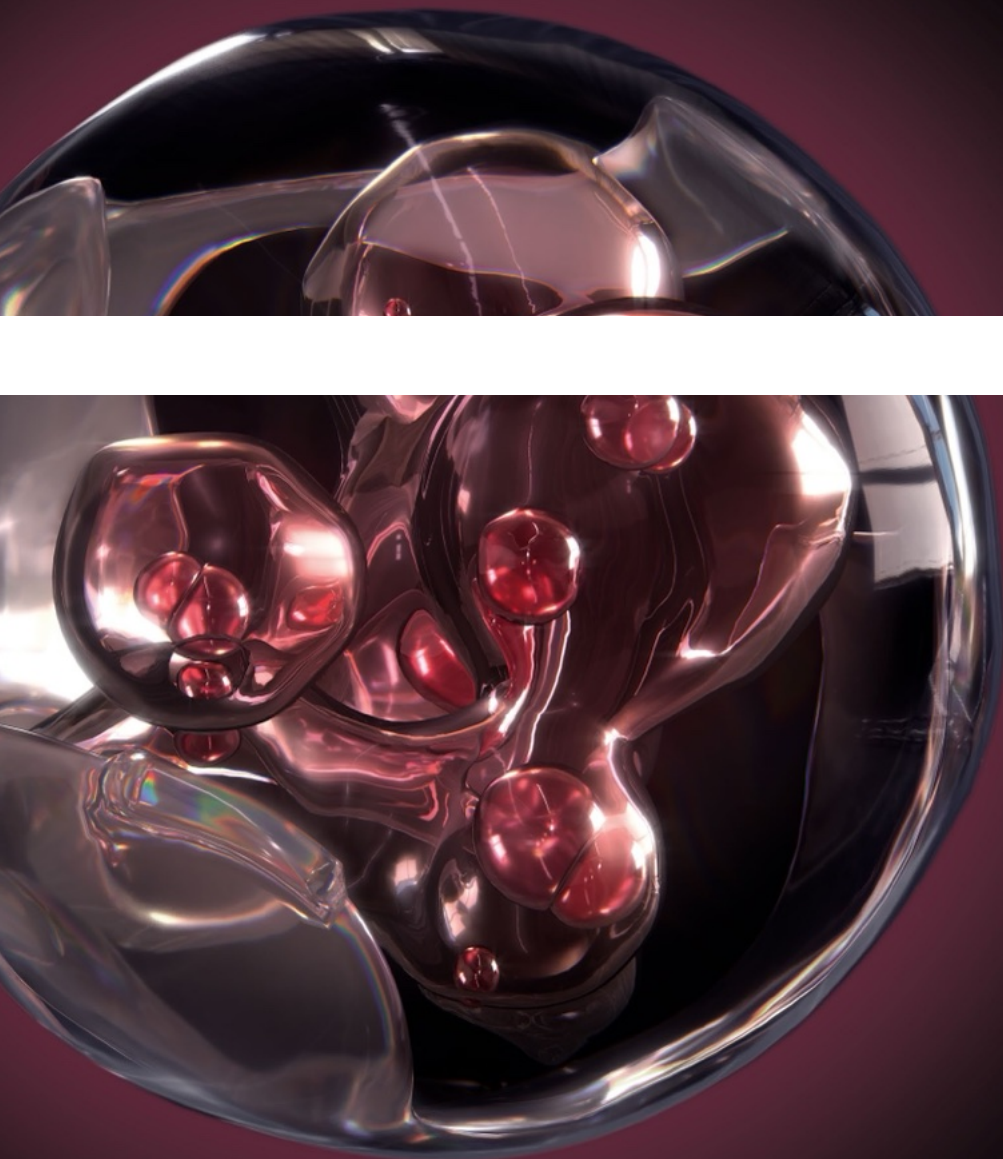




[2024] Signature Education.

Education that elevates the Pro.



Signature Education.

Education that elevates the Pro.

L'Oréal Professionnel is the pioneer of professional beauty. With advanced research, we discover new actives and technology with the best science.

We have the best-in-class education, featuring programs for every level; essential, advanced, expert and specialist. Elevate to the next step in your career with inclusive, comprehensive, and customizable offerings.

**Whatever your education needs,
L'Oréal Professionnel can provide it.**

Signature Education.

What's it all about?

Everyone's education needs are as unique as an individual signature. That's why we offer so many options - because no two stylists, suites, or salons have the same needs. Some need pure education, while others need inspiration. Maybe you need development, or maybe you would like a memorable experience.



Technique.

Signature Education is driven by technology and inspired by technique. With nearly 200 talented individuals, our Artists and Educators can offer everything from essential product knowledge through to specialist information; virtually or live, in locations such as your business, in store or at one of our academies.



Inspiration.

Education comes in many forms, but often when you have a lot of knowledge, to take your skill to the next level you need pure inspiration - whether it is an Artistic Expression course at the Academy, or one of our top Artists coming to you. Maybe you attend one of our Academy Experiences or watch a Virtual Atelier! If its inspiration you need, we got it!



Development.

At different stages of your career, you will have different development needs. Maybe its your year to become a Color Specialist. Maybe you have a desire to inspire and educate others and would like to join our Artistic Network. Speak to your L'Oréal Professionnel Education contact to understand all that is available to you!



Experiences.

Where will your Education take you? We know how important the experiences are, and sometimes you need to leave you own safe space to really learn. We offer Signature Experiences around the globe, across the US, and Academy on Tour. Fully immersive, inspirational education and connection are part of our memorable signature experiences.

[Signature Education]

Our Education Manifesto.

What makes our education unique?

- Education that is **100% customizable** providing exactly the education you need.
- Education that encapsulates the heartbeat of **L'Oréal Professional** since 1909 and co-developed with hair pros, Hair Tech with advanced Technological products and educational programs that elevate you.
- Education that is inclusive and educates multiple hair formations from straight, wavy, curly to coiled hair in every class. We call this **Hair Love**.
- Education experiences are made amazing by the **people** who teach for us, each with a passion for hair and a love for their craft.
- Education that is available **ON | OFF** giving you the choice of how and when you would like to learn with live and virtual education.



Class Offerings.

At every level.

○ [Specialist]

Designed for professionals looking to push the boundaries of their expertise and apply their skills in new and creative ways with L'Oréal Professionnel and their partners.

○ [Expert]

Designed for professionals looking to master and become an expert in their craft with L'Oréal Professionnel.

○ [Advanced]

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

○ [Essential]

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



[Signature Education]

ON | OFF Education.

Available virtually and live. A purposely curated education offering available to everyone.



[Virtual Education = ON]

Available conveniently from the palm of your hand

- Virtual Atelier
- Color Ambassador
- Access
- Salon or Suite Virtual Rendezvous
- Social



[Live Education = OFF]

From our Academy Education held in New York City and Los Angeles through to our Store Education and in Salon or Suite Education.

- Academy
- In Store
- In Salon or Suite Rendezvous
- Signature Experiences
- School



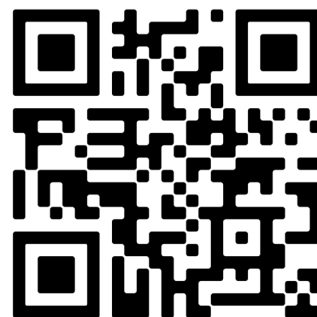


Access.

The ultimate learning destination
for salon professionals.

At L'Oréal Professionnel, we believe that education is the most powerful tool we can use to grow, inspire and develop our salon partners and hair artists of tomorrow.

L'Oréal Professionnel on L'Oréal ACCESS provides comprehensive and accessible education at your fingertips.

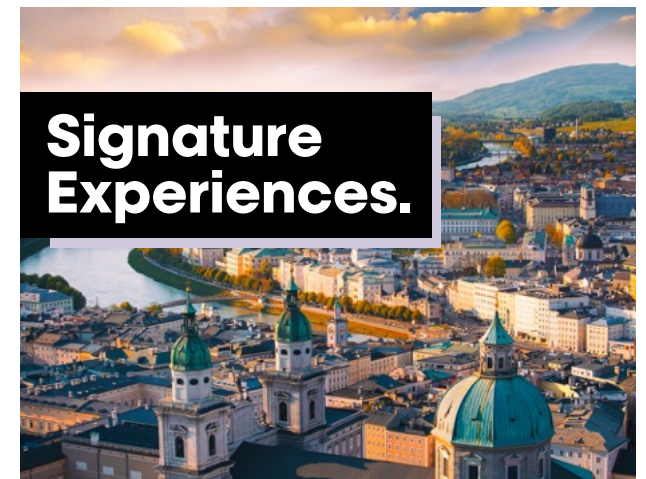


Click or scan to learn more about
L'Oréal Professionnel on ACCESS.

Signature Education.

Where will your education take you?

Click the images below to view each chapter in full detail.



Academy.

Our most elevated, immersive,
inspirational education experience,
available from coast-to-coast.



Education Available Coast-To-Coast



Los Angeles
Prolab



Academy
On Tour



New York City
The Main

Academy Signature Education:

Our Academy Signature Education offers an elevated experience and a unique point of difference.

- These courses go beyond the technique, showcasing the beauty that L'Oréal Professionnel has to offer. Rich in content, we strive to continue elevating the pro by evolving to meet the ever-shifting needs of the stylist.
- Our Academy Signature Courses encompass a variety of Academy classes focused on a variety of color, balayage, haircutting and hairstyling.
- This is where you can become certified in Color, French Balayage or Haircutting – or all 3 – as well as so much more.

Artistic Expression:

Learn from the best in the business!

- Your favorite Artists and Influencers take the stage and allow you to take a peek inside their brain, showcasing their favorite techniques to align with the latest trends. Experience advanced education in a whole new way!

[Specialist]



Color Specialist

[Expert]



Color Certification



French Balayage
Certification



Haircutting
Certification



Academy
Experience

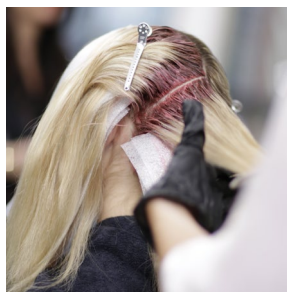
[Advanced]



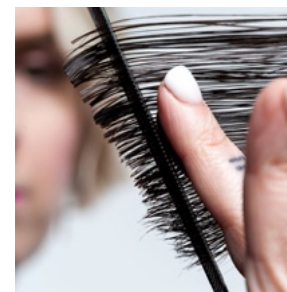
The Complete Blonde



French Balayage:
The Art of
Coloring Hair



The Art of
Coloring Hair



The Art of Haircutting



Color Ambassador



Artistic Expression:
Signature Techniques
Featuring Artists &
Influencers



Academy.
Signature Education.



CLICK OR SCAN

Signature Color Courses.

Out of all our Signature Education we are often asked what are our pillar classes, or the classes that someone should take if they want to become the absolute best!

In terms of color education, below are the classes and path we would recommend to become the absolute best you can!

[Advanced]

Color Ambassador.

Immerse yourself in L'Oréal Professionnel and become an Ambassador in your salon environment to gain full confidence to create beautiful colors every time as well as being a mentor for your entire team. A must have for every salon and every colorist.

2 days virtual

\$200 | 13333 Level Loyalty Points



[Expert]

Color Certification.

When you have a strong understanding of color as well as experience it's time to take Color Certification. Once complete you will become certified in L'Oréal Professionnel color giving you more confidence, knowledge and ability elevating you to an even higher level of expert colorist.

6 days live

\$2700 | 180000 Level Loyalty Points



[Specialist]

Color Specialist.

The ultimate color course to make you a specialist like no other. Launched in 1998, this globally recognized course continues to elevate colorists. If you have an excellent knowledge of coloring and would like to understand the why so you can fine tune every head of hair this is for you!

4 days live + 6 days virtual

\$5000 | 333333 Level Loyalty Points



Where are you on your education journey, and what is next?

Wherever you are at there is always a next step to help take you to the next level.



Color Ambassador.

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, 2-day program leads you through our brand essentials, prepares you to be the L'Oréal Professionnel expert and ultimate Ambassador.

Color Specialist.

The ultimate color course to make you a specialist like no other. Launched in 1998, this globally recognized course continues to elevate colorists. If you have an excellent knowledge of coloring and would really like to understand the "why" so you can fine tune every head of hair, this course is for you!

Please Note: We recommend that you have completed Color Certification or equivalent before embarking on Color Specialist.

Color Specialist will be one of the most amazing experiences of your career, but it takes commitment and is intensive.

Some points to consider:

- Before signing up we strongly recommend you check that you can attend all dates as missing one can add a lot of extra pressure.
- Between each date there is homework that will be part of your completion portfolio which along with your exam will determine if you pass or pass with a credit or distinction mark.
- Once the course is complete your portfolio and exams will be marked, and you will be notified of your pass mark. Once this is marked and at this stage, you are a L'Oréal Professionnel Color Specialist.
- L'Oréal Professionnel offers a full Graduation Celebration to students who have completed Color Specialist as part of the course. The date of your Graduation will be shared with as much notice as possible and could be some time after you have become a Color Specialist.
- As a L'Oréal Professionnel Color Specialist, you will have access to a global community of fellow color artists and continued education provided by L'Oréal Professionnel.



Click to learn
more about
Color Specialist.



"I have been in the industry for almost 25 years and have taken a lot of advanced education and this course was still mind blowing, almost like you don't know how you formulated hair color before this. It elevated my professionalism and gave me the confidence in answering any color questions thrown at me as a salon owner and L'Oréal Professionnel Artist. The whole experience will challenge you and prepare you for everything you need and the reward of a graduation after it's all complete is just the icing on the cake!"

-Tina Jimenez, Northern Lights, Clark, NJ



"This is one of the most challenging and rewarding classes I have taken in my career. I have always loved L'Oréal Professionnel color and I have considered myself to be a very good colorist, but after this class I feel like my color formulation has ascended to another level. I am so thankful for all that I have learned. It has made me a better colorist and a better mentor to my team. I also feel like I have made some lifelong friends with my fellow classmates as well as the instructors. What a great experience."

-Emilio Giglio, Alex Emilio, Royal Oak, MI

Signature Courses.

We also offer Certifications in French Balayage and Haircutting. Both classes have been created to help make you become the absolute best you can be and have been created to certify an individual when they already have expert knowledge.

[Expert]

French Balayage Certification.

Designed to guide you in becoming an Expert in French Balayage! During the program you will learn the methodology behind the classic French painting techniques of brush and planchette, while exploring best practices for all hair types, elevating your skills to a mastery level. In order to stretch those creative muscles and extend past your comfort zone, you will plan and execute your own French Balayage Collection for a final project! Watch your balayage business accelerate to new levels as you become certified in L'Oréal Professionnel French Balayage.

6 days live

\$2700 | 180000 Level Loyalty Points



[Expert]

Haircutting Certification.

Designed to guide you to becoming an Expert in Haircutting! During this program you will learn terminology and methodology of haircutting. You will immerse yourself into this methodology through 6 classic haircuts and how to approach all hair formations through effective consultation and hair analysis. Boost your professional confidence and stretch those creative muscles past your comfort zone by creating a cutting collection for your final project! Watch your haircutting business accelerate to new levels as you become certified in L'Oréal Professionnel haircutting.

6 days live

\$2700 | 180000 Level Loyalty Points



Virtual Atelier.

Inspirational, complimentary
education for all.



Virtual Atelier.

Inspirational, complimentary education for all.

Virtual Ateliers are 90-minute, high impact workshops that are complimentary to all hairdressers in the US.

Our Education team host Virtual Ateliers weekly, and they cover many topics from foundational product knowledge through to inspiration and technique.

Whether you are new to L'Oréal Professionnel and would like to learn the essential, foundation knowledge to get the best results or if you would like a refresher, learn about an innovation, need inspiration or to learn a new technique we have you covered!

Virtual Ateliers are the education of choice for many because of all the boxes they tick!

Convenient | Complimentary | Live | Interactive | High Impact

Topics covering: Essential information, new product launches, inspiration & technique.



[Essential]



**Welcome To L'Oréal
Professionnel**



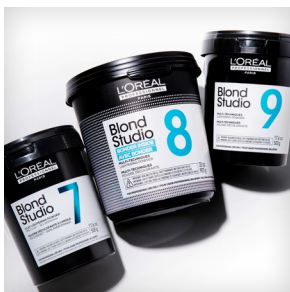
**Majirel
Essentials**



**iNOA
Essentials**



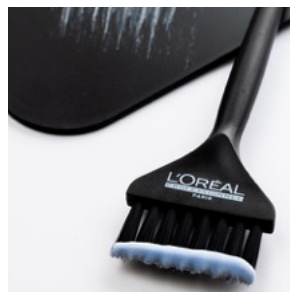
**Dia
Essentials**



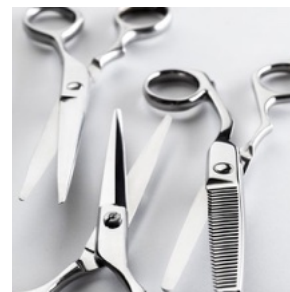
**Blond Studio
Essentials**



**Care & Style
Essentials**



**French Balayage
Essentials**



**Haircutting
Methodology**



Virtual Aterlier.

Signature Education.



CLICK OR SCAN

Salon & Suite Education.

Education that is curated to fit the needs of you and your salon! Host one of our highly skilled educators or artists to come to your salon today.



Salon & Suite Education.

Education that is curated to fit the needs of you and your salon! Host one of our highly skilled educators or artists to come to your salon today.

- Creative & interactive live and virtual classes
- Customized for the needs of your team
- Available for purchase through LEVEL loyalty
- 18 different classes to choose from
- Taught by L'Oréal Professionnel Artists and Educators



[Advanced]



Correct & Neutralize



Balayage: Beyond the Planchette



Classic Haircuts & Modern Styling



Global Trends

[Essential]



Welcome To L'Oréal Professionnel



Majirel Essentials



iNOA Essentials



Dia Essentials



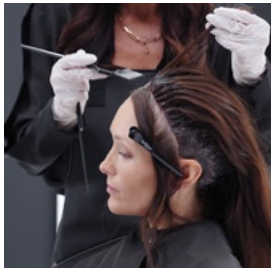
Blond Studio Essentials



Care & Style Essentials



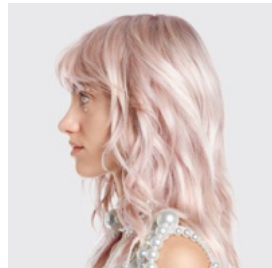
French Balayage Essentials



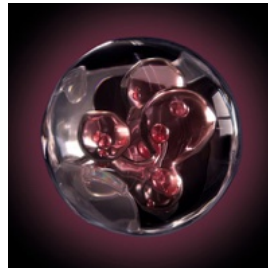
Color Coach



Haircutting Methodology



Creative Formulas



Innovation Sneak Peek



Trend Enthusiast



Salon Emotion

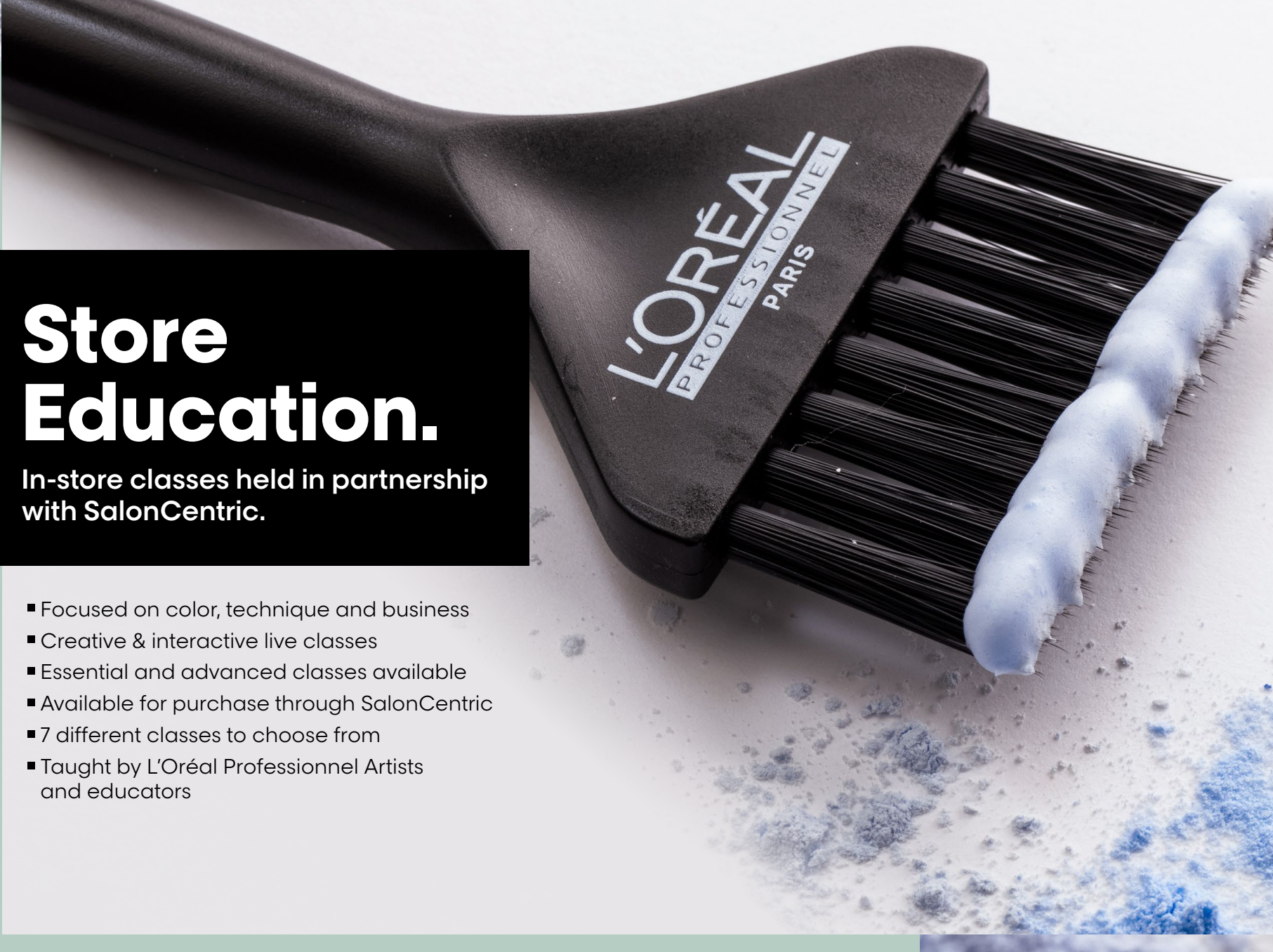


Suite Emotion

Salon & Suite Education.

Signature Education.





Store Education.

In-store classes held in partnership with SalonCentric.

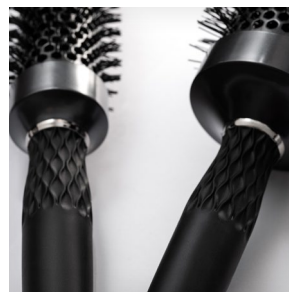
- Focused on color, technique and business
- Creative & interactive live classes
- Essential and advanced classes available
- Available for purchase through SalonCentric
- 7 different classes to choose from
- Taught by L'Oréal Professionnel Artists and educators



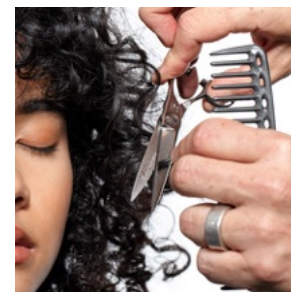
Welcome to
L'Oréal Professionnel



Color Melt:
No Ammonia



Signature Blow Out:
Tecni.Art



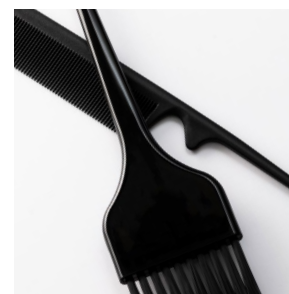
Trend
Haircutting



French Balayage
Essentials



Color Correction:
Color In



Color Correction:
Color Out



Store Education.

Signature Education.

Join The L'Oréal Professionnel Artist Network.

Our Artist Network and Brand Ambassadors are passionate hairdressers who love education and sharing a wealth of knowledge.

Why become a L'Oréal Professionnel Artist?

Influence the industry.

Artists facilitate online and offline education. You would have the opportunity to teach for our top distribution partners or in one of our many L'Oréal Professionnel salons. We encourage every Artist to master our methodology and combine it with their creativity and style.

Develop your own skill set.

Receive best-in-class training from some of the most successful Artists in the industry and enjoy Artist benefits, such as discounts for our best-in-class Academy programs.



Want to join the
L'Oréal Professionnel
Artist Network?
Apply online today!

