

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

## 2024 CLASS MENU

| BUSINESS                                                                                                                                               | CUTTING & DESIGN                                                                                                            | PRODUCT KNOWLEDGE                                                                                    | STYLING & FINISHING                                                                                                       | OTHER                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Ready Set Grow</li> <li>The Business of Bridal</li> <li>The Social Session</li> <li>Retail Concierge</li> </ul> | <ul style="list-style-type: none"> <li>Essential Design</li> <li>Pure Form Design</li> <li>Trendspiration Design</li> </ul> | <ul style="list-style-type: none"> <li>Retail Concierge</li> <li>The Pureology Experience</li> </ul> | <ul style="list-style-type: none"> <li>Trendspiration styling</li> <li>Pure Polish</li> <li>Business of Bridal</li> </ul> | <ul style="list-style-type: none"> <li>Inner Peace Outer Prosperity Series</li> </ul> |

## 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                                                                                                     |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-In | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> 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                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital |

**Class Name:**  
**Essential Design**

| Class Format                          | Class Type                            |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon     |
| <input type="checkbox"/> Hands-In     | <input type="checkbox"/> Store Studio |
| <input type="checkbox"/> Hands-On     | <input type="checkbox"/> 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                            |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon     |
| <input type="checkbox"/> Hands-In     | <input type="checkbox"/> Store Studio |
| <input type="checkbox"/> Hands-On     | <input type="checkbox"/> 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                            |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon     |
| <input type="checkbox"/> Hands-In     | <input type="checkbox"/> Store Studio |
| <input type="checkbox"/> Hands-On     | <input type="checkbox"/> 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.

### 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 Format                          | Class Type                            |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon     |
|                                       | <input type="checkbox"/> Store Studio |
|                                       | <input type="checkbox"/> Digital      |

### 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.

### 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 Format                          | Class Type                            |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon     |
| <input type="checkbox"/> Hands-In     | <input type="checkbox"/> Store Studio |
| <input type="checkbox"/> Hands-On     | <input type="checkbox"/> Digital      |

### 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!

### 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

| Class Format                          | Class Type                            |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon     |
| <input type="checkbox"/> Hands-In     | <input type="checkbox"/> Store Studio |
| <input type="checkbox"/> Hands-On     | <input type="checkbox"/> Digital      |