



[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)
- Coloration Fondant pour cheveux (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
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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 Richeesse, 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 Richeesse are ammonia free and demi-permanent! Discover when to use Dia Light vs. Dia Richeesse 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 Richeesse
- Understand how to choose the proper Dia Light and Dia Richeesse 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.