3 hours

EARNED EDUCATION GUIDELINES

2024 Unlock Matrix Education Perk

Redemption through Level Loyalty Site with Promo Code

Matrix New User Kit

(1) \$25 Store Education Voucher
*redeem within same calendar year

Color Conversion
6+ stylists
In Salon Customized Color Class

For All

L'Oreal ACCESS



[Click Here](#)

Virtual Class via Zoom



[Click Here](#)

\$3k+ Matrix Purchases

Entry to Live Streaming Masterclass
*1 of 4 programs

\$5k+ Matrix Purchases

Entry to Live Streaming Masterclass
*Total of 2 of 4 programs

(1) In Salon Class with Brand Assigned Educator
*Look & Learn class select from selected class list

\$15k+ Matrix Purchases

Entry to Live Streaming Masterclass
*Total of 3 of 4 programs

(2) In Salon Class with Brand Assigned Educator
*Look & Learn class select from selected class list

\$20k+ Matrix Purchases

Entry to Live Streaming Masterclass
*Total of 4 of 4 programs

Customized Salon Education Plans
Plan by Matrix Education Experience Manager (EEM)

- Matrix purchases within 12-month period or cluster salons/suites together to meet the purchasing guidelines
- In salon class: minimum of 6+ stylists or you can cluster salons/suites to meet the minimum
- Matrix selected classes for redemption on Matrix Education Perk on selected class list
- Classes facilitated by brand Regional Educator or local Matrix Look & Learn Artist assigned by brand (if no local artist available, virtual class option)
- Live Streaming Masterclass will be registered through level with promo code



2024 Matrix Education Perk Class Options

Essential « Think »

- SoColor 101
- SoColor Sync + Tonal Control
- Haircolor for All
- Blonding for All
- Matrix Styling
- Salon Emotion
- Suite Emotion
- Retail: Use It, Believe It, Share It
- Monetizing Social Media

Experience « Believe »

- Cover, Conquer & Slay the Gray
- All About Curls'N'Color
- Unlock Haircolor Formulation
- Balayage Like A Pro
- 4D Foilayage
- Matrix Color Melt
- Tone & Transform
- SoColor Cult Mixology

Advanced « Dream »

- Matrix Blonding Express Techniques
- Modern Color Chemistry
- Contoured Shadow Lights
- Rise & Shine Highlights



Class Name:

SOCOLOR 101

Class Description:

Discover what makes SOCOLOR pre-bonded permanent cream color unique while understanding the ins and outs of this amazingly caring color line so that you can color all hair types and textures with confidence.

Top 3 Class Takeaways

- Understanding Grey Hair
- How To Formulate For Different Stages Of Gray Hair
- Hot Tips & Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

SOCOLOR SYNC + TONAL CONTROL

Class Description:

Take control of your tone! In this class you will learn how to use SoColor Sync and Tonal Control Pre-Bonded, Matrix's newest acidic demi-permanent haircolor to deliver long-lasting, predictable toning results on all hair types + patterns.

Top 3 Class Takeaways

- How SoColor Sync + Tonal Control works
- How to formulate with success with Alkaline or Acidic Toners
- Mixing + Processing Guidelines

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Name:

SOCOLOR 10 MIN PRE-BONDED (ACCESS Digital Only)

Class Description:

Discover SoColor 10 Min Pre-Bonded, Matrix's first pre-bonded permanent haircolor that provides 100% gray coverage in only 10 minutes! Learn how SoColor 10 Min works, how to use it, and how it can give you the ability to see 2x more clients per day.

Top 3 Class Takeaways

- How SoColor 10 Min works
- Mixing + Processing Guidelines
- How to apply SoColor 10 Min

Class Format	Class Type
☒ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Class Name:

COIL COLOR (ACCESS Digital Only)

Class Description:

Curls will be curls! Learn about what makes Coil Color unique and why it's the ideal product choice to effectively color curly + coily hair in the salon.

Top 3 Class Takeaways

- How Coil Color works
- Mixing + Processing Guidelines
- How to identify the ideal Coil Color client

Class Format	Class Type
☒ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Class Name:

MATRIX STYLING

Class Description:

Blow-dry styling is like putting together a puzzle- Every section is equally important to creating the shape of the style. You will learn pro-techniques + tips to create the perfect finish on straight, wavy, curly + coily hair patterns.

Top 3 Class Takeaways

- Learn Key Techniques In Blow-drying
- Techniques for maximum volume, sleek and controlled finishes and directional blow drying
- Decoding Blow dryers + selecting the right brush for the job

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

ALL ABOUT CURLS'N'COLOR

Class Description:

Curls will be curls! In this class, learn what makes coloring curly + coily hair unique and how to use products such as Curl Lights and Coil Color to create a variety of looks on all curly + coily hair types.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- How to preserve the curl pattern while coloring
- How to select the right technique for each pattern
- Hot tips for color application and placement

Class Name:

SUITE EMOTION

Class Description:

Reinvent the client experience in your studio with Suite Emotion! Discover the 7 Steps of the client journey and develop your action plan to enhance every step along the way for success with our Suite Emotion program. Making the client central to the experience will set you above the rest!

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Top 3 Class Takeaways

- 7-Steps of the client journey
- Building a business of success
- Mindset training

Class Name:

SALON EMOTION

Class Description:

Get introduced to the 7 steps of the client journey in this SALON EMOTION introductory 3 hour class. SALON EMOTION is a unique transformative program designed to elevate the client experience and drive loyalty to your salon. Over the course of 3 hours, you'll start to explore SALON EMOTION'S exclusive 7-Step program which provides the tools, mindset and training to create the ultimate client experience in your salon.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Top 3 Class Takeaways

- How-to create the ultimate salon experience for your clients
- 7-Steps of the client Journey
- Mindset training

Class Name:

COVER, CONQUER & SLAY THE GRAY

Class Description:

Want to understand the nuances of covering gray, no matter how stubborn? Learn how to provide a uniform & opaque coverage application on all hair types, textures no matter how stubborn.

Top 3 Class Takeaways

- Understanding Grey Hair
- How To Formulate For Different Stages Of Gray Hair
- Hot Tips & Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

HAIRCOLOR FOR ALL

Class Description:

Gain insight on industry favorite formula secrets using SoColor, SoColor 10 min, Coil Color, Color Sync and Tonal Control for all hair types. Deep dive into the what, why and how to use these to make the one-two punch of perfect hair color.

Top 3 Class Takeaways

- Using Matrix haircolor With Confidence
- Creative Solutions For Color Challenges
- Hot tips + Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

BLONDING FOR ALL

Class Description:

One size doesn't fit all! We celebrate all humans and all hair types and all our lightener options with Matrix! Learn from our educators the tips and tricks of our lighteners to maximize your efficiency and results behind the chair.

Top 3 Class Takeaways

- Explore Matrix Lightening Technologies In Depth
- When To Choose Each Technology
- Slip, grip and comfort- Mixing and application strategies for all of your lightning needs

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

UNLOCK HAIRCOLOR FORMULATION

Class Description:

Understand the rules and theory to give you consistent results.

From bright reds to refreshing color and grey coverage, this class will give you what you need to eliminate fear no matter what the service is.

Top 3 Class Takeaways

- Hair color chemistry
- Learn consultation techniques to ensure your clients see your vision
- Understand how to use Matrix hair color to build business behind the chair

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

BALAYAGE LIKE A PRO

Class Description:

Go beyond basic + learn the art of all custom hair painting methodology to upskill your balayage techniques + take your blonding services to the next level with the ability to perfect your painting skills on all levels, underlying pigments, textures, and patterns.

Top 3 Class Takeaways

- Mastering The Art of V-shapes
- Backcombing And Balayage With Confidence
- Balayage Tools Made Easy

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

4D FOILAYAGE

Class Description:

In this class you will learn how to create stunning seamless

4-dimensional high contrast blondes using a combination of foiling and balayage. This custom technique allows for precise placement of color for maximum impact highlights. The perfect technique for all hair types and patterns.

Top 3 Class Takeaways

- Understanding the benefits and advantages of foilage over traditional highlighting techniques
- Theory, techniques and practical application for creating seamless blends and transitions
- SoColor Sync Alkaline + Tonal Control Acid toning + blonde at home maintenance

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

RETAIL: USE IT, BELIEVE IT, SHARE IT

Class Description:

Whether you're managing a front-desk staff or work by yourself in a suite, consulting with clients and giving them the Matrix products that will ensure their success at home is a must-have for stylists looking to stay competitive. Learn from our top Matrix Artists on how to communicate the love you have your products and be the your most authentic when selling retail!

Top 3 Class Takeaways

- Understand how your voice and body language can aid or stop a sale
- Learn tips on making your approach more natural and conversational
- Practice creating rapport and asking the correct questions to lead to a sale

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

MONETIZING SOCIAL MEDIA

Class Description:

Are you ready to discover the secrets to creating a captivating social media presence that showcases your unique brand and expertise? Learn social media advertising tips & tricks collected from top Matrix Artistic Directors + Influencers worldwide on how to create visually appealing and shareable content that drives engagement to supercharge your salon growth and unlock the full potential.

Top 3 Class Takeaways

- How to Leverage top-performing social trends that resonate with your target audience and drive engagement and conversions.
- Effective techniques for building a strong social media presence.
- How to customize content creation and curation to create your unique point of difference.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Name:

COLOR CORRECTION S.O.S.

Class Description:

Master the fundamentals of the “Law of Color” + gain confidence in your corrective color skills to conquer corrective color challenges on all diameters and hair patterns. Explore corrective color situations like fashion tonal changes, balayage mishaps, underlying pigment, toning + more.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- 5 Common Corrective Color Challenges
- 5 Common Corrective Color Solutions
- Master The Fundamentals Of The “Law Of Color”

Class Name:

BLONDE AMBITION: MASTERING THE ART OF BLONDING

Class Description:

Join our Matrix community in bringing back the era of the craft hairdresser with Matrix Foundational Haircutting. This class will give you the must-know information on how we approach haircutting and set you up to break down any shape behind the chair. Learn core technique’s that you’ll use for the rest of your life!

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- Core theory of Matrix Haircutting
- Explore consultation tips for communicating your vision
- Elevation, Over-Direction, Finger Angle, tension, Layering hair: Horizontal vs. vertical

Class Name:

SILVER LINING: ART OF GRAY TRANSFORMATION

Class Description:

What happens when your permanent color client decides to embrace their natural gray? In this class, you’ll learn how to use the Matrix Pre-Bonded color + lightener portfolio to perform the Silver Lining Service, Matrix’s 3-step professional service designed to help transition your gray coverage clients to silver.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- How to perform the Silver Lining Service
- Formulation + placement for all levels + percentages of gray
- How to maintain your client’s gray hair to keep them coming back to the salon

Class Name:

MATRIX BLONDING EXPRESS TECHNIQUES

Class Description:

You will learn how to speed up your foiling time with high impact, highlighting techniques + strategic placement using less foils.

Top 3 Class Takeaways

- Lightening made easy with Matrix Lighteners
- Quick Contour Balayage
- High impact Halo & Tip-Out's

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

MATRIX COLOR MELTING TECHNIQUES

Class Description:

Dial up your color melting techniques with the next generation of color melting. Learn how to create predictable, seamless melted results from base to ends while adding contrast and definition on all hair types. The possibilities are endless!

Top 3 Class Takeaways

- **How to perform the color melting techniques on all hair types + patterns**
- **High-contrast, yet seamless color placement**
- **How to select the perfect color melting formulas**

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

MODERN COLOR CHEMISTRY

Class Description:

Take your skills to the next level and learn how to color with confidence! In this class you'll take a deep dive into the fundamentals of haircolor and learn about hair structure, how each Matrix haircolor product affects the hair, and how to use the law of color to select the perfect color formula for your clients.

Top 3 Class Takeaways

- **Hair Structure + the law of color**
- **How different haircolor products work within the hair**
- **How to choose the right Matrix haircolor product for all color scenarios**

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

WAVES, BRAIDS & BRIDAL

Class Description:

The key to building your bridal business is being able to quickly + consistently create flawless bridal looks. Learn solid go-to techniques that are quick & easy, along with needed skills to utilize padding + wefts for volume length. You will learn how to work with all hair types and patterns to achieve the perfect style!

Top 3 Class Takeaways

- Trends + Era's
- Face Shapes + Profiles
- Quick + Reliable Techniques

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

C.R.A.F.T. CURLY HAIRCUTTING

Class Description:

Calling all Type 2, 3 and 4 hair patterns! This class will teach you how to combine, free form, curl by curl and hi tension cutting techniques to effortlessly create the most in demand curly cuts trending in salons.

Top 3 Class Takeaways

- Consultation, analysis, technique and customized product recommendation based on curl pattern.
- Understanding curl shrinkage, and how to adapt your technique for curly & coily hair patterns.
- No tension cutting versus tension cutting

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Name:

C.R.A.F.T CREATIVE HAIRCUTTING

Class Description:

You've got the foundation, now it's time to create! Join us to learn advanced texturizing and shaping techniques and master the art of the shear in this hands-on class.

Top 3 Class Takeaways

- Consultation, analysis, technique and customized product recommendation based on hair pattern.
- Creative texturizing techniques
- Creating your point of difference

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Name:

CONTOURED SHADOW LIGHTS (New for 2024)

Class Description:

In this comprehensive class, you will learn advanced blonding techniques in combination with three strategic teasing methods. This new and innovative method creates stunning strobes of lightness, resulting in the most beautiful and seamless multi-dimensional blonds.

Top 3 Class Takeaways

- Learn creative foil placement to add depth and dimension
- Master three strategic teasing techniques
- Learn how to analyze and adapt techniques to compliment all textures, lengths, and color goals

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

RISE & SHINE HIGHLIGHTS (New for 2024)

Class Description:

Lightening hair is always en-vogue and a key service behind the chair! Whether a balayaged brunette or a full foil blonde, lightening and toning will make that money, hunny! Learn a combination of foils and free-hand for any hair texture + play with beautiful toning for all requests!

Top 3 Class Takeaways

- Complimentary foil placement & free-hand painting
- Speed techniques for quick add-on color services
- Tonal Control creative toning

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

THE WOLF CUT (New for 2024)

Class Description:

Old becomes new again with this flirty and fun throw-back to the 80's! In this cutting program, you'll learn how to compliment face structure with a disconnecting, heavy fringe suitable for most face shapes. No round brush needed here from the addition shaggy layers that are deep point-cut, sliced, and carved for cool-kid finish.

Top 3 Class Takeaways

- Customizable fringe to suit all face shapes
- How to create textured and voluminous layers
- Detailed texturizing + blending techniques

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Name:

TONE & TRANSFORM

Class Description:

Toning is not one size fits all! In this class you'll learn how to use Tonal Control and SoColor Sync to confidently select the perfect toner formula for every client and every color scenario.

Whether you're neutralizing or enhancing warmth, filling prior to a tint back, or performing a color correction, Matrix has your back!

Top 3 Class Takeaways

- When to choose Tonal Control vs. SoColor Sync
- How to select the perfect toning formula for every level + underlying pigment
- Tips + formulas for every color correction situation

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

SOCOLOR CULT MIXOLOGY

Class Description:

In this class, go beyond what you know about creative coloring with **SoColor Cult** Semi-Permanent haircolor. Learn how to create endless top-trending formulas that will help take your vivid color services to the next level.

Top 3 Class Takeaways

- Explore the Palette
- Mix + Create Unlimited Formulations
- Learn Social Media tips and Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

C.R.A.F.T. HAIRCUTTING

Class Description:

Join our Matrix community in bringing back the era of the craft hairdresser with Matrix Foundational Haircutting. This class will give you the must-know information on how we approach haircutting and set you up to break down any shape behind the chair. Learn core technique's that you'll use for the rest of your life!

Top 3 Class Takeaways

- Core theory of Matrix Haircutting
- Explore consultation tips for communicating your vision
- Elevation, Over-Direction, Finger Angle, tension, Layering hair: Horizontal vs. vertical

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital



Class Name:

Class Designed by...

Class Description:

Customized classes designed to meet a variety of learning requirements in haircutting, color, blonding or other specialty. Each custom class is designed in partnership with you and facilitated by a coveted Matrix Artistic or Technical Director.

Top 3 Class Takeaways

- Advanced class with a blend of creative + technical training
- Personalized education experience based on stylists needs
- Unique + immersive hands-on experience

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

2024 CLASS MENU

BARBERING	BUSINESS	COLOR & BLONDING	CURLS & TEXTURE	CUTTING & DESIGN	PRODUCT KNOWLEDGE	STYLING & FINISHING	OTHER
	THE BUSINESS OF TEXTURE		#TEXTURELOVE FUNDAMENTALS	MIZANI AIRCUT DEMO MIZANI AIRCUT CERTIFICATION POWERED BY TEXTPERT ACADEMY	#TEXTURELOVE PRODUCT ESSENTIALS	WASH AND GO'S MADE EASY! READY, SET, GO! TWIST AND SHOUT! SILK PRESS MASTERY	SIT BACK, AND RELAX WITH MIZANI ADVANCED CUSTOM EDUCATION EXPERIENCE TEXTPERT ACADEMY

2024 IN-SALON GUIDELINES

- Complimentary To:
 - IN-PERSON - Salons who purchase \$1000 worth of MIZANI
 - DIGITAL LIVE - Salons who purchase \$500 worth of MIZANI
- Purchase: TBD based on Artist Availability
- Restrictions: Complimentary education not to exceed twice a year
- Salon Responsible For: Working product, mannequins, working tools if hands-in

2024 CLASS GUIDELINES

- Look & Learn Class Length: 3 Hours
- Hands-On Class Length: 3 Hours
*(Sit Back and RELAX class length 6 hours)
- Minimum Attendance: 5
- MIZANI Aircut Certification Class Length: (2) 7-Hour days. 10 person minimum attendance.

EARNED EDUCATION

EXISTING USERS

PURCHASE LEVEL (\$)	ACCESS	TEXPERT ACADEMY	LIVE VIRTUAL CLASS	IN-SALON CLASS	TOTAL CLASSES
\$5-7K	✓	(2) Tickets	(1)	(0)	ACCESS + (2) Texpert Academy Tickets
\$7-20K	✓	(4) Tickets	(1)	(1)	(2) + ACCESS + (2) Texpert Academy Tickets
\$20K+	✓ + personalized ACCESS Learning Path	(6) Tickets	(1)	(1) Level 1-2 Artist & (1) Level 3-4 Artist	(3) + ACCESS + (6) Texpert Academy Tickets

MIZANI
TEXTURE LOVE SINCE 1991

COMPLIMENTARY EDUCATION

NEW USERS

PURCHASE LEVEL (\$)	SMALL NUK \$100-\$299	MEDIUM NUK \$300-\$499	LARGE NUK \$500-\$999	LARGE NUK \$1,0500+
NEW USER KIT SPEND	Purchase \$100 – \$299 of MIZANI retail haircare, styling & relaxers	Purchase \$300 – \$499 of MIZANI retail haircare, styling & relaxers	Purchase \$500 – \$999 of MIZANI retail haircare, styling & relaxers	Purchase \$1,000 of MIZANI retail haircare, styling & relaxers
EDUCATION	• Unlimited ACCESS videos	• Unlimited ACCESS videos • (1) Texpert Academy Ticket	• Unlimited ACCESS videos • (1) Texpert Academy Ticket • (1) VIRTUAL class	• Unlimited Access videos • (2) Texpert Academy Tickets • (1) VIRTUAL class + • (1) IN-SALON class

MIZANI
TEXTURE LOVE SINCE 1991

Class Name:

#TEXTURELOVE PRODUCT ESSENTIALS

Class Description:

This overview of Mizani haircare and styling products will give you the knowledge you need to cater to your textured guests. Learn tips from our Texture Experts on the benefits of each line and broaden your foundation of choosing the right products in order to succeed in the rest of our education class offerings.

Top 3 Class Takeaways

- The **MIZANI** Natural Texture Key
- Care and Styling needs specific to Texture
- A guide to all products that best service each texture type
- Proper consultation skills for the textured guest and the MIZANI Texture Key

Class Format	Class Type
▪ Look & Learn	▪ In-Salon ▪ Store Studio ▪ Digital

Class Name:

#TEXTURELOVE FUNDAMENTALS

Class Description:

Through this interactive class, you will get the “411” on the building blocks for textured hair and start your journey to becoming a “Texpert”. Begin with an understanding of Texture Types and their characteristics, how porosity, density and elasticity affect everything that you do. How do we detangle, what happens at the sink, behind the chair and at home? Learn what it takes to be the best and keep your texture guests loyal.

Top 3 Class Takeaways

- What are the different Texture Types and how do they grow out of the head?
- Other determining Texture characteristics when dealing with Texture? Density/Porosity etc.
- What happens from consultation to the sink, detangling and clarifying to proper care, specifically for textured hair

Class Format	Class Type
▪ Look & Learn	▪ In-Salon ▪ Store Studio ▪ Digital

CLASS NAME:

WASH AND GO'S MADE EASY!

Class Description:

Do you want to offer your guest a “Wash and Go” on their Waves, Curls and Coils that is soft, touchable and has maximum longevity? Let us be the first to tell you, that is exactly what THEY want! We want to share the right products with the right techniques that work for ALL textures of hair so that you can take care of anyone who walks in!

Top 3 Class Takeaways

- What is the right product for the right guest?
- What is the right technique for the right Texture Type?
- How does your guest care for their style at home?

Class Format	Class Type
▪ Look & Learn ▪ Hands-On	▪ In-Salon ▪ Store Studio ▪ Digital

Class Name:

READY, SET, GO!

Class Format	Class Type
- Look & Learn - Hands-On	- In-Salon - Store Studio - Digital

Class Description:

Just because a client has waves, curls and coils, does not mean they don't have a ton of options to change the pattern of their texture. Setting hair is a classic skill learned in Beauty School, but rarely given the credit it deserves in the professional landscape. Guests pay top money for these services and will always come back to a Texpert that can give them choices!

Top 3 Class Takeaways

- The right products for each technique depending on Texture Type
- How to maintain at home
- How to schedule and charge for the service

Class Name:

TWIST AND SHOUT!

Class Format	Class Type
- Look & Learn - Hands-On	- In-Salon - Store Studio - Digital

Class Description:

Depending on the Texture type, and how the hair grows out of the head, naturally textured guests can struggle to achieve volume, elongation, definition and shine. Twist-Outs are a perfect answer, and they give lasting styles so that they can show off those waves, curls and coils that they love to embrace!

Top 3 Class Takeaways

- When to use each technique
- The right products for each Texture Type
- How to schedule and charge for the services

Class Name:

SIT BACK, AND RELAX WITH MIZANI

Class Format	Class Type
- Look & Learn - Hands-On	- In-Salon - Store Studio - Digital

Class Description:

No matter the hair goal, MIZANI is always there, and Relaxers are on the rise! Permanently transform your guest's texture with confidence and optimal results every time.

Top Class Takeaways

- The difference between the systems and the strengths
- Proper application for a straight relaxer as well as a Texturizer
- How to teach your guest to care for their relaxer at home, in between visits
- Proper retouch schedule

Class Name:

ADVANCED CUSTOM EDUCATION EXPERIENCE

Class Format	Class Type
- Look & Learn - Hands-On	- In-Salon - Store Studio - Digital

Class Description:

Don't see what you want? Maybe you want braiding, or editorial work, or even bridal work for Texture? Let's work together to curate a custom class that will meet all your texture needs in an advanced way!

Class Name:

THE BUSINESS OF TEXTURE

Class Format	Class Type
Look & Learn	- In-Salon - Store Studio - Digital

Class Description:

Just as important as having the proper skillset for the textured guest is the business behind it. From attracting the textured guest, to booking at the front desk, social media, curating a menu of texture services, customized experiences and retail these are all imperative to success with this guest. Let MIZANI create a roadmap to growth in your salon by sharing the inside story on who this guest is, what they like, how to get them in your door, and keep them there. **There is no technical hair being done in this class**

Top 3 Class Takeaways

- Who is this guest and what do they need?
- Building a texture service menu
- How to book texture services

Class Name:

MIZANI AIRCUT DEMONSTRATION

Class Format	Class Type
Look & Learn	Digital

Class Description:

Get a peak at the signature Aircut method that is solution-based, rather than curl by curl based. Aircutting features 5 "glide" techniques to create cuts for all textures based on the hair's density. These glide techniques create air pockets in the hair for maximum movement. The Aircut is grounded in the science of textured hair, techniques that will allow you to create and recreate artistically designed haircuts for your salon guests every time.

Top 3 Class Takeaways

- 5 glide techniques of the MIZANI Aircut
- What solutions are you solving for based on Texture Type?
- What are the major points of difference from other curly cutting methods on the market?

Class Name:

MIZANI AIRCUT CERTIFICATION POWERED BY TEXPERT ACADEMY

Class Format	Class Type
▪ Hands-On	▪ Specialty Ticketed Program

Class Description:

The 2-Day MIZANI Aircut Certification will allow you to perfect your skills in cutting all texture types and provide your guest solutions to the challenges that naturally occur. A solution based, cutting method uses five "Glide" techniques that allow you to create air in the hair, while giving your guest maximum movement and ease of styling. This cutting method is grounded in science which allows you to create a customized "cut card" after every Aircut, to ensure that you can recreate the look that your guest loves! This certification is sure to give you what you need to specialize in texture cutting and charge more for this service.

Top 3 Class Takeaways

- 5 glide techniques of the MIZANI Aircut
- Create cuts based on solutions for your guests
- Create artistically designed haircuts

Class Guidelines

- Class Length: 2 Full 7-hour Days, to include a 30–45-minute lunch and two 10–15-minute breaks (brand does not provide food)
- Minimum Attendance: 10
- Purchase: \$950 per person (or 63,340 LEVEL points), 1 mannequin and 1 pair of Texpert Curved Shears included ;
- Book through your SalonCentric representative or the MIZANI Texpert Academy
- Restrictions: Can use Level Points, must be booked through Mizani Texpert Academy site
- Salon Responsible For: To be finalized upon booking with Mizani team

Class Name:

TEXPERT ACADEMY

Class Description:

Our talented squad of MIZANI Texperts are excited to share with you the building blocks, services, and Texture EQ needed for anyone looking to become an expert in all things texture. Do you want to be a stylist able to cater to anyone that walks through your door regardless of their texture type? From Texture-In, Texture-Out, Texture Manipulation, MIZANI Aircut, Editorial work, and hair color, MIZANI is your one-stop shop for all things in digital texture education! WE'VE GOT YOU COVERED!

Registration Link: [Mizani.info/TextpertAcademy](https://mizani.info/TextpertAcademy)

Classes for purchase only. Updated every 2-3 months with new class schedule of times and Artists.



EDUCATION GUIDE 2024

2024 CLASS MENU

BUSINESS	COLOR & BLONDING	CUTTING & DESIGN	PRODUCT KNOWLEDGE
Social Media Masterclass & Photography	Intro to Creative Color	Collection Class	The Hype is Real
Becoming a Creative Colorist	Intro to FACTION8	Cutting Your Color	Total Color
	Intro to Blonding & Toning		
	Intro to High Speed Toning & Lightening		
	Advanced Creative Color		
	All the Reds		
	Modern Blonding		
	Lighten + Create		
	Specialty Colors & Advanced Formulation		
	Paint & Jam		

Class titles above in blue denote available “Earned Education” offerings

2024 IN-SALON GUIDELINES

- Class purchase price: Based on educator and desire format. Please contact Pulp Riot Education for further details.

Earned Education Qualifying Guidelines

- Salons with spending over \$10K annually qualify for one complimentary digital class.
- Salons with spending over \$15K annually qualify for one complimentary digital class and one complimentary in-salon class.
- Salons with spending over \$25K annually qualify for one complimentary digital class and two complimentary in-salon classes.
- Salons with spending over \$35K annually qualify to be invited to Pulp Riot’s Black Level Program

2024 CLASS DETAILS

Store Studio Guidelines

- Class Length: Look and Learn is 2 Hours | Hands-In / On is 3+ Hours
- Minimum Attendance: Based on P&L break-even point

In-Salon Guidelines

- Class Length: Look and Learn is 2 Hours | Hands-In / On is 3+ Hours
- Minimum Attendance: 3
- Salon Responsible for: Model (if desired) or mannequin head(s), product for attendees

Digital Guidelines

- Digital class length: 2 hours
- Minimum attendance: 3

Class Name:

THE HYPE IS REAL

Class Description:

Pulp Riot has always existed unusually amongst the artists rather than coming down from industry. So, for stylists and salons wanting to join the Riot, this class is the perfect immersion into the Pulp family. From the story behind the brand, to the uniqueness of this incredible community, and of course, an overview of the entire Pulp Riot catalog, this class leaves artists feeling inspired, educated, and connected to THEIR brand.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- The Pulp Riot story
- Full product overview
- Multi product technique

Class Name:

TOTAL COLOR

Class Description:

Get to know Faction 8, Pulp Riot Semis, and High-Speed Toners and how to use them to create today's top color trends. This class will build your confidence in formulating with all the tools Pulp Riot color has to offer from modern gray overage and blondes to bright bold color.

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☒ Events

Available for CE.

Top 3 Class Takeaways

- Confidence in the full range of Pulp Riot color
- How and when to use each line
- Tips and tricks for application, formulation, and behind the chair usage

Class Name:

INTRO TO CREATIVE COLOR

Class Description:

Unlock your creativity with the semi-permanent colors that took over the industry. In this class, you'll learn to formulate custom shades to the canvas, use creative colors as toning/correcting tools, and learn both wearable and creative coloring techniques for use behind the chair.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Available for CE.

Top 3 Class Takeaways

- New Techniques
- Color Formulation
- Inspiration

Class Name:

INTRO TO FACTION8

Class Description:

Created by artists for modern day coloring, learn how FACTION8 will both work perfectly with today's techniques while producing extraordinary color results. A fun, interactive class where you will learn everything you need to know to feel comfortable with this revolutionary color line. During this program, you'll get formulation inspiration, tips on various uses, as well as see a demonstration of an on-trend color melting technique.

Available for CE.

Top 3 Class Takeaways

- Knowledge of how to use FACTION8 behind the chair
- Key benefits and advantages
- Color melting techniques

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

INTRO TO BLONDING AND TONING

Class Description:

Learn how to achieve the best blonde looks using our complete lightening system and progressive, high-speed toners, while utilizing balayage and foiling methods. During this class, you'll gain confidence in all three lighteners, knowing how to make the most out of the key features of each, to simplify use, to maximize the health of the hair, and to brighten with ease.

Available for CE.

Top 3 Class Takeaways

- Foiling technique
- Hair painting technique
- Toning

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

INTRO TO HIGH-SPEED TONING AND LIGHTENING

Class Description:

Learn how to create modern blonde looks using our complete lightening system and High-Speed Toners. In this class, you will learn how to maximize your time in the salon by diving into the versatility of our High-Speed Toners and how you can use them for extreme toning for bold color results. You will build your confidence in using our lighteners to maximize the integrity of the hair while brightening with ease.

Available for CE.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

ADVANCED CREATIVE COLOR

Class Description:

Take your knowledge to the next level with a deeper look into Pulp Riot's semi permanent colors. Learn more about using the color wheel to your advantage, color correction, and pastels & toning with an advanced demonstration of trending techniques using Pulp Riot semis.

Prerequisite: Completion of Intro to Creative Color class

Top 3 Class Takeaways

- Multiple Techniques
- Color Correction & Toning
- Advanced formulation with the color wheel

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☒ Events

Class Name:

ALL THE REDS

Class Description:

Everyone's always after that ultimate red, so learn how to create the perfect red for every type of client that sits in your chair. Combining the powers of FACTION8 and Semi Permanent colors, expand your knowledge on using reds, coppers, and red-violets to create brightness, depth & dimension across the board

Prerequisite: Completion of Intro to Faction8 class

Top 3 Class Takeaways

- Confidence in formulation
- Expanded knowledge of warm tones
- How to add depth and create brightest reds

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

MODERN BLONDING

Class Description:

Learn modern lightening techniques using BlondeAF, Clay Lightener, and Cream Bleach. From the hottest placements that are taking over requests in the chair, to evolving the more traditional techniques into what artists can and want to use today, this class will raise the bar with all lightening services.

Prerequisite: Completion of Intro to Blonding & Toning class

Top 3 Class Takeaways

- Multiple Techniques
- When and why to use each product
- Toning formulation

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☒ Events

Class Name:

LIGHTEN + CREATE

Class Description:

Experience the process of creating a full Pulp Riot masterpiece from consultation to completion. With this in-depth breakdown of both pre-lightening and strategic coloring, this class offers a 360 view of both Pulp Riots lightening system and color portfolio.

Prerequisite: Completion of Intro to Blonding & Toning and Total Color classes

Top 3 Class Takeaways

- Lightening for the canvas
- Mastering level and undertone
- Color selection, technique, and formulas

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Class Name:

SPECIALTY COLORS AND ADVANCED FORMULATIONS

Class Description:

Broaden your formulation game with high-speed toners as well as FACTION8 Interstellar, boosters, and high lifts. Gain insight into formulating silvers & greys, color correction, and more of today's top looks and techniques.

Prerequisite:

Completion of Intro to Faction8 class

Top 3 Class Takeaways

- Beautiful greys & silvers
- Toning & formulation
- Multiple techniques

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

BECOMING A CREATIVE COLORIST

Class Description:

The ultimate guide to becoming a fully booked, high-level creative colorist behind the chair. With Pulp Riot educators who have successfully transformed their clientele, stylists leave feeling confident in both building their new colorful book, and in mastering the art of creative color as an artist. With focuses on coloring with efficiency, color removal, maintaining healthy hair, and the business of creatives, this is the perfect full-circle option for deep diving into Pulp Riot semis

Top 3 Class Takeaways

- High level semi permanent product knowledge
- Booking and Pricing appointments
- Techniques and application

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

SOCIAL MEDIA MASTERCLASS AND PHOTOGRAPHY

Class Description:

Become a social media expert with tips and tricks on posting, building clientele, branding, videos, community, and photography. Learn directly from the artists who have transformed their own careers using social, with education on successful picture taking, hash tagging, and a detailed overview of all thing's social media.

Top 3 Class Takeaways

- Identify personal branding
- Grow following and clientele
- Confidence in Photography

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

COLLECTION CLASS

Class Description:

Pulp Riot's first ever cutting class will give you the tools you need to create an on-trend look using our newest semis. It can be customized as needed based on the needs of the salon

Top 3 Class Takeaways

- Latest semis collection
- Foundational cutting theory
- Complete cut and color technique

Class Format	Class Type
☐ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☒ Events

Class Name:

CUTTING YOUR COLOR

Class Description:

Learn how to cut for your color. Discover how a haircut can enhance your color placement as well as take away from your color placement. Knowing the foundations of cutting is essential for all color placement...creative or classic.

Top 3 Class Takeaways

- Learn the dos and don'ts of cutting for color
- Foundational cutting theory
- One complete cut and color technique

Class Format	Class Type
☐ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☒ Events

Class Name:**PAINT & JAM****Class Description:**

You are the artist, Pulp Riot is the paint. Spend some time finding what inspires you and how to use your creativity to execute your most creative work. Have fun and get inspired with our Pulp Riot semis while sipping our signature drink.

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☒ Hands-In	☒ Store Studio
☐ Hands-On	☐ Digital
	☐ Events

*Information will be copied for State | RDA & SalonCentric franchises unless otherwise notified.

2024 CLASS MENU

BUSINESS	CUTTING & DESIGN	PRODUCT KNOWLEDGE	STYLING & FINISHING	OTHER
- Ready Set Grow - The Business of Bridal - The Social Session - Retail Concierge	- Essential Design - Pure Form Design - Trendspiration Design	- Retail Concierge - The Pureology Experience	- Trendspiration styling - Pure Polish - Business of Bridal	Inner Peace Outer Prosperity Series

2024 IN-SALON GUIDELINES

2024 IN-SALON GUIDELINES			
Pureology	\$5,000 - \$15,000 in Pureology	1 Virtual Class	PUREOLOGYEARNEDEDU1
	\$15,000 - \$26,000 in Pureology	1 Virtual Class	PUREOLOGYEARNEDEDU2
		1 In Salon Class (Artist Tier 1-2)	
	Black Tier and \$26,000 in Pureology	2 Virtual Classes	PUREOLOGYEARNEDEDU3
		1 In Salon Class (Artist Tier 1-2)	
		1 In Salon Class (Artist tier 3-4)	
	Black Tier and \$40K+ in Pureology	Customized Education Plan - Brand Lead	Reach out to Brand EDU

2024 CLASS GUIDELINES

- Store Studio class length up to 3 hours; can be combined with other classes per individual request. Time will be adjusted to accommodate customized request. Minimum attendance based on P&L break-even.
- In-salon class length up to 3 hours; can be combined with other classes per individual request. Time will be adjusted to accommodate customized request. Minimum attendance 4.
- Digital class length up to 3 hours; can be combined with other classes per individual request. Time will be adjusted to accommodate customized request. Minimum attendance 4.

Class Name:

THE PUREOLOGY EXPERIENCE

Class Format	Class Type
☐ Look & Learn ☐ Hands-In	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

Discover why Pureology is the #1 Professional Color Care brand and gain a detailed understanding of why hair color fades and how it can be prevented by using Pureology Professional Color Care products. This unique hands-on overview experience of Pureology concepts and products will encourage Stylists to use Pureology from start to finish. From our back bar to the styling station this program will give tips and tricks to maximize client satisfaction. Increase retail revenue by offering guests the at-home care to keep hair nourished and radiant and increase stylists' knowledge and fun with this inclusive program.

Top 3 Class Takeaways

- How to maximize color preservation and understand the science behind our technology
- A deep dive into the brands roots and the dedication to sustainability + performance
- Hot tips on how to PUREscribe a regimen specific to each guest.

Class Name:

**INNER PEACE, OUTER PROSPERITY SERIES:
RISE AND SHINE**

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

Boost your morning, improve your day. Use these tools to set the tone and establish a strong foundation to rise to any occasion

Top 3 Class Takeaways

- Sleep patterns & stimulation
- Diet & movement
- Manifestation & Setting intentions

Class Name:

**INNER PEACE, OUTER PROSPERITY SERIES:
ON/OFF SWITCH**

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Description:

Transition periods, including to and from the Salon, are very important to protecting your well-being (heart). Learn ways to make these moments smoother and easier.

Top 3 Class Takeaways

- Commute to work/ turning "it" on
- Environment- music, flow/setup, sensorial
- Decompression/ turning "it" off

Class Name:

**INNER PEACE, OUTER PROSPERITY Series:
ENERGY VAMPIRES**

Class Description:

In a profession where we touch so many people, we absorb many emotions and feelings. Develop skills and utilize tools that will prevent the negativity from draining your soul.

Top 3 Class Takeaways

- Effective communication skills- focus on Breakroom
- Resetting energy/ Body Scan
- Setting boundaries

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Name:

**INNER PEACE, OUTER PROSPERITY SERIES:
DAILY DEBRIEF**

Class Description:

Rewind, reflect, reset. A lot can happen in a day. Discover ways to take a moment and look back on the growth you have made and personal developments that have evolved.

Top 3 Class Takeaways

- Moments of gratitude
- Reflection on daily intentions
- Congratulate successes/Finding areas for growth

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Name:

Ready Set Grow

Class Description:

We will be looking at your areas of opportunity, how to create a deeper connection with clients using our empathy and how to create an amazing experience through 4 lens: what do you see, what do you hear, what do you feel and what do you smell.

Top 3 Class Takeaways

- Consistently re-create an amazing experience every time; learn how to form a deeper connection with each client, building a strong relationship to create a truly loyal clientele.
- Look at areas of opportunity within your space, learn how to maximize client experience, human connection and successful business
- How to connect all areas of opportunity for a seamless workflow so that you can maintain your inner peace. So that you will always have enough energy to lead a fulfilling life.

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Name:
THE SOCIAL SESSION

Class Description:

Join your Pureology educator on a social journey with today's trending social media apps. Learn how to navigate your why, purpose and implement a plan. This class is informative, interactive and a great way to take your social media to the next level.

Top 3 Class Takeaways

- Understanding the differences of social media platforms
- A deep dive into the brands roots and the dedication to sustainability + performance
- Hot tips on how to PUREscribe a regimen specific to each guest.

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Name:
THE RETAIL CONCIERGE

Class Description:

At Pureology, we do not sell to our clients. Due to proper education and empowerment behind the chair, our products sell themselves. While optimizing these fundamental operating principles in your business, allow Pureology to be your partner in catering to your clients every hair whim

Top 3 Class Takeaways

- Strategic promotions drive retail
- Unique retail merchandising found on pureologysalon.com and how to bring your salon to life and increase sales
- Salon loyalty and retention programs and building strong customer relationships through the use of these tools

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Class Name:
Essential Design

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Description:

A true haircutting system that will allow you to cut any length, into any style, on any texture hair. Our haircutting system is designed to have maximum efficiency behind the chair so that you can increase your revenue and grow your business. While still maintaining the freedom and adaptability to create like the artist that you are.

Top 3 Class Takeaways

- Learn how the 3 shapes & 3 techniques in haircutting can be easily combined & curated to the needs of the individual client, increasing client loyalty & stylist revenue
- Learn how to efficiently & effectively section the hair in a way that will allow the stylist to work with, & accommodate, all lengths, textures, densities, & client desires
- Learn the 3 major zones of the head, how to section them to suit the individual, & how to utilize the correct technique within each of them to truly work WITH the hair, never against it

Class Name:
PURE FORM DESIGN

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Description:

A system of techniques that gives you the tools to personalize your haircuts with your unique signature. Meant to be effective and efficient in creating texture, building volume, removing weight, and several other effects in hair so that you can customize all your work to your individual clients

Top 3 Class Takeaways

- Learn how to cut texture into the hair for those 'tousled' looks, making the cut so much easier for the client to style, so that they can best show off the look & attract new business
- Learn how to remove density in effective & efficient ways after the foundation is cut to enhance its shape, & greatly improve the cuts grow out from one appointment to the next
- Learn how to cut & place the essential accent pieces on the face that create that perfect frame, bringing out each client's natural beauty

Class Name:
TRENDSPIRATION DESIGN

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Description:

This is truly CURATED EDUCATION! Whether you'd like to learn how to execute the hottest trends found in media or discover new tools to create your own. Trendspiration Design education will be sure to keep you inspired and motivated to create, and your clients excited for each visit.

Top 3 Class Takeaways

- Learn techniques to customize your cut to create the most relevant trends in hair and inspire new ones
- Learn how to create a cut that can be styled in a variety of ways to stay fresh and up to date
- Learn tips and tricks on how to transition your client from one trend to another with ease

Class Name:

THE BUSINESS OF BRIDAL

Class Description:

Understanding your bridal business and where you want to be. This class will give you the tools you will need to elevate your bridal business and set you up for success.

Class Format	Class Type
☐ Look & Learn	☐ In-Salon ☐ Store Studio ☐ Digital

Top 3 Class Takeaways

- Learn clever ways to elevate your Bridal business
- Learn how to utilize resources to promote and grow your Bridal business
- Learn techniques to get organized and intentional with your Bridal business

Class Name:

Pure Polish

Class Description:

A class for the stylist that is brand new to bridal styling OR wants refreshers and tips on making their bridal styles current, completing them faster, and managing consultations.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital

Top 3 Class Takeaways

- Gain a broader knowledge of manipulating hair
- Learn how important consultation is; getting all information before starting
- Learn techniques for managing your time, as well as your Brides time; both leading up to the wedding and the day of the event

Class Name:

TRENDSPIRATION STYLING

Class Description:

This is truly CURATED EDUCATION! Everything from blow outs to editorial styling, Trendspiration Styling education will teach Stylists and Salons how to offer their guests the latest trends and provide techniques that will inspire new ones!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital

Top 3 Class Takeaways

- Learn how to create a strong foundation to provide longevity to your style
- Learn how to create balance in your style and compliment your guests face shape
- Learn techniques for proper finishing and detailing to create a unique style every time

REDKEN

2024

EDUCATION

MENU

EDUCATION GUIDELINES

2024 REDKEN EDUCATION

EARNED EDUCATION BENEFITS

2024 EARNED EDUCATION BENEFITS

Redken Purchases	\$3K - \$15K	\$15K - \$40K	\$40K+	Redken Black Level Salon
Master Class* Live Streaming Watch Party Class with Redken's top Artists and Influencers (Coupon Code on Level Loyalty Redemption Site) Class Value: \$350	2 Programs	2 Programs	2 Programs	Customized Education Plan by the Redken Brand EEM
In-Salon Class Available on Level Loyalty Site Search "Earned Education" All Earned Education classes will be taught by RE or Local Tier 1 • If no availability of RE, a local Tier 1 Artist will be assigned to the class. If there is no Local Tier 1 or RE available, the class will automatically convert to a <u>Live Streaming Class</u> . Class Value: \$550	*Ask your sales consultant on how to sign up for Cluster Class	1	2	
	\$700+ Value	\$1250 Value	\$1800 Value	

2024 EARNED CLASS MENU

Choose from any class below

PRINCIPLE BASED LOOK & LEARN CLASSES	HAIRCOLOR – FINISH LOOK & LEARN CLASSES	WEALTH BUILDING LOOK & LEARN CLASSES
- Principles of Science and Bonding - Principles of Haircolor - Principles of Foil Placement - Principles of Finishing	- All Haircolor Product Knowledge (Based on Brand Choice) - Shades EQ Toning Perfected - Balayage! - Blur, Smudge, Melt, Tone - Signature Blow-Dry	- Principles of Consultation - Retail (Use – Teach - Sell)

*MASTER CLASS SCHEDULE:

Live Streaming Class with Redken's Top Artists & Influencers

1/18/24: LIQUID DOMINATION – Phillip Forresto
 2/15/24 SILVER STRONG – Sean Godard
 3/21/24: COLOR GELS 10 – Adriene Dara
 4/18/24: COLOR GELS OILS BIRTHDAY – Lori Zabel
 5/16/24: CURLS AND COILS Lindsey & Leysa
 6/20/24: 1001 BLONDES – Geroge Garcia

7/18/24: COLOR GELS OILS NEW SKUS
 8/22/24: SHADES EQ + ECO BOX – Adriene Dara
 9/1/24: SHADES EQ MAX
 10/1/24: WARM IT UP
 11/7/24: EXPRESS SERVICES

2024 REDKEN EDUCATION

EARNED EDUCATION MENU & GUIDELINES

**SALON-
CENTRIC APP
FOR
EDUCATION**



**L'OREAL
ACCESS
VIDEO**



**LIVE
STREAMING
WEEKLY
CLASSES**



**LEVEL
LOYALTY
CLASSES**



GUIDELINES FOR ALL REDKEN IN-SALON CLASSES

IN- SALON CLASS GUIDELINES

A minimum of 2- 3 classes per day (in 1 area) booked for any Local Tier 1 Artist or RE

- **Class times @ 9:00am – 1:00pm – 4:00pm only**
- Minimum Attendance for private In-Salon Class is 7 people
- Minimum Attendance for group Cluster Class is 15 people

All In-Salon Classes are facilitated by (RE) Regional Educator.

- If no availability of RE, a local Tier 1 Artist will be assigned to the class.
- If there is no Local Tier 1 or RE available, the class will automatically convert to a Live Streaming Class.

OTHER OPTIONS FOR IN SALON EDUCATION

Option 1:

- Salons can use their Level Loyalty Points to purchase desired class with Level Points + Credit Card

Option 2:

- Gift Points on Level Loyalty
- 2 or more salons split Level Loyalty points.
- Salons can gift points to each other.

2024 REDKEN EDUCATION

LEVEL LOYALTY PURCHASE - MENU

Redken offers the entire education class menu on the **LEVEL LOYALTY REWARDS** website to allow salons to purchase classes using their Level Loyalty Reward Points.

FOUNDATION	SIGNATURE	PRINCIPLES	ADVANCED
PRODUCT KNOWLEDGE: • Redken Haircolor Collection • Shades EQ Gloss • Shades EQ Cream & Cover Plus • Shades EQ Bonder Inside • Blonde Idol • Lightener • Color Camo • Color Fusion • Color Gels Lacquers • Color Gels Lacquers: 10 Minutes • Color Gels Oils • Redken Brews • Haircare • Styling	• Balayage! • Custom Coverage Techniques • Express Highlighting • Shades EQ Gloss Toning Perfected	PRINCIPLES OF: • Blonding • Foil Placement • Haircolor • Haircolor Correction • Science & Bonding • Consultation • Design • Clipper Cutting • Finishing • Formulation Day	• Blonding Techniques: <i>Seasonal Trends</i> • Haircolor Techniques: <i>Seasonal Trends</i> • Color Emergency • Shades EQ Creative Formulas and Placement
DESIGN	FINISHING	WEALTH BUILDING	TRAIN THE TRAINER
Design Techniques: <i>Seasonal Trends</i> Design Suitability Clipper Cutting Perfected	Finishing Techniques: <i>Seasonal Trends</i> Signature Blow Dry Blow Dry Boot-Camp Textured Hair Styling	Salon Emotion Suite Emotion Step Up! Referral: <i>Promoting Referral Business</i> Retail: <i>Use, Teach, Sell</i> Retention: <i>The Perfect Clientele</i> Re-Booking: <i>Power Booking</i> Social Media Obsessed Why Be Part Of It!	Train The Trainer-Haircolor Train The Trainer-Design Train The Trainer-Barbering Train The Trainer Finishing Train The Trainer-Facilitation

Classes can be purchased using Level Loyalty Reward Points
 Hands On Classes start at 86,670 Level Points

2024 REDKEN EDUCATION

NEW USER KITS - EDUCATION

SALON PURCHASES	PURCHASE QUALIFICATION	EDUCATION OPPORTUNITIES
SHADES EQ (1) NEW USER KIT PER ACCOUNT #	STYLIST AND SALON OFFERS	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES
	SALON PURCHASES 'MEGA' SALON OFFER + ADDITIONAL PURCHASE OF \$550+ OF OPEN STOCK HAIRCOLOR	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON LOOK & LEARN CLASS (1) FORMULATION DAY ** WITH RE
HAIRCOLOR - COLOR FUSION - COVER FUSION - COLOR GELS LACQUERS - COLOR GELS OILS - COLOR GELS 10 MIN - ALL LIGHTENERS (1) NEW USER KIT PER ACCOUNT # OR CONVERSION	STYLIST AND SALON OFFERS	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES
	SALON PURCHASES 'MEGA' SALON OFFER + ADDITIONAL PURCHASE OF \$550+ OF OPEN STOCK HAIRCOLOR	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON LOOK & LEARN CLASS** (1) FORMULATION DAY ** WITH RE
HAIRCARE (Only) \$1000+ INTRO (1) NEW USER KIT PER ACCOUNT #	SALON MUST PURCHASE \$1000 OPEN STOCK STYLING OR (2) LARGE INTROS @ \$500 Each	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON RETAIL / HAIRCARE PK** LOOK AND LEARN ** WITH RE
STYLING (Only) \$1000+ INTRO (1) NEW USER KIT PER ACCOUNT #	SALON MUST PURCHASE \$1000 OPEN STOCK STYLING OR (2) LARGE INTROS @ \$500 Each	UNLIMITED L'OREAL ACCESS VIDEO PK AND MONTHLY LIVE STREAMING CLASSES + (1) PRIVATE IN SALON "STYLING" LOOK AND LEARN ** WITH RE
LARGE NEW PARTNERSHIP SALONS (\$50K+ Potential)	ALL REQUESTS FOR LIVE IN-SALON CLASSES MUST BE APPROVED BY REDKEN EDUCATION AND REDKEN SALES TEAM. Customized Conversion Education Strategy Plan by Redken EEM for Salons with potential \$50,000+ in total purchases. All classes taught by Brand Regional Educator (RE) or Brand supplied Tier 1 Local Artist in territory	

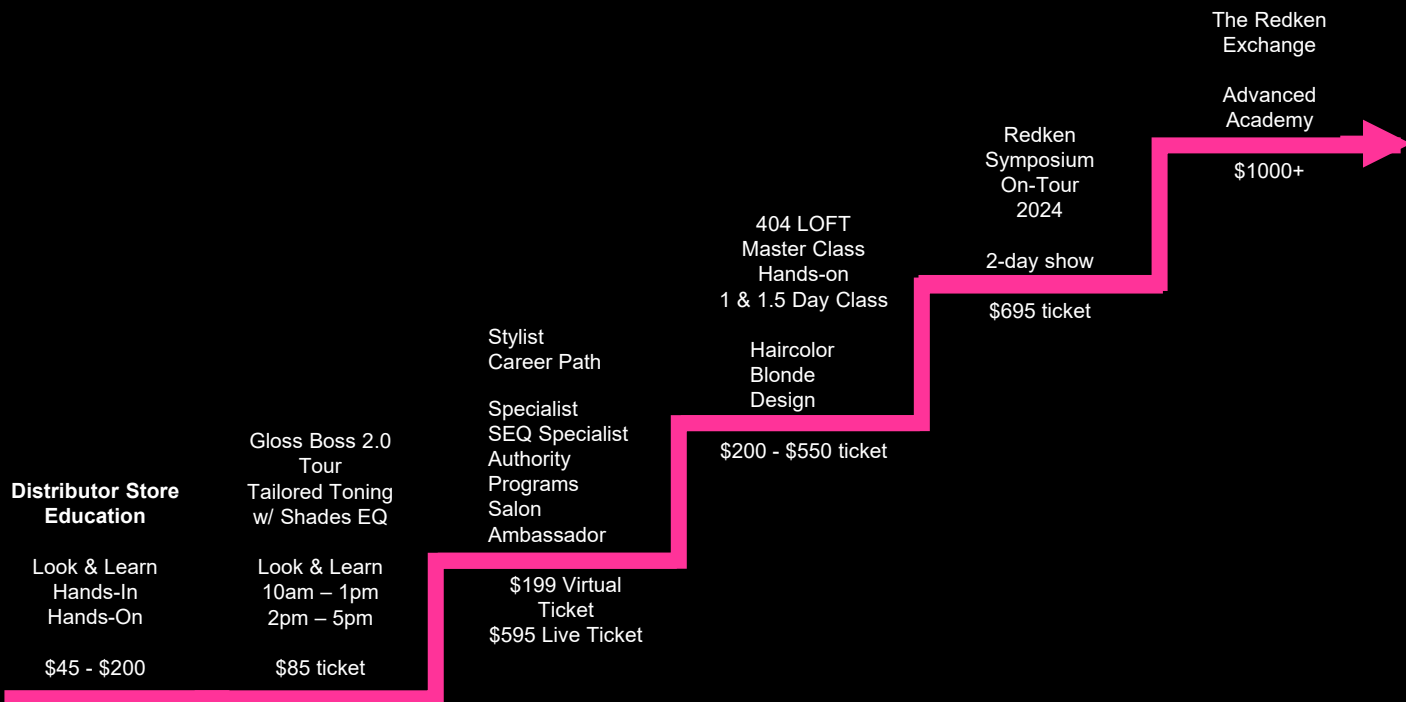
*** Formulation Day is facilitated by (RE) Regional Educator. If no availability of RE, the Brand will assign a local Tier 1 Artist. Class will be Live Streaming with RE if no local Tier 1 Artist.

 *** (1) New User Kit Per Account #
 *** 9am – 1pm – 4pm

REDKEN
 5TH AVENUE NYC

Redken Education Strategy

Ticketed Events



Redken Symposium On Tour

NashVegas June 23rd & 24th, 2024



BE A PART OF IT!

JUNE 23 - 24 2024 NASHVILLE

TICKET PACKAGE PRICING AND PAYMENT PLANS

**LEARN BETTER
EARN BETTER
LIVE BEST**

EARLY BIRD TIER 1
OCT 15 - DEC 15, 2023

PAYMENT PLAN:
\$100 NON-REFUNDABLE DEPOSIT
\$450 BALANCE DUE BY MARCH 15, 2024

\$550

FULL PRICE TIER 1
MAR 16 - MAY 31, 2024

PAYMENT PLAN:
\$300 NON-REFUNDABLE DEPOSIT
\$395 BALANCE DUE BY MAY 30, 2024

\$695

EARLY BIRD TIER 2
DEC 16, 2023 - MAR 15, 2024

PAYMENT PLAN:
\$150 NON-REFUNDABLE DEPOSIT
3 X MONTHLY PAYMENTS OF \$100 DUE BY MARCH 15, 2024

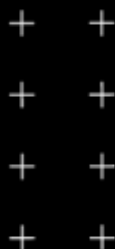
\$600

FULL PRICE TIER 2
JUNE 01, 2024 ONWARD
FULL PAYMENT AT REGISTRATION

\$695

2024 REDKEN EXCHANGE

Calendar of Classes



DATE	CLASS	TIME	TUITION
FEB 5-8	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
FEB 5-8	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
MARCH 4-6	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
MARCH 11-12	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
MARCH 25-27	BROADWAY EXPERIENCE	9AM – 5PM	\$1000 OR 66,670 LLP
APRIL 8-10	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
APRIL 8-9	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
AUGUST 5-8	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUGUST 5-8	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUGUST 26-28	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
SEPT 16-17	DESIGN MASTERCLASS	9AM – 5PM	\$595 OR 39,670 LLP
SEPT 16-18	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
SEPT 23-25	NYC EXPERIENCE	9AM – 5PM	\$1000 OR 66,670 LLP
OCT 7-8	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
OCT 21-24	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
OCT 21-24	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
OCT 28-30	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
NOV 4-6	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
NOV 4-5	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP



2024 IN-SALON GUIDELINES

CLASS SUPPORT ARTISTS:

IN-SALON “HANDS-ON” OR “HANDS-IN”:

Redken Artist can facilitate classes up to 18 Attendees.
Classes over 18 attendees will need (1) additional Artist Support for each group of 18 people.

IN-SALON “LOOK & LEARN” CLASSES:

Redken Support Artist is needed for groups of more than 30 Attendees for Look & Learn Classes

LIVE STREAMING LOOK & LEARN CLASSES:

(1) Support Artist for every 20 Attendees.

LIVE STREAMING HANDS-ON OR HANDS-IN CLASSES:

(1) Support Artist for every 20 Attendees.



UNLIMITED WEEKLY Live Streaming CLASSES:

SCAN THE QR CODE to view the entire Newsletter

[Redken Education Newsletter Link](#)

2024 CLASS DETAILS

CLASS SUPPORT & SUPPLIES

REDKEN SUPPORT ARTIST:

If Support Artist(s) is needed for size of class attendees, additional support can be booked on Level Loyalty Rewards site.

IN-SALON PROGRAM SUPPLIES:

Salons are responsible for all working products and stylist / facilitator mannequins indicated by Educator.

Class Name:

REDKEN HAIRCOLOR COLLECTION

Class Description: The leader in professional haircolor invites you to explore the full portfolio of Redken haircolor. Get the answers to all of your burning questions about Shades EQ, Color Fusion, Color Gels Lacquers and Color Gels Oils. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

Top 3 Class Takeaways

- Understand the positioning and Label for all haircolor Brands; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn new Techniques to solve everyday problems and build confidence in selecting the right product for each challenge.
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

SHADES EQ GLOSS AND COVER PLUS PRODUCT KNOWLEDGE

Class Description: Shades EQ Gloss Product Knowledge:

This class is designed to provide an in depth understanding of all the great benefits Shades EQ brings to the table! This easy to use, ammonia-free, deposit-only hair color provides the versatility to refresh, tone, enhance, add shine, and blend gray. Shades EQ offers it all! **Cover Plus Product Knowledge:** You will discover how Shades EQ Cover Plus works to help you deliver permanent results for the client that does not want to commit to permanent hair color.

Shades EQ offers an expanded palette to achieve the hottest looks off the press.

Top 3 Class Takeaways

- Understand the SEQ Gloss Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

SHADES EQ GLOSS BONDER INSIDE PRODUCT KNOWLEDGE

Class Description: Shades EQ Gloss Bonder Inside Product

Knowledge: This class is designed to provide an in depth understanding of how to strengthen and condition at the same time.

Designed for post-lightening services, see how to tone and bond in one step and balance porosity with no added bonder necessary

Top 3 Class Takeaways

- Understand the Label; Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

COLOR GELS LACQUERS PRODUCT KNOWLEDGE

Class Description: Color Gels Lacquers Product Knowledge:

Redken's Color Gels Lacquers goes beyond grey coverage. Learn about the Select Dye System, formulation tips, superior shine, UV protection, fashion forward shades, all in a low ammonia formula

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Gels Lacquers** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

COLOR GELS LACQUERS 10 MINUTE COLOR PRODUCT KNOWLEDGE

Class Description: Color Gels Lacquers10 Product Knowledge:

Redken's Color Gels Lacquers 10 Minute Processing Liquid Color uses high-kinetic dyes for fast root saturation. This revolutionary product will help those looking for Express options and full schedule flexibility.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Gels Lacquers** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

COLOR GELS OILS PRODUCT KNOWLEDGE

Class Description: Color Gels Oils Product Knowledge:

Color Gels Oils is a new, revolutionary Permanent Haircolor in the Redken Haircolor portfolio.

Don't just cover gray-rejuvenate them! Ammonia free and Fragrance free with 100% coverage in every shade

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Gels Oils** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

COLOR FUSION PRODUCT KNOWLEDGE

Class Description: Color Fusion and Cover Fusion Product

Knowledge. This class is designed to help provide an understanding of the many ways to utilize this full palate, modernized with Redken's Carmin'R, Rubilane and R5 technology, and C- Lock Technology, for 8 weeks of "coolness".

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Color Fusion** Label; the American Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction.

Class Name:

BLONDE IDOL PRODUCT KNOWLEDGE

Class Description: Blonde Idol Product Knowledge: This class is designed to help provide an understanding of Redken's Blonde Idol portfolio and achieving the ultimate blonde shade for every client!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the **Blonde Idol** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

LIGHTENER PRODUCT KNOWLEDGE

Class Description: Lightener Product Knowledge: This class is designed to help provide an understanding of Redken's Lightener portfolio and achieving the ultimate blonde shade for every client!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the Redken Lightener Portfolio, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

COLOR CAMO PRODUCT KNOWLEDGE

Class Description: Color Camo Product Knowledge:

This class is designed to help provide an understanding of Redken's Color Camo and achieving the ultimate male gray blending services for every client!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand the Color Camo portfolio, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

REDKEN HAIRCARE PRODUCT KNOWLEDGE

Class Description:

SPECIFIC NEEDS. We have the prescription.

We have a product to cater to every hair need with state of the art technology for all types of hair. Grow your business by recommending the proper hair care at home regimen, and additional back bar and chemical services to provide long-lasting color results and ultimate condition! You will learn how to position each regimen in our haircare segments and provide your client with a top-quality salon experience!

Top 3 Class Takeaways

- Learn an overview of Redken Haircare and current innovations
- Provide simple solutions, to meet the specific needs of clients to build loyalty and customize your client's care regimen
- Increase revenue through Redken's Principles of Consultation

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

REDKEN BREWS PRODUCT KNOWLEDGE

Class Description: With a rapidly growing market in Men's grooming, we have a complete haircare segment suited for every type of man.

Each product offers advanced technology and a simplistic system to choose his perfect styling product. Learn the results and control levels of each product to serve your male clientele.

Top 3 Class Takeaways

- Introduction to Redken Brew's Products
- Learn how to meet the needs of your male clients by customizing their at-home haircare regimen.
- Increase revenue by providing products for the male client through effective Principles of Consultations

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

REDKEN STYLING PRODUCT KNOWLEDGE

Class Description:

STYLE CONFIDENTLY WITH REDKEN STYLING. Redken says it all from the runways, to the streets and in your salon. This class details our “must have” styling portfolio and a few finishing hot tips to put in your bag of tricks.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken’s core values, overview of current innovations, looks, and styling product offerings
- Learn the power of customization , to build client loyalty and customize your client’s styling regimen
- Increase revenue through Redken’s Principles of Consultation

Class Name:

BALAYAGE!

Class Description:

Learn the 3 essential techniques of Balayage: Classic, Modern and 5th Avenue! Become an expert in one of the fastest growing trends and “Sweep” your way from natural highlights to vibrant sun-kissed pops of color.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken’s latest Blonding portfolio
- Learn Balayage essentials and Principles
- Gain consultation tips to help compliment your clients head/face shape
- Lighten all levels of hair to enhance the finished style

Class Name:

CUSTOM COVERAGE TECHNIQUES

Class Description:

Cover up the Gray once-and-for-all. Learn how to create youthful, natural results using Redken’s portfolio of haircolor geared for the most resistant gray hair! Cover it up, add fullness and density and dimension to all services that the client will love.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the Best Practices for covering gray.
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Positioning Redken’s Haircolor Portfolio to create the most amazing results

Class Name:
EXPRESS HIGHLIGHTING

Class Description: Focus on what they can see! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost of blonde, or get the younger clients introduced to low commitment color

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Quick and Easy Creative Lightening Techniques in 20 minutes or less
- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas. Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning the entire Redken Lightening Portfolio

Class Name:
SHADES EQ GLOSS TONING PERFECTED

Class Description: Tired of using the same few formulas? This class will expand your creativity with insider tips, customized formulas and application techniques. Learn how to use Shades EQ Gloss to tone, correct, and refresh with confidence on clients of all levels.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Expand your understanding of each tone to select the right shade each time
- Understand Undertones and how to formulate to Neutralize or Naturalize
- Business building tips to share how Shades EQ will increase revenues and customer satisfaction

Class Name:
PRINCIPLES OF BLONDING

Class Description: Decolorizing hair with control and confidence is The ultimate haircolor mastery. Understanding the 7 stages of blonding, proper lightening techniques, treatments, filing, and corrective toning will increase confidence everyday behind the chair. Becoming a master of Blonding takes complete understanding of the Principles of Decolorizing. When working with blondes, we find ourselves in situations when the hair is too light, too dark, too orange, too yellow... what do you do? The proper product, technique and understanding of the principles will allow a quicker, more controlled lightening process for the guest and the stylist

Top 3 Class Takeaways

- Rediscover the Law of Haircolor, the Haircolor Wheel and the Level Systems
- Learn 7 stages of bleaching, undertones, toning and filing
- Hydrogen Peroxide and Alkaline Agents, Permanent Haircolor, Demi-Permanent haircolor, Semi-Permanent Haircolor, Temporary Haircolor, and Lighteners
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

BLUR, SMUDGE, MELT AND TONE

Class Description: Discover Redken's **Liquids to Love**. Learn the secrets to creating multi-tonal dimension by blurring two colors together, thus seamlessly creating a third tone. This class utilizes Redken's unique Blur Brush to show you how to create unique blending effects.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn various techniques, Patterns, Formulation Guidelines, Mixing - Processing, and Application
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Learn the secrets of Redkens haircolor Influencers and grow your social media

Class Name:

PRINCIPLES OF FOIL PLACEMENT

Class Description: Enhance your highlighting skills. There are many things to consider when performing a foil service. The placement of the foils, parting of the head-form, type of stitch and distance between each stitch, as well as the formula which contribute to the overall result. Learn to be the expert and know why!

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's portfolio of HighLift Haircolor and lighteners
- Learn Principles of Foil Placement and the 3 lines – horizontal, vertical and diagonal. Have confidence choosing the right product, placement and pattern for amazing results
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

PRINCIPLES OF HAIRCOLOR

Class Description: What is haircolor? When, how, and why do we color hair? This class is designed to help provide an understanding of Redken's Haircolor Portfolio, the foundation of haircolor Principles and Formulation. Understand how positioning our brand will build your skill set and your color expertise and learn express techniques that keep your clients on trend while keeping everyone's busy schedule in mind.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Rediscover the Law of Haircolor, the Haircolor Wheel and the Level Systems
- Learn hair composition, natural, gray and white hair
- Hydrogen Peroxide and Alkaline Agents, Permanent Haircolor, Demi-Permanent haircolor, Semi-Permanent Haircolor, Temporary Haircolor, and Lighteners
- Use Redken's Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Name:

PRINCIPLES OF COLOR CORRECTION

Class Description:

Gain full confidence in facing any hair color correction. Grasp the “why” behind all color disasters, the proper way to consult to avoid them, and the correct steps to follow to achieve you and your guest’s desired results. Learn how to use Decolorizing Washes to full decolorizing services to achieve the best results in the shortest amount of time.

Top 3 Class Takeaways

- Principles of Haircolor, Haircolor Correction Processes, Haircolor Correction Services and Haircolor Correction Analysis
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio and their uses in a Haircolor Correction Service

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

PRINCIPLES OF SCIENCE AND BONDERS

Class Description: Discover the fundamentals of hair science and Dive deep into understanding the principles of hair structure, growth cycles, growth patterns, texture, density, diameter and the science behind the ingredients in hair care.

Top 3 Class Takeaways

- Arm yourself with elevated knowledge of industry ingredients
- Understand the foundation and fundamentals of hair science
- Use Redken’s Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:

SHADES EQ CREATIVE FORMULAS AND PLACEMENT

Class Description: Shades EQ is so much more than you think.

Open your creativity with these techniques to make your clients stand out and fill your heart at the same time. Move beyond the basics and how to turn your toning service into a masterpiece.

Top 3 Class Takeaways

- Learn different ways to add dimension to your blondes.
- See how formula and technique can be adapted to make your clients whisper, talk or shout!
- Learn the latest trends from Social Media using SEQ to become an influencer your self.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Class Name:
FORMULATION DAY

Class Description: Ever wished you had a coach on site in your salon to help? Invite a Redken expert to spend the day in your salon and learn the in's and out's of Redken haircolor. Understand when and why to use each type of permanent color and match to a demi-permanent for the perfect pair.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Gain confidence in formulation with insider tips
- Receive one-on-one coaching from a Redken Expert
- Learn to select the right product for the right solution

Class Name:
COLOR EMERGENCY

Class Description: Every day we face haircolor disasters. Some are more tricky than others. Whether banding, hot roots or muddy ends, learn the best methods to tackle these everyday challenges. Overcome your fears of that client that sits in your chair and you don't know what to do.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn what to do and what not to do when faced with a haircolor disaster
- Learn to breakdown challenges into simpler, less complex problems
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio

Class Name:
**BLONDING TECHNIQUES:
SEASONAL TRENDS**

Class Description: Warm blondes are making a comeback! When good things come easy don't try and fight them! Learn how to work with the undertones found in hair and how to formulate for the most delicious Butter-creamy Blonde looks.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's latest fashion shades and trends
- Gain consultation tips to help compliment your clients head/face shape
- Lighten all levels of hair to enhance the finished style

Class Name:

HAIRCOLOR TECHNIQUES: SEASONAL TRENDS

Class Description: Think creative color formulas are just for Semi permanent hair color? Learn how to create beautiful fashion tones with the permanent and demi permanent color that you already have at your back bar. Learn various Color Fusion, Color Gels, and Shades EQ Formulas, Mixing -Processing, and Application to create a variety of tones

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's latest fashion shades and trends
- Gain consultation tips to help compliment your clients head/face shape
- Create looks to enhance the finished style

Class Name:

CLIPPER CUTTING PERFECTED

Class Description:

Take your barbering skills to the next level and understand the new trends in barbering. Fades to tapers to mullets. Learn how to incorporate clipper work in all you do.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the latest in barbering trends using a clippers
- Identify the proper tool to create the desired look
- Increase revenue by providing men's business in your salon

Class Name:

PRINCIPLES OF CLIPPER CUTTING

Class Description: Learn new ways of achieving your clipper cut Looks and dive into the trends of utilizing clippers to customize your Men's style portfolio. Learn how and when to use the clipper – without a guard and Master the art of “man-speak”. Explore the ways of marketing your salon to promote your male clientele

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Advance your understanding and use of clippers
- Identify the proper tool to create the desired look
- Increase revenue by providing men's business in your salon

Class Name:

PRINCIPLE BASED DESIGN

Class Description: Learn to create looks for your salon environment and take your skills to the next level. Learn the foundation of the Principles of Design and how to create and recreate any look based on Redken Principles.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn how to analyze a photo to recreate the look for your client
- Learn to customize the latest trends to each clients face shape
- Build your Social Media using Redken's business building tips

Class Name:

DESIGN SUITABILITY

Class Description: Explore your creative ability to innovate with new shapes and designs and learn to implement them in your everyday salon life. Keep your creativity flowing with this inspiring approach to modern day haircuts.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn to choose and apply the appropriate tools
- Identify suitable designs to compliment the client's profile
- Understand how to use texture to make a difference

Class Name:

DESIGN TECHNIQUES: SEASONAL TRENDS

Class Description: Learn to create the latest looks for your salon environment and take your skills to the next level. Learn how the foundation of the Principles of Design help you create and recreate any look based on Redken Principles

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the latest Trends using Redken Principles
- Learn to customize the latest trends to each client's face shape
- Build your Social Media using Redken's business building tips

Class Name:

BLOW DRY BOOT CAMP

Class Description: Want to create the perfect blow-dry? Redken has created a secret weapon for you. We have a menu of looks you will have to offer your clients. Go back to your salon with the know-how #REDKENREADY customized styling techniques. Create your very own signature looks to keep your client on trend

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Create the perfect blow dry
- Increase revenue and client loyalty
- Menu of looks to take back to your clients

Class Name:

PRINCIPLES OF FINISHING

Class Description: In this class, you will learn how to apply the Principles of Finishing using various blow dryer, brush and hot tool techniques. Discover the fundamental techniques that are the foundation to every shape, whether finishing hair up or down.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's Principles of Finishing
- Apply techniques to grow your skills and business
- Meet the client demands with strong foundational skills

Class Name:

REDKEN SIGNATURE BLOW DRY

Class Description: TYLE CONFIDENTLY WITH REDKEN STYLING

If there was one blow dry that adapts itself to many client needs, the Redken Signature Blow Dry is that service! Volume, smooth and sexy. The Redken Signature Blow Dry.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn how to use Redken Principles to master the craft of Finishing
- Learn how to make the correct product selection based on hair type and texture
- Gain confidence with new Styling skills

Class Name:

TEXTURED HAIR STYLING

Class Description: In this Finishing Series, learn the fundamentals of styling textured hair. 65% of all clients have some form of natural texture. Build your confidence in working with different hair types with simple techniques that will also save you time.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Gain confidence to work on any hair type
- Increase revenue and client loyalty
- Learn the right product for the right texture of hair

Class Name:

FINISHING TECHNIQUES: SEASONAL TRENDS

Class Description: Learn to create the latest looks for your salon environment and take your skills to the next level. Learn how the foundation of the Principles of Finishing help you create and recreate any look based on Redken Principles.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the latest Trends using Redken Principles
- Learn to customize the latest trends to each clients face shape
- Build your Social Media using Redken's business building tips

Class Name:

TRAIN THE TRAINER HAIRCOLOR

Class Description: What makes the difference between a good Mentor or ineffective one? There are Principles to becoming an effective leader. Learn how to pass along the information that's taken you years to obtain in an effective method.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Haircolor Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:
**TRAIN THE TRAINER
DESIGN**

Class Description: What makes the difference between a good mentor or ineffective one? There are Principles to becoming an effective leader. information that's taken you years to obtain in an effective method

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Design Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:
**TRAIN THE TRAINER
BARBERING**

Class Description: What makes the difference between a good Mentor or ineffective one? There are Principles to becoming an effective leader. Learn how to pass along the information that's taken you years to obtain in an effective method

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Barbering Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:
**TRAIN THE TRAINER
FINISHING**

Class Description: What makes the difference between a good Mentor or ineffective one? There are Principles to becoming an effective leader. Learn how to pass along the information that's taken you years to obtain in an effective method

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Finishing Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:

TRAIN THE TRAINER FACILITATION

Class Description: Start your journey here as a Salon Trainer with Principles and techniques to share your knowledge with another person their engagement and get results from the effort.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Facilitation
- Discover the techniques to teaching hairdressing skills
- Develop the skills to become the educator in your salon

Class Name:

REDKEN “WHY BE A PART OF IT?”

Class Description: Welcome to the wonderful world of Redken. Learn about all of our products, business tools and resources to grow your salon and personal business

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Redken
- Discover the value of being part of the Redken tribe
- Develop a partnership with Redken to grow your business using our products, innovation, and business building tools.

Class Name:

RETAIL: USE, TEACH, SELL

Class Description: Learn an easy and fun approach to build powerful retail sales by teaching clients about the products you love. Offering professional home maintenance products can increase your income and loyalty in the salon. Clients that are prescribed the proper at home products are 85% more likely to return to the salon. Make sure your work of hair art looks fabulous on the days in-between their visits.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn Scripts to use to help you learn “what to say”
- Preparation, Treatments, Memory (Styling Products), Hard Tools and Finishing
- Understand the Business of Professional Product Offering and how you can secure your client loyalty

Class Name:

RETENTION: *THE PERFECT CLIENTELE*

Class Description: You do not have to choose one if you have Many favorites. You know the ideal client who values your time, your product and hair color suggestions and the one who understands that you deserve that price increase. Learn the communication skills and build the confidence to know your value and reflect that in your business. Grasp the foundation of your perfect business model and succeed in executing it.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Sales Tips for Class: Planning vs Tracking your Client Business
- Understanding who is sitting in your chair and why it matters!
- Adjust your prices the right way for the right reasons

Class Name:

RE-BOOKING: *POWERBOOKING*

Class Description: Increase your income by 30% or more a year without increasing your work hours and squeezing in clients. Have perfect time management and keep your clients happy, while securing your income. Reward clients and improve your retention rate by reserving your client's future appointments. Learn the many ways to entice your clientele to pre-book their appointment.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Design new concept services for your client, while using Redken's digital tools
- Know your future before it gets here! Never be caught off guard wondering "how much money you will make this week" You decide.
- Understanding the Digital and Social Media to help boost your pre-booking strategies

Class Name:

REFERRAL: *PROMOTING REFERRAL BUSINESS*

Class Description: Grow your ideal clientele, fast! Learn how to use your expertise in hair color, cutting and finishing disciplines to increase your booking. There is no better referral than your favorite existing clients. Learn fun ways to motivate your clients to refer you and help them save money by promoting your business.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Be Strategic. Who are you referring?
- How do you create or recruit the High Ticket Clients?
- Understanding the Client and How They Affect our Business

Class Name:
STEP UP!

Class Description: Step Up! Fast track to wealth is a 2-Day financial Boot Camp that awakens and empower stylist to explode their income, transform their personal finances and skyrocket their business behind the chair with much greater focus and intentionality.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Money Smart
- Increase your average ticket
- Create your perfect day

Class Name:
SALON EMOTION
SUITE EMOTION

Class Description: The salon environment is changing and so are your clients' expectations. The time is now to transform your clients' experience in the salon. Discover the 7 Steps of the client journey and develop your action plan to enhance every step along the way for success with our Salon Emotion Program.

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the 7 Steps of the Salon Emotion Program
1. Window 2. Reception 3. Consultation / Diagnosis 4. Back-bar 5. Color / Cut / Style 6. Retail 7. Checkout
- Learn how to change the Guest Experience to a positive event. Experience what the Client "experiences" when they walk through your door.
- Engage the Stylists with Empathy and genuine concern for the Guest Experience

Class Name:
SOCIAL MEDIA OBSESSED

Class Description: Learn how to take the best pictures and create videos for your online profile to gain followers, inspire others and grow your business

Class Format	Class Type
☐ Look & Learn ☐ Hands-In ☐ Hands-On	☐ In-Salon ☐ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn the Do's and Don'ts of creating images (still or video)
- Discover how to take the best photos and create your own video content
- Increase followers creating the right content

STORE CLASSES

Class Name:

BALAYAGE featuring SHADES EQ SILVERS

Class Description: Celebrating all shades of Gray! Discover the endless possibilities from gray to silver with our ultimate collection. Come see all of the trends to transform whether a natural progression to embrace the gray or undergo a silver blonde transformation

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn various Techniques, Patterns, Formulation Guidelines, Mixing -Processing, and Application for creating the best silver tones on balayaged hair!
- Consultation and Business building tips to share how new Haircolor techniques will increase and customer satisfaction
- Positioning the entire Redken Haircare Portfolio

Class Name:

LIQUIDS TO LOVE: BLUR, SMUDGE, MELT AND TONE

Class Description: Discover Redken's Liquids to Love. Learn the secrets to creating multi-tonal dimension by blurring two colors together, thus seamlessly creating a third tone. This class utilizes Redken's unique Blur Brush to show you how to create unique blending effects

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn various techniques, Patterns, Formulation Guidelines, Mixing - Processing, and Application
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Learn the secrets of Redkens haircolor Influencers and grow your social media

Class Name:

BLONDE EDITION: SHADES EQ CREATIVE FORMULAS AND PLACEMENT

Class Description: Shades EQ Blonde shades are so much more Than you think. Open your creativity with these techniques to make your clients stand out and fill your heart at the same time. Move beyond the basics and how to turn your blonde toning services into a masterpiece

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Expand your understanding of each tone to select the right shade each time
- Understand Undertones and how to formulate to Neutralize or Naturalize
- Explore creative placement techniques with Shades EQ
- Business building tips to share how Shades EQ will increase revenues and customer satisfaction

Class Name:

COPPER EDITION: SHADES EQ CREATIVE FORMULAS AND PLACEMENT

Class Description: Shades EQ Copper shades are so much more than you think. Open your creativity with these techniques to make your clients stand out and fill your heart at the same time. Move beyond the basics and how to turn your copper toning services into a masterpiece.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Learn different ways to add dimension to your blondes.
- See how formula and technique can be adapted to make your clients whisper, talk or shout!
- Learn the latest trends from Social Media using SEQ to become an influencer your self.

Class Name:

SEASONAL TRENDS: COLOR, CUT AND FINISHING

Class Description: Learn to create the latest looks for your salon environment and take your skills to the next level. Learn how the foundation of the Principles of Haircolor, Principle Based Design and Finishing help you create and recreate any look based on Redken Principles.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- Understand Redken's latest fashion shades and trends
- Gain consultation tips to help compliment your clients head/face shape
- Create looks to enhance the finished style

Class Name:

REDKEN WHY BE PART OF IT: THE MAGIC OF REDKEN SCIENCE & INSPIRATION

Class Description: Welcome to the wonderful world of Redken. Learn about all of our products, business tools and resources to grow your salon and personal business. Come experience the variety of Haircolor, Haircare and Styling portfolios.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☒ Hands-On	☐ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- First introduction into Redken
- Discover the value of being part of the Redken Power Network
- Develop a partnership with Redken to grow your business using our products, innovation, and business building tools.