

INSPIRATION

2015



ENTER

EDUCATION

2015



ENTER




WELLA



INTRODUCTION

COLOUR
& MOVEMENT

INSPIRATION

CARE, CUT
& STYLE

EDUCATION
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STUDIOS &
HOW TO BOOK

PRESTIGE
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- Click on the coloured headers or the tabs on the right hand side of the page to go to your chosen section
- Go directly to a specific page by clicking on it from the contents list
- The 'home' button in the top right hand corner will take you back to the start
- Left click your mouse to go forward a page
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LOOKING FOR
INSPIRATION?

explore the
Inspiration section.



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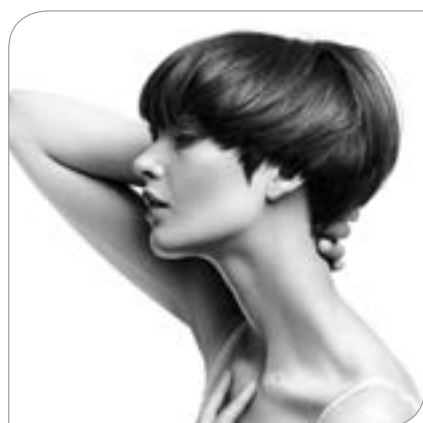
PRESTIGE
BRANDS



ICONIC BRANDS



As the global professional colour expert, Wella Professionals is at the heart of Wella. For Wella, beautiful hair is what it's all about – it's been that way for 135 years and today more than ever, Wella Professionals is your full-service partner: the world's most passionate hair experts, there for you.



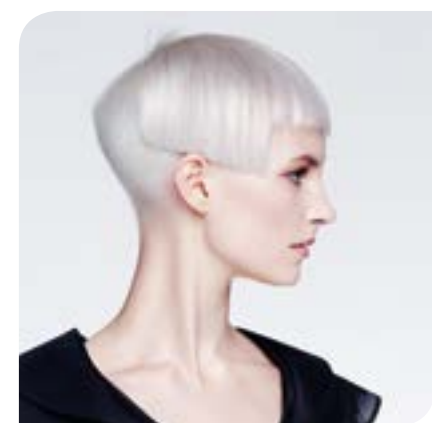
Based on an ingenious systematic and scientific approach, the System Professional aim has always been to advance professional hair care towards transformative therapy. The key to our success is a synergistic system that begins with an in-depth diagnosis of the hair and ends with the application of high-performance, personalised treatments - making each of our services truly individualised and effective.



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



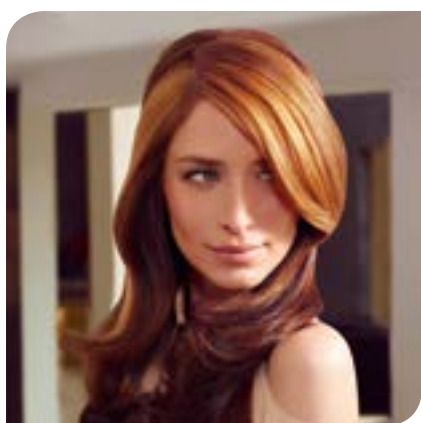
As part of the world's biggest beauty company Wella offers six iconic brands, each designed for you and your clients.



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



Nioxin, the number one stylist recommended brand for thinning hair in the USA, takes a unique approach to answering thinning needs and restoring confidence in men and women who suffer from thin-looking hair – who account for 50% of salon clients. Taking inspiration from skincare, Nioxin's innovative and revolutionary technology treats the hair by optimising the scalp environment to deliver thicker, fuller-looking hair.



A high-quality yet affordable brand to help you deliver hair, relationships and salons that are full of life:

- Smart innovation: designed to transform your clients' hair, giving it new life
- Accessible education: to nurture your skills and relationships with your clients
- Real-life inspiration: for you, your clients and your salon

PERFECT PARTNER

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



Scan the QR code to see a video about Wella Education. You can also find the video at: po.st/Education



NEW

FOUR LEVELS OF EDUCATION

INTRODUCING OUR NEW FOUR LEVELS OF EDUCATION FOR 2015; DISCOVERY, ESSENTIAL CRAFT, ADVANCED CRAFT AND MASTER CRAFT.

Wella are here to be your Perfect Partner and we have designed our Education offering to meet all of your salon needs by allowing you to tailor-make your Wella salon training programme for every level of your team; meeting your business needs even further.



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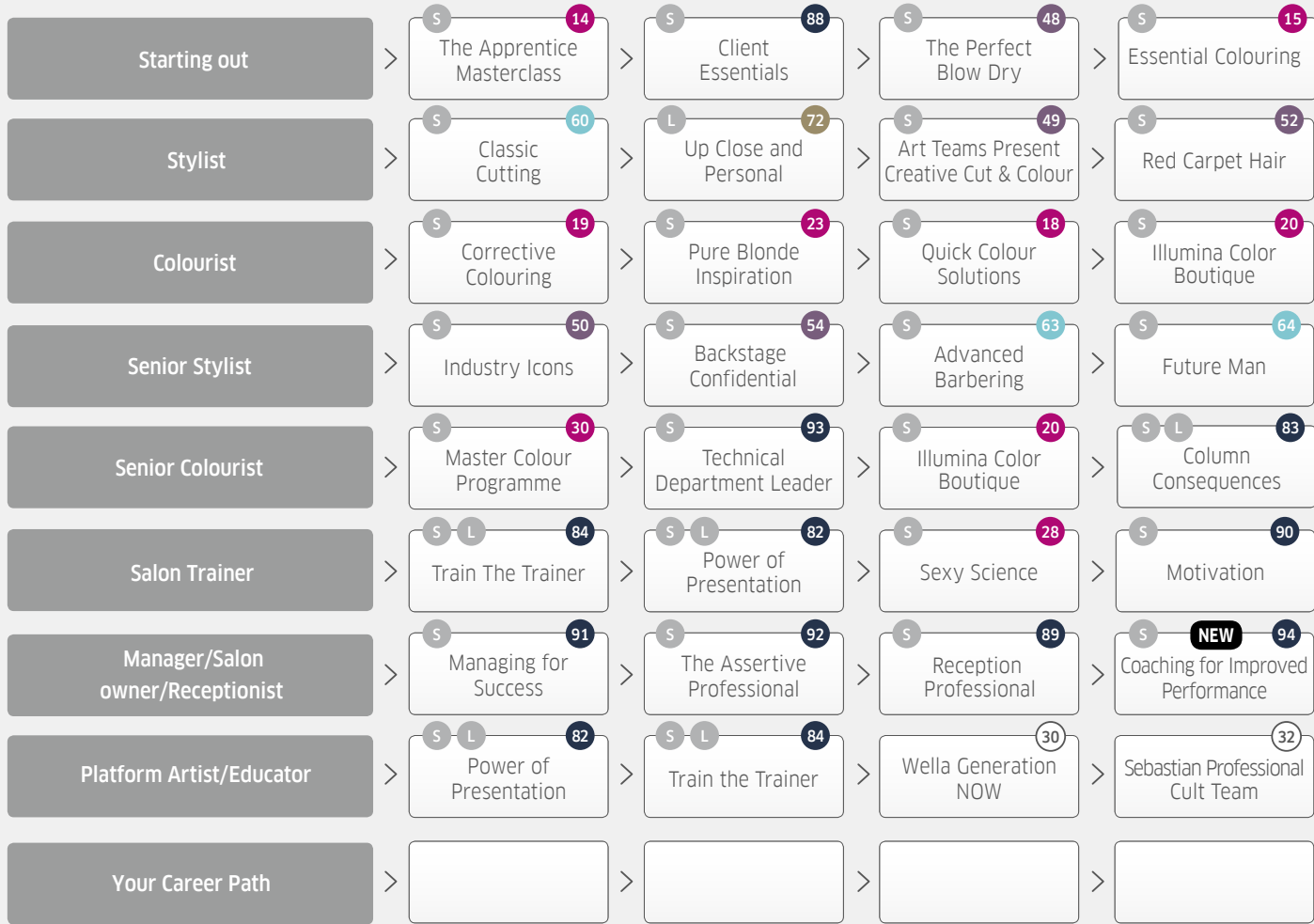
STUDIOS & HOW TO BOOK

PRESTIGE BRANDS

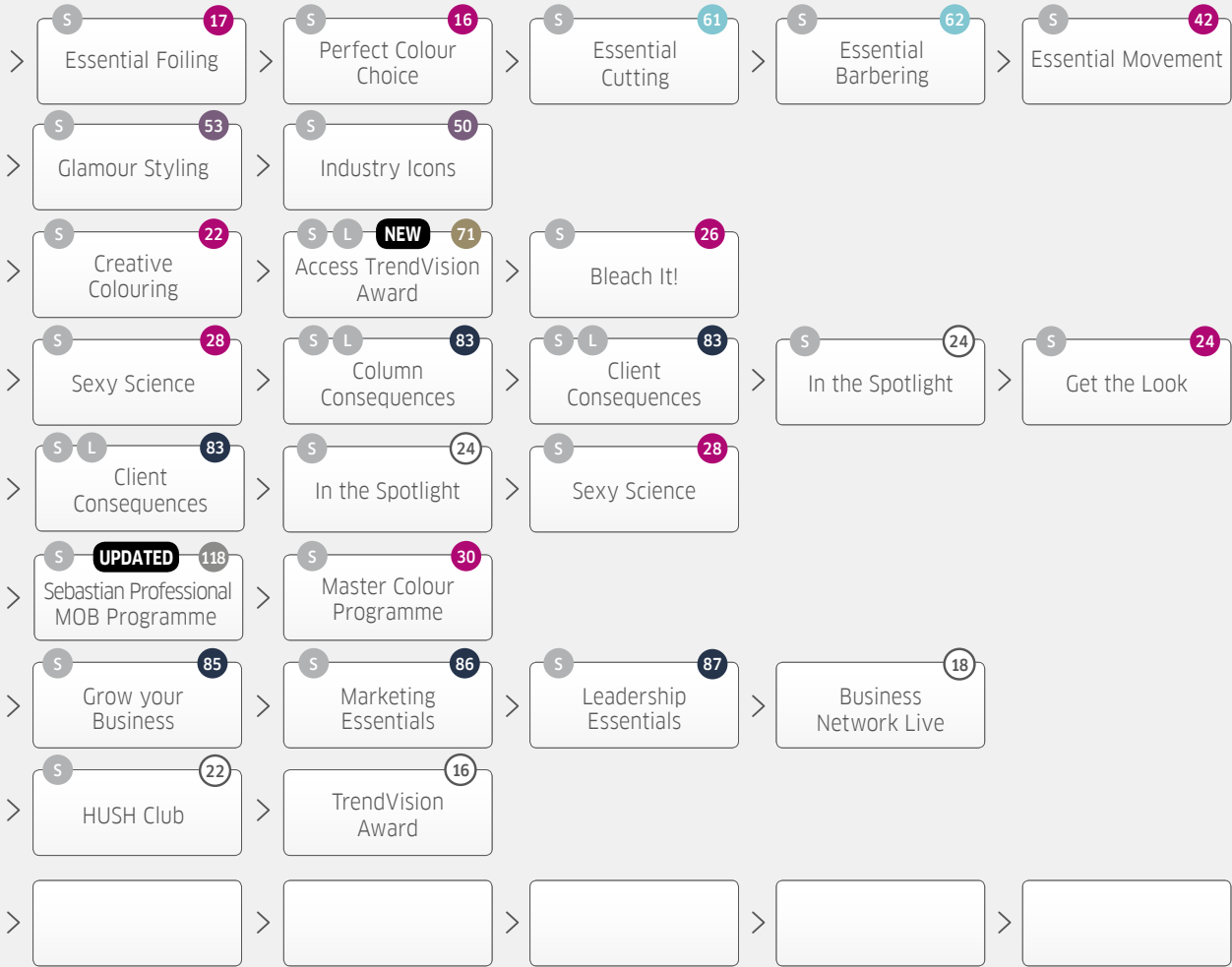


YOUR CAREER PATH

WE ARE HERE TO SUPPORT EVERY HAIRDRESSER IN THEIR CAREER JOURNEY BRINGING 135 YEARS' EXPERIENCE WITH OUR INDUSTRY LEADING EDUCATION. SO WHATEVER YOU WANT TO ACHIEVE, WE'RE ALWAYS THERE FOR YOU.



Refer to circled page numbers for course details
L = Location S = Studio



EDUCATION SECTION:

COLOUR & MOVEMENT

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BRINGING EDUCATION CLOSER TO YOU

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INSPIRATION SECTION

THE EXCLUSIVE WORLD STUDIOS

UK & IRELAND STUDIOS

Our iconic studios in London, Manchester and Dublin are at the heart of our educational offering and maintain an exciting and inspirational ambience for creativity and inspiration. We are proud to introduce to you our NEW Wella Pop-Up Studio Scotland hosted in Cheynes Academy, bringing education even closer to you.



world studio



NEW YORK



PARIS



BERLIN



MOSCOW



FRANKFURT



ROME



TOKYO



LONDON



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



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



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



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

COLOUR & MOVEMENT

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



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THE APPRENTICE MASTERCLASS

 **LEVEL: DISCOVERY**
Essential

 **DURATION**
3 days

 **PRICE**
€350

WHO SHOULD ATTEND?

For new team members who have been working in the hairdressing industry for between 6-12 months.

WHAT WILL YOU LEARN?

- Skills in the etiquette of meeting and greeting clients
- Fast track your skills to the application of the perfect colour
- Learn the basics of hair styling
- Understand your important role in the salon
- Put your new skills into practice with workshop sessions
- Demonstrations will be used to increase your understanding

WHERE AND WHEN

This course is on demand. Please contact your nearest Wella Studio to register your interest.



ESSENTIAL COLOURING

 **LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

 **DURATION**
2 days

 **PRICE**
€290.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

Dublin Studio

Mon 12 & Tues 13 January
Tues 27 & Wed 28 January
Mon 9 & Tues 10 February
Tues 24 & Wed 25 February
Tues 24 & Wed 25 March
Tues 7 & Wed 8 April
Tues 21 & Wed 22 April
Tues 5 & Wed 6 May
Tues 20 & Wed 21 May
Tues 2 & Wed 3 June
Tues 16 & Wed 17 June
Mon 6 & Tues 7 July
Tues 21 & Wed 22 July
Tues 4 & Wed 5 August
Tues 18 & Wed 19 August
Tues 1 & Wed 2 September
Mon 14 & Tues 15 September
Tues 29 & Wed 30 September
Mon 19 & Tues 20 October
Mon 2 & Tues 3 November
Tues 17 & Wed 18 November
Mon 30 November & Tues 1 December



Scan the QR code to see a video about colouring. You can also find the video at: po.st/ColourEducation



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THE PERFECT COLOUR CHOICE

**LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

**DURATION**
1 day

**PRICE**
€200.00

WHO SHOULD ATTEND?

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

WHERE AND WHEN

Dublin Studio

- Wed 21 January
- Wed 4 March
- Mon 19 May
- Mon 6 July
- Mon 7 September
- Wed 7 October
- Tues 24 November

WHAT WILL YOU LEARN?

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



ESSENTIAL FOILING

**LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

**DURATION**
1 day

**PRICE**
€240.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?

Hairdressers who have a basic working knowledge of colour theory.

WHAT WILL YOU LEARN?

- The fundamental highlighting skills required for successful foiling
- How to choose the correct product
- Increase your confidence in the application of foil or colour wrap methods
- Learn key consultation skills to ensure correct client and hair diagnosis
- Theory information
- Put your new skills into practice with workshop sessions

WHERE AND WHEN

Dublin Studio

- Wed 11 February
- Wed 15 April
- Wed 24 June
- Tues 18 August
- Wed 21 October



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QUICK COLOUR SOLUTIONS

 **LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

 **DURATION**
Half day

 **PRICE**
€70.00

WHO SHOULD ATTEND?

Participants should have attended Essential Colouring. This course is ideal for hairdressers who want an introduction to colour correction and to get a taster to understand solutions to colour problems.

WHAT WILL YOU LEARN?

- Manage quick colour changes in shorter time frames to benefit your column and your salon business
- Gain confidence in the approach of tricky colour situations
- Leave with effective techniques to achieve quick colour changes in real salon time, giving you the confidence to choose the most effective technique in any situation

WHERE AND WHEN

Dublin Studio

Mon 16 March

Tues 7 April

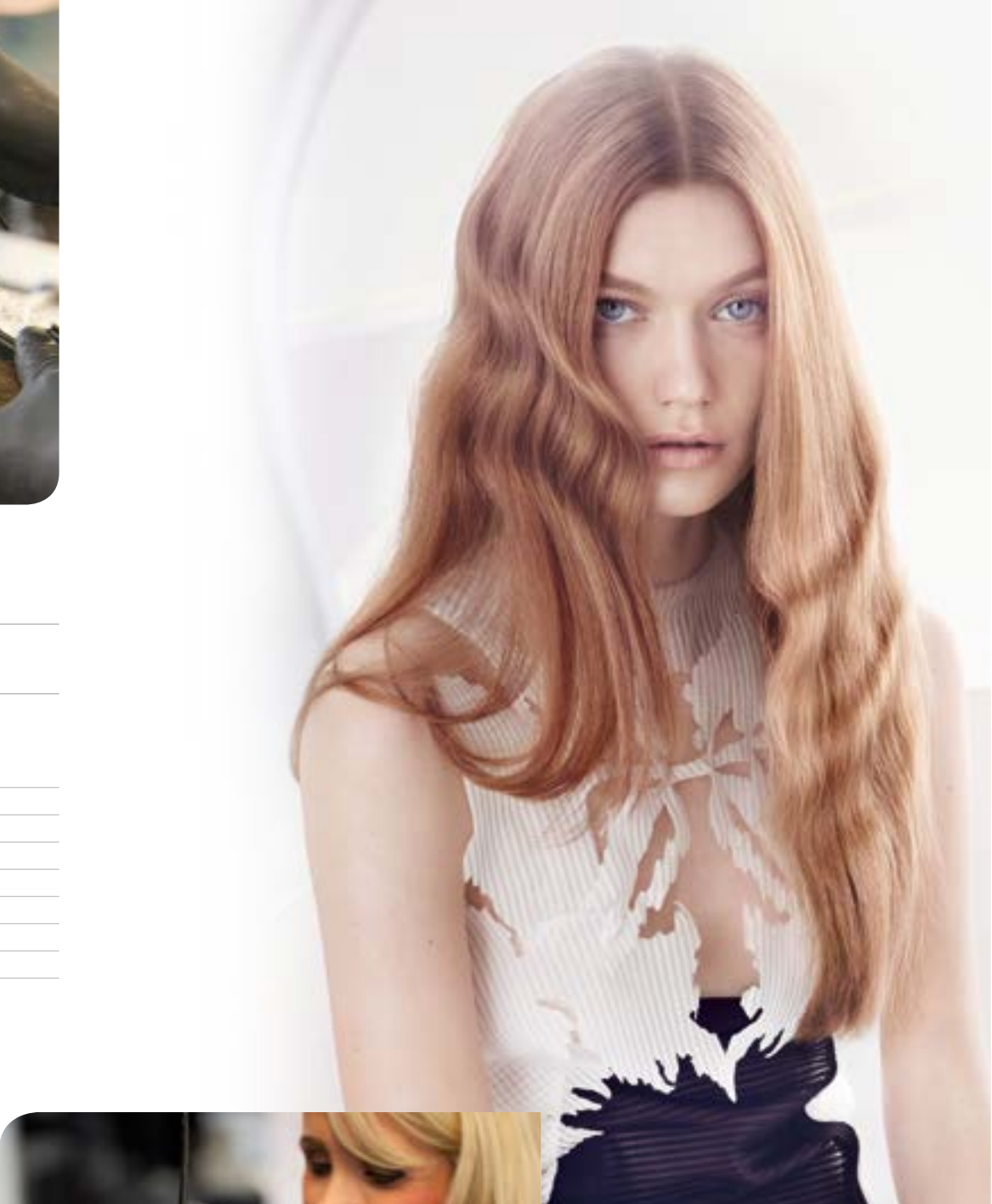
Wed 21 May

Wed 29 July

Wed 23 September

Wed 21 October

Wed 18 November



CORRECTIVE COLOURING

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€295.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?

Hairdressers who are competent in basic colour theory and application.

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

Dublin Studio

Mon 19 & Tues 20 January

Tues 3 & Wed 4 February

Tues 17 & Wed 18 February

Tues 3 & Wed 4 March

Tues 31 March & Wed 1 April

Tues 14 & Wed 15 April

Tues 28 & Wed 29 April

Mon 11 & Tues 12 May

Tues 27 & Wed 28 May

Tues 9 & Wed 10 June

Mon 29 & Tues 30 June

Tues 14 & Wed 15 July

Mon 27 & Tues 28 July

Tues 11 & Wed 12 August

Tues 25 & Wed 26 August

Mon 7 & Tues 8 September

Mon 21 & Tues 22 September

Mon 12 & Tues 13 October

Tues 27 & Wed 28 October

Mon 9 & Tues 10 November

Tues 24 & Wed 25 November



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ILLUMINA COLOR BOUTIQUE

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€350.00

WHO SHOULD ATTEND?

This course is perfect for creative and inspired colourists who want to further their skills and build on creating a complete image.

WHAT WILL YOU LEARN?

- This one day seminar sponsored by ILLUMINA COLOR explores hair colour as the ultimate accessory
- Motivate and inspire your creativity and increase your salon services as we take you on a journey exploring the world of fashion, hair, make-up, textiles and fabrics
- Inspired by current runway collections this seminar features a make-up artist and a guest artist
- By working with the brightest names in the industry, learn how to turn creativity into commercial success
- By offering couture colour services you will achieve beautiful, bespoke colour your clients will love
- Take away new techniques to bring back to the salon as well as creative colour cocktail mixtures to inspire the team

WHERE AND WHEN

Dublin Studio

Mon 9 March

Hair by Mane

Mon 13 July

Hair by Mane

Mon 14 September

Hair by Mane



SPONSORED BY
ILLUMINA COLOR



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Creative Colouring

**LEVEL: ADVANCED CRAFT**
Exceed

**DURATION**
1 day

**PRICE**
€255.00
Observation Courses Available
€90.00

Who Should Attend?

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

What Will You Learn?

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

Where And When

Dublin Studio
Tues 17 February
Aviary Lane
Mon 2 March
Staunton Byrne
Mon 20 April
Aviary Lane
Mon 26 May
John Geaney for Hair
Mon 22 June
Staunton Byrne
Mon 27 July
Aviary Lane
Tues 15 September
Queen
Mon 19 October
Staunton Byrne
Mon 16 November
John Geaney for Hair



Pure Blonde Inspiration

**LEVEL: ADVANCED CRAFT**
Exceed

**DURATION**
1 day

**PRICE**
€240.00
Observation Courses Available
€90.00

Who Should Attend?

Hairdressers who have completed either Corrective Colour or Essential Foiling, or have a competency in both areas, and for those that want to increase their understanding on neutralisation of tone and colour choice using permanent hair colour and lightening products.

What Will You Learn?

- Create the perfect blonde every time
- Grow your confidence
- Learn how to choose the right shade to complement your client's skin tone
- Theory information
- Put your new skills into practice with workshop sessions
- Demonstration models will be used to increase your understanding

Where And When

Dublin Studio
Tues 20 January
Wed 25 February
Wed 11 March
Wed 22 April
Tues 27 May
Tues 16 June
Tues 28 July
Mon 31 August
Mon 28 September
Wed 14 October
Mon 23 November



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GET THE LOOK

LEVEL: ADVANCED CRAFT
Exceed

DURATION
1 day

PRICE
€200.00

WHO SHOULD ATTEND?

Hairdressers with a minimum of two years experience. Participants should have previously attended Essential Colouring.

WHAT WILL YOU LEARN?

- Wow your clients by transforming them into their favourite celebrity look
- Use the Wella know-how of creating beautiful colour, fresh from the world of celebrity
- The hottest looks that no client can resist
- Leave with the ability to transform your client's tresses with a step by step consultation
- You will be able to achieve celebrity looks by utilising the Wella Professionals colour portfolio and develop simple, effective techniques to grow your colour business

WHERE AND WHEN

Dublin Studio

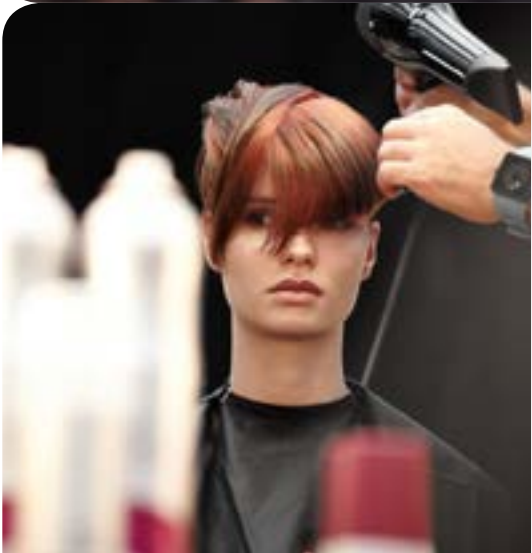
Mon 23 February

Tues 14 April

Tues 30 June

Tues 15 September

Tues 3 November



NEW FOR 2015

ACCESS TRENDVISION AWARD 2015

LEVEL: ADVANCED CRAFT
Exceed

DURATION
Half day

PRICE
€ FREE to Gold and Silver accounts

WHO SHOULD ATTEND?

Hairdressers with a thirst for fashion with a good understanding of colour and colour choice who wish to understand how trends come together and who are considering entering the TrendVision Award.

WHERE AND WHEN

Dublin Studio

Mon 12 January

Wed 28 January

Wed 18 February

Wed 11 March

WHAT WILL YOU LEARN?

- This new seminar will give you top tips on how to enter the TrendVision Award and how to create a winning look.
- Gain an insight into the Wella Professionals trends for 2015 and get inspiration to delight your clients.
- Share your new trend inspiration and excite and motivate the rest of the team
- Gain the confidence to recommend changes that are trend/seasonal focused so you can continually delight your customers



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BLEACH IT

 **LEVEL: MASTER CRAFT**
Expert

 **DURATION**
1 day

 **PRICE**
€200.00

WHO SHOULD ATTEND?

For hairdressers who have completed Essential Colouring and Corrective Colouring within the last 2 years or have a good working knowledge of the Wella Professionals colour portfolio. This is the ideal course for hairdressers wanting to perfect their skills to achieve the best bleach results. We recommend you bring your own model from your team, this way they too can benefit from attending the seminar.

WHAT WILL YOU LEARN?

- Understand how to get the best results from a scalp bleach by gaining the knowledge and skills in the application and toning to personalise the end result
- Discover how to offer your customers the latest shades and tones to uniquely suit them so they really stand out with beautiful looking hair
- Follow the latest seasonal looks and trends to excite you and your customers, using the whole colour portfolio
- Leave with a greater knowledge and understanding on achieving the perfect bleach application and toning
- Gain the confidence to achieve the perfect application of a scalp bleach and how to tailor the result to your clientele

WHERE AND WHEN

Dublin Studio

- Wed 4 February
- Mon 13 April
- Tues 23 June
- Tues 4 August
- Tues 25 August
- Mon 5 October
- Wed 11 November



EXCLUSIVE TO DUBLIN STUDIO

ADVANCED FOILING

 **LEVEL: MASTER CRAFT**
Expert

 **DURATION**
1 day

 **PRICE**
€240.00

WHO SHOULD ATTEND?

Hairdressers who have completed Foundation/Essential Foiling and have the basic skill of using foil.

WHAT WILL YOU LEARN?

- Further develop the basic skills you've learned on Essential Foiling
- Enhance your highlighting technique linked to creative product choice
- Further increase your confidence in using foil and learn advanced placement techniques and creative colour choices
- You will see demonstrations of new techniques and will have the opportunity to get hands on in the workshop to develop your skills and confidence with foil

WHERE AND WHEN

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- Wed 21 January
- Wed 18 March
- Wed 13 May
- Wed 29 July
- Wed 16 September
- Tues 17 November



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SEXY SCIENCE

 **LEVEL: MASTER CRAFT**
Expert

 **DURATION**
2 days

 **PRICE**
€460.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

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

DAY 1: ALL ABOUT HAIR STRUCTURE

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

DAY 2: ALL ABOUT COLOUR

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

WHERE AND WHEN

Dublin Studio
Mon 9 & Tues 10 March
Mon 21 & Tues 22 September





NOW
FEATURING
COUTURE
COLOUR

MASTER COLOUR PROGRAMME

BE THE BEST OF THE BEST; BECOME A WELLA PROFESSIONALS MASTER COLOUR EXPERT.

**LEVEL: MASTER CRAFT**
Expert

**DURATION**
13 days
in 4 stages

**PRICE**
€3000.00
(Total programme price)

Would you like to gain a fresh approach to colour and boost your business in the process? Training as a Wella Professionals Master Colour Expert will allow you to do all that and more.

Our new approach to the Master Colour Programme really enables you and your salon to maximise the benefits of this prestigious qualification. In 2014 we introduced new elements aimed at the salon owner including an initial Salon Owner Preview Evening which provides all the key information about the programme and helps you to ensure you're selecting the right person from the salon to go on the course.

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

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

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

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

Wella World Studio London:
0207 637 7172

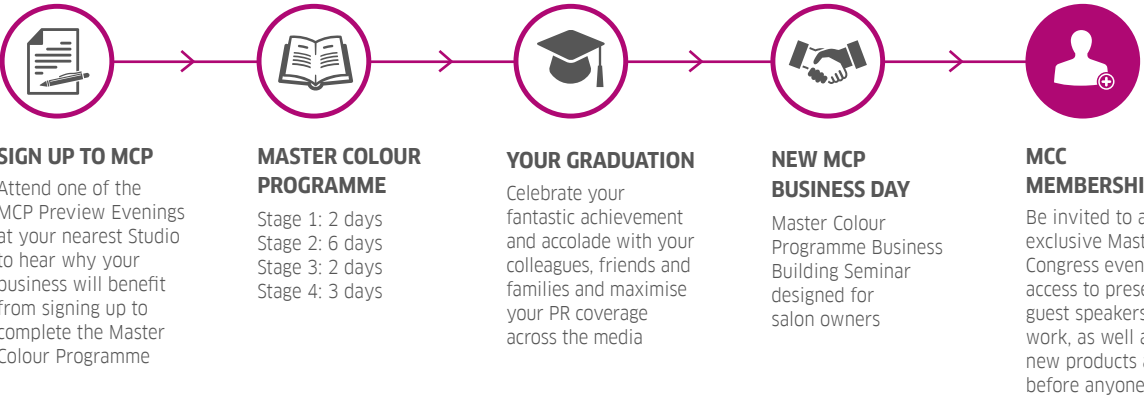
Wella Studio Manchester:
0161 834 2645

Wella Studio Dublin:
01 416 0900

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



THE MASTER COLOUR PROGRAMME PATH





MASTER COLOUR PROGRAMME STAGE 1

**LEVEL: MASTER CRAFT**
Expert

**DURATION**
2 days

**PRICE**
€3000.00
(Total programme price)

WHO SHOULD ATTEND?

Hairdressers with five years colour experience.

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

Dublin Studio
Mon 9 & Tues 10 February
Mon 27 & Tues 28 April
Tues 23 & Wed 24 June
Mon 17 & Tues 18 August
Tues 10 & Wed 11 November



MASTER COLOUR PROGRAMME STAGE 2

**LEVEL: MASTER CRAFT**
Expert

**DURATION**
6 days

**PRICE**
€3000.00
(Total programme price)

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

Dubin Studio
Mon 12 & Tues 13 & Wed 14 January
Mon 2 & Tues 3 & Wed 4 February
John Geaney for Hair
Mon 2 & Tues 3 & Wed 4 March
Mon 30 & Tues 31 March & Wed 1 April
House of Colour
Mon 19 & Tues 20 & Wed 21 May
Mon 8 & Tues 9 & Wed 10 June
House of Colour
Mon 6 & Tues 7 & Wed 8 July
Mon 20 & Tues 21 & Wed 22 July
Aviary Lane
Mon 7 & Tues 8 & Wed 9 September
Mon 28 & Tues 29 & Wed 30 September
House of Colour



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MASTER COLOUR PROGRAMME STAGE 3

**LEVEL: MASTER CRAFT**
Expert

**DURATION**
2 days

**PRICE**
€3000.00
(Total programme price)

WHO SHOULD ATTEND?
Hairdressers who have successfully completed MCP Stage 2.

- WHAT WILL YOU LEARN?**
- Stage 3 helps to consolidate and build on the expertise and experience gained on Stage 2
 - Polish your skills and prepare to achieve the prestigious title of Master Colour Expert (MCE)
 - Increase your ability to grow your colour business by gaining a fresh approach from a Guest Colourist
 - Combine creative and corrective colour knowledge
 - Colour Change Demonstrations
 - Advanced Hair Analysis
 - Practical Workshops

WHERE AND WHEN
Dublin Studio
Mon 23 & Tues 24 February Queen
Mon 20 & Tues 21 April Queen
Mon 29 & Tues 30 June D&J Ambrose
Mon 10 & Tues 11 August Cheynes
Mon 12 & Tues 13 October D&J Ambrose



MASTER COLOUR PROGRAMME STAGE 4

**LEVEL: MASTER CRAFT**
Expert

**DURATION**
3 days

**PRICE**
€3000.00
(Total programme price)

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

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

WHERE AND WHEN
Dublin Studio
Tues 27 & Wed 28 & Thurs 29 January
Mon 23 & Tues 24 & Wed 25 March
Mon 11 & Tues 12 & Wed 13 May
Mon 13 & Tues 14 & Wed 15 July
Mon 2 & Tues 3 & Wed 4 November



MCP GRADUATION

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

WHO SHOULD ATTEND?

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

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

WHERE AND WHEN

Dublin Studio

Mon 26 May

Mon 9 November



MCP BUSINESS BUILDING SEMINAR



LEVEL: MASTER
Expert



DURATION
1 day



PRICE
€200.00

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

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

WHO SHOULD ATTEND?

Salon owner with a Master Colour Expert in their business

WHAT WILL YOU LEARN?

- How to increase your brand awareness, including the role of the MCE in the salon and their impact on your salon brand
- What the clients' expectations are regarding colour, including feedback from a recent survey with 2,000 clients. Fascinating statistics revealing what today's client actually expects
- How to up-sell colour over the phone by raising awareness of the salon's colour services. Low risk up-selling techniques
- Ways to up-sell colour in the consultation and the low risk strategies to convert home colourists, occasional colour clients and colour virgins

- About tools for promoting your colour expertise via colour blog, Facebook, Twitter, Pinterest, colour open days, local PR, price-lists and the MCE marketing pack from Wella
- What other salons are doing, examples of colour promotional and in-salon activity from a cross-section of salons
- How to gain a stronger insight and who are the key industry colourists to follow, their approach and marketing
- How to impact on the salon's colour percentage, coaching, training, setting colour objectives, staff performance management and buzz meeting

WHERE AND WHEN

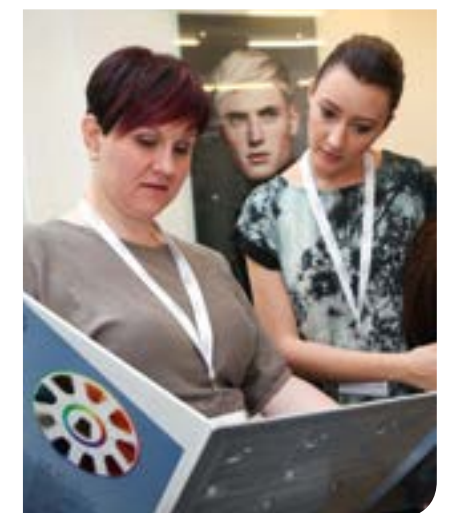
Dublin Studio

Mon 22 June

Carol Taylor

Mon 23 November

Carol Taylor



	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Carole Taylor

MASTER COLOUR CONGRESS

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

In 2014, we held a series of Master Colour Congress events where Master Colour Experts were given a unique chance to be the first to hear, see and experience NEW Koleston Perfect Innosense and NEW Blondor Freelights. Participants were treated to demonstrations by Wella Professionals Colour Club members with an exclusive preview of the Undone Collection for Spring/Summer.

GET AHEAD OF THE COMPETITION

As a Master Colour Expert, you are amongst the first to witness what we have in store for 2015 in terms of new cutting and colouring techniques, new trends, exclusive previews of new products and much more. So this really is your chance to benefit and get ahead of the competition with what's hot and what's not.

COLOUR EXPERTISE

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

MCC - EARLY 2015

All Master Colour Experts will have received their personal invitations. We look forward to seeing you in early 2015.

For more information please contact the Events Hotline

UK Hotline: 0845 6018 128

Ireland Hotline: 01 416 0900



MASTER COLOUR PROGRAMME NEXT STEPS

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

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

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



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

✓ BUSINESS FOCUSED



TECHNICAL DEPARTMENT LEADER

WHAT WILL YOU LEARN?

- To manage or develop a technical team or department to reach key objectives
- What needs to happen to maximise technical services
- Ways of gaining more turn over
- The importance of building the technical business to make a bigger contribution to business goals
- Ways to gain more technical referrals
- Monitor and track like a true department manager
- How to strengthen your technical brand and your clients' perceptions to grow more technical clients and retain existing clients
- How to manage tricky issues such as quotations, pricing and how to drive new products/services through the team for increased sales

WHERE AND WHEN

See page 93 for more details and course dates.

✓ TECHNICAL EXPERT



SEXY SCIENCE

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

See page 28 for more details and course dates.

✓ CREATIVE & STAGE



ART TEAMS PRESENT CREATIVE CUT & COLOUR

WHAT WILL YOU LEARN?

- Take away inspirational, creative and practical ideas from the brightest names in the industry
- Discover how to turn cutting-edge creativity into commercial success
- Demonstrations with a leading Guest Art Team. Look out for the colour focused dates with a leading Wella Professionals Colour Club member
- Workshop sessions with live models or bring your own model (48hr skin test required)
- Hot trends to delight your clients and grow your business
- Hints and tips on creative colour cocktail mixtures

WHERE AND WHEN

See page 49 for more details and course dates.



ESSENTIAL MOVEMENT

**LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

**DURATION**
1 day

**PRICE**
€210.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?
Newcomers to perming or movement.

- WHAT WILL YOU LEARN?**
- Understand the theory of perming and movement along with step by step hands on practice in this informal and fun one-day course
 - Understand perm theory and product choice
 - Find out where to place additional movement according to your client's face shape and how to use your new perming techniques
 - Increase your confidence in how to discuss and promote movement to your clients
 - How to dress curls
 - Ways of promoting and selling movement to your clients

WHERE AND WHEN
Dublin Studio
Tues 20 January
Wed 28 May
Tues 8 September
Wed 18 November



ADVANCED MOVEMENT

**LEVEL: ADVANCED CRAFT**
Exceed

**DURATION**
1 day

**PRICE**
€210.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?
For hairdressers who have attended and completed Essential Movement.

WHERE AND WHEN
Dublin Studio
Tues 10 March
Wed 17 June

- WHAT WILL YOU LEARN?**
- Advanced Movement is an action-packed one day seminar featuring demonstration models, plus a workshop with head blocks and models
 - Focus on the analysis of different categories of texture
 - Get hints and tips on how to achieve the results
 - Learn about dressing out of curls, waves and texture
 - Take an in-depth look at the inspirations that have driven the return of the curl and future trends
 - Learn how to analyse texture and choose the right technique for your client's fashion driven style
 - How to create different types of creative texture
 - Discover how to maximise the styling of curly hair with the right styling products



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NEW FOR 2015

THE UK & IRELAND MARKET IS CHANGING...
MAKE SURE YOUR SALON STAYS AHEAD OF
THE TRENDS.

INTRODUCING

COUTURE

COLOUR SERVICES

WELLA'S UNIQUE PORTFOLIO OF PRODUCTS
AND BUSINESS ADVICE TO GROW YOUR
COLOUR BUSINESS.

COMING SOON IN 2015

Contact your Wella Account Manager
today for more information or call:
UK: 01202 595 700, Ireland: 01 4160900



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INSPIRATION

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



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THE PERFECT BLOW DRY

 **LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

 **DURATION**
1 day

 **PRICE**
€220.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

Dublin Studio

Tues 3 February
Joanne O'Neill Hairdressing
Wed 15 July
Joanne O'Neill Hairdressing
Wed 2 September
House of Colour



ART TEAMS PRESENT CREATIVE CUT & COLOUR

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€240.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

- These exciting sessions are crackling with creativity, fresh ideas and passion for the art of hairdressing
- Become immersed in tutorials by innovative Art Teams across the UK and Ireland
- Take away inspirational, creative and practical ideas from the brightest names in the industry
- Discover how to turn cutting-edge creativity into commercial success
- Demonstrations with a leading Guest Art Team. Look out for the colour focused dates with a leading Wella Professionals Colour Club member
- Workshop sessions with live models or bring your own model (48hr skin test required)
- Hot trends to delight your clients and grow your business
- Hints and tips on creative colour cocktail mixtures

WHERE AND WHEN

Dublin Studio

Mon 2 February
House of Colour
Mon 23 March
Aviary Lane
Mon 27 April
Queen
Mon 8 June
House of Colour
Mon 20 July
Queen
Tues 1 September
Fox & Bow
Mon 19 October
Queen



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INDUSTRY ICONS

AN INSPIRATIONAL DAY WITH...

**LEVEL: ADVANCED CRAFT**
Exceed

**DURATION**
1 day

**PRICE**
€395.00
Observation Courses Available
€110.00

WHO SHOULD ATTEND?

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

WHERE AND WHEN

Dublin Studio

Mon 14 September
HOB Salons

WHAT WILL YOU LEARN?

- Witness a carefully selected cast of multi-award-winning Guest Artists showcasing the pinnacle of hairdressing talent
- Get up close with these iconic hairdressers and let them inspire and guide you to enhance your hairdressing skills
- You too can turn innovation into commercial success with guidance and feedback from the professionals themselves
- In this intimate environment take away new ideas and techniques to incorporate into your daily consultations with your clients
- Discover how to inspire and engage clients with new ideas
- Workshop sessions with models, head block or bring your own model



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RED CARPET HAIR

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€210.00

WHO SHOULD ATTEND?

Hairdressers who want to achieve the latest in celebrity hair up fashion and to further develop their long hairdressing skills.

WHAT WILL YOU LEARN?

- Learn to create unforgettable looks for your client's own Red Carpet moments
- Gain the skills and confidence to achieve Red Carpet looks that your clients will love for parties, gala balls and prom nights
- Take away the latest long hair up fashion ideas and the know-how to create them and cash in on the party seasons
- Features demonstrations with a leading Guest Artist
- Workshops with head blocks

WHERE AND WHEN

Dublin Studio

Mon 2 February

Fox & Bow

Tues 10 March

Robert Chambers

Tues 5 May

Zara Cox

Mon 27 July

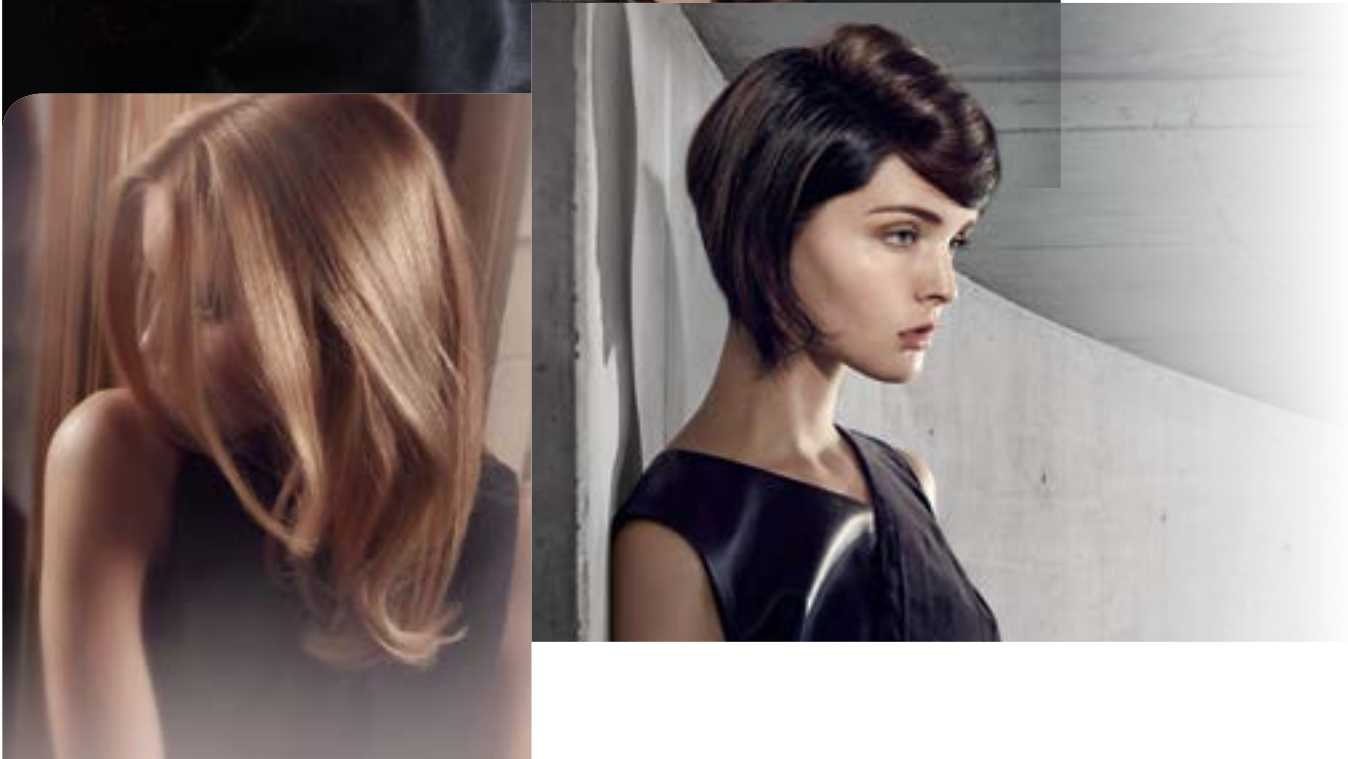
Strangeways

Mon 31 August

Joanne O'Neill Hairdressing

Tues 10 November

Zara Cox



GLAMOUR STYLING

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€210.00

WHO SHOULD ATTEND?

Hairdressers wishing to broaden their skill with styling hair in an alternative way and want to gain a reputation as a stylist who offers premium styling services.

WHAT WILL YOU LEARN?

- Enter the world of glamour styling and make your clients the envy of any event
- Learn to create looks that are ultra sophisticated through to beautifully chic
- Restyle and recreate the look of your client so she feels like a new star every time
- Become more creative and grow your confidence with the latest dressing and styling techniques
- Discover the secrets to transform your client's hair from short and sassy, to long and flowing, to beautifully wavy

WHERE AND WHEN

Dublin Studio

Mon 23 February

Zara Cox

Mon 27 April

Fox & Bow

Mon 15 June

Joanne O'Neill Hairdressing

Mon 17 August

Zara Cox

Tues 20 October

Zara Cox

Tues 24 November

Aviary Lane

BACKSTAGE CONFIDENTIAL

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€250.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

- Bring polished, glamorous and directional hair styling from the backstage of fashion week and studio shoots to your clients and salon team
- Give your clients the runway look whilst giving your salon team the edge over competitors by learning the tricks, tips and secrets of some of the most in demand editorial and show hairdressers around
- Get the low down from a top Guest Artist
- Find out what tools are needed and how they are used
- How to grow your business by adding new services to the salon menu using session techniques
- The differences and nuances of backstage and editorial hair styling and how to relay these ideas to clients

WHERE AND WHEN

Dublin Studio
Tues 21 April
Joanne O'Neill Hairdressing
Tues 7 July
Joanne O'Neill Hairdressing



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PATRICK CAMERON LONG HAIR EDUCATION

PATRICK CAMERON LONG HAIR EDUCATION HOUSED AT THE WORLD STUDIO LONDON

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

DRESSING LONG HAIR

PATRICK CAMERON
Assited by Marco Erbi

DURATION
2 days 9:30am-4:00pm

PRICE
€450.00

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

COURSE CONTENT

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

WHO SHOULD ATTEND?

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

WHERE AND WHEN

Dublin Studio
Mon 13 & Tues 14 July



EXCLUSIVE TO UK

AN EVENING WITH PATRICK

DURATION
7:00pm-8:30pm

PRICE
£60.00 inc vat, £50.00 exc vat

If hairdressing is a performance art, Patrick Cameron is one of the most exciting exponents. His irrepressible enthusiasm and love of his craft have made him one of the most popular and highly respected figures at shows and on television throughout the world.

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

WHERE AND WHEN
London Studio
Mon 11 May
Tues 15 September

Manchester Studio
Tues 12 May
Mon 14 September

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

Please note, we are unable to accept Wella Professionals Training vouchers on Patrick Cameron courses.



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CARE, CUT & STYLE

FROM CLASSIC LOOKS TO CONTEMPORARY SHAPES, TAKE YOUR CREATIVE SKILLS FURTHER WITH THE BEST OF WELLA PROFESSIONALS' AND SASSOON ACADEMY'S EXPERTISE.



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CLASSIC CUTTING

**LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

**DURATION**
2 days

**PRICE**
€410.00
Observation Courses Available
€90.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

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

WHERE AND WHEN

Dublin Studio
Tues 10 & Wed 11 February Niall Colgan Hairdressing & Robert Chambers
Mon 13 & Tues 14 April Foundation & Robert Chambers
Mon 15 & Tues 16 June Foundation & Fox & Bow

Tues 25 & Wed 26 August Foundation & Robert Chambers
Mon 5 & Tues 6 October Foundation & Fox & Bow
Mon 16 & Tues 17 November Niall Colgan Hairdressing & Foundation



ESSENTIAL CUTTING

**LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

**DURATION**
1 day

**PRICE**
€210.00

WHO SHOULD ATTEND?

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

WHERE AND WHEN

This course is on demand. Please contact the Dublin Studio to register your interest.

WHAT WILL YOU LEARN?

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



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ESSENTIAL BARBERING

 **LEVEL: ESSENTIAL CRAFT**
Essential / Exceed

 **DURATION**
1 day

 **PRICE**
€210.00

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

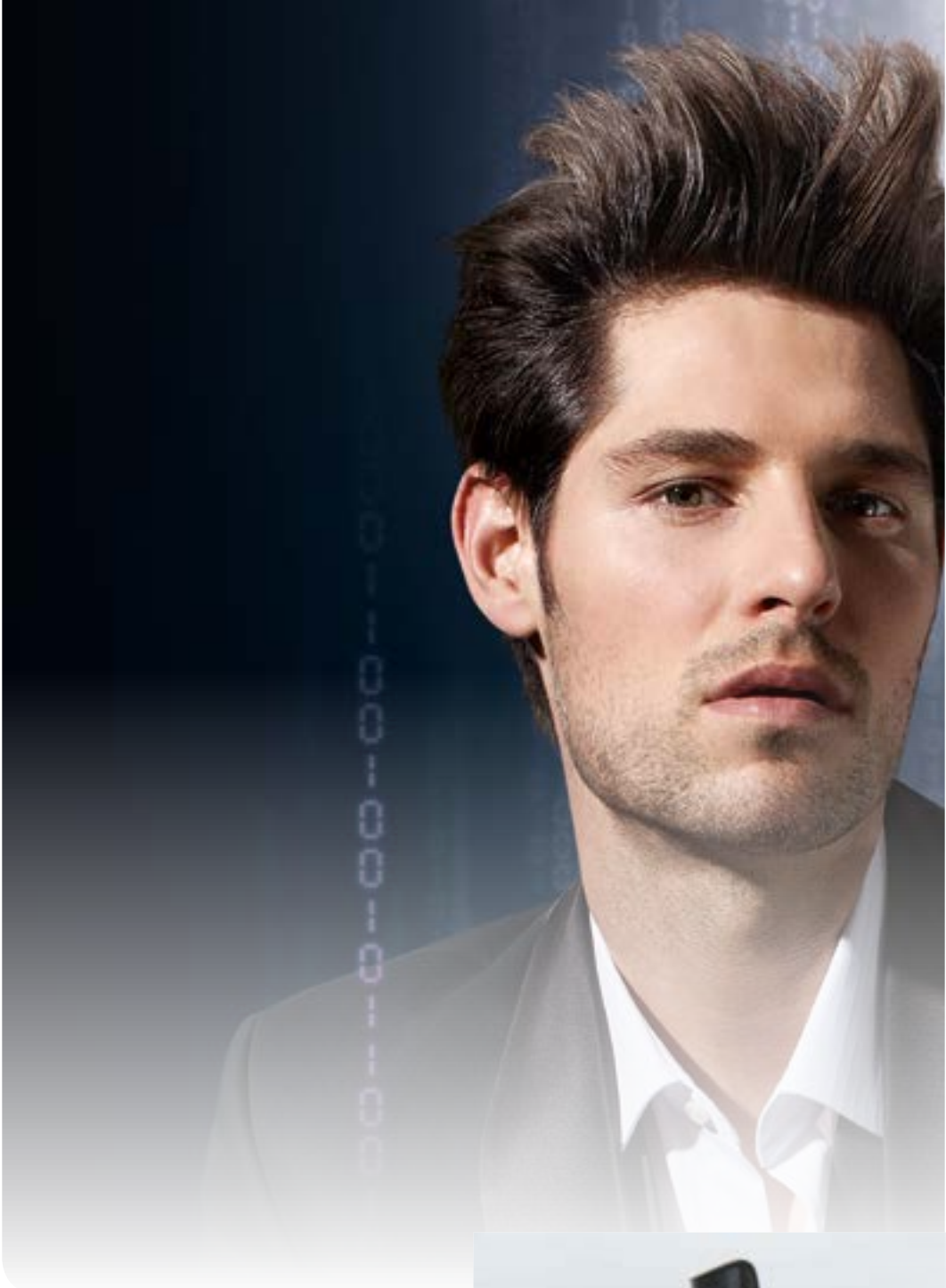
- This one day course will enable you to realise the full potential of the male hairdressing market
- Develop essential skills in men's cutting and styling, including clipper work and scissor over comb techniques
- Gain confidence in approach and communication needed for male clients
- Features Guest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

WHERE AND WHEN

Dublin Studio

Mon 9 March
Emmett Byrne, The Butcher Barber
Mon 19 May
Emmett Byrne, The Butcher Barber
Mon 31 August
Emmett Byrne, The Butcher Barber
Mon 2 November
Emmett Byrne, The Butcher Barber

SPONSORED BY



SPONSORED BY



ADVANCED BARBERING

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€240.00

WHO SHOULD ATTEND?

Hairdressers with one to two years experience who are confident in essential barbering techniques, wanting to excel and keep building their skill set to the full potential.

WHAT WILL YOU LEARN?

- Tap into the lucrative men's hairdressing market with one of our barbering Guest Artists
- Real-time educational workshops and Guest Artist demonstrations
- Perfect your skills in the art of men's cutting and styling and become fully confident with advanced clipper and scissor over comb work
- Advanced barbering skills gained on this course will then help you to move into future men's hairdressing trends featured on Future Man

WHERE AND WHEN

Dublin Studio

Mon 13 April
Emmett Byrne, The Butcher Barber
Mon 15 June
Emmett Byrne, The Butcher Barber
Tues 22 September
Emmett Byrne, The Butcher Barber



Scan the QR code to see a video of Wella Professionals UK and Ireland Men's Hairdressing Education. You can also find the video at: po.st/MensHairdressing



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FUTURE MAN

 **LEVEL: ADVANCED CRAFT**
Exceed

 **DURATION**
1 day

 **PRICE**
€260.00

WHO SHOULD ATTEND?

Male groomers who want to further their creative barbering skills with a focus on current and future men’s hairdressing trends.

WHAT WILL YOU LEARN?

- Ensure you have the edge on the men’s hairdressing market with on-trend techniques and styles
- Work freehand with cutting techniques
- Blending, razoring and shape refinement
- Explore male colour opportunities
- Learn how to create a moodboard and a brief that is male focused

WHERE AND WHEN

Dublin Studio

Mon 10 August
Emmett Byrne, The Butcher Barber
Mon 23 November
Emmett Byrne, The Butcher Barber

SPONSORED BY





EDUCATION ON LOCATION

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



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WELLA ACCESS SEMINARS

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

- Gain an insight into each of our product ranges and learn how to use them
- Choose from a variety of different sessions
- Available at our Studio Network and on location
- Complimentary to Gold and Silver accounts (valued at £100 / €100 per person per person)
- Each session lasts approximately 2-3 hours, choose from morning (10:00/11:00am-1:00pm) and/or afternoon (2:00pm-4:00pm)

ILLUMINA COLOR/ KOLESTON PERFECT INNOSENSE

STUDIO AND ON LOCATION



ILLUMINA COLOR

Morning session: 11:00am-1:00pm
Explore the world of ILLUMINA COLOR, our biggest colour innovation in 20 years. ILLUMINA COLOR has redefined the permanent colour category, setting the new standard of luminous and healthy-looking hair colour.

This session looks at:

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

KOLESTON PERFECT INNOSENSE

Afternoon session: 2:00pm-4:00pm
Discover new Koleston Perfect INNOSENSE, our most vibrant long lasting colour now formulated without PTD and PPD

This session looks at:

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

WHERE AND WHEN

Dublin Studio

Wed 22 April

KOLESTON PERFECT /COLOR.ID

STUDIO AND ON LOCATION



KOLESTON PERFECT

Morning session: 11:00am-1:00pm
Learn about Koleston Perfect, the brand of choice for hair colour in over 100,000 salons worldwide.

This session looks at:

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

COLOR.ID

Afternoon session: 2:00pm-4:00pm
Discover Color.id. – Free your mind. Colour with Intuition. For the first time ever, place colour next to colour without bleeding*, without foils. For new blended colour results with soft transitions, even of contrasting tones.* Find out how we are going to continue supporting your salon in driving up revenues by using Color.id. as a premium service on your pricing menu.

*Shades of up to 3 levels of depth apart. Exception: not recommended when using extreme tonal differences such as vibrant reds and blondes.

SP CARE & STYLE

STUDIO AND ON LOCATION



1 day session

Our flagship brand, System Professional is the ultimate diagnostic care and style range, a range of designer treatments and homecare to offer a bespoke and personalised prescription to every client.

This session looks at:

- The products
- In-salon treatments including SP Alchemy Treatments – allowing you to formulate and prescribe a complete and individual hair programme for each client, a truly wonderful experience for your clients
- Home care regimes
- Product usage
- SP Style

Learn all about the different types of results that can be achieved by using specific products for specific client needs.

WHERE AND WHEN

Dublin Studio

Wed 22 March

WHERE AND WHEN

Dublin Studio

Wed 18 March

Wed 14 October



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COLOUR/WELLA
CARE & STYLE
STUDIO AND ON LOCATION



COLOUR
Morning session: 11:00am-1:00pm
This session is dedicated to giving an understanding of the Wella colour portfolio. Learn about each product, how to use it and how to get the very best results from each different colour.

WELLA CARE & STYLE
Afternoon session: 2:00pm-4:00pm
An insight into the Wella Professionals Care & Style range, looking at what makes up the range, how to use it in-salon and as a retail opportunity through understanding what the client's expectations are of a Care & Style range.

WHERE AND WHEN
Dublin Studio
Tues 24 February
Wed 29 April
Wed 10 June
Tues 21 July
Wed 2 September

BLONDOR/
NEW iNSTAMATiC
BY COLOR TOUCH
STUDIO AND ON LOCATION



BLONDOR
Morning session: 10:00am-1:00pm
This session is dedicated to the Blondor family, giving you an understanding of Wella Professionals lightening ranges featuring: Blondor, Blondor Freelights, Magma by Blondor.

iNSTAMATiC BY COLOR TOUCH
Afternoon session: 2:00pm-4:00pm
Discover new iNSTAMATiC by Color Touch, the new fashion forward diffused colour finish that fades beautifully. Gain knowledge of iNSTAMATiC's colour portfolio and how Blondor and iNSTAMATiC complement one another. Learn how to create a truly personalised, fashion forward result for your client.

WHERE AND WHEN
Dublin Studio
Mon 16 March
Wed 28 May
Wed 1 July
Wed 26 August
Tues 29 September
Wed 25 November

NEW NIOXIN
STUDIO AND ON LOCATION



Morning session: 11:00am-1:00pm
Enter the world of Nioxin and gain understanding of how each product works with the hair and scalp. Learn how to recommend a tailored Nioxin prescription for your clients. Discover how Nioxin can grow your retail business.

- Understand how to diagnose thinning hair
- Discover the benefits of each system and technologies
- Learn how to offer in-salon services

WHERE AND WHEN
This course is on demand. Please contact the Dublin Studio to register your interest.

UPDATE/RETAILING
STUDIO AND ON LOCATION



UPDATE
Morning session: 11:00am-1:00pm
Wella introduce many exciting new innovative products into the market place every year. This session allows you to access product information relating to any new products regularly. Keep ahead of the latest product trends and learn all about them before they hit the street.

RETAILING
Afternoon session: 2:00pm-4:00pm
Explores the basic rules of retailing and explains in 'user-friendly' language how to communicate with clients and encourage purchases of retail products. The session also covers the recommendation of treatments in-salon, the biggest growth area in hairdressing over the last few years. This seminar is ideal for all team members and an excellent introduction to communication for all assistants.

WHERE AND WHEN
Dublin Studio
Wed 8 July
Wed 19 August
Wed 7 October

NEW TRENDVISION AWARD
STUDIO AND ON LOCATION



Morning session: 10:00am-1:00pm
This new seminar will give you top tips on how to enter the TrendVision Award and how to create a winning look.

- Gain an insight into the Wella Professionals trends for 2015 and get inspiration to delight your clients.
- Share your new trend inspiration and excite and motivate the rest of the team
- Gain the confidence to recommend changes that are trend/seasonal focused so you can continually delight your customers

WHERE AND WHEN
Dublin Studio
Mon 12 January
Wed 28 January
Wed 18 February
Wed 11 March

Ask your Wella Account Manager for the programme of Access on Location courses at a venue near you or call your nearest Wella Studio for more information and to book.



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UP CLOSE AND PERSONAL

Up Close and Personal is coming to a venue near you. We've taken the effort out of education and taken to the road with our Guest Icons. With a fantastic portfolio of courses, this is a brilliant opportunity to get up close and personal with the icons making the headlines, see them in action, pick up hot, new techniques and leave feeling inspired.

INSPIRATIONAL ICON EVENTS

Inspirational Icon events are day or evening sessions that give you a unique chance to meet the leading international hairdressing icons who continually strive to inspire our industry. With limited guest numbers, you and your teams will benefit from the exclusive atmosphere and have an opportunity to become involved and ask the questions you have always wanted to ask.

Join the Wella Guest Artists, leading and undisputed visionaries of our industry for inspiration, passion and expertise, all in a venue local to you. Do not miss your chance to see up close creativity and expertise in colour, cutting, styling and technical work.

- Energise your salon team
- Take away new ideas to build your business
- Professional development, motivation and inspiration for your staff members

- Opportunity to mix with like-minded hairdressers
- Experience new techniques
- See new product innovations and initiatives
- Learn to be more creative
- Focus on fashion and current trends
- No need to travel too far – saving you time and money!

INSPIRATIONAL ICON DAY

DURATION
10:00am–4:00pm
(including 45 minute break)

PRICE
€395.00

INSPIRATIONAL ICON EVENING

DURATION
7:00pm–9:00pm

PRICE
€60.00

During each session there will be a demonstration with between four and six models, depending on the format. The event is a seated look and learn seminar, held in an interactive format, with the opportunity to ask questions to the Guest Artists and the Wella team.



“THE UP CLOSE AND PERSONAL EVENTS ARE A FANTASTIC WAY FOR ME TO SHARE SECRETS AND TECHNIQUES TO EDUCATION HUNGRY HAIR STYLISTS. BEING AT LOCATIONS ACROSS THE UK, THESE GREAT EVENTS ARE MORE ACCESSIBLE THAN EVER FOR THE WHOLE OF THE TEAM TO TAKE THEIR NEW SKILLS BACK TO THE SALON.”

Kai Wan, p.kai hair



EXCLUSIVE TO UK

CREATIVE FUSION EVENTS

Whilst our Inspirational Icon events will appeal to your salon stylists and senior stylists, our Creative Fusion events are tailored to motivate, share practical ideas and help to build confidence in graduate stylists and stylists who may have been in the role for up to two years, or returning to work after some time away.

Creative Fusion is a day that gives you a unique chance to meet a wide variety of Wella's platform artists from around the country. See hairdressers from our up and coming Wella Professionals Generation NOW team, our Sebastian Professional Cult Team, and also from our dedicated team of Guest Artists who are busy working hairdressers committed to the development and education of others and who continually strive to inspire our industry. Creative Fusion allows you to choose from two seminars, so that you can select exactly what will benefit your team and your business.



CREATIVE FUSION LOOK & LEARN

DURATION
10:00am–4:00pm
(including 45 minute break)

PRICE
£50.00 inc vat, £41.67 exc vat

During this seminar four models will be demonstrated, showcasing commercial and creative cut, colour and styling techniques. The event is seated and held in an interactive format with the opportunity to ask questions from the Guest Artists and the Wella team.

NB: For Creative Fusion Workshop seminars students must bring their own model or head block, this will allow them to concentrate on exactly what skills they want to learn and take from the day.

CREATIVE FUSION WORKSHOP

DURATION
10:00am–4:00pm
(including 45 minute break)

PRICE
£100.00 inc vat, £83.33 exc vat

During this seminar, two models will be demonstrated showcasing commercial and creative cut, colour and styling techniques, followed by a creative workshop where students will be guided through a haircut and how to complete the look with a quick colour technique. This course has a maximum of 12 places.

Need more information or want to find out the dates of Up Close & Personal events near you? Please speak to your Wella Account Manager or contact the Wella Events Team on 0845 6018 128



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BUSINESS

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



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BUSINESS EDUCATION

We have been busy redesigning our Business Education programme to ensure it perfectly meets your needs. We want to enable you and your teams to choose the right courses to both develop and inspire the individuals within your salon and help you grow your business.

Our Business Education programme not only provides you with more choice than ever before, but you can now easily select the course that best meets your business objectives and suits the experience of your team member. So whether you want to focus on your salon team and individual development, tackle the core fundamentals of running a successful salon, or build your salon equity, we have the course for you!

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert	• Coaching for Improved Performance • The Power of Presence • Business Network LIVE	• Salon Business Mastery • Business Network LIVE	• Salon Breakthrough • MCP Business Building Seminars • Business Network LIVE
ADVANCED Exceed	• Assertive Professional • Motivation	• Managing for Success	• Technical Department Leader
ESSENTIAL Essential/Exceed	• Leadership Essentials • Train the Trainer	• Grow Your Business	• Reception Professional • Client Essentials • Marketing Essentials
DISCOVERY Essential	• Column Consequences	• Client Consequences • Column Consequences	• Power of Presentation



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BUSINESS GURUS

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



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

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

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



Gilli Bruce
Behaviour Change and Management
Gilli has a wealth of industry knowledge developed over 25 years of training and coaching. She loves working with salon owners, managers and their teams. Gilli excels in developing plans needed to create changes for growth and winning in business. She specialises in behaviour change, management and communication. Gilli works with salons across the UK and Ireland, and leads Wella's business courses in the studios.
www.gillibrucestraining.co.uk



Liz McKeon
Business Development
Liz is a highly sought after successful business coach, trainer, guest speaker and writer specialising in the hair, beauty and spa sector. She is a seasoned expert in developing businesses and taking them to quick profitability, through implementing her tested and proven business growth programmes. With over 1,000 satisfied Business Clients, Liz caters for the single operator, the high street salon and large salon chains. Liz's services range from on-site bespoke consultancy, business workshops and online training programmes. Liz is a keynote speaker at many industry events. She is 'media savvy' and appears regularly on radio, television and in national newspapers.
www.lizmckeon.com



Coni Masciave
Business Transformation Specialist
Since moving to the UK in 2010, Coni has been helping award-winning salon owners and high profile hairdressers achieve their full potential and create healthy, engaged, and successful salons. As an expert in professional presence, business change, and communication with 20 years experience, Coni has a unique and effective approach to figure out your trouble areas and blind spots, and then bring in the right tools to help you and your team get 'unstuck', transform yourself and ultimately grow your business. A noted author and public speaker in the US and UK, Coni brings a dynamic and infectious positive energy to her workshops and individual coaching sessions.
www.edenimage.co.uk



Carole Taylor
ClientWave
Carole leads ClientWave's team of industry experts offering a broad range of salon education and marketing services. Training courses include Up-Selling Colour, Customer Service, Reception, Management and the highly acclaimed Retail course. Marketing services include award-winning salon website design, e-marketing and a nationwide mystery shopping service.
www.clientwave.co.uk



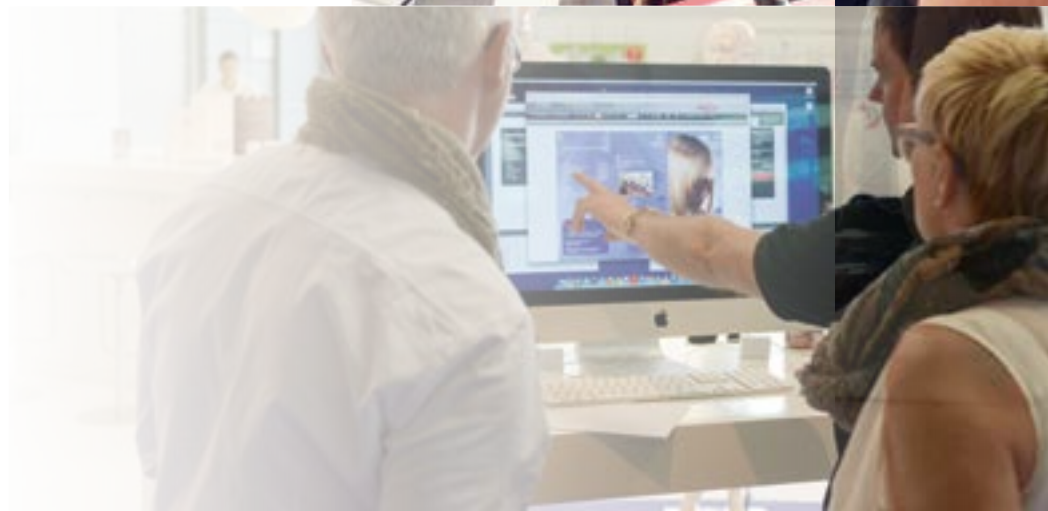
Michael Van Clarke
Salon Business Mastery
Michael is one of London's leading hairdressing experts with 30 years experience at the cutting edge. Michael's team took home an impressive four trophies at the British Hairdressing Business Awards 2013 including Retail Salon of the Year, Customer Care, Manager of the Year and Salon Team of the Year. With Salon Business Mastery you will spend an insightful day learning directly from Michael and his award-winning best practice salon.
www.vanclarke.com

In addition to our business courses, our Educators offer numerous business courses themselves. Find out more on their websites and quote "Wella Account" to receive 15% discount when booking directly with them.

PERSONAL DEVELOPMENT

PERSONAL DEVELOPMENT COURSES DELIVERED BY THE WELLA STUDIO AND KEY ACCOUNT TECHNICAL EDUCATORS.

Building personal development takes time and investment but the rewards for you and your team are immense. With a tempting portfolio of Personal Development courses, you can be assured of building confidence, ability and success for you and your salon.



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POWER OF PRESENTATION

**LEVEL: DISCOVERY**
Essential

**DURATION**
1 day
(Studio)

**PRICE**
€150.00

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

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

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

WHERE AND WHEN
Dublin Studio
Wed 1 July
Wed 16 September

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			

Please discuss with your Key Account Educator as part of your training plan.



COLUMN CONSEQUENCES

**LEVEL: DISCOVERY**
Essential

How do you make sure that you have a full, thriving column and enjoy your work? Whose responsibility is that? How do you ensure that you are doing the work you want to do and have clients requesting you above the other stylists? This course examines your attitude to your work, what you feel comfortable doing, what stretches you and what freaks you out completely! An easy to follow guide will help you establish the clientele you want to have, making you confident and successful.

WHO SHOULD ATTEND?
All stylists at every level wishing to improve their client base and achieve their potential.

- WHAT WILL YOU LEARN?**
- How busy are you now at work? Why?
 - The reasons for an empty column
 - Your work attitude and work zone
 - What could you change?
 - How to fill your column
 - How to offer services that your clients want
 - Earn more money

CLIENT CONSEQUENCES

**LEVEL: DISCOVERY**
Essential

How do you ensure that every client that leaves your chair is completely delighted? Not only with you but with every single aspect of their salon visit? How do you know he/she is delighted? Different people like different things – some like loud music, others don't. Some like to chat, some like to stay quiet. How do you make sure that you are delivering a first class service at every touchpoint in your salon to all of these different clients' needs?

- WHAT WILL YOU LEARN?**
- How does your salon attract, retain and delight clients?
 - Understand the consequences of all actions and behaviours in the salon
 - Identify and meet your clients' real needs
 - Why and how people buy – your clients really do want great hair advice
 - Link your level of confidence and skill to the client experience – how do you score?

WHO SHOULD ATTEND?
All stylists at every level wishing to deliver the ultimate in customer service. Ideally you will have attended Column Consequences first.

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			

Please discuss with your Key Account Technician as part of your training plan.



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TRAIN THE TRAINER

**LEVEL: ESSENTIAL**
Essential/Exceed

**DURATION**
1 day
(Studio)

**PRICE**
€150.00

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

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

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

WHERE AND WHEN
Dublin Studio
Wed 15 April
Wed 9 September

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			

Please discuss with your Key Account Educator as part of your training plan.



GROW YOUR BUSINESS

**LEVEL: ESSENTIAL**
Essential/Exceed

**DURATION**
1 day
9.30am-4.30pm

**PRICE**
€200.00

DEVELOP YOUR BUSINESS PROFITABILITY
Classic business models, use of figures and salon success formulas.

WHERE AND WHEN
Dublin Studio
Mon 10 Aug

WHO SHOULD ATTEND?
Owners, managers and franchisees.

- WHAT WILL YOU LEARN?**
- The components of business success
 - Balanced approaches to business, your current position and the effective use of data
 - How to examine some salon success formulas; plan some new measures to improve profitability
 - Ways to create plans for moving the business forward commercially
 - Ideas on how to identify ways in which you could grow your turnover and focus your thoughts, so that planning to retain clients and gain new business becomes a natural part of your role

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Liz McKeon



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MARKETING ESSENTIALS

**LEVEL: ESSENTIAL**
Essential/Exceed

**DURATION**
1 day
9.30am-4.30pm

**PRICE**
€200.00

FINE TUNE YOUR APPROACH TO MARKETING YOUR BUSINESS

Define your business basics, your concept and positioning, as well as brand image.

WHO SHOULD ATTEND?

Owners, managers, franchisees, business partners and assistant managers.

WHAT WILL YOU LEARN?

- About the different areas of marketing and the marketing mix to help you with planning your marketing approach
- The importance of getting your marketing right to ensure you attract more clients in order to grow your client base
- How to market correctly to your existing clients via the up-sell of services to increase business
- The good use of marketing tools to communicate effectively with existing and new clients

- The golden rules for marketing products and brands
- You will take away an action plan to help you build your business

WHERE AND WHEN

Dublin Studio
Wed 25 March

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Liz McKeon



LEADERSHIP ESSENTIALS

**LEVEL: ESSENTIAL**
Essential/Exceed

**DURATION**
1 day
9.30am-4.30pm

**PRICE**
€200.00

EXPLORE THE CONCEPTS AND PRINCIPLES OF LEADERSHIP

Great leaders inspire their people towards achieving objectives. Develop a leadership approach that your team will want to follow.

WHO SHOULD ATTEND?

Owners, managers, team leaders and department leaders.

WHAT WILL YOU LEARN?

- To identify the qualities of successful leaders
- How leadership style can be adapted to suit different situations
- The basis of good leadership communication and the success factors for leading team meetings
- A refreshed leadership approach to ensure that your team retains as many clients as possible and gains new clients
- That with great leadership you can also focus people towards reaching their own targets and goals and grow the turnover of the business too
- You will take away an action plan to help you develop your leadership style so that you can lead the team and the business to a successful future

WHERE AND WHEN

Dublin Studio
Mon 23 March

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Liz McKeon



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CLIENT ESSENTIALS

**LEVEL: ESSENTIAL**
Essential/Exceed

**DURATION**
1 day
9.30am-4.30pm

**PRICE**
£180.00 inc vat, £150.00 exc vat

DEVELOP YOUR CLIENT EXPERIENCE, CLIENT LOYALTY AND CLIENT PROCESSES

Focus on the different types of clients and their needs, to ensure you get it right every time.

WHO SHOULD ATTEND?

Owners, managers, franchisees, receptionists, trainers and team leaders.

WHAT WILL YOU LEARN?

- How to examine client satisfaction
- The role expectations play in the clients' perceptions of their experience
- Ways to identify the different levels of client loyalty and how to build more loyalty towards your business in order to retain as many clients as possible
- Ideas for using some of the salon tools available for planning your business to grow turnover and gain clients
- How to manage your client base

WHERE AND WHEN

Available via UK Studios:

London Studio

Tues 11 August

Manchester Studio

Wed 8 July

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Gilli Bruce



RECEPTION PROFESSIONAL

**LEVEL: ESSENTIAL**
Essential/Exceed

**DURATION**
1 day
9.30am-4.30pm

**PRICE**
€220.00

IDENTIFY WAYS OF GROWING THE BUSINESS FROM THE DESK

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

WHO SHOULD ATTEND?

Salon owners, franchisees, managers and reception professionals.

WHAT WILL YOU LEARN?

- How reception professionals can play their part in growing the client base
- Reception best practice, drawing on life experiences
- Ways of strengthening the client experience so that you retain as many existing clients as possible
- How reception personnel can identify their importance in gaining more turnover via focused client attention

WHERE AND WHEN

Dublin Studio

Tues 13 October

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Gilli Bruce



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MOTIVATION

 **LEVEL: ADVANCED**
Exceed

 **DURATION**
1 day
9.30am-4.30pm

 **PRICE**
€220.00

HELP YOUR PEOPLE TO BE AT THEIR BEST

Understanding how people who are motivated can make the difference between a lack-lustre business and a really successful one.

WHO SHOULD ATTEND?

Owners, managers, franchisees, trainers and project team leaders.

WHAT WILL YOU LEARN?

- That people who are motivated will retain clients and attract new clients to them
- How increased motivation and improved client focus will ensure your team naturally grow their performance and turnover
- The psychology of motivation, what works, what doesn't and what needs to change in your business
- Ways to explore the motivational drivers at work and what you can do to develop motivational practices with your team

WHERE AND WHEN

Dublin Studio

Wed 14 October

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Gilli Bruce



MANAGING FOR SUCCESS

 **LEVEL: ADVANCED**
Exceed

 **DURATION**
1 day
9.30am-4.30pm

 **PRICE**
€200.00

AN INTRODUCTION TO THE PRINCIPLES OF MANAGING PEOPLE

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

WHERE AND WHEN

Dublin Studio

Tues 11 August

WHO SHOULD ATTEND?

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

WHAT WILL YOU LEARN?

- The skills required to develop in the role of a manager
- Ways to create a highly functioning salon
- The importance of well-managed teams to retain existing clients and grow the client base
- How to ensure that the team know and understand their own goals and targets
- To inspire the team to gain more business from existing clients

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

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Liz McKeon



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THE ASSERTIVE PROFESSIONAL

 **LEVEL: ADVANCED**
Exceed

 **DURATION**
1 day
9.30am-4.30pm

 **PRICE**
£180.00 inc vat, £150.00 exc vat

DEVELOP THE BEHAVIOURAL AND LIFE SKILLS FOR SUCCESS
A valuable life skills session for those interested in developing both personally and professionally.

WHERE AND WHEN
Available via UK Studios:
London Studio
Wed 7 October

WHO SHOULD ATTEND?
Owners, managers, franchisees, receptionists and trainers or senior stylists.

Manchester Studio
Thurs 5 November

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

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity	
MASTER Expert				 With Gilli Bruce
ADVANCED Exceed				
ESSENTIAL Essential/Exceed				
DISCOVERY Essential				



TECHNICAL DEPARTMENT LEADER

 **LEVEL: ADVANCED**
Exceed

 **DURATION**
1 day
9.30am-4.30pm

 **PRICE**
€220.00

MAXIMISE THE IMPACT OF YOUR MCE QUALIFICATION TO DEVELOP THE SALON BUSINESS
For anyone who has completed the MCP programme.

WHERE AND WHEN
Dublin Studio
Mon 12 October

WHO SHOULD ATTEND?
Graduates of the MCP programme.

For more details of the Master Colour Programme please see page 30

- WHAT WILL YOU LEARN?**
- The skills needed to manage or develop a technical team or department to reach key objectives
 - How to examine what needs to happen to maximise technical services in the salon
 - Ways of gaining more turnover
 - The importance of building the technical business to make a bigger contribution to business goals
 - Ways to work with colleagues to gain more technical referrals
 - Systems to manage quality, monitor and track like a true department manager
 - How to strengthen your technical brand and your clients' perceptions of you and your qualification, in order to grow more technical clients and retain existing clients
 - Ideas on how to manage tricky issues such as quotations, pricing and how to drive new products/services through the team for increased sales

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MASTER Expert				 With Gilli Bruce
ADVANCED Exceed				
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NEW FOR 2015

COACHING FOR IMPROVED PERFORMANCE

LEVEL: MASTER
Expert

DURATION
1 day

PRICE
£180.00 inc vat, £150.00 exc vat

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

WHO SHOULD ATTEND?
Salon owners, managers and training professionals.

- WHAT WILL YOU LEARN?**
- Uncover the benefits of taking a coaching approach for performance development and improvement
 - Examine the difference between coaching, managing and training, by identifying the core coaching competencies and skills

- Gain knowledge of classical coaching model and techniques used to uncover the world according to others
- Put your new learnt skills into practice and have a go at coaching with your course peers

WHERE AND WHEN
Available via UK Studios:
London Studio
Tues 3 November

Manchester Studio
Thurs 21 May

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity	
MASTER Expert				 With Gilli Bruce
ADVANCED Exceed				
ESSENTIAL Essential/Exceed				
DISCOVERY Essential				



SALON BREAKTHROUGH

LEVEL: MASTER
Expert

DURATION
1 day

PRICE
€250.00

Using her '4Bs' for Breakthrough: Brand, Brain and Behaviour', Coni Masciave's Salon Breakthrough process is a transformational experience for any salon owner or management team. Her dynamic, fun, engaging style and approach make her courses insightful and entertaining!

WHO SHOULD ATTEND?
Salon owners, seasoned managers, new managers, franchisees. Custom workshops can be designed for entire salon teams or management teams.

WHAT WILL YOU LEARN?
This revealing, revolutionary one-day workshop will help you:

- Create a culture of attraction – helping you recruit the right staff and attract more clients
- Focus your energy and efforts on the right places making your salon more profitable
- Engage and motivate your team – even when giving tough feedback

- Develop a distinctive salon experience that sets you apart from the competition
- Increase client 'stickiness' ensuring they're loyal, open to offers, and your best brand ambassadors

Coni makes sure you'll come away with a step-by-step action plan for your salon and the know-how to make it happen.

WHERE AND WHEN
Dublin Studio
Mon 11 May

www.edenimage.co.uk/seminars/salon-breakthrough/

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity	
MASTER Expert				 With Coni Masciave
ADVANCED Exceed				
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THE POWER OF PRESENCE

 **LEVEL: MASTER**
Expert

 **DURATION**
1 day

 **PRICE**
€250.00

In an image-driven industry, your personal brand is everything. Beyond your styling skills and business savvy, looking and acting the part is a powerful tool for every successful salon owner and leader.

Coni's coaching will transform the first impressions you make, the impact you have in every situation, and give you an authentic aura of authority that helps you stand out in all the right ways. Engaging, illuminating, clear and concise, Coni's unique and powerful course demystifies the notion of 'charisma' and 'he/she's just got it' to develop a clear roadmap for where you want to be.

WHO SHOULD ATTEND?

Salon owners and managers, senior stylists, trainers and anyone who wants to harness the power of personal presence to get to the next level personally and professionally.

WHAT WILL YOU LEARN?

- Beyond the basics of 'dress for success' or standard 'how to' presentation skills
- Dare to reveal your blind spots and learn how to strategically design your own first impressions for maximum impact and connection
- Insider tricks to always project confidence and 'grace under fire'
- Learn how to balance personal style with professional presence
- How to create an authentic, powerful online brand
- Come away with new self-awareness and a personal action plan to reveal your best self

WHERE AND WHEN

Dublin Studio
Tues 12 May

www.edenimage.co.uk/seminars/the-power-of-presence/

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
MASTER Expert			
ADVANCED Exceed			
ESSENTIAL Essential/Exceed			
DISCOVERY Essential			



With Coni Masciave



SALON BUSINESS MASTERY
MICHAEL VAN CLARKE

 **LEVEL: MASTER**
Expert

 **DURATION**
1 day

 **PRICE**
£900.00 inc vat, £750.00 exc vat

We are pleased to feature Michael Van Clarke's business education programme, Salon Business Mastery. Michael Van Clarke is one of London's leading hairdressing experts, with 30 years experience at the cutting edge.

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

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

WHO SHOULD ATTEND?

Owners, managers and senior stylists.

WHAT WILL YOU LEARN?

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

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

WHERE AND WHEN

Michael Van Clarke, W1G 6DF

Mon 26 January

Mon 27 April

Mon 6 July

Mon 12 October

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

EST. 2013

SALON BUSINESS MASTERY
MICHAEL VAN CLARKE

	Team and Individual Development	Fundamentals of a Successful Business	Salon Image and Equity
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ESSENTIAL Essential/Exceed			
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With Michael Van Clarke



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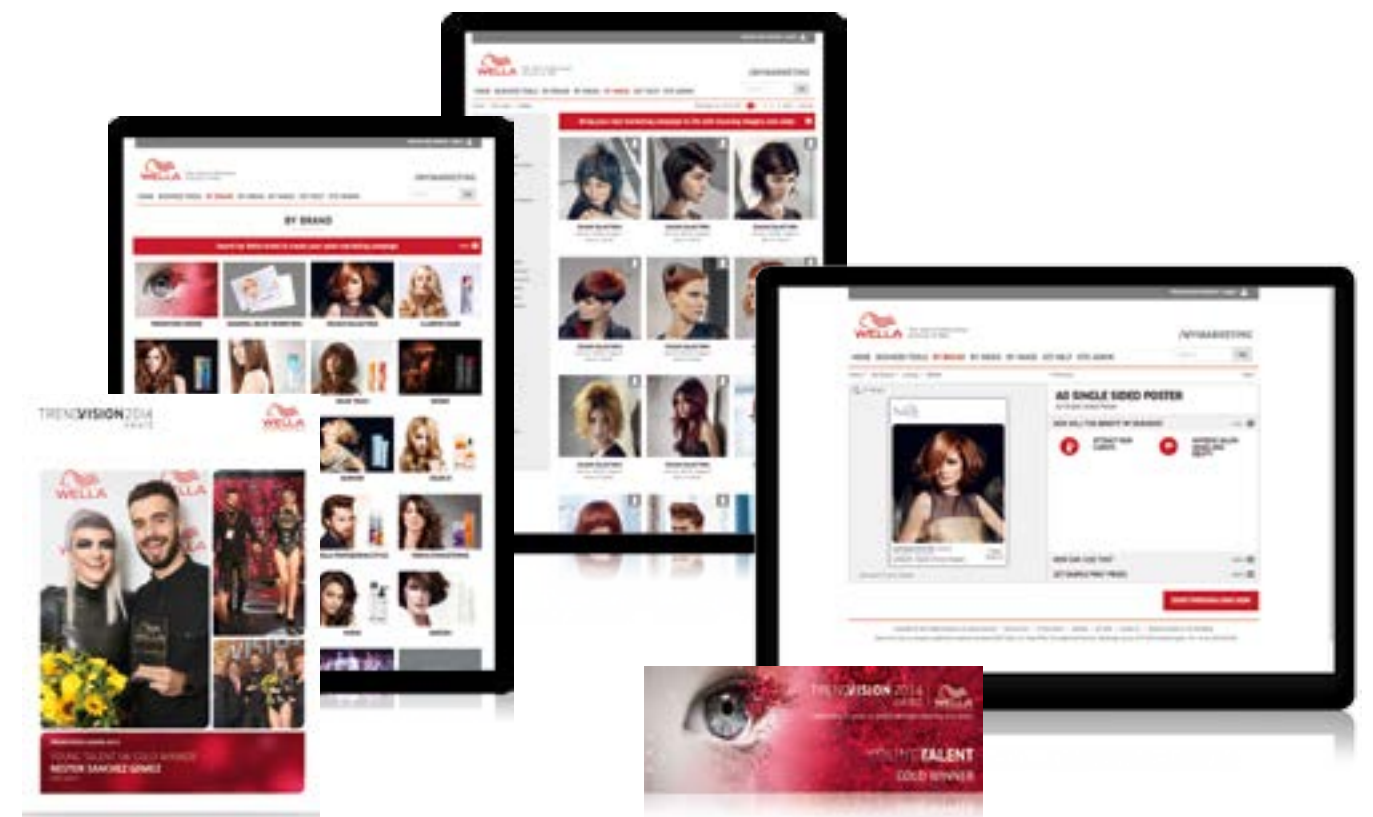


WELLA MYMARKETING

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



REGISTER TO
WWW.WELLAMYMARKETING.COM
AND TAKE ADVANTAGE OF:



PROMOTIONAL TEMPLATES

Personalise promotional templates ready for print. You can choose to use your own printer or opt for our printing partner to produce your materials for you. Use your MyPrint vouchers to pay or part pay for printing your materials.

IMAGE LIBRARY

Need a beauty image, product image or a mood video to create your own campaign? Choose from our range of stunning imagery and video content.

ADVERTISING

Create your own advertising campaign with our ready made advertisement templates.

EDUCATION

Educational materials currently featured on MyMarketing are...

- Master Colour Expert materials
- TrendVision Award winner's toolkit
- Tools to support your career and business, including salon job descriptions

SOCIAL MEDIA

Keep your customers up to date via your social media platform with our ready made conversation kits and stunning banners.

Watch out for more educational materials to be featured on MyMarketing throughout the year!

Registering to MyMarketing is completely **FREE** to our business partners:
www.wellamymarketing.com

Book onto our Marketing Essentials or Technical Department Leader courses to find out more about marketing your business and to discover how to use Wella MyMarketing most effectively – please see pages 86 and 93 for more details.



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COLLEGES

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



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COLLEGE FOCUS

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

	LEVEL: COLLEGES		DURATION 1 day		PRICE €50.00 per College Student
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FOR COLLEGE LECTURERS
CONTINUAL PERSONAL DEVELOPMENT (CPD) FOR COLLEGE LECTURERS
College lecturers have the choice of attending any one of our inspirational training seminars. And, the benefits are twofold, you gain from experiencing exceptional education and your students gain from your newfound knowledge. And once you've visited our state-of-the-art studios, it's the perfect opportunity to let your students get out and about and experience education in new and inspiring surroundings by signing up for one of our College Focus days.

FOR COLLEGE STUDENTS
COLLEGE FOCUS DAYS FOR STUDENTS
Choose from three unique and inspirational seminars aimed at college students. Master the basics with Classic and Foundation, discover how to carry out Colour Correction with Confidence.

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

RECEIVE A £50 / €50 COLLEGE OBSERVATION VOUCHER FOR EVERY £1000 / €1000 SPENT ON WELLA PRODUCTS.

Vouchers entitle college lecturers to observe selected Wella Studio courses as published in this Education Book.



THE COLLEGE FOCUS LEVELS

COLLEGE FOCUS 1: Classic & Foundation (Entry Level 2)	COLLEGE FOCUS 2: Colour Correction with Confidence (NVQ level 2-3)	COLLEGE FOCUS 3: Creative Trend Focus (NVQ Level 3 students)
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WHERE AND WHEN

Dublin Studio			
College Focus 1	Thurs 5 February	College Focus 3	Thurs 2 July
College Focus 2	Fri 6 February	College Focus 1	Thurs 9 July
College Focus 3	Thurs 12 February	College Focus 2	Thurs 16 July
College Focus 1	Thurs 26 February	College Focus 3	Thurs 23 July
College Focus 2	Thurs 5 March	College Focus 1	Thurs 13 August
College Focus 3	Fri 6 March	College Focus 2	Thurs 20 August
College Focus 1	Thurs 26 March	College Focus 3	Thurs 27 August
College Focus 2	Thurs 16 April	College Focus 1	Thurs 10 September
College Focus 3	Thurs 23 April	College Focus 2	Thurs 17 September
College Focus 1	Thurs 14 May	College Focus 3	Thurs 24 September
College Focus 2	Thurs 22 May	College Focus 1	Thurs 22 October
College Focus 3	Thurs 29 May	College Focus 2	Thurs 29 October
College Focus 1	Thurs 25 June	College Focus 1	Thurs 19 November
College Focus 2	Fri 26 June	College Focus 2	Thurs 26 November

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

Wella World Studio London
020 7637 7172
Wella Studio Manchester
0161 834 2645
Wella Studio Dublin
01 416 0900



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COLLEGE FOCUS EVENING

**LEVEL:**
COLLEGES

**DURATION**
6pm-7.30pm

**PRICE**
FREE for College Students

COLLEGE FOCUS EVENING FOR STUDENTS
Advance your career in the hair industry by taking inspiration from the 2015 collections and learning how you can apply them to your own development. Discover the techniques behind the looks that everyone is talking about this year, during an evening slot that won't compromise your daytime schedule.

WHERE AND WHEN
Please contact the Dublin Studio for information on the upcoming College Focus evenings.

WHY ATTEND?
Be inspired by the 2015 collections and how you apply them to your own development.

WHO SHOULD ATTEND?
All college students .

WHAT WILL YOU LEARN?
Discover what is current in the industry, linking into the latest cut and colour techniques.

For more information on how to book courses for college students contact:
Wella World Studio London 020 7637 7172
Wella Studio Manchester 0161 834 2645
Wella Studio Dublin 01 416 0900



EXCLUSIVE TO UK

IN THE SPOTLIGHT

**LEVEL:**
COLLEGES

**DURATION**
7pm-8.30pm

**PRICE**
£18.00 inc vat,
(normally £24.00 inc. vat)

EXCLUSIVE DISCOUNT FOR COLLEGE STUDENTS
Spend time with our Art Teams as they showcase their latest creations and discuss the things that inspire them.

WHO SHOULD ATTEND?
Anyone wanting to be inspired.

WHAT WILL YOU LEARN?
The latest salon usable collections.

Each Art Team has a unique dynamic and infectious energy which will inspire you into new ways of thinking and refresh the way you approach your work. The 90-minute sessions are brimming with passion and bubbling with innovative ideas. Our Art Teams are made up of the industry's leading lights who love working with hair. Their enthusiasm for sharing their ideas is compelling.

- Absorb the energy and inspiration of the Art Teams
- Learn how to apply their techniques to your own style
- Understand team dynamics and the importance of having fun with hair

WHY ATTEND?
Learn the latest collections from the creative Art Teams to take back to your salon.

WHERE AND WHEN
London Studio
Mon 16 February
Francesco Group
Mon 20 April
Wella Professionals Generation NOW
Mon 22 June
p.kai hair
Mon 9 November
Sebastian Professional Cult Team

Manchester Studio
Mon 26 January
Wella Professionals Generation NOW
Mon 30 March
Browns
Mon 6 July
Sebastian Professional Cult Team
Mon 12 October
Michael Van Clarke

EXCLUSIVE OFFER – COLLEGE STUDENTS RECEIVE A 25% DISCOUNT OFF THE PUBLISHED COURSE PRICE
for In the Spotlight only.



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COLLEGE ARTISTIC FORCE

BRINGING WELLA EDUCATION TO YOUR COLLEGE

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

If you are looking for new ways to develop and stir up some creative passion, then this FORCE of inspirational talent are ready to revolutionise the way hairdressing students are educated and expose them to new and exciting ideas; giving scope and ambition to young college students nationwide. It's a great opportunity for you and your students to gain access to these stars of the future at your college, without the time

and expense of having to leave the college. Bringing in new and exciting individuals can often be the key to keeping education fresh and inspiring. **Book today!**

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



THE COLLEGE ARTISTIC FORCE:



Sammy Wallace
McIntyres

Sammy has worked at McIntyres for over 8 years and is a member of the McIntyres' Art Team. She has assisted Kay on many British Hairdressing Awards' photo shoots for the salon. Sammy is also a keen trainer, training young up and coming hairdressers in the salon to City & Guilds standards and educating for Wella. Three times UK finalist for the Wella Professionals TrendVision Award, in 2011 she finally took GOLD for the TrendVision Award Color Category.



Matthew Taylor
Taylor Taylor Hairdressing

Matthew Taylor is the Education and Creative Development Manager of Taylor Taylor salons in Sheffield. He already has an enviable list of awards to his credit: Wella Professionals Color GOLD winner 2008, three times finalist in the Northern British Hairdressing Awards and former member of the Fellowship FAME Team. Matthew has had his work published in trade/consumer magazines throughout Europe. He is a Wella Guest Artist educating in both our Wella Studios and at colleges around the country.



Mia Dellicompagni
Francesco Group

Mia Dellicompagni is the Director of Hairdressing for Francesco Group and is responsible for the creative vision of the group and brings her expert knowledge to provide an inspirational educational experience at all levels of training.



Ben Sutcliffe
KH Hair

An extremely talented and professional barber, Ben Sutcliffe from KH Hair's dedicated barbers salon is a highly acclaimed hairdresser and trainer alike. In between managing the barbers shop and jointly running a second salon within the KH Hair Franchise, Ben is committed to providing training and education to the rising stars of the future. Ben is regularly commissioned by Wella, and other leading industry bodies, to take part in tutoring programmes and events nationwide.



Michael Pearson
MG Hairdressing

Michael Pearson has worked at MG Hairdressing for 10 years. He is a manager and head of the MG teaching academy, as well as being a member of the MG Artistic Team. Michael has been a UK finalist in the Wella Professionals TrendVision Award and a Regional finalist on two occasions. He was also selected to judge the Regional Finals of Wella TrendVision Award 2012.

YOUNG HAIRDRESSERS WORLD STUDIO TRIPS

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

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



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

XPOSURE

OUR NUMBER 1 COMPETITION FOR HAIRDRESSING STUDENTS – GREAT EXPOSURE FOR YOU AND YOUR COLLEGE

Take your first steps on the competition ladder and go head to head with fellow students in a nationwide search for the title of Wella Professionals XPOSURE winner 2015. XPOSURE is solely aimed at hairdressing students and has already defined the face of student hairdressing giving a springboard for student hairdressers to unleash their competitive edge, launch their careers and get great exposure!

- AND NOW IT'S YOUR CHANCE TO GET A PIECE OF THE ACTION
- A competition solely aimed at hairdressing students
 - Take your first steps on the competition ladder
 - The challenge: to create a commercial cut and colour style

“XPOSURE IS A UNIQUE COMPETITION THAT GIVES THE FUTURE OF OUR INDUSTRY A TRUE TASTE OF COMPETITION WORK. IT ALLOWS A FANTASTIC PLATFORM FOR OUR NEXT GENERATION TO SHOW OFF THEIR SKILL SET, HIGHLIGHTING THE TRULY FANTASTIC EDUCATION SYSTEM WE HAVE SET UP FOR BRITISH HAIRDRESSING. FOR ME, THIS IS PARAMOUNT IN THE DEVELOPMENT OF OUR INDUSTRY, CONSTANTLY GROWING THE STANDARDS AND EVOLVING TECHNIQUES IN HAIRDRESSING. FOR A STUDENT TO EXPERIENCE XPOSURE, FOR ME IS PRICELESS!”

Mia Dellcompagni,
Director of Hairdressing, Francesco Group

TO ENTER

TO ENTER YOU MUST BE...

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

3 EASY STEPS TO ENTRY

Stage 1

Photographic Heat

Photographic Deadline
Friday 6 February 2015

Stage 2

Regional Heats

- Edinburgh: Wednesday 15 April 2015
- Doncaster: Thursday 16 April 2015
- Dudley: Wednesday 22 April 2015
- Farnborough: Thursday 23 April 2015

Stage 3

The Final

Wella World Studio London
Thursday 11 June 2015

PRIZES

Top prizes include:

- An opportunity to work backstage at one of the TrendVision Award shows
- £1,000 worth of Wella Professionals training vouchers
- Wella Professionals tool kit worth £500



GOLD Winner
XPOSURE 2014
Lauren Thompson,
from Reflections
Training Academy



Lauren Thompson, from Reflections Training Academy assisting the TONI&GUY Show Team backstage at the TrendVision Award UK & Ireland Final 2014

XPOSURE IS SET TO ROCK THE WORLD OF COLLEGE HAIRDRESSING, MAKE SURE YOU'RE A PART OF IT!

Interested? Let your College Lecturer know and we'll keep your college posted!
For more information call the Wella Professionals XPOSURE Hotline on 0845 6018 128

HOW TO BOOK

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

World Studio London
020 7637 7172

Studio Manchester
0161 834 2645

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

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



HEAD BLOCKS/MODELS

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

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

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

PAYMENT TERMS

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

CANCELLATION POLICY

Course bookings are subject to cancellation if payment is not received. A minimum of 14 days notice is required for a full refund

except for Master Colour Programme and Guest Artists' courses where a minimum of 28 days notice is required. No refunds will be given after this period. Occasionally, course content will change as a result of new information and product development. Wella reserves the right to update its courses, dates and Guest Artists without notice.

SPECIAL SEMINARS

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

EVENTS

For information on events including TrendVision Award, Business Network LIVE and Master Colour Congress, please contact the Dublin Studio on 01 4160900.

INTERNET

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

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

OBSERVATION COURSES

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

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

ADVISORY HELPLINE

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

The helpline is available from 8.30am to 5pm, Monday to Friday. If the phone lines are busy, please leave your telephone number and a member of the Advisory Team will call you back.

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

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



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PRESTIGE BRANDS

PRESTIGE EDUCATION IS AS INDIVIDUAL AS ITS BRANDS. INTRODUCING NIOXIN, SEBASTIAN PROFESSIONAL, SP AND SASSOON PROFESSIONAL EDUCATION



INTRODUCTION

COLOUR
& MOVEMENT

INSPIRATION

CARE, CUT
& STYLE

EDUCATION
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PRESTIGE
BRANDS



NIOXIN EDUCATION

N°1 SELLING SALON BRAND FOR THICKER FULLER-LOOKING HAIR.

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

NIOXIN ENGAGE



**LEVEL: DISCOVERY**
Essential

**DURATION**
2 hours

**PRICE**
Free of Charge

WHO SHOULD ATTEND?
This is the primary course for Nioxin and is suitable for every member of the salon team from receptionists and assistants through to creative directors.

WHAT WILL YOU LEARN?
This is where the discovery of Nioxin begins and allows the understanding of each product, the systems and in-salon services. The Engage seminar is approximately two hours long and incorporates a theory session with full product knowledge, consultation

WHERE AND WHEN
For details of the next Engage course running near you, please speak to your Wella Account Manager.

using the System Selector and a workshop session. Workbooks are provided for your team to take as many notes as they need. This is your time to absorb the products ability and be able to ask your Educator any questions.

NIOXIN EXPERIENCE

**LEVEL: ADVANCED**
Exceed

**DURATION**
1 day

**PRICE**
Free of Charge
(Course valued at €150 per day)

WHO SHOULD ATTEND?
For those who have completed Nioxin Engage.

WHAT WILL YOU LEARN?
Understand the science behind thinning hair and how Nioxin can deliver results. Discover the facts and biology which gives an explanation of how Nioxin affects the hair and scalp. Gain an understanding into why we have different systems and technologies within the range.

WHERE AND WHEN
Dublin Studio
Tues 13 January
Wed 11 February
Mon 16 March
Tues 5 May
Tues 9 June
Mon 20 July
Tues 1 September
Tues 27 October

Find out everything you wanted to know about skin, scalp and hair:

- A close up look at hair
- Basic skin science
- Understanding the scalp
- Hair loss – types and causes

NIOXIN ENABLE

**LEVEL: ADVANCED**
Exceed

**DURATION**
1 day

**PRICE**
Free of Charge
(Course valued at €150 per day)

WHO SHOULD ATTEND?
For those who have completed Nioxin Experience.

WHAT WILL YOU LEARN?
Understand the psychology behind thinning hair. This course has been developed to understand consultation from a different angle. Find out how to approach clients that may be thinning and understand how they may be feeling. A psychologist Dr K Boon helped develop the course to allow the Thinning Experts a true psychological understanding of human emotions.

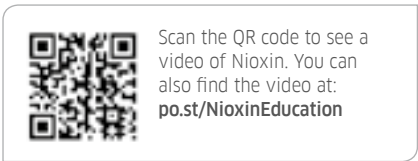
WHERE AND WHEN
Dublin Studio
Tues 27 January
Wed 25 February
Tues 31 March
Tues 27 May
Mon 29 June
Mon 17 August
Wed 7 October
Wed 4 November

Understand the Psychological Impact of:

- Hair loss and hair thinning
- Empathy
- Emotional understanding
- Nioscope within a consultation
- Psychological impact

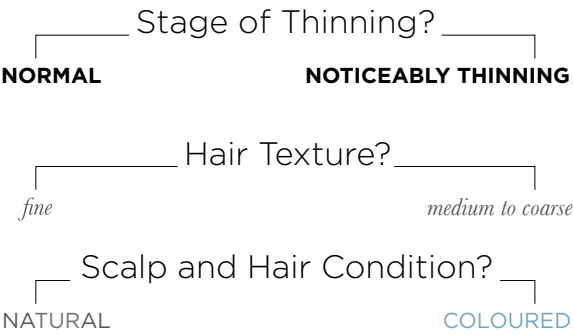
NIOXIN EDUCATION IS NOT ONLY AIMED AT FINE HAIR, IT ALSO HELPS IN CREATING STRENGTH AND VOLUME IN ALL HAIR TYPES. NIOXIN EVOLVE OFFERS CREATIVE CUTTING AND COLOURING TECHNIQUES, ALONGSIDE HINTS AND TIPS ON STYLING TO MAKE THE HAIR LOOK THICKER AND FULLER. YOU CAN BE CREATIVE WITH NIOXIN TOO!

Kay McIntyre
Nioxin UK Creative Ambassador



THE NIOXIN SYSTEMS

ASK **THREE** TAILORED DIAGNOSTIC **QUESTIONS**



CHOOSE ONE OF **SIX** CUSTOMISED **SYSTEMS**



NIOXIN EVOLVE

FEATURING KAY MCINTYRE, NIOXIN UK CREATIVE AMBASSADOR

	LEVEL: MASTER Expert		DURATION 1 day		PRICE €290.00
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WHO SHOULD ATTEND?
Aimed at experienced stylists, this course is ideal for new and existing users of Nioxin. It is a great follow on for Nioxin Thinning Experts.

WHAT WILL YOU LEARN?

- Thinning hair doesn't have to limit your creativity
- Develop the best techniques for cutting and colouring fine or problematic hair
- Feel more confident and comfortable in addressing the issue of thinning hair with clients
- Consultation tips
- Cutting sectioning patterns and tools to enhance body and volume
- Quick and easy colour placement techniques
- Colour choice from across our Wella Colour Portfolio

- Styling products and techniques for clients with thinning hair
- Put your new skills into practice with workshop sessions
- Demonstration models will be used to increase your understanding
- A guide on wig cutting and dressing, to suit each individual person.

WHERE AND WHEN
Dublin Studio
Mon 20 April
Mon 16 November



About Kay McIntyre
Nioxin UK Creative Ambassador

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

NEW AND IMPROVED

THE MOB PROGRAMME 2015

BECOME THE SALON SEBASTIAN EXPERT

DURATION
3 Days spread over 6-9 months

PRICE
£300.00 inc vat, £250.00 exc vat / €360.00
ACTUAL VALUE: £900.00 exc vat / €1015.00

Are you a Creative Artist looking for education that is inspirational, engaging and new? During the course you will experiment with products and techniques to showcase your creativity. Gain an insight into our brand specific cutting, styling and Cellophanes techniques. Grab a deep understanding of our brand, learn to speak our language and how to link all your new found techniques to your daily salon business work.

The MOB Programme will also supply you with the tools for the course: the razor, the crimping irons, the straighteners and brushes which will support the carving of the hair and creation of your individual styles. Once you are a member of The MOB Programme, you will have the opportunity to apply for the Sebastian Professional Cult Team.

WHO SHOULD ATTEND?

Are you an extremely creative stylist with your own unique style and the potential to inspire others? You must have great hairdressing skills and work with Sebastian Professional on a daily basis.

For more information about how to join the The MOB Programme contact your Account Manager.



Scan the QR code to see a video of Sebastian Professional. You can also find the video at: po.st/SebastianEducation

DISCOVERY

THE GALLERY JAM SESSION

LEVEL: DISCOVERY
Essential

DURATION
1 day
10am-4pm

PRICE
€200.00

Welcome to the Gallery Jam Session where image, technique and creativity meet. During this one-day hands-on workshop you will be introduced to the cutting and styling techniques of fearless hair fashion. Explore the mastery of technical switchcraft and transform a haircut from the ordinary to the extraordinary.

WHO SHOULD ATTEND?

This seminar is perfect for stylists with basic to intermediate skill levels.

For dates please contact your Account Manager.

ADVANCED

NEXT UP SEMINAR

LEVEL: ADVANCED
Exceed

DURATION
1 day
9.30am-4pm

PRICE
€200.00

Experience a cool blend of cuttin' rhythms, clippin' shapes, and shiftin' styles with Sebastian Professionals Next Up Haircut and Style Collection.

WHO SHOULD ATTEND?

Perfect for anyone wanting to learn about Sebastian's latest haircut and product collection including fundamental cutting techniques.

MASTER

CREATIVE IMMERSION

AVAILABLE VIA THE UK STUDIOS

DURATION
1 day
10am-4pm

PRICE
£354.00 inc vat, £295.00 exc vat

Immerse yourself into the mindset behind Sebastian's ultra-expressive hair designs. This comprehensive cutting and styling seminar takes participants deeply into the world of Fearless Hair Fashion by looking closely at the elements of design which include: line, shape, mass, colour, texture. The essential elements that form the basis of all good design, but you are what makes it unique.

WHO SHOULD ATTEND?

This seminar is focused on stylists who have a good understanding of hair design.

These courses are on demand. Please contact your nearest Wella Studio or your Wella Account Manager to register your interest.



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SYSTEM PROFESSIONAL

SYSTEM PROFESSIONAL PROVIDES YOU WITH TAILOR-MADE SOLUTIONS TO SUIT ALL YOUR CLIENTS' HAIR AND SCALP NEEDS. CREATE NEW LOOKS AND PUT THE FINISHING TOUCHES TO THE MOST INSPIRING HAIRCUTS!

SP CARE & STYLE STUDIO AND ON LOCATION 1 day session

Our flagship brand, System Professional is the ultimate diagnostic care and style range, a range of designer treatments and homecare to offer a bespoke and personalised prescription to every client. This session looks at:

- The products
- In-salon treatments including SP Alchemy Treatments – allowing you to formulate and prescribe a complete and individual hair programme for each client, a truly wonderful experience for your clients
- Home care regimes
- Product usage
- SP Style

Learn all about the different types of results that can be achieved by using specific products for specific client needs.

WHERE AND WHEN

Dublin Studio

Wed 18 March

Wed 14 October

For more information on Access Studio courses please contact your nearest Wella Studio. For more information on Access on Location contact your Wella Account Manager.



Scan the QR code to see a video of System Professional. You can also find the video at: po.st/SPEducation



WELCOME TO SASSOON PROFESSIONAL EDUCATION

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

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

This is Sassoon. This is Hair Design.

EDUCATION PROGRAMME STRUCTURE

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

- Performance products and services
- Precision technique
- Creative Inspiration
- Becoming a Sassoon Partner Salon enables you to become part of the Sassoon Movement

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

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

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

Please go to <https://www.sassoon.com/contact-us.php> and send us your details.



Scan the QR code to see a video of Sassoon. You can also find the video at: po.st/SassoonEducation





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USEFUL TIPS ON USING THIS INTERACTIVE PDF

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

WANT TO GO ON A COURSE?
explore the Education section.



INSPIRATION

Wella are passionate about delivering an annual programme of events to inspire and motivate your team with our newest product innovations, current trends, up-to-the-minute business ideas and the latest collections from some of the top industry icons. With events ranging from the industry renowned annual TrendVision Award, to the bespoke and intimate HUSH Club, right through to the highly acclaimed Business Network LIVE there really is something for everyone.

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

and on many of our studio courses. Our Guest Artists also play an important part in Wella's mentoring programmes. Wella are committed to championing future talent and offering support, exposure and platform opportunities to help launch up-and-coming stars. We have a range of mentoring opportunities to help support ambitious new talent including the Wella Professionals Generation NOW Team, the Sebastian Professional Cult Team, Making Waves and the TrendVision Award winners' mentoring programme.

Inspiring the industry is at the heart of everything we do and we hope to welcome you to one of our events, courses or mentoring programmes soon!



MENTORING

HELPING TO DEVELOP OUR UP-AND-COMING
STARS OF THE HAIRDRESSING INDUSTRY



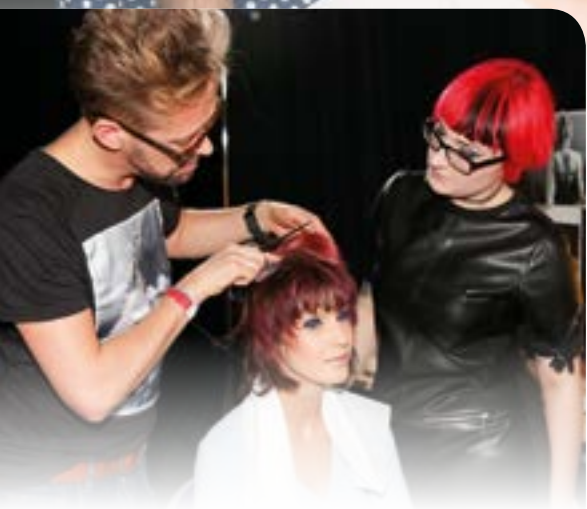
MENTORING

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Scan the QR code to see a video of Wella Professionals Generation NOW & Sebastian Professional Cult Team. You can also find the video at: po.st/Mentoring

MENTORING FUTURE TALENT

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

Mentoring these talented individuals is incredibly important to us and that is why we invest in a portfolio of mentoring programmes including the Wella Professionals Generation NOW Team, the Sebastian Professional Cult Team, the Making Waves programme and an inspirational mentoring opportunity for our TrendVision Award winners. All of our mentors are at the top of their game and are equipped with a whole host of skills, expertise and creativity to pass onto the stars of the future.

During 2014 we were proud to provide numerous mentoring opportunities to help grow up-and-coming talent. We would like to thank our 2014 mentors who included:

Emma Roche, Anna Furlong Hairdressing
Gary Gill, Emotive Hair
Steven Goldsworthy, Goldsworthys
Akin Konizi, HOB Academy
Sean Dawson, HOB Academy
Jamilla Paul, Jamilla Paul Hair & Beauty
Dom Capel, Lara Johnson Lifestyle
Bruno Marc Giamattei, Marc Antoni
Melanie Jennings, Peter Prosser Hairdressing
Robert Eaton, Russell Eaton
Leonardo Rizzo, Sanrizz
Bruce Masefield, Sassoon Academy
Jayson Gray, TONI&GUY

Watch this space to find out who our mentors for 2015 will be!



TRENDVISION AWARD MENTORING

CONGRATULATIONS TO OUR TRENDVISION AWARD 2014 WINNERS!

We're passionate about supporting the up-and-coming stars of the industry and, for the second year running, we are delighted to offer our Gold, Silver and Bronze winners a tailor-made mentoring programme. All of our mentors are at the top of their game and are equipped with a whole host of skills, expertise and creativity to pass onto the stars of the future. Our inspirational mentoring programme helped to prepare our Gold winners for the 2014 International TrendVision Award Final in Monaco.



UK Color winners



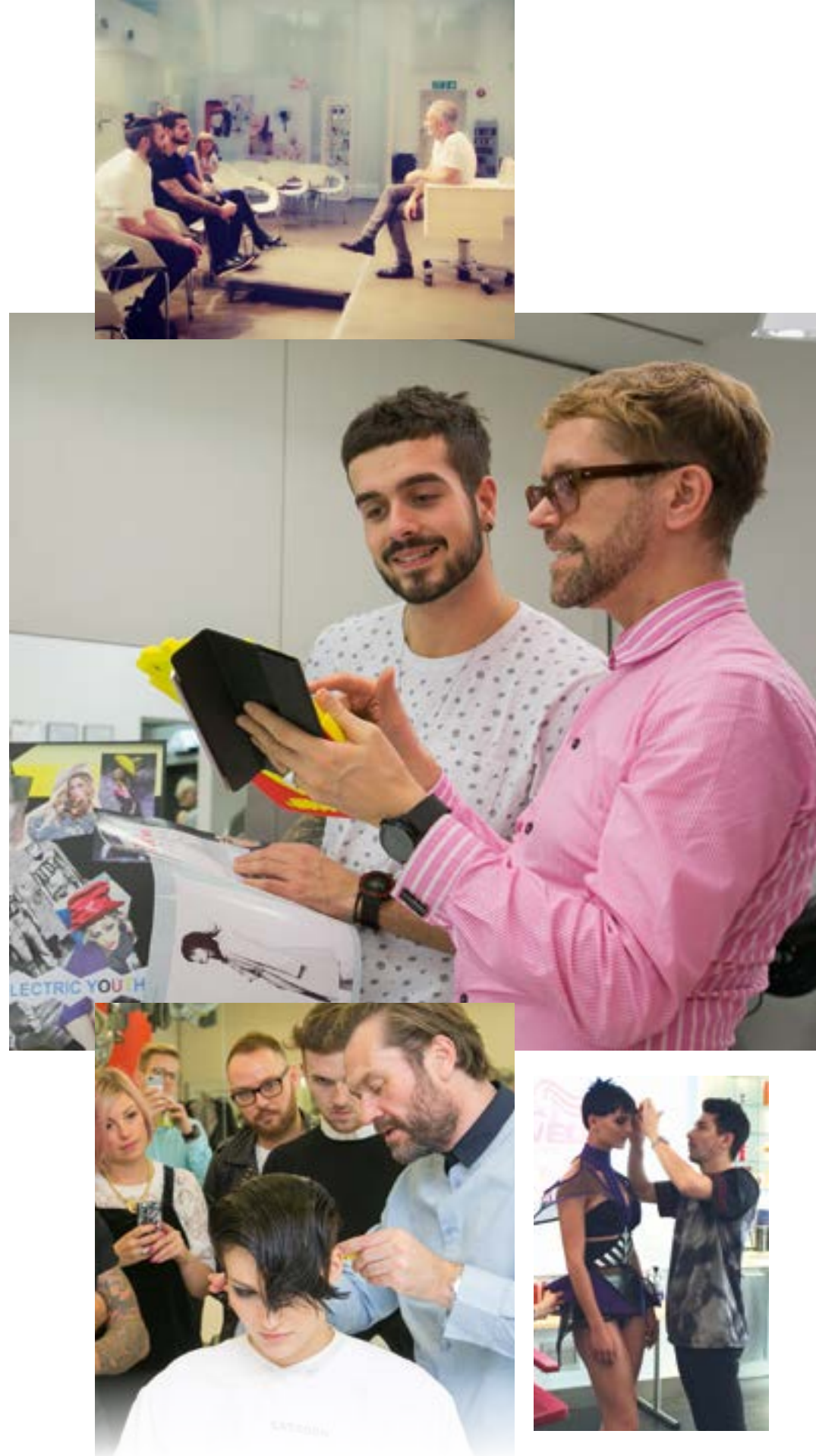
Ireland Color winners



UK Young Talent winners



Ireland Young Talent winners



GOLD WINNERS' MENTORING

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

Our 2014 Gold winner mentors were:



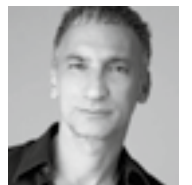
Leonardo Rizzo
Sanrizz



Bruno Marc Giamattei
Marc Antoni



Jayson Gray
TONI&GUY



Akin Konizi
HOB Academy

SILVER & BRONZE WINNERS' MENTORING

All of our silver and bronze winners received an action-packed day learning from the very talented Bruce Masefield, Sassoon Academy as they continued to develop and hone their skills.



Bruce Masefield
Sassoon Academy



GENERATION NOW

FUTURE TALENT

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

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

At the start of the Generation NOW year, the team are given the once in a lifetime experience of a tailor-made 'bootcamp' week with education and mentoring from top industry icons. During their Bootcamp, the team experienced intimate demonstrations and workshop sessions where they got one-on-one advice from their lead mentor Bruno Marc Giamattei and other top Guest Artists.

Throughout the year the team get the opportunity to work on stage at major industry events including Salon International, Pro Hair Live and Wella Studio events such as In The Spotlight. They have also had the chance to work backstage at the TrendVision Award UK & Ireland Final 2014!

AND THE LUCKY SIX FOR 2014/15 ARE:

- **Matthew Feeney**
Aviary Lane, Dublin
- **James Earnshaw**
Francesco Group, Birmingham
- **Paul Paterson**
Ishi Hair & Beauty, Edinburgh
- **Rob Czapka**,
RCNQ, Manchester
- **Emma Wainwright**
Soul Hair, Chester
- **Callum Standen**
The Egg, Norwich

Want to be a member of the Generation NOW team 2015/16?

For more information about becoming one of the Generation NOW Team, please contact your Wella Account Manager or call 0845 6018 128 (UK) or 01 416 0900 (Ireland).



From left to right: Emma Wainwright (Soul Hair), Rob Czapka (RCNQ), Paul Paterson (Ishi Hair & Beauty), Callum Standen (The Egg), Matthew Feeney (Aviary Lane), James Earnshaw (Francesco Group)



SEBASTIAN PROFESSIONAL CULT TEAM

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

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

Set to revolutionise and redefine the face of modern hairdressing, the cutting-edge crew for 2014/15 consists of:

RYAN CRAWFORD, Changes Hair Design

KATIE MULVILLE, Foundation

JESSICA NEIL, KH Hair

SARAH WILSON, Paterson SA

TREVOR HOLDEN, Texture Road

LINDSEY KERRY, The Hair Studio

CHARLOTTE WILLEY, Zullo & Holland

The 2014/15 Cult Team have had an action-packed time so far. The team have worked backstage at both London Fashion Week and Cardiff Fashion Week assisting the renowned Sebastian Professional Creative Style Artists. They have also made their mark playing an integral role in the Sebastian Professional MOB Programme, styling hair at the ShowSpace Retreat, creating beautiful hair at Salon International and at our In The Spotlight and Fellowship Events at our Wella World Studio London; not to forget our incredible TrendVision Award UK & Ireland Final 2014. Next time, it could be you!

If you're a graduate of the Sebastian Professional MOB Programme, we want to hear from you! You must have taken part in The Sebastian Professional MOB Programme to apply for the Sebastian Professional Cult Team.



THINK YOU HAVE WHAT IT TAKES TO BE A MEMBER OF THE CULT TEAM?

We'll be recruiting the new 2016/17 team in Autumn 2015 – speak to your account manager for more information.

HAVE YOU COMPLETED THE MOB PROGRAMME?

You must be a graduate of the Sebastian Professional MOB Programme to apply for the Cult Team. Please see page 118 in the education section of our book to find out more information.



From left to right: Jessica Neil (KH Hair), Lindsey Kerry (The Hair Studio), Charlotte Willey (Zullo & Holland), Katie Mulville (Foundation), Sarah Wilson (Paterson SA), Trevor Holden (Texture Road) and Ryan Crawford (Changes Hair Design)

PROFESSIONAL
SEBASTIAN

SEBASTIAN PROFESSIONAL CULT TEAM 13



WELLA & UNICEF MAKING WAVES

TOGETHER WE GIVE THE GIFT OF EDUCATION

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

This programme gives the mentoring and life skills education to vulnerable young people in emerging countries in Brazil, Romania and Vietnam.

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

By the end of 2015, we aim to reach 20,000 vulnerable young people in Brazil, Romania and Vietnam.

For more information on how you can get involved and apply to become UK & Ireland's 2015 mentor, please speak to your Wella Account Manager or visit www.wella.com/wella-unicef



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



Melanie Jennings,
Peter Prosser
Hairdressing, UK
Mentoring Trip: Piatra Neamt, Romania 2014



Emma Roche,
Anna Furlong
Hairdressing, Ireland
Mentoring Trip: Piatra Neamt, Romania 2014



SUPPORTS



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INSPIRATIONAL EVENTS

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



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WELLA PROFESSIONALS TRENDVISION AWARD 2014 WINNERS

THE TRENDVISION AWARD UK AND IRELAND FINAL CELEBRATED ITS 10TH YEAR IN 2014! AN INCREDIBLE ACHIEVEMENT FOR WELLA PROFESSIONALS AND EVERYBODY INVOLVED.

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

The Wella Professionals TrendVision Award UK & Ireland Final 2014 inspired an audience of over 800 guests at the

legendary venue, the Roundhouse in Camden, on Monday 6 October. From over 800 initial entries, 47 finalists and their models took to stage for their chance to be crowned the prestigious Gold winner. Hosted by Jo Whiley, the event was full of entertainment, creativity, hair and fashion, culminating with the unveiling of the TrendVision Award 2014 UK & Ireland Winners.

The evening featured three sensational shows from the UK & Ireland's most inspirational names. The opening show,

Couture Colour was presented by the Wella Professionals Colour Club and Generation NOW Team. TONI&GUY, shadowed by our Xposure 2014 Gold winner treated the audience to an exclusive preview of INSTAMATIC by Color Touch with their unique HAIR SUSHI show. The Sebastian CULT Team then treated us to their evocative 'Eclipse' show.



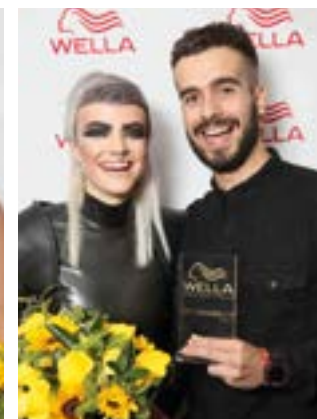
Scan the QR code to see a video of the Wella TrendVision Award 2014. You can also find the video at: po.st/TVA2014

THE ROAD TO THE FINAL 2014

To reach the UK & Ireland Final, entrants first entered a photographic competition back in March, before competing against hundreds of others at Regional Heats to recreate their interpretation of one of two 2014 trends - Urban Native and Borderline Beauty - developed by Wella Professionals annually. A fantastic line-up of esteemed judges chose Sue Comery and Nestor Sanchez Gomez to represent the UK and Leandro Santana Santos and Brian Sweeney to represent Ireland at the Wella Professionals International TrendVision Award in Monaco.

WE ARE DELIGHTED TO ANNOUNCE OUR WELLA PROFESSIONALS TRENDVISION AWARD 2014 WINNERS:

UK WINNERS



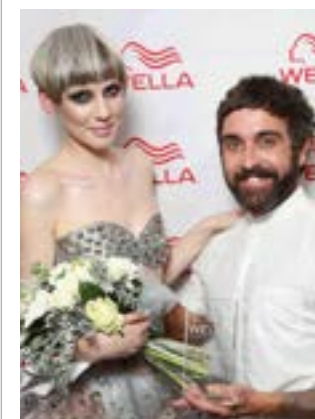
COLOUR:

Gold
Sue Comery
Silver
Alexander Freeman
Bronze
Helen Porter

YOUNG TALENT:

Gold
Nestor Sanchez Gomez
Silver
Paul Phillips
Bronze
James Earnshaw

IRELAND WINNERS



COLOUR:

Gold
Leandro Santana Santos
Silver
Darren Lacken
Bronze
Caroline McNeill

YOUNG TALENT:

Gold
Brian Sweeney
Silver
Ericka Kidd
Bronze
Matthew Feeney

SHOW US YOUR VISION, GO BEYOND THE EXPECTED

OUR PRESTIGIOUS ANNUAL TRENDVISION AWARD RECOGNISES UP-AND-COMING STYLISTS AND THE MOST MASTERFUL COLOUR WORK WITHIN THE INDUSTRY BY PROVIDING A SPECTACULAR PLATFORM TO ENCOURAGE CREATIVITY AND SHOWCASE TALENT. FEEL THE INCREDIBLE THRILL OF COMPETING IN ONE OF TWO CATEGORIES, EITHER YOUNG TALENT OR THE NEW COLOR VISION, REINVENTED FOR 2015.

TRENDVISION AWARD 2015
INSIGHT EVENTS

Mon 2 February
Maidstone
Tues 3 February
Bournemouth
Wed 4 February
Bristol
Mon 9 February
Sheffield
Mon 9 February
Dublin Studio
Tues 10 February
Northampton
Wed 11 & Thurs 12 February
London Studio
Mon 16 February
Glasgow
Tues 17 February
Newcastle
Wed 18 & Thurs 19 February
Manchester Studio

PHOTOGRAPHIC ENTRY DEADLINE
Fri 27 March

REGIONAL HEATS

Tues 12 May
Edinburgh Corn Exchange
Wed 13 May
Hilton Deansgate Manchester
Mon 18 May
Grange Tower Bridge, London
Tues 19 May
EMCC, Nottingham
Mon 24 August
Doubletree by Hilton, Dublin

UK & IRELAND FINAL

Mon 5 October
The Roundhouse, Camden

NEW
TRENDVISION
ACCESS SEMINAR
See page 71 in the
Education Section
for more details

For more information on how to enter the TrendVision Award 2015 please speak to your Wella Account Manager or the Events Team on 0845 6018 128 (UK) 01 416 0900 (Ireland).



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BUSINESS NETWORK LIVE

EACH YEAR WELLA BUSINESS NETWORK LIVE GAINS MORE KUDOS AND NOW HAS AN IMMENSE FOLLOWING OF SALON OWNERS AND MANAGERS WHO HAVE THE DATE PENCILLED IN THEIR DIARIES A YEAR IN ADVANCE.

It's a fantastic opportunity to mingle and network with other like-minded salon owners and managers, exchange ideas and tips, and enjoy an exciting line-up of guest speakers, all in the pleasant surroundings of a superb hotel.

Packed full of truly inspirational presentations, workshops and insights into the wider world of business and trends, Business Network LIVE allows you to take time away from the salon and get in touch with your business from a whole new perspective.

Business Network LIVE 2014 was built around the theme of "Hairdressers @ Heart". The event covered a whole variety of topics including communication, online retailing, managing young creative talent and building sustainable brands. Held at the Crowne Plaza Hotel at Heythrop in the stunning Oxfordshire countryside, the event provided a fantastic networking

opportunity for business owners and managers giving invaluable advice and ingenious ideas to develop their business. 2014's impressive line up of guest speakers included: Michael Douglas; Pete Waterman OBE DL; Ruby Wax; Amanda Wakeley OBE; Rita Clifton; Tim Steiner and Richard Gerver.

For 2015, we guarantee another unprecedented line up of speakers, a superb venue and a refreshing approach to business. So if you are a salon owner or manager, register your interest today and make a difference to you and your salon.

Date: Mon 6 & Tues 7 July 2015
Venue: To be confirmed
To register your interest for Business Network LIVE 2015, please call or email the Wella Events Hotline: 0845 6018 128 or wellaevents.im@pg.com



Scan the QR code to see a video of Wella Professionals UK & Ireland Business Network LIVE. You can also find the video at: po.st/BNL2014

IF YOU WANT TO STAY ON THE TOP AND COMPETE WITH THE PEOPLE ON THE TOP, YOU HAVE TO BE HERE. IT'S A MUST.

Bruno Marc Giamattei,
Marc Antoni



WE ALWAYS COME AWAY FROM THIS EVENT FEELING INSPIRED. WE ALWAYS LEARN SOMETHING NEW AND I LOVE IT!

Sean Dawson,
HOB Academy



YOUR FEEDBACK CONSISTENTLY TELLS US THAT YOU LOVE THIS EVENT. YOU SCORED 2014 A **4.4 OUT OF 5!**



MASTER COLOUR CONGRESS

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

In 2014, we held a series of Master Colour Congress events where Master Colour Experts were given a unique chance to be the first to hear, see and experience NEW KOLESTON PERFECT INNOSENSE and NEW BLONDOR FREELIGHTS. Participants were treated to demonstrations by Wella Professionals Colour Club members with an exclusive preview of the Undone Collection for Spring/Summer.

GET AHEAD OF THE COMPETITION

As a Master Colour Expert, you are amongst the first to witness what we have in store for 2015 in terms of new cutting and colouring techniques, new trends, exclusive previews of new products and much more. So this really is your chance to benefit and get ahead of the competition with what's hot and what's not.

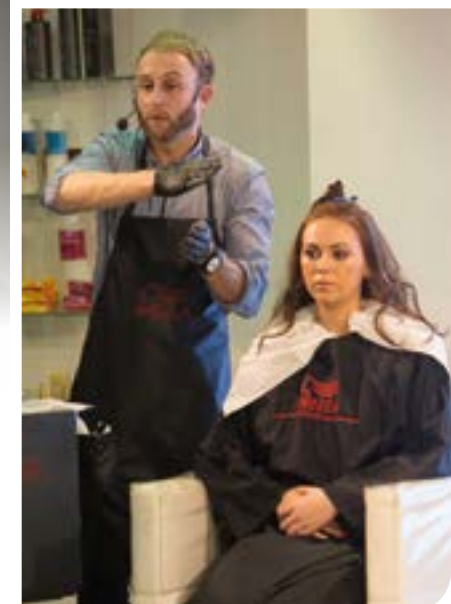
COLOUR EXPERTISE

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

MCC - EARLY 2015

All Master Colour Experts will have received their personal invitations. We look forward to seeing you in early 2015.

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



HUSHclub

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

HUSH Club offers a unique opportunity to meet leading international figures and some of the hottest new talent emerging onto the scene. Watch the crème de la crème at work and learn about the very latest styling and colouring techniques; take note of their advice and top tips and come away with tangible ideas that you can take back to your own salon business. With limited guest numbers you really do benefit from the intimate atmosphere and have the opportunity to ask the questions you have always wanted to. The evenings have been hugely successful and we are looking forward to the forthcoming series of events in 2015.



SASSOON CREATIVE TEAM

 **MON 16 MARCH**
7.00pm–9.00pm

 **PRICE**
£50.00 inc vat, £42.00 exc vat

Sassoon Academy is the pinnacle of creativity and technique in hair design, the home of the world-renowned International Creative Team. Privileged members of the HUSH Club will have the rare opportunity to experience the next generation of inspiration from the internationally renowned styling team, comprising:

Edward Darley, UK Colour Director and Bruce Masfield, UK Creative Director – each with their unique and passionate approach to hairdressing. Be inspired by the latest innovation cutting and colouring techniques from the ground-breaking academy collections.

HOW TO BOOK

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

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



GREAT OPPORTUNITY
TO NETWORK WITH
LIKE-MINDED
CREATIVES AND
DISCUSS NEW IDEAS



FANTASTIC... CAME
AWAY BUZZING WITH
IDEAS AND ON A REAL
HIGH



GREAT ATMOSPHERE
– INFORMAL AND
PROFESSIONAL



REALLY ENJOYED THE
ROOM LAYOUT – IT
FELT LIKE A CREATIVE
MEETING

IN THE SPOTLIGHT

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

	DURATION Evening 7.00pm-8.30pm		PRICE £24.00 inc vat, £20.00 exc vat
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Each Art Team has a unique dynamic and infectious energy, which will inspire you into new ways of thinking and refresh the way you approach your work. The 90-minute sessions are brimming with passion and bubbling with innovative ideas. Our Art Teams are made up of the industry’s leading lights, who love working with hair. Their enthusiasm for sharing their ideas is compelling.

- Absorb the energy and inspiration of the Art Teams
- Learn how to apply their techniques to your own style
- Understand team dynamics and the importance of having fun with hair

WHY ATTEND?
Learn the latest collections from the creative Art Teams to take back to your salon.

WHO SHOULD ATTEND?
Anyone wanting to be inspired.

WHAT WILL YOU LEARN?
The latest salon usable collections.

WHERE AND WHEN
London Studio
Mon 16 February
Francesco Group
Mon 20 April
Wella Professionals Generation NOW
Mon 22 June
p.kai hair
Mon 9 November
Sebastian Professional Cult Team

Manchester Studio
Mon 26 January
Wella Professionals Generation NOW
Mon 30 March
Nelson Brown, Browns
Mon 6 July
Sebastian Professional Cult Team
Mon 12 October
Michael Van Clarke



From left to right: Sebastian Professional CULT Team, Francesco Group, Wella Professionals Generation NOW, Browns, Michael Van Clarke, p.kai hair.



TRENDS

DISCOVER OUR SPRING/SUMMER AND
AUTUMN/WINTER TRENDS OF 2015



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TREND MOVEMENTS

JOURNEY OF ENLIGHTENMENT SPRING/SUMMER

THE BIGGEST JOURNEY IS THE ONE INTO YOURSELF. MEET THE ESSENCE SEEKERS LOOKING FOR PERSONAL ENLIGHTENMENT, WHOSE ULTIMATE GOAL IS **REFINEMENT** TO THEIR **PURIST PREMIUM SELF**.

Self-examination takes many forms, but always has one goal – to bring your inner beauty to the surface. The growth of living, biological science with cell-inspired beauty technology enables you to deep-dive into your DNA to explore the layers of yourself. Now you are free to shine a light on your true core: reduced to its essence, then magnified.

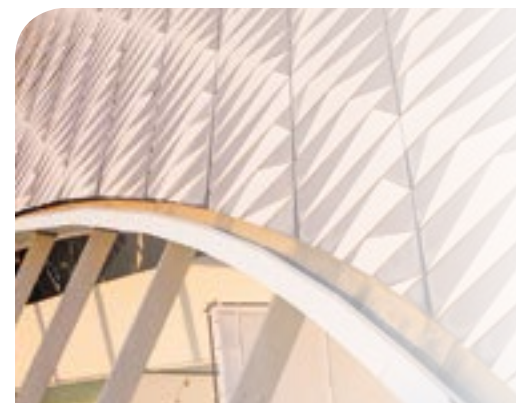
Once you've arrived at your true self, beauty becomes effortless: with a natural fluidity of lines and movement, you're radiating a refined optimism and a graceful lightness of being. Celebrate your individuality – and the individuality in others: we distil to become less to become more.

THE NEW FRONTIER AUTUMN / WINTER

MAKE YOUR OWN **FUTURE** AND **FORTUNE**.

As the icecaps melt, a new Northern Sea route opens up uncharted territories, and opportunities beckon to the daring and the brave. In Siberia, the Tundra and Northern China, this frontiers-mode of life attracts an ethnic mix of Asian and Caucasian pioneers, determined not only to survive the hostile elements, but to dominate them.

In the process, a new aesthetic is being created: a strong, untamed beauty with the raw spirit of the untouched. Inspired and created by functional and environmental needs, it feels crafted by the elements, fusing individual heritages into an idiosyncratic ethnic mix. Active and tenacious, true pioneers of the North thrive in this environment: bringing their cultural baggage with them, pooling it into a new frontiers culture that interweaves the functional, the wild, the hand-crafted and the latest gadget sophistication.





GUEST ARTISTS

INTRODUCING OUR PORTFOLIO OF INSPIRATIONAL GUEST ARTISTS
AND ART TEAMS



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WELLA CREATIVE ARTISTS

WELLA SYMPOSIUM 2014 VISION FACTORY - BY WELLA PROFESSIONALS



Hester Wernert-Rijn,
Netherlands



Christophe-Nicolas Biot,
France



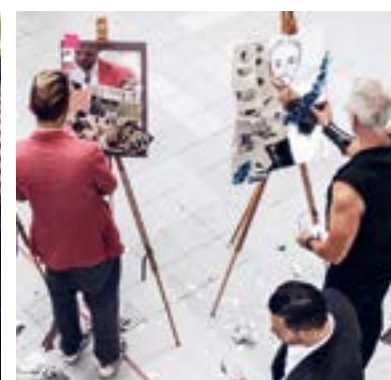
Jayson Gray,
TONI&GUY, UK



Darren Ambrose,
D&J Ambrose, UK

WELLA PROFESSIONALS INVITED SOME OF THEIR TEAM OF TOP CREATIVE ARTISTS TO COME TOGETHER IN MILAN TO TALK INSPIRATION AND THE FUTURE OF HAIR, COLOUR, AND STYLE.

Over two invigorating days, the symposium celebrated and inspired some of the industry's best, with a creative exploration around the 2015 trends - led by our Global Creative Directors Josh Wood and Eugene Souleiman. The introduction of new Wella innovations left every attendee with fresh perspectives, invaluable knowledge, and new inspiration for future creativity.



Hannes Steinmetz,
Bundy&Bundy Austria



Dmitriy Vinokurov,
Russia



Akin Konizi,
HOB Academy, UK



Alexis Ferrer, Spain



Sonya Dove & Christopher Dove, U.S.



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THE COLOUR CLUB

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

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

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

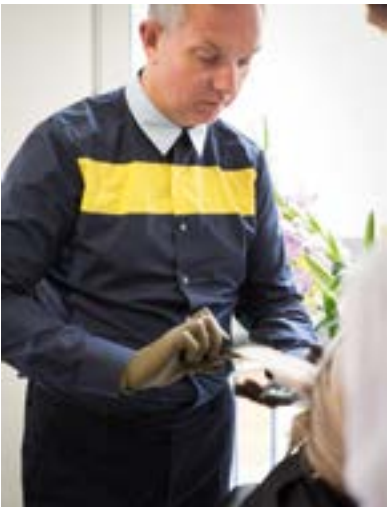
With various meetings and photoshoots throughout the last year, including a preview of the new Koleston Perfect Innosense and the Spring/Summer and Autumn/Winter Colour Club photoshoots using ILLUMINA COLOR & Color.id, the Colour Club have produced some stunning imagery and demonstrated their colour talent knows no limits. Jayson and Robert have also had the opportunity to work on global projects as ambassadors for ILLUMINA COLOR and Color.id.

THE WELLA INSTAMATIC POP-UP SALON Covent Garden

Wella Professionals teamed up with Premier Model Management to launch a pop-up colour and style salon at their headquarters, with model Chloe Norgaard opening the doors. Situated in the heart of Covent Garden, the pop-up salon was open to the public during London Fashion Week (14th - 16th September 2014) and celebrated the launch of an exciting new Mildly Oxidising Semi-Permanent colour range, iNSTAMATIC by Color Touch.

The Colour Club and Josh Wood got creative providing iNSTAMATIC services for both consumers and media guests to achieve their new looks.

The pop-up salon doubled up as a digital hub for visitors to ensure that their instantly-glam new look is Instagram-ready! The onsite photo booth allowed for colour-tastic pictures to be sent directly to visitors for them to share with friends on social media platforms using the hashtag #ColourFlash.



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



Josh Wood
Wella Professionals
Global Creative
Director, Colour



Edward Darley
Sassoon Academy



Issie Churcher
HOB Academy



Robert Eaton
Russell Eaton



Daniel Spiller
Marc Antoni



Danny Dowie
Cheynes



Claire Chell
Francesco Group



Andrew Dunne
Hair by Mane



Jayson Gray
D&J GUY



Abby Smith
D&J Ambrose



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GUEST ARTISTS

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

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

GUEST ICONS

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

STYLE COUNCIL

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

ART TEAMS

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

GENERATION NOW

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

COLOUR CLUB

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

COLLEGE ARTISTIC FORCE

An inspirational and dynamic force of hairdressing talent who have gained an armful of awards. They can be booked to visit and educate at your college. See pages 106-107 in the Education Section for more details.

CULT TEAM

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



INTRODUCING OUR GUEST ARTISTS

GUEST ARTISTS:

UK GUEST ARTISTS:

- 01 Atherton Cox, Kerry Hayden
- 02 Boons, Clive Boon
- 03 Browns, Nelson Brown
- 04 Cheynes, Paul Adamczuk
- 05 Cheynes, Danny Dowie
- 06 Cheynes, Lee-Anne McNaught
- 07 Creator, Mark Pearson
- 08 D&J Ambrose, Darren Ambrose
- 09 D&J Ambrose, Abby Smith
- 10 Emotive Hair, Gary Gill
- 11 Flanagans, Chris Mullen
- 12 Frances Hunter Hairdressing, Leslie Hunter
- 13 Francesco Group, Anya Dellicompagni
- 14 Francesco Group, Mia Dellicompagni
- 15 Francesco Group, Michelle Thompson
- 16 Francesco Group, Paul Corbett
- 17 Francesco Group, Claire Chell
- 18 Goldworthy's, Steven Goldsworthy
- 19 Goldworthy's, Joshua Goldsworthy
- 20 Halo Hair Design, Joseph Ferraro
- 21 HOB Academy, Akin Konizi
- 22 HOB Academy, Sean Dawson
- 23 HOB Academy, Issie Churcher
- 24 HOB Academy, Darren Bain
- 25 Ishoka, Philip Bell
- 26 Jamilla Paul Hair & Beauty, Jamilla Paul
- 27 KH Hair, Ben Sutcliffe
- 28 La Coupe, Wesley Hook
- 29 Lara Johnson Lifestyle, Dom Capel
- 30 Marc Antoni, Bruno Marc Giamattei
- 31 Marc Antoni, Daniel Spiller
- 32 McIntyres, Sammy Wallace
- 33 McIntyres, Kay McIntyre
- 34 Medusa, Colin McAndrew
- 35 Medusa, Kym Wyser
- 36 MG Hairdressing, Michael Pearson
- 37 MG Hairdressing, Gabby Cooper
- 38 Michael Van Clarke, Simon Bryer
- 39 p.kai hair, Kai Wan
- 40 Patrick Cameron, Patrick Cameron
- 41 Russell Eaton, Robert Eaton
- 42 Russell Eaton, Daniel Couch
- 43 Sanrizz, Leonardo Rizzo
- 44 Sanrizz, Sharon Cox
- 45 Sassoon Academy, Mark Hayes
- 46 Sassoon Academy, Edward Darley
- 47 Sassoon Academy, Bruce Masefield
- 48 Soul Hair, Tom Wright
- 49 Strangeways, Martyn Holmes

- 50 Taylor Taylor Hairdressing, Matthew Taylor
- 51 Taylor Taylor Hairdressing, Daniel Taylor
- 52 Taylor Taylor Hairdressing, Josh Taylor
- 53 Tiffs Hair Design, Dylan Smith
- 54 TONI&GUY, Francesco Fontana
- 55 TONI&GUY, Cos Sakkas
- 56 TONI&GUY, Jayson Gray
- 57 TONI&GUY, Indira Schauwecker
- 58 VOLT, Daniella Ingrosso
- 59 Wella Professionals Global Creative Director, Josh Wood
- 60 Wella Professionals Global Creative Director, Eugene Souleiman
- 61 Zullo & Holland, Angelo Vallillo

IRELAND GUEST ARTISTS:

- 62 Aviary Lane, Elaine Sullivan
- 63 Aviary Lane, Pamela Sullivan
- 64 Butcher Barber, Emmett Byrne
- 65 Foundation, Eoin Wright
- 66 Foundation, Katie Mulville
- 67 Foundation, Sean Dunne
- 68 Fox & Bow, Caren Cullen
- 69 Hair by Mane, Andrew Dunne
- 70 House of Colour, Olive Tucker Lee
- 71 House of Colour, Darren Lacken
- 72 Joanne O'Neill Hairdressing, Joanne O'Neill
- 73 John Geaney for Hair, John Geaney
- 74 Niall Colgan Hairdressing, Niall Colgan
- 75 Queen, John Maher
- 76 Queen, Declan Keogh
- 77 Queen, Lorraine Carthy
- 78 Robert Chambers, Dermot McHugh
- 79 Staunton Byrne, Shane Byrne
- 80 Zara Cox@29, Zara Cox

ART TEAMS:

- 81 Marc Antoni, Art Team
- 82 KH Hair, Art Team
- 83 TONI&GUY, Art Team
- 84 p.kai hair, Art Team
- 85 McIntyres, Art Team
- 86 Cheynes, Art Team
- 87 Michael Van Clarke, Art Team
- 88 HOB Academy, Art Team
- 89 Sebastian Professional, Cult Team
- 90 Francesco Group, Art Team
- 91 D&J Ambrose, Art Team
- 92 Wella Professionals, Generation NOW Team
- 93 Browns, Art Team



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WELLA & SASSOON ACADEMY A UNIQUE RELATIONSHIP

Wella and Sassoon have enjoyed an exclusive, highly successful working relationship for over 40 years, resulting in mutual respect and an extremely strong professional partnership. The Sassoon name evokes the very best in hair: for over 50 years, Sassoon has pioneered, created, and maintained a modern method of hair design that continues to evolve and inspire clients worldwide. Setting the highest standards in technical excellence, creativity, salon services, education, and professional tool development, the core of Sassoon's continued excellence lies in its ethos of uncompromising cut and colour.

Sharing techniques, creativity, and inspiration with over 180,000 hairdressers each year, the global Sassoon Team, through the Sassoon Academy, covers all teaching requirements from beginners, through to qualified stylists, salon owners, and educators. Sassoon continues to be a fundamental partner to Wella, supporting its Global Education programme through its iconic cutting credentials. Many seminars are held at the newly refurbished Sassoon Academy London, which is particularly pivotal in its trend translation role at the International TrendVision Award. In the fast-moving hairdressing industry, the distinctive Wella/Sassoon relationship is a rare one and through this partnership, Sassoon will continue to challenge, inspire, and excite the hair world and clients alike, as it has done for more than five decades.

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

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

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



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