



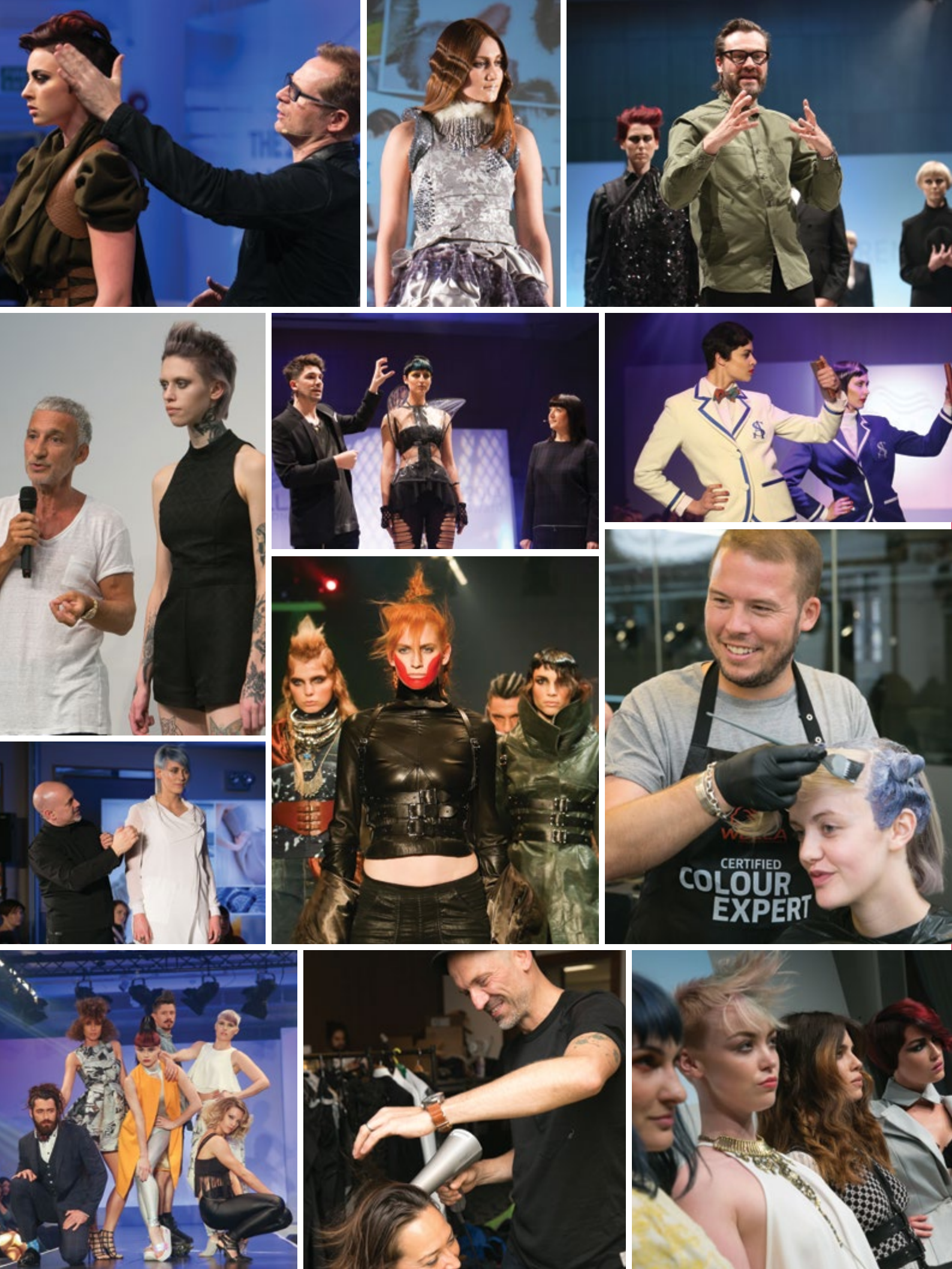
WELLA INSPIRATION 2016

ENTER



WELLA EDUCATION 2016

ENTER



INTRODUCTION

COLOUR
& MOVEMENT

INSPIRATION

CARE, CUT
& STYLE

EDUCATION
ON LOCATION

BUSINESS

COLLEGE
EDUCATION

STUDIOS &
HOW TO BOOK

PRESTIGE
BRANDS



USEFUL TIPS ON USING THIS INTERACTIVE PDF

- Click on the coloured headers or the tabs on the right hand side of the page to go to your chosen section
- Go directly to a specific page by clicking on it from the contents list
- The 'home' button in the top right hand corner will take you back to the start
- Left click your mouse to go forward a page
On an i-pad, swipe the page forward with your finger
- Right click your mouse to go back a page
On an i-pad, swipe the page back with your finger

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EDUCATION



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INSPIRATION?

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PERFECT PARTNER

WELLA ARE HERE TO SUPPORT EVERY HAIRDRESSER IN THEIR CAREER JOURNEY AND THEIR BUSINESS, BRINGING OVER 135 YEARS' EXPERIENCE WITH OUR INDUSTRY LEADING EDUCATION.



FOUR LEVELS OF EDUCATION



WELLA ARE HERE TO BE YOUR PERFECT PARTNER AND WE HAVE DESIGNED OUR EDUCATION OFFERING TO MEET ALL OF YOUR SALON NEEDS BY ALLOWING YOU TO TAILOR-MAKE YOUR WELLA SALON TRAINING PROGRAMME FOR EVERY LEVEL OF YOUR TEAM; MEETING YOUR BUSINESS NEEDS EVEN FURTHER.



Mastering the pinnacle in hairdressing craft with some of the industry's most recognised certifications.

Create the perfect total look for your clients with these all-inclusive service seminars covering colour, cut, care, style, movement, inspiration and business.

Learn the secrets behind Wella's how-to: over 135 years of expertise at your fingertips.

The name says it all: discover the latest in our product knowledge, consultation, and techniques in a short and sweet 2-3-hour session.

WELLA YOUR PERFECT PARTNER

HELPING YOUR SALON TO GROW

We believe education is key to elevating your business to new heights and we've identified five core areas to help you activate your salon.

Look for the symbols next to our educational courses to help you focus on your salon's business objectives. Talk to your account manager today about our salon health check and how we can work with you to help you develop your business.



Optimise the day-to-day salon and staff operations

by managing time and resources more effectively.



Improve your salon's image

by using our salon tools to communicate the best services to your clients.



Drive a higher frequency of salon visits

through a comprehensive range of services to create future visions for your clients.



Increase clients' readiness to spend more

with tempting upgrades to premium service and product offers.



Attract new clients to your salon

with exclusive offers, promotions and activities that exceed their expectations.



WELLA MYMARKETING

WELLA MYMARKETING IS A FANTASTICALLY FLEXIBLE, EASY-TO USE ONLINE TOOL THAT LETS YOU CUSTOMISE A WHOLE RANGE OF PROMOTIONAL MARKETING MATERIALS, ALL AT THE TOUCH OF A BUTTON.

REGISTERING TO
WWW.WELLAMYMARKETING.CO.UK

IS COMPLETELY FREE TO OUR BUSINESS PARTNERS



WHAT CAN WELLA MYMARKETING DO FOR YOU?

MYMARKETING

MYMARKETING helps you to create your own salon marketing campaigns quickly and easily, including: social media packs, beauty and product images, essential business guides, ready-made artwork for you to personalise and much more!



NEW FOR 2016

E-EDUCATION

OUR E-EDUCATION PERFECTLY COMPLEMENTS OUR FACE-TO-FACE TRAINING PROGRAMME WITH FLEXIBLE EDUCATIONAL CONTENT THAT CAN BE ACCESSED ANYTIME AND ANYWHERE ACROSS ALL OF OUR ICONIC BRANDS.

Register now and see more:
wella.co.uk/education

At Wella we understand the demands of a busy salon and how this can sometimes get in the way of investing in yourself and your education...

We offer you a full range of online seminars that feature product, skill and technique-based learning, designed for you to access whenever you want: from your phone, tablet or laptop.

Whether you are looking for information, creative inspiration or are completing your learning plan online, our expertly designed online learning experiences will set you up for success.

WELLA
PROFESSIONALS

SYSTEM
PROFESSIONAL

PROFESSIONAL
SEBASTIAN

SASSOON
PROFESSIONAL

NIOXIN

Kadus
PROFESSIONAL

YOUR CAREER PATH

WE ARE HERE TO SUPPORT EVERY HAIRDRESSER IN THEIR CAREER JOURNEY, BRINGING OVER 135 YEARS' EXPERIENCE WITH OUR INDUSTRY LEADING EDUCATION.

FOLLOW OUR THREE SIMPLE STEPS TO CREATING YOUR OWN WELLA CAREER JOURNEY...

STEP 1

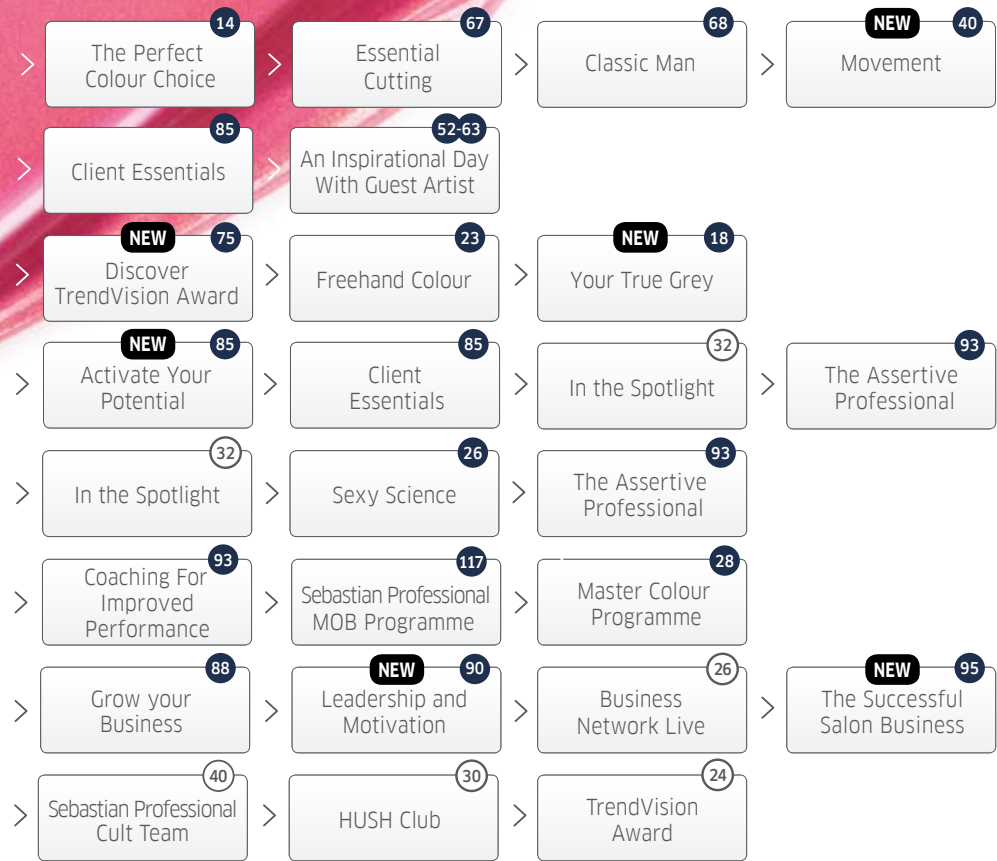
CHOOSE YOUR ASPIRATIONAL CAREER LEVEL FROM THE EXAMPLE CAREER PATH BELOW, E.G. SENIOR STYLIST

STEP 2

EXPLORE THE COURSES AND EVENTS IN OUR EXAMPLE CAREER PATH BELOW AND DISCOVER WHAT INSPIRES YOU FOR THE FUTURE

STEP 3

PULL OUT THE FULL CALENDAR ENCLOSED & PLOT YOUR OWN CAREER JOURNEY WITH YOUR WELLA ACCOUNT MANAGER AND SALON TEAM



● EDUCATION SECTION

○ INSPIRATION SECTION

CHOOSE YOUR ASPIRATIONAL CAREER PATH AND SAVE YOURSELF **20%** BY BOOKING THREE COURSES FROM YOUR FUTURE JOURNEY ALL AT ONCE!
CONTACT YOUR NEAREST WELLA STUDIO TO BOOK TODAY!



COLOUR & MOVEMENT

DIVE INTO THE WORLD OF COLOUR WITH A VARIETY OF COURSES TO TAKE YOUR KNOWLEDGE TO THE MAXIMUM. CREATE SOFT WAVES AND TEXTURES IN A MODERN WAY FOR EVERY CLIENT'S NEEDS.

COURSES

- | | |
|-----------------------------------|----------------------------------|
| THE PERFECT COLOUR CHOICE | COUTURE BLONDES NEW |
| ESSENTIAL COLOURING | SEXY SCIENCE |
| CLASSIC FOILING | MASTER COLOUR PROGRAMME |
| YOUR TRUE GREY NEW | MCP GRADUATION |
| COLOUR CHANGE | MCP BUSINESS BUILDING DAY |
| ADVANCED COLOUR CHANGE NEW | MASTER COLOUR CONGRESS |
| CREATIVE TECHNIQUES | MASTER COLOUR EXPERT: NEXT STEPS |
| FREEHAND COLOUR NEW | MOVEMENT NEW |



The Perfect Colour Choice is a combination of **great consultation with technical knowledge** to allow you to choose the **perfect technical colour combination** for each client

THE PERFECT COLOUR CHOICE



LEVEL
Essential Craft



DURATION
1 day



PRICE
€200



INCREASE YOUR
SALON SPEND



DRIVE CLIENT
FREQUENCY



OPTIMISE
SALON & STAFF
OPERATIONS

WHO SHOULD ATTEND?

Hairdressers who have completed Essential Colouring within the last 12 months or have a good knowledge of the Wella Professionals colour portfolio. Ideal for hairdressers with 1-3 years of experience who want more confidence in making the right colour choices for their clientele to increase client loyalty, product utilisation and business opportunities.

WHAT WILL YOU LEARN?

- Learn to choose the right colour for your client's hair type
- Gain confidence and expertise in practical situations
- Discover how to correctly choose the right colour every time with simple step by step knowledge and guidance from your Wella Education Team
- Use your new skills to help you grow your column, as well as gain loyalty with your existing clientele

WHERE AND WHEN

Dublin Studio

Wed 3 February

Wed 6 April

Tues 28 June

Wed 17 August

Wed 5 October

Wed 9 November

Tues 13 December

I've gained so much more **confidence** in choosing the perfect colour for my clients, to help **grow** the salon's colour percentage



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ESSENTIAL COLOURING

LEVEL
Essential Craft

DURATION
2 days

PRICE
€290
Observation Courses Available
€90

INCREASE YOUR
SALON SPEND

OPTIMISE
SALON & STAFF
OPERATIONS

WHO SHOULD ATTEND?

Hairdressers who are competent in the application of colour and basic styling and for those returning to the craft.

WHAT WILL YOU LEARN?

- A full understanding of the Wella colour portfolio from naturals, vibrant reds, rich browns and shimmering blondes
- The Wella international numbering system
- How and where colour works on the structure of the hair
- Choose with confidence the right colour product for your clients
- How to apply colour to gain the best results
- The benefits of post colour care in the salon and the home care system for your client

WHERE AND WHEN

Dublin Studio

Tues 12 & Wed 13 January
Mon 25 & Tues 26 January
Mon 8 & Tues 9 February
Mon 22 & Tues 23 February
Tues 22 & Wed 23 March
Mon 11 & Tues 12 April
Mon 25 & Tues 26 April
Tues 10 & Wed 11 May
Mon 16 & Tues 17 May
Tues 7 & Wed 8 June
Mon 20 & Tues 21 June
Tues 5 & Wed 6 July

Tues 19 & Wed 20 July

Tues 2 & Wed 3 August

Mon 15 & Tues 16 August

Tues 30 & Wed 31 August

Tues 13 & Wed 14 September

Mon 26 & Tues 27 September

Mon 10 & Tues 11 October

Tues 25 & Wed 26 October

Mon 21 & Tues 22 November

Mon 5 & Tues 6 December

CLASSIC FOILING

(FORMERLY KNOWN AS ESSENTIAL FOILING)

LEVEL
Essential Craft

DURATION
1 day

PRICE
€240
Observation Courses Available
€90

ATTRACT NEW
CLIENTS TO
YOUR SALON

INCREASE YOUR
SALON SPEND

OPTIMISE
SALON & STAFF
OPERATIONS

WHO SHOULD ATTEND?

Hairdressers who have a basic working knowledge of colour theory.

WHAT WILL YOU LEARN?

- The fundamental highlighting skills required for successful foiling
- How to choose the correct product

- Increase your confidence in the application of foil or colour wrap methods
- Learn key consultation skills to ensure correct client and hair diagnosis
- Theory information
- Put your new skills into practice with workshop sessions

WHERE AND WHEN

Dublin Studio

Mon 11 January
Mon 22 February
Wed 16 March
Wed 27 April
Wed 11 May
Tues 21 June
Wed 20 July
Tues 30 August
Tues 13 September
Tues 27 September
Tues 18 October



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NEW FOR 2016

YOUR TRUE GREY

LEVEL
Essential Craft

DURATION
1 day

PRICE
€195

ATTRACT NEW
CLIENTS TO
YOUR SALON

INCREASE YOUR
SALON SPEND

DRIVE CLIENT
FREQUENCY

WHO SHOULD ATTEND?

Hairdressers who want to develop their expertise in creating a truly bespoke colour service celebrating the beauty of grey hair.

WHAT WILL YOU LEARN?

- Explore a contemporary, fashion-focused approach to colouring grey/white hair
- Discover how to overcome potential barriers to grey, using Colour Equations during consultation to create the perfect bespoke grey for every client
- Expertly match colour techniques and products to bring out the best in every type of grey hair
- Create personalised care recommendations to help your clients maintain their grey at home
- Return to your salon with practical grey hair expertise to share with your team

WHERE AND WHEN

Dublin Studio

Wed 24 February

Tues 3 May

Mon 8 August

Wed 12 October

Become an expert colourist
in grey hair and give
confidence back to the client



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COLOUR CHANGE

(FORMERLY KNOWN AS CORRECTIVE COLOURING)

LEVEL
Essential Craft

DURATION
2 days

PRICE
€310
Observation Courses Available
€90

ATTRACT NEW CLIENTS TO YOUR SALON

DRIVE CLIENT FREQUENCY

WHO SHOULD ATTEND?

Hairdressers who are competent in basic colour theory and application.

WHAT WILL YOU LEARN?

- Understand the world of colour correction and how it can be fun and enjoyable
- A step by step approach
- Gain confidence and overcome the F.E.A.R. Factor
- Learn to deal with all colour correction issues including:
 - Removal of colour bands
 - Lightening previously darkened hair
 - Re-colouring lightened hair
- Put your new skills into practice with workshop sessions
- Case studies will be used to increase your understanding

WHERE AND WHEN

Dublin Studio

Mon 18 & Tues 19 January
Mon 1 & Tues 2 February
Tues 16 & Wed 17 February
Tues 15 & Wed 16 March
Mon 4 & Tues 5 April
Mon 18 & Tues 19 April
Tues 3 & Wed 4 May
Mon 23 & Tues 24 May
Mon 30 & Tues 31 May
Mon 13 & Tues 14 June
Tues 28 & Wed 29 June
Mon 11 & Tues 12 July
Mon 25 & Tues 26 July

Mon 8 & Tues 9 August
Tues 23 & Wed 24 August
Tues 6 & Wed 7 September
Tues 20 & Wed 21 September
Mon 3 & Tues 4 October
Tues 18 & Wed 19 October
Tues 1 & Wed 2 November
Tues 15 & Wed 16 November
Mon 28 & Tues 29 November
Mon 12 & Tues 13 December

ADVANCED COLOUR CHANGE

NEW FOR 2016

LEVEL
Advanced Craft

DURATION
1 day

PRICE
€205

ATTRACT NEW CLIENTS TO YOUR SALON

DRIVE CLIENT FREQUENCY

WHO SHOULD ATTEND?

Hairdressers who want to upskill to deal with major colour changes. An essential course to attend ahead of the Master Colour Programme.

WHAT WILL YOU LEARN?

- Build not only your skills but also your confidence in the face of any major colour change
- Explore the fundamentals of advanced colour change including the lightening curve and product choices
- Share real life experiences and put the latest theories to the test in this hands-on practical workshop

- Create bespoke home care packages to ensure each client's hair obtains optimal condition after any such major change
- Return to your salon with the expertise to deal with any future colour change scenario

WHERE AND WHEN

Dublin Studio

Wed 10 February
Tues 22 March
Wed 13 April
Wed 11 May
Wed 22 June
Mon 18 July

Tues 2 August
Mon 26 September
Wed 12 October
Wed 9 November
Wed 7 December



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Image by HOB Salons and Academy

I've learned **how to place colour** to give lots of different effects and used colours I've never thought of using before to get my clients **excited**

CREATIVE TECHNIQUES
(FORMERLY KNOWN AS CREATIVE COLOURING)

**LEVEL**
Advanced Craft

**DURATION**
1 day

€ **PRICE**
€255

Observation Courses Available
€90

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

SALON IMAGE & EQUITY

- WHO SHOULD ATTEND?**

Hairdressers who are competent with highlighting techniques and who wish to develop their creative colour skills.

WHAT WILL YOU LEARN?

 - Discover the latest trends in fashion
 - Take away up to date creative techniques
 - Increase the colour services you offer in the salon by learning advanced techniques
 - Improve your client consultations and client retention
- Learn to focus on face shape, hair cut, colour placement and colour choice
 - Ensure your client advertises your creative skills in the best possible way to win you new clients
 - Put your new skills into practice with workshop sessions
 - Demonstration models will be used to increase your understanding

WHERE AND WHEN	
Dublin Studio	
Mon 21 March	
Wed 20 April	
Tues 10 May	
Mon 27 June	
Mon 4 July	
Mon 22 August	
Tues 20 September	
Mon 17 October	
Tues 29 November	

FREEHAND COLOUR

NEW FOR 2016

**LEVEL**
Advanced Craft

**DURATION**
1 day

€ **PRICE**
€195

Observation Courses Available
€90

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

OPTIMISE SALON & STAFF OPERATIONS

- WHO SHOULD ATTEND?**

Hairdressers with a sound understanding of colour placement who are now looking to take their colour business to the next level with the latest freehand colour techniques.

WHAT WILL YOU LEARN?

 - Take your colouring know-how to the next level with the latest freehand colour techniques
- Explore the key considerations in creating the perfect Freehand Colour Equation for your client, from planning ahead to colour placement around the face
 - Match the right techniques and products to each client to create a truly bespoke service
 - Return to your salon with the freehand colour expertise to inspire both your team and your clients

WHERE AND WHEN	
Dublin Studio	
Wed 27 January	
Mon 29 February	
Tues 29 March	
Mon 18 April	
Wed 18 May	
Mon 27 June	
Wed 27 July	
Mon 5 September	
Wed 28 September	
Mon 24 October	
Tues 6 December	



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NEW FOR 2016

COUTURE BLONDES

(FORMERLY KNOWN AS PURE BLONDE INSPIRATION & BLEACH IT)

LEVEL
Advanced Craft

DURATION
1 day

PRICE
€200
Observation Courses Available
€90

ATTRACT NEW
CLIENTS TO
YOUR SALON

INCREASE YOUR
SALON SPEND

OPTIMISE
SALON & STAFF
OPERATIONS

WHO SHOULD ATTEND?

Hairdressers who want to offer a personalised blonde colour service to enhance every client's experience as well as their salon's profile and business.

WHAT WILL YOU LEARN?

- Identify those clients for whom blonde is not simply a colour but a way of life
- Characterise the full blonde spectrum from cool to warm, summer to smoky
- Create the perfect personalised blonde Colour Equation during consultation and define the colour products and techniques needed to achieve couture blondes
- Present a tailored maintenance and home care package to keep blondes looking beautiful and your appointments diary full
- Train your salon team on your return with your couture blonde expertise

WHERE AND WHEN

Dublin Studio

Tues 19 January
Tues 16 February
Mon 21 March
Tues 19 April
Wed 25 May
Tues 14 June
Wed 29 June
Tues 19 July
Tues 23 August
Wed 19 October
Wed 23 November



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SEXY SCIENCE

 **LEVEL**
Master Craft

 **DURATION**
2 days

 **PRICE**
€460

 **OPTIMISE
SALON & STAFF
OPERATIONS**

 **SALON IMAGE
& EQUITY**

WHO SHOULD ATTEND?

Experienced hairdressers with a fundamental theoretical knowledge of hair. Perfect for experienced salon hairdressers handling the ever-changing needs of their clientele. A must for all Wella Professionals Master Colour Experts.

WHAT WILL YOU LEARN?

- Perfect your theoretical knowledge on the subjects of hair and product functionality
- Acquire the ability to discuss and identify fact from falsehoods
- Uncover the latest factual content as part of your in-salon training
- Develop your own winning arguments for recommending services and products to clients
- Two-day interactive training with an exciting mix of interactive demonstrations, experiments and discussions
- Learn how to create your own lab notebook

DAY 1: ALL ABOUT HAIR STRUCTURE

- In-depth look at hair structure and how it applies to everyday salon services
- Individual hair chemistry
- Global hair textures
- The complexity and beauty of hair care - shampoo and conditioner
- Hair styling – fundamental product categories and their effect on hair
- Permanent structural changes

DAY 2: ALL ABOUT COLOUR

- The global understanding of natural hair colour
- Overview of the different artificial colour types
- Theory of colour and contemporary colour
- Semi-permanent and permanent colour
- Overview of oxidative colouring
- Dyestuff, ammonia versus mono, bleaching
- Differences among colours

WHERE AND WHEN

Dublin Studio

Mon 14 & Tues 15 March

Mon 11 & Tues 12 July

Mon 21 & Tues 22 November



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MASTER COLOUR PROGRAMME

WOULD YOU LIKE TO GROW YOUR COLOUR BUSINESS AND DEVELOP YOUR TEAM TO BE THE BEST IN THE BUSINESS?

LEVEL
Master Craft

DURATION
13 days
in 4 stages

PRICE
€3000

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

DRIVE CLIENT FREQUENCY

OPTIMISE SALON & STAFF OPERATIONS

SALON IMAGE & EQUITY

The Master Colour Programme is a comprehensive business building course strategically developed to grow your skill, mastery and creativity. With a salon owner preview evening to help you select the right member of your team, a business building seminar designed specifically for the salon owner, and exclusive marketing and PR support, the programme is focused on driving your salon's colour business.

Join the four-stage Master Colour Programme and you'll be on your way to earning one of the best-recognised colour accreditations in the industry. Starting out with the essentials, you'll go on a journey of intense learning to develop your creative and corrective colouring skills to the highest level. You'll gain an accolade that'll impress your clients and will allow you to offer them the best possible and most couture services.

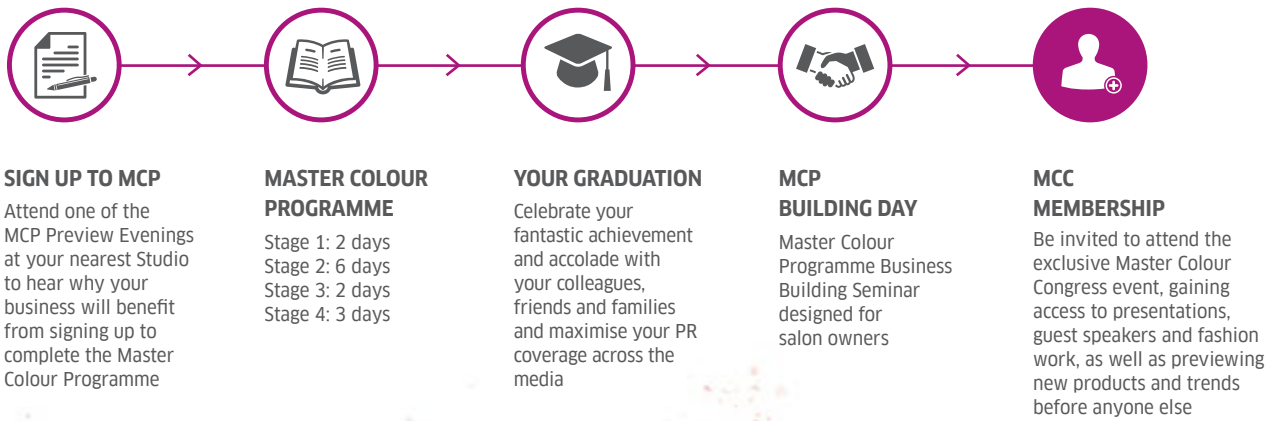
Following the graduation of your Master Colour Expert, salon owners will be invited to attend a Business Building day with Carole Taylor from Client Wave where you'll find out how to utilise your Master Colour Expert to drive turnover and in-salon colour creativity, as well as maximise on new marketing opportunities.

As a Master Colour Expert you will be eligible to join us for an annual Master Colour Congress where you'll be among the first to witness what we have in store for the coming year in terms of new cutting and colouring techniques, new trends, exclusive previews of new products, and much more!

Signing up couldn't be simpler, contact your Wella Account Manager or your nearest Wella Studio and enrol on the first stage of the Master Colour Programme.

Wella World Studio London:
0207 637 7172
Wella Studio Manchester:
0161 834 2645
Wella Studio Dublin:
01 416 0900
Wella Pop-Up Studio Scotland
0161 834 2645 (Bookings managed by Wella Studio Manchester)

THE MASTER COLOUR PROGRAMME PATH



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MASTER COLOUR PROGRAMME STAGE 1

 LEVEL Master Craft	 DURATION 2 days	 PRICE €3000 (Total programme price)
--	---	--

WHO SHOULD ATTEND?

Hairdressers with five years' colour experience.

WHAT WILL YOU LEARN?

- Stage 1 is the foundation stage of the Master Colour Programme
- You will revisit essential information to allow everyone to start the course at the same level, setting the scene for a successful journey through the Master Colour Programme
- Get prepared to start your creative and business focused MCP journey from Stage 2
- Latest product information
- Key foundation colouring facts
- Problem-solving solutions for colour correction
- The two days include theory sessions and workshops

WHERE AND WHEN

Dublin Studio
Mon 15 & Tues 16 February
Tues 3 & Wed 4 May
Mon 20 & Tues 21 June
Mon 8 & Tues 9 August
Mon 10 & Tues 11 October

MASTER COLOUR PROGRAMME STAGE 2

 LEVEL Master Craft	 DURATION 6 days	 PRICE €3000 (Total programme price)
--	---	--

WHO SHOULD ATTEND?

Hairdressers with five years colour experience who have completed MCP Stage 1.

WHAT WILL YOU LEARN?

- Following on from Stage 1, Stage 2 of the Master Colour Programme takes in all aspects of colouring allowing you to go on and achieve the ultimate accolade: Master Colour Expert (MCE)
- Further develop your skills in communication, hair science, business building and creative application techniques
- Bespoke techniques tailored to lifestyle and skin tone
- Features an inspirational Guest Artist day
- Creative and corrective colour workshops

WHERE AND WHEN

Dublin Studio
Mon 11 & Tues 12 & Wed 13 January
Mon 1 & Tues 2 & Wed 3 February
Tues 1 & Wed 2 & Thurs 3 March
Mon 4 & Tues 5 & Wed 6 April
Mon 16 & Tues 17 & Wed 18 May
Mon 13 & Tues 14 & Wed 15 June
Mon 22 & Tues 23 & Wed 24 August
Tues 6 & Wed 7 & Thurs 8 September
Mon 24 & Tues 25 & Wed 26 October
Mon 14 & Tues 15 & Wed 16 November



GUEST ARTISTS

Call the Wella Studio
Dublin for more
information on
Guest Artists



Our clients have noticed our **improved consultation** which has seen non colour clients now opting for that first time colour. It's a hugely competitive industry so we need to offer a **premium and bespoke service** that clients can't get anywhere else, the Master Colour Programme enables us to do this. Our team are renowned for their competition work and those who have completed MCP, I believe, have **an increased confidence and knowledge and a keen competitive edge.**

David Campbell, House of Colour (Dublin)

MASTER COLOUR PROGRAMME
STAGE 3

LEVEL
Master Craft

DURATION
2 days

PRICE
€3000
(Total programme price)

WHO SHOULD ATTEND?

Hairdressers who have successfully completed MCP Stage 2.

WHAT WILL YOU LEARN?

- Stage 3 helps to consolidate and build on the expertise and experience gained on Stage 2
- Polish your skills and prepare to achieve the prestigious title of Master Colour Expert (MCE)
- Increase your ability to grow your colour business by gaining a fresh approach from a Guest Colourist
- Combine creative and corrective colour knowledge
- Colour change demonstrations
- Advanced hair analysis
- Practical workshops

WHERE AND WHEN

Dublin Studio

Mon 22 & Tues 23 February

Mon 11 & Tues 12 April

Mon 4 & Tues 5 July

Mon 19 & Tues 20 September

As a salon owner the Master Colour Programme allows my qualified Master Colour Experts to return back to the salon **full of renewed energy, passion and creativity** which creates a very **positive excitement** with the rest of my team

Kai Wan, p.kai hair



GUEST ARTISTS

Call the Wella Studio Dublin for more information on Guest Artists



Claire Chell, Francesco Group



Image by Russell Eaton

MASTER COLOUR PROGRAMME
STAGE 4

LEVEL
Master Craft

DURATION
3 days

PRICE
€3000
(Total programme price)

WHO SHOULD ATTEND?

Hairdressers who have completed Stages 1, 2 & 3 of the Master Colour Programme.

WHAT WILL YOU LEARN?

- Stage 4 consolidates all of the information, skills and knowledge you have gained during the first three stages to focus further on your client and your business building powers
- Stage 4 will take you on a journey of intense learning, will inspire you and develop your colouring skills to the highest level
- Enhance your skills further in understanding the chemistry of colour and psychology of your clients and how to manage legalities
- Increase your colour business
- Extreme colour correction
- Legal considerations of colour correction
- Achieve the ultimate colour award

WHERE AND WHEN

Dublin Studio

Mon 7 & Tues 8 & Wed 9 March

Mon 25 & Tues 26 & Wed 27 April

Mon 25 & Tues 26 & Wed 27 July

Mon 3 & Tues 4 & Wed 5 October



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MCP GRADUATION

AFTER ALL YOUR HARD WORK, IT'S TIME TO CELEBRATE YOUR AMAZING ACHIEVEMENT WITH YOUR FELLOW MASTER COLOUR EXPERTS.

WHO SHOULD ATTEND?

Invite your colleagues, family and friends along to watch as you're presented with your fantastic accolade on stage at your graduation.

WHERE AND WHEN

Dublin Studio

Mon 9 May

Mon 14 November



Call the Wella Studio
Dublin for more
information on
Guest Artists

The graduation also includes some of our inspirational Guest Artists who will present their latest collections to you. You will also learn how to maximise your PR coverage across the media too.



MCP BUSINESS BUILDING SEMINAR



LEVEL
Master



DURATION
1 day



PRICE
€210



ATTRACT NEW
CLIENTS TO
YOUR SALON



INCREASE YOUR
SALON SPEND



DRIVE CLIENT
FREQUENCY



OPTIMISE
SALON & STAFF
OPERATIONS



SALON IMAGE
& EQUITY

MAXIMISE THE SKILLS OF YOUR MASTER COLOUR EXPERT TO IMPACT ON A HIGHER COLOUR PERCENTAGE AND BUSINESS GROWTH

Utilise the effectiveness of a new MCE to both drive turnover and in-salon colour creativity, as well as maximising the new marketing opportunities.

WHO SHOULD ATTEND?

Salon owner or manager with a Master Colour Expert in their business

WHAT WILL YOU LEARN?

- How to increase your brand awareness, including the role of the MCE in the salon and their impact on your salon brand
- What the clients' expectations are regarding colour, including feedback from a recent survey with 2,000 clients. Fascinating statistics revealing what today's client actually expects

- How to up-sell colour over the phone by raising awareness of the salon's colour services using low risk up-selling techniques
- Ways to up-sell colour in the consultation and the low risk strategies to convert home colourists, occasional colour clients and colour virgins
- Tools for promoting your colour expertise via colour blog, Facebook, Twitter, Pinterest, colour open days, local PR, price lists and the MCE marketing pack from Wella
- What other salons are doing, examples of colour promotion and in-salon activity from a cross-section of salons
- How to gain a stronger insight and who are the key industry colourists to follow, their approach and marketing
- How to impact on the salon's colour percentage, coaching, training, setting colour objectives, staff performance management and buzz meeting



With Carole Taylor

WHERE AND WHEN

Dublin Studio

Mon 23 May

Mon 21 November



MASTER COLOUR CONGRESS

COLOUR HAS NO LIMITS! BRINGING COLOUR HARMONY TO OUR MASTER COLOUR EXPERTS. WE ARE DELIGHTED TO BRING YOU OUR MASTER COLOUR CONGRESS. IF YOU'VE ACHIEVED THE PRESTIGIOUS ACCOLADE OF MASTER COLOUR EXPERT YOU ARE ELIGIBLE TO JOIN THE COMMUNITY AT OUR ANNUAL MASTER COLOUR CONGRESS.

The Master Colour Congress events provide Master Colour Experts a unique chance to be the first to hear, see and experience new trends and products. Participants are treated to demonstrations by Wella Professionals Colour Club members with an exclusive preview of their collections.

GET AHEAD OF THE COMPETITION

As a Master Colour Expert, you are among the first to witness what we have in store in terms of new cutting and colouring techniques, new trends, exclusive previews of new products and much more. So this really is your chance to benefit and get ahead of the competition with what's hot and what's not.

COLOUR EXPERTISE

Packed with presentations, guest speakers and fashion work, our Master Colour Congress is a fantastic way to advance your colour knowledge. Plus, it really is a great way to network and share your knowledge and expertise with like-minded colourists.

MCC 2016

Master Colour Experts! Be sure to watch out for your personal invitation to our 2016 Master Colour Congress events.

For more information please contact the Events Hotline
UK Hotline: 0845 6018 128
Ireland Hotline: 01 416 0900



MASTER COLOUR EXPERT NEXT STEPS

AS A MASTER COLOUR EXPERT YOU HAVE ONE OF THE HIGHEST LEVEL COLOUR ACCOLADES IN THE INDUSTRY, BUT THERE'S NO NEED TO STOP THERE. WHAT WILL THE NEXT STEP IN YOUR CAREER BE?

Wella is committed to supporting you throughout your career, helping you on your way to achieve your aspirations and continuous learning. So whether you want to become the next big platform artist,

gain an in-depth theoretical knowledge of hair or follow a more business focused route, Wella have the perfect courses to help you achieve this.



Robert Eaton, Russell Eaton

SO NOW YOU'RE AN MCE, WHAT'S NEXT?

▼ TECHNICAL EXPERT



SEXY SCIENCE

SEE PAGE 26 FOR MORE DETAILS AND COURSE DATES.

▼ CREATIVE & STAGE



ART TEAMS PRESENT CREATIVE CUT & COLOUR

SEE PAGE 47 FOR MORE DETAILS AND COURSE DATES.

▼ BUSINESS FOCUSED



MCP PROGRAMME BUSINESS BUILDING SEMINAR

SEE PAGE 35 FOR MORE DETAILS AND COURSE DATES.

▼ TEAM DEVELOPMENT



COACHING FOR IMPROVED PERFORMANCE

SEE PAGE 93 FOR MORE DETAILS AND COURSE DATES.

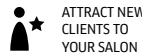
NEW FOR 2016

MOVEMENT

LEVEL
Essential Craft

DURATION
1 day

PRICE
€210
Observation Courses Available
€90



ATTRACT NEW
CLIENTS TO
YOUR SALON



OPTIMISE
SALON & STAFF
OPERATIONS



SALON IMAGE
& EQUITY

WHO SHOULD ATTEND?

Newcomers to perming or movement.

WHAT WILL YOU LEARN?

- Understand the theory of perming and movement along with step by step hands on practice in this informal and fun one-day course
- Understand perm theory and product choice

- Find out where to place additional movement according to your client's face shape and how to use your new perming techniques
- Increase your confidence in how to discuss and promote movement to your clients
- How to dress curls
- Ways of promoting and selling movement to your clients

WHERE AND WHEN

Dublin Studio

Wed 10 February

Wed 30 March

Wed 25 May

Wed 15 June

Wed 31 August

Wed 14 September

Wed 23 November

Mon 12 December



Image by Marc Antoni



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INSPIRATION

STAY UP TO DATE WITH WHAT’S TRENDING
TODAY AND FIND INSPIRATION FOR TOMORROW

COURSES

THE PERFECT BLOW DRY
RED CARPET GLAMOUR **NEW**
BACKSTAGE CONFIDENTIAL
ART TEAMS PRESENT CREATIVE
CUT & COLOUR
BRIDAL HAIR **NEW**
PATRICK CAMERON - LONG HAIR
EDUCATION & AN EVENING WITH...

AN INSPIRATIONAL DAY WITH...
PAUL ADAMCZUK, CHEYNES HAIRDRESSING
DARREN AMBROSE, D&J AMBROSE
AKIN KONIZI, HOB ACADEMY
BRUNO MARC, MARC ANTONI
LEONARDO RIZZO & SHARON COX, SANRIZZ
ART TEAM, TONI&GUY



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THE PERFECT BLOW DRY

LEVEL
Essential Craft

DURATION
1 day

PRICE
€230

OPTIMISE
SALON & STAFF
OPERATIONS

WHO SHOULD ATTEND?

Hairdressers wanting to perfect their blow dry skills, from assistants to stylists.

WHAT WILL YOU LEARN?

- Never underestimate the blow dry effect, top celebs have discovered the picture perfect results of advanced blow dry techniques
- Reconnect with the art of blow drying to gain the techniques to create fullness, body and sleek shine your clients will adore
- Impress your clients with the best blow dry they've ever had!
- Learn straightening techniques to keep hair smoother for longer and bigger bouncy blow dries those long haired clients adore
- Discover the deadly sins of blow drying and how to avoid them
- Get tips on how to offer your clients a quick colour service with their blow dry using Color Fresh or Cellophanes
- Work faster and better – save time and money
- Learn the essentials of preparation
- Getting the ultimate polished look
- Workshop sessions with head block
- Demonstrations from a Wella Guest Artist

WHERE AND WHEN

Dublin Studio

Mon 1 February

Tues 24 May

Mon 4 July

Mon 3 October



Call the Wella Studio
Dublin for more
information on
Guest Artists



Image by p.kai hair

RED CARPET GLAMOUR

NEW FOR 2016

LEVEL
Advanced Craft

DURATION
1 day

PRICE
€220

ATTRACT NEW
CLIENTS TO
YOUR SALON

INCREASE YOUR
SALON SPEND

DRIVE CLIENT
FREQUENCY

WHO SHOULD ATTEND?

Hairdressers who want to offer clients a stunning couture hair-up experience for prom nights, galas and all red carpet events.

WHAT WILL YOU LEARN?

- Adapt the latest looks from the movies and the world of celebrity in this Guest Artist led workshop to make your clients look and feel amazing
- Explore how care and style products form the foundation that underpins the very best red carpet looks
- Master the latest hair-up and long hair dressing techniques to keep the look in place all evening
- Discover the all-important finishing techniques that will ensure your clients are always camera-ready

WHERE AND WHEN

Dublin Studio

Mon 4 April

Mon 23 May

Mon 18 July

Mon 12 September

Mon 24 October



Call the Wella Studio
Dublin for more
information on
Guest Artists



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Image by HOB Salons and Academy

BACKSTAGE CONFIDENTIAL

LEVEL Advanced Craft **DURATION** 1 day **PRICE** €260

SALON IMAGE & EQUITY

WHO SHOULD ATTEND?

Experienced stylists who want to enhance their salon styling skills with backstage and show styling tips.

WHAT WILL YOU LEARN?

- Bring polished, glamorous and directional hair styling from the backstage of fashion week and studio shoots to your clients and salon team
- Give your clients the runway look whilst giving your salon team the edge over competitors by learning the tricks, tips

and secrets of some of the most in demand editorial and show hairdressers around

- Get the low down from a top Guest Artist
- Find out what tools are needed and how they are used
- How to grow your business by adding new services to the salon menu using session techniques
- The differences and nuances of backstage and editorial hair styling and how to relay these ideas to clients

WHERE AND WHEN

Dublin Studio

Tues 22 March

Mon 27 June



Call the Wella Studio Dublin for more information on Guest Artists

ART TEAMS PRESENT CREATIVE CUT & COLOUR

LEVEL Advanced Craft **DURATION** 1 day **PRICE** €250
Observation Courses Available €90

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

OPTIMISE SALON & STAFF OPERATIONS

WHO SHOULD ATTEND?

For hairdressers who are looking for inspiration in cutting and colouring.

WHAT WILL YOU LEARN?

- These exciting sessions are crackling with creativity, fresh ideas and passion for the art of hairdressing
- Become immersed in tutorials by innovative Art Teams across the UK and Ireland
- Take away inspirational, creative and practical ideas from the brightest names in the industry
- Discover how to turn cutting-edge creativity into commercial success
- Demonstrations with a leading Guest Art Team. Look out for the colour focused

dates with a leading Wella Professionals Colour Club member

- Workshop sessions with live models or bring your own model (48hr skin test required)
- Hot trends to delight your clients and grow your business
- Hints and tips on creative colour cocktail mixtures

WHERE AND WHEN

Dublin Studio

Mon 29 February

Tues 19 April

Mon 12 September

Tues 25 October

Mon 5 December



Call the Wella Studio Dublin for more information on Guest Artists



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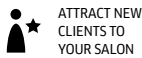
NEW FOR 2016

BRIDAL HAIR

 **LEVEL**
Advanced Craft

 **DURATION**
1 Day

 **PRICE**
€220



ATTRACT NEW
CLIENTS TO
YOUR SALON



INCREASE YOUR
SALON SPEND



DRIVE CLIENT
FREQUENCY

WHO SHOULD ATTEND?

Hairdressers who want to perfect their bridal hairdressing skills, offering a couture bridal experience for every type of bride.

WHAT WILL YOU LEARN?

- Identify the key bridal types, their styles and the approaches that work best for each
- Explore the key factors to consider when designing a bride's hair to suit her choice of gown
- Create a personalised bridal hair countdown to share with each bride, including the all-important colour and care advice she will need in the run up to her big day and beyond

- Perfect the optimum ways to secure accessories into bridal hair, including clips, combs, flowers, padding, slides and veils
- Return to your salon with the confidence to create stunning bridal hair, bespoke to every client

WHERE AND WHEN

Dublin Studio

Mon 14 March

Mon 9 May

Mon 20 June

Mon 19 September

Mon 7 November



GUEST
ARTISTS

Call the Wella Studio
Dublin for more
information on
Guest Artists



Images by Michael Van Clarke



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EXCLUSIVE TO WELLA
WORLD STUDIO LONDON

PATRICK CAMERON LONG HAIR EDUCATION

PATRICK CAMERON LONG HAIR EDUCATION HOUSED AT THE WORLD STUDIO LONDON

Over the last 20 years, Patrick Cameron has dedicated his expertise and time to millions of students giving them the opportunity to work with him and learn the secrets of his success. We are delighted to offer Patrick Cameron Long Hair Education, housed within our Wella World Studio London, run by Patrick himself and his Art Director, Marco Erbi.

DRESSING LONG HAIR

PATRICK CAMERON Assisted by Marco Erbi	 DURATION 2 days 9:30am-4:00pm	 PRICE £690.00 inc vat, £575.00 exc vat
MARCO ERBI Bridal Hair	 DURATION 1 day 9:30am-4:00pm	 PRICE £295.00 inc vat, £245.00 exc vat

Join Patrick Cameron; the master of dressing long hair for a fascinating two-day course. Start with a step-by-step demonstration followed by a hands-on practical under Patrick's close guidance and supervision. Patrick covers the basics of working with long hair and a selection of styles ranging from the traditional through to bridal and contemporary. Students can be assured of returning to their normal working environment with the confidence and competence to be able to offer clients a new and profitable service. Patrick's Art Director, Marco Erbi also teaches one-day courses at the Wella World Studio London using Patrick's tried and tested step-by-step technique.

COURSE CONTENT

- Practical step-by-step workshop using premium quality long hair blocks
- Learn four styles each day ranging from classic long hair to bridal and contemporary
- Lots of one-to-one advice and assistance
- Each student receives a Patrick Cameron brush

WHO SHOULD ATTEND?

Complete beginners to experienced professionals will all find this course invaluable in building a specific portfolio of long hairstyles to offer in their salons.

WHERE AND WHEN

London Studio with Patrick Cameron assisted by Marco Erbi
Tues 22 & Wed 23 March
Tues 28 & Wed 29 June
Mon 19 & Tues 20 September
Tues 22 & Wed 23 November

London Studio with Marco Erbi
Tues 1 March

TO BOOK please contact Marco Everard at the Patrick Cameron School on 0207 9230599. You can also book online at www.patrick-cameron.com

Please note, we are unable to accept Wella MyEducation Reward Fund on Patrick Cameron courses.



EXCLUSIVE TO UK

AN EVENING WITH PATRICK CAMERON

 DURATION 7:00pm-8:30pm	 PRICE £60.00 inc vat, £50.00 exc vat
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If hairdressing is a performance art, Patrick Cameron is one of the most exciting exponents. His irrepressible enthusiasm and love of his craft have made him one of the most popular and highly respected figures at shows and on television throughout the world.

See the delights of the hair maestro at work creating inspirational dressings with ease to take back to the salon.

BOOK NOW For more information and to book, call your nearest Wella Studio

WHERE AND WHEN
London Studio
Tues 19 April
Tues 13 September

Manchester Studio
Mon 18 April
Mon 12 September



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AN INSPIRATIONAL
DAY WITH...
PAUL ADAMCZUK

Cheynes

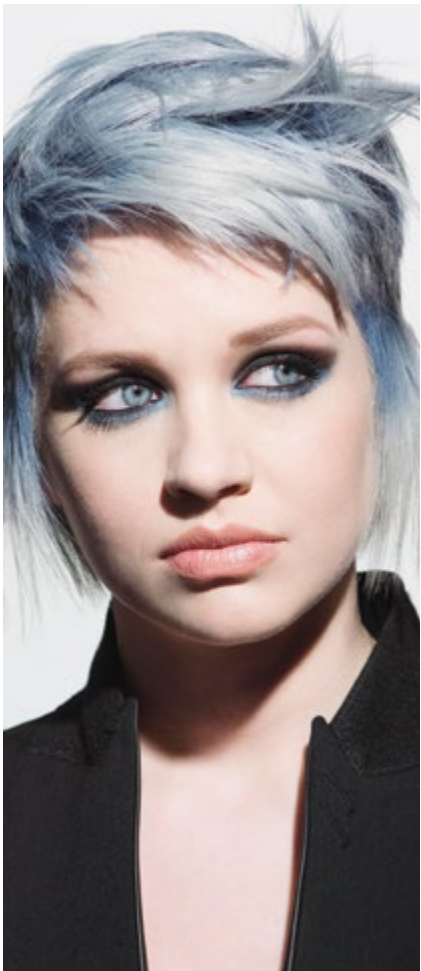
hairdressing

WHO SHOULD ATTEND?

Hairdressers who want to see and work with the world's leading professionals showcasing their stunning and groundbreaking creations.

WHAT WILL YOU LEARN?

Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills. In this intimate environment, take away new ideas and techniques to incorporate into your daily consultations with your clients.



NEW FOR 2016

 LEVEL Advanced Craft	 DURATION 1 day	 PRICE £312.00 inc vat, £260.00 exc vat	Observation Courses Available £90.00 inc vat, £75.00 exc vat
 INCREASE YOUR SALON SPEND	 OPTIMISE SALON & STAFF OPERATIONS	 SALON IMAGE & EQUITY	

As the Managing Director of Cheynes Hairdressing and part of the Cheynes Artistic Team, Paul's passion for hairdressing is infectious. Presenting at shows and seminars to audiences around the globe, he demonstrates at close hand the techniques and skills that have made Cheynes one of the most respected names in hairdressing. Paul's on stage presence is informative, exciting and entertaining. His haircuts are spectacular and his photographic work published in hair and fashion magazines worldwide.

An inspirational day with Paul will not only bring you great technical expertise and brilliant hairdressing, but fun and laughter too.

"Inspirational Icons is a fabulous course for hairdressers who want to develop their creativity in a collaborative, informal environment. It's great to be able to share the cutting techniques I have developed during my 37 years at Cheynes, and make some new friends in the process" says Paul.

WHERE AND WHEN
London Studio Mon 29 February
Manchester Studio Mon 11 April



AN INSPIRATIONAL
DAY WITH...
DARREN AMBROSE

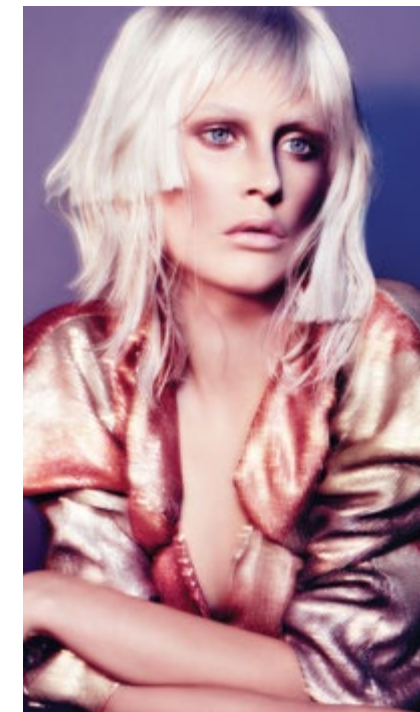
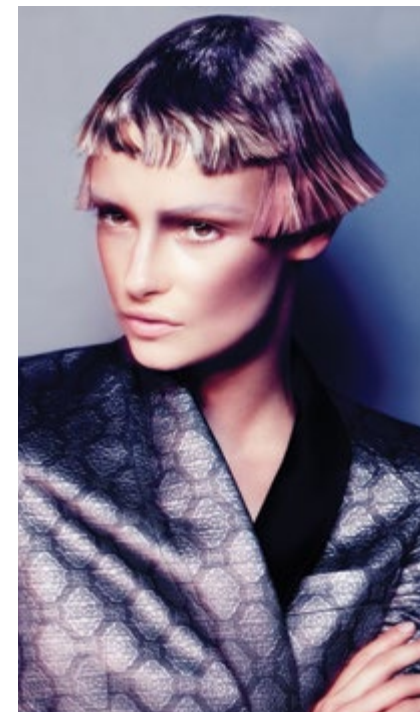
D&J AMBROSE

WHO SHOULD ATTEND?

Hairdressers who want to see and work with the world's leading professionals showcasing their stunning and groundbreaking creations.

WHAT WILL YOU LEARN?

Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills. In this intimate environment, take away new ideas and techniques to incorporate into your daily consultations with your clients.



NEW FOR 2016



LEVEL
Advanced Craft



DURATION
1 day



PRICE
£312.00 inc vat, £260.00 exc vat

Observation Courses Available
£90.00 inc vat, £75.00 exc vat



**INCREASE YOUR
SALON SPEND**



**OPTIMISE
SALON & STAFF
OPERATIONS**



**SALON IMAGE
& EQUITY**

As creative director of D&J Ambrose, Darren Ambrose is an inspirational leader in the hairdressing industry. A winner of no less than 5 British Hairdressing Awards, he produces some of the most jaw dropping photographic work in the world alongside the wearable styles he gives his clients at his busy Pinner salon.

A Global Ambassador for Wella Professionals, Darren presents on stage around the world and is a regular at

some of the UK's biggest industry events, such as Pro Hair Live and Salon International.

"I am so passionate about the art of hairdressing and in particular the freedom it allows us to create, enhance and look in all directions for inspirations and ideas. We can then translate even the most 'out there' look to a practical and workable solution that will be enjoyed by our clients and anybody viewing the style" says Darren.

WHERE AND WHEN

London Studio

Mon 17 October

Scotland Pop-Up Studio

Mon 14 March



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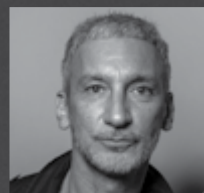
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AN INSPIRATIONAL DAY WITH... **AKIN KONIZI**

hob

academy

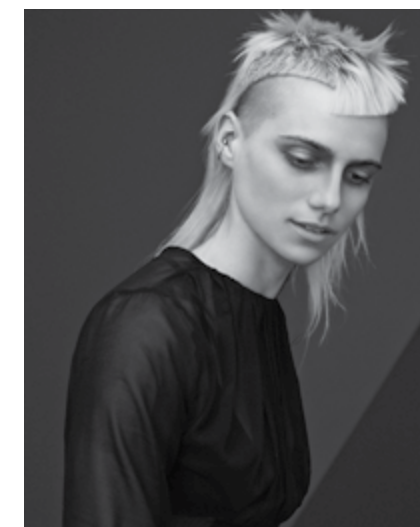
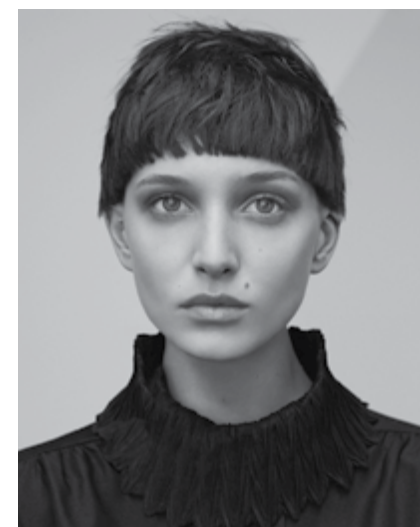
WHO SHOULD ATTEND?

Hairdressers who want to see and work with the world's leading professionals showcasing their stunning and groundbreaking creations.

WHAT WILL YOU LEARN?

Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills. In this intimate environment, take away new ideas and techniques to incorporate into your daily consultations with your clients.

This one day course is an amazing opportunity to have a mentoring day via demonstration with Akin.



NEW FOR 2016



LEVEL
Advanced Craft



DURATION
1 day



PRICE
£240.00 inc vat, £200.00 exc vat
Demonstration only day



INCREASE YOUR
SALON SPEND



OPTIMISE
SALON & STAFF
OPERATIONS



SALON IMAGE
& EQUITY

Admired by his contemporaries as an icon for a new generation, Akin Konizi is one of hairdressing's leading lights as four time winner of one of the industry's most esteemed accolades - HJ's British Hairdresser of the Year Award 2008, 2009, 2011 & 2013. Renowned for precision work, Akin's hairdressing strikes the perfect balance between edgy and commerciality.

His ability to deliver trends and expert advice allows him to demystify even the

most complex hair problems. Uniting skill with integrity and an open, honest ability to share, Akin is one of the world's finest technical educators and his intelligent approach to training will be sure to leave you inspired!

"Focussed on building confidence, technical excellence and creativity, our courses are constantly developed to bring you the best in hairdressing education." says Akin.

WHERE AND WHEN

Manchester Studio

Mon 5 September



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AN INSPIRATIONAL
DAY WITH...
BRUNO MARC

MARC ANTONI

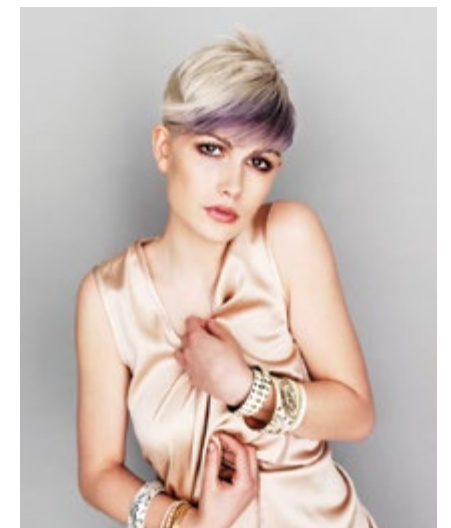
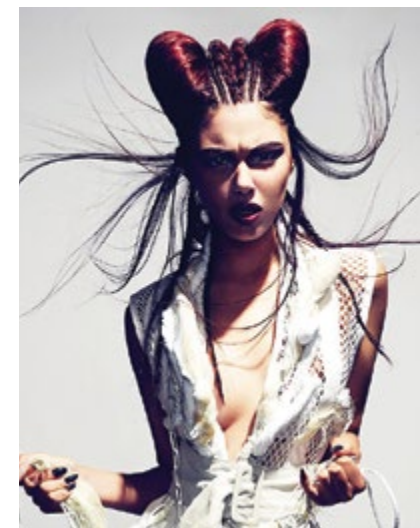
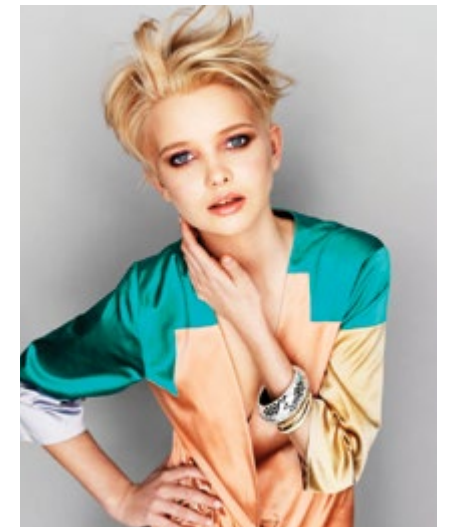
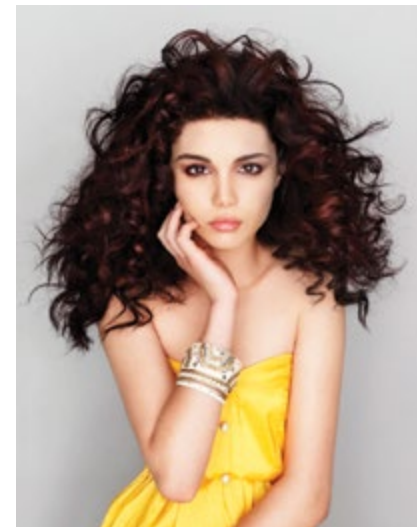
HAIR SALONS

WHO SHOULD ATTEND?

Hairdressers who want to see and work with the world's leading professionals showcasing their stunning and groundbreaking creations.

WHAT WILL YOU LEARN?

Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills. In this intimate environment, take away new ideas and techniques to incorporate into your daily consultations with your clients.



NEW FOR 2016



LEVEL
Advanced Craft



DURATION
1 day



PRICE
£312.00 inc vat, £260.00 exc vat

Observation Courses Available
£90.00 inc vat, £75.00 exc vat



**INCREASE YOUR
SALON SPEND**



**OPTIMISE
SALON & STAFF
OPERATIONS**



**SALON IMAGE
& EQUITY**

Bruno Marc is a regular on stage for Wella Professionals, and is keen for his company to be recognised for what it does best – create beautiful hair for clients.

He most recently scooped Southern Hairdresser of the Year at the British Hairdressing Awards 2014 and became a member of the BHA Hall of Fame in 2015. As president for the Fellowship of British Hairdressing 2015, Bruno's expert

knowledge and charisma will make this inspirational icon day worth your while.

"I've been a hairdresser for 30 years," says Bruno. "I still do hair, as it's important to me to work alongside my team, motivating each other through the day and producing the exceptional work I'm so very proud of. I'm just as proud of my team's achievements as my own."

WHERE AND WHEN

London Studio

Mon 4 July

Manchester Studio

Mon 27 June



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AN INSPIRATIONAL
DAY WITH...
**LEONARDO RIZZO
& SHARON COX**

≡ SANRIZZ®

WHO SHOULD ATTEND?
Hairdressers who want to see and work with the world's leading professionals showcasing their stunning and groundbreaking creations.

WHAT WILL YOU LEARN?
Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills. In this intimate environment, take away new ideas and techniques to incorporate into your daily consultations with your clients.



NEW FOR 2016

 LEVEL Advanced Craft	 DURATION 1 day	 PRICE €395	Observation Courses Available €110
 INCREASE YOUR SALON SPEND	 OPTIMISE SALON & STAFF OPERATIONS	 SALON IMAGE & EQUITY	

Leonardo Rizzo and Sharon Cox make up the inspirational Sanrizz Art Team.

Leonardo Rizzo has achieved more in 15 years of experience than most salon professionals attain in a lifetime. As International Creative Director of Sanrizz, cutting is Leonardo's forte and he loves to let his creativity run riot with avant-garde work, a passion which comes into its own when preparing Sanrizz Alternative Hair Show models. His skill in this complex area of specialist work is confirmed by Leonardo twice being a finalist in the Avant-Garde category of the British Hairdressing Awards.

Sharon Cox is the International Education Director for Sanrizz and her passion for teaching burns as brightly as ever. Her ambition and talent were quickly realised after joining Sanrizz and she now regularly undertakes platform show work in Europe, Asia and beyond.

"I have an instinctive love of hairdressing and revel in teaching and cultivating the next generation of hairdressers. It's hugely satisfying and I learn lots from the students too; I love the 'give and get back' process," says Sharon.

WHERE AND WHEN
Dublin Studio
Tues 9 February



AN INSPIRATIONAL
DAY WITH THE...
TONI&GUY ART TEAM

TONI&GUY™

WHO SHOULD ATTEND?

Hairdressers who want to see and work with the world's leading professionals showcasing their stunning and groundbreaking creations.

WHAT WILL YOU LEARN?

Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills. In this intimate environment, take away new ideas and techniques to incorporate into your daily consultations with your clients.



NEW FOR 2016



LEVEL
Advanced Craft



DURATION
1 day



PRICE
£312.00 inc vat, £260.00 exc vat

Observation Courses Available
£90.00 inc vat, £75.00 exc vat



**INCREASE YOUR
SALON SPEND**



**OPTIMISE
SALON & STAFF
OPERATIONS**



**SALON IMAGE
& EQUITY**

The internationally renowned TONI&GUY Art Team are highly experienced industry professionals, who showcase their creativity at a level which has kept the company at the forefront of the hairdressing industry.

These innovative individuals have created hair for more shows than any other hair team backstage at London Fashion Week and present over 35 shows every season.

Their culmination of talent is the driving force behind the global success of TONI&GUY and their many British Hairdressing Award wins are testament to their excellence. With their abundance of expertise in the hair and fashion industries, they will allow you to immerse yourself in a day full of inspiration and creativity.

WHERE AND WHEN

London Studio

Mon 18 April

Manchester Studio

Mon 8 February



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CARE, CUT & STYLE

FROM CLASSIC LOOKS TO CONTEMPORARY SHAPES, TAKE YOUR CREATIVE SKILLS FURTHER WITH THE BEST OF WELLA HAIR EXPERTISE

COURSES

CLASSIC CUTTING
ESSENTIAL CUTTING

CLASSIC MAN
ULTIMATE MAN



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Experience the five core haircuts both in demonstration and workshops on this two day course. This is the **perfect** foundation for all stylists who want to produce **creative and inspirational** hair work

Mark Pearson, Creator

CLASSIC CUTTING

**LEVEL**
Essential Craft

**DURATION**
2 days

**PRICE**
€410

Observation Courses Available
€90

**OPTIMISE SALON & STAFF OPERATIONS**

**SALON IMAGE & EQUITY**

WHO SHOULD ATTEND?
For hairdressers who have a knowledge of hair cutting and for those returning to the craft.

- WHAT WILL YOU LEARN?**
- Learn a fresh approach to classic shapes
 - Be confident in your knowledge and understanding of hair cut shapes with this Guest Artist led course
 - Confidently understand the fundamental principles of hair cutting and cutting terminology
 - Learn how to style those classic shapes
 - Hair cutting demonstrations
 - Practical work sessions
 - Use of styling products to create the perfect finish

WHERE AND WHEN

Dublin Studio
Mon 25 & Tues 26 January
Tues 15 & Wed 16 March
Mon 30 & Tues 31 May
Tues 16 & Wed 17 August
Mon 17 & Tues 18 October

**GUEST ARTISTS**

Call the Wella Studio
Dublin for more
information on
Guest Artists

ESSENTIAL CUTTING

**LEVEL**
Essential Craft

**DURATION**
1 day

**PRICE**
€205

**OPTIMISE SALON & STAFF OPERATIONS**

**SALON IMAGE & EQUITY**

WHO SHOULD ATTEND?
For hairdressers with a basic knowledge of hair cutting, for those wishing to refresh their knowledge and for new learners.

- WHAT WILL YOU LEARN?**
- Understand the fundamental principles of hair cutting with this Guest Artist led course
 - Increase your confidence in one-length cutting and short layering
 - Bring styling tips back to the salon for your clients
 - Hair cutting demonstrations
 - Practical work sessions with head blocks to ensure participants can gain the exact knowledge they require
 - Styling product knowledge

WHERE AND WHEN

Dublin Studio
Dates available on demand

**GUEST ARTISTS**

Call the Wella Studio
Dublin for more
information on
Guest Artists

Image by Medusa



CLASSIC MAN
(FORMERLY KNOWN AS ESSENTIAL BARBERING)

LEVEL
Essential Craft

DURATION
1 day

PRICE
€220

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

DRIVE CLIENT FREQUENCY

WHO SHOULD ATTEND?
Hairdressers with one to two years experience who are competent in basic cutting and styling and want to build their essential skills to cater for male clientele.

- WHAT WILL YOU LEARN?**
- This one day course will enable you to realise the full potential of the male hairdressing market
 - Develop essential skills in men's cutting and styling, including clipper work and scissor over comb techniques
 - Gain confidence in approach and communication needed for male clients
 - Features Guest Artists demonstrations and real-time workshops

WHERE AND WHEN

Dublin Studio
Mon 8 February
Wed 1 June
Tues 19 July
Mon 15 August
Mon 17 October
Mon 28 November

Call the Wella Studio Dublin for more information on Guest Artists



ULTIMATE MAN
(FORMERLY KNOWN AS FUTURE MAN)

LEVEL
Advanced Craft

DURATION
1 day

PRICE
€230

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

DRIVE CLIENT FREQUENCY

WHO SHOULD ATTEND?
Hairdressers aiming to develop their male clientele with an emphasis on fashion-focused, contemporary barbering.

po.st/MensHairdressing

- WHAT WILL YOU LEARN?**
- Grow your practical knowledge of contemporary men's hairdressing techniques with this Guest Artist led workshop
 - Discover the terminology proven to unlock opportunities during consultation with a male clientele
 - Explore on-trend colour in the men's market to create the most naturalistic men's looks
 - Develop catwalk styles into wearable, on-trend looks for your clients
 - Take back the knowledge you need to create the Ultimate Man experience in your salon

WHERE AND WHEN

Dublin Studio
Mon 18 April
Mon 13 June
Tues 8 November

Call the Wella Studio Dublin for more information on Guest Artists



Being **confident** in barbering is essential to stand out in the profitable men's hairdressing market and to be able to **communicate** with your male clients comfortably

Gary Gill, Emotive Hair



BRINGING EDUCATION CLOSER TO YOU

WELLA IS COMMITTED TO MAKING EDUCATION ACCESSIBLE FOR EVERYONE, NO MATTER WHAT YOUR LOCATION. WE ARE BRINGING EDUCATION CLOSER TO YOU WITH A GREAT PORTFOLIO OF EDUCATION FROM OUR WELLA EDUCATORS.

COURSES

WELLA DISCOVERY SEMINARS



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WELLA DISCOVERY SEMINARS



ATTRACT NEW CLIENTS TO YOUR SALON



INCREASE YOUR SALON SPEND



DRIVE CLIENT FREQUENCY



SALON IMAGE & EQUITY

Understand the entire Wella product portfolio through our Discovery Product Seminars. Choose to experience these sessions at one of our studios or Discover On Location at a venue near you.

- Gain an insight into each of the Wella product ranges and learn how to use them
- Choose from a variety of different sessions

- Available at our Studio Network and on location
- Each session lasts approximately 2-3 hours, choose from morning (10:00/11:00am-1:00pm) and/or afternoon (2:00pm-4:00pm)

Complimentary to Wella Accounts (valued at £100/€100 per person)

COLOR TOUCH/ KOLESTON PERFECT

STUDIO AND ON LOCATION



COLOR TOUCH

Morning session: 11:00am-1:00pm
Discover Color Touch, Wella Professionals mildly-oxidising semi permanent range. In this session you will learn all about the sub ranges within Color Touch which consist of: Color Touch Plus, Color Touch Sunlights, Color Touch Relights & iNSTAMATIC by Color Touch. You will leave with great knowledge and understanding in what all the products in the range are, what they can do and how to use this fashion forward range to create low commitment and quick colour services in the salon. Learn how you can start working with Color Touch today and offer the right colour services to your clients.

KOLESTON PERFECT

Afternoon session: 2:00pm-4:00pm
Learn about Koleston Perfect, the brand of choice for hair colour in over 100,000 salons worldwide. This session looks at:

- Koleston Perfect
- History

- Shade Families
- Enhanced Shade Portfolio
- Triluxiv Technology
- Welloxon Perfect
- Depth and Tone
- International Numbering System
- Application and Development
- Colour Selection
- Refreshing Techniques

WHERE AND WHEN

Dublin Studio

Wed 27 January
Wed 3 February
Wed 6 April
Wed 8 June
Wed 10 August
Wed 12 October

KOLESTON PERFECT INNOSENSE/ ILLUMINA COLOR

STUDIO AND ON LOCATION



KOLESTON PERFECT INNOSENSE

Morning session: 11:00am-1:00pm
Discover Koleston Perfect INNOSENSE, our most vibrant long lasting colour now formulated without PTD and PPD. This session looks at:

- Enhanced Shade Portfolio
- Application and Development
- Colour Selection
- Refreshing Techniques

ILLUMINA COLOR

Afternoon session: 2:00pm-4:00pm
Explore the world of ILLUMINA COLOR, our biggest colour innovation in 20 years. ILLUMINA COLOR has redefined the permanent colour category, setting the new standard of luminous and healthy-looking hair colour. This session looks at:

- Colour Portfolio
- What is ILLUMINA COLOR
- Science
- Colour Chart Overview
- Shade and Tone numbering system
- Mixing Guidelines
- Application and Development

WHERE AND WHEN

Dublin Studio

Tues 19 January
Wed 23 March
Wed 25 May
Wed 13 July
Thurs 8 September
Tues 22 November

WELLA PROFESSIONALS CARE & EIMI

STUDIO AND ON LOCATION



WELLA PROFESSIONALS CARE & EIMI

Morning session: 10:00am-1:00pm
Discover the variety of the Wella Professionals Care & EIMI styling range. Gain an insight into the different product benefits within the range, how to use them in-salon and as a retail opportunity. Understand which products suit your different client needs from the range.

WHERE AND WHEN

Dublin Studio

Wed 17 February
Wed 30 March
Tues 5 July
Wed 24 August



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TRENDVISION AWARD
STUDIO AND ON LOCATION



Morning session: 10:00am-1:00pm
This new seminar will give you top tips on how to enter TrendVision Award and how to create a winning look.
• Gain an insight into the Wella Professionals trends for 2016 and get inspiration to delight your clients.
• Share your new trend inspiration and excite and motivate the rest of the team
• Gain the confidence to recommend changes that are trend/seasonal focused so you can continually delight your customers

WHERE AND WHEN
Dublin Studio
Mon 18 January
Tues 9 February
Wed 17 February
Mon 14 March

WELLA COLOUR / HOUSE OF BLONDOR
STUDIO AND ON LOCATION



WELLA COLOUR
Morning session: 10:00am-1:00pm
This session is dedicated to giving an understanding of the Wella Colour portfolio. Learn about each product, how to use it and how to get the very best results from each different colour.

HOUSE OF BLONDOR
Afternoon session: 2:00pm-4:00pm
This session is dedicated to the Blondor family, giving you an understanding of Wella Professionals lightening ranges featuring: Blondor, Blondor Freights and Magma by Blondor.

WHERE AND WHEN
Dublin Studio
Wed 24 February
Wed 20 April
Mon 30 May
Wed 1 June
Wed 13 July
Mon 28 November

To find out more about in-salon education, ask your Wella Account Manager about CATALYST

NIOXIN
STUDIO AND ON LOCATION



Morning session: 11:00am-1:00pm
Enter the world of Nioxin and gain an understanding of how each product works with the hair and scalp. Learn how to recommend a tailored Nioxin prescription for your clients. Discover how Nioxin can grow your retail business.
• Understand how to diagnose thinning hair
• Discover the benefits of each system and technologies
• Learn how to offer in-salon services

WHERE AND WHEN
Dublin Studio
Tues 23 February
Tues 29 March
Wed 13 April
Tues 7 June
Wed 15 June
Tues 16 August
Wed 31 August
Mon 10 October
Tues 1 November

COUTURE COLOUR BRANDS / COUTURE COLOUR
STUDIO AND ON LOCATION



COUTURE COLOUR BRANDS
Morning session: 11:00am-1:00pm
Gain an understanding into the latest colour brands which are used as part of a Couture Colour service. Learn how to identify the right brand to suit your client and offer them a truly personalised and bespoke colour result.

COUTURE COLOUR
Afternoon session: 2:00pm-4:00pm
Develop your understanding of Couture Colour services. Get an insight into current consumer trends and how to identify different client types to offer a truly personalised service. Learn the benefits that Couture Colour services can offer your business, how to enhance your clients'

service experience and how to reignite your team's motivation. Have the opportunity to review your salon colour menu with our experts.

WHERE AND WHEN
Dublin Studio
Wed 20 January
Wed 22 June
Wed 10 August
Wed 28 September
Tues 11 October

Ask your Wella Account Manager for the programme of Discover On Location courses at a venue near you or call the Wella Studio Dublin on 01 4160900 for more information and to book.



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BUSINESS

INSPIRE YOUR TEAM, MAKE YOUR SALON A SUCCESS AND ACHIEVE YOUR GOALS WITH OUR PROFESSIONAL BUSINESS MANAGEMENT AND PERSONAL DEVELOPMENT EXPERTISE.

COURSES

ACTIVATE YOUR POTENTIAL **NEW**
CLIENT ESSENTIALS
POWER OF PRESENTATION
TRAIN THE TRAINER
RECEPTION PROFESSIONAL
GROW YOUR BUSINESS
LEADERSHIP & MOTIVATION **NEW**

MANAGING FOR SUCCESS
THE ASSERTIVE PROFESSIONAL
COACHING FOR IMPROVED PERFORMANCE
SALON BUSINESS MASTERY
- MICHAEL VAN CLARKE
THE SUCCESSFUL SALON BUSINESS **NEW**
- CLIVE COLLINS



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BUSINESS EDUCATION

Our Business Education programme will enable you and your teams to choose the right courses to both develop and inspire the individuals within your salon, and help you grow your business. Select the course that best meets your business objectives and suits the experience of your team members with our four levels of business education.

So whether you want to focus on your salon team and individual development, tackle the core fundamentals of running a successful salon, or build your salon equity, we have the course for you!



WELLA YOUR PERFECT PARTNER HELPING YOUR SALON TO GROW

We believe education is key to elevating your business to new heights and we've identified five core areas to help you achieve this.

				
Optimise the day-to-day salon and staff operations by managing time and resources more effectively.	Improve your salon's image by using our salon tools to communicate the best services to your clients.	Drive a higher frequency of salon visits through a comprehensive range of services to create new ideas for your clients.	Identify your business objectives and then plan your Wella educational journey in line with your objectives.	Attract new clients to your salon with exclusive offers, promotions and activities that exceed their expectations.

Look for the symbols next to our educational courses to help you focus on your salon's business objectives. Talk to your account manager today about our salon health check and how we can work with you to help you develop your business.



BUSINESS GURUS

THERE ARE A MILLION AND ONE THINGS EVERY DAY THAT CROP UP IN THE RUNNING OF A BUSINESS, BUT ARE YOU TUNED INTO WHAT YOUR SALON AND YOUR TEAM REALLY NEEDS? ARE YOU CRAVING SOMETHING NEW OR SOMETHING DIFFERENT IN TERMS OF TRAINING FOR YOU AND YOUR SALON MEMBERS?



Our team of Business Gurus have an enviable amount of expertise and specialism to ensure you achieve your goals, boost your business skills and create brilliant salon results.

Having an expert on site or at one of our studios could be just what you need to create a real buzz in the salon and get you and your team jumping with energy and new ideas.

For more information or to discuss the possibility of a tailor-made day with a Business Guru, contact your Wella Account Manager.



Carole Taylor

- Leads Client Wave's team of industry experts, offering a broad range of salon education and marketing services
 - In-salon training courses in retail, up-selling colour, customer service, reception and management
 - Award winning marketing services
- www.clientwave.co.uk



Gilli Bruce

- 25 years of industry experience and knowledge in training and coaching
 - Focuses on working with salon owners and teams on motivation and productivity to deliver success
 - Excels in developing actions for practical application to encourage growth and winning business
 - Behavioural change and management communication
- www.gillibrucestraining.co.uk



Liz McKeon

- Successful business coach, trainer, guest speaker and writer specialising in the hair, beauty and spa industry
 - Focuses on developing businesses and taking them to quick profitability, through implementing her tested and proven business programmes
 - Business development, consultancy, keynote speaker and media savvy
- www.lizmckeon.com



Coni Masciave

- Business Transformation Specialist
 - 20 years' experience as an expert in professional presence, business change and communication
 - Helping award-winning salon owners and high profile hairdressers to achieve their full potential
 - A noted author and public speaker in the US and UK, bringing a dynamic and infectious positive energy
- www.edenimage.co.uk



Michael Van Clarke

- Over 30 years' experience as one of London's leading hairdressing experts
 - The Michael Van Clarke team are an award winning team in the hairdressing industry, including 16 British Hairdressing Business Awards
- www.vanclarke.com



Clive Collins

- Award winning salon owner with 30 years' experience in the hairdressing industry
 - Great motivational leader and expert in business education at HOB Academy
 - Specialises in customer loyalty, client experience, effective column building and business development
 - A regular contributor to the business pages of industry publications such as Hairdressers Journal, Creative Head and Professional Hairdresser
- www.hobsalons.com



NEW FOR 2016

BUSINESS BUNDLES

MANAGEMENT: FIRST STEPS

LEVEL
Essential/Advanced

PRICE
€500



GROW YOUR
SPEND PER
CLIENTS



DRIVE CLIENT
FREQUENCY



OPTIMISE
SALON & STAFF
OPERATIONS

GROW YOUR BUSINESS

DISCOVER THE COMPONENTS
OF BUSINESS SUCCESS

Develop your business profitability by
understanding classic business models
and the use of figures and salon success
formulas.

RECEPTION PROFESSIONAL

IDENTIFY WAYS OF GROWING THE
BUSINESS FROM THE DESK

Heighten the skills and awareness
of reception personnel to build the
effectiveness of the role.

LEADERSHIP & MOTIVATION

EXPLORE LEADERSHIP PRINCIPLES AND
INCREASE YOUR MOTIVATION AT WORK

Develop a leadership approach that your
team will want to follow and increase your
understanding of motivation at work.

TAKE ADVANTAGE OF OUR NEW
AND IMPROVED BUSINESS
PROGRAMME AND CHOOSE FROM
OUR TWO BUSINESS BUNDLES TO
SUIT YOUR NEEDS.

Our Business Bundles save you an
amazing **20%** discount and you can
attend the three bundle courses in
any order to suit your schedule
throughout 2016.

THE PRACTISED PROFESSIONAL

LEVEL
Master

PRICE
€500



GROW YOUR
SPEND PER
CLIENTS



DRIVE CLIENT
FREQUENCY



OPTIMISE
SALON & STAFF
OPERATIONS

MANAGING FOR SUCCESS

AN INTRODUCTION TO THE
PRINCIPLES OF MANAGING PEOPLE

A relaxed and supportive day focusing on
learning 'how to' and sharing some of the
challenges entailed in managing a team.

COACHING FOR IMPROVED PERFORMANCE

DEVELOP THE PERFORMANCE
OF YOUR TEAM

Increase the performance of other members
of your salon team and expand their skill
set in coaching approaches. A must attend
course for those wanting to really make a
difference to performance.

THE ASSERTIVE PROFESSIONAL

DEVELOP THE BEHAVIOURAL
AND LIFE SKILLS FOR SUCCESS

A valuable life skills session for those
interested in developing both personally
and professionally.

Business Bundles must be prepaid in full before attendance of the first course in the bundle.
Business Bundles are non-refundable and if you need to cancel a course, another date can be
rearranged and must be undertaken before the end of 2016.



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ACTIVATE YOUR POTENTIAL

NEW FOR 2016

LEVEL
Discovery

PRICE
€210

ATTRACT NEW CLIENTS TO YOUR SALON

INCREASE YOUR SALON SPEND

DRIVE CLIENT FREQUENCY

UNLOCK YOUR MAXIMUM POTENTIAL AND ACHIEVE A THRIVING COLUMN

How do you make sure that you have a full, thriving column and enjoy your work? How do you ensure you are doing the work you want to do and have clients requesting you above the other stylists? It's time to become the managing director of your own column!

WHO SHOULD ATTEND?

All stylists at every level wishing to improve their client base and achieve their potential.

WHAT WILL YOU LEARN?

- Gain an understanding of what makes a successful business and how you can contribute to that on every level
- Analyse how busy you are at work and why?
- Discuss ways to ensure that you stay successful once you've gained clients
- Investigate the 'client experience', is 'good' good enough?
- Understand how to create opportunities for every type of client

- Learn how to run your column as an effective business in 5 simple steps, by delighting your clients on every visit, encouraging change and giving every client a reason to re-visit

WHERE AND WHEN

Dublin Studio

Tues 2 February

Wed 6 July

Contact the Wella Studio Dublin for more information or speak to your Wella Account Manager

CLIENT ESSENTIALS

LEVEL
Discovery

PRICE
€210

INCREASE YOUR SALON SPEND

DRIVE CLIENT FREQUENCY

OPTIMISE SALON & STAFF OPERATIONS

DEVELOP YOUR CLIENT EXPERIENCE, CLIENT LOYALTY AND CLIENT PROCESSES

Develop your client experience, and how to ensure that every client that leaves your chair is completely delighted. Focus on the different types of clients and their needs, to ensure you get it right every time.

WHO SHOULD ATTEND?

All stylists and team leaders at every level wishing to deliver the ultimate in customer service.

WHAT WILL YOU LEARN?

- Identify the needs of your clients and how to meet them every time
- Learn how to examine client satisfaction
- Discover how to develop your client experience, client loyalty and client processes

WHERE AND WHEN

Dublin Studio

Wed 24 February

Mon 25 July

Contact the Wella Studio Dublin for more information or speak to your Wella Account Manager

Business education ensures that you have the **business skills** and knowledge to make your salon **survive and thrive** into the future

Gilli Bruce, Business Guru



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POWER OF PRESENTATION

LEVEL
Discovery

PRICE
€160

- ATTRACT NEW CLIENTS TO YOUR SALON
- SALON IMAGE & EQUITY

This two-day course is an ideal introduction to the world of presenting. Whether you are responsible for presenting to your work colleagues or to an audience, Power of Presentation will help you understand the fundamental and logical approach required to ensure that you master the techniques of presenting. All aspects of presenting are covered, from stage work through to microphones and preparing a variety of different presentations. Learn to present without the fear factor.

WHO SHOULD ATTEND?
Salon managers, senior stylists and trainers.

- WHAT WILL YOU LEARN?
- Different types of presentation
 - How to structure a presentation
 - Controlling nerves
 - Making the most of your model
 - Practice, practice, practice

WHERE AND WHEN
Dublin Studio
Wed 10 February
Wed 6 July

Contact the Wella Studio Dublin for more information or speak to your Wella Account Manager

TRAIN THE TRAINER

LEVEL
Discovery

PRICE
€160

- OPTIMISE SALON & STAFF OPERATIONS

Train the Trainer is an ideal introduction to effective and structured training and is designed to develop your skills as a trainer. Learn how to identify, prepare and conduct training within your own organisation, and understand the importance of planning a logical format and structure. Suitable for hairdressers who have the responsibility of in-salon training. Leave feeling able to tackle any training situation.

WHO SHOULD ATTEND?
Salon managers, senior stylists and trainers.

- WHAT WILL YOU LEARN?
- How to be an effective trainer
 - Learning cycle and styles
 - Effective training plans
 - Styles of training
 - Responses to learning

WHERE AND WHEN
Dublin Studio
Wed 20 January
Tues 24 May
Wed 21 September

Contact the Wella Studio Dublin for more information or speak to your Wella Account Manager

Image by Russell Eaton



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RECEPTION PROFESSIONAL

 **LEVEL**
Essential

 **DURATION**
1 day

 **PRICE**
€235



INCREASE YOUR
SALON SPEND



DRIVE CLIENT
FREQUENCY



OPTIMISE
SALON & STAFF
OPERATIONS

IDENTIFY WAYS OF GROWING THE BUSINESS FROM THE DESK

Heighten the skills and awareness of reception personnel to build the effectiveness of the role.

WHO SHOULD ATTEND?

Salon owners, franchisees, managers and reception professionals.

WHAT WILL YOU LEARN?

- How reception professionals can play their part in growing the client base
- Reception best practice, drawing on life experiences

- Ways of strengthening the client experience so that you retain as many existing clients as possible
- How reception personnel can identify their importance in gaining more turnover via focused client attention

WHERE AND WHEN

Dublin Studio

Mon 16 May

GROW YOUR BUSINESS

 **LEVEL**
Essential

 **DURATION**
1 day

 **PRICE**
€230



INCREASE YOUR
SALON SPEND



DRIVE CLIENT
FREQUENCY



OPTIMISE
SALON & STAFF
OPERATIONS

DEVELOP YOUR BUSINESS PROFITABILITY

Classic business models, use of figures and salon success formulas.

WHO SHOULD ATTEND?

Owners, managers and franchisees.

WHAT WILL YOU LEARN?

- The components of business success
- Balanced approaches to business, your current position and the effective use of data
- How to examine some salon success formulas; plan some new measures to improve profitability

- Ways to create plans for moving the business forward commercially
- Ideas on how to identify ways in which you could grow your turnover and focus your thoughts, so that planning to retain clients and gain new business becomes a natural part of your role

WHERE AND WHEN

Dublin Studio

Mon 25 April



Image by Medusa



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BRANDS





NEW FOR 2016

LEADERSHIP & MOTIVATION

 **LEVEL**
Essential

 **DURATION**
1 day

 **PRICE**
€235

 **OPTIMISE
SALON & STAFF
OPERATIONS**

 **SALON IMAGE
& EQUITY**

EXPLORE LEADERSHIP PRINCIPLES AND INCREASE YOUR MOTIVATION AT WORK

Develop a leadership approach that your team will want to follow and to increase your understanding of motivation at work.

WHO SHOULD ATTEND?

Salon owners, salon managers, team leaders or department leaders.

WHAT WILL YOU LEARN?

- Explore some of the principles of leadership
- Identify the qualities of successful leaders and how leadership style can be adapted to suit different situations
- Distinguish ways in which great leaders motivate their teams

- Examine motivation at work and reflect upon motivational practices
- Take away an action plan to help you develop your leadership and motivational style in order to improve your leadership style and create a successful business

WHERE AND WHEN

Dublin Studio

Tues 17 May

Business education offers the salon manager and owner the potential to **develop the skills** and knowledge that will ensure; **highly effective management, profitability, strategic leadership** and high functioning teams.

Gilli Bruce, Business Guru



MANAGING FOR SUCCESS

 **LEVEL**
Advanced

 **DURATION**
1 day

 **PRICE**
€230

 **INCREASE YOUR
SALON SPEND**

 **OPTIMISE
SALON & STAFF
OPERATIONS**

 **SALON IMAGE
& EQUITY**

AN INTRODUCTION TO THE PRINCIPLES OF MANAGING PEOPLE

A relaxed and supportive day focusing on learning 'how to' and sharing some of the challenges entailed in managing a team.

WHO SHOULD ATTEND?

Managers, owners, new managers, franchisees, or those aspiring to management.

WHAT WILL YOU LEARN?

- The skills required to develop in the role of a manager
- Ways to create a highly functioning salon
- The importance of well-managed teams to retain existing clients and grow the client base

- How to ensure that the team know and understand their own goals and targets
- To inspire the team to gain more business from existing clients

It is recommended that people attending this course also consider attending The Assertive Professional course as further support.

WHERE AND WHEN

Dublin Studio

Mon 23 November



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Image by p.kai hair

THE ASSERTIVE PROFESSIONAL

**LEVEL**
Advanced

**DURATION**
1 day

**PRICE**
€230

**INCREASE YOUR SALON SPEND**

**DRIVE CLIENT FREQUENCY**

**OPTIMISE SALON & STAFF OPERATIONS**

DEVELOP THE BEHAVIOURAL AND LIFE SKILLS FOR SUCCESS

A valuable life skills session for those interested in developing both personally and professionally.

WHO SHOULD ATTEND?

Owners, managers, franchisees, receptionists and trainers/senior stylists.

WHAT WILL YOU LEARN?

- The key principles of assertiveness
- How to handle performance management situations well to retain clients
- Ways to challenge poor performance and focus people towards improvements
- To strengthen the focus of the team towards clear objectives to gain more business
- How to build revenue from retail and service recommendations
- The easy way to gain an understanding of how to 'do it'

WHERE AND WHEN

Dublin Studio

Wed 16 November

COACHING FOR IMPROVED PERFORMANCE

**LEVEL**
Master

**DURATION**
1 day

**PRICE**
€230

**INCREASE YOUR SALON SPEND**

**OPTIMISE SALON & STAFF OPERATIONS**

Develop the performance of other members of your salon team and expand their skill set in coaching approaches. A must attend course for those wanting to really make a difference to performance.

WHO SHOULD ATTEND?

Salon owners, managers and training professionals.

WHAT WILL YOU LEARN?

- Uncover the benefits of taking a coaching approach for performance development and improvement
- Examine the difference between coaching, managing and training, by identifying the core coaching competencies and skills
- Gain knowledge of a classical coaching model and techniques used to uncover the world according to others
- Put your newly learnt skills into practice and have a go at coaching with your course peers

WHERE AND WHEN

Dublin Studio

Tues 15 November



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Image by Michael Van Clarke

SALON BUSINESS MASTERY MICHAEL VAN CLARKE

	LEVEL Master		DURATION 1 day		PRICE £900.00 inc vat, £750.00 exc vat
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We are pleased to feature Michael Van Clarke's business education programme, Salon Business Mastery. Michael Van Clarke is one of London's leading hairdressing experts, with 30 years experience at the cutting edge.

Michael's team have a record sixteen British hairdressing business awards from forty-two nominations in five years.

With Salon Business Mastery you will spend an insightful day discovering the secrets of this multi-award winning best practice salon.

WHO SHOULD ATTEND?
Owners, managers and senior stylists.

- WHAT WILL YOU LEARN?**
- How to run your salon more profitably, more smoothly and with more fun
 - The MVC Ethos and Culture
 - Foundation Success Principles
 - Loyalty – Keeping Clients Forever
 - Self-Leadership and Leading a Team

- The Limited Liability Partnership (LLP) Model
- The Future of Hairdressing
- New Product Development
- West End Precision Styling
- The Diamond Dry Cut™ (The £375 Haircut)

WHERE AND WHEN
Michael Van Clarke, W1G 6DF
Mon 14 March
Mon 27 June
Mon 17 October

Places are strictly limited to 10 participants per course – book early to avoid disappointment. For more information please contact Louise on 0207 224 3123 or email louise@vanclarke.com
Please note we are unable to accept Wella MyEducation Reward Fund on these courses.



SALON BUSINESS MASTERY MICHAEL VAN CLARKE

NEW FOR 2016

THE SUCCESSFUL SALON BUSINESS CLIVE COLLINS

	LEVEL Master		DURATION 1 day 10.00am - 4.30pm		PRICE £216.00 inc vat, £180.00 exc vat
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Led by HOB director, Clive Collins, this in depth commercial course utilises HOB Salons' extensive experience in running a successful business and how to translate that into your own company practices.

WHO SHOULD ATTEND?
Salon Managers and Salon Owners.

- WHAT WILL YOU LEARN?**
- Percentage of retail/colour (Increase)
 - Average bill
 - Promoting staff
 - PR & Marketing
 - Client retention
 - Salon turnover against profit
 - Knowing your competition

WHERE AND WHEN
London Studio
Tues 15 March

Manchester Studio
Mon 27 June

No longer is it just about getting a great haircut, Salon Owners and Managers need to make sure their businesses are making a profit. **Turnover is vanity, profit is sanity.**

Clive Collins, HOB Salons and Academy Director



Image by HOB Salons and Academy



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COLLEGE EDUCATION

SHAPING THE FUTURE OF HAIRDRESSING REQUIRES INVESTMENT AND DEDICATION TO BOTH STUDENTS AND LECTURERS. WE ARE DELIGHTED TO SUPPORT COLLEGES THROUGH OUR INSPIRATIONAL PROGRAMME OF EDUCATION.

COURSES

- COLLEGE FOCUS
- COLLEGE ARTISTIC FORCE
- WORLD STUDIO TRIPS
- XPOSURE: GET THE EDGE



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COLLEGE FOCUS

IT IS OUR AIM TO BRING YOUNG TALENT TO THE FORE, HONE THE SKILLS OF THOSE TEACHING AND ULTIMATELY SHAPE THE FUTURE OF HAIRDRESSING FOR YEARS TO COME.

 **LEVEL**
COLLEGES

 **DURATION**
1 day
11am - 3pm

 **PRICE**
FREE for college lecturers
€50 per college student

FOR COLLEGE LECTURERS

CONTINUAL PERSONAL DEVELOPMENT (CPD) FOR COLLEGE LECTURERS

College lecturers have the choice of attending any one of our inspirational training seminars. And, the benefits are twofold: you gain from experiencing exceptional education and your students gain from your newfound knowledge. Once you've visited our state-of-the-art studios, it's the perfect opportunity to let your students get out and about and experience education in new and inspiring surroundings by signing up for one of our College Focus days.

FOR COLLEGE STUDENTS

COLLEGE FOCUS DAYS FOR STUDENTS

Choose from three unique and inspirational seminars aimed at college students. Master the basics with Classic and Foundation, discover how to carry out Colour Correction with Confidence, or gain an insight into the TrendVision Award and XPOSURE competitions and sign up for our Creative Trend Focus seminar.

COLLEGE LECTURERS OBSERVATION COURSES

College lecturers can sample a Wella Studio course, gaining maximum information and inspiration in the shortest time possible. Observation courses will allow you to take valuable information back to your college students.

EXCLUSIVE OFFER
UK COLLEGE STUDENTS
RECEIVE A 25% DISCOUNT
OFF OUR 'IN THE
SPOTLIGHT' EVENINGS

See page 32-33 in the Inspiration
Section for more details

THE COLLEGE FOCUS LEVELS

COLLEGE FOCUS 1:
Classic & Foundation
(Entry Level 2)

COLLEGE FOCUS 2:
Colour Correction with
Confidence
(NVQ level 2-3)

COLLEGE FOCUS 3:
Creative Trend Focus
(NVQ Level 3 students)

WHERE AND WHEN

Dublin Studio

College Seminar 1

Thurs 14 January

Thurs 4 February

Thurs 25 February

Thurs 14 April

Thurs 5 May

Thurs 26 May

Thurs 30 June

Thurs 28 July

Thurs 15 September

Thurs 13 October

Thurs 10 November

College Seminar 2

Fri 15 January

Fri 5 February

Thurs 21 April

Thurs 12 May

Thurs 16 June

Thurs 7 July

Thurs 11 August

Thurs 22 September

Thurs 20 October

Thurs 17 November

College Seminar 3

Thurs 11 February

Fri 18 March

Thurs 28 April

Thurs 19 May

Fri 17 June

Thurs 14 July

Fri 12 August

Thurs 29 September

Thurs 27 October

Thurs 24 November

For more information on how to
book courses for college students
contact:

Wella World Studio London

0207 637 7172

Wella Studio Manchester

0161 834 2645

Wella Studio Dublin

01 416 0900



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EXCLUSIVE TO UK

COLLEGE ARTISTIC FORCE

BRINGING WELLA EDUCATION TO YOUR COLLEGE

The College Artistic FORCE arrived on the scene in 2011, and since then have gone from strength to strength, imparting their knowledge and creativity to colleges up and down the country. This inspirational and dynamic force have gained an armful of awards which in turn have secured each of them a successful career in the world of hairdressing. Now you have the opportunity to see them live in your college.

If you are looking for new ways to develop and stir up some creative passion, then this FORCE of inspirational talent are ready to

revolutionise the way hairdressing students are educated and expose them to new and exciting ideas; giving scope and ambition to young college students nationwide.

It's a great opportunity for you and your students to gain access to these inspirational individuals at your college, without the time and expense of having to leave the college. Bringing in new and exciting individuals can often be the key to keeping education fresh and inspiring. **Book today!**

Interested?

For more information on costs and availability, or to book please contact your Wella Account Manager.

THE COLLEGE ARTISTIC FORCE:



Mia Dellicompagni
Francesco Group



Ben Sutcliffe
KH Hair



Sammy Wallace
McIntyres



Matthew Taylor
Taylor Taylor
Hairdressing



Michael Pearson
MG Hairdressing

EXCLUSIVE TO UK

YOUNG HAIRDRESSERS WORLD STUDIO TRIPS

EXCITE AND INSPIRE YOUR HAIRDRESSING STUDENTS THROUGH OUR PROGRAMME OF WORLD STUDIO TRIPS.

Getting out of the classroom and experiencing fresh and inspiring ideas is a great way to motivate and train students, allowing them to refresh their minds and put their global experiences into practice back in the college salon.

For further information, to find out dates for 2016 or to register a provisional booking for your students please contact Adaptable Travel on:
Telephone: 01451 832 133
Fax: 01451 870 422



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XPOSURE GET THE EDGE

EXCLUSIVE TO UK

XPOSURE IS A HAIRDRESSING COMPETITION SOLELY AIMED AT HAIRDRESSING STUDENTS. GIVE YOUR STUDENTS THE OPPORTUNITY TO TAKE THEIR FIRST STEPS ON THE COMPETITION LADDER AND GO HEAD TO HEAD WITH FELLOW STUDENTS IN A NATIONWIDE SEARCH FOR THE TITLE OF WELLA PROFESSIONALS XPOSURE WINNER 2016.

NO MATTER WHAT STAGE OF THE COMPETITION YOU GET TO, THERE ARE SO MANY FANTASTIC BENEFITS OF ENTERING XPOSURE FOR YOUR STUDENTS AND YOUR COLLEGE OR SALON:

- Motivate and inspire your students to be the best they can be
- Develop your students' skills and their confidence and create a buzz in the whole college or salon
- Unleash their competitive edge and challenge your students to create their own personal vision
- Gain great exposure for your students and create a talking point in your college or salon

**WHAT'S NEW FOR 2016?
THE INTRODUCTION OF TWO NEW CATEGORIES**

- College Category
- Private Training Academy Category

MORE PLACES PER CATEGORY/PER ACCOUNT

You can now submit up to 10 entries for our photographic stage and there are even more opportunities for your students to be involved at the Regional Heats and UK Final!

MORE AMAZING PRIZES!

All UK Final winners will experience an XPOSURE tailor-made mentoring day with an inspirational industry icon and

receive a Wella MyEducation Fund, a Wella Professionals Toolkit and an XPOSURE Trophy.

Gold winners will also have an exclusive behind the scenes experience at the TrendVision Award UK & Ireland Final 2016.

ONLINE ENTRIES AND GREAT HINTS & TIPS ON WELLA MYMARKETING!

Enter online through your college or training academy at <http://po.st/xposure>

- Photographic Deadline: Friday 5 February 2016
- Download great hints and tips for your student entries at www.wellamymarketing.co.uk



XPOSURE
2016

Xposure is a **unique competition** that gives the future of our industry a **true taste of competition work.**

Mia Dellicompagni, Francesco Group

TO ENTER

TO ENTER YOU MUST...

- Be a hairdressing student studying at your college for the entire duration of the competition
- OR**
- Be studying at a private training academy/college for at least one day a week and for the duration of the competition
- Be studying for your NVQ Level 2 or 3 or VRQ Level 2 & 3
- Have no more than 5 years hairdressing experience

3 EASY STEPS TO ENTRY

Stage 1

Photographic Heat

Photographic Deadline
Friday 5 February 2016

Stage 2

Regional Heats

- Scotland: Tues 12 April 2016
- Northern: Wed 13 April 2016
- Midlands: Tues 19 April 2016
- Southern: Wed 20 April 2016

Stage 3

UK Final

Wella World Studio London
Wed 8 June 2016



XPOSURE GOLD Winner 2015

Danielle Cooper,
Jet Hairdressing Academy

If you require more information or have any queries regarding XPOSURE 2016, please contact the Wella Events Hotline on 0845 6018 128 or email wellaevents.im@pg.com



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THE EXCLUSIVE WORLD STUDIOS

UK & IRELAND STUDIOS

Our iconic studios in London, Manchester and Dublin are at the heart of our educational offering and maintain an exciting ambience for creativity and inspiration. Our Scotland Pop-Up Studio hosted in Cheynes Academy, also helps to bring education even closer to you.



LONDON



PARIS



BERLIN



MOSCOW



FRANKFURT



ROME



TOKYO



NEW YORK

LONDON



Wella World Studio London
93 Mortimer Street, London, W1W 7SS
Tel: 0207 637 7172

MANCHESTER



Wella Studio Manchester
82 King Street, Manchester, M2 4WQ
Tel: 0161 834 2645

DUBLIN



Wella Studio Dublin
The Chancery, 3-10 Chancery Lane, Dublin 8, Ireland
Tel: 01 416 0900

SCOTLAND



Scotland Pop-Up Studio
Hosted in Cheynes Academy, 3 Drumsheugh Place, Edinburgh, EH3 7PT
Tel: 0161 834 2645 (Bookings managed by Wella Studio Manchester)

HOW TO BOOK

FOR MORE INFORMATION ON CONTENT OR AVAILABILITY ON ALL STUDIO COURSES, PLEASE CONTACT YOUR NEAREST STUDIO.

World Studio London
020 7637 7172

Studio Manchester
0161 834 2645

Studio Dublin
01 416 0900
email: dublinstudio.im@pg.com

Scotland Pop-Up Studio
0161 834 2645
(Bookings managed by
Wella Studio Manchester)

HEAD BLOCKS/MODELS

We use the very best head blocks on many of our studio courses. Head blocks allow unrivalled creativity and complete freedom, there are no restrictions and the hairdresser can be as creative as they wish. Of course we understand that sometimes hairdressers may want to be creative on a live model; if this is the case, you may bring your own model with you; providing your own model will allow you complete control over the work you carry out during any workshops.

Please ensure your model has been skin tested 48 hours prior to the seminar with the brands and shades you may wish to use, in accordance with the manufacturer's guidelines. Please bring a record of the skin test as evidence when you attend the course.

When booking your course, please inform the studio whether you will be bringing a model or using a head block (if your model is a team member, they can enjoy the demonstration and theory of the course free of charge). Should you require a model provided by the studio, we will do our utmost to meet your needs, however we cannot guarantee models booked by Wella due to cancellation or unforeseen circumstances. In such cases, we will provide you with a head block.

PAYMENT TERMS

Full payment is required 28 days prior to course start date, except for Master Colour Programme where a 20% deposit is required at the time of booking and full payment 28 days prior to the start date (subject to change).

CANCELLATION POLICY

Course bookings are subject to cancellation if payment is not received. A minimum of 14 days notice is required for a full refund except for Master Colour Programme and Guest Artists' courses where a minimum of 28 days notice is required. No refunds will

be given after this period. Occasionally, course content will change as a result of new information and product development. Wella reserves the right to update its courses, dates and Guest Artists without notice.

Business Bundles must be prepaid in full before attendance of the first course in the bundle. Business Bundles are non-refundable and if you need to cancel a course, another date can be rearranged and must be undertaken before the end of 2016.

SPECIAL SEMINARS

For more information on additional events and special seminars, please telephone your nearest Wella Studio.

EVENTS

For information on events including TrendVision Award, Business Network Live and Master Colour Congress please contact 01 4160900 or email dublinstudio.im@pg.com

INTERNET

www.wella.com
www.nioxin.com
www.sassoon.com
www.sebastianprofessional.com
www.systemprofessional.com

For further information on our terms and conditions please contact your nearest Studio.

OBSERVATION COURSES

Our Observation Courses are short courses to gain maximum information and inspiration in the shortest time possible. If you want to become a trainer yourself, or you have completed a course and simply want to refresh your skills and knowledge, Wella Observation Courses offer the perfect solution. Simply come along and watch a training session without actually taking part, and at the same time gain valuable information to take away with you.

It's a great way to gather information and experience without having to make the full cost and time investment required for a complete training programme. With Observation Courses, you can spend as much time in a session as you need and then get back to work.

ADVISORY HELPLINE

Expert help is just a phone call away. Our Advisory Helpline is a service giving you fast access to our technical advisors. Whatever you want to know about using our product portfolio – from a query about a new product, to a major colour correction – the Wella Advisory Team can deliver quick, comprehensive answers. Movement, colour, style – our advisors can tell you all you need to know.

The helpline is available from 9.00am to 5.00pm, Monday to Friday. If the phone lines are busy, please leave your telephone number and a member of the Advisory Team will call you back.

For fast, friendly, expert help, call UK: **0845 704 5775**
Ireland: **01 416 0900**

Alternatively please email for technical hairdressing advice at infowellauk.im@pg.com

Occasionally, course content will change as a result of new information and product development. Wella Professionals reserves the right to update its courses, dates and Guest Artists without notice.





PRESTIGE BRANDS

PRESTIGE EDUCATION IS AS INDIVIDUAL AS ITS BRANDS, INTRODUCING NIOXIN, SEBASTIAN PROFESSIONAL, SYSTEM PROFESSIONAL & SASSOON PROFESSIONAL.



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NIOXIN[®]
EDUCATION

MIND. HEART. SKILLS BY NIOXIN

A new way to learn that unlocks your full potential.



Opening MINDS

with deeper understanding of hair and scalp science.



Engaging HEARTS

to make a positive emotional impact on every salon client.



Developing SKILLS

to elevate the craft of cut, care and styling for thinning hair.

Our dedicated team of NIOXIN Educators will bring education to you to meet your salon's needs. With courses ranging from one hour to one day, we can offer something to suit all of your team.

Our new range of NIOXIN seminars are designed to target and develop specific areas of expertise, and help you on your journey to become a certified NIOLOGIST™ supported by the INSTITUTE OF TRICHOLOGISTS



NIOXIN ENGAGE



LEVEL
Discovery



DURATION
2 Hours



PRICE
Complimentary

A complimentary in-salon session once NIOXIN is stocked in your salon.

Please speak with your Account Manager for more details.

NIOXIN EXPERIENCE & ENABLE



LEVEL
Essential Craft



DURATION
Half day



PRICE
Valued at €100
(By invitation only)



SALON IMAGE
& EQUITY

WHO SHOULD ATTEND?

Any hairdresser who is using NIOXIN but wants to expand and offer NIOXIN in-salon services.

NIOXIN EXPERIENCE

Morning session: 10:00am – 1:00pm

- Build up your knowledge and understanding of thinning hair and expand your service menu by introducing NIOXIN THERAPY
- Boost knowledge of hair and scalp biology
- Deepen your client consultation skills
- Gain deeper understanding of thinning with NIOXIN Nioscope™ consultation
- Practice salon services (NIOXIN Therapy) for thinning hair

NIOXIN ENABLE

Afternoon session: 2:00pm – 4:00pm

- Learn how to integrate a full service NIOXIN care offer and grow your business by changing lives

- Learn how to use in-depth psychological understanding of the impact of thinning hair
- Introduce Night Density Rescue as the overnight scalp treatment and part of your client's daily regimen
- Make NIOXIN the key business driver for care in your salon

WHERE AND WHEN

Dublin Studio

Tues 23 February
Tues 29 March
Wed 13 April
Tues 7 June
Wed 15 June
Tues 16 August
Wed 31 August
Mon 10 October
Tues 1 November



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NIOXIN EVOLVE CUT & COLOUR

FEATURING JOHN GEANEY, JOHN GEANEY FOR HAIR

 LEVEL Advanced Craft	 DURATION 1 Day	 PRICE €290
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WHO SHOULD ATTEND?

Hairdressers with a minimum of five years' professional experience who have attended the ENGAGE, EXPERIENCE, and ENABLE seminars and wish to expand their cutting and colouring skills for thinning hair.

WHAT WILL YOU LEARN?

- Learn the key principles and techniques of colouration, cutting and styling developed by NIOXIN exclusively for thinning hair

- Discover how you can become a beauty consultant, advising your thinning-hair client with the latest hints, tips and trends
- Practise cutting and styling for thinning hair to create a thicker, fuller look for each client

WHERE AND WHEN

Dublin Studio

Tues 10 May

Mon 18 July

Mon 19 September

IRELAND COURSES



John Geaney, John Geaney for Hair
John is the creative director of John Geaney for Hair. He has numerous accolades to his name including being Ireland GOLD Color Winner at the Wella Professionals TrendVision Award in 2008, 2011, 2013 and 2014. His salon is one of a handful in the country to have a seat on the Wella Style Council.

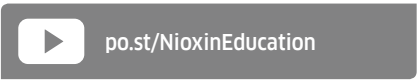
UK COURSES



Kay McIntyre, Nioxin UK Creative Ambassador
Kay has won Scottish Hairdresser of the Year three times and is a member of the Hall of Fame. Kay has been using NIOXIN successfully in her salons for over ten years and has completely changed the lives of some of her clients during this period. She truly believes in NIOXIN and her extensive expertise and knowledge of working with the product makes her the perfect ambassador for the brand.

NIOXIN Evolve offers cutting and colouring solutions for your fine haired clients to ensure their hair looks **thicker and fuller.**

John Geaney, John Geaney for Hair



Look out for more details on a new upcoming course in conjunction with the Institute of Trichologists to become the 'Salon Niologist'



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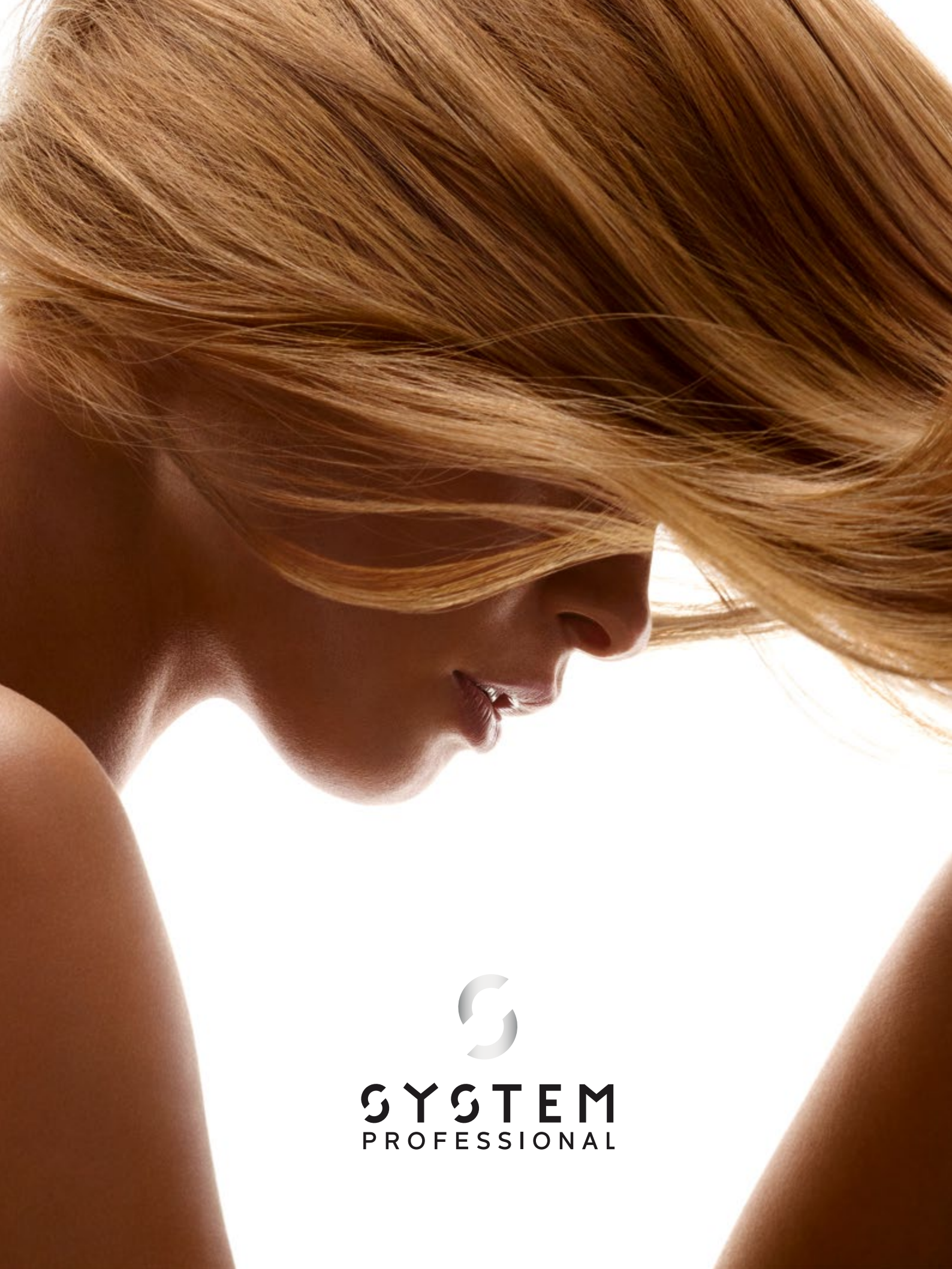
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SYSTEM PROFESSIONAL EDUCATION

CARE UNIVERSITY

System Professional education can be tailor-made to each Salon. It starts with Energy Experience for all members of the team.

System Professional has dedicated Business Education Consultants who will educate System Professional along with a team of Brand Educators.

The Salon can choose the route they want to take through the Care University with their Business Education Consultant. The

Care University is divided into 4 areas of development with Care:

- Tailored Coaching
- The Science of Hair Care
- The Science of Salon Success
- The Elite Community

Education with System Professional will let all members of the Salon experience interactive tools that can be used in the salon with a trainer. They will also be able to access these through new online programmes when they need to improve their knowledge.

For more information on System Professional please contact your Wella Account Manager.
www.systemprofessional.com

Every System Professional stylist will receive their own FREE EnergyCode™ products after their first training session.



PROFESSIONAL
SEBASTIAN

SEBASTIAN EDUCATION

OUR CREDO

We believe our individualities are far too colourful to lock into one look. That's why we never stand still, but always think ahead. Feel forward, look further. Stir up the norm and rise above the conform. For unlimited re-invention in hair and styling – or un-invention, as we like to call it.

WE DON'T TEACH – WE INSPIRE

We push. We challenge. We provoke. You know the rules and we encourage you to break them. We do hair, business and education differently: constantly surprising and unexpected. We understand the stylists intimately. We push from the ordinary to the extraordinary. Our education enables stylists to delight their consumers.

THE MOB PROGRAMME 2016



DURATION

3 Days spread over 6-9 months



PRICE

€380.00

including your own Sebastian Professional toolkit (razor, crimping irons, straighteners and styling brush). The educational content of the MOB Programme training is valued at €1150.00 per person.

WHAT'S IN THE NAME?

MOB = MOST OUTRAGEOUSLY BOLD

The MOB Programme is an education driven programme designed to harness the talent of the most passionate stylist in the salon. The programme focuses strongly on self-development and allows the chosen stylist to be a true ambassador of the Sebastian Professional brand.

WHO SHOULD ATTEND?

Extremely passionate stylists with their own unique style and the potential to inspire others. You must have at least 3 years hairdressing experience and work with Sebastian Professional on a daily basis.

WHAT WILL YOU LEARN?

- Grow and develop your hairdressing expertise, learning alongside other creative and likeminded stylists.
- Gain an insight into our unique cutting, styling and Cellophanes techniques.
- Grab a deep understanding of our brand; learn to speak our language and how to link all your new found techniques to the daily business of your salon and inspire your colleagues.
- Increase salon services and retail sales through a good understanding of how to use and recommend Sebastian Professional to clients.



po.st/SebastianEducation

For more information about how to join the The MOB Programme contact your Wella Account Manager or call Wella Studio Dublin.



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& MOVEMENT

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CARE, CUT
& STYLE

EDUCATION
ON LOCATION

BUSINESS

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HOW TO BOOK

PRESTIGE
BRANDS



WELCOME TO SASSOON PROFESSIONAL EDUCATION

AT SASSOON, WE BELIEVE THAT ONGOING, HIGH-QUALITY EDUCATION IS THE FOUNDATION TO A REWARDING CAREER AND OUTSTANDING BUSINESS SUCCESS, AS WELL AS THE KEY TO EXPANDING YOUR PERSONAL CREATIVITY.

In line with the Sassoon philosophy, Sassoon Professional redefines the world of training with an exclusive, tailored programme designed to inspire and further develop Partner Salons with seasonal cut and colour techniques suited to sophisticated salon clients.

This is Sassoon. This is Hair Design.

EDUCATION PROGRAMME STRUCTURE

Sassoon Professional Education is built upon three pillars of excellence that enable you to grasp the most advanced hairdressing techniques and reach the pinnacle of Hair Design.

- Performance products and services
- Precision technique
- Creative inspiration

Becoming a Sassoon Partner Salon enables you to become part of the Sassoon Movement.

- **All Sassoon Partner Salons are entitled to an exclusive 30% discount on courses at the Sassoon Academy**
- Receive preferential rates on Sassoon Academy training at your salon
- Benefit from a bespoke education programme delivered in-salon by our Sassoon Educators
- Use seasonal collections and in-salon materials
- Receive tailored promotional offers
- Opportunities to network with the Sassoon Creative Team

For all existing Sassoon Partner Salons please speak to your Wella Account Manager to find out more.

Interested in finding out more or becoming a Sassoon Partner Salon?

For more details, please speak to your Wella Key Account Executive.



po.st/SassoonEducation



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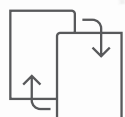
STUDIOS &
HOW TO BOOK

PRESTIGE
BRANDS

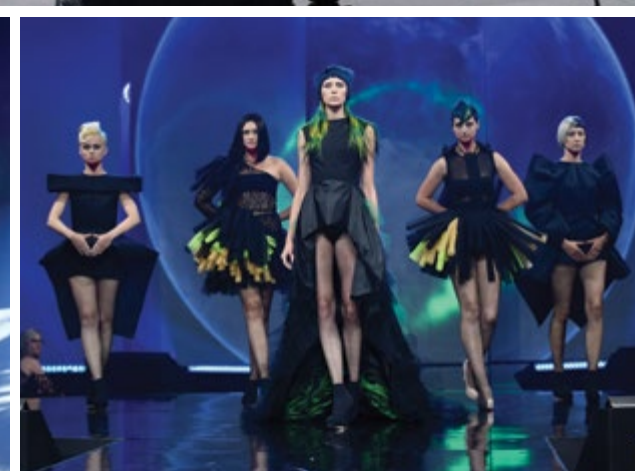
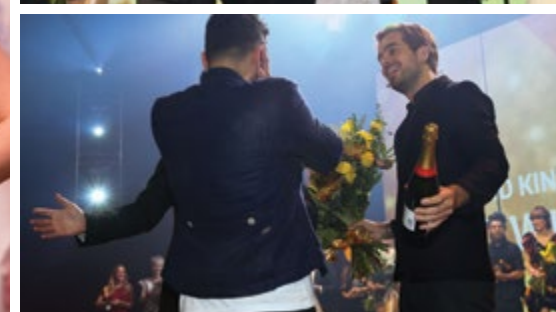


EDUCATION

WELLA ARE HERE TO BE YOUR PERFECT PARTNER AND WE HAVE
DESIGNED OUR EDUCATION OFFERING TO MEET ALL YOUR SALON
AND BUSINESS NEEDS.



FLIP THE BOOK
TO EXPLORE
THE INSPIRATION
SECTION



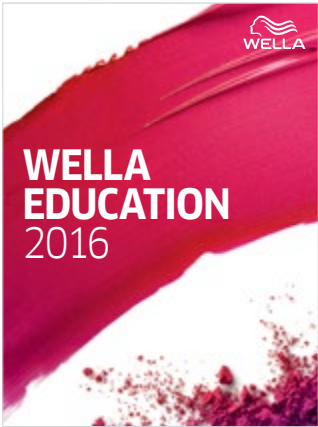
USEFUL TIPS ON USING THIS INTERACTIVE PDF

- Click on the coloured headers or the tabs on the right hand side of the page to go to your chosen section
- Go directly to a specific page by clicking on it from the contents list
- The 'home' button in the top right hand corner will take you back to the start
- Left click your mouse to go forward a page
On an i-pad, swipe the page forward with your finger
- Right click your mouse to go back a page
On an i-pad, swipe the page back with your finger

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WANT TO GO
ON A COURSE?



INTRODUCTION

ICONIC BRANDS

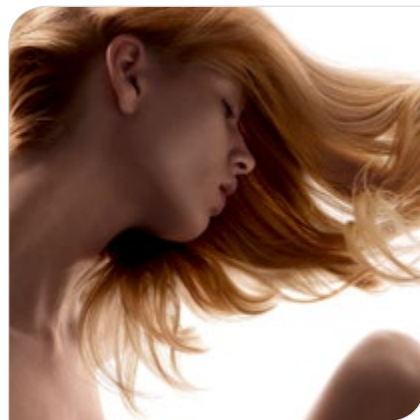
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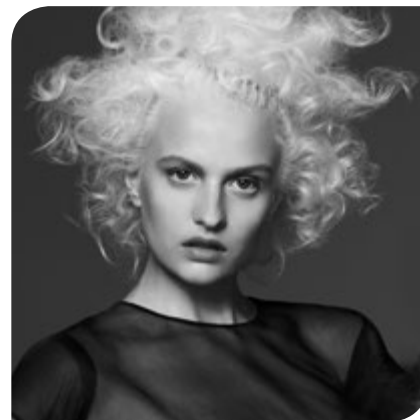
ICONIC BRANDS



As the global professional colour expert, Wella Professionals is at the heart of Wella. The Wella Professionals retail brands, EIMI and Care, are the perfect way to enhance your clients' salon experience. For over 135 years, Wella has been delivering innovations and services that enable hairdressers' creativity. Wella Professionals is your full-service partner: the world's most passionate hair experts, there for you.



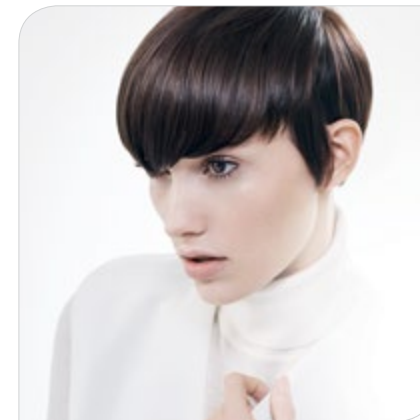
The Energy of Hair. Reborn. System Professional scientists have discovered that each person's hair has a unique energy profile. By diagnosing each client's hair needs, you can prescribe the new System Professional EnergyCode™, the ultra personalised care system with over 170 million possible combinations. System Professional's EnergyCode™ complex re-establishes the hair's natural lipid balance, so hair will feel reborn, visibly healthier and more responsive. System Professional: for true luxury.



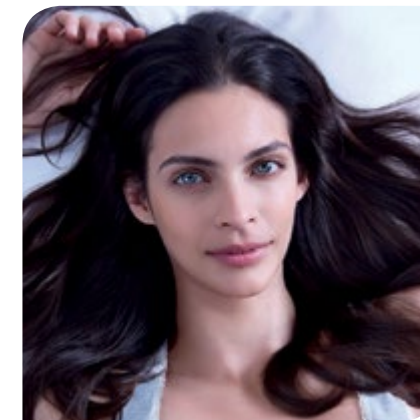
As the world's most fearless salon brand, Sebastian Professional enables you to be at the forefront of "what's next". Renowned for cutting-edge products – some iconic and others revolutionary – and compelling Next Up haircut collections, Sebastian Professional stirs up the norm with a tribe of editorial stylists and up-and-coming style visionaries. Dare to dream and unleash your creativity. For unlimited reinvention in hair and styling – or "uninvention" as we like to call it.



As part of one of the world's biggest beauty companies, Wella offers six iconic brands, each designed for you and your clients.



Sassoon Professional, the world's most exclusive professional salon brand, was born from the legendary status of Vidal Sassoon. Drawing on a rich history and a wealth of expert knowledge, Sassoon Professional offers the most advanced products, linked to personalised services, to achieve truly individual and effortlessly sophisticated hair design.



NIOXIN, the number one global selling salon product for thicker, fuller looking hair, takes a unique approach to answering thinning hair needs and restoring confidence for both men and women. Taking inspiration from skincare, NIOXIN's 3D approach not only provides solutions for hair density and diameter but also treats the derma by optimising the scalp environment.



A high-quality yet affordable brand to help you deliver hair, relationships and salons that are full of life. Smart innovation: designed to transform your client's hair, giving it new life. Accessible education: to nurture your skills and relationships with your clients. Real-life inspiration: for you, your clients and your salon





INSPIRATION

WELLA ARE PASSIONATE ABOUT DELIVERING AN ANNUAL PROGRAMME OF EVENTS TO INSPIRE AND MOTIVATE YOUR TEAM WITH OUR NEWEST PRODUCT INNOVATIONS, CURRENT TRENDS, UP-TO-THE-MINUTE BUSINESS IDEAS AND THE LATEST COLLECTIONS FROM SOME OF THE TOP INDUSTRY ICONS.

We are delighted to work with over 90 Guest Artists and Art Teams, the undisputed visionaries of the industry. Get up close and personal with our Wella Guest Artists as they share their knowledge, creativity and skills on stage at our events and on many of our studio courses.

Our **six inspirational programmes** are designed to suit the needs of every individual in your salon team.

TrendVision Award

If you're a creative hairdresser wanting to challenge yourself and raise your profile in the hairdressing industry, then entering our prestigious annual TrendVision Award is perfect for you. Feel the incredible thrill of competing as we recognise up-and-coming stylists and the most masterful colour work within the industry.

Master Colour Programme

Be the best of the best; become a Wella Professionals Master Colour Expert. Gain a fresh approach to colour and boost your colour business in the process. This four-stage Master Colour Programme will earn you one of the best recognised colour accreditations in the industry.

Business Network Live

Business Network Live is the hairdressing industry's premier event for salon business owners and managers. If you're a salon owner or manager wanting to network, share ideas and develop your business acumen, BNL is one event of the year not to miss!

Generation NOW

Generation NOW is our incredible 12 month mentoring programme for up-and-coming rising stars of the hairdressing industry. Being mentored by, and working alongside, some of the most inspirational Guest Artists, Generation NOW opens up doors to a wide range of educational and event opportunities in the industry.

Sebastian Professional CULT Team

For fearless hair stylists immersed in the Sebastian Professional brand wanting to raise their profile with a strong focus on session styling. The programme is open to any artistic and creative stylists who have previously completed our Sebastian Professional MOB Programme.

XPOSURE - Exclusive to UK

Our hairdressing competition solely aimed at hairdressing students. Give your students the opportunity to take their first steps on the competition ladder and go head to head with fellow students in a nationwide search for the title of Wella Professionals XPOSURE Winner 2016.



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TREND MOVEMENTS

SPRING/SUMMER

The faster daily life becomes, the more precious are moments of stillness and quality. Taking your time has become the ultimate luxury, and permitting oneself experiences or objects that are time consuming, the ultimate indulgence. And taking the time to create, that is to transform something from base to precious, has become a way to affirm oneself as a craftsman and ultimately, as a human being.

From a raw material into a valued and precious object: be inspired by the jeweller's art, including enamelling, forging, shaping, and creative use of oxidation. The natural current reaches the highest level of sophistication.



AUTUMN/WINTER

Life has slipped into a mode of comfort. The idea that there's no gain without pain or that you need to suffer to look your best, has gone the way of corsets, crash diets and invasive surgery.

A fusion of comfort and luxury that is more than the sum of its parts. Today we realise that there can be no looking good without feeling good. Comfort and style create a new luxurious beauty. This Premium Comfort Zone lets you

live life with all senses awakened: more tactile, more sensorial, attuned to every experience. Live Comfort Luxe.

Wellbeing goes premium: think of the irresistible softness of fur. Think bold woollen or cashmere textures, precious silk, smooth leather. Warm, neutral, subtle surfaces and a palette of restrained neutrals in materials that are easy on the eye and have a natural class. The evolution of wellbeing towards sensoriality.



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GUEST ARTISTS

WELLA'S GUEST ARTISTS ARE OUR LEADING ACTS, THE UNDISPUTED VISIONARIES OF OUR INDUSTRY. THEIR CREATIVITY AND EXPERTISE IN COLOUR, CUTTING, TECHNICAL WORK AND STYLING GIVE THEM A VOICE LIKE NO ONE ELSE, ALLOWING THEM TO IMPART THEIR CREATIVITY AND EXPERTISE WITH PASSION AND COMMITMENT.

We are delighted to be able to offer you the opportunity of meeting and working alongside our experts on our Guest Artist courses. Pure inspiration!

GUEST ICONS

Our award-winning visionaries of the future and the undisputed crème de la crème of the industry bring their talent and creativity to many of our studio courses.

STYLE COUNCIL

A truly inspirational team of Irish Guest Artists who collaborate throughout the year on different projects at the Dublin Studio and shows and events in Ireland.

ART TEAMS

Wella's Art Teams each have excellent credentials, bringing their dynamism, talent and creative innovation to our studios.

GENERATION NOW

A fusion of pure, up-and-coming talent selected each year and given unique experiences and opportunities to become key players in the competitive hairdressing industry.

COLOUR CLUB

A collective of the industry's most skilful and creative colourists, working with you at Wella's studios, shows and seminars.

COLLEGE ARTISTIC FORCE

An inspirational and dynamic force of hairdressing talent who have gained an armful of awards. They can be booked to visit and educate at your college. See page 100 in the Education section for more details.

CULT TEAM

A fearless force of fashionistas set to revolutionise the face of modern hairdressing. The team revolves around session work and experiences in the most prestigious events in the industry.



UK GUEST ARTISTS



Boons,
Clive Boon



Cheyne's Hairdressing,
Paul Adamczuk



Cheyne's Hairdressing,
Lee-Anne McNaught



Cheyne's Hairdressing,
Danny Dowie



Medusa,
Colin McAndrew



Medusa,
Kym Wyser



MG Hairdressing,
Michael Pearson



MG Hairdressing,
Gabby Cooper



Michael Van Clarke,
Simon Bryer



p.kai hair,
Kai Wan



Creator,
Mark Pearson



D&J Ambrose,
Darren Ambrose



D&J Ambrose,
Abby Smith



Emotive Hair,
Gary Gill



Flanagans,
Chris Mullen



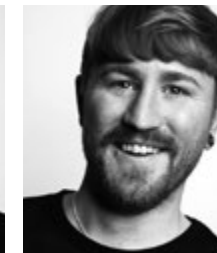
Frances Hunter Hairdressing,
Leslie Hunter



Patrick Cameron,
Patrick Cameron



Russell Eaton,
Robert Eaton



Russell Eaton,
Daniel Couch



Sanrizz,
Leonardo Rizzo



Sanrizz,
Sharon Cox



Sassoon Academy,
Mark Hayes



Francesco Group,
Anya Dellicompagni



Francesco Group,
Mia Dellicompagni



Francesco Group,
Michelle Thompson



Francesco Group,
Paul Corbett



Francesco Group,
Claire Chell



Goldworthy's,
Steven Goldsworthy



Sassoon Academy,
Edward Darley



Sassoon Academy,
Bruce Masefield



Soul Hair,
Tom Wright



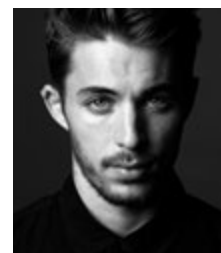
Strangeways,
Martyn Holmes



Taylor Taylor Hairdressing,
Matthew Taylor



Taylor Taylor Hairdressing,
Daniel Taylor



Goldworthy's,
Joshua Goldsworthy



Halo Hair Design,
Joseph Ferraro



HOB Academy,
Akin Konizi



HOB Academy,
Issie Churcher



HOB Academy,
Darren Bain



Ishoka,
Philip Bell



Taylor Taylor Hairdressing,
Josh Taylor



Tiffs Hair Design,
Dylan Smith



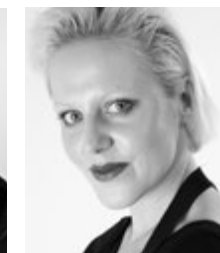
TONI&GUY,
Francesco Fontana



TONI&GUY,
Cos Sakkas



TONI&GUY,
Jayson Gray



TONI&GUY,
Indira Schauwecker



KH Hair,
Ben Sutcliffe



Lara Johnson Lifestyle,
Dom Capel



Marc Antoni,
Bruno Marc



Marc Antoni,
Daniel Spiller



McIntyres,
Sammy Wallace



McIntyres,
Kay McIntyre



Wella Professionals Global Creative Director,
Josh Wood



Wella Professionals Global Creative Director,
Eugene Souleiman



Zullo & Holland,
Angelo Vallillo



Kerry Hayden



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IRELAND GUEST ARTISTS



Aviary Lane,
Elaine Sullivan



Aviary Lane,
Pamela Sullivan



Butcher Barber,
Emmett Byrne



Foundation,
Eoin Wright



Foundation,
Katie Mulville



Foundation,
Sean Dunne



Hair by Mane,
Andrew Dunne



House of Colour,
Shauna Forman



House of Colour,
Sinead Berrigan



House of Colour,
Olive Tucker Lee



Joanne O'Neill
Hairdressing,
Joanne O'Neill



John Geaney
for Hair,
John Geaney



Keville for Hair,
Alan Keville



Keville for Hair,
David Gilkinson



Niall Colgan
Hairdressing,
Niall Colgan



Queen,
John Maher



Queen,
Lorraine Carthy



Renaissance Hair,
Sarah Mason



Staunton Byrne,
Shane Byrne



Zara Cox@29,
Zara Cox

ART TEAMS



Cheynes Hairdressing,
Art Team



D&J Ambrose,
Art Team



Francesco Group,
Art Team



HOB Academy,
Art Team



KH Hair,
Art Team



Keville For Hair,
Art Team



Marc Antoni,
Art Team



McIntyres,
Art Team



Michael Van Clarke,
Art Team



p.kai hair,
Art Team



Sebastian Professional,
CULT Team



TONI&GUY,
Art Team



Wella Professionals,
Generation NOW



WELLA & SASSOON ACADEMY

A UNIQUE RELATIONSHIP

Wella and Sassoon have enjoyed an exclusive, highly successful working relationship for over 40 years, resulting in mutual respect and an extremely strong professional partnership. The Sassoon name evokes the very best in hair: for over 60 years, Sassoon has pioneered, created and maintained a modern method of Hair Design that continues to evolve and inspire clients worldwide. Setting the highest standards in technical excellence, creativity, salon services, education and professional

tool development, the core of Sassoon's continued excellence lies in its ethos of uncompromising cut and colour. Sharing techniques, creativity, and inspiration with over 180,000 hairdressers each year, the global Sassoon Team, through the Sassoon Academy, covers all teaching requirements from beginners through to qualified stylists, salon owners, and educators. Sassoon continues to be a fundamental partner to Wella, supporting

its Global Education programme through its iconic cutting credentials. Many seminars are held at the newly refurbished Sassoon Academy London, which is particularly pivotal in its trend translation role at the International TrendVision Award. In the fast-moving hairdressing industry, the distinctive Wella/Sassoon relationship is a rare one and through this partnership, Sassoon will continue to challenge, inspire and excite the hair world and clients alike, as it has done for more than five decades.

WE ARE DELIGHTED TO ANNOUNCE A **20% DISCOUNT** ON SELECTED SASSOON ACADEMY COURSES* FOR ALL WELLA ACCOUNTS.

For more information please contact: Education services on 020 7399 6902, edservices@vidalsassoon.co.uk or visit sassoon.com.

*Certain restrictions apply, 20% discount applies to selected courses and dates only. Please check with the Sassoon Academy before booking.



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THE COLOUR CLUB

ENLISTING THE EXPERTISE OF SOME OF THE INDUSTRY'S MOST SKILFUL AND CREATIVE COLOURISTS, WE ARE DELIGHTED TO INTRODUCE THE WELLA PROFESSIONALS COLOUR CLUB, A UNIQUE CONCEPT DESIGNED TO CREATE TWO-WAY COMMUNICATION BETWEEN THE COLOUR MANUFACTURER AND COLOURIST TO RAISE THE COLOUR INDUSTRY TO A WHOLE NEW LEVEL.

The Colour Club team works with Wella Professionals to launch and promote their leading colour brands through education, shows, seminars, trade media and consumer media.

Each member has been carefully selected for their technical knowledge, creativity, industry experience and their passion for colour. Driving both inspiration and innovation within the industry, the Wella Professionals Colour Club looks forward to taking colour to greater heights over the coming year and beyond.



ALL QUALIFIED MASTER COLOUR EXPERTS, THE COLOUR CLUB MEMBERS ARE:



Danny Dowie, Cheynes Hairdressing
As Senior Creative Director at the Cheynes Hairdressing group, Danny has developed

and explored his passion for hairdressing. Being part of the Cheynes Artistic Team, he has pushed the boundaries with his Avant Garde work and has a great talent for colour.



Abby Smith, D&J Ambrose
Award winning Abby Smith has over 20 years' experience as both a colourist and technical

educator. She has dedicated her time to collaborating with some of the UK's hottest rising star stylists, helping them win positions in the UK Fellowship FAME team, Wella Professionals Generation NOW Team and TrendVision Award.



Claire Chell, Francesco Group
Claire's focus and drive have led her to be Creative Colour Director and Creative Team

Member for the Francesco Group. Working behind the scenes and on-stage at industry events and with a love of teaching for Wella, Claire is one of the most prestigious colourists in the industry.



Andrew Dunne, Hair by Mane
Director of Hair By Mane and Irish Colour Ambassador for Wella, Andrew is considered

to be one of the finest colourists in the world today. His pinnacle was winning The International TrendVision Award in 2009 for Ireland and he was also voted Colourist Of The Year 2010.



Issie Churcher, HOB Academy
Issie's infatuation with colour sees her deliver trend focused colour education that captures

her audience. Issie educates students on Wella's Master Colour Programme and inspires around the world as HOB Academy's Assistant Colour Director and part of the Creative Team.



Daniel Spiller, Marc Antoni

Daniel has a host of awards under his belt including being a Gold Winner at the Wella Professionals TrendVision Award. He teaches regularly with Wella and styles a host of celebrity hair as the director of the salon.



Robert Eaton, Russell Eaton
Robert's innovative colour work and technical expertise are second to none and he

is three times North Eastern Hairdresser of the year. Robert is heavily involved in Wella's Master Colour Programme and works regularly with leading designers at London Fashion Week.



Edward Darley, Sassoon Academy
As Sassoon Academy UK Colour Director, Edward is an inspirational figure in the hairdressing world.

His flair for demonstrating made him a natural choice to continue his fourteen year career teaching at Sassoon in London and on stage around the world.



Jayson Gray, TONI&GUY
As the International Technical Director for TONI&GUY, Jayson's ability to create aesthetically

beautiful hair through innovative colouring techniques has made him an indispensable part of the Wella family. Jayson's stunning colour work is published throughout hairdressing industry press, featuring in Vogue, Dazed & Confused, Glamour and Elle.



Josh Wood, Wella Professionals Global Creative Director, Colour

One of the hair and beauty industry's foremost trendsetters and his work has impacted the international beauty landscape for nearly two decades. Josh is credited as being the most influential and respected colourist in the world.

The HUSH Club event where we all worked together was fantastic. Working with the **highest calibre** of colourists not only motivates you as a person but also **inspires everyone** around you.

Andrew Dunne, Hair by Mane



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INSPIRATIONAL EVENTS

LET OUR CREATIVITY AND EXPERTISE INSPIRE YOU AND YOUR ENTIRE TEAM WITH A HOST OF AWE-INSPIRING EVENTS AND OPPORTUNITES.

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TRENDVISION AWARD 2015 WINNERS
TRENDVISION AWARD 2016
BUSINESS NETWORK LIVE

MASTER COLOUR CONGRESS
HUSH CLUB
IN THE SPOTLIGHT



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WELLA PROFESSIONALS TRENDVISION AWARD 2015 WINNERS

Since 2004 the UK and Ireland TrendVision Award has partnered with true icons within the industry to deliver a fusion of hair, fashion, music and creativity throughout each stage of the TrendVision Award. Year after year Wella Professionals loves creating such a dynamic industry event and is proud of the incredible competitors, winners and models who continue to raise the bar repeatedly.

The Wella Professionals TrendVision Award UK & Ireland Final 2015 inspired an audience of over 800 guests at the legendary venue, the Roundhouse in Camden, on Monday 5th October. From hundreds of initial entries, 47 finalists and their models took to the stage for their chance to be crowned the prestigious Gold Winner. Hosted by Claudia Winkleman, the event was full of entertainment, creativity,

hair and fashion, culminating with the unveiling of the TrendVision Award 2015 UK & Ireland Winners.

The evening featured sensational shows from some of the the UK & Ireland's most inspirational names. The opening Trilogy Show featured an exclusive look at collections from HOB Academy, Marc Antoni and Sanrizz Artistic Teams. The evening also included an amazing show from the Sebastian Professional Creative Style Artists and the Cult Team, and an impressive show, never before seen in the UK, by the legendary Patrick Cameron. With special guest performances from All Saints and Sonique, it really was a night to remember!

Visit the TrendVision Award website to see the video of the event and find out more: www.wella.co.uk/trendvision

NEW FOR 2015 - THE PEOPLE'S CHOICE AWARD WINNER:



Ciara Brady, Yourells Hair Salon

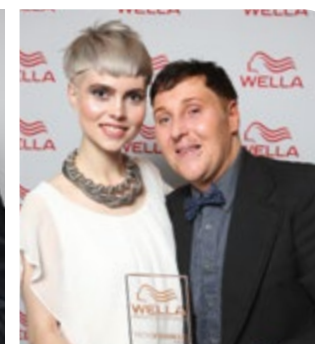
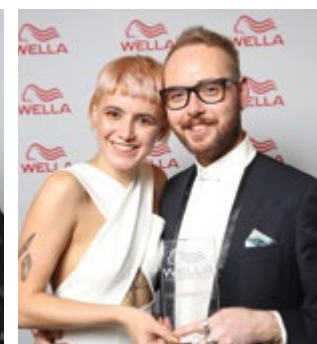
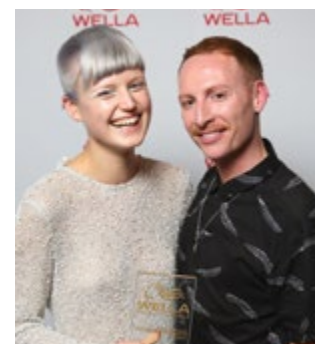
[po.st/TVA2015](https://www.youtube.com/watch?v=po.st/TVA2015)

JOURNEY TO THE FINAL

To reach the UK & Ireland Final, entrants first entered a photographic competition back in March, before competing against hundreds of others at Regional Heats to recreate their interpretation of one of two Wella Professionals 2015 trends – Journey of Enlightenment and The New Frontier. A fantastic line-up of esteemed judges chose Craig Clark, HOB Salons and Shabaz Hussain, HOB Salons, to represent the UK, and Leandro Santana Santos, Santanna Hair Studio and Ericka Kidd, House of Colour to represent Ireland at the Wella Professionals International TrendVision Award in Berlin.

WE ARE DELIGHTED TO ANNOUNCE OUR WELLA PROFESSIONALS TRENDVISION AWARD 2015 WINNERS:

UK WINNERS

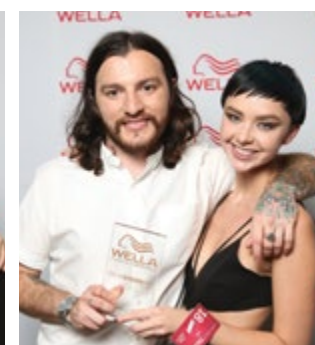
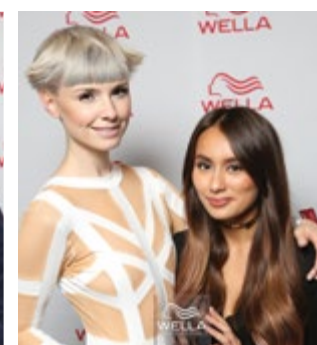


COLOR VISION:

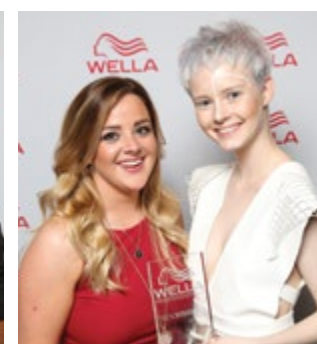
- Gold**
Craig Clark, HOB Salons
- Silver**
Alex Freeman, HOB Salons
- Bronze**
Johnny Campbell, Alexanders

YOUNG TALENT:

- Gold**
Shabaz Hussain, HOB Salons
- Silver**
Emily Batham, Regis
- Bronze**
Reece Bullman, Chopp



IRELAND WINNERS



COLOR VISION:

- Gold**
Leandro Santana Santos, Santanna Hair Studio
- Silver**
Aoife Lavery, Joanne O'Neil Hairdressing
- Bronze**
Aaron Healy, Wayne Lloyd Hair

YOUNG TALENT:

- Gold**
Ericka Kidd, House of Colour
- Silver**
Ciara Brady, Yourells Hair Salon
- Bronze**
Nadine Walshe, House of Colour



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SHOW US YOUR VISION, GO BEYOND THE EXPECTED

OUR PRESTIGIOUS ANNUAL TRENDVISION AWARD RECOGNISES CREATIVE STYLISTS AND THE MOST MASTERFUL COLOUR WORK WITHIN THE INDUSTRY BY PROVIDING A SPECTACULAR PLATFORM TO ENCOURAGE CREATIVITY AND SHOWCASE TALENT. FEEL THE INCREDIBLE THRILL OF COMPETING IN ONE OF TWO CATEGORIES, EITHER COLOR VISION OR THE NEW CREATIVE VISION CATEGORY (WHICH REPLACES YOUNG TALENT FOR 2016).

COLOR VISION

The Color Vision category is open to hairdressers of all ages and recognises the best in class colour work. The judges will specifically be looking for the highest hair craftsmanship and creativity, demonstrating your individual vision of what is beautiful, wearable and inspiring for salon relevant hair.

CREATIVE VISION

NEW for 2016! The Creative Vision category is new for 2016 and replaces the previous Young Talent Category. It is open to hairdressers of all ages and offers you the freedom to express your creative vision with either a cut & finish and/or dressing hair with an editorial catwalk feel. A new challenge for you to show the world your Creative Vision.

TRENDVISION AWARD 2016 INSIGHT EVENTS

Mon 1 February
Northampton
Tues 2 February
Bournemouth
Wed 3 February
Bristol
Mon 8 February
Glasgow
Tues 9 February
Newcastle
Wed 10 & Thurs 11 February
Wella Studio Manchester
Mon 15 February
Dublin Studio

Mon 15 February
Sheffield
Tues 16 & Wed 17 February
Wella World Studio London

PHOTOGRAPHIC ENTRY DEADLINE

UK REGIONAL & IRELAND HEATS
Tues 10 May
Edinburgh Corn Exchange
Wed 11 May
Hilton Deansgate, Manchester
Tues 17 May
EMCC, Nottingham

Wed 18 May
Sofitel London Heathrow (Terminal 5)
Mon 29 August
Doubletree by Hilton, Dublin

UK & IRELAND FINAL
Mon 10 October
The Roundhouse, Camden

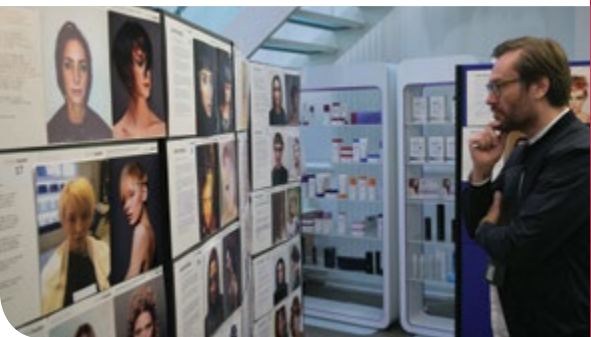
For more information on how to enter the TrendVision Award 2016 please speak to your Wella Account Manager or the Events Team on: 0845 6018 128 (UK) 01 416 0900 (Ireland) or visit www.wella.co.uk/trendvision

TOP TIP!
DISCOVER TRENDVISION AWARD
These bitesize sessions can help you make the most of your entry and are complimentary for all Wella Accounts. See page 75 in the Education Section for more details



TrendVision Award is, without a doubt, **the biggest inspiration** that a hairdresser could ever ask for.

Leandro Santana Santos, Santanna Hair Studio
Color Vision Ireland Gold Award Winner 2015



Winning at TrendVision Award feels amazing – I am so **proud and honoured!**

Ericka Kidd, House of Colour
Young Talent Ireland GOLD Award Winner 2015



BUSINESS NETWORK LIVE

YOUR FEEDBACK
CONSISTENTLY TELLS
US THAT YOU LOVE
THIS EVENT. YOU SCORED
2015 A **4.5 OUT OF 5!**



WELLA'S BUSINESS NETWORK LIVE IS A STAPLE IN EVERY SALON OWNER'S DIARY. WITH ITS EXCITING MIX OF INSPIRATIONAL GUEST SPEAKERS, IT'S ONE EVENT IN THE YEAR NOT TO MISS OUT ON!



The speakers were **incredible** and gave **great insight** to their life and work, and the majority could be translated back to hair salons.



Now with an immense following, Business Network Live has a reputation as one of the industry's most exciting business events of the year. Every year, like-minded salon owners and managers gather together to exchange ideas and enjoy a diverse line-up of inspiring guest speakers, all within the surroundings of a beautiful location.

Full to the brim with truly exceptional speakers, workshops and insights into the wider world of business and trends, Business Network Live allows you to delve into a whole new perspective on your salon business.

Business Network Live 2015 inspired audiences from an array of guest speakers at the brand new location of The Belfry in the rural heart of the Midlands. Renowned Coach of the England Rugby Union World Cup winning team, Sir Clive Woodward presented his perspective of building high performing teams, whilst networking specialist Andy Lopata shared some important tips on growing business through networks.

A former head of Britain's Security Service Baroness Manningham-Buller LG, DCB gave an insight into her captivating leadership

story and experience of decision-making and risk-taking. Motivational Carrie and David Grant energised the audience with a singing and performing workshop, followed by Katie Piper's emotional and inspirational story of human courage and the power of positive thinking.

The amazing line-up continued with The Restoration Man George Clarke's highlights on the importance of mentors for your career and passion for your trade. Closing the event was Nicky Clarke OBE, an international hairdressing icon with a career spanning almost 40 years in the beauty and fashion industry, who shared his exciting journey of success and celebrity glamour.

For 2016, we promise another amazing event, packed full of exceptional speakers, a superb venue and a refreshing approach to business. So if you are a salon owner or manager, register your interest today and make a difference to you and your salon.

Date: Mon 4 & Tues 5 July 2016
Venue: To be confirmed
To register your interest for Business Network Live 2016, please call or email the Wella Events Hotline: 0845 6018 128 or wellaevents.im@pg.com

Absolutely fantastic for networking with a range of people and the speakers were **phenomenal**.





MASTER COLOUR CONGRESS

COLOUR HAS NO LIMITS! BRINGING COLOUR HARMONY TO OUR MASTER COLOUR EXPERTS. WE ARE DELIGHTED TO BRING YOU OUR MASTER COLOUR CONGRESS. IF YOU'VE ACHIEVED THE PRESTIGIOUS ACCOLADE OF MASTER COLOUR EXPERT YOU ARE ELIGIBLE TO JOIN US FOR OUR ANNUAL MASTER COLOUR CONGRESS.

The Master Colour Congress events provide Master Colour Experts a unique chance to be the first to hear, see and experience new trends and products. Participants are treated to demonstrations by Wella Professionals Colour Club members with an exclusive preview of their collections.

GET AHEAD OF THE COMPETITION

As a Master Colour Expert, you are among the first to witness what we have in store in terms of new cutting and colouring techniques, new trends, exclusive previews of new products and much more. So this really is your chance to benefit and get ahead of the competition with what's hot and what's not.

COLOUR EXPERTISE

Packed with presentations, guest speakers and fashion work, our Master Colour Congress is a fantastic way to advance your colour knowledge. Plus, it really is a great way to network and share your knowledge and expertise with like-minded colourists.

MCC 2016

Master Colour Experts! Be sure to watch out for your personal invitation to our 2016 Master Colour Congress events.

For more information please contact
the Events Hotline
UK Hotline: 0845 6018 128
Ireland Hotline: 01 416 0900



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EXCLUSIVE TO WELLA
WORLD STUDIO LONDON

HUSHclub

EVERYONE'S TALKING ABOUT HUSH, BUT KEEPING IT ALL VERY SECRET!

HUSH Club offers a unique opportunity to meet leading international figures and some of the hottest new talent emerging onto the scene. Watch the crème de la crème at work and learn about the very latest styling and colouring techniques; take note of their advice and top tips and come away with tangible ideas that you can take back to your own salon business. With limited guest numbers you really do benefit from the intimate atmosphere and have the opportunity to ask the questions you have always wanted to. The evenings have been hugely successful and we are looking forward to the forthcoming series of events in 2016.

SASSOON CREATIVE TEAM

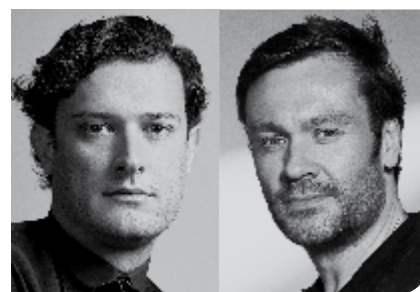
DURATION
7:00pm-9:00pm

PRICE
£50.00 inc vat, £42.00 exc vat

Sassoon Academy is the pinnacle of creativity and technique in hair design, the home of the world-renowned International Creative Team. Privileged members of the HUSH Club will have the rare opportunity to experience the next generation of inspiration from the internationally renowned styling team, comprising: Edward Darley, UK Colour Director and Bruce Masfield, UK Creative Director – each with their unique and passionate approach to hairdressing. Be inspired by the latest innovations in cutting and colouring techniques from the ground-breaking academy collections.

WHERE AND WHEN

London Studio
Mon 14 March
Sassoon Academy



HOW TO BOOK

To book for any of the HUSH Club events, please contact the Wella World Studio London.
Tel: 0207 637 7172
Wella Events Hotline: 0845 6018 128
Email: wellaevents.im@pg.com

Look out for more HUSH Club events to be announced during the year.



An interesting evening and **amazing atmosphere!**



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EXCLUSIVE TO UK

IN THE SPOTLIGHT

SPEND TIME WITH OUR ART TEAMS AS THEY SHOWCASE THEIR LATEST CREATIONS AND DISCUSS THE THINGS THAT INSPIRE THEM.

	DURATION 7:00pm-8:30pm	PRICE £24.00 inc vat, £20.00 exc vat
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Each Art Team has a unique dynamic and infectious energy, which will inspire you into new ways of thinking and refresh the way you approach your work. The 90-minute sessions are brimming with passion and bubbling with innovative ideas. Our Art Teams are made up of the industry's leading lights who love working with hair. Their enthusiasm for sharing their ideas is compelling.

WHO SHOULD ATTEND?
Anyone wanting to be inspired.

WHAT WILL YOU LEARN?
The latest salon usable collections.

- Absorb the energy and inspiration of the Art Teams
- Learn how to apply their techniques to your own style
- Understand team dynamics and the importance of having fun with hair
- Learn the latest collections from the creative Art Teams to take back to your salon.

WHERE AND WHEN
London Studio
Mon 15 February
To be confirmed
Mon 6 June
Wella Professionals Generation NOW Team
Mon 24 October
Wella Art Team

Manchester Studio
Mon 29 February
Wella Professionals Generation NOW Team
Mon 9 May
To be confirmed
Mon 26 September
Wella Art Team
Tues 1 November
To be confirmed

EXCLUSIVE OFFER
UK COLLEGE STUDENTS
RECEIVE A 25% DISCOUNT
OFF OUR IN THE
SPOTLIGHT EVENINGS



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WE ARE PASSIONATE ABOUT SUPPORTING THE UP-AND-COMING STARS OF THE INDUSTRY, PROVIDING THEM WITH THE SKILLS AND CRAFTSMANSHIP TO SHAPE THE FUTURE OF THE HAIRDRESSING INDUSTRY.

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TRENDVISION AWARD MENTORING

CONGRATULATIONS TO OUR TRENDVISION AWARD 2015 WINNERS!

Wella are passionate about supporting the up-and-coming stars of the industry and, for the third year running, we are delighted to offer our Gold, Silver, Bronze and People's Choice Award winners a tailor-made mentoring programme. All of our mentors are at the top of their game, and equipped with a whole host of skills, expertise and creativity to pass onto the stars of the future. Our inspirational mentoring programme helped to prepare our Gold Winners for the 2015 International TrendVision Award Final in Berlin.



UK Color Vision winners



Ireland Color Vision winners



UK Young Talent winners



Ireland Young Talent winners

GOLD WINNERS' MENTORING

Our Gold Winners experienced four inspirational days working alongside top industry icons to develop their skills as they prepared to fly the flag for the UK & Ireland at the International Final in Berlin.

Our 2015 Gold Winner mentors were:



Darren Ambrose
D&J Ambrose



Jayson Gray
TONI&GUY



Akin Konizi
HOB Academy



Sassoony Academy
Bruce Masefield

SILVER, BRONZE & PEOPLE'S CHOICE AWARD WINNERS' MENTORING

All of our Silver, Bronze & People's Choice Award winners received an action-packed day learning from the very talented Leonardo Rizzo from Sanrizz as they continued to develop and hone their skills.



Leonardo Rizzo
Sanrizz





It feels amazing to be part of the team. My favourite thing about bootcamp was making friends with five other **ambitious and talented** hairstylists!

Nadine Walshe, House of Colour, Generation NOW Team Member 2015-16

GENERATION NOW



FUTURE TALENT

WELLA ARE COMMITTED TO CHAMPIONING FUTURE TALENT AND OFFERING SUPPORT, EXPOSURE AND PLATFORM OPPORTUNITIES TO HELP LAUNCH UP-AND-COMING STARS.

Launched in 2010, Generation NOW seeks to find the next crop of rising stars hungry to make their mark in the world of hairdressing. Providing a unique platform for inspirational, up-and-coming talent, Wella Professionals' Generation NOW team offers a spectacular launch pad to those involved to become key players in the competitive hairdressing industry.

At the start of the Generation NOW year, the successful team of six up-and-coming artists are given the once in a lifetime experience of a tailor-made 'bootcamp'

week with education and mentoring from top industry icons. During the bootcamp, the team experience intimate demonstrations and workshop sessions where they receive one-on-one advice from their lead mentor Bruno Marc from Marc Antoni and other top Guest Artists.

Throughout the year the team get the opportunity to work on stage at major industry events including Salon International, Pro Hair Live and work backstage at the TrendVision Award UK & Ireland Final!

Want to be a member of the Generation NOW team 2016/17?
For more information about becoming one of the Generation NOW Team, please contact your Wella Account Manager or call 0845 6018 128 (UK) or 01 416 0900 (Ireland).

AND THE LUCKY SIX FOR 2015/16 ARE:

- **Heather Shaw**
Francesco Group, Market Drayton
- **Nadine Walshe**
House Of Colour, Dublin
- **Peter Mellon**
Medusa, Edinburgh
- **Jamie Richards**,
Richards Hairdressing, Great Wyrley
- **Jesse Jackson**
Russell Eaton, Barnsley
- **Rufus Geary**
Scissors, Bournemouth



SEBASTIAN PROFESSIONAL CULT TEAM

SEBASTIAN PROFESSIONAL HAS ALWAYS BEEN KNOWN FOR ITS CULT FOLLOWING, AND IN 2009 A FEARLESS NEW FORCE WAS FORMED – SEBASTIAN PROFESSIONAL CULT TEAM! SINCE THAT TIME THE CULT TEAM HAS INSPIRED AND ATTRACTED FEARLESS FASHIONISTAS WHO HAVE DARED TO REVOLUTIONISE THE FACE OF MODERN HAIRDRESSING.



The Sebastian Professional CULT Team revolves around session work! You will have the chance to experience what it's really like to be at some of the most prestigious events in the industry. You will get the opportunity to learn how to create looks for photo shoots and be inspired by some of our amazing Guest Artists in the process.

Opportunities include working backstage at London Fashion Week and Cardiff Fashion

Week assisting the renowned Sebastian Professional Creative Style Artists. Not only this, but they play an integral role in the Sebastian Professional MOB Programme, styling hair at the Pre-Fashion Week Retreat, creating beautiful hair at Salon International, and not to forget our Incredible Wella Professionals TrendVision Award UK & Ireland Final. If you're a graduate of the Sebastian Professional MOB Programme, we want to hear from you! You must have

taken part in the Sebastian Professional MOB Programme to apply for the Sebastian Professional CULT Team.

For more information about the Sebastian Professional MOB Programme, see page 117 in the Education section or speak to your Wella Account Manager.





WELLA & UNICEF MAKING WAVES

TOGETHER WE GIVE THE GIFT OF EDUCATION

WELLA-UNICEF Making Waves is a long-term partnership launched in 2010 between Wella and UNICEF in collaboration with hair stylists and their clients from around the world.

Making Waves provides mentoring and life skills education to vulnerable young people in emerging countries, and to date has worked in Brazil, Romania and Vietnam.

In the first two years of the programme in Brazil, 12,000 vulnerable young people have been empowered through life-skills education and hairdressing training.

And by the end of 2015, Making Waves will have helped more than 31,000 young people in Brazil, Romania and Vietnam.

For more information on the WELLA-UNICEF Making Waves programme please speak to your Wella Account Manager or visit www.wella.com/wella-unicef



WE ARE PROUD TO HAVE FOUR MENTORS FROM THE UK AND IRELAND INVOLVED WITH MAKING WAVES:



David Akroyd,
TONI&GUY, UK
Mentoring Trip Piatra Neamt, Romania 2015



Evangeline Barrett,
Blondz Hair, UK
Mentoring Trip Ho Chi Minh, Vietnam 2015



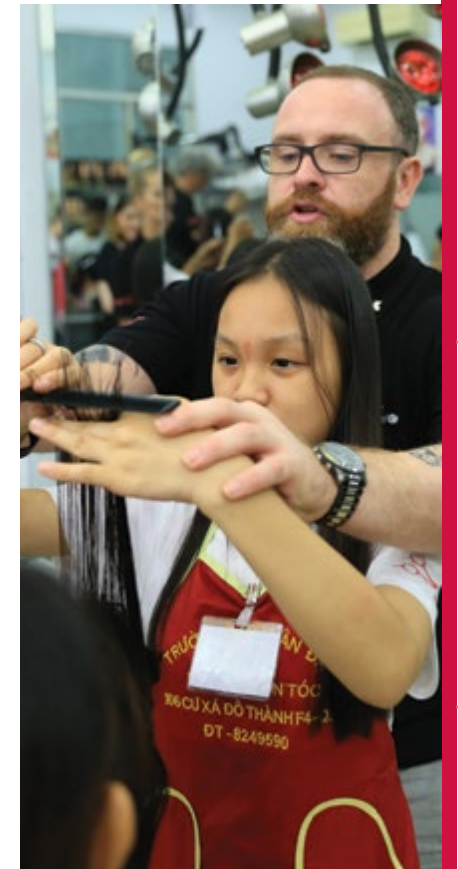
Joe Kinerman,
Chopp, UK Mentoring
Trip Piatra Neamt,
Romania 2015



Colin McAndrew,
Medusa, UK
Mentoring Trip Ho Chi Minh, Vietnam 2015



SUPPORTS
unicef



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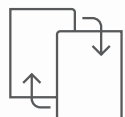
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WELLA ARE PASSIONATE ABOUT DELIVERING AN ANNUAL PROGRAMME OF EVENTS TO INSPIRE AND MOTIVATE YOUR TEAM WITH OUR NEWEST PRODUCT INNOVATIONS, CURRENT TRENDS, UP-TO-THE-MINUTE BUSINESS IDEAS AND THE LATEST COLLECTIONS FROM SOME OF THE TOP INDUSTRY ICONS.



FLIP THE BOOK
TO EXPLORE
THE EDUCATION
SECTION

