



### THE HEART **OF PROFESSIONAL**

BEAUTY

We believe in education that sparks creativity, unleashes your full potential and supports your aspirations, to make you and your salon grow. We believe hairdressing is an art and a craft that needs to be celebrated and elevated. That's why we treat hairdressers as artists. We are a tight-knit community where we teach and learn from one another, constantly inspire each other and embrace our creative impulses together.

Wella works with international trend experts, global creative artists and passionate colourists to define upcoming colour, care, style and industry trends. Everything from runways to street style, and most importantly, our #WellaFamily, are a source of inspiration which we share with professionals around the globe through our powerful social media community.

Colour is at the core of Wella Professionals. We understand that colour is the most creative expression for a hairdresser, which requires precision and skill. Through our colour education, we aim to elevate your artistry and mastery to delight your clients. Our broad portfolio of brands will support you with care and styling products suitable for your clientele. Wella understands the challenges of the hairdressing industry today, and that technical craft and mastery alone are not enough to be a successful professional, so we also support you via exceptional business and digital education too.

We know time is precious, so alongside our face-to-face seminars, Wella's e-Education platform brings you techniques, content and tips online, so Wella can partner with you 24-7, wherever you are. We're excited about the possibilities ahead and look forward to working even more closely with you.

#### **FOLLOW US ON SOCIAL MEDIA**







WELLAHAIRUKI





WELLA PROFESSIONALS





As part of our environmental commitment, this publication is printed using carbon balanced and FSC-certified paper with vegetable-based inks and is fully recyclable.



Cover Image © A collaboration between Wella Education & James Earnshaw.



#### **WHAT WE DO**

WELLA IS BY YOUR SIDE, GIVING YOU THE RIGHT SUPPORT AT THE RIGHT TIME, INSPIRING AND MOTIVATING YOU WHEREVER YOU ARE.

P6 33

#### **COLOUR EDUCATION**

WE BELIEVE IN EDUCATION TO BRING OUT THE BEST IN YOUR COLOURING SKILLS AND, MORE IMPORTANTLY, TO ALLOW YOU AND YOUR SALON TO GROW.

P34 55

#### **CUT & STYLE EDUCATION**

FROM BASIC CUTTING AND BLOWDRYING SKILLS TO ADVANCED BRIDAL STYLING, THESE COURSES ARE YOUR SECRET TO COMMERCIAL AND CREATIVE SUCCESS.

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#### HAIR & SCALP CARE EDUCATION

GROW YOUR SALON BUSINESS THROUGH RETAIL SALES AND IN-SALON TREATMENTS.

P68 77

### BUSINESS EDUCATION FOR YOUR BUSINESS & TEAM

IT'S TIME TO ARM YOURSELF AND YOUR SUPPORT TEAM WITH THE BUSINESS SKILLS THAT WILL HELP YOU ACHIEVE ALL YOUR GOALS.

P78 93

#### **LEARNER & TRAINER EDUCATION**

SUPPORTING COLLEGES, LEARNERS AND TRAINING PROVIDERS THROUGH OUR INSPIRATIONAL PROGRAMME OF EDUCATION TO HELP SHAPE THE FUTURE OF HAIRDRESSING.

P94 99

#### **MEET OUR ARTISTS**

WE ARE PROUD TO PARTNER WITH THE TOP HAIR PROFESSIONALS KNOWN FOR THEIR EXCELLENCE IN TECHNIQUE AND CREATIVE FLAIR, PLUS OUR COMMUNITY OF SOCIAL-SAVVY WELLA PASSIONISTAS.

P100 121

#### **DATES & PRICES**

FIND THE DATES, PRICES AND LOCATIONS FOR EACH OF OUR EDUCATION COURSES.

P122 143









## METOUR EDUCATORS

WE ARE EXTREMELY PROUD OF OUR TEAM OF WELLA TECHNICAL EDUCATORS, WHO ARE ALL HAND PICKED FOR THEIR COMMITMENT TO EDUCATION, THEIR APPROACHABILITY AND THEIR COLOUR EXPERTISE.

Each team member has extensive salon-floor, salon management or freelance experience, ensuring they have a thorough understanding of the day-to-day challenges faced by salons. In addition to their love of colour and their superior product knowledge, they are also dab-hands at social media and stay fully up-to-date with current hair trends. So whether you're joining us for a 45-minute Zoom class or a 14-day **Wella Colour Expert** programme, you can be assured that you're in the very best hands possible!





#### STUDIO EDUCATORS

We have 18 dedicated Studio Educators spread across our three main studio locations, who are responsible for delivering an exceptional customer experience when you attend a studio course.

Among them, we have balayage specialists, Instagram influencers, former Business Owners and trichology experts, to name a few – so whatever your question, we'll have the answer! They pride themselves on making sure you have the most rewarding and informative day possible, as well as having fun; so visit the studio to experience their warm and friendly welcome, and you'll be feeling part of the family in no time at all.





#### FIELD EDUCATORS

Our expert team of Field Educators work tirelessly around the country to bring top-class training directly into your salon. With a focus on commercialising the Wella Professionals' colour and care portfolio, these are the people you need to help you turn product into profit!

With a salon-commercial mindset and a host of client-friendly tips and tricks up their sleeves, the 'Fieldies' are on-hand to provide you and your team with all the newest product launch info, colour techniques, and profit-maximising guidance you may need to build a thriving colour business.

### GET TO KNOW OUR TEAM AND WHAT THEY LOVE ABOUT EDUCATION



"I love visiting different salons, meeting hairdressers and helping to support their business by expanding their colour knowledge. Hairdressing is a forevergrowing industry, and the #WellaFamily is a fabulous community to be part of."

SINEAD CORLISS, FIELD EDUCATOR.



"The most enjoyable thing about being an educator is the job satisfaction; you are changing people's lives by giving them an education that will improve their future and grow their career."

JAMIE DORAN, STUDIO EDUCATOR.



"The #wellafamily is a feeling of being part of something bigger... knowing that whoever or wherever we are, we can connect with like-minded people. A community that inspires, educates and shares ideas with each other in order for us all to succeed."

SIM ON DE FELICE, FIELD EDUCATOR.



"I love seeing that light-bulb moment for people; whether they are new to the industry or have years of experience, it's so rewarding to see that moment of clarity."

STEVIE HUPTON, STUDIO EDUCATOR.



"Education is what keeps the motivation and the passion alive. In such a fast-changing industry, dictated by trends and by clients, it keeps us on top of our game."

TANYA RUSHBY, FIELD EDUCATOR.

## & SUPPORTING YOUR DEVELOPMENT

Whether you are looking to acquire the most solid foundation in hairdressing, or develop and grow your skills or craft, our education will deliver at every stage of your hairdressing career.

> **INVEST IN YOURSELF AND BE THE BEST HAIRDRESSER YOU CAN BE!**



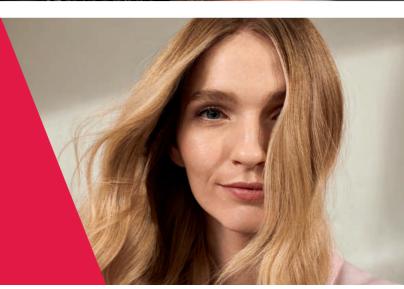
#### **EXPERT**

Become an expert hairdresser by obtaining one of the industry's most recognised certifications. Build your skills, ignite your creative spark, and perfect your craft.



#### **ADVANCED**

Create the perfect total look for your client, personalised to their needs and desires. Become a beauty coach who provides services that grow the business and drive loyalty.



#### **ESSENTIAL**

At Wella, we do things the Wella Way. Learn the techniques, skills and knowledge required to grow your craft and achieve beautiful, professional and predictable results each time.



#### **DISCOVERY**

Start by familiarising yourself with the full Wella Professionals portfolio to equip you for success.



# TAKE A LOOK AT OUR MOST WANTED

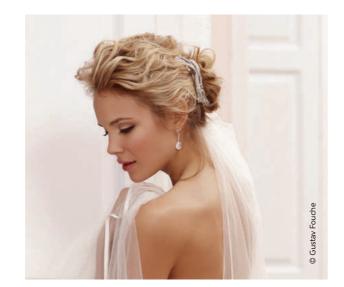
LOOKING FOR SOME COURSE INSPO?
HERE'S SOME OF OUR HOTTEST CHOICES RIGHT NOW.

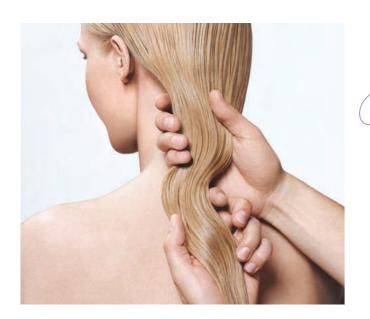
### BRIDAL

This course gave me the confidence to be able to achieve any 'up-do' for a client, no matter how complicated! It also gave me so much more knowledge about wedding styling preparation, such as when to get colour done before the big day and how to price your services. The biggest thing I learnt was how to set the foundation of the style, a part I previously found more difficult. Once the foundations are in there, the details are just the icing on the cake! It was a jam-packed day filled with learning.

**GEORGIA FREEM AN** | Q Cut Hair and Beauty

See P65 for course information.





## THE FASCINATING WORLD OF TRICHOLOGY

Mark Blake delivered all the information and learning in an interactive and inclusive way so that we all felt fully involved. The course has given me so much more clarity and confidence in my ability to give the best advice to my clients and to be able to recognise their possible issues and concerns. It also debunked some hairdressing myths! I would recommend this course to any stylists who take a serious and considerate approach to their client's needs to give the best possible advice and aftercare they can.

**RICCARDO ROMANO** | Square Roots See P76 for course information.



## SIGNATURE COLOUR

The course was so insightful; learning new creative mixtures for toning, creating pinks, blondes and mushroom shades was definitely my favourite part, plus new ways to section the hair; simple but so effective. With the new technical knowledge I learnt on the course, I feel more confident; it's helped me create more bespoke and tailored toners for new and regular clients. The demos were also great. Robert Eaton was amazing in the way he teaches; I learnt so much in just one day. I'd recommend any hairdresser to **Signature Colour**; there's something for everyone to learn and enjoy.

**KATHRYN DOXEY BENNETT** | Kate Doxey Hair Ltd.

See P49 for course information.

#### WELLA COLOUR EXPERT

(Formerly MCP)

I have loved everything. Having the guest artists has been a highlight, but I have also learnt so much from the Wella team! My key learning is the way I look at colour in general; my work has really been elevated because of all the knowledge I have learnt. The way developers react with the colour has been a huge light bulb moment for me! My colour consultation has changed massively, which has changed the way I colour and think about colour. My career has been impacted hugely. It just keeps getting better and better!

**VIKKI SHELLEY** | Obsession Hair & Beauty

See P50 for course information.





### WELLA BUSINESS EXPERT

I'm a new Salon Owner, and this course has been amazing in building up my salon the way I want it to be built. It's given me loads of ideas, techniques and the confidence to do that. I would definitely recommend this course to get insight into how you can make your salon so successful and achieve what you want to achieve as a Salon Owner.

**LYNSEY ROBSON** | Jo Anderson Salon See P90 for course information.

## **YOUR JOURNEY**

## STARTS HERE

NO MATTER WHERE YOU ARE ON THE CAREER PATH, YOUR JOURNEY TO SUCCESS STARTS HERE.

**CHOOSE** 

Choose your career level from the example career path e.g. Senior Stylist.



EXPLORE, **PLAN & BOOK** 

> Explore the courses and events in our example career path and discover what inspires you for the future. Contact your nearest Wella Studio, your Wella Account Manager or Wella Educator and start planning education now for you and your team!





Become an expert in your field whilst saving 20% on our specialist programmes. See P18-19 for more details.



**CAREER LEVEL** 



**NEW COLOURIST** 



**COURSES** 

• NEW! Create With...

• Colour Craft Essential

• Colour Craft Highlights

• Colour Craft Correction • Colour Craft Balayage

• GenNOW Team

**CUTTING CRAFT** 

**COLOUR CRAFT** 

**BALAYAGE** 

**NEW STYLIST** 

**SENIOR** 

**COLOURIST** 



• **NEW!** Cutting Start

• NEW! Cutting Progress

• NEW! Signature Style

• Classic Hair Up

• Sebastian XPERT Programme

• Classic Man

• GenNOW Team

• NEW! Social Star Colour

• Colour Genius

• NEW! Blonde Expert Parts 1&2

• NEW! Lights & Tone

• Ultimate Balayage

• Corrective Balayage • Wella Colour Expert

• **NEW!** Influence Your Colour Business

• TrendVision Award

**WELLA COLOUR EXPERT PLUS ULTIMATE WELLA COLOURIST** 

SPECIALIST PROGRAMME

BLONDE

**SENIOR STYLIST** 



• NEW! Commercial Cutting

Advanced Cutting

• Bridal Hair

• NEW! Curl Craft

• Ultimate Man

• Blading by Sebastian

• Sebastian Creative Immersion

• TrendVision Award

• Sebastian CULT Team

**CUTTING CRAFT** 

**MANAGER /OWNER** 



• NEW! Influence Your Colour Business

• **NEW!** The Price Is Right

• **NEW!** Squad Goals

• NEW! Retail, Refer, Rebook

• **NEW!** Set The Stage

• RED Business Network

Live

**BUSINESS BUILDER** 

**ARTIST EDUCATOR** 



• **NEW!** Set The Stage

• NEW! Educate With Excellence

• Signature Colour

• Wella Colour Expert

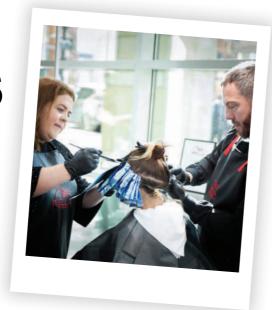
• TrendVision Award

**ULTIMATE WELLA COLOURIST EXPERT TRAINER** WELLA COLOUR EXPERT EXTEND

## PECIALIST

## **PROGRAMMES**

**SAVE 20%** AND BECOME AN EXPERT IN YOUR CHOSEN FIELD WITH OUR CAREFULLY **CURATED COURSE PACKAGES.** 



#### **BLONDE**

UPDATED FOR 2023

The complete guide to perfect lightening and toning, including global application and advanced foiling.

#### **COURSES INCLUDED:**

(Excl. VAT)

Blonde Expert Part 1	P44	Blonde Expert Part 2	P44
Lights & Tone	P45		

#### FOR THIS PACKAGE, YOU PAY

(Incl. VAT)

£444 / £532.80 / €528



#### **BALAYAGE**

UPDATED FOR 2023

Get to grips with every element of this salon-essential, including advanced blending techniques.

#### COURSES INCLUDED:

Colour Craft Balayage	P42	Ultimate Balayage	P42
Corrective Balayage	P43		

#### FOR THIS PACKAGE, YOU PAY

£444 / £532.80 / €528 (Excl. VAT) (Incl. VAT)

£111/€132 £133.20 Incl. VA

AVAILABLE TO PAY IN 12 MONTHLY INSTALMENTS

#### **COLOUR CRAFT**

STUDIO OR ONLINE

The perfect way to begin, restart or recap the fundamentals of your Wella colour journey or prepare for your Wella Colour Expert!

#### **COURSES INCLUDED:**

Colour Craft Essential P	38	Colour Craft Highlights	P38
Colour Craft Correction P	39	Colour Genius	P48

#### FOR THIS PACKAGE, YOU PAY

£728 / £873.60 / €876

(Excl. VAT) (Incl. VAT)



#### **ULTIMATE WELLA COLOURIST**

Gain all the practical skills, technical knowledge and trend awareness that every go-to colourist needs, including the most advanced of them all: the Wella Colour Expert!

#### **COURSES INCLUDED:**

Colour Craft Essential	P38	Blonde Expert Part 1	P44
Colour Craft Highlights	P38	Blonde Expert Part 2	P44
Colour Craft Correction	P39	Signature Colour	P49
Colour Genius	P48	Wella Colour Expert	P50

#### FOR THIS PACKAGE, YOU PAY

£3256 / £3907.20 / €3700 (Excl. VAT) (Incl. VAT)



#### **CUTTING CRAFT**

NEW FOR 2023!

A complete journey guiding you through all stages of cutting education.

#### COURSES INCLUDED:

Cutting Start	P58	<b>Cutting Progress</b>	P58
Advanced Cutting	P59		

#### FOR THIS PACKAGE, YOU PAY

**EXPERT TRAINER** 

FOR THIS PACKAGE, YOU PAY

(Incl. VAT)

£752 / £902.40 / €828

A comprehensive guide to becoming an expert

£364 / £436.80 / €432

(Fxcl VAT) (Incl. VAT)

trainer and presenter.

Set the Stage

(Excl. VAT)

COURSES INCLUDED:



NEW FOR 2023!

YOU SAVE

£91/€108

Educate with Excellence P87

### **BUSINESS BUILDER**

NEW FOR 2023!

All the tools and skills you need to build and develop a thriving salon business.

#### COURSES INCLUDED:

In uence Your Colour Business	P84	The Price is Right	P85
Retail, Refer, Rebook	P85	Squad Goals	P86

#### **FOR THIS PACKAGE, YOU PAY**

£432 / £518.40 / €516

(Fxcl VAT) (Incl. VAT)

### NEW FOR 2023!

£108/€129

#### WELLA COLOUR EXPERT PLUS

The four pre-requisite courses required for the Wella Colour Expert, along with the Wella Colour Expert itself.

#### **COURSES INCLUDED:**

Colour Craft Essential	P38	Colour Craft Highlights	P38
Colour Craft Correction	P39	Colour Genius	P48
Wella Colour Expert	P50		

#### FOR THIS PACKAGE, YOU PAY

£2728 / £3273.60 / €3096

(Excl. VAT) (Incl. VAT)



#### WELLA COLOUR EXPERT EXTEND

The Wella Colour Expert Extend has been created for colourists who completed the WCE more than three years ago.

#### **COURSES INCLUDED:**

WCE Extend (digital class)	P54	The Fascinating World of Trichology	P76
Signature Colour	P49		

#### FOR THIS PACKAGE, YOU PAY

£480 / £576 / €540

(Excl. VAT) (Incl. VAT) £120/€135



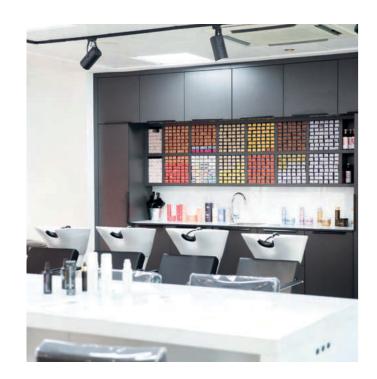
# THE WELLA STUDIO EXPERIENCE

OUR RENOWNED WELLA STUDIOS ARE AT THE HEART OF OUR EDUCATIONAL OFFERING, AND HAVE BEEN EXPERTLY DESIGNED TO CREATE AN EXCITING AMBIENCE FOR CREATIVITY AND INSPIRATION. VISIT OUR STUDIO IN LONDON, MANCHESTER, DUBLIN OR EDINBURGH AND GET IMMERSED IN THE WORLD OF INNOVATIVE AND FIRST CLASS EDUCATION.

#### HOW TO BOOK EDUCATION

To book face-to-face studio or online education, call your nearest Wella Studio or speak to your Wella Account Manager or Wella Educator.





#### **WELLA WORLD STUDIO LONDON**

One The Strand,
(Northumberland Avenue entrance),
London, WC2N 5EH
T. +44 203 650 4700
wellastudiolondon@wella.com



#### **WELLA STUDIO MANCHESTER**

82 King Street,
Manchester,
M2 4WQ
T. +44 161 834 2645
wellastudiomanchester@wella.com

## FOLLOW OUR PROFESSIONAL INSTAGRAM ACCOUNT



WELLAPROFESSIONALSUKI

Created for our professional hairdressing community with all the latest on Wella Colour, Care and Education.

For a chance to be featured, post your work on your Instagram page with your #WellaFormula, tagging @WellaProfessionalsUKI. If you've attended a Studio course, then share your experience tagging #WellaStudiosUKI

Make sure you have a clean background, good lighting and focus on the hair close-up.





#### **WELLA STUDIO DUBLIN**

The Chancery,
3-10 Chancery Lane,
Dublin 8, Ireland
T. +353 1 416 0900
wellastudiodublin@wella.com



#### **WELLA STUDIO EDINBURGH**

Hosted by Edinburgh College 350 West Granton Road Edinburgh, EH5 1QE T. +44 161 834 2645\* wellastudiomanchester@wella.com\* \*Bookings managed by Wella Studio Manchester



### HAIRDRESSING EDUCATION

## REIMAGINED

NO MATTER WHERE YOU ARE ON YOUR CAREER PATH OR WHAT LEARNING STYLE SUITS YOU, OUR EXPERTLY DESIGNED EDUCATION PROGRAMME COMBINES FACE TO FACE, ONLINE AND BLENDED LEARNING EXPERIENCES TO SET YOU UP FOR SUCCESS.

Face-to-face sessions with Wella Educators are the perfect way to gain a thorough understanding of our product portfolio and learn fundamental or creative colour techniques and services that will help grow your knowledge, confidence and salon business. Training can take place in your own salon environment, or our studios, and can be fully personalised to meet the needs of your team and business. Or, select from one of our expertly designed courses listed in this book.



#### **BLENDED LEARNING**

Blended learning brings online and face-to-face education into one seminar; either as a 'hybrid' format, or as a digital pre-learning session that takes place before your face-to-face studio course. This means you'll benefit from learning the theory in your own time, and then fully maximise the benefit from hands-on studio workshops with a Wella Educator.



#### **EDUCATION.WELLA.COM**

Our e-Education platform is open 24/7, offering an array of free online seminars and tutorials. Find information, self-learning modules and videos across our whole product portfolio, as well as guides on specific techniques and inspirational seasonal collections. Personalise your learning by creating seminar playlists and earn a certificate upon completion.













### SOCIAL MEDIA @WELLAPROFESSIONALSUKI

For easy learning on the go, follow our Instagram: @WellaProfessionalsUKI. Here you will see exclusive content designed specifically for professional hairdressers and our #WellaFamily. Enjoy daily tips and inspiration from our Wella Artists, Wella Educators and passionate community of hairdressers who share their how-tos, colour formulations and go-to techniques.

#### WELLA VIRTUAL CLASSROOM

These free education sessions are delivered live via video call by Wella Educators. Choose from one hour 'Learn Lounges' for successful and profitable colour columns; or our 45-minute 'Create With...' series (P36) for in-depth product knowledge. Salon Owners should check out our 'Power Up Your Business Together' classes (P83) where our Business Gurus cover business-boosting topics. All class details can be viewed on education.wella.com

**Sign up for our newsletter** to be the first to hear about product launches, promotions, new techniques and services and education at **wella.co.uk/subscribe** 





### TREMD**VISION**AWARD

# STARS ARE MADE

**OPEN TO ALL HAIRDRESSERS** 



PROFESSIONAL SEBASTIAN







## UNLOCK YOUR POTENTIAL

Showcase your skills against the best stylists and colourists in the industry, you'll have the unique chance to bring your vision and craftsmanship to life.

Each year we look for the visionaries of our industry within the TrendVision Award categories, so pick yours to suit your skillset and creativity! Unlock the potential to take your career to new heights. Enter for the opportunity to impress the highly respected judging panel with your craftsmanship and become the next TrendVision Award winner.



FOR MORE INFORMATION INCLUDING HOW TO ENTER, COMPETITION DATES AND MORE:

#### **VISIT:**

wella.co.uk/trendvision

#### **EMAIL:**

wellaevents@wella.com

#### **FOLLOW**

©@WellaProfessionalsUKI #NTVA2023







The 18-month programme is a money-can't-buy experience starting with a bootcamp, during which stylists work on their presentation skills, enhance their skills in content creation, learn more about the Wella Professionals brands and practice session styling.

The current GenNOW team have had the opportunity to represent Wella at industry shows and events such as London Fashion Week and Wella TrendVision Award. They have also had their work published in Industry magazines, all under the mentorship of industry icons such as Jordanna Cobella, Michael Gray, Nikki Clifford and Syd Hayes.

For information about the selection process for GenNOW 2023 head to wella.com/gennow or email wellaevents@wella.com

#### #WellaGenNOW

#### FEATURED ARTISTS:

Sam Arnold Strangeways, Megan Sutherland Wonderland, Emily Dyer KH Hair, Gerri Stobbs NJUK Hair, Senita Burke House of Colour, Morgan Hirst Russell Eaton



"I have gained so much onfidence to push myself outside of my creative comfort zone from new session styling skills and tips and the knowledge of what it's like to be backstage of London fashion week."

**Emily Dyer KH Hair Nottingham** 



"Wella GenNOW has ncreased my social media orain and made me take isks with my colour formulas and mixtures."

Sam Arnold Strangeways



"Meeting some of my hair neroes like Jordanna, Syd and Nicki, getting days with hem has been an absolute pinch me moment."

Senita Burke House of Colour













### SEBASTIAN PROFESSIONAL **CULT TEAM**

#### **ARE YOU A CREATIVE AND** PASSIONATE STYLIST?

Sebastian Professional has always been known for its cult following. Since 2009 the CULT Team has inspired and attracted fearless, creative stylists who have dared to revolutionise the face of modern hairdressing.

#### **OUR AIM**

To create artistic, provoking, inspiring, fearless hair!

#### LIFE IN THE CULT

The CULT Team provides an incredibly diverse 18-month mentoring experience, exposing each stylist to different types

of hairdressing education to develop their careers. The CULT Team members are offered numerous opportunities to represent the Sebastian Professional brand live on stage and spend valuable time with some of Sebastian's leading Artists and industry mentors. These include International & UK Art Team member Angelo Vallillo and the UK Sebastian Brand Ambassador Dom Capel.

If you are a stylist from a Sebastian Professional salon stockist, you can register your interest by emailing wellaevents@wella.com

Applications for CULT Team 2024 will open in Autumn/Winter 2023.



#### **FEATURING ARTISTS:**

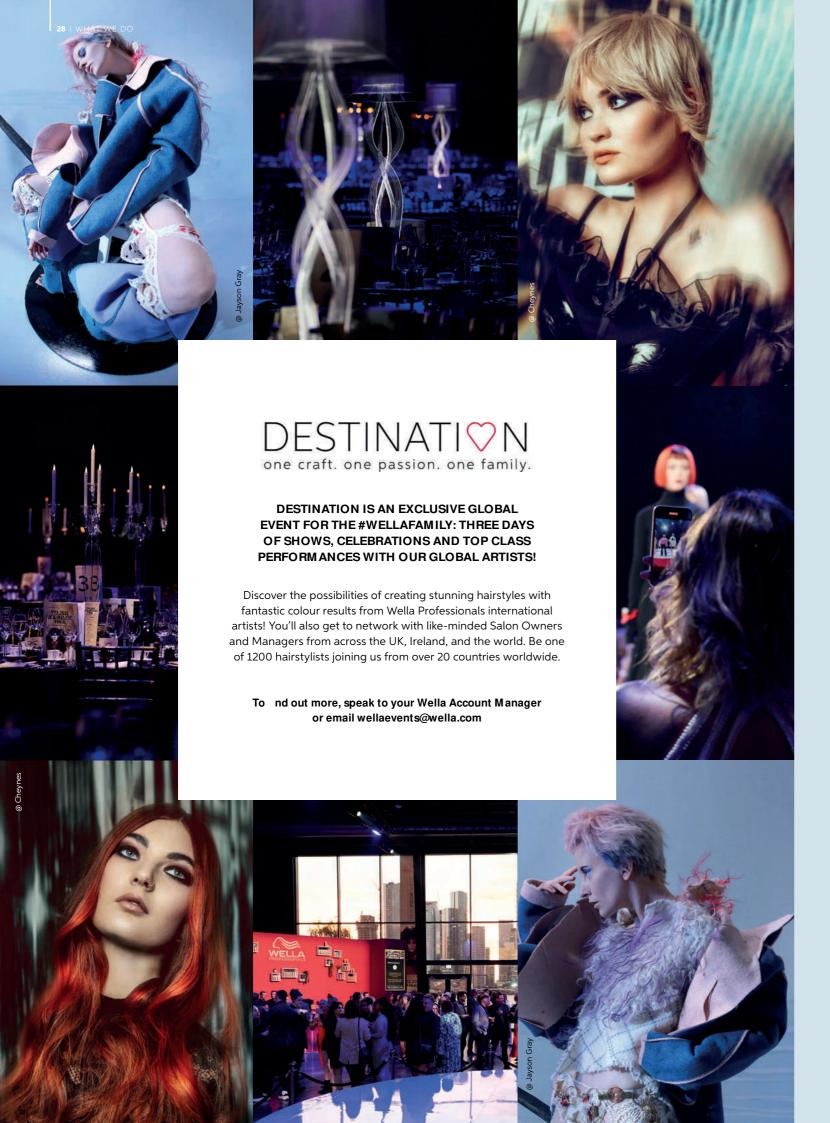
Leah Udall Volt Salon, Sheffield Nathaniel Oakey YAEKO, Leeds Jenni Stewart Wonderland, Livingston, Scotland Emily Nelson House of Colour, Dublin Alexandra Wood Paul Falltrick Hairdressing, Romford, Essex













#### Connect

Join our Facebook group 'Wella Professionals Global Hair Community' and connect with over 50,000 members from around the world.



#### Join / Passionistas

If you're a passionate and talented hairdresser with a strong social media presence, you could be in the chance to join our community of socially savvy Wella lovers – the Wella Passionistas. To be spotted by our social talent scouts just make sure you're tagging us in your posts using @WellaProfessionalsUKI on Instagram and the hashtags #WellaPassionistas and #WellaFamily.

### **JOIN OUR CREATIVE**

## COMMUNITY...

ALL OF US HERE AT WELLA PROFESSIONALS ARE PASSIONATE
ABOUT CONNECTING WITH YOU, OUR #WELLAFAMILY, AND
BUILDING DIGITAL COMMUNITIES OF LIKE MINDED HAIRDRESSING
PROFESSIONALS FROM AROUND THE WORLD.

If you want to engage with your industry peers,

join us online in the following ways:

#### **Follow**

Follow our professional hair Instagram account @WellaProfessionalsUKI, created for our professional hairdressing community with all the latest on Wella colour, care, and education courses hosted by industry experts.



#### Sign-Up

Sign up for our newsletter to be the first to hear about product launches, promotions, new techniques and services and education at wella.co.uk/subscribe



#### **Product** Formulas

Our biggest colour brands Koleston Perfect ME+1 and Illumina Color sold worldwide<sup>2</sup> are free of animalderived ingredients and have been since KPME+ was introduced in 2018.



#### More sustainable manufacturing

Our European manufacturing facility Rothenkirchen, Germany producing Wella Professionals colour, uses 100% renewable electricity supply (100% Green electricity) and 100% carbonneutral gas consumption while also producing zero waste to landfill.



## ACTIONS WEARE TAKING **IN WELLA**

#### Less & better packaging

The tubes of Wella Professionals' colour product lines; Color Touch, Koleston Perfect ME+ and Illumina Color, will now be recyclable and made of 100%3 recycled aluminium, which avoids using over 700 tons of virgin aluminium per year.

### makechange

Beauty consumers are more likely to consider brand ethics whilst buying a product or service, and more and more salons are now making sustainable choices in their day-to-day running. So, going green will not only help save the environment and inspire others, but it can also prove to be a competitive business advantage for your salon!

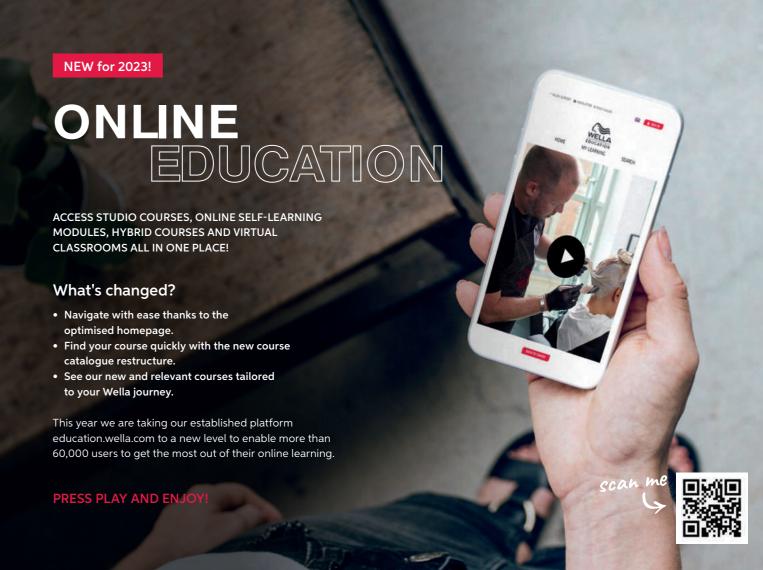
Learn more about Wella's sustainable choices!

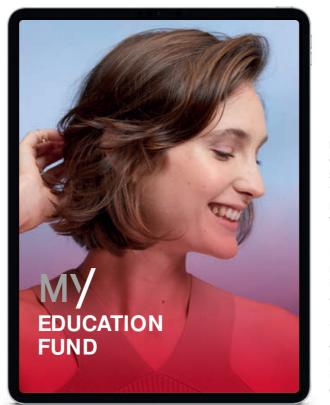


#### Recycle, re-use, reduce

The UK hairdressing industry recycles just 20%4 of the plastic it uses. Together with Green Salon Collective (GSC), we are helping salons to recycle ALL their salon waste - including PPE, dirty foils, used colour tubes and even hair with the guarantee that none of it ends up in landfill. All Wella partner salons are offered a discount on their GSC opening order. To sign up, simply go to greensaloncollective.com







#### EXCLUSIVE TO THE UK

### PAY FOR YOUR EDUCATION WITH MYEDUCATION FUND

MYEDUCATION FUND IS AN ONLINE PLATFORM ON WELLA SALON MARKETING ALLOWING YOU TO VIEW AND MANAGE YOUR **EDUCATION REWARDS ACCOUNT** WITH WELLA.

Earn points from each order you place with Wella, and convert them into MyEducation Fund to use against courses in the UK Wella Studios.

You can use MyEducation Fund as a full or part payment against any published Wella Studio courses, including the prestigious Wella Colour Expert Programme.

With our extensive offering of Wella Education for 2023, you are sure to find the right course for you and your career goals.

You can use your annual Wella rebate to open or top-up a MyEducation Fund account. You can also exchange your MySalon Advantage points into MyEducation Fund.

Access MyEducation Fund at marketing.wella.com

To nd out more, speak to your Wella Account Manager or contact wellaevents@wella.com



## YOU CREATE

## WE HELP TAKE CARE OF EVERYTHING ELSE

Wellastore is the one-stop shop for hair professionals

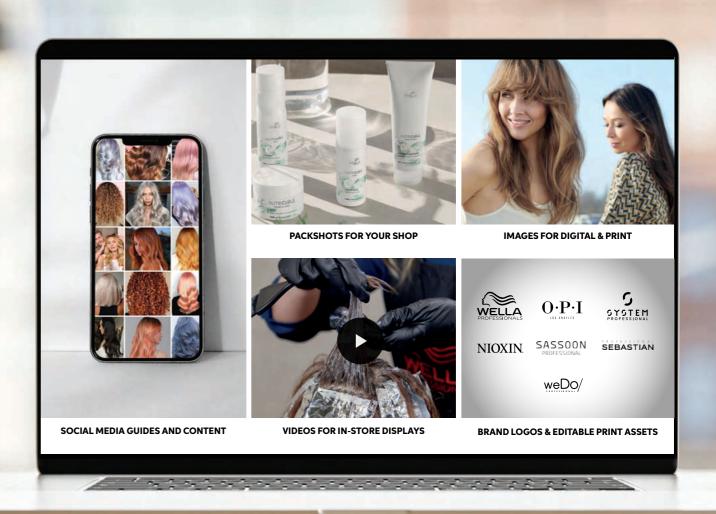
- Exclusive for Wella customers.
- Enables you to order the complete Wella Company portfolio at your usual contractual discount and agreed conditions.
- Easiest & fastest way to replenish colour and other products in between visits from your Account Manager.

## **WELLASTORE ALLOWS YOU TO:** Order at your own pace Access your invoices, Access professional-only 24/7, even when shops check your open balance products and o ers, among are closed. & manage multiple salon other online benefits orders from one account. and promotions. **SHOP NOW AT** WELLASTORE.COM

## CREATE YOUR OWN

## SALON MARKETING CAMPAIGNS QUICKLY AND EASILY

A WIDE RANGE OF FREE CUSTOMISED AND CREATIVE SOLUTIONS, AVAILABLE FROM YOUR DESKTOP, TABLET OR MOBILE.



Communication inside and outside of your salon is a key success factor. Re-energise your salon with Wella's Salon Marketing and grow your business today.

**MARKETING.WELLA.COM** 



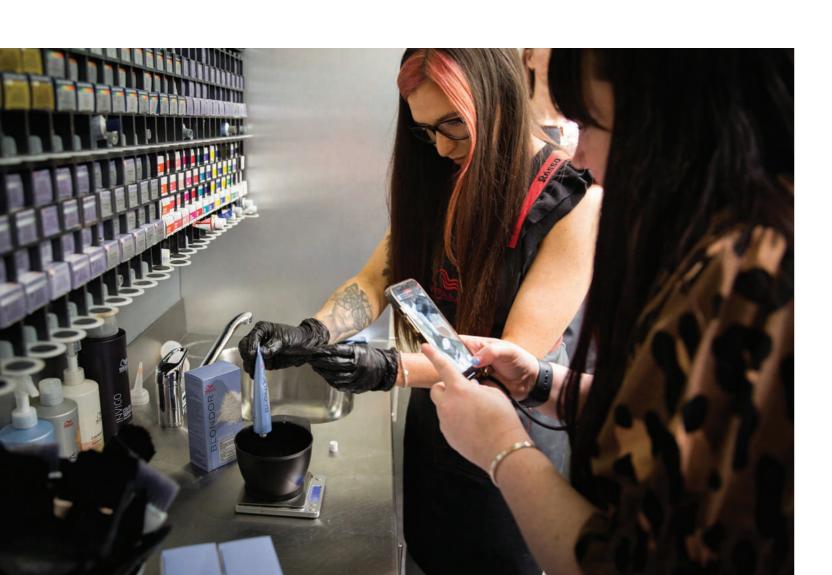
NEW for 2023!

### **CREATE WITH...**

#### DISCOVER EVERYTHING YOU NEED TO KNOW ABOUT OUR COLOUR PRODUCTS, COVERING WHAT IT IS, WHAT IT DOES AND HOW TO USE IT!

Create With... classes are short, free of charge, 45-minute interactive digital seminars delivered live by our Wella Educators via a Zoom video link.

Perfect for new hairdressers who would like an introduction to the Wella Professionals portfolio, for established hairdressers to refresh and recap their knowledge on a specific product line, or for anyone who needs the low-down on a new colour product. Create With... classes are accessible, fully interactive, and packed full of essential information.







DISCOVERY





LOCATION VIRTUAL CLASSROOM



#### **CREATE WITH...**

**COLOR FRESH & PERFECTON** 

**CREATE WITH... COLOR TOUCH** 

**CREATE WITH... BLONDOR** 

CREATE WITH... **ILLUMINA COLOR** 

**CREATE WITH... KOLESTON PERFECT ME+** 

**CREATE WITH... TRUE GREY** 

**CREATE WITH... SHINEFINITY** 

#### ISIT FOR YOU?

If you want to recap, refresh, or start from the beginning, these bite-sized seminars are perfect for broadening your knowledge of the key product families you use daily in your salon. Contact your chosen studio to book any studio course, including digital Create With... classes.

#### **NEW TO WELLA?**

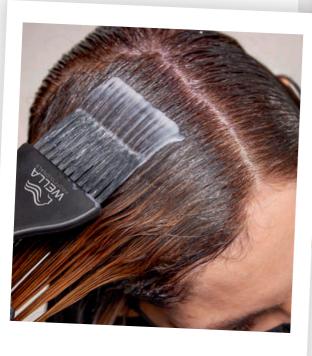
If you're an established hairdresser who is new to our brand and looking for a whistle-stop educational tour of our whole product portfolio, see P125 for dates of our Welcome To Wella classes, 2.5-hour sessions giving top-level information on all our colour ranges.

> To book any studio course, including Create With... classes, contact your

Wella World Studio London +44 203 650 4700 wellastudiolondon@wella.com

Wella Studio Manchester +44 161 834 2645 wellastudiomanchester@wella.com

Wella Studio Dublin **+353 1 416 0900** wellastudiodublin@wella.com





## COLOUR CRAFT

## COLOUR CRAFT













To become a great colourist, you need to start with the colour fundamentals the "ABCs" of hair colouring. This course starts you off on the right foot with a complete understanding of the colour principles, as well as Wella's colour portfolio and how it can be used to achieve sensational results.

You will also undertake a practical workshop on live models, allowing you to get hands-on with every colour product in our portfolio!

#### **GET PREPARED TO:**

- Understand how colour works on the hair structure.
- Learn the Wella numbering system.
- Make confident choices about the ideal colour product for each client.
- Discover the secrets of perfect colour application.
- Experience the entire colour portfolio in a hands-on practical workshop.

#### IS IT FOR YOU?

Yes, if you have recently started your journey to becoming a colourist or are looking to refresh and recap your existing knowledge of the colour fundamentals.

Whether you're looking to create highlights, babylights or contouring, the art of foiling is an essential skill and a timeless technique. This hands-on workshop session ensures you have the very best practical skills and teaches you how to develop new highlighting

- the most suitable lightening product.
- Learn the art of placement to eliminate bleeds.

Highlights will always be on-trend! If you've learnt the basics of colour

## COLOUR CRAFT CORRECTION



#### **ESSENTIAL**



PRICE (Excl. VAT) £255/ €325





COURSE TYPE THEORY PRACTICAL



PRACTICAL MODEL

When you conquer the skill of colour correction and can solve any colour challenge, you are guaranteed a long-lasting client relationship. This course combines theoretical knowledge with hands-on workshops to change the way you look at colour correction forever.

#### **GET READY TO:**

- Understand the processes of colour correction and discover how fun it can be.
- Gain confidence and select the best product for each problem.
- Learn how to tackle all colour correction issues, including lightening, darkening, and changing the tone of previously coloured hair.
- Develop a step-by-step approach to planning a long-term correction journey for the hair.
- Experience the full range of lightening products in a hands-on practical workshop.

#### ISIT FOR YOU?

Yes, if you are competent in colour theory and application and you want to approach correction challenges with confidence!

SAVE 20% BY BOOKING as part of our popular Colour Craft Specialist **Programmes** - see P18-19 for details!





MANCHESTER

**EDINBURGH** 

COURSE TYPE THEORY

PRACTICAL

DEMO

PRACTICAL MODEL

DUBLIN

- Perfect different highlighting
- Enhance your ability to always choose
- Select or combine different highlighting techniques to produce the best result.

#### ISIT FOR YOU?

knowledge and application, this is your natural next step.

#### **AVAILABLE IN STUDIO AND ONLINE!**

## BECOME A CERTIFIED COLOUR CRAFT SPECIALIST





ONLINE 9 WEEKS STUDIO SEMINAR 6 DAYS



PRICE (Excl. VAT) **£728**/ **€876** 

**EDINBURGH** 



After completing the Colour Craft Specialist, you will have learnt everything you need to know to run and grow a successful colour column, including the Wella Professionals colour product portfolio, techniques, formulas, placement and even the latest colour trends and palettes.

These are the four courses you need to complete before enrolling on the Wella Colour Expert!

Available to attend in studio or as a completely digital 9-week programme, fully interactive, guided and assessed by our Studio Educators - study from the comfort of your own home or salon!

### **COLOUR CRAFT**

Get a complete understanding of how hair structure impacts on colour results and learn advanced application techniques to achieve predictable, sensational results. 2 days in studio or 2 weeks online.



Whether you're looking to create highlights, baby lights or contouring, the art of foiling is an absolute must. We'll show you how to make the most of this timeless technique for today's most demanding clients.

1 day in studio or 2 weeks online.



Colour correction challenges happen in salons daily. Imagine being 100% equipped to work miracles for your most anxious clients and having fun while doing it. 2 days in studio or 2 weeks online.



If you're considering taking the leap from traditional colouring into new, unprecedented techniques, this course is for you! Free your creativity like never before, your possibilities are only limited by your imagination! 1 day in studio or 2 weeks online.

#### THIS PROGRAMME IS PERFECT FOR YOU IF:

- You're a new colourist looking to learn the colour fundamentals, along with an introduction to creative colour.
- You're a mid-level colourist looking to gain confidence in your decisions, strengthen your knowledge of colour science and expand your creative skills.
- You're an experienced colourist looking to complete the prerequisite courses before enrolling on the Wella Colour Expert.







LEVEL ADVANCED

PRICE (Excl. VAT) £185/ €220

LOCATION

LONDON

DUBLIN

COURSE TYPE

PRACTICAL

PRACTICAL **HEADBLOCK** 

THEORY

MANCHESTER

TIME 1 DAY

## COLOUR CRAFT





TIME 1 DAY









Balayage is now an essential service to every colour menu. This course is the perfect starting point to learn this ever-popular technique and will give you hints and tips that help you achieve a beautifully blended result every time.

#### **BE PREPARED TO:**

- · Learn the fundamentals of balayage in hands-on workshops.
- Conquer the art of blending to achieve a seamless finish.
- Understand time-saving techniques to get the most from your client's visit.
- Feel confident that you can deliver perfect balayage results every time.

#### ISIT FOR YOU?

Social media has spoken! Balayage is the must-have colour technique but are you confident to deliver it? If you are a hairdresser who would like to learn this method or grow your confidence in it, this is a must-attend course.

Balayage is an ever-evolving trend which now includes different ways of blending to create some of the most trend-led colour looks. An advanced course aimed at those already confident with balayage, **Ultimate Balayage** shows you the newest freehand techniques.

#### **GET READY TO:**

- Discover the most up-to-date and advanced balayage techniques; Brazilian Illuminage and Ultra Balayage.
- Learn new ways to blend and tone to achieve seamless and bespoke results.
- Understand when utilising foil is the best option.
- Understand how to interpret and manage client expectations and give the right home-care advice.

#### ISIT FOR YOU?

If you are already experienced with balayage and freehand techniques or have completed our Colour Craft Balayage course, this workshop will grow your skills even further.

**SAVE 20%** on all three balayage courses by booking our Balayage Specialist Programme see P18-19 for details!

## CORRECTIVE



ADVANCED





LOCATION
LONDON
MANCHESTER DUBLIN



COURSE TYPE THEORY PRACTICAL



PRACTICAL MODEL

Balayage has become a staple element of every salon service menu and is the most frequently requested service from clients seeking an on-trend, natural and easily maintained colour. Hairdressers are often faced with images of seamless, glossy balayages, but what happens when the canvas on which we have to work is already heavily coloured or uneven?

Corrective Balayage is a one-day advanced level course that helps you to gain new skills in reverse balayage and the art of diffusing dark bands to achieve beautiful balayage results even when working on uneven surfaces. Manage your clients' expectations, even when seemingly unrealistic, and ensure that offering balayage as a colour-corrective service is profitable for you and the salon.

#### YOU WILL LEARN:

- The 'business of balayage' timing & profitability.
- Colour services menu & column planning.
- Reverse balayage darkening over lightened hair.
- Diffusion of dark bands lightening previously coloured hair.
- The best formulas for corrective balayage work.
- Take part in a live model workshop.

#### ISIT FOR YOU?

If you've already completed our other balayage courses (Colour Craft Balayage and Ultimate Balayage), or you're very experienced in balayage and want to approach colour correction in a new way, book your place on Corrective Balayage now!



Introducing our brand-new trilogy of blonding courses, enabling you to become a true expert in every element of lightening hair.

Fancy becoming renowned for producing perfect blondes in your area? Book our **Blonde Specialist Programme**, which contains all three fantastic seminars and offers a 20% discount on the cost of booking each course individually.

NEW for 2023!

## BLONDE EXPERT











Lightening services still account for over a third of all client colour appointments, so enrolling on the first step of our blondes programme will give you a firm footing from which to cement your salon success.

In Blonde Expert Part 1, you will learn all the fundamental rules and practices to produce a perfect blonde using either Blondor or Koleston Perfect Special Blonde. With a focus on global applications to achieve all-over blonde looks, the course will include product choice, technique, and an in-depth, comprehensive practical workshop on toning.

#### YOU WILL LEARN:

- How to get the perfect lift.Hints and tips on creating reliable results.
- When to use Blondor and Special Blonde.
- How to select the correct toner.
- Tips on showcasing your work on social media.

#### ISIT FOR YOU?

If you'd like to gain confidence and take the guesswork out of this salon-essential service, this would be the perfect start!



NEW for 2023!

## BLONDE EXPERT 2













In this second step of the trilogy, Blonde Expert Part 2 introduces more challenging blonde scenarios and equips you to approach more difficult client situations with confidence. You will also gain the skills to undertake new and more advanced lightening trends, such as Platinum Card foiling, as well as how to avoid pitfalls and common mistakes, such as bleeding and shifting natural depth.

#### YOU WILL LEARN:

- Learn new trends and techniques, such as Platinum Card foiling.
- Receive hints and tips for perfect foiling.
- Enjoy hands-on practical with a live model.
- $\bullet$  Participate in a root melt workshop.

#### IS IT FOR YOU?

If you're already confidently undertaking scalp bleach services on your clients, or have completed our Blonde Toolbox or Blonde Expert Part 1 course, this natural next step will advance your knowledge to become a specialist in all things blonde.

NEW for 2023!

## LIGHTS &



LEVEL ADVANCED



£€ PRICE (Excl. VAT) £185/ €220







Our third new blonde seminar offering focuses on the multi-dimensional beauty that only comes from clever placement and the perfect application of foil highlights. A more advanced step in highlighting education, this one-day course allows you to get to grips with trickier foiling patterns and intricate babylights techniques.

To enhance your highlight results, we then cover a myriad of different toning scenarios, looking at the differences between glossing, glazing, and toning, as well as transformative toning and our Wella hero formulas.

#### **GET READY TO:**

- Become competent in advanced foil techniques, including babylights.
- Learn the differences between a gloss, glaze, or tone.
- Be challenged with tricky toning situations.
- Learn new ideas for transformative toning.
- Be introduced to our hero formulas.
- Enjoy a practical workshop on live models.
- Gain tips on showcasing your work on social media.

**SAVE 20% BY BOOKING** as part of the **Blonde Specialist Programme** - see P18-19 for details!





## SHINEFINITY Colour glaze

SHINE YOU CAN FEEL

WITH **FIVE** NEW SHADES AVAILABLE









@WellaProfessionalsUKI | #WellaColour | uk.wella.professionalstore.com

\*For more information visit our Wella Professionals Shinefinity Webpage



48 I COLOUR EDUCATION





PRICE (Excl. VAT) **£235**/ **€275** 

LOCATION

LONDON

DUBLIN

MANCHESTER

**EDINBURGH** 

COURSE TYPE

PRACTICAL

HEADBLOCK

**THEORY** 

PRACTICAL

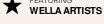
DEMO

NEW for 2023!

## SOCIAL STAR









PRICE (Excl. VAT) £235/ €275







Instagram is a major player in the colour stakes, as a never-ending source of inspiration, a trend hub, and a vital marketing tool. If you're looking for guidance on how to jump on this fastmoving social bandwagon and better utilise its many tools and learn how to create some of the biggest colour insta-trends of the moment, then join us for an exciting day of hair colouring and content creation. The day is led by one of our Wella Passionistas: social stars and trendsetters that have been hand-picked for having colour credibility, enviable followings, and super social skills.

#### **BE PREPARED TO:**

- Go behind the scenes on mini Instagram shoots.
- · Learn how to create eye-catching content.
- Grow your digital platform and personal brand.
- Get the most from your model when it comes to great content.
- Grow your social presence what to post, where, and how.
- Discover how to use content strategically: website, Instagram, TikTok.
- Enjoy a hands-on colour and content workshop with live models.

#### IS IT FOR YOU?

If you want to immerse yourself in the world of social media colour work, this course will leave you buzzing with tips and ideas on how to make it work better for you and your business.

#### **WELLA GUEST ARTISTS:**

Nikki Clifford, Fergal Doyle, Jayson Gray, Michael Gray and Kai Wan.

Has there ever been a more exciting time to be a colourist? Formulations are ADVANCED better than ever, and innovative new techniques have transformed the TIME 1.5 DAYS

colour landscape.

Colour Genius is your chance to push your creativity and expand your skillset as you discover the opportunities this exciting new world of colour presents. Explore the latest salon trends and uncover the techniques that have added a whole new dimension to hair colour.

This exciting new 'hybrid' course format begins on day one with a 2.5-hour digital session, delivered over Zoom by a Studio Educator and covering everything you need to know in approaching creative colour: including suitability, hue, saturation and pastelisation.

Day two then takes place face-to-face in the studio, taking the knowledge you gained on day one and putting it into practice on a workshop inspired by our "KP:POP" collection; playing with different palettes and formulas, and learning to decode creative visuals into real-life colour techniques.

#### YOU WILL:

- Open your mind to a new world of colour possibilities.
- Learn how to effectively match colour placement to the haircut, face shape and skin tones.
- Get to know this season's colour palette and take away inspiration for this season's mixtures.
- Learn how to interpret trends and micro-trends to create a finished look.

#### ISIT FOR YOU?

If you're competent with colour but feel ready to step out of the box and challenge yourself creatively - this is for you.

## **SIGNATURE**

Formerly Signature Masterclass

LEVEL EXPERT FFATURING WELLA ARTISTS







COURSE TYPE VARIED



In this exciting one-day colour course, you will be inspired by some of our highest-profile Wella Artists as they deliver their very own Signature Colour course. This expert level course features some of the industry's most esteemed colourists, who have created their own colour seminar, reflective of their personal style and signature look. They will invite you to open your mind and embrace your creativity, as together you explore the world of hair colour and discover both the creative and technical processes behind their work.

Each Signature Colour course is unique to each Wella Artist and is aligned to their vision and creative process, so take a look at the details below and book your space now on the course which excites you the most!

#### THIS PROGRAMME IS PERFECT FOR YOU IF:

You are an experienced



#### **SIGNATURE NATURALS** with Robert Eaton, Russell Eaton

Inspired by Robert's most recent 'Signature Naturals' photographic collection, learn how to utilise creative techniques within soft, natural looks and how this can benefit your colour business.



#### **BLONDE ARTISTRY** with Christel Barron-Hough, Stil

Create the perfect Scandinavian blonde, incorporating handpainting, freehand balayage and seamless blends.



#### FROM CATWALK TO CLIENT with Barry Maddocks, HOB Academy

Learn how to interpret three different trends recently seen on the couture fashion catwalks into salon-friendly looks, creating a new injection of 'wow' factor amongst your colour clientele.



#### SEXY SOCIAL COLOUR with James Earnshaw, James Earnshaw Hair

A collaborative day working as a group to create the best social media content, with demonstrations on formulating the perfect pastel shades whilst also discussing fashion, make-up and photo editing to enhance the overall look.



#### **COLOURID**

with Jayson Gray, Karbon Kyd A day for those looking to think outside of the box! Take the fear out of freehand techniques and fashion-led trends, learning how to utilise both to create bespoke, fluid, yet commercial results and exploring new boundaries in colour.



#### **BLONDES MEAN BUSINESS** with Jordanna Cobella, Cobella

Discover new commercial and salon-friendly lightening techniques, understand how to implement these into your colour service menu, and how to cleverly brand your services and boost your blonding business.

SAVE 20% BY BOOKING Check out P18-19 and see how you could save 20% by booking as part of our popular Ultimate Wella Colourist Specialist Programme.



## WELLA COLOUR EXPERT

#### **BRINGING OUT THE BEST IN YOU**

Wouldn't it be fantastic to be the expert in any colour situation and become the colour authority that colleagues rely on and clients are searching for? Make it happen with the Wella Colour Expert (formerly MCP). Wella's highest accreditation in hair colour has changed the lives of thousands of hairdressers worldwide, by not only growing their professional skills and business, but also their confidence, motivation, and inspiration.





Formerly MCP





FEATURING WELLA ARTIST



TIME 14 DAYS



PRICE (Excl. VAT) **£2500**/ **€2775** 



LOCATION LONDON MANCHESTER DUBLIN **EDINBURGH** 



COURSE TYPE **THEORY PRACTICAL** DEMO



Our highest accreditation in colour! So much more than a training programme, Wella Colour Expert will change your life! From day one, you will develop a new level of understanding and ignite your passion for colour, leaving you eager to re-apply your knowledge on all your clients and lead colour consultations with confidence. Your commitment will be high and so will your reward! Ready to upskill? Take the first step to becoming a Wella Colour Expert and contact your nearest Wella Studio today!

#### **JOIN THE UK & IRELAND WELLA COLOUR EXPERT ALUMNI!**

Upon completion, you will join the Wella Colour Expert Alumni community, the inner circle of expert colourists! Get insider access, hear the latest insights, and receive exclusive tips and tricks from the world's best educators and colourists.

#### **WELLA ARTISTS INCLUDE:**

Cobella, Conroy Hair, Crow Street Collective, Fergal Doyle Hair, HOB Academy, James Earnshaw Hair, Karbon Kyd, Medusa, NJUK Hair and Beauty, Russell Eaton, Sarah Mason Professional, Sassoon Academy, Stil, TONI&GUY.

SAVE AND BOOK Check out P18-19 and see how you could save 20% by booking as part of our popular Wella Colour Expert PLUS Specialist Programme.



#### JOIN OUR COMMUNITY

Use hashtag #WellaColourExpert on social media to share your work and be part of the community.



Are you an existing Wella Colour Expert (formerly MCE)? if you're not already on our mailing list, scan the QR code and complete your details to receive invitations to Wella Colour Congress events and other news and opportunities exclusive to our WCE Alumni.

Watch out for some exciting news coming in May 2023 on the next evolution of Wella Colour Expert (formerly MCP).

### YOUR JOURNEY TO BECOMING A WELLA

COLOUR EXPERT

THIS INSPIRATIONAL JOURNEY CAN TAKE FROM SIX TO TWELVE MONTHS DEPENDING ON YOUR PERSONALISED PROGRAMME. WELLA COLOUR EXPERT FORMERLY MCP COMPRISES OF FOUR TRAINING STAGES THAT WILL ELEVATE YOUR SKILLS AND GIVE YOU THE CONFIDENCE AND KNOW HOW TO BECOME A HAIR COLOUR EXPERT.

#### Before you start...

### PRE REQUISITE COURSES

Before starting your WCE journey you are required to attend the Colour Craft Essential, Colour Craft Correction, Colour Craft Highlights and Colour Genius courses. Check out our WCE-PLUS or Ultimate Wella Colourist Specialist Programmes which combine these with the Wella Colour Expert at a 20% package discount.

## Why not try... BUSINESS OWNERS' DAY

Salon Owners are invited to join an exclusive insightful session by MySalonManager founder Simon Harris, or HOB Salons Director Clive Collins. This interactive session shares strategies on how to make the most of having an WCE in the salon.



### **STAGE 1**

- Wella Professionals colour fundamentals.
- How we see colour.
- Structure of the hair.
- Inspirational hands-on workshops.



### STAGE 2

- Wella Artist creative day.
- Hair and scalp science.
- The origin of pigment.
- Global hair textures.
- Chemical composition of colour.
- Hands-on workshops.



### Don't forget...

### CEREMONY OF ACHIEVEMENT

On completion of your WCE, we invite you and a guest to attend a special celebratory evening to honour your amazing achievement and receive your official welcome to the Wella Colour Expert Alumni!





### **STAGE 4**

- Wella Artist creative day.
- Written assessment.
- Practical assessment.
- Feedback and review.



### STAGE 3

- Hydrogen peroxide.
- MEA and ammonia.
- Persulfate lightening.
- pH levels of hair and colour.
- Written assessment.



## YOU'LL BE IN GREAT COMPANY

SOME OF THE MOST ESTEEMED
COLOURISTS IN THE INDUSTRY ARE
GRADUATES OF THE WELLA COLOUR
EXPERT (FORMERLY MCP):



"To really excel in colour, you need to understand the foundation of colour and how products work and affect the hair. The Wella Colour Expert delivers over and above on those parts."

CHRISTEL BARRON HOUGH, STIL.



"Wella Colour Expert is very dear to me and plays a huge role in my working life. An amazing conceptual vibe and hugely rewarding experience, for anyone embarking on a colour journey with Wella. It gives me true freedom of expression and a great platform to deliver the best experience I can."

JAYSON GRAY, KARBON KYD



"One of the most valuable things you learn from the Wella Colour Expert is networking with other hairdressers, as well as every aspect of the Wella Professionals portfolio. You're left with all the tools to drive your knowledge and colour business forward."

ROBERT EATON, RUSSELL EATON.



"The most valuable learning of WCE was the 'WHY' behind every decision we make as a colourist. It is so empowering to be able to predict every process that will take place in the hair and all the scientific knowledge behind it."

JORDANNA COBELLA, COBELLA.



### WELLA COLOUR EXPERT EXTEND

### SPECIALIST PROGRAM ME



FEATURING WELLA ARTISTS



TIME 2.5 DAYS



PRICE (Excl. VAT) £480/ €540



LOCATION LONDON MANCHESTER DUBLIN



COURSE TYPE **THEORY PRACTICAL** DEMO

If you've successfully graduated from your Wella Colour Expert (formerly MCP) and are eager to continue your education journey with us – here is the answer!

The WCE Extend Specialist Programme is our brand-new package for colourists who have already completed the Wella Colour Expert (formerly MCP). The three courses contained within will build on your knowledge, update you with recent product changes, increase your creativity, and even equip you with a new trichology skillset.

Book the three courses on your chosen dates to suit you, and revitalise your Wella Colour Expert status whilst getting the opportunity to reconnect with your fellow WCE alumni members!

And what's more, as with all our Specialist Programmes, you save 20% compared to the cost of booking the courses separately.

#### **WCE EXTEND**

A 2.5-hour digital class, delivered by our WCE Educators via Zoom, providing recent updates and innovations in the Wella Professionals colour portfolio, inspirational new collections and marketing campaigns, tips for making the most of your WCE status, and a sneaky first look at any exciting new launches!

#### THE FASCINATING WORLD OF TRICHOLOGY P76

Presented by globally renowned Trichologist Mark Blake MIT. IAT. WTS.

Did you know that half of all clients are suffering from some form of thinning hair or hair loss? That's a whopping 50% of people sitting in your chair who need advice, but do you know how to support them? The Fascinating World of Trichology course is guaranteed to be one of the most interesting courses you will have ever been on! Giving you an eye-opening insight into hair nutrition, medications, and surgical procedures, it gives you the confidence to help your clients restore their healthy locks.

This one-day course will add a new facet to your hairdressing services and give you a valuable point of difference that makes you stand out from your competitors.



#### **SIGNATURE COLOUR P49**

In this exciting one-day colour course, you will be inspired by some of our highest-profile Wella Artists as they deliver their very own **Signature Colour** course. This expert craft level course features some of the industry's most esteemed colourists, who have created their very own colour seminar, reflective of their personal style and signature look. They will invite you to open your mind and embrace your creativity, as together you explore the world of hair colour and discover both the creative and technical process behind

Each Signature Colour course is unique to each Wella Artist and is aligned to their vision and creative process, so take a look at the details on P49 and simply choose the course which excites you the most!

#### THIS PROGRAMME IS PERFECT FOR YOU IF...

You're a Wella Colour Expert who has previously completed their WCE (or MCP). This is the perfect package to recharge your knowledge, reignite your passion for colour and add even more skills to your colour resume.



\*Based on sales in 22 markets representing 85% of the global professional hair care sales. Source: Kline Salon Haircare 2021, based on value sales collected in local currencies



58 LCUT & STYLE EDUCATION



#### NEW for 2023!







PRICE (Excl. VAT)









This course is designed to give hairdressers with up to two years of salon floor experience a solid grounding in cutting, and the skills and confidence to begin growing your career as a stylist. Featuring one of our Wella Artists, **Cutting Start** will focus on the different techniques needed for cutting long hair; one-length cuts, layers, and fringes. This course includes a practical workshop.

#### YOU WILL LEARN:

- The fundamental principles of hair cutting.
- One-length cuts on long hair.
- · How to execute layers and fringes.
- The techniques needed to create and shape long hair.
- Styling tips to create the perfect finish.

#### IS IT FOR YOU?

If you are a recently qualified stylist, someone who needs more cutting confidence or a colourist looking to expand their offering, this course is the best place to start.

#### **WELLA ARTISTS INCLUDE:**

Cheynes Hairdressing, Foundation, Garage Hair, Medusa, Sarah Mason Professional, Taylor Taylor Hair, Tribe & Co.



**NEW for 2023!** 

LEVEL ADVANCED



FEATURING WELLA ARTISTS



HYBRID PRICE (Excl. VAT)



LOCATION LONDON MANCHESTER

DUBLIN



COURSE TYPE **THEORY** DEMO PRACTICAL



**HEADBLOCK** 

On this course, you will move onto the next step in cutting hair, medium and short hair, building your confidence and knowledge of the fundamentals of layering and graduation. Cutting Progress is led by Wella Artists who will highlight these techniques and help you develop the skills to recreate them with confidence.

Day 1 is a digital knowledge session, delivered via Zoom. Day 2 takes place face-to-face in the studio.

#### **GET READY TO:**

- Increase your knowledge of consultation, client suitability, face shapes, hair types and managing client expectations.
- Become confident in using a range of graduation and layering techniques on medium-length and short hair.
- Get hands-on with practical workshop sessions.
- · Enhance your cut with quick colour and retail colour options.

#### IS IT FOR YOU?

Cutting Progress is a natural follow-on from our **Cutting Start** course and is ideal for stylists with 2-4 years of cutting experience or those who want to gain confidence with shorter styles.

#### **WELLA ARTISTS INCLUDE:**

Boons, Cheynes Hairdressing, Creator Hair, House of Colour, Foundation Hair, Medusa, Nelson Brown, P.Kai Hair, Charlie Taylor Hair and Beauty.



## **ADVANCED**



EXPERT





TIME 1 DAY





LOCATION LONDON MANCHESTER DUBLIN



COURSE TYPE **THEORY** DEMO **PRACTICAL** 



PRACTICAL HEADBLOCK

Who wants a one-size-fits-all haircut? Certainly not your clients. To give them their own bespoke style, you need to be skilled in all the components of cutting and know when and how to use them.

Skilfully led by a Wella Artist, Advanced Cutting is a fashion trend-focused course that takes a close look at consultation, cutting technique and the specific components of a cut that ensure your clients leave with a bespoke look executed with precision and finesse. After this one-day course, you'll return to your salon brimming with ideas to inspire your clients and fellow team members.

#### YOU WILL:

- Enjoy up-close tuition with a leading Wella Artist.
- Be inspired by the latest cutting trends.
- Understand cutting techniques and how to combine them.
- Enjoy live demonstrations and a hands-on workshop.

#### IS IT FOR YOU?

Are you confident in classic hair cutting and ready to take your skills to the next level? Advanced Cutting will give you the inspiration and skill you need to excel.

#### **WELLA ARTISTS INCLUDE:**

Bruce Masefield Hair, HOB Academy, Medusa, Niall Colgan Hairdressing, Sanrizz, Sarah Mason Professional, TONI&GUY, Tribe & Co.

SAVE 20% ON ALL THREE WELLA CUTTING



© HOB Academy

## COMMERCIAI



ADVANCED















THEORY DFMO PRACTICAL

MANCHESTER



#### Presented by HOB Academy

This unique Commercial Cutting two-day course is designed and delivered by the HOB Academy education team, who are internationally renowned for their cutting expertise. Over the two days, you will expand your skill set and fundamental cutting knowledge, gaining an advanced set of new techniques to take back to the salon floor.

A combination of theory, fascinating demonstrations and two practical workshops will build your confidence, whilst learning when, how and why to use different cutting techniques and how to create some of the latest cut trends, adding an exciting new edge to your work which is both creative and commercial.

#### **EXPECT TO:**

- Develop your understanding of key fundamentals.
- Understand when, how and why to use specific techniques.
- Learn new consultation skills and explore cutting trends.
- Combine different techniques to create a bespoke yet salon-friendly look.

#### ISIT FOR YOU?

This course is aimed at stylists with three or more year's salon experience.

















Did you know that male clients are often the most loyal and frequent visitors, and most open to buying retail? Learn how to maximise this opportunity whilst learning specialist barbering skills from one of our Wella Artists.

#### **GET READY TO:**

- Understand the potential of the men's hairdressing market.
- Develop essential men's cutting skills, including clipper work and scissor over comb techniques.
- Learn men's styling and finishing skills and how to share that information.

#### ISIT FOR YOU?

Yes, if you're already competent in basic cutting but wish to learn more barbering and gain more male clients!

#### **WELLA ARTISTS INCLUDE:**

Atherton Cox, Flanagans, Foundation Hair, HOB Academy, KH Hair.

















Be it sports stars switching up their look or celebrities pushing hair boundaries, there is no shortage of hair inspiration for the modern man. Ultimate Man has an emphasis on modern barbering, which gives you the skills and awareness to cater to this fashion-focused market of male clientele.

#### YOU'RE GOING TO:

- Develop practical knowledge of contemporary men's hairdressing techniques.
- Explore on-trend men's looks.
- Learn how to tailor catwalk looks into wearable looks your clients will love.

#### IS IT FOR YOU?

If you'd like to be the go-to men's hairdresser in your salon - and experience all the financial rewards that can bring - this is a must-attend course for you.

#### **WELLA ARTISTS INCLUDE:**

Atherton Cox, Flanagans, Foundation Hair, HOB Academy, Menspire.

#### NEW for 2023!



EXPERT





1.5 DAYS



LOCATION LONDON

MANCHESTER

DUBLIN EDINBURGH



COURSE TYPE THEORY PRACTICAL



PRACTICAL HEADBLOCK

#### Presented by Michelle Thompson, Nelson Brown or Robert Eaton.

Brand new for 2023! Due to popular demand, we are excited to launch our new Curl Craft course, discovering and exploring the specific techniques needed for cutting and colouring curly, coily or textured hair.

Led by one of three Wella Artists who specialise in various forms of curly hair - Michelle Thompson, Nelson Brown or Robert Eaton – your experience will begin with a pre-learning digital session delivered via Zoom. This will cover the key science and theory points on the different types and textures, curl behaviour and how we treat curly hair differently when cutting and colouring.

Then, a full hands-on day at the studio will involve an inspirational demonstration from the Wella Artist and allow you to put all your new knowledge into practice during a workshop. You will explore curly hair routines, product choice, technical analysis and assessment of coil types, scalp and hair analysis, consultation building confidence in cutting and much more!

#### **GET READY TO:**

- Gain all the theory and background knowledge you need to understand curly, coily and textured hair.
- Learn to assess, analyse, identify different types, and tailor treatment plans accordingly.
- Experiment with different curl products.
- Discover the correct routines, treatments, and approaches to adopt with varying curl patterns.
- Get confident in cutting and colouring techniques.
- Be wowed by cut and colour demonstrations by our Wella Artists.
- Get hands-on in a practical workshop.

#### ISIT FOR YOU?

This advanced course is for experienced hairdressers who want to either begin or continue their journey in becoming specialised – or simply more confident - in curly and coily hair.











ADVANCED

FEATURING WELLA ARTISTS

TIME 2 DAYS

£€ PRICE (Excl. VAT) £315/ €390

DUBLIN

COURSE TYPE

DEMO PRACTICAL

HEADBLOCK

THEORY

LOCATION
LONDON
MANCHESTER

## SEBASTIAN XPERT PROGRAMME





£€ PRICE (Excl. VAT) **£220**/ **€250** 



MANCHESTER DUBLIN EDINBURGH





Designed to harness the talent of the most creative and bold stylists 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:

Are you a creative-minded hairstylist with your own unique style and the passion to inspire others?

#### **GET READY TO:**

- Grow and develop your hairdressing expertise alongside other creative like-minded stylists.
- Learn our unique cutting and styling techniques.
- Gain a deeper understanding of our Sebastian Professional brand – learn to speak the Sebastian language and truly immerse yourself in the world of Sebastian within your daily practice.
- Become the expert to inspire your colleagues back in the salon.
- Increase salon services and retail sales by understanding how to use and recommend Sebastian Professional to your clients.

The Sebastian XPERT Programme is the first step on a learning journey that could culminate in being part of the CULT Team mentoring experience\*.



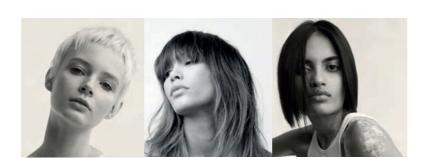
In this advanced course, you will learn how to overcome the barriers stylists often face when it comes to creating personalised looks for their clients, by expanding your portfolio of cutting techniques and becoming comfortable using a blade.

#### YOU WILL:

- Discover the Sebastian philosophy.
- Enjoy inspirational demonstrations and practical hands-on workshops.
- Learn to create four iconic Sebastian looks.
- Take home two headblocks, plus a blade and blade refills, and Sebastian Professional products.
- Support your learning with exclusive step-by-step videos.

#### ISIT FOR YOU?

This course will elevate and push your cutting and blading skills, making you stand out from the rest as a true creative stylist.



## BLADING BY SEBASTIAN



LEVEL ADVANCED



FEATURING
WELLA ARTISTS



PRICE (Excl. VAT) **£265**/ **€320** 



LOCATION
LONDON
MANCHESTER
DUBLIN



COURSE TYPE
THEORY
PRACTICAL
DEMO



PRACTICAL **HEADBLOCK** 

#### Presented by Angelo Vallillo

#### ENTER THE WORLD OF BLADING:

Hosted by Sebastian Education Artists, this intermediate level blading programme will provide you with a fantastic start to this specialist skill, ensuring you gain the fundamentals and essential know-how to become confident using it every day in the salon.

#### YOU WILL:

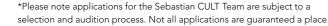
- Upgrade your cutting services with a different skill set to create a new repertoire of looks.
- Understand how to master the blade 'the Sebastian way'.
- Enjoy real-time education with colour support to bring your looks to life.
- Learn two modern blading cuts.
- Take your headblock home with you.

#### IS IT FOR YOU?

If you have advanced cutting skills and are ready to gain blading skills; this is the perfect place to start!







#### NEW for 2023!

## SIGNATURE

















This brand-new and exciting course for 2023 brings together a wealth of content across blowdrying, styling and finishing - your new one-day tutorial in creating a beautiful finish that lasts.

Designed exclusively for us by some of our most popular Wella Artists, each artist will bring their own creative flair and signature style to the course, sharing with you their artistic vision and editorial secrets to leave you inspired and motivated as well as confident in your own skills.

The practical workshop will include everything from the proper fundamentals of blowdry preparation to creating different shapes and textures using the latest hot tools. So, if you are a newer stylist who wants to start your career off on the right foot, or a more experienced stylist looking for a fresh injection of innovative ideas to style your clients, this course is a must!

#### **GET READY TO:**

- Learn the art of blowdrying techniques and tools on different lengths and styles.
- Understand how to prep the hair and which products create the perfect foundation.
- Create different shapes and textures using the full range of hot tools.
- Understand how to choose and apply products to aid and enhance your finish.
- Perfectly dress out the hair and ensure longevity to your finished style.

#### IS IT FOR YOU?

Incorporating all aspects of blowdrying, styling and finishing, this course will add value to your work and help you create a wow factor for every client, every day.

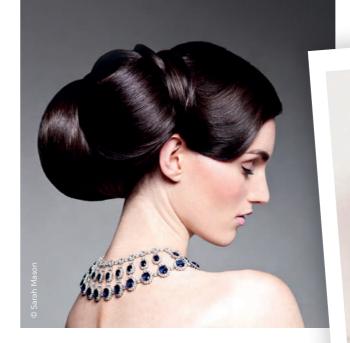
#### **WELLA ARTISTS INCLUDE:**

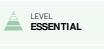
Cheynes Hairdressing, Gustav Fouche, House of Colour, Michael Gray, P.Kai Hair.



© Michael Gray











PRICE (Excl. VAT) £235/ €280



LONDON MANCHESTER DUBLIN



PRACTICAL HEADBLOCK

Creating hair-up styles that look great and stay put can sometimes feel like a daunting task. If you're a stylist who would like to be introduced to this skill and learn the foundations of hair-up, from proper preparation through to the perfect finish, then this course is for you. This one-day course with Wella Artists will help you become confident in creating elegant and modern styles that will allow your clients to look and feel fabulous, whatever the occasion.

#### **EXPECT TO:**

- Understand how to prep the hair and create the perfect foundation.
- Confidently execute three classic hair-up styles, and how to adapt and personalise each one.
- Learn the best tools, brushes, and products to use.
- Discover how to secure and finish your look for long-lasting styles.

#### IS IT FOR YOU?

If you want to offer hair-up services to your clients and feel fully confident in creating great-looking styles that last, you need to attend this inspiring workshop.

#### **WELLA ARTISTS INCLUDE:**

Cheynes Hairdressing, Gustav Fouche, Michael Van Clarke.



© Gustav Fouche







PRICE (Excl. VAT) **£315**/ **€375** 



DUBLIN **EDINBURGH** 



PRACTICAL HEADBLOCK

From high-end glamour to bohemian brides, there's no one-size-fits-all solution when it comes to bridal hair - which means the demand and potential for

#### YOU WILL:

versatile stylists is huge.

- Learn how to identify the main bridal types and create stunning bespoke styles for each.
- Understand the key factors in creating a hairstyle to complement the wedding theme, the gown and most importantly, the bride.
- Create personalised haircare journeys in the run-up to the big day.
- Practice the art of selecting and securing hair accessories and veils.

#### ISIT FOR YOU?

If you're a stylist already confident in styling, finishing, and putting hair up, then this course will enable you to become a true bridal hair specialist.

#### **WELLA ARTISTS INCLUDE:**

Gustav Fouche, Joanne O'Neill Hairdressing, Michael Van Clarke, Sesh Hairdressing.





This coming year, in addition to a full calendar of in-person courses at our London Academy, we are excited to continue to offer Sassoon Online, our alternative method of delivery for those students who are unable to travel to a dedicated Sassoon education centre.

Sassoon Online offers an educational journey without leaving your home, salon, or school, and our digital platform is loaded with educational experiences, all in one place.

Sassoon Online is the platform for experiencing the latest Sassoon collections via tutorials and stage events or delving into our rich archive through Sassoon Heritage. You could also explore techniques with our dedicated instructors through live, virtual classroom education, pre-recorded content, or bespoke instructional experiences.

Sassoon Online brings the exciting, inspiring world of Sassoon education within your grasp and renders it instantly accessible through your own dedicated Sassoon Online portal.

#### **KEY BENEFITS OF AN ONLINE COURSE**

- No travel or business expense.
- Study at your own pace.
- Follow and recreate specific looks.
- Follow an exact cutting curriculum.
- Keep each look created.
- Interactive guided work sessions.
- All classes are recorded for review.
  Moderator for questions and answers.
- Delivery style means feedback is
- shared throughout with the participants.

   Unique demo and work session
- combination-same learning, less time.
- Unique Sassoon teaching structure method-practice-repeat.
- Study in your own time zone.

SIGN UP TO BECOME A MEMBER AT SASSOON-ONLINE.COM

OR FOR SASSOON ACADEMY IN-PERSON COURSE BOOKINGS AND INFORMATION, PLEASE VISIT SASSOON-ACADEMY.COM

OR CONTACT THE EDUCATION TEAM AT:

T +44 020 8016 3812

E edservices@sassoonglobal.com



ACCESS LONG HAIR Patrick Cameron

## PATRICK CAM ERON

#### HOW TO PRESENT ON THE SMALL SCREEN





Designed for hairdressers who want to succeed on their social media platforms as professional hairdressing educators or influencers. Patrick has produced this webinar by drawing on his many years of experience as an educator.

#### LEARN:

- How to set up your lighting.
- What should your recording space look like.
- How to use your camera phone the right way.
- How to structure your presentation to overcome nerves.
- How to work with your model.
- How to create content and so much more!

### BE A LONG HAIR EXPERT WITH PATRICK CAMERON



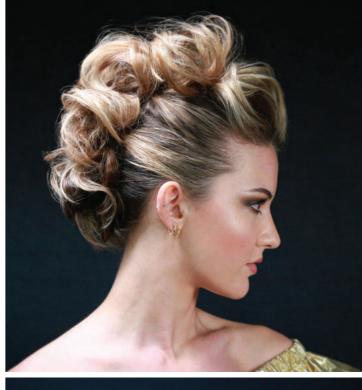


In response to increasing demand for virtual learning, Patrick has decided that one of the ways he can interact live with hairdressers around the world is to connect via Zoom webinars.

Patrick has created a two-hour look & learn step-by-step long hair programme aimed at all hairdressing skill levels where he shares six beautiful styles that will give hairdressers the foundations to create many different dimensions to their long hair work.

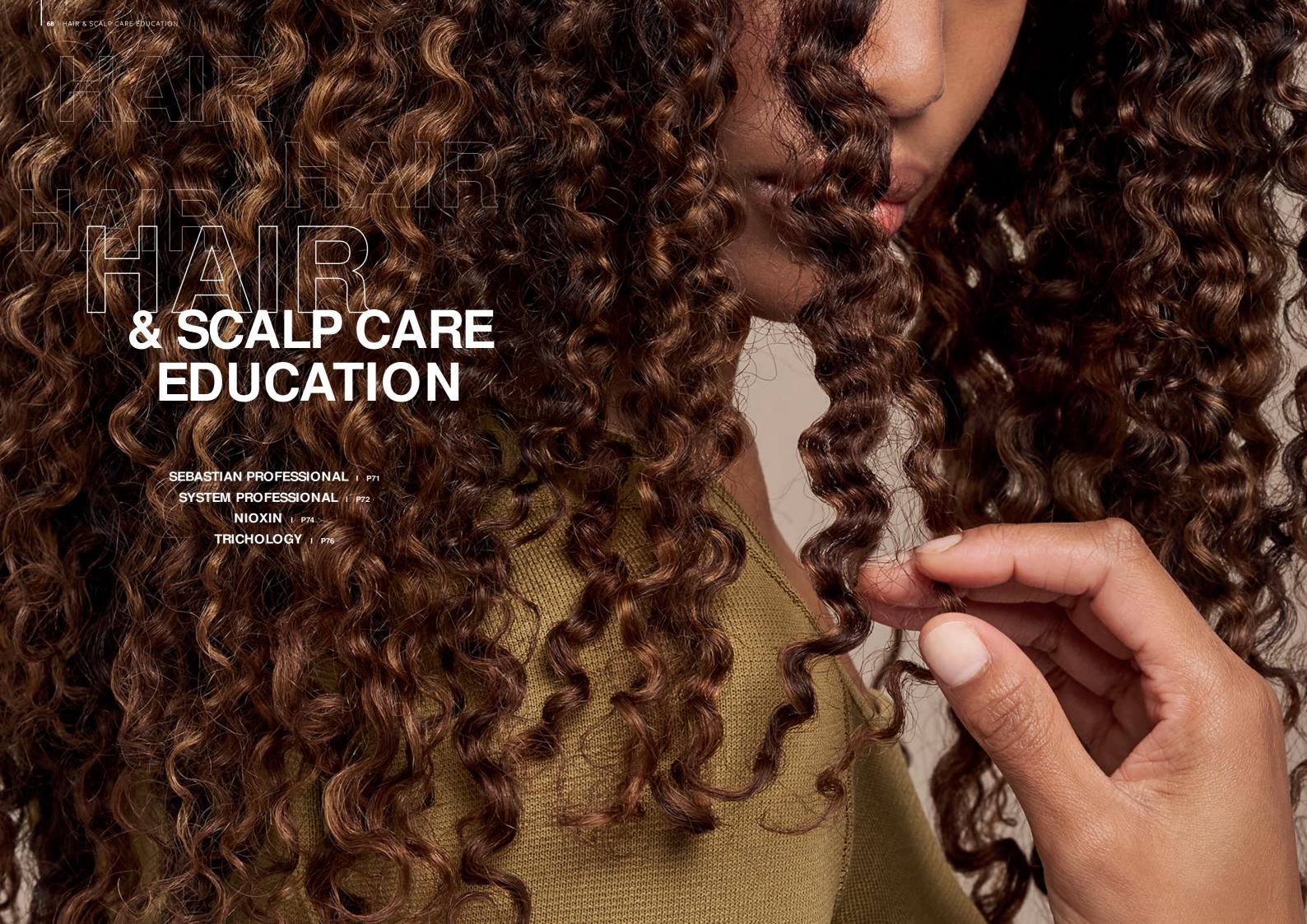
 $\textbf{FOR FURTHER DETAILS}, please \ contact \ \textbf{Info@accesslonghair.com}$ 

Please note we are unable to accept Wella MyEducation Fund for Patrick Cameron courses.

















THE KEY TO RETAIL LIES WITH GREAT PRODUCT CONSULTATIONS. A LITTLE EFFORT AND SOME EXPERT GUIDANCE... AND ONCE YOU'VE UNLOCKED THE SECRET, YOU'LL NEVER LOOK BACK!

Retail education from Wella Professionals is about arming your team with the knowledge and know-how that's needed to successfully grow your retail sales, whether you're an independent stylist, salon stylist or business owner.

WE OFFER A COMPLETE 360-DEGREE APPROACH TO RETAIL EDUCATION, ALLOWING YOU TO EXPLORE THE **OPPORTUNITIES SURROUNDING** SALON TREATMENTS AND HOME CARE, AND LEARN HOW TO RECOMMEND PERSONALISED HAIR CARE SOLUTIONS TO EACH AND EVERY CLIENT.

Come and explore our exciting portfolio of care education, which includes bite-sized digital classes, in-depth online learning and in-salon training. We're confident our retail support will be exactly what you need to grow this valuable revenue stream and ultimately ensure you're offering the best possible service.

Head to pages 71-75 for details on our wide range of education covering Sebastian, Nioxin and System Professional. This includes a choice of digital and studio options, ranging from 45-minute 'virtual classrooms' to intensive three-day programmes where you can become an expert in a specific brand. Whatever time your schedule allows, our retail education will be time well spent and will arm you with the knowledge and skills to maximise any retail opportunity.



ELEMENTS

For more information on other Wella Professionals care brands, including Invigo, Elements and EIMI, look out for updates on education.wella.com

COLOR





### SEBASTIAN

AS ONE OF THE EDGIEST HAIR BRANDS, SEBASTIAN PROFESSIONAL EDUCATION IS SHAKING THINGS UP!

WE DO HAIR, BUSINESS, AND **EDUCATION DIFFERENTLY.** 

#### NEW for 2023!

## INTRO TO SEBASTIAN



DISCOVERY



TIME 45 MINS



COMPLIMENTARY



COURSE TYPE THEORY

A 45-minute digital class, delivered live by a Wella Educator via Zoom, introducing you to the full Sebastian Professionals range of care and styling Learn about the unique Sebastian philosophy and brand story, together with the technology, benefits and uses of each product, and which styling products have gained cult status amongst fans.

#### **SEBASTIAN PROFESSIONAL CREATIVE ARTISTS UK & IRELAND**



#### **DOM CAPEL**

O DOMCAPEL

Dom's career is inspired and supported by his passion for hairdressing. Dom is a Creative Director, Session Hairdresser, and Sebastian Professional Ambassador in addition to working with his wife in their salon, Lara Johnson Lifestyle.



#### **ANGELO VALLILLO**

MANGELOVALLILLO

Angelo's passion is to get the industry the recognition it deserves and make it cool again. Angelo has travelled the world educating on Sebastian Professional, working on shows and our latest global collections with Shay Dempsey.



#### **RICHARD WINDLE**

PALEFOUNTAIN

Richard joined the Sebastian Professional Advocate Programme over 25 years ago and is at the forefront of the brand's innovation. He shares his expertise with stylists on in-salon seminars, cut & style courses, international education and shows.

### NO. BREAKER BY SEBASTIAN

Hybrid hair bonding treatment and styling leave-in spray, resulting in up to 99% less breakage in 1 application.

\*vs non-conditioning shampoo



#### LOOKING FOR CUTTING AND STYLING **COURSES THAT PUSH BOUNDARIES?**

Check out P62-63 for our ground-breaking Sebastian Professionals courses, delivered at the Wella Studios by Sebastian Creative Artists.







# INTRO TO SYSTEM PROFESSIONAL



## DISCOVERY



TIME 45 MINS



LOCATION VIRTUAL CLASSROOM



A 45-minute digital class delivered live by a Wella Educator via Zoom, which introduces you to the entire System Professional product range, enabling you to begin growing your client's average spend with this premium retail and treatment opportunity.

#### YOU WILL LEARN:

- An overview of the range
- The technology, benefits, and uses of each product family.
- · How to perform the in-salon treatments.

# ENERGY EXPERIENCE



## LEVEL ESSENTIAL



TIME 1 DAY











Start your journey to becoming a System care expert, beginning with the LipidCode™ diagnosis, our Wella-designed hair and scalp analysis method. By using this scientific method to discover your client's unique profile, you will be able to prescribe fully-customised treatments and home care systems. This seminar takes you to the true core of the System Professional transformation.

#### **LEARN HOW TO:**

- Perform the LipidCode™ diagnosis.
- Build your client's profile.
- Prescribe a personalised programme based on the profile, which will transform your client's hair.

Unlock your full retail business potential with

this three-day intensive course, designed to

elevate your understanding and knowledge

of the brand to an expert level. During your

technology of ingredients and their benefits,

myth-busting information, and building a prescriptive in-salon & at-home care regime.

The programme includes an inspirational

practical workshop with Charlie Taylor.

who will showcase how to incorporate

System Professional into every part of your

customer's journey, as well as her business-

building top tips and techniques, helping

you elevate your entire salon business.

three days, you will discover advanced

hair and scalp analysis, the science and

# TREATMENT TRANSFORMATION



**ESSENTIAL** 











systemprofessional.com

In this immersive, hands-on session, you will discover ways to transform any client's hair and scalp with individual System Professional treatment solutions. You will also explore ways to enhance the client experience through specific shampooing and massage techniques that can relax, energise, or detoxify. Implement these practices within your salon, and your client retention and referrals will skyrocket.

#### **EXPECT TO:**

- Learn how to build and prescribe specific treatment solutions.
- Gain specific System Professional shampooing and massage techniques.
- Understand how to leverage the client experience to boost your retention.

## CAREOLOGIST

Featuring Charlie Taylor



ADVANCED



FEATURING WELLA ARTIST



TIME 3 DAYS



LOCATION LONDON MANCHESTER

**EDINBURGH** 

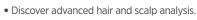


COURSE TYPE THEORY DEMO PRACTICAL

DUBLIN



**GET READY TO:** 



• Learn the science and technology of ingredients and their benefits. • Build a prescriptive in-salon & at-home

- care regime. • Get hands-on with the perfect System Professional service.
- Elevate your entire salon business by improving your client experience.





**f** @SPSystemProfessional



SPSystemProfessional



NIOXIN

## **EDUCATION JOURNEY**







PRICE (Excl. VAT) COMPLIMENTARY



COURSE TYPE THEORY

## INTRO TO NIOXIN

A 45-minute digital class delivered live by a Wella Educator via Zoom, which introduces you to the NIOXIN product family and the "3 D's" concept upon which the range is built. Learn about the six different NIOXIN systems and who they're designed for, as well as the hero products that have gained cult status.

**GET READY TO:** 

· Gain an understanding of the heritage of the NIOXIN brand.

NEW for 2023!

- The key principles of consultation and assessing thinning hair.
- Learn the full line-up of the NIOXIN product portfolio.
- Delve into the NIOXIN technologies.

## ESSENTIAL







MANCHESTER DUBLIN **EDINBURGH** 



COURSE TYPE THEORY PRACTICAL



## EXPERIENCE AND ENABLE

A one-day course for anyone who is already using NIOXIN and wants to expand their knowledge and drive in-salon specialist services. This course is designed to help grow your salon business by exploring NIOXIN's advanced therapies whilst taking a deeper dive into understanding the impact of thinning hair on the customer. This course will cover advanced scalp analysis, in-depth consultation skills, and expand your service offerings with prescriptive treatment rituals and targeted homecare regimes.

#### WHAT WILL YOU LEARN?

- · Further your knowledge of thinning hair and the biology of hair and scalp.
- Learn skills to integrate a full NIOXIN service offer and grow your business by changing lives.
- Introduce specialist treatments as part of your client's daily routine.
- Make NIOXIN the key business driver for care in your salon.

## ADVANCED

















PRACTICAL MODEL

## **NIOLOGIST**

Featuring Kay McIntyre, NIOXIN UK & Ireland Ambassador

NEW for 2023!

three-day intensive course designed to elevate your understanding and knowledge of the brand to an expert level. During your three days, you will discover advanced hair and scalp analysis, the science and technology of ingredients and their benefits, myth-busting information, and building a prescriptive in-salon & at-home care regime. The programme includes an inspirational, practical workshop with Nioxin UK & Ireland Ambassador Kay McIntyre, featuring her top tips and tricks. You will get the chance to learn and

Unlock your full retail business potential with this

### WHAT WILL YOU LEARN?

- Learn the key principles and techniques of colouring, cutting and styling thinning hair.
- Discover the skills to become a consultant, delivering expert advice to thinning hair clients.
- Practice cutting and styling techniques for thinning hair to create a thicker, fuller look for each client.
- Develop an understanding of the psychological impact of thinning hair.



practice how to achieve fuller, thicker-looking

hair for your clients with in-salon services.









## THE FASCINATING WORLD OF RICHOLOGY



## ADVANCED HAIR & SCAILP



LEVEL ADVANCED











#### Presented by the Institute of Trichology

Are you interested in bridging the gap between your current knowledge of the hair and scalp and the in-depth world of trichology? If so, this is the perfect course for you. Gain a deeper understanding of the scalp and hair, its foundations, functions, and structure through the eyes of a Trichologist. In this one-day advanced course, delivered by the Institute of Trichology, you will dive deep into the role of the scalp and its relation to our hair's growth.

This course is certified CPD education accredited by the Institute of Trichology, and customers will receive an Institute of Trichology Certificate as part of the course.

#### **GET READY TO:**

- Explore the hair's growth cycle and factors which can impact its performance.
- Examine the scalp microbiome.
- Review the importance of maintaining a healthy balance.
- Discuss some common hair and scalp disorders.
- Practice the use of key NIOXIN treatments to treat scalp and hair care concerns.

#### ISIT FOR YOU?

If you're an experienced hairdresser interested in developing your knowledge in this area, this course will give you a brand new skill set to utilise in everyday salon work.



ADVANCED



1 DAY





LOCATION LONDON MANCHESTER DUBLIN



COURSE TYPE
THEORY DEMO PRACTICAL



PRACTICAL MODEL

#### Presented by globally renowned Trichologist Mark Blake MIT. IAT. WTS.

Did you know that half of all clients are suffering from some form of thinning hair or hair loss? That's a whopping 50% of people sitting in your chair who need advice, but do you know how to support them?

The Fascinating World of Trichology course is guaranteed to be one of the most interesting courses you will have ever been on! Giving you an eye-opening insight into hair nutrition, medications, and surgical procedures, it gives you the confidence to help your clients restore their healthy locks.

This one-day course will add a new facet to your hairdressing services and give you a valuable point of difference that makes you stand out from your competitors.

#### **BE PREPARED TO:**

- Discover the most common hair myths and how you can debunk them for your clients.
- Understand the impact nutrition, illness and medication can have on hair.
- Find out about the root causes of thinning hair, and male and female hair loss.
- Learn about hair transplants, laser caps, PRP and scalp micro-pigmentation.
- Understand ways to identify clients' underlying issues and how to tackle them.

#### IS IT FOR YOU?

As a professional hairdresser who wants to be able to give your clients the best possible advice and help build their trust, this is the ultimate course for you.



#### MARK BLAKE

Successful Salon Owner and internationally renowned trichologist, Mark is highly skilled at identifying and treating the underlying causes of often distressing issues such as hair thinning and hair loss.



CARE FOR YOUR HAIR **ACT FOR THE PLANET** 

weDo/ Professional is an eco-ethical haircare line that nurtures hair and makes it soft, touchable and beautifully healthy-looking. Products are Vegan Society certified, with recyclable packaging. They have been designed with professional performance in mind, with a minimalist approach, keeping only what's necessary to deliver the benefits. Some products are hybrids and can also be used on the body!



ingredients



Made with recycled material & recyclable



**Designed without** sulphates2, silicones, artificial dyes

Natural origin



**Professional** performance



Fighting ocean plastic1 with every sale



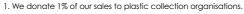
wedoact







weDo Professional



- 2. Sulphates only relevant for shampoo
- 3. From 86% to 99.7% natural origin, depending on products.

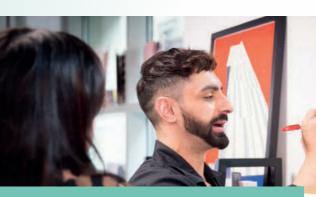




# **BUSINESS EDUCATION**

BUILT FOR YOU

At Wella, we're committed to helping you achieve your business goals. That's why we offer opportunities and experiences for all – from expert-level courses and events for Salon Owners, to seminars and digital classes for your team. Our business education will support you in building success from the ground up.



## STUDIO COURSES

TOPICAL
CONTENT



DIGITAL SEMINARS



I really enjoyed my first Business Network Live event. All of the speakers delivered some form of inspiration, both professionally and personally. The networking was fantastic and a great opportunity to learn and share new ideas with our peers. It will become a must-attend event in my annual calendar.

DOM CAPEL, LARA JOHNSON LIFESTYLE.



#### **RED BUSINESS NETWORK LIVE**

BNL is a one-of-a-kind networking event that brings together over 200 owners and managers for an energetic two-day programme of inspirational content from motivational speakers and celebrities. Little wonder it sells out every year with a strong majority of returning attendees - if you know, you know!

2023 is a special year for BNL. Not only are we celebrating its 25th anniversary, but we are also marking the first year that BNL is part of the Wella RED Partnership Programme!

Early booking is essential; nd out more at wella.com/bnl



## BUSINESS COURSES IN THE WELLA STUDIOS

We offer a wide range of face-to-face business courses in the Wella Studios. Delivered by our Business Gurus, everyone from newly promoted Salon Managers to seasoned Salon Owners will find a seminar to suit, from one-day courses on pricing strategies and self-development to our eight-day Wella Business Expert programme (formerly MBP). So book it, join us, and then watch your business grow!

See P84-89 for details; for our 20% discounted 'Business Builder' package, see P88.







## DIGITAL BUSINESS SEMINARS: POWER UP YOUR BUSINESS AND LEARN LOUNGES

Small but mighty, our bitesize digital classes deliver essential content in a short space of time. Our **Power Up Your Business Together** course, curated for Business Owners, covers all the key business topics: pricing, KPIs, profitability, retention and more. Or, aimed at salon team members, Learn Lounges are free of charge and focus on business-building in the salon: maximising column profitability through express colour techniques and new initiatives.

See available dates and more information on education. wella.com by typing 'power up' or 'learn lounge' into the search box.



#### **COUNT ON WELLA**

Always at the heart of the industry, Wella Professionals has launched its Count On Wella campaign. Salons and hairdressers can tap into the expertise of Wella family Ambassadors and Passionistas, who will share advice on subjects such as tackling rising costs, implementing price increases, and the cost-of-living crisis.

The first instalment of the campaign featured Fergal Doyle and Gary Corcoran, who gave money-saving tips to help you whilst salon costs are rising.

Keep your eyes peeled for further Count On Wella content by following @WellaProfessionalsUKI and #CountOnWella



## EXCLUSIVE BUSINESS EDUCATION & EVENTS

New for 2023, we are providing our most loyal customers with the opportunity to gain access to exclusive business education courses and community events.

Designed for Business Owners, the education includes intimate face-to-face courses with Business Gurus, and interactive digital seminars on key business topics that will support you in driving your business forward. Designed to unite our Wella family, our exclusive events calendar will see you travel around the UK, Ireland, and the world – learning, connecting, and living life to the max!

See P92-93 for further details

## MEET OUR BUSINESS GURUS

# & INDUSTRY EXPERTS

Learn from our business gurus who have been there, seen the challenges that salons face and developed the tried-and-tested solutions to overcome them.

Whether you're looking for a happier, more productive team, a more effective front of house, marketing strategies that entice new clients, or want to open another salon, these industry experts have the experience, proven results, and strategies to help you.



#### CLIVE COLLII

#### hobsalons.com

Clive is an award-winning Salon Owner, a fantastic motivational leader and an expert in business education at HOB Academy. Clive presents the Wella Colour Expert (formerly MCP) Business Owner's Day.



#### COLLETTE OSBOURNE

#### facebook.com/groups/SalonOwnersUnited/

Collette entered the hair and beauty industry as a hairdresser and Salon Owner after spending 20 years working in corporate finance. Her wide-ranging experience at a senior level boasts BHBA and many business awards from outside the industry.



#### HAYLEY JEPSON

#### theresilienthairdresser.co.uk

Hayley is a hairdresser turned psychotherapist who is making meaningful changes in the industry by empowering hairdressers to avoid stress, anxiety and burnout via her platform, The Resilient Hairdresser. Hayley presents Manage Your Mood, which is a new course for 2023.



#### LIZ M CKEO

#### lizmckeon.co

Liz is the co-presenter of the £200 Salon
Turnaround TV programme and author with more
than 35 years of experience in hair and beauty.
Liz will ignite your passion and excitement for
running a salon, presenting Retail, Refer, Rebook,
and the Wella Business Expert Programme.



#### MICHAEL VAN CLARKE

#### vanclarke.co

Michael has more than 35 years of experience and is skilled at taking a new and innovative approach to business. Get insights from Michael's award-winning formulas at his highly inspiring Salon Business day.



## RAYMOND BOTTON

#### mysalonmanager.co

Simon and Raymond have a wealth of experience growing successful and profitable hair salons. As the founders of MySalonManager, they provide training and support to enable Salon Owners and Managers to run their salons more effectively.

# POWER UP YOUR BUSINESS TO GETHER

#### Presented by Simon Harris and Raymond Bottone

Are you looking to sharpen your business acumen and delve into the detail of the pillars to success?

Power Up Your Business Together is an interactive series of online courses delivered over three days in 2-hour sessions hosted by industry experts and founders of MySalonManager. They will share strategies that will help you create the correct level of pricing, set clear key performance indicators, and understand the demands of your business and the delicacies of a team.

Plus, a personalised 1-hour salon review with MySalonManager!

LEVEL EXPERT

3 DAYS

FEATURING BUSINESS

#### **TOPICS COVERED:**

- Setting Prices for Success.
- Pricing, Targets and Pay.
- Drive Your Business.
- Boost Your Profit.
- Managing Team Performance.
- Team Retention.

#### INTERESTED?

Please contact your Wella Account Manager for more details or look out for further information on Instagram @WellaProfessionalsUKI



# INFLUENCE YOUR COLOUR BUSINESS



LEVEL ESSENTIAL









#### Presented by The Wella Education Team

Your colour business can generate significant financial returns, but only if you get it right. How much energy have you given your colour business to ensure it is maximised? Developing a colour business that evolves constantly but is also resilient to market trends isn't easy.

This course has been designed to help guide you through key benchmarks and strategies to make this a reality. It will show you the industry data relevant for growth and how to implement sustainable changes in your colour business to ensure it is future-proofed and profitable for years to come.

#### YOU WILL:

- Look at the important figures that will ensure your colour business is growing in the right direction.
- Explore client retention, growth and gain.
- Look at ways to recruit and engage a committed team.
- Examine stock costs, pricing and profit margins.
- Understand how social media and online marketing can effectively contribute to your business.

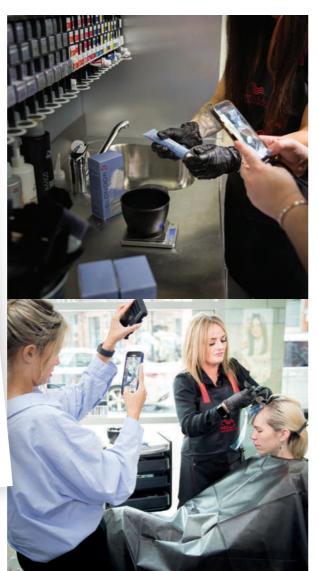
#### IS IT FOR YOU?

If you are a Salon Owner, Manager, or responsible for the colour division, then this is for you.

## SAVE 20% BY BOOKING as part of the Business Builder Specialist Programme.

SEE P18-19 FOR DETAILS!









NEW for 2023!

## NEW for 2023! RETAIL, REFER











DUBLIN

MANCHESTER

PRICE (Excl. VAT)

£160/ €190



#### Presented by Liz McKeon

Who doesn't want to build their column increase their average client spend and be a major financial asset to their salon? Liz McKeon's tried and tested methods to ensure you become a key contributor to your salon business are not to be missed. When was the last time you thought about the words you use when speaking with clients and the importance of using the right language to sell retail, get them rebooked and ensure you're maximising every opportunity? This course will arm you with the knowledge you need to do precisely that.

#### **GET READY TO:**

- Gain practical, easy-to-implement techniques, which will result in fast positive results.
- Learn how to make more money from fewer clients coming back more often.
- Combine classroom content with practical exercises, resulting in plans to put into practice immediately when returning to the salon floor.
- · Learn the importance of providing outstanding customer service and how it equates to increased client spend.

### ISIT FOR YOU?

This course is designed for Stylists, front of house, Managers and anyone responsible for retailing, referring and rebooking!

## Presented by Simon Harris



ADVANCED



GURU



TIME 1 DAY







Everyone is in business to make a profit, but are you making a healthy, realistic profit that ensures commercial success? Let's talk about the finer details of your salon price list. Price positioning in a salon can be challenging, and getting it right is crucial for success. This course will give you clarity on setting the right price strategy and ensure that every service delivers the profit that you need.

#### **GET WILL:**

- Explore how to use your pricing strategy to upsell additional services.
- Use your prices to set motivating targets to incentivise, reward and retain stylists. • Learn how frequently you should
- review your prices and how to increase them. • Discover the finite dos and don'ts
- of salon pricing. • Take a deep dive into designing a price list that attracts clients and ensures business success.

#### ISIT FOR YOU?

Owners, Managers and Business Managers will benefit immensely from this one-day advanced course.

SAVE 20% BY BOOKING as part of the Business Builder Specialist Programme – see P18-19 for details

# **SQUAD**GOALS















#### **Presented by Simon Harris**

There's managing a team, and there's coaching a team that excels beyond your wildest dreams. Maximising the performance of any salon team takes carefully honed skills. This one-day course is aimed at Salon Owners and Managers and explores setting realistic targets across the whole business to get maximum results for the whole team. It covers career path development and the importance of rewarding exceptional performance.

#### YOU WILL:

- How to plan and run performance reviews.
- Planning, preparing and delivering the perfect appraisal.
- How to gain accountability from everyone in the business and how to deal with poor performance.
- How to create a culture of consequential management.

#### IS IT FOR YOU?

This is perfect for all Managers, Team Leaders and Business Owners who are responsible for a team.

SAVE 20% BY BOOKING as part of the Business Builder Specialist Programme.

SEE P18-19 FOR DETAILS!









NEW for 2023!

ADVANCED

£€ PRICE (Excl. VAT) £295/ €350

LOCATION LONDON

DUBLIN

COURSE TYPE THEORY

MANCHESTER

TIME 2 DAYS

# EDUCATE WITH

NEW for 2023!

# SETTHE



LEVEL ADVANCED



1 DAY



LOCATION LONDON

DUBLIN



COURSE TYPE THEORY

MANCHESTER

## AGE

Deliver an Oscar-worthy performance when you take to the stage! Capturing an audience and having them truly embrace your content doesn't come naturally to everyone. Set the Stage will help you polish your presentation skills, whether your goal is to improve engagement in your team meetings or to build your confidence on an international stage.

Presented by the Wella Education Team

#### **GET READY TO:**

- Embrace both online and face-to-face presenting.
- Explore how you can present yourself more effectively in meetings.
- Understand how to grab your audience's attention and deliver your message articulately and clearly.
- Improve your overall stage presence.

### IS IT FOR YOU?

This course is designed for educators, trainers, meeting leaders and anyone who needs to deliver presentations as part of their role. If you want to present the very best version of yourself, this course is a must.

#### Presented by the Wella Education Team

You never forget a great teacher, but being an inspiring educator for your team or a wider audience takes a whole new set of skills. So how do you capture your students' imagination, motivate them, and grab their attention through education? **Educate With Excellence** will equip you with the skills you need to create your education programme and then deliver it with confidence.

#### **YOU WILL:**

- Learn how to correctly prepare your education content and discover the crucial steps to delivering it.
- Understand the best presentation style that works for you.
- Delve into the importance of planning and prepping your education to create a format that delivers.
- Understand how to manage your audience responses, adapt your teaching methods, and maximise their engagement.

## IS IT FOR YOU?

If you're currently educating in a salon, on the stage, or as a lecturer in any capacity, this is for you.

**SAVE 20% BY BOOKING** as part of the **Expert Trainer Specialist Programme** – see P18-19 for details!

# SPECIALIST BUSINESS PROGRAM MES

Whether you're a new Salon Owner or an experienced business veteran, there is always more to learn in the art of business development. This choice of two specialist programmes covers all the fundamentals of running a successful salon business and will guide you in kickstarting your growth plan - whilst saving you 20%!

#### **NEW for 2023!**





TIME 3.5 DAYS





COURSE TYPE THEORY

## **INFLUENCE YOUR**

THE PRICE IS RIGHT

RETAIL, REFER,

**SQUAD** 

Developing a colour business that evolves constantly but is also resilient to market trends isn't easy. This course has been designed to help guide you through critical benchmarks and strategies to make this a reality.

1 day

Price positioning in a salon can be challenging, and getting it right is crucial for success. This course will give you clarity on setting the right price strategy and ensure that every service delivers the profit that you need. 1 day

Who doesn't want to build their column, increase their average client spend and be a major financial asset to their salon? This course will arm you with the knowledge you need to do precisely that.

0.5 days

There's managing a team, and there's coaching a team that excels beyond your wildest dreams. This course explores setting realistic targets to get maximum results, career path development and the importance of rewarding exceptional performance.

1 day

#### NEW for 2023!



**EDUCATE WITH** 















Capturing an audience and having them truly embrace your content doesn't come naturally to everyone. Set the Stage will help you polish your presentation skills, whether your goal is to improve engagement in your team meetings or to build your confidence on an international stage.

1 day

How do you capture your students' imagination, motivate them and grab their attention through education? Educate With Excellence will equip you with the skills you need to create your education programme and then deliver it with confidence.

2 days

#### NEW for 2023!

## **MANAGE YOUR**

















#### Presented by Hayley Jepson

The most important person in your business is you. But how much time have you invested in yourself? Be inspired and ready to tackle any challenges that come your way with this one-day workshop presented by business coach Hayley Jepson.

Discover how to manage your mood and focus on the foundations to build your self-esteem so that everything else falls into place. This journey of self-development will put strategies in place to endure the highs and lows of being a busy hairdresser. Understand how to build balance and increase your mental health awareness to help deal with all aspects of salon life.

#### **GET READY TO LEARN:**

- How to harness and seek out the good to manage your mood.
- How to create a positive culture in your salon.
- The importance of looking after yourself and the effect your behaviour can have on those around you.
- What lifts you up and brings you down at work.

#### ISIT FOR YOU?

This workshop is suitable for the whole salon team, from Assistants to Managers and front of house.





Request a bespoke tailor-made education session with any of our business gurus and industry experts in one of our Wella Studios

Wella World Studio London +44 203 650 4700

Wella Studio Manchester & Wella Studio Edinburgh **+44 161 834 2645** 

Wella Studio Dublin **+353 1 416 0900** 

# WELLA BUSINESS EXPERT PROGRAMME















#### Presented by Liz McKeon

This comprehensive business programme is aimed at Salon Owners who are highly motivated to either expand their salon business or elevate it to a higher level. It's designed to assist you in truly scaling up your business to optimum efficiency and capability, reaching your full potential as an entrepreneur, and improving your work/ life balance. Business guru, Liz McKeon uses a consultative and coaching approach that allows you to bring along and develop your own business plan under her expert guidance, drawing on her experience of real situations and results.

Please note that this is an Expert level course designed for Owners of established salons or salon groups wishing to work towards ambitious goals. Therefore, we will ask all interested attendees to undergo a short application process to determine whether this course is right for you.

#### **GET READY TO:**

- Learn the five business pillars upon which to build your development plans.
- Create a 90-day action plan to achieve your goals.
- Shift from limiting self-beliefs to empowering self-beliefs.

Liz has given me the toolkit, the knowledge and the motivation to feel confident going back to the salon and managing my team and taking my salon to the next level. But the biggest benefit for me was networking with other salon owners, realising that we're not on our own and that other salon owners think the same and are very like-minded. That was priceless for me.

JANINE O'CALLAGHAN | Spirit Hair Team

This course has been amazing to build up my salon the way I want it to be built. It's given me loads of ideas, techniques, and the confidence to do that. I would definitely recommend this course to get insight into how you can make your salon so successful and achieve what you want to achieve as a Salon Owner.

LYNSEY ROBSON | Jo Anderson

#### • Create an entrepreneur checklist.

- Learn the art of self-care.
- Analyse your management strengths and weaknesses.
- Evaluate best practices for pricing services and products.
- Maximise your Christmas trade and reduce seasonality.
- Identify and utilise your competitive advantage and your unique selling point.
- Execute a 12-month marketing plan.

#### IS IT FOR YOU?

If you're a successful Salon Owner with the drive and determination to achieve more but need help to identify and reach your business's full potential, apply now, and become one of our Wella Business Expert graduates.



The biggest takeaway for me is the motivation you get on the course and from all the other business owners sharing their experiences.

VITINA SEMINARA | Soul Hair

# SALON BUSINESS DAY







LEVEL **EXPERT** 







PRICE (Excl. VAT)



LOCATION
ON DEMAND



THEORY

#### Presented by Michael Van Clarke and exclusive to the UK

Michael Van Clarke's Marylebone salon is renowned for its creative approach to business. With 35 years of experience, Michael has been at the forefront of numerous innovations.

Salon Business Day with Michael Van Clarke will give you insight into his salon's success, as well as tips and advice that can be easily and effectively implemented in your business.

#### YOU WILL:

- Learn the MVC ethos and culture as well as the foundation success principles.
- Discover the secrets of client loyalty.
- Understand how to run your salon more profitably, more smoothly and with more fun.
- Establish the skill of self-leadership and leading

and explore the future of hairdressing.

- Discover Michael's new and exciting innovations

#### IS IT FOR YOU?

It's ideal for Salon Owners, Managers and Senior Stylists who want to do things differently.

For more information, please contact Louise on +44 207 224 3123 or email louise@vanclarke.com.

Please note we are unable to accept Wella MyEducation Fund on this course.



Wella RED is a new and exclusive partnership programme for salons, focusing on three key pillars:

NETWORKING BREAKFASTS EARLY EVENT ACCESS

# COMMUNITY

EDUCATION
TO INSPIRE BUSINES
TOOL

BUSINESS RETREATS

INDUSTRY RESOURCES REWARDS

EXCLUSIVE BUSINES CONTENT

REWARDS SCHEME



## **A UNITED COMMUNITY**

At Wella, we put people first. The RED partnership programme has been designed to unite our community across the UK and Ireland, through inspirational regional, national and international networking events where you can interact, connect, benefit and learn from each other.

### **EXCLUSIVE FDUCATION**

Through Wella RED, you will gain access to exclusive, high-quality education programmes delivered face-to-face and digitally by business gurus and industry experts.

## **REDEEM REWARDS**

To reward our top customers, RED provides you with the ability to earn points on your spend with Wella, redeemable on Wella events and a wide range of gifts, tools and experiences which can be used to accelerate business growth and incentivise your team.

Wella RED really does provide money can't buy experiences. To reap the benefits of being a RED member and to become part of this incredible community, please speak to your Account Manager.\*

Visit wellared.com for more information.



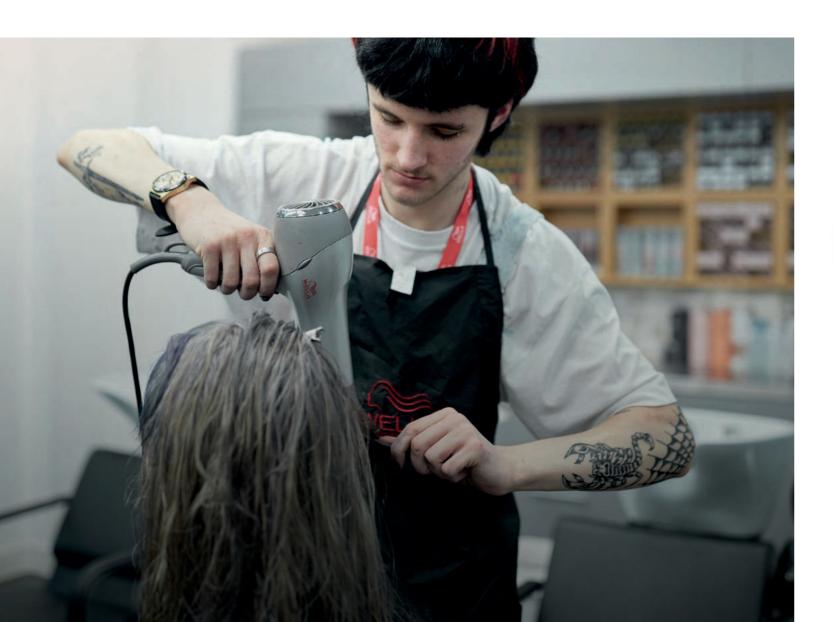


#### **FOR TRAINERS & LECTURERS**

The Wella Studios are here to support you and your students, with a choice of pathways to enhance both your hairdressing and teaching skills.

We have some fantastic options available for lecturers and trainers to develop their knowledge and confidence in teaching. All the time spent at the Wella Studios as part of the **Training Focus** programme counts towards your Continual Personal Development requirement.

Select and book any of the inspirational courses, as listed throughout this book, at our state-of-the-art studios, developing your craft and building your motivation. Or join a student group on our **Training Focus** programme to refresh your knowledge and hone your teaching and presentation skills.



# FOR LEARNERS & APPRENTICES

If you're studying hairdressing at college or working as an apprentice in a salon, give your career and your confidence a major boost by enrolling on one of our fun and enriching courses created just for you.



#### LEVEL ESSENTIAL



1 DAY EACH



PRICE (Excl. VAT)

COMPLIMENTARY

UK; €60 PER DAY



LOCATION
LONDON
MANCHESTER
DUBLIN



COURSE TYPE
THEORY
DEMO

## TRAINING FOCUS 1:

## CLASSIC & FOUNDATION

If you've made a promising start at college and are keen to build on your newfound knowledge, join us for the **Training Focus Classic & Foundation** course.

You'll gain valuable consultation skills, guidance on choosing the correct colour and correct application, as well as build your confidence with retailing and home care.

#### **FOCUSES INCLUDE:**

- Recap on the basic fundamentals.
- Structure, texture, and porosity of the hair.
- The principles of hair colour.
- The Wella numbering system.
- The Wella Professionals colour portfolio.
- Wella application methods.

#### **TRAINING FOCUS 2:**

#### COLOUR CORRECTION

In this next stage, we begin to look at corrective techniques for lightening, darkening or changing the tone of existing coloured hair. Demonstrations will showcase more detailed consultation skills, colour applications and a prescriptive home-care regime. This course is ideal for students who are progressing on to understanding colour change.

#### **TOPICS COVERED:**

- Selecting the correct colour products.
- The action of the products on the hair structure.
- Formulas for lightening and darkening.
- Corrective techniques and usage of Colour Renew.
- A detailed look at the lightening curve and the colour circle.

#### **TRAINING FOCUS 3:**

## CREATIVE FASHION FOCUS

This course is for advanced level students who have an understanding of fundamental colour and are ready to proceed onto creative hair colouring. The focus is on creative trends and micro-trends with demonstrations showcasing creative techniques. If you're ready to begin pushing your artistic boundaries to the next level, this course is for you!

## : THE DAY WILL INCLUDE:

- A look at current colour trends and how to create them.
- The emergence of micro-trends.
- How trends can be interpreted into salon-friendly looks.
- Creative application techniques.
- Correct colour product selection to produce vibrant results.

#### IS IT FOR YOU?

If you want to kick-start your hairdressing career and deepen your knowledge within the inspiring Wella Studio environment, the **Training Focus** course days are just what you need.







## **SUMMER**

#### **FOR LEARNERS & APPRENTICES**

When school's out for summer, how are you going to get your hairdressing fix and keep your skills fresh? It's time for Wella Summer School.

Choose from either **Summer School Colour** or Summer School Cutting, where you will spend four exhilarating days at the Wella Studios reinforcing your basic knowledge, accelerating your learning, and taking your training to a sensational new level.

Please note that the course price includes the purchase of a high-quality, real hair headblock for students to use throughout their course and take home afterwards. Headblocks will be given to you on arrival at the studio.







ESSENTIAL







COURSE TYPE THEORY





HEADBLOCK

#### SUMMER SCHOOL COLOUR

#### YOU WILL LEARN:

#### **Day 1:**

In-depth colour choice and consultation.

**Day 2:** 

Correcting hair colour and formulas.

**Day 3:** 

Quick balayage and colour techniques.

Day 4:

Creative colour mixing.

#### IS IT FOR YOU?

Whether you're a student studying hairdressing at college or you're currently a salon apprentice, this course will ignite a life-long passion for colour.

#### SUMMER SCHOOL CUTTING

#### **GET READY TO LEARN:**

### **Day 1:**

Long hair cutting line.

**Day 2:** 

Classic long layers, blowdrying and styling.

**Day 3:** 

Classic bob above the shoulder with graduation.

Day 4:

Short, layered cutting and finishing.

#### IS IT FOR YOU?

This course is ideal for you if you want to cement your existing knowledge and take your cutting skills to the next level.

## **COLLEGE SUPPORT FOR A BRIGHTER**

WE ARE PROUD TO SUPPORT COLLEGES ACROSS THE UK AND IRELAND BY SHARING THE KNOWLEDGE AND CREATIVITY OF **OUR TALENTED WELLA ARTISTS.** 

If you are looking for new ways to develop and stir up some creative passion, this force of inspirational talent is ready to impart knowledge and ambition to college students! By bringing in top industry talent to your college, you will keep your students motivated, inspired and committed to their learning.

### **INTERESTED?**

For more information on costs and availability, contact your Wella Account Manager. Become a Wella college today and you could win £2,000 worth of education.















HERO IS A RESOURCE CENTRE AND A COMMUNITY FOR LECTURERS AND STUDENTS, TO SHARE AND GAIN KNOWLEDGE ON ALL ASPECTS OF EDUCATION IN THE HAIR INDUSTRY.

We believe that by sharing our knowledge we can inspire and grow as an industry; an industry that is driven by passion and creativity. Let's work together and lead our beautiful industry into a new era...

Sign up to discover all online education, resources, the latest news and information. Through our partnership with MW (McDonald Waterfall), we are also excited to offer access to their exclusive online content.



JOIN OUR COMMUNITY!

wellacollegehub.co.uk

#### **GAIN EXCLUSIVE ONLINE ACCESS TO:**

#### WEBINARS

REGULAR WEBINAR UPDATES

#### PRINTABLE RESOURCES

- CONSULTATION FORMSHEAD SHEETSCUTTING DIAGRAMS

- MW FUNDAMENTALS CLIENT CONSULTATION
- TECHNIQUES
- COLOURING TECHNIQUES • LONG HAIR TUTORIALS
- INSPIRATIONBARBERING TECHNIQUES • COACHING

## **FOR LEARNERS**

- HOW-TO VIDEO LIBRARY
  CAREER ADVICE
- COMPETITIONS

#### **REGIONAL VISITS**

**EVENTS & SHOWS** 



## MEET OUR ARTISTS, **EXPERTS AND**

AMBASSAD

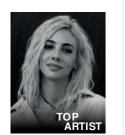
We are proud to partner and be associated with the top hairdressing professionals around the world who are known for their excellence of technique and creative flair. This community of experts support us in shaping the future of the industry, achieving excellence in education across all areas of the craft.



**KERRY** Specialises in: The full

(C) KERRYHAYDENHAIR

male grooming service.



**JORDANNA** Cobella

Passionate about: through education.

O JORDANNACOBELLA

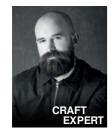


**CLIVE** 

Specialises in: Classic and contemporary cutting

(C) BOONSHAIR

**BOON** 



**STEPHEN** Conrov Hair

Top accolade: TrendVision Award Gold Winner and **BHA Finalist** 

STEPHENAIKENCOLOUR



BRUCE Bruce Masefield Hair

Passionate about: Coaching the creation of beautiful, suitable and well-balanced hair.

BRUCEM ASEFIELDHAIR\_
EDUCATION



Specialises in: Education and staying client relevant.

MARK

Creator Hair

CREATORHAIR



CHARLIE Charlie Taylor Hair and Beauty

Known for: Being one of the first women in the BHA Hall of Fame.

(C) CHARLIETAYLORHAIR



NIKITA Crow Street Collective

Top accolade: Best newcomer at Best of the Best Photographic Awards



**PAUL** Cheynes Hairdressing

Passionate about: Hairdressing, photography and being an integral part of the Cheynes Art Team.

PAUL.CHEYNESHAIR



DAISY Daisy Goord Salon

Specialises in: Blonde transformations and platinum perfection



**FERGAL** Fergal Doyle Hair

Known for: Being an Industry respected hair colourist and stylist, and creating social media content.

FERGALDOYLEHAIR

CRAFT EXPERT

**DYLAN** 

Garage Hair

**DALE** 

HOB Academy

true all-rounder.

Experienced in every aspect

of hairdressing, Dale is a

O DALEHERNE EDUCATOR

AM BASSADOR

**JAMES** 

EARNSHAW

James Earnshaw Hair

Top accolades: BHA

Midlands Hairdresser of

the Year and One Shot

Awards Winner

O JHAIR\_STYLIST

Specialises in: Precision

O DYLANSMITH\_HAIR

cutting with a creative eye



CRAFT EXPERT

EOIN

**WRIGHT** 

**ANDREW** 

Hair by Mane

Service and mentoring

the Wella community

Specialises in: Artistic

O FOUNDATIONHAIRSALON

CHRIS

Flanagans

MULLEN

Specialises in: The full

(C) FLANAGANSBARBERS

**GUSTAV** Gustav Fouche

Specialises in: Bridal, colour and 3-dimensional dry cuts.

GUSTAV\_FOUCHE



**JAKE** 

Passionate about: Predicting, interpreting and executing emerging fashion trends

(C) JAKEUNGER

JOANNE

Joanne O'Neill Hairdressing

Known for: Colour, avant-

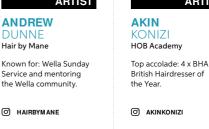
garde and session work



**NESTOR HOB Academy** 

Specialises in: Breaking down and diluting hairdressing to its purest form.

NESTOR.S.G



SEAN

DUNNE

of a haircut.

Specialises in: Teaching

the art and understanding

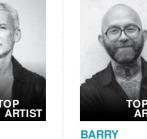
(C) FOUNDATIONHAIRSALON



OLIVE TUCKER LEE

Specialises in: Teaching new creative and evolving techniques.

O OLIVETUCKERLEE



LESLIE

**HUNTER** 

Frances Hunter Hairdressing

Passionate about: Men's

FRANCESHUNTERHAIR

hair and classic cuts.

British Hairdresser of



HOB Academy

and education.

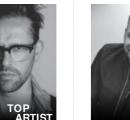
Specialises in: All aspects

of colour, trend predictions

ZARA House of Colour

Top accolade: TrendVision Award Silver and Bronze Winner.

7 ZARAMCINTYREHAIR HOC



**JAYSON** Karbon Kvd

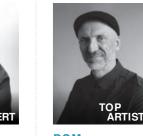
Specialises in: Advanced colouring techniques.



BEN **SUTCLIFFE** KH Hair

Specialises in: Teaching classic men's hairdressing skills especially scissor over comb.

O KHBARBER\_LONG\_EATON



DOM Lara Johnson Lifestyle

Passionate about: Encouraging creative talent through experience, innovation and experimentation



**KAY MCINTYRE** McIntyres Salons

Known as: NIOXIN Ambassador and 3 x BHA Scottish Hairdresser of the Year winner.

MCINTYRESSALONS



**GLENN MCGOLDRICK** Menspire

Passionate about: Men's hair being a fusion of the contemporary hair salon and modern-day barbershop.

G GLENNMCGOLDRICK



NIALL Niall Colgan Hairdressing

Passionate about: Tailoring and customising haircuts to suit the individual needs

(O) NIALLCOLGANHAIRDRESSING



**KIERON FOWLES** Regis

Known for: Session styling, shoots and editorial with celebrities and high-profile clients.

© KJFOWLES



COLIN **MCANDREW** 

Top accolade: BHBA Business Director of the Year.

COLIN\_MEDUSA



**MICHAEL** Michael Gray Hair

Top accolade: The Hair Awards Bridal and Long Hair Expert.

MICHAELGRAYHAIR



**NICKY** Nicky Clarke

Top accolade: Being awarded an OBE.

(C) NICKYCLARKEUK



DANIEL Russell Eaton

Specialises in: Diverse colouring and working commercially and creatively

O DANIELCOUCHHAIR



PATERSON

Top Accolade: BHA Finalist, Wella TrendVision Award Silver Winner and

O PAUL\_MEDUSA

SHARA Winner

**PAUL** 

Medusa



PETER

of the Year.

Medusa

**MELLON** 

Top accolades: SHABA'S

Male Scottish Hairdresser

O PETER\_MEDUSA

MICHELLE

Michelle Thompson Hair

Top accolade: 3 x BHA Afro

Hairdresser of the Year and

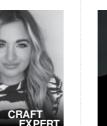
MICHELLETHOMPSONHAIR

Hall of Fame member.

LAMPHANE Michael Van Clarke

Specialises in: Session styling, hair-up and bridal

O LAMPHANE



NIKKI NJUK Hair & Beauty

Specialises in: Hair business. blondes, balayage and precision cutting.

O NIKKICI IFFORD HAIR

**AMBASSADOR** 

Top accolade: 2 x BHA British

Hairdresser of the Year and

President for Fellowship for

British Hairdressing.

© ROBERTJEATON

**ROBERT** 

Russell Eaton



P.Kai Hair

Known for: Being a renowned stylist and top industry photographer.

(C) KAI WAN PKAI HAIR



**LEONARDO** Sanrizz

Specialises in: Precision cutting blended with editorial styling.

O LEONARDORIZZO



**MELISSA TIMPERLEY** Melissa Timperley Salons

Passionate about: Education. creativity, precision cutting. pushing boundaries and creating beautiful genderneutral hair.

MELISSATIMP



**NELSON** Nelson Brown

Known for: Assisting Sam McKnight during Fashion Week in London, Paris and Milan.

O NB.HAIR.EDUCATION



**PATRICK CAMERON** Patrick Cameron

Known for: Being a master of long hair, visionary. innovator and educator.

O PATRICKCAMERONHAIR



**RUDI** RI77C Sanrizz

Passionate about: The craft of cutting hair and the discipline of teaching precision cutting.

O RUDIRIZZO



SHARON Sanrizz

Specialises in: Understanding the importance of having a foundation within your cutting and colouring technique.

(O) SHARONCOXPROFESSIONAL



Specialises in: Creating

long hairdressing.

(C) SIMONHILLHAIR

signature styles, bridal and

SARAH

Sarah Mason Professional

SIMON Sesh Hairdressing

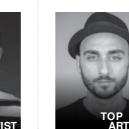
Specialises in: Providing world class education in cutting.

DANIELLE

Sassoon Academy

TOP ARTIST

O DANIELLEHARVEYHAIR

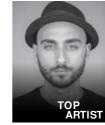


TONI&GUY

Top accolade: Current BHA British Hairdresser of the Year.

COS

(C) COSSAKKASOFFICIAL



DANIELE DE ANGELIS TONI&GUY

Top Accolade: 2 x London Hairdresser of the Year winner.

O DANIELE DEANGELISHAIR



MARIA

Passionate about: Education and sharing her knowledge.

MARIACALLAGHAN\_HAIR



**MARK HAYES** 

**ANGELO** 

of the Year.

EFI

**DAVIES** 

TONI&GUY

© EFIDAVIES

Top Accolade: Globally

renowned as one of the

best braid and hair-up

specialists in the world.

Stil

**VALLILLO** 

Top accolade: TrendVision

Award Gold Winner and 2x

BHA Fastern Hairdresser

ANGELOVALLILLO

Top accolade: 2 x Irish Top accolade: 2 x Fellowship Hairdresser of the Year and Hairdresser of the Year. Irish Icon Hall of Fame.

(O) SARAHMASONCREATIVE (C) MARKHSASSOON



**EDWARD** DARLEY Sassoon Academy

Specialises in: Developing key colour trends for the Sassoon Academy and Sassoon collections.

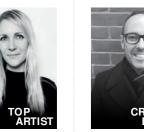
(O) SASSOONACADEMYOFFICIAL



GARETH **VANCE** Sassoon Academy

Specialises in: Developing and sharing precision techniques with a modern effortless aesthetic.

G GARETHVANCE1



**CHRISTEL** 

Top accolade: 3 x BHA Colour



**BARRON-HOUGH** 

Technician of the Year.

(O) CHRISTELBARRONHOUGH



#### **FRANCESCO FONTANA** TONI&GUY

Known for: Unique blend of unparalleled colouring skills and ambition to push boundaries.

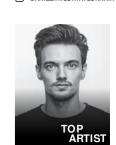
FRANCESCOFONTANA74



Taylor Taylor Hair

Passionate about: Working with graphic shapes, creative cutting and restyling.

(O) DANIELTAYLORTAYLORHAIR



## JON TONI&GUY

Top accolade: BHA North Western Hairdresser of

O JONWILSDON



STUART MATUSKA TONI&GUY

Top Accolade: BHA Colour Technician of the Year finalist.

STUARTMATUSKA\_COLOUR



TONI&GUY Ireland



ROISIN HYNE? Tribe & Co

Top accolade: TrendVision Award Gold Winner and being part of the Wella GenNOW Team.

TRIBE\_AND\_CO\_HAIRDRESSING

## AKIN KONIZI

## **HOB ACADEMY**

#### WHO IS MOST SUITED TO YOUR ADVANCED CUTTING COURSE?

Experienced stylists of 4 years+ are ideally suited; I take them on a learning journey underpinned by the fundamental principles. I enjoy teaching all levels of stylists as there is so much satisfaction for me in their discoveries.

#### COURSES AVAILABLE WITH AKIN:

Advanced Cutting | **P59** Commercial Cutting | **P59** 



On the course, I talk both hair and business; they are equally important to us as an industry.

HOB\_ACADEMY
AKINKONIZI













## CHARLIE TAYLOR

## CHARLIE TAYLOR HAIR AND BEAUTY

#### WHAT IS YOUR APPROACH TO CUTTING EDUCATION?

I teach the basic cutting techniques to students of all levels, and I ensure that everyone leaves with a full understanding of how each haircut is constructed - no one leaves confused! My courses suit everyone, from beginners to someone refreshing their skills to experienced stylists wanting to recap the classics.

#### COURSES AVAILABLE WITH CHARLIE:

Cutting Progress | **P58** Careologist | **P73** 



Wella represents the quality I require for my five-star salons.

CHARLIETAYLORS
CHARLIETAYLORHAIR







## CHEYNES ART TEAM

## **CHEYNES HAIRDRESSING**

#### WHAT SHOULD I EXPECT ON A COURSE WITH YOU?

When you attend a Cheynes course in any of the Wella Studios, we aim to share our ideas and creative approach to haircutting and colour. Our highly skilled Art Team will share every bit of their extensive experience and skills on a Cheynes/Wella course and will ensure that everyone on the course leaves with a renewed passion and enthusiasm for all things hair!

#### **COURSES AVAILABLE WITH CHEYNES:**

Cutting Start | **P58** Signature Style | **P64** Cutting Progress | **P58** Classic Hair-up | **P65** 



We believe that learning should be a fun, collaborative process.

CHEYNESHAIR

# CHRISTEL BARRON HOUGH

## STIL

#### WHAT DO YOU ENJOY MOST ABOUT WORKING WITH WELLA?

Wella has an outstanding colour portfolio which makes my job much easier and more fun. I also love how they connect with the hairdresser through new education concepts and new product innovations.

#### COURSES AVAILABLE WITH CHRISTEL:

Signature Colour | P49



Wella's support and commitment to the hairdresser is outstanding, and their portfolio is second to none.

STIL.SALON CHRISTELBARRONHOUGH







## COLIN MCANDREW

## **MEDUSA**

#### WHAT DO YOU ENJOY MOST ABOUT WORKING WITH WELLA?

The people are genuinely lovely, and so committed and enthusiastic, that it's a heart-warming experience.... And of course, the products deliver - making our job much easier.

#### COURSES AVAILABLE WITH COLIN:

Cutting Progress | **P58** Advanced Cutting | **P59** 



Wella education is second to none. It's amazing to see the students' confidence grow.

MEDUSAHAIRDRESSING COLIN\_MEDUSA





The Wella
Studio is a hub
of creativity and
brilliance; I always
feel so inspired
when I'm there.

TONIANDGUYWORLD COSSAKKASOFFICIAL









## COS SAKKAS

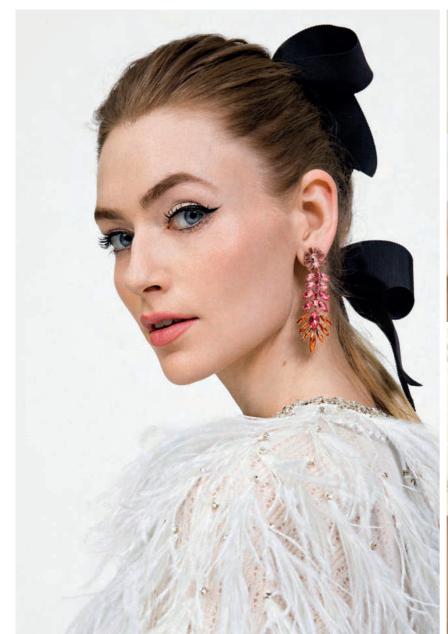
## **TONI&GUY**

## WHAT IS THE KEY LEARNING FROM YOUR ADVANCED CUTTING COURSE?

You will be inspired and motivated as we take you through a journey of exciting demonstrations, teaching you the skills and knowledge needed to put the latest, most forward-thinking techniques into practice. You will learn this whilst understanding how TONI&GUY implement fashion and industry trends into its campaigns and collections.

#### **COURSES AVAILABLE WITH COS:**

Advanced Cutting | **P59** 







## GUSTAV FOUCHE

## **GUSTAV FOUCHE**

#### WHAT ARE YOUR HAIR TRENDS FORECAST FOR 2023?

Hair-up styles will be much more constructed, with controlled texture and movement. Glamorous hair is the way to go! Regarding colour, I predict warmer tones for blondes, hints of brightness and more neutral colours, giving the hair a sunset touch. For brunettes: vanilla cola with a touch of warmth to add a pop.

## COURSES AVAILABLE WITH GUSTAV:

Signature Style | **P64** Classic Hair-up | **P65** 



Education is the key to growth and success.

GUSTAV\_FOUCHE

## JAMES EARNSHAW

## **JAMES EARNSHAW HAIR**

#### WHAT DO YOU SEE AS THE NEXT COLOUR TREND FOR 2023?

I predict that the colour trend for 2023 will be not just the colour but also the placement; colour will get high impact and more saturated with bolder colour placement.

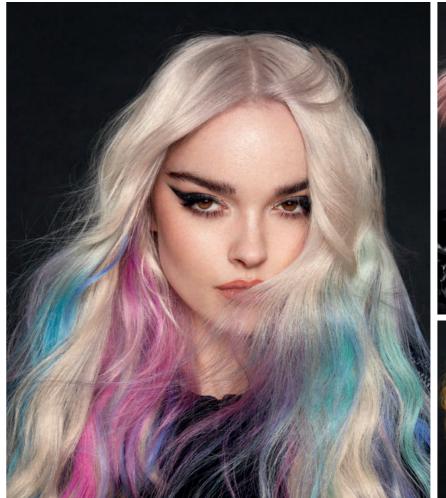
#### COURSES AVAILABLE WITH JAMES:

Signature Colour | P49



If you love creative mixtures, bespoke pastel formulas, cool-girl hair colour & challenging yourself then I'm your guy!

JHAIR\_STYLIST











The Wella
Colour Expert
programme plays
a huge role in my
working life; an
amazing vibe and
hugely rewarding
experience.

KARBON\_KYD JAYJAYGRAYESQ



## JAYSON GRAY

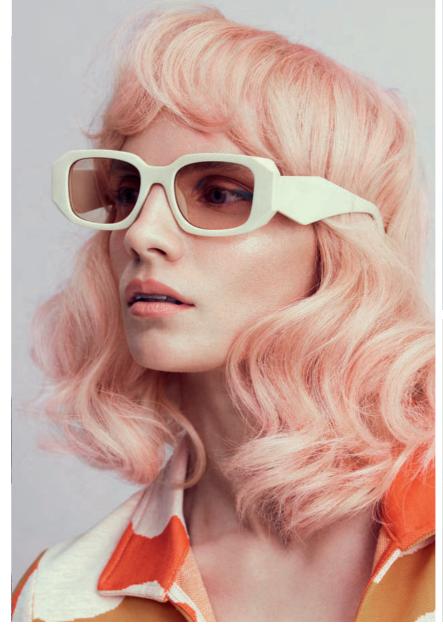
## **KARBON KYD**

## WHAT SHOULD I EXPECT ON A COLOUR COURSE WITH YOU?

My Wella Colour Expert workshop and Signature Colour course is aimed at people looking to 'tweak, perfect and preen' their skill set. I show seamless techniques that utilise all tones and depths within the Wella Portfolio in new and vibrant ways, played out through a thought-provoking, interactive experience.

#### COURSES AVAILABLE WITH JAYSON:

Signature Colour | P49







## JORDANNA COBELLA

## **COBELLA**

#### WHY IS EDUCATION IMPORTANT?

Education is at the heart of success, as it builds confidence and improves your day-to-day life in the salon.

#### **COURSES AVAILABLE WITH JORDANNA:**

Signature Colour | P49



It's important to stay ahead of trends and relevant to consumers, constantly offering something different.

COBELLASALON
JORDANNACOBELLA

## KAI WAN

## P.KAI HAIR

#### WHO SHOULD ATTEND YOUR COURSE?

People that participate in my education can expect an informal approach where I try to get to know each individual's aspirations from the course so that everyone can take something away. As a salon owner and salon floor stylist myself, you will learn commercial techniques that you can use on your clients, but there will be some inspirational "nuggets" in there too!

#### COURSES AVAILABLE WITH KAI:

Social Star Colour | **P48**Cutting Progress | **P58**Signature Style | **P64** 



The studios have a wow feeling but are so welcoming, warm and friendly.

PKAIHAIR KAI\_WAN\_PKAI\_HAIR KAIWANPHOTOGRAPHER









## **LEONARDO**

RIZZO

## **SANRIZZ**

## WHY IS IT IMPORTANT TO NEVER STOP LEARNING IN THE HAIRDRESSING INDUSTRY?

I teach internationally to hairdressers of all abilities, and I can never stop learning from others; it's so important to keep pushing your technical and creative ability to be the best you can be.

### COURSES AVAILABLE WITH LEONARDO:

Advanced Cutting | P59



Wella offers amazing opportunities, teaching and training for all levels.

SANRIZZACADEMY LEONARDORIZZO



I love working with Wella. I've had the privilege to be a part of various projects, from creating content for their social channels, to judging TrendVision Award and being a mentor for GenNow.

**MICHAELGRAYHAIR** 



## MICHAEL GRAY

## **MICHAEL GRAY HAIR**

#### WHO SHOULD ATTEND YOUR COURSE?

Hairdressers attending my course will not only learn how to create beautiful on-trend hair looks, but also how to enhance these looks for social media, learning about the right lighting aesthetic and angles, how to create Instagram reels, from filming to editing, and my social media tips.

#### COURSES AVAILABLE WITH MICHAEL:

Social Star Colour | **P48** Signature Style | **P64** 



## NIKKI CLIFFORD

## **NJUK HAIR & BEAUTY**

## WHAT WOULD A PARTICIPANT LEARN ON YOUR SOCIAL STAR COLOUR COURSE?

You will learn how to utilise on-trend colour services to create incredible images and videos for social media, along with my perfect tips, tricks, and tools to get noticed on socials and up your game with colour to camera looks. We will focus on relatable in-salon looks and enable you to get hands-on and return to your clients feeling creative and confident.

#### COURSES AVAILABLE WITH NIKKI:

Social Star Colour | P48



Education at any level is important for self-development, enabling you to stay ahead, elevate and stay inspired!

NIKKICLIFFORD\_HAIR







## ROBERT EATON

## **RUSSELL EATON**

## WHAT IS THE KEY LEARNING FROM YOUR SIGNATURE COLOUR COURSE?

This course will enhance your current advanced colour skills. It includes salon techniques and photographic shoots and teaches you how to create your own bespoke colour collection that brings your skills to life and helps drive more business.

#### COURSES AVAILABLE WITH ROBERT:

Signature Colour | **P49** Curl Craft | **P61** 



Signature Colour will help you drive your colour business and create your own colour profile.

RUSSELLEATONHAIR ROBERTJEATON









## SARAH MASON

## SARAH MASON PROFESSIONAL

## WHAT DO YOU ENJOY MOST ABOUT WORKING WITH WELLA?

Education at the Wella Studio; a place where legends are made! A warm, creative home and centre of excellence where the Wella family work together, play together and learn together. It is the hub of creative and technical ability.

#### COURSES AVAILABLE WITH SARAH:

Advanced Cutting | **P59** Classic Hair-up | **P65** 



We all had to start somewhere, and for me, it was with Wella.

SARAHMASONCREATIVE SARAHMASONPROFESSIONAL



124 | DATES & PRICES

## **DIGITAL COLOUR**

NEW for 2023! ONLINE

## **CREATE** WITH...



LEVEL A LEVEL DISCOVERY



DURATION 45 MINUTES



PRICE COMPLIMENTARY

#### **CREATE WITH BLONDOR**

Thursday 12 Jan, 4pm Thursday 16 Feb, 9am Monday 20 Mar, 4pm Wednesday 19 Apr, 9am Thursday 25 May, 4pm Wednesday 21 Jun, 9am Monday 10 Jul, 4pm Thursday 24 Aug, 9am Monday 18 Sep, 4pm Wednesday 04 Oct, 9am Thursday 09 Nov, 4pm Wednesday 06 Dec, 9am

#### **CREATE WITH COLOR** FRESH & PERFECTON

Tuesday 17 Jan, 9am Thursday 02 Feb, 4pm Tuesday 14 Mar, 9am Thursday 20 Apr, 4pm Tuesday 23 May, 9am Thursday 15 Jun, 4pm Tuesday 11 Jul, 9am Thursday 10 Aug, 4pm Wednesday 20 Sep, 9am Thursday 19 Oct, 4pm Tuesday 28 Nov, 9am Thursday 07 Dec, 4pm

#### **CREATE WITH COLOR TOUCH**

Thursday 12 Jan, 2pm Thursday 16 Feb, 11am Monday 20 Mar, 2pm Wednesday 19 Apr, 11am Thursday 25 May, 2pm Wednesday 21 Jun, 11am Monday 10 Jul, 2pm Thursday 24 Aug, 11am Monday 18 Sep. 2pm Wednesday 04 Oct, 11am Thursday 09 Nov, 2pm Wednesday 06 Dec, 11am

### **CREATE WITH ILLUMINA**

Thursday 12 Jan, 11am Thursday 16 Feb, 2pm Monday 20 Mar, 11am Wednesday 19 Apr, 2pm Thursday 25 May, 11am Wednesday 21 Jun, 2pm Monday 10 Jul, 11am Thursday 24 Aug, 2pm Monday 18 Sep, 11am Wednesday 04 Oct, 2pm Thursday 09 Nov, 11am Wednesday 06 Dec, 2pm

#### **CREATE WITH KOLESTON PERFECT**

Thursday 12 Jan, 9am Thursday 16 Feb, 4pm Monday 20 Mar, 9am Wednesday 19 Apr, 4pm Thursday 25 May, 9am Wednesday 21 Jun, 4pm Monday 10 Jul, 9am Thursday 24 August, 4pm Monday 18 Sep, 9am Wednesday 04 Oct, 4pm Thursday 09 Nov, 9am Wednesday 06 Dec, 4pm

#### **CREATE WITH** SHINEFINITY

Tuesday 17 Jan, 11am Thursday 02 Feb, 2pm Tuesday 14 Mar, 11am Thursday 20 Apr, 2pm Tuesday 23 May, 11am Thursday 15 Jun, 2pm Tuesday 11 Jul, 11am Thursday 10 Aug, 2pm Wednesday 20 Sep, 11am Thursday 19 Oct, 2pm Tuesday 28 Nov, 11am Thursday 07 Dec, 2pm

#### **CREATE WITH TRUE GREY**

Tuesday 17 Jan, 2pm Thursday 02 Feb, 11am Tuesday 14 Mar, 2pm Thursday 20 Apr. 11am Tuesday 23 May, 2pm Thursday 15 Jun, 11am Tuesday 11 Jul, 2pm Thursday 10 Aug, 11am Wednesday 20 Sep, 2pm Thursday 19 Oct, 11am Tuesday 28 Nov, 2pm Thursday 07 Dec, 11am

## NEW for 2023! ONLINE **WELCOME TO WELLA COLOUR**







€ PRICE COMPLIMENTARY

Thursday 26 Jan, 2pm Monday 06 Feb, 9am Thursday 02 Mar, 2pm Wednesday 05 Apr, 9am Thursday 18 May, 2pm Monday 12 Jun, 9am Thursday 20 Jul, 2pm Monday 14 Aug, 9am Thursday 14 Sep, 2pm Monday 16 Oct, 9am Thursday 16 Nov, 2pm Monday 04 Dec. 9am

#### ONLINE

## **COLOUR CRAFT** SPECIALIST ONLINE







£€ PRICE £728 Excl. VAT | £874 Incl. VAT | €876 ROI

#### **GROUP 1**

Monday 20 Feb, Monday 27 Feb, Monday 13 Mar. Monday 27 Mar. Wednesday 12 Apr, Thursday 27 Apr

#### **GROUP 2**

Tuesday 02 May, Wednesday 10 May, Monday 22 May, Monday 14 Jun, Tuesday 04 Jul, Wednesday 19 Jul

#### **GROUP 3**

Wednesday 16 Aug, Tuesday 29 Aug, Wednesday 13 Sep, Thursday 28 Sep, Thursday 05 Oct, Monday 16 Oct

#### **GROUP 4**

Wednesday 18 Oct, Wednesday 01 Nov, Thursday 16 Nov, Thursday 23 Nov, Thursday 30 Nov, Monday 04 Dec

Course also available in studio (See pages 126 and 129).

TO BOOK any digital courses, please contact your nearest studio or ask your Wella Account Manager.

## COLOUR EDUCATION

## COLOUR CRAFT **FSSFNTIAL**



LEVEL ESSENTIAL

DURATION 2 DAYS 10am 4pm



PRICE £235 Excl. VAT | £282 Incl. VAT | €275 ROI

### O LONDON STUDIO

Monday 09 Jan - Tuesday 10 Jan Monday 13 Feb - Tuesday 14 Feb Monday 17 Apr - Tuesday 18 Apr Monday 15 May - Tuesday 16 May Monday 12 Jun - Tuesday 13 Jun Monday 17 Jul - Tuesday 18 Jul Monday 14 Aug - Tuesday 15 Aug Monday 18 Sep - Tuesday 19 Sep Monday 16 Oct - Tuesday 17 Oct Monday 20 Nov - Tuesday 21 Nov

### MANCHESTER STUDIO

Tuesday 10 Jan - Wednesday 11 Jan Tuesday 07 Feb - Wednesday 08 Feb Monday 06 Mar - Tuesday 07 Mar Monday 22 May - Tuesday 23 May Monday 12 Jun - Tuesday 13 Jun Monday 10 Jul - Tuesday 11 Jul Monday 21 Aug - Tuesday 22 Aug Tuesday 19 Sep - Wednesday 20 Sep Monday 09 Oct - Tuesday 10 Oct Monday 06 Nov - Tuesday 07 Nov

## O DUBLIN STUDIO

Monday 09 Jan - Tuesday 10 Jan Tuesday 07 Feb - Wednesday 08 Feb Monday 20 Mar - Tuesday 21 Mar Tuesday 02 May - Wednesday 03 May Tuesday 06 Jun - Wednesday 07 Jun Monday 04 Sep - Tuesday 05 Sep Monday 16 Oct - Tuesday 17 Oct Monday 06 Nov - Tuesday 07 Nov

## © EDINBURGH STUDIO

Monday 20 Mar - Tuesday 21 Mar

## COLOUR CRAFT HIGHLIGHTS



DURATION 1 DAY 10am 4pm



 £€
 PRICE

 £185 Excl. VAT | £222 Incl. VAT | €220 ROI

### O LONDON STUDIO

Monday 30 Jan Wednesday 22 Feb Tuesday 28 Mar Wednesday 26 Apr Tuesday 09 May Tuesday 20 Jun Monday 31 Jul Monday 11 Sep Monday 16 Oct Monday 20 Nov

### MANCHESTER STUDIO

Monday 30 Jan Wednesday 08 Mar Tuesday 02 May Wednesday 28 Jun Monday 07 Aug Monday 18 Sep Wednesday 25 Oct Monday 04 Dec

#### O DUBLIN STUDIO

Wednesday 25 Jan Monday 27 Mar Monday 15 May Tuesday 04 Jul Wednesday 13 Sep Tuesday 14 Nov

## © EDINBURGH STUDIO

Monday 17 Apr

## **COLOUR CRAFT** CORRECTION



LEVEL **ESSENTIAL**  DURATION 2 DAYS 10am 4pm



PRICE £€ PRICE £255 Excl. VAT | £306 Incl. VAT | €325 ROI

#### O LONDON STUDIO

Monday 23 Jan - Tuesday 24 Jan Monday 20 Feb - Tuesday 21 Feb Monday 13 Mar - Tuesday 14 Mar Tuesday 04 Apr - Wednesday 05 Apr Monday 22 May - Tuesday 23 May Monday 26 Jun - Tuesday 27 Jun Monday 24 Jul - Tuesday 25 Jul Tuesday 29 Aug - Wednesday 30 Aug Monday 25 Sep - Tuesday 26 Sep Monday 23 Oct - Tuesday 24 Oct Monday 13 Nov - Tuesday 14 Nov Monday 04 Dec - Tuesday 05 Dec

## (O) MANCHESTER STUDIO

Tuesday 24 Jan - Wednesday 25 Jan Tuesday 21 Feb - Wednesday 22 Feb Tuesday 28 Mar - Wednesday 29 Mar Tuesday 09 May - Wednesday 10 May Monday 26 Jun - Tuesday 27 Jun Monday 17 Jul - Tuesday 18 Jul Tuesday 29 Aug - Wednesday 30 Aug Monday 25 Sep - Tuesday 26 Sep Monday 16 Oct - Tuesday 17 Oct Monday 20 Nov - Tuesday 21 Nov

## O DUBLIN STUDIO

Monday 23 Jan - Tuesday 24 Jan Monday 20 Feb - Tuesday 21 Feb Tuesday 11 Apr - Wednesday 12 Apr Monday 22 May - Tuesday 23 May Monday 26 Jun - Tuesday 27 Jun Monday 18 Sep - Tuesday 19 Sep Monday 23 Oct - Tuesday 24 Oct Monday 20 Nov - Tuesday 21 Nov

## © EDINBURGH STUDIO

Tuesday 10 Jan - Wednesday 11 Jan Monday 22 May - Tuesday 23 May

## COLOUR CRAFT BALAYAGE



DURATION 1 DAY 9.30am 4.30pm



PRICE £185 Excl. VAT | £222 Incl. VAT | €220 ROI

### O LONDON STUDIO

Monday 16 Jan Monday 06 Feb Monday 06 Mar Monday 24 Apr Monday 05 Jun Tuesday 11 Jul Monday 07 Aug Monday 04 Sep Tuesday 10 Oct Monday 06 Nov

## MANCHESTER STUDIO

Monday 09 Jan Tuesday 07 Feb Monday 13 Mar Tuesday 11 Apr Monday 24 Apr Monday 22 May Monday 19 Jun Monday 03 Jul Monday 14 Aug Monday 18 Sep Monday 30 Oct Monday 13 Nov

## O DUBLIN STUDIO

Monday 30 Jan Tuesday 28 Mar Monday 08 May Monday 17 Jul Tuesday 15 Aug Tuesday 31 Oct Monday 27 Nov

## **ULTIM ATE BALAYAGE**

#### LEVEL ADVANCED

DURATION 1 DAY 9.30am 4.30pm

PRICE \$185 Excl. VAT | \$222 Incl. VAT | €220 ROI

### O LONDON STUDIO

Tuesday 17 Jan Tuesday 07 Feb Tuesday 07 Mar Tuesday 25 Apr Tuesday 06 Jun Wednesday 12 Jul Tuesday 08 Aug Tuesday 05 Sep Wednesday 11 Oct Tuesday 07 Nov

## MANCHESTER STUDIO

Tuesday 24 Jan Wednesday 08 Feb Tuesday 14 Mar Wednesday 12 Apr Tuesday 25 Apr Tuesday 23 May Tuesday 20 Jun Tuesday 04 Jul Tuesday 15 Aug Tuesday 19 Sep Tuesday 31 Oct Tuesday 14 Nov

## O DUBLIN STUDIO

Tuesday 31 Jan Wednesday 29 Mar Tuesday 09 May Tuesday 18 Jul Wednesday 16 Aug Wednesday 01 Nov Tuesday 28 Nov

## CORRECTIVE **BALAYAGE**

LEVEL ADVANCED DURATION 1 DAY

9.30am 4.30pm

PRICE **£185** Excl. VAT | **£222** Incl. VAT | **€220** ROI

#### O LONDON STUDIO

Wednesday 18 Jan Wednesday 08 Feb Wednesday 08 Mar Wednesday 26 Apr Wednesday 07 Jun Thursday 13 Jul Wednesday 09 Aug Wednesday 06 Sep Thursday 12 Oct Wednesday 08 Nov

### MANCHESTER STUDIO

Monday 20 Feb Monday 03 Apr Wednesday 21 Jun Monday 24 Jul Tuesday 03 Oct Wednesday 15 Nov

## O DUBLIN STUDIO

Monday 23 Jan Wednesday 22 Feb Monday 17 Apr Wednesday 10 May Monday 24 Jul Monday 11 Sep Monday 06 Nov Monday 04 Dec

SAVE 20% ON THESE COLOUR CRAFT COURSES by booking as part of the Colour Craft, Ultimate Wella Colourist, WCE-Plus or Colour Craft Online Specialist Programmes - see P18-19 for details!

SAVE 20% ON ALL THREE BALAYAGE COURSES by booking the Balayage Specialist Programme see P18-19 for details!

## COLOUR EDUCATION

NEW for 2023!

## **BLONDE EXPERT** PART 1



DURATION 1 DAY 9.30am 4.30pm

£€ PRICE £185 Excl. VAT | £222 Incl. VAT | €220 ROI

#### O LONDON STUDIO

Wednesday 01 Feb

Monday 20 Mar

Tuesday 18 Apr

Tuesday 27 Jun

Monday 21 Aug

Tuesday 26 Sep

Monday 30 Oct

Tuesday 21 Nov

## MANCHESTER STUDIO

Tuesday 07 Mar

Tuesday 30 May Tuesday 25 Jul

Monday 11 Sep

Tuesday 24 Oct

Monday 27 Nov

## O DUBLIN STUDIO

Tuesday 17 Jan

Monday 27 Feb

Monday 24 Apr

Tuesday 30 May

Monday 24 Jul

Tuesday 19 Sep

Tuesday 03 Oct

Monday 04 Dec

## © EDINBURGH STUDIO

Wednesday 22 Mar

## NEW for 2023!

## **BLONDE EXPERT** PART 2

PRICE £185 Excl. VAT | £222 Incl. VAT | €220 ROI



PRICE

DURATION 1 DAY 9.30am 4.30pm



DURATION 1 DAY



PRICE **£185** Excl. VAT | **£222** Incl. VAT | **€220** ROI

#### ( LONDON STUDIO

Thursday 02 Feb Tuesday 21 Mar Wednesday 19 Apr Wednesday 28 Jun Tuesday 22 Aug

Wednesday 27 Sep Tuesday 31 Oct

Wednesday 22 Nov

## MANCHESTER STUDIO

Wednesday 08 Mar Wednesday 31 May Wednesday 26 Jul Tuesday 12 Sep Wednesday 25 Oct Tuesday 28 Nov

#### O DUBLIN STUDIO

Wednesday 18 Jan Tuesday 28 Feb Tuesday 25 Apr Wednesday 31 May Tuesday 25 Jul Wednesday 20 Sep Wednesday 04 Oct Tuesday 05 Dec

### O EDINBURGH STUDIO

Thursday 23 Mar

#### NEW for 2023!

## LIGHTS & TONE

### LEVEL ADVANCED

10am 4pm

## (iii) LONDON STUDIO

Wednesday 15 Mar Wednesday 10 May Tuesday 01 Aug Thursday 02 Nov

### (O) MANCHESTER STUDIO

Wednesday 15 Feb Wednesday 24 May Monday 31 Jul Tuesday 03 Oct

### O DUBLIN STUDIO

Monday 30 Jan Monday 03 Apr Tuesday 22 Aug Wednesday 11 Oct

## (°) EDINBURGH STUDIO

Monday 18 Sep

#### NEW for 2023!

## **SOCIAL STAR** COLOUR





DURATION 1 DAY 10am 4pm



PRICE **£235** Excl. VAT | **£282** Incl. VAT | **€275** ROI

#### O LONDON STUDIO

Wednesday 15 Feb Wednesday 24 May Monday 31 Jul Tuesday 03 Oct

## MANCHESTER STUDIO

Wednesday 15 Mar Tuesday 09 May Tuesday 01 Aug Monday 02 Oct

## O DUBLIN STUDIO

Tuesday 07 Feb Tuesday 02 May Monday 18 Sep Tuesday 07 Nov

#### HYBRID

## **COLOUR GENIUS**



DURATION 0.5 DAY DIGITAL + 1 DAY STUDIO 10am 4pm

PRICE

£€ PRICE £235 Excl. VAT | £282 Incl. VAT | €275 ROI

## O LONDON STUDIO

Monday 30 Jan - Tuesday 31 Jan Monday 06 Mar - Tuesday 07 Mar Monday 24 Apr - Tuesday 25 Apr Tuesday 30 May - Wednesday 31 May Monday 26 Jun - Tuesday 27 Jun Tuesday 25 Jul - Wednesday 26 Jul

Monday 14 Aug - Tuesday 15 Aug Monday 11 Sep - Tuesday 12 Sep Tuesday 24 Oct - Wednesday 25 Oct

Monday 27 Nov - Tuesday 28 Nov

## MANCHESTER STUDIO

Tuesday 31 Jan - Wednesday 01 Feb Tuesday 21 Mar - Wednesday 22 Mar Tuesday 18 Apr - Wednesday 19 Apr Tuesday 27 Jun - Wednesday 28 Jun Tuesday 26 Sep - Wednesday 27 Sep Monday 30 Oct - Tuesday 31 Oct

## O DUBLIN STUDIO

Tuesday 24 Jan - Wednesday 25 Jan Tuesday 11 Apr - Wednesday 12 Apr Tuesday 29 Aug - Wednesday 30 Aug

## © EDINBURGH STUDIO

Wednesday 04 Jan, Monday 09 Jan Wednesday 31 May, Monday 05 Jun

Please note the rst day listed in each pairing is the digital session, and the second day takes place in studio.

## **SIGNATURE COLOUR**



**\*** FEATURING **WELLA ARTISTS** 



DURATION 1 DAY 10am 4pm



### (iii) LONDON STUDIO

Monday 03 Apr, Christel Barron-Hough Monday 19 Jun, Robert Eaton Monday 24 Jul, Barry Maddocks Tuesday 19 Sep, **Jayson Gray** Monday 13 Nov, Jordanna Cobella

## MANCHESTER STUDIO

Monday 06 Feb, Christel Barron-Hough Monday 24 Apr, Robert Eaton Monday 05 Jun, James Earnshaw Monday 07 Aug, Barry Maddocks Monday 09 Oct, Jayson Gray

## O DUBLIN STUDIO

Monday 23 Jan, James Earnshaw Monday 17 Apr, Christel Barron-Hough Monday 11 Sep, Jordanna Cobella Monday 23 Oct, Robert Eaton

## ( EDINBURGH STUDIO

DATES TBC

SAVE 20% BY BOOKING these courses as

Programme - see P18-19 for details!

part of our Ultimate Wella Colourist Specialist

SAVE 20% ON ALL THREE BLONDE COURSES by booking the Blonde Specialist Programme see P18-19 for details!

## COLOUR EDUCATION

## WELLA **COLOUR EXPERT**

FORMERLY MCP







£2500 Excl. VAT | £3000 Incl. VAT | €2775 ROI

Select which group you wish to enrol with according to the most suitable dates for you. You must then attend all four stages of the programme, ideally staying within the same group.

## STAGE 1



**FEATURING WELLA ARTISTS** 



DURATION 3 DAYS 9.30am 4.30pm

STAGE 2

## ( LONDON STUDIO

DURATION

9.30am 4.30pm

3 DAYS

**Group 1** Monday 23 Jan - Wednesday 25 Jan Group 2 Monday 13 Feb - Wednesday 15 Feb Group 3 Monday 03 Apr - Wednesday 05 Apr Group 4 Tuesday 09 May - Thursday 11 May Group 5 Monday 05 Jun - Wednesday 07 Jun Group 6 Tuesday 01 Aug - Thursday 03 Aug Group 7 Monday 25 Sep - Wednesday 27 Sep Group 8 Tuesday 17 Oct - Thursday 19 Oct

## ( MANCHESTER STUDIO

Group 1 Monday 30 Jan - Wednesday 01 Feb Group 2 Tuesday 21 Feb - Thursday 23 Feb Group 3 Monday 20 Mar - Wednesday 22 Mar Group 4 Tuesday 18 Apr - Thursday 20 Apr Group 5 Monday 19 Jun - Wednesday 21 Jun Group 6 Monday 21 Aug - Wednesday 23 Aug **Group 7** Tuesday 19 Sep - Thursday 21 Sep

## O DUBLIN STUDIO

**Group 1** Monday 13 Feb - Wednesday 15 Feb Group 2 Monday 08 May - Wednesday 10 May Group 3 Monday 10 Jul - Wednesday 12 Jul Group 4 Monday 25 Sep - Wednesday 27 Sep Group 5 Tuesday 31 Oct - Thursday 02 Nov

### © EDINBURGH STUDIO

Group 1 Tuesday 24 Jan - Thursday 26 Jan Group 2 Tuesday 22 Aug - Thursday 24 Aug

## ( LONDON STUDIO

Group 1 Monday 20 Feb - Wednesday 22 Feb Group 2 Monday 27 Mar - Wednesday 29 Mar Group 3 Tuesday 16 May - Thursday 18 May Group 4 Monday 12 Jun - Wednesday 14 Jun Group 5 Monday 24 Jul - Wednesday 26 Jul Group 6 Monday 11 Sep - Wednesday 13 Sep Group 7 Monday 30 Oct - Wednesday 01 Nov Group 8 Monday 20 Nov- Wednesday 22 Nov

#### (°) MANCHESTER STUDIO

Group 1 Monday 27 Mar - Wednesday 29 Mar Group 2 Tuesday 04 Apr - Thursday 06 Apr Group 3 Tuesday 09 May - Thursday 11 May Group 4 Tuesday 06 Jun - Thursday 08 Jun Group 5 Monday 07 Aug - Wednesday 09 Aug Group 6 Tuesday 17 Oct - Thursday 19 Oct Group 7 Tuesday 31 Oct - Thursday 02 Nov

## O DUBLIN STUDIO

Group 1 Monday 27 Mar - Wednesday 29 Mar Group 2 Monday 12 Jun - Wednesday 14 Jun Group 3 Monday 21 Aug - Wednesday 23 Aug Group 4 Tuesday 17 Oct - Thursday 19 Oct Group 5 Monday 20 Nov - Wednesday 22 Nov

#### © EDINBURGH STUDIO

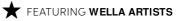
Group 1 Tuesday 21 Feb - Thursday 23 Feb Group 2 Tuesday 19 Sep - Thursday 21 Sep

## STAGE 3



DURATION 3 DAYS 9.30am 4.30pm

## STAGE 4



DURATION

3 DAYS 9.30am 4.30pm

## BUSINESS **OWNERS DAY**

**T** FEATURING **BUSINESS GURU** 

DURATION

1 DAY 10am 4pm

### ( LONDON STUDIO

Group 1 Monday 17 Apr - Wednesday 19 Apr Group 2 Monday 22 May - Wednesday 24 May Group 3 Monday 03 Jul - Wednesday 05 Jul Group 4 Monday 07 Aug - Wednesday 09 Aug Group 5 Monday 18 Sep - Wednesday 20 Sep Group 6 Monday 06 Nov - Wednesday 08 Nov **Group 7** 2024 TBC Group 8 2024 TBC

## (°) MANCHESTER STUDIO

Group 1 Monday 22 May - Wednesday 24 May **Group 2** Tuesday 13 Jun - Thursday 15 Jun Group 3 Tuesday 13 Jun - Thursday 15 Jun Group 4 Tuesday 25 Jul - Thursday 27 Jul **Group 5** Monday 25 Sep - Wednesday 27 Sep Group 6 Monday 27 Nov - Wednesday 29 Nov **Group 7** 2024 TBC

## O DUBLIN STUDIO

Group 1 Monday 22 May - Wednesday 24 May Group 2 Tuesday 08 Aug - Thursday 10 Aug Group 3 Monday 23 Oct - Wednesday 25 Oct **Group 4** 2024 TBC **Group 5** 2024 TBC

#### © EDINBURGH STUDIO

Group 1 Tuesday 18 Apr - Thursday 20 Apr Group 2 Tuesday 24 Oct - Thursday 26 Oct

#### ( LONDON STUDIO

Group 1 Monday 19 Jun - Wednesday 21 Jun Group 2 Monday 17 Jul - Wednesday 19 Jul Group 3 Monday 04 Sep - Wednesday 06 Sep Group 4 Tuesday 10 Oct - Thursday 12 Oct Group 5 Monday 13 Nov - Wednesday 15 Nov

Group 6 2024 TBC **Group 7** 2024 TBC **Group 8** 2024 TBC

#### (°) MANCHESTER STUDIO

Group 1 Monday 03 Jul - Wednesday 05 Jul Group 2 Tuesday 11 Jul - Thursday 13 Jul Group 3 Monday 31 Jul - Wednesday 02 Aug Group 4 Tuesday 05 Sep - Thursday 07 Sep Group 5 Monday 13 Nov - Wednesday 15 Nov Group 6 2024 TBC **Group 7** 2024 TBC

### O DUBLIN STUDIO

Group 1 Monday 17 Jul - Wednesday 19 Jun Group 2 Tuesday 10 Oct - Thursday 12 Oct Group 3 Monday 13 Nov - Wednesday 15 Nov **Group 4** 2024 TBC **Group 5** 2024 TBC

#### (°) EDINBURGH STUDIO

Group 1 Tuesday 06 Jun - Thursday 08 Jun Group 2 Tuesday 21 Nov - Thursday 23 Nov

## O LONDON STUDIO

Tuesday 30 May Tuesday 03 Oct

#### (°) MANCHESTER STUDIO

Monday 26 Jun Monday 20 Nov

#### © EDINBURGH STUDIO

Monday 23 Jan

## **CEREMONY OF ACHIEVEM ENT**



DURATION **EVENING** 6pm 9pm

## (1) LONDON STUDIO

Monday 26 Jun Monday 20 Nov

## MANCHESTER STUDIO

Monday 12 Jun Monday 09 Oct

## O DUBLIN STUDIO

Monday 14 Aug Monday 27 Nov

(°) EDINBURGH STUDIO 2024 TBC

SAVE 20% ON THE WELLA COLOUR EXPERT PROGRAMME by booking as part of the Wella Colour Expert-Plus or the Ultimate Wella Colourist Specialist Programmes – see P18-19 for details!

## CUT & STYLE EDUCATION

NEW for 2023!

#### **CUTTING START**



**\*** FEATURING **WELLA ARTISTS** 



ESSENTIAL

PRICE £240 Excl. VAT | £288 Incl. VAT | €265 ROI

DURATION

10am 4pm

1 DAY

### O LONDON STUDIO

Wednesday 11 Jan Tuesday 14 Mar Tuesday 30 May Monday 03 Jul Tuesday 12 Sep Monday 13 Nov

## MANCHESTER STUDIO

Wednesday 22 Feb Monday 27 Mar Tuesday 20 Jun Monday 31 Jul Monday 11 Sep Monday 20 Nov

## O DUBLIN STUDIO

Monday 13 Mar Monday 14 Aug Monday 04 Sep Wednesday 08 Nov NEW for 2023! HYBRID

## **CUTTING PROGRESS**





DURATION 0.5 DAY DIGITAL + 1 DAY STUDIO 10am 4pm

PRICE

£380 Excl. VAT | £456 Incl. VAT | €395 ROI

### O LONDON STUDIO

Tuesday 31 Jan - Wednesday 01 Feb Tuesday 11 Apr - Wednesday 12 Apr Monday 19 Jun - Tuesday 20 Jun Monday 30 Oct - Tuesday 31 Oct Tuesday 14 Nov - Wednesday 15 Nov

### MANCHESTER STUDIO

Tuesdav 28 Mar - Wednesdav 29 Mar Monday 15 May - Tuesday 16 May Monday 17 Jul - Tuesday 18 Jul Monday 14 Aug - Tuesday 15 Aug Tuesday 12 Sep - Wednesday 13 Sep Monday 16 Oct - Tuesday 17 Oct Monday 13 Nov - Tuesday 14 Nov

## O DUBLIN STUDIO

Monday 20 Feb - Tuesday 21 Feb Monday 03 Apr - Tuesday 04 Apr Monday 26 Jun - Tuesday 27 Jun Monday 11 Sep - Tuesday 12 Sep Monday 27 Nov - Tuesday 28 Nov

Please note the rst day listed in each pairing is the digital session, and the second day takes place in studio.

### ADVANCED CUTTING



**\*** FEATURING **WELLA ARTISTS** 



DURATION 1 DAY 10am 4pm

£€ PRICE

£320 Excl. VAT | £384 Incl. VAT | €375 ROI

## O LONDON STUDIO

Monday 20 Feb Tuesday 02 May Monday 26 Jun Monday 25 Sep Monday 23 Oct Monday 27 Nov

## ( MANCHESTER STUDIO

Tuesday 28 Feb Tuesday 02 May Tuesday 25 Jul Wednesday 13 Sep Tuesday 21 Nov

## O DUBLIN STUDIO

Monday 27 Feb Monday 15 May Monday 25 Sep NEW for 2023!

## COMMERCIAL **CUTTING**



\* FEATURING WELLA ARTISTS



DURATION 2 DAYS 10am 4pm

£380 Excl. VAT | £456 Incl. VAT | €395 ROI

### O LONDON STUDIO

Monday 21 Aug - Tuesday 22 Aug

## MANCHESTER STUDIO

Monday 13 Feb - Tuesday 14 Feb

## O DUBLIN STUDIO

Monday 20 Feb - Tuesday 21 Feb

## © EDINBURGH STUDIO

Wednesday 24 May - Thursday 25 May

## NEW for 2023!

## **CURL CRAFT**



**\*** FEATURING **WELLA ARTISTS** 



DURATION 0.5 DAY DIGITAL + 1 DAY STUDIO 10am 4pm



) £280 Excl. VAT | £336 Incl. VAT | €325 ROI

## O LONDON STUDIO

Monday 03 Apr Monday 14 Aug Tuesday 31 Oct

## (O) MANCHESTER STUDIO

Monday 13 Mar Monday 03 Jul Monday 23 Oct

## O DUBLIN STUDIO

Monday 03 Jul

## © EDINBURGH STUDIO

Monday 20 Nov

Please note the dates listed above represent the course day to attend in studio. When booking this course, you will receive details of a 'digital pre-learn session' on Zoom to attend the week prior to the course day.

## **CLASSIC MAN**

## **\*** FEATURING **WELLA ARTISTS**



O LONDON STUDIO

MANCHESTER STUDIO

Wednesday 19 Apr

Wednesday 20 Sep

Tuesday 25 Apr

Monday 12 Jun

Monday 25 Sep

Monday 13 Mar

Monday 21 Aug

O DUBLIN STUDIO

DURATION 1 DAY 10am 4pm

PRICE **£240** Excl. VAT | **£288** Incl. VAT | **€275** ROI

10am 4pm PRICE **£240** Excl. VAT | **£288** Incl. VAT | **€275** ROI

DURATION

1 DAY

## O LONDON STUDIO

Wednesday 28 Jun Wednesday 15 Nov

ADVANCED

### (O) MANCHESTER STUDIO

**ULTIMATE MAN** 

**\*** FEATURING **WELLA ARTISTS** 

Tuesday 30 May Tuesday 07 Nov

## O DUBLIN STUDIO

Tuesday 14 Mar Tuesday 22 Aug

#### © EDINBURGH STUDIO

Monday 23 Oct

## CUT & STYLE EDUCATION

## SEBASTIAN XPERT **PROGRAMME**

#### FORMERLY MOB PROGRAMME

\* FEATURING SEBASTIAN ARTIST

ESSENTIAL

DURATION 3 DAYS 10 am 4 nm

£€) PRICE £220 Excl. VAT | £264 Incl. VAT | €250 ROI

### O LONDON STUDIO

Tuesday 16 May, Wednesday 14 Jun, Wednesday 12 Jul

#### (O) MANCHESTER STUDIO

Tuesday 11 Apr, Wednesday 03 May, Wednesday 07 Jun

## O DUBLIN STUDIO

Tuesday 14 Mar, Wednesday 26 Apr, Wednesday 24 May

### (°) EDINBURGH STUDIO

Tuesday 04 Apr, Wednesday 10 May, Wednesday 31 May

#### NEW for 2023!

## SIGNATURE STYLE

\* FEATURING WELLA ARTISTS



DURATION 1 DAY 10am-4pm



<sup>)</sup> **£235** Excl. VAT | **£282** Incl. VAT | **€280** ROI

### O LONDON STUDIO

Tuesday 28 Feb Wednesday 13 Sep

### MANCHESTER STUDIO

Monday 20 Feb Tuesday 02 May Monday 10 Jul Monday 25 Sep Tuesday 28 Nov

## O DUBLIN STUDIO

Monday 24 Apr Monday 10 Jul Tuesday 03 Oct

## © EDINBURGH STUDIO

Monday 20 Feb

## **SEBASTIAN** CREATIVE IMMERSION

\* FEATURING SEBASTIAN ARTIST



DURATION 2 DAYS 10am 4pm

£315 Excl. VAT | £378 Incl. VAT | €390 ROI

### ( LONDON STUDIO

Tuesday 24 Oct - Wednesday 25 Oct

#### MANCHESTER STUDIO

Wednesday 18 Oct - Thursday 19 Oct

#### O DUBLIN STUDIO

Tuesday 21 Mar - Wednesday 22 Mar

## **BLADING BY** SFBASTIAN

**\*** FEATURING **SEBASTIAN ARTIST** 

ADVANCED

DURATION 1 DAY 10am 4pm

£265 Excl. VAT | £318 Incl. VAT | €320 ROI

## ( LONDON STUDIO

Wednesday 20 Sep

### MANCHESTER STUDIO

Monday 18 Sep

#### O DUBLIN STUDIO

Wednesday 13 Sep

## CLASSIC HAIR UP

## **\*** FEATURING **WELLA ARTISTS**



ESSENTIAL

DURATION 10am-4pm

PRICE

<sup>)</sup> **£235** Excl. VAT | **£282** Incl. VAT | **€280** ROI

### O LONDON STUDIO

Tuesday 14 Mar Wednesday 04 Oct

## MANCHESTER STUDIO

Wednesday 12 Apr Tuesday 29 Aug Thursday 16 Nov

## O DUBLIN STUDIO

Monday 15 May Monday 16 Oct

## **BRIDAL HAIR**

#### **\*** FEATURING **WELLA ARTISTS**



LEVEL ESSENTIAL

DURATION 1 DAY 10 am-4 pm

PRICE

£€ PRICE £315 Excl. VAT | £378 Incl. VAT | €375 ROI

### O LONDON STUDIO

Tuesday 20 Jun Thursday 16 Nov

## MANCHESTER STUDIO

Tuesday 14 Mar Wednesday 04 Oct

## O DUBLIN STUDIO

Tuesday 07 Feb Tuesday 08 Aug

### © EDINBURGH STUDIO

Monday 21 Aug Wednesday 08 Nov

## HAIR & SCALP CARE

NEW for 2023! ONLINE

### INTRO TO SFBASTIAN



DURATION **45 MINUTES** 

PRICE COMPLIMENTARY

#### **DIGITAL**

Thursday 26 Jan, 9am Monday 06 Feb, 2pm Thursday 02 Mar, 9am Wednesday 05 Apr, 2pm Thursday 18 May, 9am Monday 12 Jun, 2pm Thursday 20 Jul, 9am Monday 14 Aug, 2pm Thursday 14 Sep, 9am Monday 16 Oct, 2pm Thursday 16 Nov, 9am Monday 04 Dec, 2pm

## NEW for 2023!

## TREATM ENT TRANSFORM ATION



ESSENTIAL

DURATION 1 DAY 10am-4pm



PRICE COMPLIMENTARY

## O LONDON STUDIO

Tuesday 21 Mar Wednesday 21 Jun Monday 18 Sep Monday 04 Dec

## M ANCHESTER STUDIO

Tuesday 14 Mar Tuesday 27 Jun Wednesday 16 Aug Tuesday 07 Nov

## O DUBLIN STUDIO

Wednesday 18 Jan Tuesday 18 Apr Tuesday 15 Aug Wednesday 22 Nov

## © EDINBURGH STUDIO

Wednesday 17 May

NEW for 2023!

## INTRO TO SYSTEM PROFFSSIONAL

A LEVEL

DISCOVERY

PRICE

Thursday 26 Jan, 11am

Monday 06 Feb, 4pm

Thursday 02 Mar, 11am

Thursday 18 May, 11am

Monday 12 Jun, 4pm

Thursday 20 Jul, 11am

Monday 14 Aug, 4pm

Thursday 14 Sep, 11am

Thursday 16 Nov, 11am

Monday 04 Dec, 4pm

NEW for 2023!

Monday 16 Oct, 4pm

Wednesday 05 Apr, 4pm

**DIGITAL** 

COMPLIMENTARY

DURATION 45 MINUTES

ESSENTIAL

DURATION

10am-4pm

1 DAY

(£€) PRICE COMPLIMENTARY

NEW for 2023!

**ENERGY** 

LEVEL

**FXPFRIFNCF** 

## (i) LONDON STUDIO

Tuesday 14 Feb Monday 15 May Wednesday 16 Aug Monday 27 Nov

## MANCHESTER STUDIO

Monday 13 Mar Monday 26 Jun Tuesday 15 Aug Monday 06 Nov

## O DUBLIN STUDIO

Wednesday 08 Feb Tuesday 20 Jun Tuesday 12 Sep Wednesday 01 Nov

## © EDINBURGH STUDIO

Tuesday 16 May

#### FEATURING WELLA ARTIST

**CAREOLOGIST** 



LEVEL ADVANCED **DURATION** 3 DAYS 10am-4pm

£300 Excl. VAT | £360 Incl. VAT | €350 ROI

## O LONDON STUDIO

Monday 03 Jul - Wednesday 05 Jul

#### (°) MANCHESTER STUDIO Monday 03 Apr - Wednesday 05 Apr

Monday 20 Mar - Wednesday 22 Mar

O DUBLIN STUDIO

## © EDINBURGH STUDIO

Tuesday 03 Oct - Thursday 05 Oct

136 I DATES & PRICES

# HAIR & SCALP CARE

NEW for 2023! ONLINE

## **INTRO TO** NIOXIN

## **EXPERIENCE** & ENABLE

NEW for 2023!

## **NIOLOGIST**

LEVEL LEVEL DISCOVERY

PRICE COMPLIMENTARY

DURATION 45 MINS

LEVEL

DURATION 1 DAY 10am-4pm

PRICE

#### DIGITAL

Tuesday 17 Jan, 4pm Saturday 02 Sep, 9am Tuesday 14 Mar, 4pm Thursday 20 Apr, 9am Tuesday 23 May, 4pm Thursday 15 Jun, 9am Tuesday 11 Jul, 4pm Thursday 10 Aug, 9am Wednesday 20 Sep, 4pm Thursday 19 Oct, 9am Tuesday 28 Nov, 4pm Thursday 07 Dec, 9am

**ESSENTIAL** 

## COMPLIMENTARY

## O LONDON STUDIO

Monday 13 Feb Tuesday 09 May Tuesday 08 Aug Monday 20 Nov

## MANCHESTER STUDIO

Monday 13 Feb Monday 12 Jun Monday 14 Aug Monday 23 Oct

## O DUBLIN STUDIO

Wednesday 15 Feb Wednesday 17 May Wednesday 23 Aug Wednesday 18 Oct

## © EDINBURGH STUDIO

Tuesday 28 Mar

**\*** FEATURING **WELLA ARTIST** 



DURATION 3 DAYS 10am-4pm

£€ PRICE

£300 Excl. VAT | £360 Incl. VAT | €350 ROI

O LONDON STUDIO

Tuesday 26 Sep - Thursday 28 Sep

(O) MANCHESTER STUDIO

Monday 11 Sep - Wednesday 13 Sep

O DUBLIN STUDIO

Tuesday 30 May - Thursday 01 Jun

© EDINBURGH STUDIO Tuesday 22 Aug - Thursday 24 Aug

### NEW for 2023!

## **ADVANCED** HAIR & SCALP



LEVEL ADVANCED



£€ PRICE **£275** Excl. VAT | **£330** Incl. VAT | **€295** ROI

O LONDON STUDIO

Monday 25 Sep Monday 27 Nov

MANCHESTER STUDIO

Monday 20 Mar Monday 09 Oct

O DUBLIN STUDIO

Monday 31 Jul

© EDINBURGH STUDIO

Monday 05 Jun

## THE FASCINATING **WORLD OF** TRICHOLOGY

**FEATURING BUSINESS GURU** 



DURATION 1 DAY 10am-4pm

£€ PRICE **£210** Excl. VAT | **£252** Incl. VAT | **€240** ROI

## O LONDON STUDIO

Monday 27 Feb Tuesday 02 May Wednesday 16 Aug Wednesday 29 Nov

## MANCHESTER STUDIO

Tuesday 11 Apr Wednesday 28 Jun Tuesday 01 Aug Wednesday 15 Nov

O DUBLIN STUDIO

Monday 12 Jun

138 | DATES & PRICES

## **BUSINESS EDUCATION** FOR YOUR BUSINESS & TEAM

NEW for 2023!

## **INFLUENCE** YOUR COLOUR **BUSINESS**



DURATION 1 DAY 10am-4pm



**£60** Excl. VAT | **£72** Incl. VAT | **€75** ROI

O LONDON STUDIO

Monday 22 May Tuesday 07 Nov

MANCHESTER STUDIO

Tuesday 25 Apr Tuesday 10 Oct

O DUBLIN STUDIO

Wednesday 16 Aug Wednesday 08 Nov NEW for 2023!

## RETAIL, REFER, **REBOOK**



LEVEL ESSENTIAL

DURATION 0.5 DAY 10am 3pm

 $\underbrace{\text{$\mathfrak{L}$} \mbox{$\mathfrak{E}$}}_{\text{$\mathfrak{L}$} \mbox{$160$ Excl. VAT } | \, \text{$\mathfrak{L}$} \mbox{$192$ Incl. VAT } | \, \text{$\mathfrak{E}$} \mbox{$190$ ROI}$ 

O LONDON STUDIO

Monday 24 Apr Monday 12 Jun

MANCHESTER STUDIO

Tuesday 21 Feb Monday 11 Sep

O DUBLIN STUDIO

Monday 27 Feb Thursday 19 Oct

Prices are for 2 places.

NEW for 2023!

## THE PRICE **IS RIGHT**

**\*** FEATURING **BUSINESS GURU** 

LEVEL

ADVANCED

DURATION 1 DAY 10am-4pm

 $\underbrace{\text{\texttt{£f}}}_{\text{\texttt{£160}}} \text{ Excl. VAT} \, | \, \text{\texttt{£192}} \, \text{Incl. VAT} \, | \, \text{\texttt{€190}} \, \, \text{ROI}$ 

O LONDON STUDIO

Monday 05 Jun Monday 06 Nov

MANCHESTER STUDIO

Tuesday 29 Aug

O DUBLIN STUDIO

Tuesday 11 Jul Monday 13 Nov

NEW for 2023!

## **SQUAD GOALS**



LEVEL ADVANCED

DURATION 1 DAY 10am-4pm

<sup>)</sup> £160 Excl. VAT | £192 Incl. VAT | €190 ROI

O LONDON STUDIO

Monday 11 Sep

(O) MANCHESTER STUDIO

Monday 15 May

O DUBLIN STUDIO

Monday 10 Jul

NEW for 2023!

## **SET THE STAGE**

## NEW for 2023!

## **EDUCATE WITH EXCELLENCE**



DURATION 1 DAY 10am-4pm



£€ PRICE **£160** Excl. VAT | **£192** Incl. VAT | **€190** ROI

O LONDON STUDIO

Monday 31 Jul

MANCHESTER STUDIO

Tuesday 27 Jun

O DUBLIN STUDIO

Wednesday 28 Jun Wednesday 15 Nov

LEVEL ADVANCED

DURATION 2 DAYS 10am-4pm

£295 Excl. VAT | £354 Incl. VAT | €350 ROI

O LONDON STUDIO

Monday 13 Mar - Tuesday 14 Mar Tuesday 24 Oct - Wednesday 25 Oct

MANCHESTER STUDIO

Tuesday 02 May - Wednesday 03 May Tuesday 05 Sep - Wednesday 06 Sep

O DUBLIN STUDIO

Tuesday 03 Oct - Wednesday 04 Oct

NEW for 2023!

## **MANAGE** YOUR MOOD



\* FEATURING BUSINESS GURU



DURATION 1 DAY 10am-4pm



O LONDON STUDIO

Monday 07 Aug

MANCHESTER STUDIO

Monday 13 Mar

O DUBLIN STUDIO

Monday 03 Apr

**Expert Trainer** Specialist Programme - see P18-19 for details.

SAVE AND BOOK save 20% by booking as part of the

## **WELLA BUSINESS EXPERT PROGRAMME**



**\*** FEATURING **BUSINESS GURU** 



LEVEL EXPERT

OURATION 8 DAYS 10am-4pm



£1950 Excl. VAT | £2340 Incl. VAT | €2150 ROI

MANCHESTER STUDIO

Tuesday 12 Sep, Wednesday 13 Sep, Tuesday 14 Nov, Wednesday 15 Nov, Tuesday 13 Feb 2024, Wednesday 14 Feb 2024, Tuesday 16 Apr 2024, Wednesday 17 Apr 2024

SAVE 20% ON ALL FOUR BUSINESS COURSES on this page by booking the Business Builder Specialist Programme - see P18-19 for details.

## LEARNER & TRAINER

DURATION

1 DAY 11am 3pm

#### **TRAINING FOCUS 1:**

## **CLASSIC & FOUNDATION**



LEVEL ESSENTIAL



PRICE COMPLIMENTARY UK €60 IRELAND

## O LONDON STUDIO

Thursday 12 Jan Thursday 20 Apr Thursday 14 Sep Thursday 19 Oct

## MANCHESTER STUDIO

Thursday 12 Jan Thursday 13 Apr Thursday 20 Apr Thursday 14 Sep Thursday 26 Oct

## O DUBLIN STUDIO

Thursday 09 Feb Thursday 27 Jul

## **SUMMER SCHOOL** COLOUR



DURATION 4 DAYS 10am 3pm



## O LONDON STUDIO

Group 1 Thursday 06 Jul, Thursday 13 Jul, Thursday 20 Jul & Thursday 27 Jul Group 2 Thursday 03 Aug, Thursday 10 Aug, Thursday 17 Aug & Thursday 24 Aug

### • MANCHESTER STUDIO

Group 1 Thursday 29 Jun, Thursday 06 Jul, Thursday 13 Jul & Thursday 20 Jul Group 2 Thursday 10 Aug, Thursday 17 Aug, Thursday 24 Aug & Thursday 31 Aug

### O DUBLIN STUDIO

Group 1 Wednesday 28 Jun, Thursday 29 Jun, Wednesday 05 Jul & Thursday 06 Jul

## © EDINBURGH STUDIO

Group 1 Monday 26 Jun, Tuesday 27 Jun, Wednesday 28 Jun & Thursday 29 Jun

#### **TRAINING FOCUS 2:**

## COLOUR CORRECTION



DURATION 1 DAY 11am 3pm



£€ PRICE COMPLIMENTARY UK €60 IRELAND

## O LONDON STUDIO

Thursday 23 Feb Thursday 01 Jun Thursday 28 Sep Thursday 23 Nov

## MANCHESTER STUDIO

Thursday 02 Feb Thursday 11 May Thursday 28 Sep Thursday 09 Nov

## O DUBLIN STUDIO

Thursday 23 Feb Thursday 17 Aug

## SUMMER SCHOOL **CUTTING**



DURATION 4 DAYS 10am 3pm

£€ PRICE £190 Excl. VAT | £228 Incl. VAT | €260 ROI

## O LONDON STUDIO

Group 1 Thursday 06 Jul, Thursday 13 Jul, Thursday 20 Jul & Thursday 27 Jul Group 2 Thursday 03 Aug, Thursday 10 Aug, Thursday 17 Aug & Thursday 24 Aug

#### (°) MANCHESTER STUDIO

Group 1 Thursday 29 Jun, Thursday 06 Jul, Thursday 13 Jul & Thursday 20 Jul Group 2 Thursday 03 Aug, Thursday 10 Aug, Thursday 17 Aug & Thursday 24 Aug

## O DUBLIN STUDIO

Group 1 Wednesday 19 Jul, Thursday 20 Jul, Wednesday 02 Aug & Thursday 03 Aug

#### **TRAINING FOCUS 3:**

## CREATIVE **FASHION FOCUS**



DURATION ( \) 1 DAY 11am 3pm

COMPLIMENTARY UK €60 IRELAND

## O LONDON STUDIO

Thursday 30 Mar Thursday 15 Jun Thursday 05 Oct Thursday 30 Nov

### MANCHESTER STUDIO

Thursday 23 Mar Thursday 30 Mar Thursday 08 Jun Thursday 05 Oct Thursday 23 Nov

### (°) DUBLIN STUDIO

Wednesday 15 Mar Thursday 07 Sep

# HOW TO

## TO BOOK FACE TO FACE STUDIO AND ONLINE EDUCATION, CALL YOUR NEAREST WELLA STUDIO OR CONTACT YOUR WELLA ACCOUNT MANAGER.



#### **WELLA WORLD STUDIO LONDON**

One The Strand, (Northumberland Avenue entrance), London, WC2N 5EH T. +44 203 650 4700 wellastudiolondon@wella.com



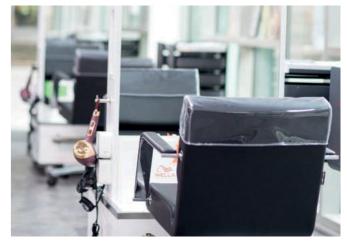
### **WELLA STUDIO MANCHESTER**

82 King Street, Manchester, M2 4WQ T. +44 161 834 2645 wellastudiomanchester@wella.com



#### **WELLA STUDIO DUBLIN**

The Chancery, 3-10 Chancery Lane, Dublin 8, Ireland T. +353 1 416 0900 wellastudiodublin@wella.com



NEW LOCATION!

#### **WELLA STUDIO EDINBURGH**

Hosted by Edinburgh College 350 West Granton Road Edinburgh, EH5 1QE T. +44 161 834 2645

wellastudiomanchester@wella.com\*

\*Bookings managed by Wella Studio Manchester

## TERMS & CONDITIONS

#### MODELS & HEADBLOCKS

Alongside each course listed in this book, we have provided information regarding whether the practical element of the course will be carried out using a live model or a headblock. Please note that even for those courses marked 'model', we cannot always guarantee models due to cancellation or unforeseen circumstances. In such cases, we will provide you with a headblock. Headblocks allow unrivalled creativity and complete freedom without any restrictions, and the hairdresser can be as creative as they wish.

If you wish to take your headblock home with you after your course, you may purchase it from the studio; please ask your studio reception for details and prices. This excludes Summer School and some Sebastian courses, where the headblock is included in the course fee.

In those courses that use a live model, you are always free to bring your own model. Please notify the studio of this when booking your course. If your model is a salon team member, then they can enjoy the demonstration and theory of the course free of charge! Please make sure your model will allow you complete control over the work you carry out during any workshop, and ensure your model has been skin tested 48 hours before the seminar with the brands and shades you wish to use, following our Wella Professionals guidelines. Please bring a record of the skin test as evidence when you attend the course.

#### PAYMENT TERMS

Full payment for your course is required 28 days before the course start date. Payment should be made to Customer Services. Please note that your booking is treated as fully confirmed from the point of booking, and if you fail to attend your course without prior notification or cancellation (see below), then any outstanding course fees will remain on your account and still be payable.

#### **CANCELLATION POLICY**

If you wish to cancel your course, please contact the Wella Studio or your Wella Account Manager by email giving a minimum of 14 days notice (or 28 days' notice for Wella Colour **Expert Programme and Wella Artists** courses). No refunds or credits will be given after this period.

In exceptional circumstances, and if a request is made prior to the start of your course, we may agree to rearrange to a later date; this is only applicable once per booking and the original invoice date, amount, and payment terms will still apply.

#### **MYEDUCATION FUND** applicable to the UK only.

MyEducation Fund may be used as full or part payment against any published studio course. MyEducation Fund must be used, and the course taken, by the expiry date.

#### SPECIALIST PROGRAMMES

All courses within a Specialist Programme must be taken within 12 months, except for WCE-Plus and Ultimate Wella Colourist, which must be taken within 18 months. All courses within one Specialist Programme must be attended by the same person. All Specialist Programmes must be prepaid in full before attendance of the first course (unless being paid in monthly instalments). Specialist Programmes are non-refundable, and if you need to cancel a course, another date or course of the same value can be arranged and must be undertaken within 12 months of the programme being booked.

#### **PHOTOGRAPHY & VIDEOGRAPHY DURING COURSES**

Occasionally, Wella Studio team members may take photographs and/ or videos of education courses taking place, which are used for education marketing purposes (e.g. Instagram, Facebook, wella.com and e-Education). Your attendance at the Wella Studios assumes your agreement to appear in these photos and videos. If you do NOT wish to appear, please make it known to your Course Leader before the start of your course.

#### ADVISORY HELPLINE

Expert help is just a phone call away. Our Advisory Helpline is a service giving you fast access to our technical advisors. The helpline is available Monday to Friday, from 9.30am to 4.30pm.

## UK T. +44 845 704 5775 Ireland (select option "Advisory")

T. +353 1 416 0900 Email: infowellauk@wella.com

#### CHANGES TO COURSE CONTENT

Course content may vary subject to changes in the product range or service techniques. Wella reserves the right to alter the content, Wella Artists or change the published dates of the courses at any time without notice.

For further information on our terms and conditions, or for any other queries, please contact your local Wella Studio:

London: wellastudiolondon@wella.com 0203 650 4700

Manchester (& Edinburgh): wellastudiomanchester@wella.com 0161 834 2645

**Dublin:** wellastudiodublin@wella.com 01 416 0900



