

MEET OUR ARTISTS

MEET OUR ARTISTS, EXPERTS AND AMBASSADORS | P96

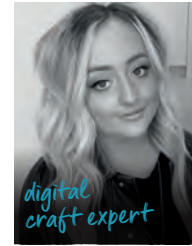
THE PASSIONISTA SERIES | P117

JOIN OUR COMMUNITY | P118



MEET OUR ARTISTS, EXPERTS AND ambassadors

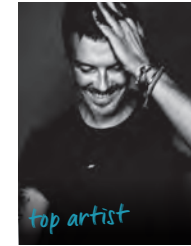
We are proud to partner and be associated with the top hairdressing professionals around the world who are known for their mastery of technique and creative flair. This community of experts support us in shaping the future of the industry, achieving excellence in education across all areas of the craft.



DAISY GOORD
Daisy Goord Hairstylist

Specialises in: Blonde transformations and platinum perfection.

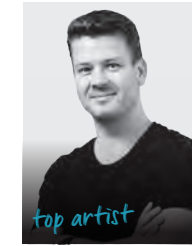
@DAISY_GOORD



DARREN AMBROSE
D&J Ambrose

Specialises in: Thinking outside of the box, creative cutting and session editorial.

@DARRENAMBROSE



CLAYDE BAUMANN
D&J Ambrose

Top accolade: 2 x BHA British Colour Technician of the Year.

@CLAYDEBAUMANN



EMILY ROSE MONK
Emily Rose Monk Hairdressing

Known as: Celebrity colourist specialising in blonde and colour corrections.

@EMILYROSEMONKHAIR



CHRIS MULLEN
Flanagans

Specialises in: The full male grooming service.

@FLANAGANSBARBERS



EOIN WRIGHT
Foundation

Specialises in: Artistic direction and trichology.

@FOUNDATIONHAIR



LESLIE HUNTER
Frances Hunter Hairdressing

Passionate about: Men's hair and classic cuts.

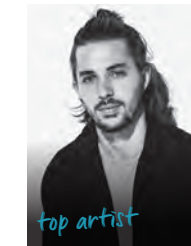
@FRANCESHUNTERHAIR



DYLAN SMITH
Garage Hair

Specialises in: Precision cutting with a creative eye.

@DYLANSMITH_HAIR



JOSH GOLDSWORTHY
Goldsworthy's

Top accolade: 3 x BHBA Salon Stylist of the Year.

@JOSH_GOLDS



GUSTAV FOUCHE
Gustav Fouche

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

@GUSTAV_FOUCHE



KERRY HAYDEN
Atherton Cox

Specialises in: The full male grooming service.

@KERRYHAYDENHAIR



CLIVE BOON
Boons

Specialises in: Classic and contemporary cutting.

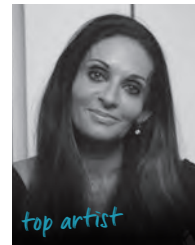
@BOONSHAIR



BRUCE MASEFIELD
Bruce Masefield Hair

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

@RUCEMASEFIELDHAIR_EDUCATION



CHARLIE TAYLOR
Charlie Taylor

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

@CHARLIETAYLORHAIR



PAUL ADAMCZUK
Cheynes Hairdressing

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

@PAUL.CHEYNEHAIR



ANDREW DUNNE
Hair by Mane

Known for: Wella Sunday Service and mentoring the Wella community.

@HAIRBYMANE



AKIN KONIZI
HOB Academy

Top accolade: 4 x BHA British Hairdresser of the Year.

@AKIN_KONIZI



JAKE UNGER
HOB Academy

Passionate about: Predicting, interpreting and executing emerging fashion trends.

@JAKEUNGER



NESTOR SANCHEZ
HOB Academy

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

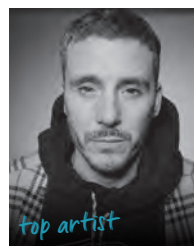
@CUTITANDRUN



WARREN BOODAGHIAN
HOB Academy

Specialises in: Everything from classic to creative colour and translating it for stage or an educational environment.

@BOODAGHIAN



ANGELO VALLILLO
Cobella

Top accolade: TrendVision Award Gold Winner and 2x BHA Eastern Hairdresser of the Year.

@ANGELOVALLILLO



JORDANNA COBELLA
Cobella

Passionate about: Empowering hairdressers through education.

@JORDANNACOBELLA



STEPHEN AIKEN
Conroy Hair

Top accolade: TrendVision Award Gold Winner and BHA Finalist.

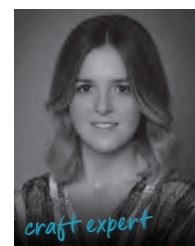
@STEPHENAIKENCOLOUR



MARK PEARSON
Creator

Specialises in: Education and staying client relevant.

@CREATORHAIR



NIKITA PURDY
Crow Street Collective

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

@NIKITA_CSC



OLIVE TUCKER LEE
House of Colour

Specialises in: Teaching new creative and evolving techniques.

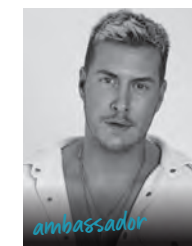
@OLIVETUCKERLEE



ZARA MCINTYRE
House of Colour

Top accolade: TrendVision Award Silver and Bronze Winner.

@ZARAMCINTYREHAIR_HOC



JAMES EARNSHAW
James Earnshaw Hair

Top accolades: BHA Midlands Hairdresser of the Year and One Shot Awards Winner.

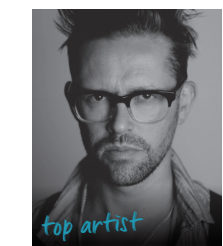
@JHAIR_STYLIST



JOANNE O'NEILL
Joanne O'Neill Hairdressing

Known for: Colour, avant-garde and session work.

@JOANNEONEILL15



JAYSON GRAY
Karbon Kyd

Specialises in: Advanced colouring techniques.

@KARBON_KYD



KEVIN LUCHMUN
Kevin Luchmun Education

Top accolade: BHA Men's Hairdresser of the Year.

IG @KEVINLUCHMUN



BEN SUTCLIFFE
KH Hair

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

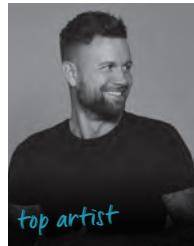
IG @KHBARBER_LONG_EATON



DOM CAPEL
Lara Johnson Lifestyle

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

IG @DOMCAPEL



LUKE BENSON
Luke Benson Hair

Specialises in: Styling & finishing, and creative cutting.

IG @LUKEBENSONHAIR



KAY MCINTYRE
McIntyres Salons

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

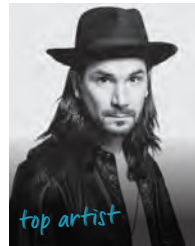
IG @MCINTYRES_HAIR



ROBERT EATON
Russell Eaton

Top accolade: BHA British Hairdresser of the Year.

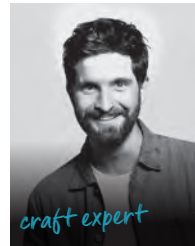
IG @ROBERTJEATON



LEONARDO RIZZO
Sanrizz

Specialises in: Precision cutting blended with editorial styling.

IG @LEONARDORIZZO



RUDI RIZZO
Sanrizz

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

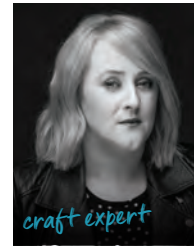
IG @MRRIZZOLONDON



SHARON COX
Sanrizz

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

IG @SHARONCOXPROFESSIONAL



ROISIN HYNES
Sarah Mason Professional

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

IG @ROISIN_HYNES_



COLIN MCANDREW
Medusa

Top accolade: BHBA Business Director of the Year.

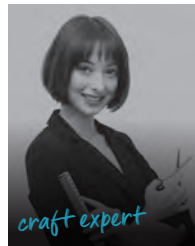
IG @COLIN_MEDUSA



PETER MELLON
Medusa

Top accolades: SHBA'S Male Scottish Hairdresser of the Year.

IG @PETER_MEDUSA



MELISSA TIMPERLEY
Melissa Timperley Salons

Passionate about: Education, creativity, precision cutting, pushing boundaries and creating beautiful gender-neutral hair.

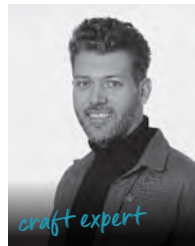
IG @MELISSATIMP



GLENN MCGOLDRICK
Menspire

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

IG @GLENNMCGOLDRICK



MICHAEL GRAY
Michael Gray Hair

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

IG @MICHAELGRAYHAIR



SARAH MASON
Sarah Mason Professional

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

IG @SARAHMASONCREATIVE



MARK HAYES
Sassoon Academy

Top accolade: 2 x Fellowship Hairdresser of the Year.

IG @MARKHSASSOON



EDWARD DARLEY
Sassoon Academy

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

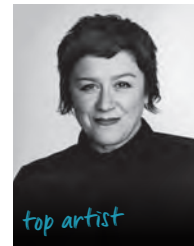
IG @SASSOONACADEMYOFFICIAL



GARETH VANCE
Sassoon Academy

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

IG @GARETHVANCE1



DANIELLE HARVEY
Sassoon Academy

Specialises in: Providing world class education in cutting.

IG @DANIELLEHARVEYHAIR



LAMPHANE PATHAMMACHAK
Michael Van Clarke

Specialises in: Session styling, hair-up and bridal.

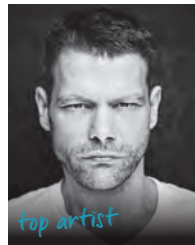
IG @LAMPHANE



MICHELLE THOMPSON
Michelle Thompson Hair

Top accolade: 3 x BHA Afro Hairdresser of the Year and Hall of Fame member.

IG @MICHELLETHOMPSONHAIR



NELSON BROWN
Nelson Brown

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

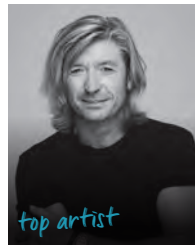
IG @NB.HAIR.EDUCATION



NIALL COLGAN
Niall Colgan Hairdressing

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

IG @NIALLCOLGANHAIRDRESSING



NICKY CLARKE
Nicky Clarke

Top accolade: Being awarded an OBE by Her Majesty The Queen.

IG @NICKYCLARKEUK



SIMON HILL
Sesh Hairdressing

Specialises in: Creating signature styles, bridal and long hairdressing.

IG @SIMONHILLHAIR



CHRISTEL BARRON-HOUGH
Stil

Top accolade: 3 x BHA Colour Technician of the Year.

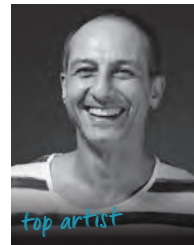
IG @CHRISTELBARRONHOUGH



DANIEL TAYLOR
Taylor Taylor Hair

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

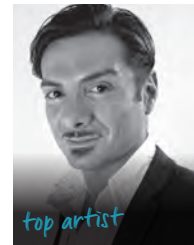
IG @TAYLORTAYLORHAIR



COS SAKKAS
TONI&GUY

Top accolade: 3 x BHA British Hairdresser of the Year Nominee.

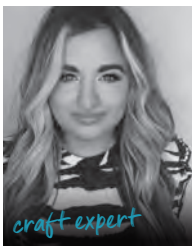
IG @COSSAKKAS



FRANCESCO FONTANA
TONI&GUY

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

IG @FRANCESCOFONTANA74



NIKKI CLIFFORD
NJUK Hair & Beauty

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

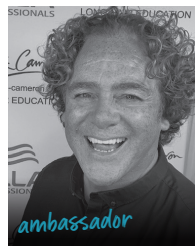
IG @NIKKICLIFFORD_HAIR



KAI WAN
p.kai Hair

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

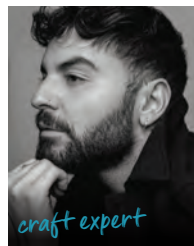
IG @KAI_WAN_PKAI_HAIR



PATRICK CAMERON
Patrick Cameron

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

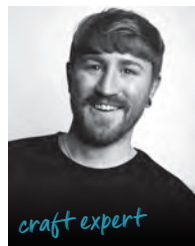
IG @PATRICKCAMERONHAIR



KIERON FOWLES
Regis

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

IG @KJFOWLES



DANIEL COUCH
Russell Eaton

Specialises in: Diverse colouring and working commercially and creatively.

IG @DANIELCOUCHHAIR



INDIRA SCHAUWECKER
TONI&GUY

Top accolade: 3 x BHA Avant-Garde Hairdresser of the Year.

IG @INDIRASCHAWY



JON WILSDON
TONI&GUY

Top accolade: BHA North Western Hairdresser of the Year.

IG @JONWILSDON



SIOBHAN GOLDEN
TONI&GUY

Known for: Unparalleled technical skills and teaching the core foundations of colours.

IG @GOLDENSIOBHAN



ZÖE IRWIN
Zoe Irwin

Known as: Wella Colour Trend Expert and NIOXIN Editorial Ambassador.

IG @ZOEIRWINHAIR

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 basic 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 | P61



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

@HOB_ACADEMY
@AKIN_KONIZI



BRUCE Masefield

BRUCE MASEFIELD HAIR

WHAT IS THE KEY LEARNING FROM YOUR ADVANCED CUTTING COURSE?

You will learn how to blend different cutting skills, enabling you to create any style you like. The understanding of balance, proportion and suitability are key topics when cutting great hair. Knowledge of the fundamentals is also important.

COURSES AVAILABLE WITH BRUCE:

Advanced Cutting | P61



“My teaching style
is all about being
coached to success;
If you want to be an
amazing cutter, I will
help you get there.”

@BRUCEMASEFIELD_HAIR
@BRUCEMASEFIELDHAIR_EDUCATION



CHARLIE Taylor

CHARLIE TAYLOR

WHAT IS YOUR APPROACH TO CUTTING EDUCATION?

I teach the basic cutting techniques to students of all levels, and I make sure 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 or experienced stylists wanting to recap the classics.

COURSES AVAILABLE WITH CHARLIE:

Classic Cutting | **P60**
The Blowdry Experience | **P64**



“For me, Wella represents the quality I require for my five-star salons.”

@CHARLIETAYLORS
@CHARLIETAYLORHAIR

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 fun, but I also love how they connect with the hairdresser through new education concepts and new product innovation.

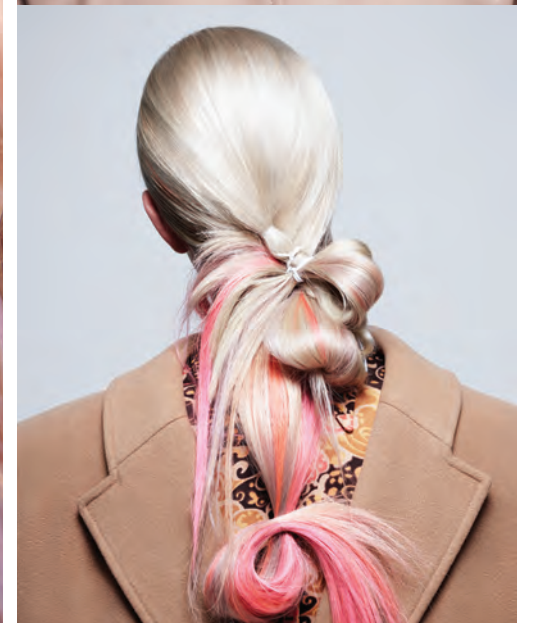
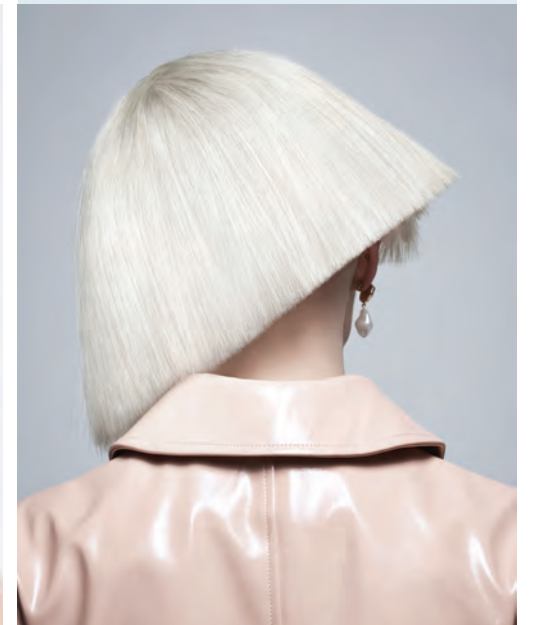
COURSES AVAILABLE WITH CHRISTEL:

Master Colour Programme | **P50**
Signature Masterclass | **P54**



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

@STIL.SALON
@CHRISTELBARRONHOUGH



COLIN
McAndrew
MEDUSA

WHO SHOULD ATTEND YOUR CLASSIC CUTTING COURSE?

This course is for all levels, as we hit fundamentals and then push into creative cutting. It will give newly qualified stylists a clearer understanding, and stylists with more experience an appreciation of what and why we are doing something. I always provide education with a clear goal.

COURSES AVAILABLE WITH COLIN:

Essential Cutting | P60
Classic Cutting | P60



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

@MEDUSAHAIRDRESSING
@COLIN_MEDUSA



COS
Sakkas
TONI&GUY

WHAT IS THE KEY LEARNING FROM YOUR ADVANCED CUTTING COURSE?

The course is all about sharing and being open. You will gain a strong insight into the world of TONI&GUY and how we implement fashion into our brand, how we utilise industry trends into our campaigns and collections, and how we use our artistry to build on our strengths and confidence.

COURSES AVAILABLE WITH COS:

Advanced Cutting | P61



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

@TONIANDGUYWORLD
@COSSAKKAS



DARREN Ambrose

D&J AMBROSE

WHAT DO YOU SEE AS THE NEXT CUTTING TREND FOR 2022?

Recycling habits are steering trends in both fashion and hair: nods to the short curved bobs and wild shag cuts of the '90s, along with texture, fringes, and anything that fits the bone structure and persona.

COURSES AVAILABLE WITH DARREN:

Advanced Cutting | **P61**



“My most enjoyable part of education is thinking outside the box and achieving something you’ve never tried.”

@DJAMBROSEHAIR
@DARRENAMBROSE

JAMES Earnshaw

JAMES EARNSHAW HAIR

WHAT DO YOU SEE AS THE NEXT COLOUR TREND FOR 2022?

I predict the return of super glossy luxe hair. Everyone wants to express themselves through colour, but for me, the finish has to be super expensive and shiny looking. I also think we are seeing the return of more saturated vibrant colours too, such as deep glossy reds and vibrant oranges.

COURSES AVAILABLE WITH JAMES:

Signature Masterclass | **P54**
Hot Tool Styling | **P67**



“If you love creative mixtures, bespoke pastel formulas, cool-girl hair colour and challenging yourself then I’m your guy!”

@JHAIR_STYLIST



JAYSON Gray

KARBON KYD

WHAT SHOULD I EXPECT ON A COLOUR COURSE WITH YOU?

My MCP workshop and **Signature Masterclass** course is aimed at people looking to “tweak, perfect & 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:

Master Colour Programme | **P50**

Signature Masterclass | **P54**



“The Master Colour Programme plays a huge role in my working life; an amazing vibe and hugely rewarding experience.”

@KARBON_KYD
@JAYJAYGRAYESQ



JORDANNA Cobella

COBELLA

WHAT WAS THE MOST VALUABLE LEARNING FROM YOUR MASTER COLOUR PROGRAMME?

The most valuable learnings were 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.

COURSES AVAILABLE WITH JORDANNA:

Master Colour Programme | **P50**

Signature Masterclass | **P54**

Classic Cutting | **P60**



“Next year will be all about bringing luminosity to hair colour; maximising reflections and dimension.”

@COBELLASALON
@JORDANNACOBELLA



JOSH GOLDSWORTHY

GOLDSWORTHY'S

WHO SHOULD ATTEND YOUR COURSE?

There is truly something for everyone. I tailor my courses to suit each individual with a no-judgement policy; those who are less advanced can progress at a rate comfortable to them, and those who are more advanced may continue to push further without restraint.

COURSES AVAILABLE WITH JOSH:

The Blowdry Experience | **P64**
Hot Tool Styling | **P67**



“I can promise that you will learn something new no matter who you are!”

@GOLDSWORTHYSHAIR
@JOSH_GOLDS

LEONARDO RIZZO

SANRIZZ

WHAT TRENDS DO YOU PREDICT FOR 2022?

Fringes will be back in fashion – blunt, asymmetrical or angular sides – and longer, layered, textured haircuts with plenty of movement. For colour, I predict thicker panels, double colour techniques, and less ashy shades; autumnal and warmer tones.

COURSES AVAILABLE WITH LEONARDO:

Advanced Cutting | **P61**



“Wella offers amazing opportunities, and teaching and training for all levels!”

@SANRIZZACADEMY
@LEONARDORIZZO



LUKE Benson

LUKE BENSON HAIR

WHY IS EDUCATION SO IMPORTANT IN HAIRDRESSING?

Education is the foundation to growing our industry. I have been mentored and taught by some industry greats, so when I teach, I feel like it is my chance to give back.

COURSES AVAILABLE WITH LUKE:

- Advanced Cutting | P61
- The Blowdry Experience | P64
- Hot Tool Styling | P67



“Education is the foundation to growing our industry.”

@LUKEBENSONHAIR



NICKY Clarke

NICKY CLARKE

WHAT DO YOU THINK IS THE KEY DRIVER OF GROWTH IN OUR INDUSTRY?

Growth comes from keeping people motivated about our craft. Colour is truly one of the big driving forces that has really come to the fore in recent years, with new and exciting colour technology.



“Colour is one of the big driving forces behind growth in our industry.”

@NICKYCLARKEUK



PAUL Adamczuk

CHEYNES HAIRDRESSING

WHY HAVE YOU CHOSEN TO PARTNER WITH WELLA?

Wella is an outstanding partner to have collaborated with throughout our 40-plus year relationship. During the current pandemic, we could not wish for a more supportive company to deal with; we truly feel that Wella cares about us, and the personal touch has always been there.



“I see the 'mullet' and 'shag' becoming more popular; there will be a strong focus on utilising texture and movement.”

@CHEYNESHAIR
@PAUL.CHEYNESHAIR

ROBERT Eaton

RUSSELL EATON

WHAT IS THE KEY LEARNING FROM YOUR SIGNATURE MASTERCLASS 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 really brings your skills to life and helps drive more business.

COURSES AVAILABLE WITH ROBERT:

Signature Masterclass | P54



“Signature Masterclass will help you drive your colour business and create your own colour profile.”

@RUSSELLEATONHAIR
@ROBERTJEATON



ZÖE Irwin

ZOË IRWIN

WHAT DO YOU PREDICT AS THE NEXT COLOUR TREND FOR 2022?

I feel the grey hair trend will become much bigger; "Statement Grey", which I launched with Wella this year, is a very modern perspective that I see increasing. Grey colour experts will become as big as balayage specialists.



"I love the way Wella truly feels like a community."

@ZOEIRWINHAIR



THE Passionista series

COMING SOON

OUR BRAND NEW STUDIO COURSES LED BY YOUR FAVOURITE INSTAGRAM HAIRDRESSING STARS FROM THE WELLA PASSIONISTA COMMUNITY.



- Face-to-face studio courses that are **short, snappy** and packed full of content.
- Each course will be built around the **Passionista's stand-out signature look** which brought them Instagram fame!
- **Learn** the practical techniques, insider secrets and photography tricks behind hairdressing's most influential rising stars.

OUR STAR LINE-UP IS SET TO INCLUDE:

Calum Tierney @calumtierney

Daisy Goord @daisy_goord

Melissa Timperley @melissatimp

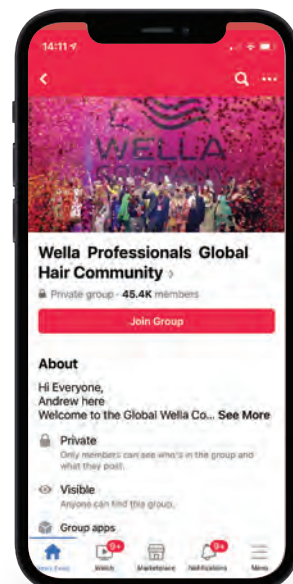
Michael Gray @michaelgrayhair

Nikki Clifford @nikkiclifford_hair

...and others to be announced!

LAUNCHING IN EARLY SUMMER 2022!

To be the first to hear when details are released, register your details on education.wella.com or follow @WellaHairUKI on Instagram.



JOIN

Join our Facebook group 'Wella Professionals Global Hair Community' with over 45,000 members from around the world.



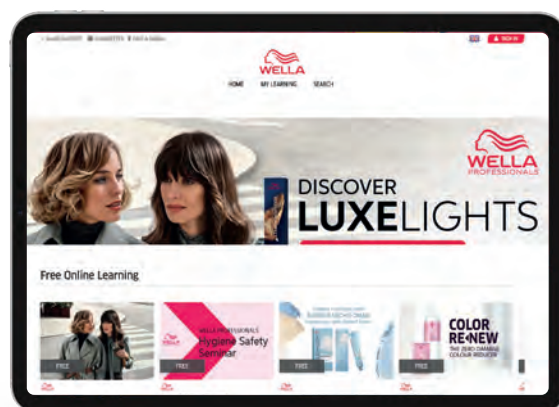
SHARE

Post your most stunning hairdressing work on Instagram or Facebook, tagging @WellaHairUKI and #WellaFamily, with the chance to feature on the @WellaHairUKI page with over 138,000 followers.

JOIN OUR 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 ALL OVER THE GLOBE.

If you want to engage with your industry peers, join us online in the following ways:

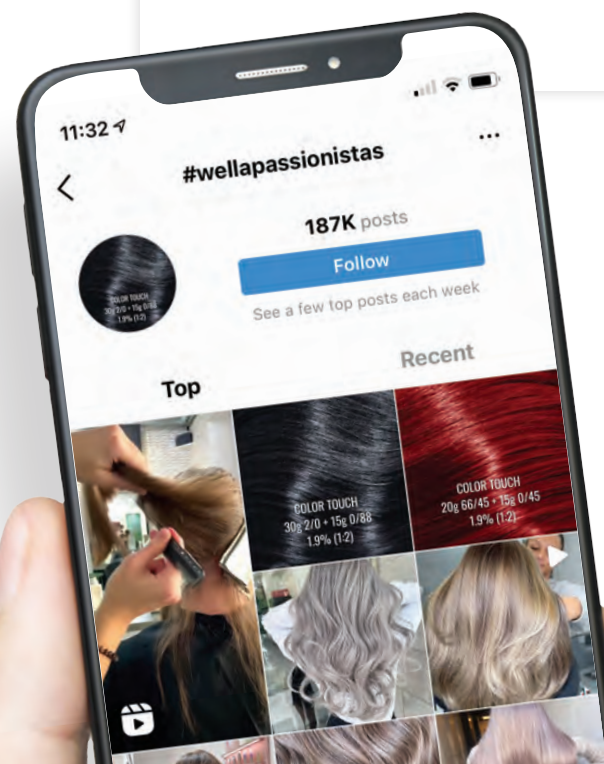


LEARN & SIGN-UP

Learn from the best of the industry with our online digital courses hosted by Wella Artists and available to book on education.wella.com – keep an eye on our Instagram @WellaHairUKI to see updates and reminders of what's coming up. Sign up to our **education mailing list** at education.wella.com and receive monthly news blasts on new courses, products, and access exclusive discounts on education.

FOLLOW

Follow #WellaPassionistas on Instagram to be inspired by our trendsetting group of creatives.



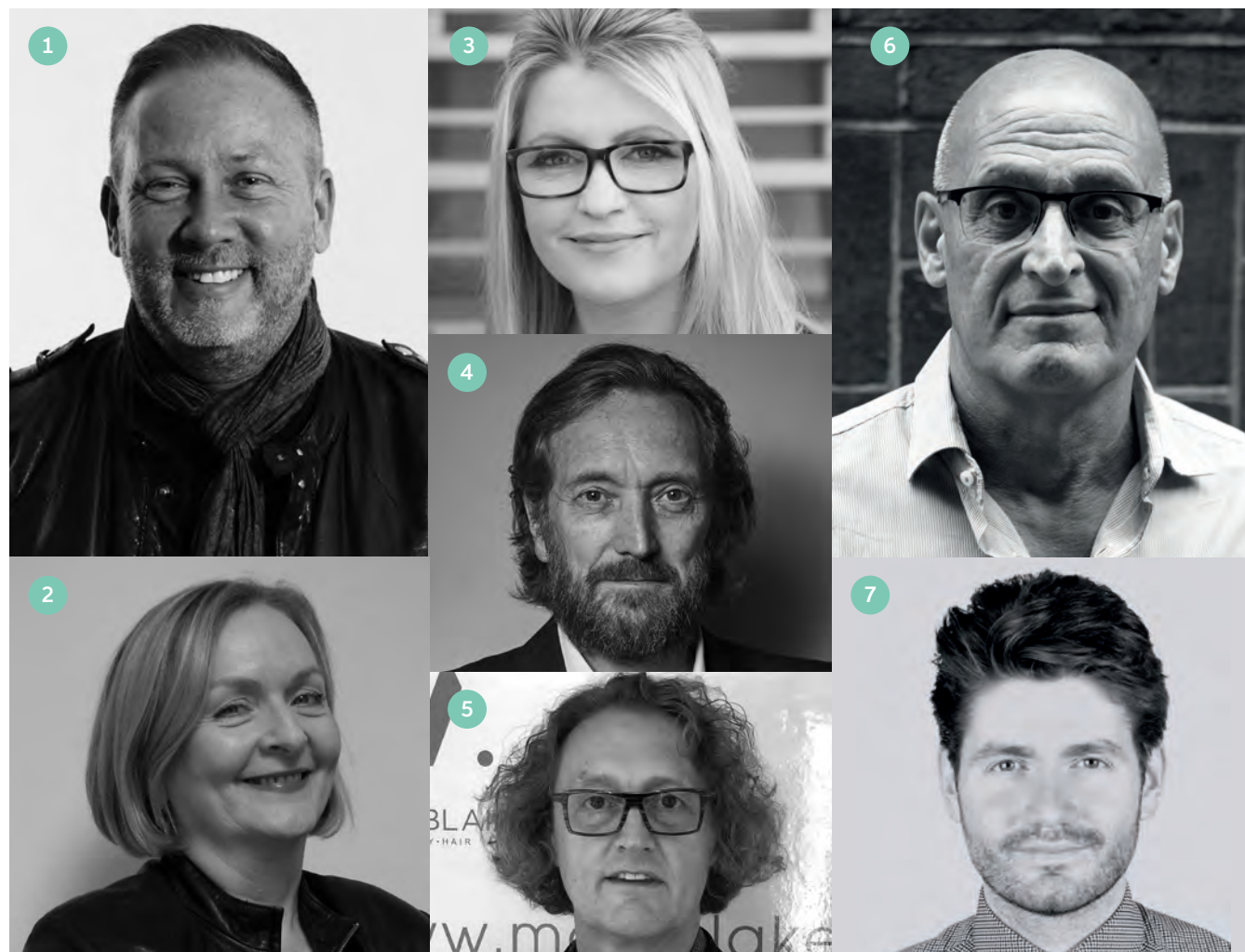
...AND BECOME A Wella Passionista!

IF YOU'RE A NATURAL INSTAGRAMMER WITH A GRID FULL OF AWE-INSPIRING WORK AND A LOYAL DIGITAL FOLLOWING, YOU CAN APPLY FOR THE OPPORTUNITY TO JOIN OUR COMMUNITY OF SOCIAL SUPERSTARS - THE WELLA PASSIONISTAS.

To be spotted by our social talent scouts just make sure you're tagging us in your posts using @WellaHairUKI and #WellaFamily or apply online at wella.com/Passionistas

For additional tips on becoming the next social media star, check out our studio education course **Insta Ready Colour (P44)** and watch our online seminars 'How to Boost your Social Media' and 'How to Create Compelling Content' on education.wella.com

We look forward to seeing your work!



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.

LOOK OUT FOR OUR BESPOKE BUSINESS EVENTS COMING UP IN 2022!

We will be covering topics that are at the forefront of every Business Owners' mind such as how to recruit the right team, how to retain your most loyal employees and even how to step into a management role. Join us to hear the answers.

1. CLIVE COLLINS

hobsalons.com

Clive is an award-winning Salon Owner with more than 35 years' experience in the hairdressing industry. Often featured in the business pages of the industry's press, he is a fantastic motivational leader and an expert in business education at HOB Academy. Clive presents the **Successful Salon Business** course, which covers customer loyalty, client experience, effective column-building and business development.

2. LIZ MCKEON

lizmckeon.com

Liz is the co-presenter of the £200 Salon Turnaround TV programme and author of best-selling book, *30 Days to Beauty Business Success*. With more than 35 years' experience in hair and beauty, she will ignite your passion and excitement for running a salon. Liz presents **Reception: Making it Work for Your Business**, and the eight-day masterclass, **Master Business Programme**.

3. 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. She has wide-ranging experience at a senior level boasting BHBA awards along with many business awards from outside of the industry.

4. MICHAEL VAN CLARKE

vanclarke.com

When it comes to the hairdressing business, the Michael Van Clarke salon is the industry's most decorated team with 16 British Hairdressing Business Awards. Michael has more than 35 years' 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 Mastery** day.

5. MARK BLAKE

markblake.co.uk

Successful Salon Owner with over 30 years' industry experience 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. He believes these are essential skills for modern hairdressing. Mark presents **The Fascinating World of Trichology** in an honest and engaging way along with **MCE Maximiser**.

6. SIMON HARRIS

mysalonmanager.co

Simon has over 35 years' in growing successful and profitable hair salons, having run a chain of 16 salons for six years. Founder of MySalonManager, he provides training and support to enable Salon Owners and Managers to run their salons more effectively. Simon presents the game-changing course **You Own a Salon, Now Build a Business**, as well as **Appraisals for Performance**.

7. RAYMOND BOTTONE

mysalonmanager.co

At 22, Raymond launched his very own hair salon in Essex and describes being on a non-stop learning curve about people, the business of salons, and how to listen and value staff and customers. Since 2009, Raymond and his team have built a significant profile, winning Regional & National Hairdressing Awards, and in 2018, Essex Salon Awards Marketing Trailblazer. He is also the Co-Director of MySalonManager, nurturing the growth of nearly 100 salons and salon groups in the UK.

POWER UP your business

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

Enrol today in **Power Up Your Business**: an interactive bundle of online courses hosted by industry experts Simon Harris and Raymond Bottone. Over the duration of the course they will share strategies that will help you to increase client retention, drive customer acquisition, and give you an insight into the fundamentals of great service.

- Setting Prices for Success
- Pricing, Targets and Pay
- Drive Your Business
- Boost Your Profit
- The Ultimate Consultation
- Gaining 5* Feedback
- A Happy Salon is a Busy Salon
- Recruit Me!
- Managing Team Performance

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

