

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.