



2019

EDUCATION 2019

ENTER

Education CONTENTS

WE NEVER STOP LISTENING TO YOUR NEEDS AND THE EVER-CHANGING DEMANDS OF YOUR CLIENTS AND WE'VE USED YOUR FEEDBACK TO CREATE OUR BEST EVER EDUCATION PROGRAMME.



INTRODUCTION

We're passionate about hairdressing and its life transforming Opportunities. We're here to help you to achieve your industry goals.



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.



INSPIRATION

Stay up to date with what's trending today and find inspiration for tomorrow.



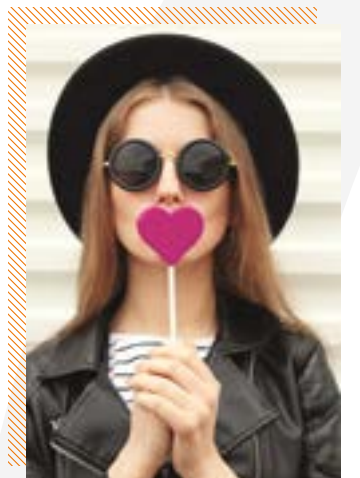
BUSINESS

Want a happy, motivated team; delighted clients who keep on coming back; and a healthy bank balance? It's time to arm yourself and your support team with the business skills that will help you to achieve all your goals.



CARE, CUT & STYLE

From classic looks to contemporary shapes, take your creative skills further with the best of Wella's expertise.



LEARNER & TRAINER EDUCATION

Shaping the future of hairdressing requires investment in and dedication to today's colleges, learners and trainers. We are delighted to support students, apprentices and training providers through our inspirational programme of education.



MENTORING & EVENTS

Wella is passionate about offering mentoring to every member of the hairdressing industry. With more than 70 Guest Artists, including some of the biggest names in the industry, we've got the perfect mentor to guide you on your journey.

GROW YOUR SKILL; MASTER YOUR CRAFT IN 2019

WHETHER YOU'RE A NEWCOMER TO HAIRDRESSING OR HAVE BEEN WORKING WITH HAIR FOR ALL YOUR LIFE, YOU MUST HAVE NOTICED HOW LUCKY YOU ARE TO BE PART OF OUR WONDERFUL INDUSTRY. IN WHAT OTHER INDUSTRY DO YOU SEE THE PASSION, COLLABORATION, AND GENEROSITY OF THE VERY BEST TO SHARE THEIR SKILLS AND KNOWLEDGE?

That collaboration is the essence of the Wella family. This year we're so excited to offer you even more opportunities to work with, and be mentored by, some of hairdressing's biggest names.

The 'never stop learning' philosophy is the key to a successful hairdressing career and that's why education is at the heart of everything we do. We're completely focused on developing your skills in one of our state-of-the-art Studios, in your salon or at a location near you.

We believe this Education Book is bursting with everything you need to master your craft; from fundamental hairdressing skills through to essential business advice.

And the best news: it's all supported by a comprehensive digital education platform, so you can educate yourself anytime, anywhere.

BETTER THAN EVER IN 2019

We never stop listening to your needs and the ever-changing demands of your clients and we've used your feedback to create our BEST EVER EDUCATION PROGRAMME.

The 2019 programme is jam-packed with the real-world education that brings out the best in you.

There's something for every hairdresser in this exciting Education Book. We can't wait to welcome you to one of our Studios for your time to shine.

See you soon!
The Wella Education Team

New for 2019

THESE ARE JUST SOME OF THE NEW INNOVATIONS YOU CAN LOOK FORWARD TO THIS YEAR:



EDUCATION PACKAGES

These tailor-made packages combine complementary courses to make you an expert in your field - and they'll save you money too!



SUMMER SCHOOLS

Our brand new Summer Schools will educate and inspire college students, hairdressing apprentices and learners.



MCE MAXIMISER

Are you a Master Color Expert in need of a skills refresh? The MCE Maximiser will revitalise your Master Color Expert status and help you grow your column.



GET DIGITAL

Get set to embrace the opportunities the digital world offers with the exciting Insta Ready Colour, Digital Influence Lab and Activate Your Digital Business workshops.



Supporting you EVERY STEP OF THE WAY

4 LEVELS OF EDUCATION

MASTER
CRAFT

ADVANCED
CRAFT

ESSENTIAL CRAFT

DISCOVERY

THE 'NEVER STOP LEARNING' PHILOSOPHY IS THE KEY TO A SUCCESSFUL HAIRDRESSING CAREER. WE BELIEVE IT TAKES THE RIGHT TRAINING AT THE RIGHT TIME AND THE OPPORTUNITY TO PUT THAT LEARNING INTO PRACTICE TO REALLY EXCEL.

We want you to realise your dreams and potential and we've got a portfolio of education covering everything you could possibly need from creative and inspiration, skill and craft, product knowledge through to business education. To help you identify your personal needs all of our courses are defined by four distinct training levels.

4

SOME OF HAIRDRESSING'S MOST RECOGNISED CERTIFICATIONS, CREATED FOR THOSE WHO SHOW THE SKILL AND APTITUDE TO THRIVE



3

ALL-INCLUSIVE SERVICE SEMINARS DESIGNED TO EMPOWER YOU TO CREATE THE PERFECT TOTAL LOOK AND IN-SALON EXPERIENCE FOR YOUR CLIENTS



2

WE HAVE MORE THAN 135 YEARS OF HAIRDRESSING EXPERTISE - LET US SHARE OUR TRADE SECRETS WITH YOU AT THESE INSPIRING HOW-TO WORKSHOPS



1

SHORT AND SWEET, THESE 2-3 HOUR SESSIONS ARE PACKED FULL OF THE PRODUCT KNOWLEDGE, SKILLS AND TECHNIQUES EVERY MODERN HAIRDRESSER NEEDS



Exclusive to the UK

**PAY FOR YOUR
EDUCATION WITH:**

**MY
EDUCATION
FUND**

USE MYEDUCATION FUND TO GROW YOUR BUSINESS BY INVESTING IN YOUR SALON TEAM WITH WELLA EDUCATION.

You can use MyEducation Fund as full or part payment against any published Wella Studio courses (including the prestigious Master Color Expert) and non-studio business courses. MyEducation Fund can be used as full payment only for your local Up Close & Personal events.

With our extensive Wella Education offering for 2019, you are sure to find the right course for you and your career goals.

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

**ACCESS MYEDUCATION FUND AT
WWW.WELLAMARKETING.CO.UK**

**TO FIND OUT MORE SPEAK TO
YOUR WELLA ACCOUNT MANAGER
OR CONTACT THE WELLA
EDUCATION & EVENTS TEAM:
T: 0845 601 8128
wellaevents@cotyinc.com**

Your CAREER PATH

NO MATTER WHERE YOU ARE ON THE CAREER PATH, YOUR JOURNEY TO SUCCESS STARTS HERE. WE'RE DELIGHTED TO BE ABLE TO CALL ON MORE THAN 135 YEARS OF INDUSTRY EXPERIENCE TO GUIDE YOU ON YOUR WAY.

1 CHOOSE

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

2 EXPLORE, PLAN & BOOK

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

3 New for 2019 CHOOSE YOUR EDUCATION PACKAGE

Become an expert in your field and save money! See page 10-11 for more details.



STARTING OUT

Essential Colouring

Essential Cutting

The Perfect Colour Choice

The Perfect Colour Blow Dry

Classic Foiling

Classic Man

Movement

Digital Influence Lab

Hair Space

COLOUR FUNDAMENTALS PACKAGE



STYLIST

Classic Cutting

Insta Waves & Braids

Red Carpet Glamour

Advanced Cutting

Bridal Hair

Activate Your Potential

Hair Space

Digital Influence Lab

COMPLETE CUT & STYLE PACKAGE



COLOURIST

Corrective Colour

Blonde Toolbox

Balayage Specialist

Insta Ready Colour

Creative Freehand

Colour Genius

Digital Influence Lab

Hair Space

STAR BLONDE PACKAGE



SENIOR STYLIST

Advanced Cutting

Ultimate Man

Session

Activate Your Potential

Sexy Science

Digital Influence Lab

Hair Space

STYLING GENIUS PACKAGE



SENIOR COLOURIST

Insta Ready Colour

Master Color Expert Programme

Sexy Science

Colour Masterclass

Activate Your Potential

Digital Influence Lab

Hair Space

MCE Maximiser

ULTIMATE WELLA COLOURIST PACKAGE



SALON TRAINER

Train the Trainer

Power of Presentation

Master Color Expert Programme

Sexy Science

Sebastian Professional MOB Programme

Digital Influence Lab

Hair Space

BUSINESS ACCELERATOR PACKAGE



MANAGER/ SALON OWNER/ RECEPTIONIST

Reception, making it work for your business

You own a salon, now build a business

Business Network Live

The Successful Salon Business

Magnetic Recruitment

Business of Colour

Activate your Digital Business

Business Boost



PLATFORM ARTIST/EDUCATOR

Power of Presentation

Train the Trainer

Wella Professionals Generation NOW

Sebastian Professional Cult Team

TrendVision Award

Hair Space

Digital Influence Lab

New for 2019

Education PACKAGES

WE'RE SO EXCITED TO OFFER AN UNRIVALLED SPECTRUM OF COURSES TO HELP YOU TO MASTER ANY PART OF THE INDUSTRY THAT SPARKS YOUR INTEREST. BUT WE UNDERSTAND THAT SO MUCH CHOICE CAN BE OVERWHELMING.

THAT'S WHY WE'VE PUT TOGETHER THESE TAILOR-MADE PACKAGES THAT COMBINE COMPLEMENTARY COURSES TO MAKE YOU AN EXPERT IN YOUR FIELD – AND THEY'LL SAVE YOU MONEY TOO! WHETHER YOU WANT TO BE A MASTER OF COLOUR, YOUR TOWN'S SUPER STYLIST OR SEE YOURSELF AS A BUDDING BUSINESS PERSON, YOU'LL DISCOVER YOUR PERFECT EDUCATION PACKAGE RIGHT HERE.

COLOUR FUNDAMENTALS

If you're looking for the perfect investment to start (or kickstart) your career, Colour Fundamentals is for you. You'll feel at ease with the Wella range, understand how to bring out the very best in your clients' colour and learn how to grow your column with eager colour clients.

ESSENTIAL COLOUR (2 days) See page 16	CORRECTIVE COLOUR (2 days) See page 17	COLOUR GENIUS (2 days) See page 21	THE PERFECT COLOUR CHOICE (1 day) See page 17	COLOUR FUNDAMENTALS PACKAGE PRICE £690/€865 Actual Value £865 / €1080 YOU SAVE £175/€215
£220 €260	£240 €310	£235 €305	£170 €205	

STAR BLONDE

Almost half of all salon clients ask for a lightening service, but are you up to the challenge? Star Blonde gives you the skills and knowledge to be the real star of Blonde in your salon.

DISCOVER HOUSE OF BLONDOR (0.5 days)	BLONDE TOOLBOX (1 day) See page 19	CREATIVE FREEHAND (1 day) See page 20	BALAYAGE SPECIALIST (1 day) See page 21	STAR BLONDE PACKAGE PRICE £410/€490 Actual Value £510 / €615 YOU SAVE £100/€125
Complimentary (Valued at £/€100)	£170 €205	£170 €205	£170 €205	

ULTIMATE WELLA COLOURIST

Want to grow your colour clientele fast? The Ultimate Wella Colourist is the perfect choice for you. You'll gain the practical skills and technical knowledge that every go-to colourist needs when you tackle all our best colour courses; including the jewel in the crown, the Master Color Expert Programme.

ESSENTIAL COLOUR (2 days) See page 16	CORRECTIVE COLOUR (2 days) See page 17	CLASSIC FOILING (1 day) See page 19	COLOUR GENIUS (2 days) See page 21	THE PERFECT COLOUR CHOICE (1 day) See page 17	MASTER COLOR EXPERT (14 days) See page 22	SEXY SCIENCE (2 days) See page 18	ULTIMATE WELLA COLOURIST PACKAGE PRICE £2995/€3395 Actual Value £3745 / €4245 YOU SAVE £750/€850
£220 €260	£240 €310	£170 €205	£235 €305	£170 €205	£2350 €2550	£360 €410	

SAVE 20%
BOOK NOW!

STYLING GENIUS

This is your chance to be part of a very special first! Enjoy all the very best seminars about dressing hair hosted by established Guest Artists. Go on, become a Styling Genius and reap the exciting rewards that the art of perfect finishing will bring you.

THE PERFECT COLOUR BLOW DRY (1 day) See page 32	BRIDAL HAIR (1 day) See page 34	RED CARPET GLAMOUR (1 day) See page 33	INSTA WAVES & BRAIDS (1 day) See page 34	STYLING GENIUS PACKAGE PRICE £900/€1000 Actual Value £1125 / €1275 YOU SAVE £225/€275
£225 €225	£300 €350	£300 €350	£300 €350	

COMPLETE CUT & STYLE

The perfect hairstyle starts with the cut and is completed with the style and finish. Learn how to shine throughout the service with the Complete Cut & Style. This package is perfect for stylists who want to fulfil their potential or experienced stylists in need of a skills refresh.

ESSENTIAL CUTTING (1 day) See page 63	CLASSIC CUTTING (2 days) See page 62	THE PERFECT COLOUR BLOW DRY (1 day) See page 32	A STYLING COURSE OF YOUR CHOICE (1 day)	COMPLETE CUT & STYLE PACKAGE PRICE £850/€905 Actual Value £1065 / €1130 YOU SAVE £215/€225
£190 €205	£350 €350	£225 €225	£300 €350	

Exclusive to the UK

BUSINESS ACCELERATOR

There are multiple aspects that go into creating a successful salon, but we believe that the combination of the right team; a skilled reception; and a thorough understanding of how to implement effective business models are fundamental to your salon's growth.

That's why we've put together the Business Accelerator Package. A combination of courses developed to bring out the very best in your brand with a fantastic 20% discount. And, because we want it to work for you and your schedule, you or your team members can attend the courses in any order.

YOU OWN A SALON, NOW BUILD YOUR BUSINESS (1 day) See page 78	RECEPTION, MAKING IT WORK FOR YOUR BUSINESS (1 day) See page 80	THE BUSINESS OF COLOUR (1 day) See page 77	MAGNETIC RECRUITMENT (1 day) See page 82	BUSINESS ACCELERATOR PACKAGE PRICE £395 Actual Value £495 YOU SAVE £100
£155	£155	Complimentary (Valued at £/€100)	£185	

All £ prices quoted are exc vat.

HOW TO BOOK

TO BOOK ANY IN SALON EDUCATION PLEASE SPEAK TO YOUR WELLA ACCOUNT MANAGER OR WELLA EDUCATOR. FOR ANY STUDIO EDUCATION PLEASE CONTACT YOUR NEAREST WELLA STUDIO OR YOUR WELLA ACCOUNT MANAGER.



WELLA WORLD STUDIO LONDON

One The Strand
(Northumberland Avenue entrance),
London, WC2N 5EJ
T. 0203 650 4700
wellastudiolondon@cotyinc.com



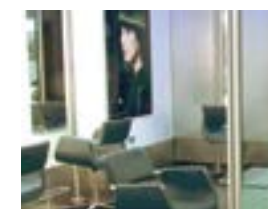
WELLA STUDIO MANCHESTER

82 King Street,
Manchester,
M2 4WQ
T. 0161 834 2645
wellastudiomanchester@cotyinc.com



WELLA STUDIO DUBLIN

The Chancery,
3-10 Chancery Lane,
Dublin 8, Ireland
T. 01 416 0900
wellastudiodublin@cotyinc.com



WELLA POP UP STUDIO EDINBURGH

Hosted in Cheynes Academy,
3 Drumsheugh Place,
Edinburgh, EH3 7PT
(Bookings managed by
Wella Studio Manchester)
T. 0161 834 2645

FOR ANY OTHER QUERIES, PLEASE CONTACT THE WELLA EDUCATION & EVENTS HOTLINE:

UK T. 0845 6018 128
Ireland T. 01 4160900
or email wellaevents@cotyinc.com

To see full T&Cs on all courses please refer to: wella.co.uk/education and the Wella Education 2019 Dates and Prices booklets

STUDIO NETWORK

LOCATED IN LONDON, MANCHESTER AND DUBLIN OUR STUDIOS ARE AT THE HEART OF OUR EDUCATIONAL OFFERING AND MAINTAIN AN EXCITING AMBIENCE FOR CREATIVITY AND INSPIRATION. OUR SCOTLAND POP-UP STUDIO HOSTED IN CHEYNES ACADEMY, ALSO HELPS TO BRING EDUCATION EVEN CLOSER TO YOU.

WELLA POP UP STUDIO EDINBURGH



WELLA STUDIO MANCHESTER



WELLA STUDIO DUBLIN



WELLA WORLD STUDIO LONDON





©Russell Eaton

Colour & MOVEMENT

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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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ESSENTIAL COLOUR



ESSENTIAL CRAFT **2** DAYS

Each and every client would benefit from stunning hair colour, but do you have the knowledge and the confidence to ensure you always make the best colour choices for their needs?

Essential Colour has been created to give an in-depth understanding of Wella's colour portfolio and how it can be used to achieve sensational results.

Taught over **two enlightening days** you'll return to your salon with all the tools and know-how an in-demand colourist needs:

- Understand how colour works on the hair structure

- Learn the Wella International numbering system
- Make confident choices about the ideal colour product for each client
- Discover the secrets of perfect colour application
- Become skilled in educating your clients in how to best look after their colour.

Is it for you?

If you believe your clients deserve to have the very best hair colour available then you should attend this course. All participants must have a basic knowledge of colour and styling.

SAVE £/€ and book as part of the **Colour Fundamentals** or **Ultimate Wella Colourist** Education Packages – see page 10 for details!

IF YOU BELIEVE YOUR
CLIENTS DESERVE
TO HAVE THE VERY BEST
HAIR COLOUR AVAILABLE
THEN YOU SHOULD
ATTEND THIS COURSE

THE PERFECT COLOUR CHOICE



ESSENTIAL CRAFT **1** DAY

What hairdresser isn't excited by the creative freedom of colour? But you need to choose the ideal tones to really create the wow factor.

The **Perfect Colour Choice** is created to give hairdressers who already have a basic understanding of the Wella Professionals Colour Portfolio invaluable expertise in making the right colour choice every time. This confidence building **one day course** will help you to develop an enviable eye for colour and hone your colour selection.

You will:

- Understand tone and depth to make the right colour choices
- Take part in simple and effective step-by-steps to choose and apply the colour

- Gain confidence and expertise to deal with the nuances of the client's existing hair colour
- Develop the ability to discuss colour with clients and confidently influence their colour choices
- Learn how to use your colour skills to grow your column.

Is it for you?

If you've already taken part in our Essential Colouring Course this will help you to get the very best results from the knowledge gained. It's also suitable for hairdressers with 1-3 years' experience of the Wella Portfolio who want to help their clients make a colour statement.

SAVE £/€ and book as part of the **Colour Fundamentals** or **Ultimate Wella Colourist** Education Packages – see page 10 for details!

CORRECTIVE COLOUR



ESSENTIAL CRAFT **2** DAYS

There are numerous reasons clients come in with hair colour disasters. These clients need your help and, when you master the skill of colour correction to solve their problems, you're guaranteed a long-lasting client relationship.

Corrective Colour is a **two day course** that combines theoretical knowledge with hands-on workshops to change the way you look at colour correction forever.

You will:

- Understand the processes of colour correction and discover how fun it can be
- Gain confidence and select the best product for each problem
- Learn how to tackle all colour correction issues, including removing colour bands, lightening previously darkened hair and

correcting the wrong tone for the next colour you want to achieve

- Develop a step-by-step approach to plan a long-term journey for the hair
- Become skilled in asking the right questions at the consultation to get to the root of the problem and find the best solution.

Is it for you?

If you're competent in colour theory and application and you want to help all of your clients (especially those who need you most) to have the very best colour possible, **Corrective Colour** is your perfect course.

SAVE £/€ and book as part of the **Colour Fundamentals** or **Ultimate Wella Colourist** Education Packages – see page 10 for details!

New for 2019

COLOUR CLINIC



ADVANCED CRAFT **1** DAY

Wouldn't it be fantastic to have your own personal hair colour guru to help you get to grips with a colour challenge or a specific colour client that you can't quite get right?

Colour Clinic has been created to do just that. You'll experience a one to one, personalised consultation with a Wella Technical Educator who will diagnose and prescribe the right formula and technique to achieve your look.

This innovative new format gives you half-an-hour of hands-on advice and then a supported session while you bring your perfect finish to life.

This is your chance to:

- Experience 30 minutes of bespoke 1-1 consultation time with a Wella Technical Educator
- Master a colour challenge that you simply couldn't overcome
- Bring your own client then complete your colour service using the Wella Studio facilities, products, tools and equipment
- Get specific guidance and personalised recommendations for your client
- Gain insights into the colour palettes, products or techniques.

Is it for you?

As a confident stylist or colourist, it is so frustrating when there is a specific colour challenge you can't overcome. The Colour Clinic will give you the personalised advice that brings out the very best in you.

30 minutes not enough? Contact your nearest Studio to request a bespoke 1-1 training day with a Wella Studio Educator.

SEXY SCIENCE

MASTER CRAFT 2 DAYS

Isn't it fascinating how every client's hair is slightly different? Different textures, different tones, different ways of responding to chemical processes.

Sexy Science will enable you to become the oracle on the subject of hair. You'll gain an understanding of why hair behaves differently and what you can do to achieve optimum results.

This is an information-packed **two day course**. On day one you will discover everything you need to know about hair structure, while day two is all about the science of hair colour.

Be prepared to:

- Discover the facts and the falsehoods (never lose a hair debate again!)
- Develop the scientific knowledge to wow your clients and help them to make informed choices that give them the very best solutions to their problems
- Unveil your inner scientist as you take part in interactive demonstrations and enlightening experiments
- Understand global hair textures and natural hair colours
- Perfect your knowledge on the theory of colour, how the processes work and the different colour brands.

Is it for you?

Love a challenge? Enjoy having all of the information to back up what you are saying and doing? Perhaps you just fancy always being right about all things hair! This is a Master Craft course that we thoroughly recommend for all Master Color Experts or experienced hairdressers who want to take their education up a notch.

SAVE £/€ and book as part of the **Ultimate Wella Colourist Education Package** – see page 10 for details!

BLONDE TOOLBOX

ADVANCED CRAFT 1 DAY

'Blondes have more fun' and their hairdressers certainly do! By creating beautiful, clean colour that suits your client's face and their attitude you'll have the happiest most loyal clientele.

We've developed **Blonde Toolbox** to help you to maximise the potential of these blonde clients by delivering a couture service and perfect results.

This is an advanced craft **one day course** that will enable you to create personalised blonde colour that attracts new clients and keeps existing ones coming back.

Expect to:

- Learn how to spot your 'lifestyle' blonde and how to satisfy their colour needs
- Understand the potential of the full blonde spectrum, from cool pearls and smoky ashes to warm and vibrant rose golds

- Discover the colour products and techniques needed to create couture blondes
- Develop homecare maintenance packages that ensure your blondes are walking adverts for your salon.

Is it for you?

Whether you love blondes as much as your clients do or you're simply dedicated to creating enhanced services that make you stand out from the crowd and attract the most regular clients, Blonde Toolbox is ideal for you.

SAVE £/€ and book as part of the **Star Blonde Education Package** – see page 10 for details!

CLASSIC FOILING

ESSENTIAL CRAFT 1 DAY

Whether you're looking to create highlights, baby lights or contouring, the art of foiling is your essential skill.

Classic Foiling is a timeless technique and we'll educate you in how to get the very best results for the modern client.

This **one day course** is made up of hands-on workshop sessions ensuring you have the practical ability to put the theory into practice.

- Discover classic highlighting skills
- Enhance your ability to always choose the right technique

- Master the art of placement with foils to eliminate bleeds
- Learn to ask the right questions at the consultation to accurately diagnose the client's hair and their needs.

Is it for you?

Some skills never go out of fashion and foils are one of them. If you have a basic working knowledge of colour theory this is your natural next step.

SAVE £/€ and book as part of the **Colour Fundamentals** or **Ultimate Wella Colourist Education Packages** – see page 10 for details!



©Marc Antoni

New for 2019

INSTA READY COLOUR

ADVANCED CRAFT 1 DAY

In an era of Instagram filters and sky-high expectations, it's so hard to navigate through your clients' demands for dramatic colour transformations with stunning results and longevity.

Insta Ready Colour has been created so you can learn how to fulfil their ever-growing wish-lists or manage their expectations to deliver results they'll love in a salon-friendly time.

This one day course will give your clients perfected and drama-free Insta-ready colour. Get set to:

- Discover the next big trends and micro-trends
- Learn how to gain control of the consultation and manage your clients' wish lists – even when they show you filtered images
- Prepare your clients for their homecare needs
- Practise and perfect the latest Insta techniques
- Master the money shot! Gain hints and tips to take the best images.

Is it for you?

Are you ready to tackle the Instagram era? Then join us on this innovative course to take your colour skills up a notch and ramp up your Likes and Follows.

CREATIVE FREEHAND

ADVANCED CRAFT 1 DAY

Colour blending, merging, marbling and bleeding are just a few ways to create some of the most trend led colour looks, so if you haven't mastered the art of freehand colour you are missing out.

Creative Freehand is a one day Advanced Craft course that shows you how to choose and hand paint colours that merge beautifully to give your clients the wow factor.

You'll bring your own model to tailor their colour (or contact the studio to borrow one), so you can get to grips with personalising all your clients' looks.

Get ready to:

- Master freehand applications with techniques that excite you and your clients
- Discover the secret of a seamless blend from roots to end
- Create bespoke colour mixtures to complete your finished look
- Learn the ideal depths for the best colour results
- Understand how to interpret client expectations and give the right homecare advice.

Is it for you?

If you're a hairdresser who wants to be able to offer your clients the most current colour trends with beautiful results, you NEED these skills.

SAVE £/€ and book as part of the **Star Blonde** Education Package – see page 10 for details!



MAKING MOVEMENT

ESSENTIAL CRAFT 1 DAY

Texture and loose waves have been a long-term celebrity favourite, which has created constant demand for movement in the salon.

While you're mastering the skills of creating movement, we'll also help you master the **art of dressing curls** – to make you the curly-haired girls' go-to stylists.

This fun-packed **one-day course** is perfect for newcomers to perming or movement and will give you the confidence to promote the services to your clients.

Get ready to:

- Understand the theory of perming and movement
- Enjoy step-by-step practical sessions
- Learn the correct product choice
- Discover the secrets of how and where to place movement to best suit the client's face shape
- Become skilled in educating your clients in how to make curls and movement work for them.

Is it for you?

If you want to stand out from the crowd by offering clients of all ages a little extra oomph, then movement is a skill to master.

New for 2019

BALAYAGE SPECIALIST

ADVANCED CRAFT 1 DAY

Can you believe #balayage has been used more than 12 million times in 2018, these days it is an essential skill that every hairdresser needs to master.

Balayage Specialist is created to help you take any guess work out of hand-painting hair. We'll give you hints and tips that help you achieve the perfect balayage results every time.

This **one day** Advanced Craft course will ensure you can achieve fashion-focused looks in salon-friendly times.

Be prepared to:

- Discover how to balayage with and without foil
- Master the art of a seamless blend from roots to end
- Learn the one trend tone to complete your finished look
- Understand time-saving techniques to get the most from your client's visit
- Feel confident that you can deliver perfect balayage results every time.

Is it for you?

Social media has spoken and balayage is the must-have colour technique, but are you up to the challenge? If you want to be able to give your clients the colour they crave, this is a must-have course for you.

SAVE £/€ and book as part of the **Star Blonde** Education Package – see page 10 for details!



New for 2019

COLOUR GENIUS

ADVANCED CRAFT 2 DAYS

Has there ever been a more exciting time to be a colourist? Formulations are better than ever, and the innovative new techniques have transformed the colour landscape.

Colour Genius is your opportunity to push your creativity and expand your skillset as you discover the opportunities this exciting new world of colour presents.

For two interactive days you will explore the latest salon trends and uncover the techniques that have added a whole new dimension to hair colour.

You will:

- Open your mind to a new world of colour possibilities
- Learn how to effectively match colour placement to the haircut, face shape and skin tones
- Get to know this season's colour palette and take away mixtures from this season
- Learn the art of the perfect consultation and explore your clients' individuality to create their perfect look
- Learn how to take inspiration from trends and micro-trends to create a finished look
- Get hands-on with wefts, head blocks and live models in interactive workshops.

Is it for you?

If you're competent with colour but feel ready to step out of the box and challenge yourself creatively this is for you. **Colour Genius** will arm you with skills to wow your clients and prepare your perfect creative colour salon menu.

SAVE £/€ and book as part of the **Colour Fundamentals** or **Ultimate Wella Colourist** Education Packages – see page 10 for details!



MASTER
COLOR
EXPERT



MASTER COLOR PROGRAMME

MASTER CRAFT 15 DAYS

THE MASTER COLOR EXPERT PROGRAMME IS OUR WELLA PROFESSIONALS MASTER LEVEL COLOUR EDUCATION COURSE AND HAS CHANGED THE LIVES OF THOUSANDS OF HAIRDRESSERS WORLDWIDE. HELPING THEM NOT ONLY GROW THEIR **PROFESSIONAL SKILLS AND BUSINESS, BUT ALSO THEIR PERSONAL CONFIDENCE, MOTIVATION AND INSPIRATION.**

This inspirational journey can take from 6-9 months depending on the learner's personalised programme and will elevate you from a good colourist to one of the industry's very finest - with ongoing tools, support and marketing materials to ensure you stay at the top of your game.

THERE ARE 4 INSPIRING STAGES

- » CONSULTATION AND COLOUR KNOWLEDGE
- » HAIR, SCALP AND COLOUR SCIENCE
- » PERFECT LIGHTENING AND CREATIVITY
- » CRAFTSMANSHIP AND ACHIEVING THE EXPERT STATUS

...this will stretch your creativity and encourage you to push colour boundaries. You'll also gain practical skills to supercharge your salon's colour business.

THE BEST IN YOUR PERSONAL DEVELOPMENT

THIS OUTSTANDING PROGRAMME WILL GIVE YOU ALL OF THE SKILLS, CONFIDENCE AND INSPIRATION TO CHANGE YOUR LIFE; NOT ONLY PROFESSIONALLY, BUT PERSONALLY TOO.

Taught by our very top educators using our brilliant new methodology - INTELLIGENT PLAY - you'll enjoy a perfect blend of 15 face-to-face training days, supported by the innovative eEducation online platform.

Get ready to:

- » Unleash your creativity and match it with the highest level of technical skill
- » Become skilled in our most advanced consultation techniques and become your clients' own personal beauty coach
- » Discover the science of the hair and scalp and back it up with advanced knowledge about the chemistry of hair colour and product science

- » Join top Wella Guest Artists for creative inspiration and technical information
- » Master the art of using colour to build your salon business and generate new clients
- » Receive brilliant in-salon marketing materials that will help you to promote your qualification
- » Enjoy an eye-opening business day for salon owners and managers
- » Become a member of the exclusive Master Color Expert Alumni Community
- » Be among the first to experience new products and colour trends.



Robert Eaton of Russell Eaton Salons.
Wella Professionals Technical Director



IS IT FOR YOU?

Each year we only take a limited number of colourists, so you'll need to have a minimum of five years' experience in colouring hair and be able to demonstrate your passion and dedication to the trade.

Participants should have previously attended Essential Colour, Corrective Colour, Creative & Freehand Colouring courses.

This is a big commitment that includes projects, weekly self-learning and culminates in final assessments and exams, but once completed you will be proud to call yourself part of the elite! The commitment is high but the rewards are huge!

Before you start Stage 1, we invite all salon owners to attend an eye-opening business day with advice on how to make the most of having an MCE in the salon.

SAVE £/€ and book as part of the **Ultimate Wella Colourist Education Package** - see page 10 for details!

YOUR PATH TO BECOMING A MASTER COLOR EXPERT

BRINGING OUT THE BEST IN YOU

Wouldn't it be fantastic to have the confidence to know that you can master any colour situation? Or to become the person that clients and colleagues turn to for advice about creating and maintaining the perfect colour hue?

That could be your reality, but you'll need some expert knowhow, some support and training from the very best in the business to make it happen. That's exactly what you'll get when you join the Master Color Expert Programme.

There is a trio of tried and tested touchpoints to give you all the expertise, education and encouragement to bring out the best in you and your colour skills.

IN THE STUDIO

There are three pivotal areas for you to discover and each will be brought to life through four fascinating stages taught by some of Wella's top technical educators at our studios. You'll also receive exclusive content delivered by Wella's colour Guest Artists and opportunities to interact with some of the industry's icons.

EXCLUSIVE ONLINE TRAINING

Your own personal portal with all the information you need to prepare for studio days and assessments. You'll be supported throughout your programme by continuous coaching from a Wella Educator and a platform to communicate with other colour experts creating a blended learning experience.



WHAT YOU'LL LEARN

READY TO GET CREATIVE? THERE ARE 4 TRAINING STAGES THAT WILL ELEVATE YOUR SKILLS AND GIVE YOU THE CONFIDENCE AND KNOWHOW YOU NEED TO BECOME A HAIR COLOUR EXPERT.

CONSULTATION AND COLOUR KNOWLEDGE

- » Learn how to perfectly identify clients needs by recognising their signals
- » Explore the full range of the Wella Colour Product portfolio and how to achieve the best colour results
- » Tackle the most difficult hair colour corrections with the latest recipes and techniques
- » Learn how to optimise your skills and build your colour column

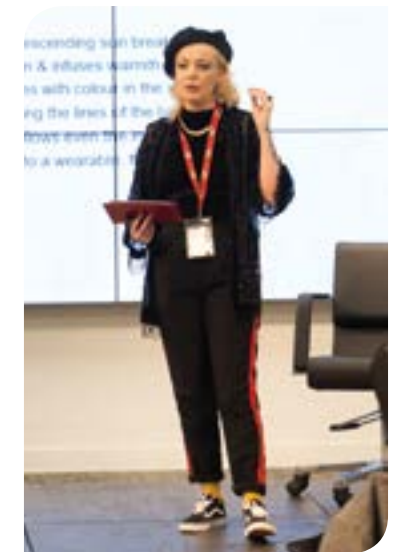
HAIR, SCALP AND COLOUR SCIENCE

- » Gain extensive knowledge of the hair and scalp
- » Understand how natural colour pigments are formed and how artificial pigments work on the hair
- » Learn what actually goes in your bowl of colour

PERFECT LIGHTENING AND CREATIVITY

- » Learn how to achieve the perfect - and profitable - Blonde
- » Join an Inspirational creative session with Wella Guest Artists
- » Build your own creative mixing palettes
- » Develop your colour craftsmanship
- » Tackle the exciting Headblock challenge and complete your final exam to become a Master Color Expert

If you speak to anyone who has taken part in the Master Color Expert Programme, they'll share their story of gaining new skills and meeting inspiring people that they will never forget. This is your chance to do something truly amazing. Enjoy the journey.



CELEBRATION TIME!

Graduating the Master Color Expert Programme is a huge achievement and it deserves to be celebrated in style!

Invite your salon owner or mentor and embrace your moment as you receive your certification on stage at your Master Color Programme Graduation Ceremony.

As well as the graduation, you'll be treated to live presentations from some of our inspirational Wella Education Team, who will showcase Wella's latest collections.

ONGOING SUPPORT

When you graduate, you'll receive a Wella certified diploma, but the support doesn't end there. You'll enjoy extensive marketing materials to promote your qualification and membership of the exclusive Master Color Expert alumni with an invitation to the annual Master Color Congress events.

#MCEWELLA

FEATURED GUEST ARTISTS

D&J AMBROSE

SASSOON
ACADEMYrussell **eaton**

TONI&GUY

KARBON KYD

hob
academyMARC ANTONI
HAIR SALONS

CROW STREET COLLECTIVE



©Wella Professionals Style Council.
Photography by Barry McCall.
Post production by Dylan Madden.

COLOUR
MASTERCLASS

MASTER
CRAFT

1 DAY

★ FEATURING
GUEST ARTIST

Colour Masterclass invites you to open your mind and embrace your creativity. This Master Craft course explores the world of editorial hair colour. Learn the fashion-led, forward thinking techniques seen in magazines and competition work. This hands-on **one day course** includes inspirational education from one of our Colour Creative team members.

Get ready to:

- Enjoy demonstrations and tutorials by some of the brightest names in the hairdressing industry
- Take part in workshops with live models (bring your own if you'd like to)

- Push the boundaries as you take your creativity to an extra dimension
- Discover the colour secrets and styling tips the Guest Artists use to create their collections.

Is it for you?

Could your colouring benefit from added inspiration? This is your opportunity to have your creative sparks ignited by some of the most esteemed individuals in the hairdressing world.

Guest Artists include

Clayde Baumann, D&J Ambrose, Edward Darley, Sassoon Academy, Andrew Dunne, Hair by Mane, Robert Eaton, Russell Eaton, Siobhan Golden, TONI&GUY, Jayson Gray, Karbon Kyd, Sean Nolan, HOB Academy, Daniel Spiller, Marc Antoni, Darren Lacken, Crow Street Collective

New for 2019

MCE MAXIMISER

MASTER
CRAFT

3 DAYS

★ FEATURING
GUEST ARTIST

Clients are more demanding, more product aware and more trend savvy than ever, so it's vital you keep up with all the latest colour developments.

The **Master Color Expert Maximiser** has been created for colourists who completed the Master Color Expert Programme more than three years ago. It will enhance your skills, increase your creativity and give you an introduction to trichology that empowers you to confidently discuss hair and scalp issues with your clients.

World renowned Trichologist, Mark Blake, will enhance your MCE level knowledge giving you practical information to help care for your clients hair. He will empower you with his insight on how to talk hair and scalp issues and the health and care habits clients should adopt to grow the very best hair.

He covers practical information that you can use on a daily basis during consultation and care practises in salon.

In three invigorating days, you'll revitalise your Master Color Expert Programme status with new creative skills and techniques as well as the marketing knowhow you need to stand out.

You will:

- Discover the science behind new cutting edge updates in hair colour
- Work with the latest products, formulas and techniques
- Master the art of using social media and our latest marketing materials to build your column
- Revisit your colour correction guidelines and learn to overcome the latest colour challenges
- Get your chance to shine in the Headblock Challenge 2.0.

Is it for you?

If you're a Master Color Expert who completed the Master Color Expert Programme more than three years ago, this is the perfect course to recharge your skills and your passion for colour and deliver on the current client's sky-high demands.

Guest Artists include

Mark Blake



©TONI&GUY

DO YOU ALREADY KNOW AND LOVE KOLESTON PERFECT?

NEW and improved with no habit change, the same mixing ratio, the same development time and the same grey/white coverage, all enhanced with easier mixing, more precise application and an improved fragrance that offers a better experience for colourists and clients.

INTRODUCING THE NEW KOLESTON PERFECT ME⁺

EXPLODE YOUR COLUMN WITH:

- » Simple mixing ratios
- » Easy application
- » Balanced colour results with Pure Balance Technology™

PLUS...

- » Clients up to 60x less likely to develop an allergy to colour with ME⁺ Technology*
- » For ultimate creativity with NEW 4% Welloxon Developer
- » 129 shades and a Special Mix palette now including 0/00 0/30 and 0/44



DOWNLOAD THE APP TO MASTER THE NEW KOLESTON PERFECT ME⁺

- » Digital Shade Chart
- » Conversion Guide

DOWNLOAD OUR APP | VISIT: EDUCATION.WELLA.COM | FACEBOOK: @WELLAUK | INSTA: @WELLAHAIRUK | #ASKFORWELLA

* FOR PEOPLE NOT ALLERGIC TO HAIR COLOURANTS. Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an allergy alert test 48h before each colouration. Strictly follow safety instructions and consult www.wella.co.uk / 0845 7045775. If your client has ever experienced an allergic reaction to hair colourants, you should not colour. ME⁺ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blonde and Deep Browns of the Koleston Perfect brand.



©Russell Eaton

INSPIRATION

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

FEATURED GUEST ARTISTS



Cheynes

hob
academyghd
good for dayTHE PERFECT
COLOUR BLOW DRY

ESSENTIAL
CRAFT 1 DAY ★ FEATURING
GUEST ARTIST

Imagine how good it would feel to have your clients compliment you on the best blow dry they have ever had. **The Perfect Colour Blow Dry** will help you make that happen time and time again.

You'll learn the art of blow drying from one of our esteemed Guest Artists, who'll let you in on their tips and secrets for creating the ultimate polished looks, combined with a quick colour menu service to complement, that can be carried out as part of your blow dry service.

During this **one day course** you'll enjoy workshop sessions on a head block as you discover how to blow dry better and faster.

You will:

- Rediscover the techniques to create fullness and body for big, bouncy blow dries
- Learn straightening techniques to generate a sleek shine and keep hair smoother for longer
- Discover the essentials of preparation for the perfect finish
- Find out about the deadly sins of blow drying – and how to avoid them!
- Understand how to implement quick colour services from the dedicated colour blow dry menu and grow your client frequency.

Is it for you?

Do you want clients who leave with a wow factor? If so, they'll need a perfect colour blow dry. This course is ideal for assistants starting out in the industry and invaluable for stylists who want to be reinvigorated.

Guest Artists include

Aviary Lane, Cheynes Hairdressing, ghd, Hanns Hair Design, HOB Academy, Michael Van Clarke, Nicky Clarke

SAVE £/€ and book as part of the **Complete Cut & Style** or **Styling Genius** Education Packages – see page 10 for details!

SESSION

ADVANCED
CRAFT

1 DAY

★ FEATURING
GUEST ARTIST

'The world is your runway' according to fashion designer Marc Jacobs.

Session takes the very best tips and most useful skills from behind the scenes at Fashion Week and on studio shoots to add a new dimension to your styling.

This hands-on **one day course** includes inspirational education from one of our experienced Guest Artists.

Get ready to:

- Learn the nuances of backstage and editorial hairstyling – and how they can work for salon clients

- Create polished, glamorous directional hairstyles – as seen on the Fashion Week catwalks and in glossy magazines
- Discover your must-have session kit and how to use it all
- Find out how to grow your service menu by incorporating session techniques
- Be inspired by Guest Artists' behind-the-scenes tales.

Is it for you?

If you're an experienced stylist who wants to add an editorial edge to their in-salon work, you should attend. This course is also invaluable for putting together your own shoots or if you want to work back stage at fashion events.

RED CARPET
GLAMOUR

ADVANCED
CRAFT

1 DAY

★ FEATURING
GUEST ARTIST

From prom nights to Christmas party season, awards galas to weddings or simply for a big night out, there's always something to be celebrated. And no party look is complete without stunning couture hair.

Let one of our inspirational Guest Artists show you how to recreate or adapt the latest celebrity-inspired looks in this **Red Carpet Glamour** workshop.

This **one day advanced course** is all about making your clients look and feel amazing.

Expect to:

- Learn how to adapt the latest red carpet must-wear styles
- Discover the importance of the right care and styling products and how to choose them
- Master the techniques that will ensure the hair will stay in place all evening
- Develop new hair-up services to add to your service menu
- Understand the all-important finishing technique – and know when to stop playing!

Is it for you?

If you want to bring Hollywood glamour to your salon, or just make sure your clients are always Instagram-ready when they're partying, you need to attend this inspiring workshop.

Guest Artists include

Charlie Taylor, Cheynes Hairdressing, Goldsworthy's, Nicky Clarke

SAVE £/€ and book as part of the **Styling Genius** Education Package – see page 10 for details!

BRIDAL HAIR

ADVANCED CRAFT 1 DAY ★ FEATURING GUEST ARTIST

From high-end glamour to Boho brides, there's no one-size-fits-all solution when it comes to bridal hair – which means the demand and potential for versatile stylists is huge.

Bridal Hair is an advanced course that teaches hairdressers who are already competent at styling and finishing how to create a couture experience for every type of bride.

You'll be guided by our Guest Artists as you hone both your consultation skills and your styling prowess in this **one day** workshop.

You will:

- Learn how to identify the main bridal types and how you can satisfy their needs
- Understand the key factors in pinpointing a hairstyle to complement the day, the gown and, most importantly, the bride
- Discover how to create personalised colour and haircare journeys for the bride in the run-up to the big day
- Master the art of selecting and securing hair accessories from clips and combs to flowers and veils
- Develop the confidence to create stunning bespoke bridal hair, perfect for her big day.

Is it for you?

Making women ecstatic on their wedding day is one of the most satisfying feelings a hairdresser can experience. If you imagine a future where creating beautiful brides is part of your role, then this is a not-to-be-missed course for you.

Guest Artists include

Joanne O'Neill Hairdressing, Michael Van Clarke, Sarah Mason Professional

SAVE £/€ and book as part of the **Styling Genius** Education Package – see page 10 for details!



INSTA WAVES & BRAIDS

ADVANCED CRAFT 1 DAY ★ FEATURING GUEST ARTIST

In this Instagram era every client is following their favourite celebs and is looking for their own photo ready finish to # tag their hair. For hair inspiration, **Insta Waves & Braids** will show you how to get the best hair styling and finishing techniques in live braiding and waving tutorial style workshops.

Led by a talented Guest Artist, this **one day course** will help to focus your styling skills leaving you ready to tackle wedding, prom and party seasons head on.

Get ready to:

- Master the art of sculpting perfect S bends and vintage waves
- Learn how to style relaxed beachy waves, as seen on the red carpet
- Become familiar with all the most popular braids, including figure of 8 braid, fishtail, crown braid, scalp braid and pull out braids

- Create a stunning client-friendly look from start to finish under the direction of the Guest Artist
- Discover how you can quickly enhance your finished look with temporary colour.
- Gain hints and tips to get the best image to promote your work on social media.

Is it for you?

If you want to outshine the blow dry bars and gain a reputation as the go-to location for everything from everyday styling to party hair, then this is your must-attend course.

Guest Artists include

Foundation, Goldsworthy's, Joanne O'Neill Hairdressing, p.kai hair, Sarah Mason Professional, Strangeways

SAVE £/€ and book as part of the **Styling Genius** Education Package – see page 10 for details!

New for 2019

DIGITAL INFLUENCE LAB

ESSENTIAL CRAFT 90 MINS 7:00-8:30pm ★ FEATURING GUEST ARTIST

We all know that social media is a huge part of the modern world. When used well, it can attract excited new clients to your salon and make you the talk of the town, but how do you stay up-to-date and make the latest trends work for you?

Digital Influence Lab is an eye-opening evening event that reveals the insiders' secrets. From discovering how to take the perfect Instagram photo to knowing the hair trends social media is driving, these sessions are all about what is happening **right now**.

Be inspired by the young talents from the Wella Education team, Wella Generation Now team and Sebastian Cult team as you discover a whole new digital world.

You will:

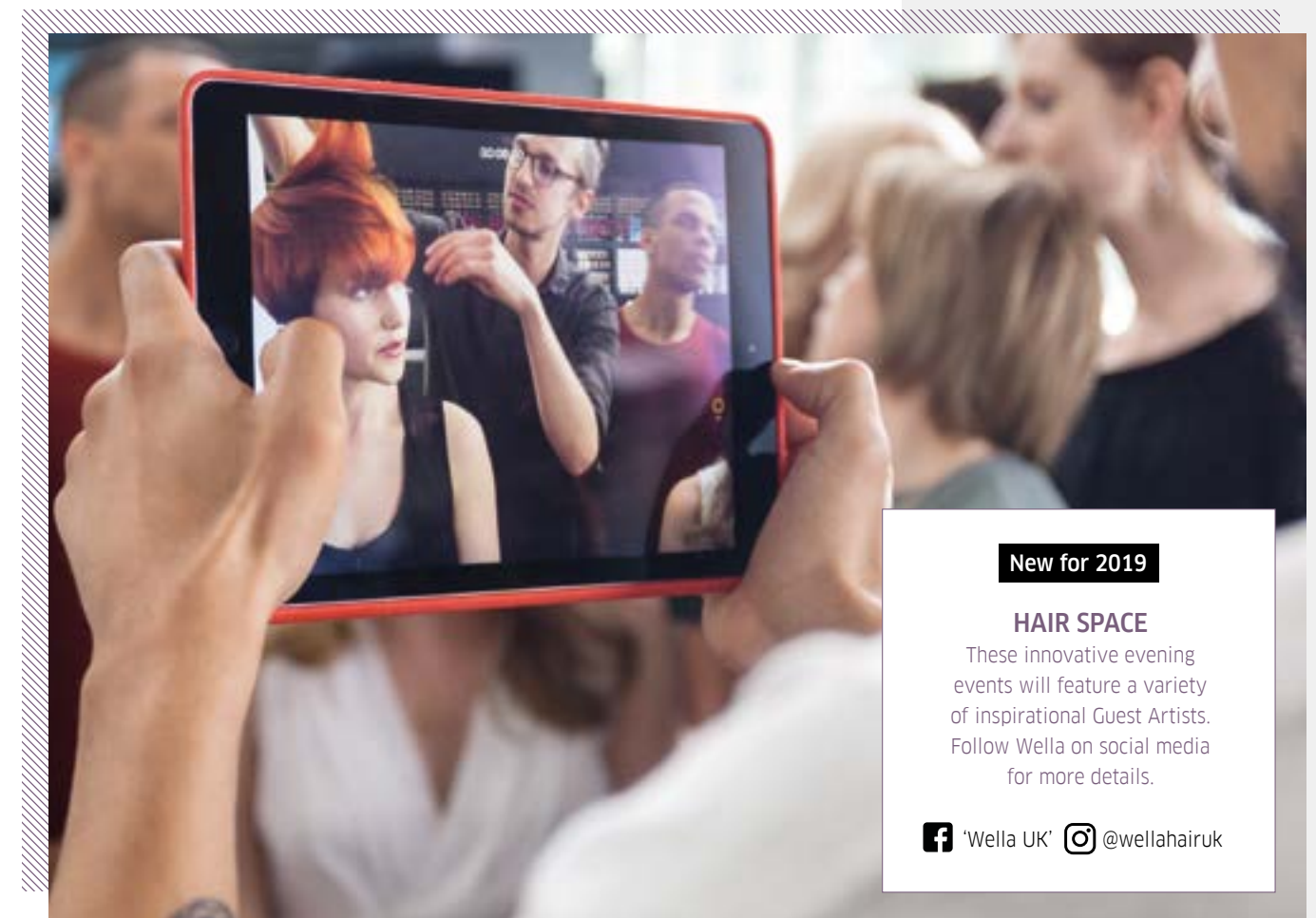
- Discover the latest social media and on-trend thinking
- Understand how you can take engaging images for social media
- Learn how to apply innovative techniques in your own style
- Be inspired by top team dynamics and cross-skilled teams
- Find out the key rule of using Instagram.

Is it for you?

So much more than a social media masterclass; these fun-packed evenings are all about social networking with the Wella Family. If you love hair, enjoy socialising and want to be on top of the ever-changing trends, these are your perfect evenings.

Guest Artists include

Wella Professionals Generation NOW Team and the Sebastian Professional Cult Team



New for 2019

HAIR SPACE

These innovative evening events will feature a variety of inspirational Guest Artists. Follow Wella on social media for more details.

f 'Wella UK' @wellahairuk

Patrick Cameron

LONG HAIR EDUCATION

FEW PEOPLE CAN DEMONSTRATE THE PASSION, THE SHOWMANSHIP OR THE SKILL OF GORGEOUS AND GREGARIOUS PATRICK CAMERON. WE ARE THRILLED TO OFFER PATRICK'S PHENOMENAL **LONG HAIR EDUCATION** RUN BY PATRICK AND HIS ART DIRECTOR MARCO ERBI.



DRESSING LONG HAIR

PATRICK CAMERON
Assisted by Marco Erbi

2 DAYS 9:30am-4:00pm

Hosted at Wella World Studio London
Monday 13th & Tuesday 14th May
Tuesday 8th & Wednesday 9th October

Be it beautiful bridal hair, radiant red carpet looks or perfect prom styles, no long hair client should have to make do with ordinary styling.

Thanks to step-by-step demos and up close and personal guidance, **Dressing Long Hair** with Patrick Cameron will ensure that you have the confidence and the competence to create a wow factor with all your long-haired clients.

This **two day course** strips it back to the basics and then challenges you to push the boundaries. From traditional to contemporary styling, this will change the way you approach long hair.

On each inspirational day you will learn four long hair looks from Patrick and his Art Director Marco Erbi. Later you'll take part in practical workshops using premium quality long hair blocks to recreate them.

You'll leave with a Patrick Cameron hairbrush, a portfolio of long hairstyles and a newfound ability to create updos with the wow factor.

Is it for you?

If you want to master long hair, then you should learn from the Master. It's suitable for everyone from beginners to experienced professionals who want to lose the fear factor and gain confidence in dressing hair.

TO BOOK: Please contact Marco Everard at the Patrick Cameron School on 0207 923 0599
You can also book online at www.patrick-cameron.com

Planning to use Wella MyEducation Reward? Unfortunately we're unable to accept these for Patrick Cameron courses.



AN EVENING WITH PATRICK CAMERON

1.5 HOURS 7:00pm-8:30pm

We challenge anyone to spend an evening with the infectious joie de vivre of Patrick Cameron without a broad smile upon their face!

Hairdressing's master showman brings his own unique combination of passion and performance to the stage as he shares a selection of his inspirational creations. You will be inspired and entertained by this super-styling masterclass.

Is it for you?

If you love the theatre of hairdressing and have an interest in beautiful up-styling, this is your dream evening.

FOR MORE INFORMATION VISIT:
wella.co.uk/education
TO BOOK:
Call your nearest Wella Studio



BRUCE
MASEFIELD
HAIR

Bruce
Masefield



I BELIEVE SHARING YOUR KNOWLEDGE IS A MUST
AND AN EXCITING WAY TO STRENGTHEN AND
FORWARD OUR HAIRDRESSING CRAFT



It takes special creative vision to combine international fashion with contemporary polished hair for a chic and fresh finish. That talent for creating beautiful looks with an edge, combined with his passion and dedication have kept Bruce Masefield at the forefront of the industry for three decades.

Bruce recently launched Bruce Masefield Hair after his successful years as UK Creative Director at Sassoon. He is brimming with new ideas and experiences, including his "hero the haircut" concept, and is ready to share these with you on courses in the Wella Studios or on Guest Artist days in your salons.

Bruce revels in passing on his skills and explains: "I believe sharing your knowledge is a must and an exciting way to strengthen and forward our hairdressing craft."

He plays a pivotal role in the development of new talent having previously **mentored the Generation NOW team** and more recently as a **TrendVision Award 2018 Mentor**.

His creative talents can be experienced in his training courses, but also through the stunning imagery created in his role as **System Professional Global Creative Artist** - a product range that he adores.

Bruce developed his cutting skills by adopting a 'never stop learning' philosophy. If you're looking to follow in his footsteps, he advises: "Surround yourself with people you respect and want to learn from, whether this is at Fashion Week, on a shoot or show or watching a master cutter creating a gorgeous haircut."

See Bruce on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

REQUEST A BESPOKE, TAILOR-MADE EDUCATION SESSION WITH ANY OF OUR GUEST ARTISTS IN ONE OF OUR WELLA STUDIOS OR IN YOUR OWN SALON. TO FIND OUT MORE PLEASE CALL YOUR NEAREST WELLA STUDIO.

Wella World Studio London
0203 650 4700

Wella Studio Manchester & Wella Pop Up Studio Edinburgh
0161 834 2645

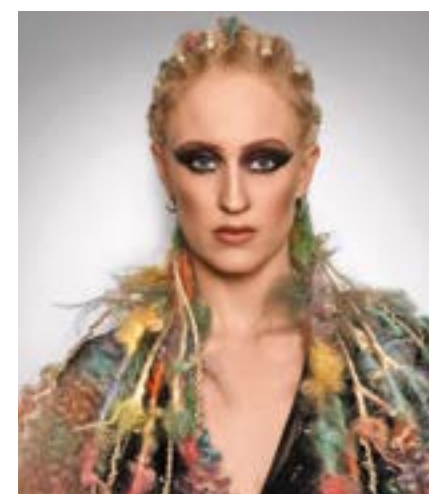
Wella Studio Dublin
01 416 0900

©charlie taylor
hair & beauty



Charlie Taylor

“
I AM A GREAT BELIEVER IN HONING YOUR SKILLS
WELL BY SERVING TIME AND REALLY WORKING ON
AND DEVELOPING YOUR TALENTS
”



When Charlie Taylor began work as a Saturday girl in her local salon aged just 14, she could only dream of the journey her hairdressing career would take her on.

Not only is she a successful salon owner, with two luxury salons, and owner of the Charlie Taylor Academy, she's also a member of the British Hairdressing Hall of Fame, having lifted the prestigious Scottish Hairdresser of the Year title three times.

Charlie is dedicated to giving back to the industry she loves. She helps to develop new talent as a judge and mentor for the **TrendVision Award** and is heavily involved in charity work. She's also a renowned

educator who teaches in the Wella Studio and can be booked as a Guest Artist to share her wisdom with you and your team.

She's a huge advocate of Wella education and says: "It is incredibly tailored to suit every hairdresser with courses that are engaging, informative and inspiring." She adds that for you to really reap the benefits of your training you need to make time to reflect on what you learn: "I am a great believer in honing your skills well by serving time and really working on and developing your talents," she concludes.

See Charlie on **Advanced Cutting** as she works closely with you to help hone your skills. See page 63 for details.

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Cheynes



Paul Adamczuk

I FIND IT EXTREMELY SATISFYING SHARING MY KNOWLEDGE AND EXPERTISE WITH OTHER LIKE-MINDED HAIRDRESSERS



Only a delicious combination of talent, dedication, commitment and loyalty can take you from a junior in a salon to being Managing Director of that whole salon group; it's a combination that Paul Adamczuk personifies.

Since starting out with Cheynes Hairdressing in 1978 he has helped to grow and shape the group, and he is the charismatic driving force behind Cheynes Education. Developing talent is a part of his role that Paul thrives on.

"I find it extremely satisfying sharing my knowledge and expertise with other like-minded hairdressers," says Paul.

"I've delivered education as a Platform Artist and Educator for over 30 years, but the Wella Education Network is definitely the most effective I've experienced."

Paul's other core talents lie in his sharp cutting skills. He has a fascinating approach to cutting hair that is guaranteed to excite you and leave you thinking about cutting differently. He explains: "I approach haircutting in a sculptural way and this allows me to create bespoke one-off looks that make cutting hair today as exciting as it was when I first picked up a pair of scissors."

See Paul on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

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D&J AMBROSE



Darren Ambrose



GO BACK TO THE SALON AND SHARE
EVERYTHING YOU HAVE LEARNED



You can't fail to be inspired by Darren Ambrose's gift for combining on-point technical skill with quirky styling for a modern twist that always feels ahead of the trends.

It's that talent for setting the trends that has won Darren five British Hairdressing Awards, including the British Hairdresser of the Year 2015, and why he is an esteemed **Wella Professionals Global Creative Artist**.

As well as being a fantastic creative, Darren is an inspiring educator who presents shows and seminars around the globe and can be booked as a Guest Artist for training in your salon.

When you do experience his training, he has an innovative way to help you get the most out of it: "Go back to the salon and share everything you have learned," he explains. "It's a great way of reinforcing the messages and also sharing the knowledge with the team, so everyone benefits."

It's hard not to wonder if there's a secret to Darren's all-round success, but he says there's a simple formula that anyone can follow. He reveals: "I used to go home and practise on a head block over and over again until it was perfect. Being competent is about practise and keeping your ears open to every bit of information - write it down and put it into action."

See Darren on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

REQUEST A BESPOKE, TAILOR-MADE EDUCATION SESSION WITH ANY OF OUR GUEST ARTISTS IN ONE OF OUR WELLA STUDIOS OR IN YOUR OWN SALON. TO FIND OUT MORE PLEASE CALL YOUR NEAREST WELLA STUDIO.

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Wella Studio Dublin
01 416 0900



Akin Konizi



I'M A GREAT BELIEVER IN CONTINUOUS EDUCATION
THROUGHOUT YOUR CAREER AND WELLA IS THE
PERFECT PARTNER FOR THIS



Most of us can only dream of standing on the stage and being presented with the coveted British Hairdresser of the Year trophy. For Akin Konizi that dream has been a reality on four separate occasions.

The success has been driven by a distinctive signature style that adds an unexpected edge to wearable commercial hairstyles. It's a look that has proved as much of a hit with awards judges and hairdressing crowds as with the forward-thinking clients in HOB Salons' flagship Camden salon.

He honed his craft through years of practice and reinvention and tells us: "My cutting skills have been developed over many years and many haircuts. A combination of risks and confirmations, lots of different techniques and a lot of enthusiasm."

As well as guiding the creative direction of the HOB Salons and Academy, Akin works as a **Wella Professionals Global Creative Artist**, helping to shape the brand's vision.

He's also a renowned educator for both the HOB Academy and in the Wella Studios. "I'm a great believer in continuous education throughout your career and Wella is the perfect partner for this," says Akin.

Akin also delivers salons training as a Guest Artist and you can benefit from the invaluable tips and advice he shares in his role as a **TrendVision Award Mentor**.

See Akin on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

REQUEST A BESPOKE, TAILOR-MADE EDUCATION SESSION WITH ANY OF OUR GUEST ARTISTS IN ONE OF OUR WELLA STUDIOS OR IN YOUR OWN SALON. TO FIND OUT MORE PLEASE CALL YOUR NEAREST WELLA STUDIO.

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KARBON KYD®

Jayson Gray

“ I PREENED AND PERFECTED MY TECHNIQUE AND SKILLSET BY INVESTING IN HOURS AND HOURS OF PRACTISE BEHIND CLOSED DOORS, WITH DISCIPLINE AND A HUNGER TO LEARN,



It's often said that it takes 10,000 hours to master a skill and award-winning colourist Jayson Gray has truly dedicated himself to the cause of being a master of colour.

"I preened and perfected my technique and skillset by investing in hours and hours of practise behind closed doors, with discipline and a hunger to learn," explains Jayson.

As a **Wella Professionals Global Creative Artist** and a **member of the Colour Creative team** he not only helps to shape the brand's trends and artwork, but also test new products and formulas. He believes this work helps contribute to an unrivalled education programme.

"For me, Wella offer everything the professional hairdresser needs," says Jayson. "State-of-the-art Studios, with education delivered by experts such as the Wella Colour Creative team who have tried and

tested everything. Wella education is the best out there, without a doubt."

Jayson is also passionate about the development of new colour talent and giving them a platform to showcase their talents. He's a regular judge for both TrendVision Award and Xposure and the founder and principle creative for the unique educational platform Karbon Kyd.

You can learn from his eye for colour and incredible freehand colour techniques in courses in our studios or by booking a Guest Artist day for your salon.

Be inspired by Jayson on **Colour Masterclass** as he showcases fashion forward colour techniques and helps you embrace your creativity. See page 26 for details.

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MARC ANTONI
HAIR SALONS



Bruno Marc



“WELLA EDUCATION IS INCREDIBLY FUN
AND CREATIVE WHILST GETTING THE RIGHT
MESSAGES ACROSS



“Practice. Practice. Practice. You practice and learn from your successes and failures,” those are Bruno Marc’s words of wisdom for any hairdresser wanting to get more from their career.

It’s a philosophy that has served him well. He runs the award-winning Marc Antoni salon group alongside his three brothers; has a coveted place in the British Hairdressing Awards Hall of Fame, having landed the Southern Hairdresser of the Year three times; and is a former Fellowship Hairdresser of the Year.

Bruno thrives on his creative work but is equally motivated by the achievements of his team and those he has mentored to success. He is dedicated to bringing out the best in other hairdressers through education and his support and mentoring of TrendVision Award participants.

He is a keen member of the Wella family who says: “Wella education is incredibly fun and creative whilst getting the right messages across.”

You can find Bruno teaching memorable courses in the Wella Studios or book him as a Guest Artist for your salon.

See Bruno on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

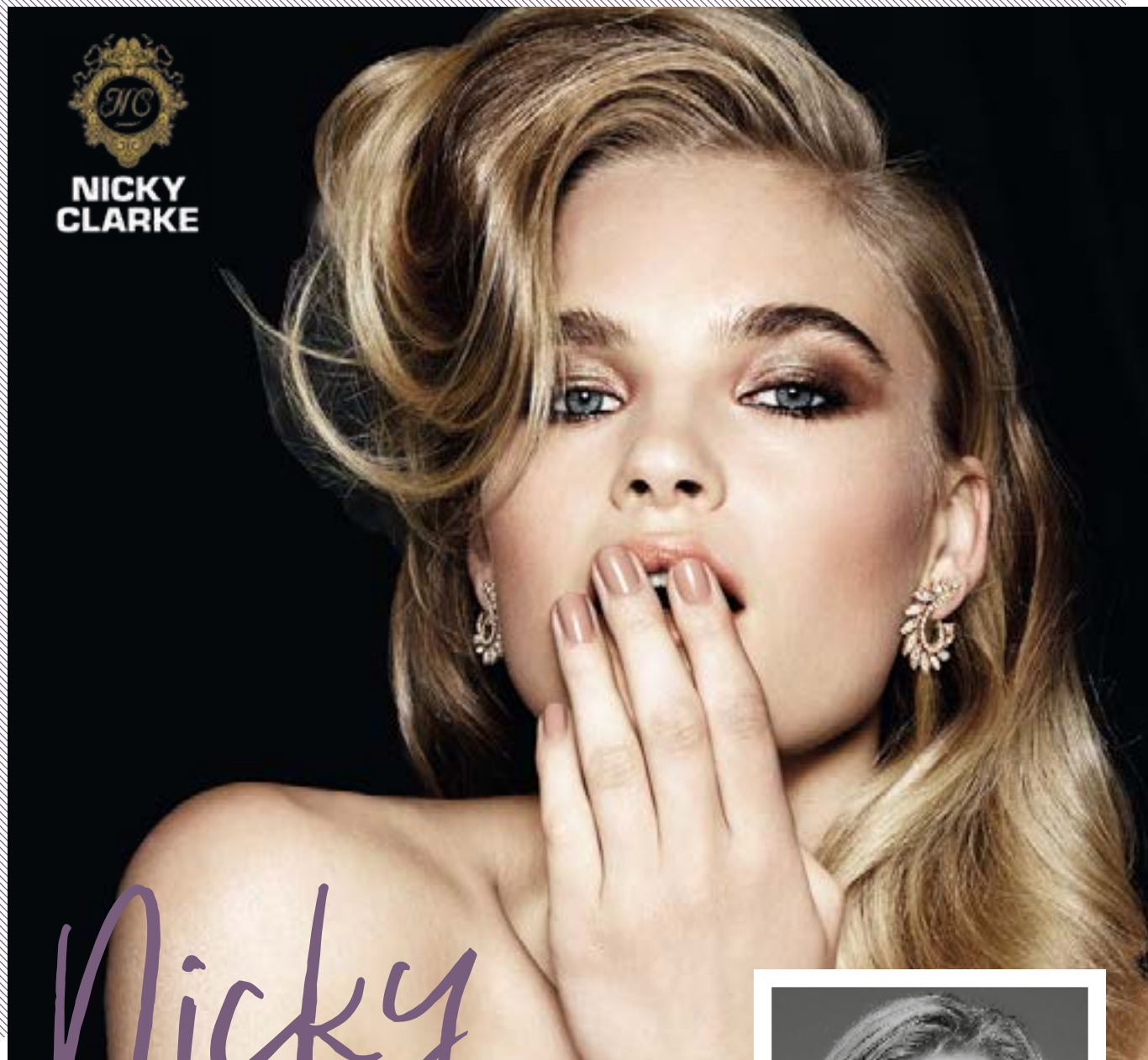


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Nicky Clarke

I LIKE TO BRING A UNIQUE APPROACH TO TEACHING AND SHARE MY DIAMOND METHOD, WHICH I HAVE BEEN PERFECTING OVER THE YEARS



INSPIRATION

Nicky Clarke OBE is one of hairdressing's international icons. The man who brought glamour back to the industry, Nicky has a phenomenal list of editorial credits and celebrity clients. But he remains committed to delivering a luxury experience to salon clients in his eponymous Nicky Clarke group.

Talent, hard-work and consistent learning have shaped Nicky's distinguished career and he believes you'll need a plan if you want to get the best out of your training too. "Do some prep work and know exactly what you want to achieve from the course," he advises. "If you walk in with a tick list, you're not going to forget the purpose of your course."

With a client list that spans a who's who of royalty, fashion and movie stars it's been essential that Nicky offers the point of difference his discerning clients crave. He shares the innovative techniques he has developed in his courses at the Wella Studios or on Guest Artists days in your salon.

"I like to bring a unique approach to teaching and share my diamond method, which I have been perfecting over the years," he adds. "I also share my geodesic method which has been at the heart of my body of work, not only for my salon clients, but also for my magazine and editorial work."

See Nicky on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

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Robert Eaton

“ I FIND BEING AN EDUCATOR SO REWARDING AND IT'S A PLEASURE TO SHARE MY KNOWLEDGE WITH OTHER WELLA HAIRDRESSERS ”



INSPIRATION

Many hairdressers are described as 'multi-talented' but with a skillset that spans an award-winning colourist, in-demand session stylist and a qualified trichologist, Robert Eaton's talents really are endless.

Since starting work as an apprentice in the Russell Eaton family salon in 1996, Robert's skills and dedication have seen him make a name for himself, winning an array of British Hairdressing Awards and being named an A-List Stylist and Colourist by Harpers Bazaar.

Robert has previously worked with other global colour houses but he is now honing his extensive skills in a home he loves and has been appointed **Wella Professionals Technical Director** as well as being a member of the Wella Professionals Colour Creative. He explains: "Wella simply understand the professional hairdresser

and business owner. I love Wella because everything is so personalised and suited to the individual's needs."

Having reached the very top of the industry, Robert is determined to share his wisdom and help other hairdressers to grow through his role as Wella Professionals Technical Director, in his popular courses in the Wella Studios or as a Guest Artist for your salon. "I find being an educator so rewarding and it's a pleasure to share my knowledge with other Wella hairdressers," he enthuses.

Be inspired by Robert on **Colour Masterclass** as he showcases fashion forward colour techniques and helps you embrace your creativity. See page 26 for details.

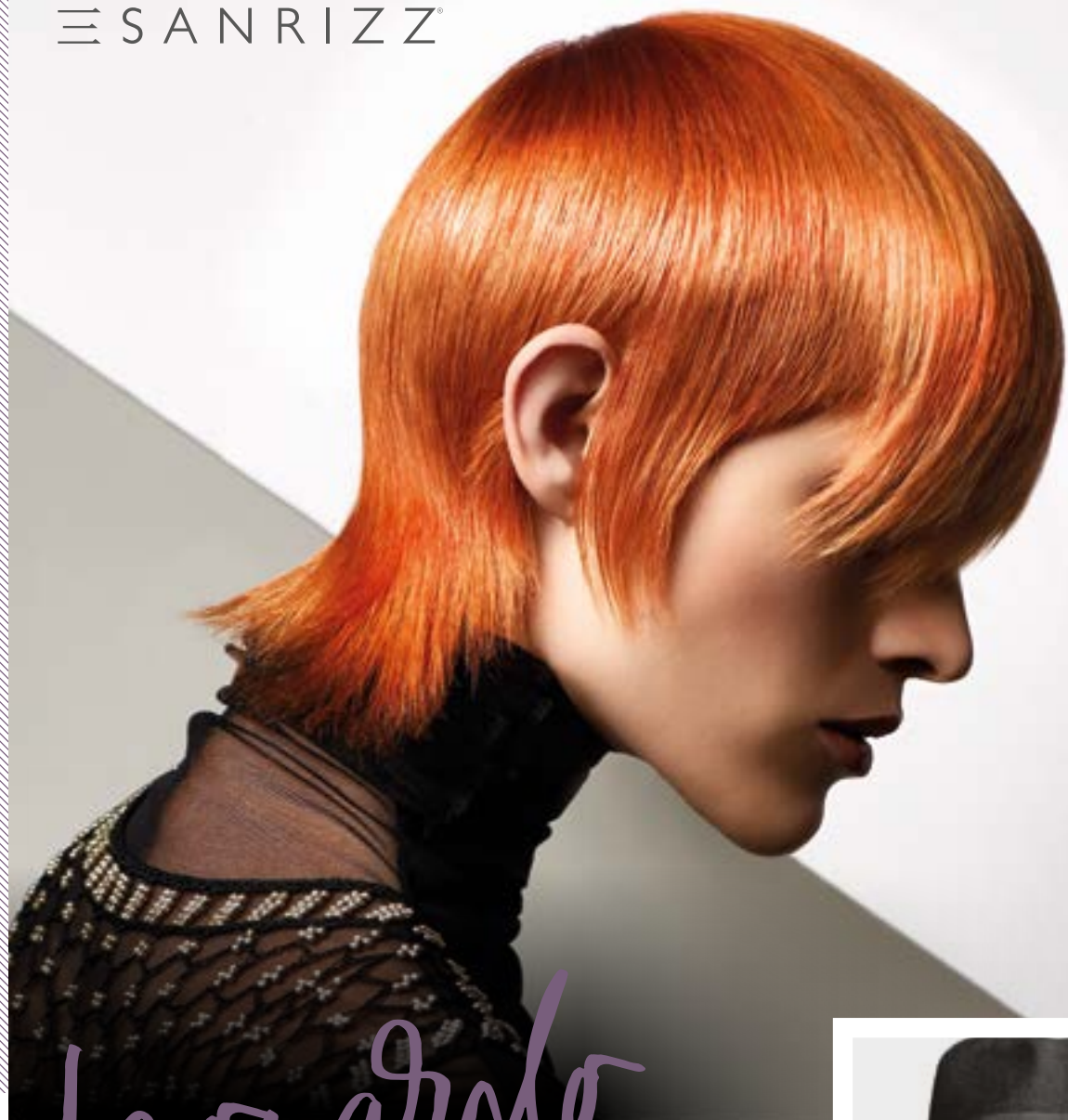
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≡ SANRIZZ



Leonardo Rizzo

LEARN HOW TO HARNESS YOUR TALENT, PASSION AND SKILL TO CREATE SOMETHING TRULY REMARKABLE



INSPIRATION

It's fair to say that Leonardo Rizzo was born into hairdressing. While most of us were still playing with our toys at the age of eight, Leonardo was backstage at hair and fashion shows passing pins and holding hair for supermodels.

That very early education was backed up by a year working alongside Spanish hairdresser, Luis Llongueras in Barcelona before he returned to the UK to work for Sanrizz in London.

These days he juggles managing a salon, seeing celebrity clientele, a fully booked column and perfecting his contrasting passions: precision cutting and boundary-pushing avant garde creations.

The combination of encouraging personal development and enabling you to build a business is one of the reasons Leonardo is so happy to be part of the Wella family.

"Wella education is designed to help you grow your business, whilst developing your personal skills," he explains. "It's reasonably priced and is great value, plus the educators are all renowned experts, which is incredibly inspiring."

As an educator Leonardo is dedicated to a hairdressing philosophy that has professionalism at its core. He adds "At Sanrizz we teach the mechanics of hairdressing. Our philosophy is that to achieve perfection you must be professional, creative, inspirational and meticulous". These are standards he is looking forward to sharing on courses in the Wella Studios in 2019.

See Leonardo on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

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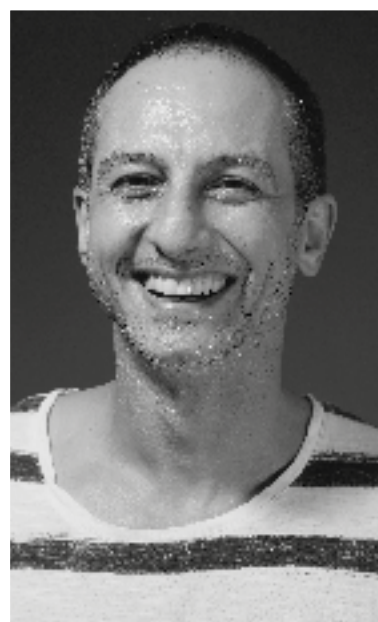
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TONI&GUY



Cos Sakkas

IF THERE'S SOMETHING SPECIFIC YOU NEED TO
GET OUT OF YOUR COURSE, GET THERE EARLY
AND SPEAK TO THE EDUCATOR



INSPIRATION

A tour of the TONI&GUY Academy led Cos Sakkas to sign up for a Beginner's Course. It's a decision he has never looked back on and shortly after qualifying he began working in education before moving onto the shows and shoots that he is now renowned for.

Cos currently juggles two huge roles with Superbrand TONI&GUY – as their International Artistic Director and Head of Education – and boasts a huge list of awards, including three London Hairdresser of the Year accolades.

As a skilled and in-demand educator, Cos is full of brilliant advice to help you to get the most from your training. "If there's something specific you need

to get out of your course, get there early and speak to the educator," Cos advises.

"Ask them if they would mind addressing your points. Most educators will be more than happy to accommodate your request and if they can't help you during the main session, they will address it in the break. It is your day, so make the most of it."

Cos exudes energy and enthusiasm, which makes him a huge hit with hair and beauty journalists on shoots, but also makes for lively and entertaining courses at the Wella Studios. You are sure to leave your training with new ideas and a creative buzz!

See Cos on **Advanced Cutting** as he works closely with you to help hone your skills. See page 63 for details.

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©Cheynes Hairdressing

Care CUT & STYLE

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

FEATURED GUEST ARTISTS

Cheynes

BOONS

p.kai
hair

hob
academy

MARC ANTONI
HAIR SALONS



©Bruce Masefield Hair

CLASSIC CUTTING

ESSENTIAL CRAFT 2 DAYS FEATURING GUEST ARTIST

Shhhhh! Don't tell your clients, but there are actually five classic women's haircuts. Five classics that have withstood the test of time and can be tweaked and personalised to work for pretty much every woman who visits your salon.

Classic Cutting is led by Guest Artists who will showcase these key haircuts and help you develop the skills to recreate them with confidence.

It's a **two day course** that is jam-packed full of cutting demonstrations supported with hands-on workshops that will leave you raring to go!

Get ready to:

- Gain a thorough understanding of the fundamental principles of hair cutting
- Discover how to style the classic shapes and the best styling products to use
- Know the hair cutting terminology – and how to translate it for your clients!
- Enjoy educational cutting demonstrations by a talented Guest Artist
- Learn a fresh approach to the classic shapes.

Is it for you?

Are you just returning to hairdressing after a career break? Want to perfect your classic skills? Then this is the confidence and skills pick-me-up that you need. It's also ideal for those who are relatively new to the industry and want to take the next step.

Guest Artists include

Alex Keville for Hair, Boons, Charlie Taylor, Cheynes Hairdressing, Creator, Foundation, HOB Academy, House of Colour, Joanne O'Neill Hairdressing, Marc Antoni, Medusa, p.kai hair, Russell Eaton

SAVE £/€ and book as part of the **Complete Cut & Style** Education Package – see page 10 for details!

New for 2019

ADVANCED CUTTING

MASTER CRAFT 1 DAY FEATURING GUEST ARTIST

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

Skilfully led by a Wella Guest Artist, **Advanced Cutting** begins with a razor-sharp consultation, hones your cutting technique and introduces you to the finishing touches that will leave your clients bang on trend.

After this **one day** course, you'll return to your salon brimming with ideas to inspire your clients and fellow team members.

You will:

- Enjoy up close tuition with a leading Wella Guest Artist in an intimate environment

- Discover how to deliver the perfect cutting consultation
- Be inspired by demonstrations of the latest hair cut trends
- Understand cutting techniques and how to combine them
- Get hands-on in a live model workshop.

Is it for you?

If you're confident in classic hair cutting but know you could take your skills to the next level, Advanced Cutting will give you the inspiration and practical skills you crave.

Guest Artists include

Bruce Masefield, Charlie Taylor, Paul Adamczuk, Darren Ambrose, Akin Konizi, Bruno Marc, Nicky Clarke, Leonardo Rizzo & Cos Sakkas.

See pages 38 - 59 to find out more about these Guest Artists.

ESSENTIAL CUTTING

ESSENTIAL CRAFT 1 DAY FEATURING GUEST ARTIST

There's no denying that smart colour choices, brilliant colour placement and super styling are the finishing touches that give a hairstyle the wow factor, but without a quality cut, creating a beautiful look is a challenge.

Essential Cutting is designed to give new learners and hairdressers with a basic insight into cutting the skills and confidence to perform the cutting fundamentals.

This **one day course** is taught by one of our Guest Artists and is designed to ignite interest and teach the basics of cutting hair.

Expect to:

- Discover the fundamental principles of hair cutting
- Take part in practical workshops with head blocks
- Gain confidence in one-length cutting and short layering
- Experience hair cutting demonstrations and get tips and advice from a Guest Artist
- Learn essential styling product knowledge to create the very best finish and help your clients to do so too.

Is it for you?

No one can work in hairdressing without thoroughly understanding – and demonstrating – basic cutting skills. If you're just starting out in this amazing industry then these are skills you need to take with you throughout your career. It's also ideal as a refresher and confidence boost for inexperienced stylists.

Guest Artists include

Alex Keville for Hair, Cheynes Hairdressing, Foundation, Hanns Hair Design, Joanne O'Neill Hairdressing, Marc Antoni, Medusa, Taylor Taylor Hairdressing

SAVE £/€ and book as part of the **Complete Cut & Style** Education Package – see page 10 for details!



©Karbon Kyd

CLASSIC MAN

ESSENTIAL CRAFT 2 DAYS ★ FEATURING GUEST ARTIST

Did you know that male clients are often the most loyal, frequent visitors and most open to buying retail? Three very good reasons to learn how to cater for their needs.

Classic Man is created to give hairdressers who are already competent in basic cutting and styling the specialist skills to bring out the best in their male clients.

This **two day course** is led by a brilliant Guest Artist who has mastered the art of men's styling.

You will:

- Understand the potential of the men's hairdressing market
- Develop essential skills, including clipper work and scissor over comb techniques
- Learn men's styling and finishing skills and how to share that information
- Gain confidence in communicating with your male clients – and getting the best out of their consultation
- Take part in hands-on workshops and enjoy demonstrations by the Guest Artist.

Is it for you?

Would you like more male clients? Fancy improving your cutting technique? If so, you absolutely must attend the Classic Man course.

Guest Artists include

Cheynes Hairdressing, Craft & Co, D&J Ambrose, Flanagans, Frances Hunter Hairdressing, HOB Academy, KH Hair

sponsored by

SYSTEMMAN



ULTIMATE MAN

ADVANCED CRAFT 1 DAY ★ FEATURING GUEST ARTIST

Be it sports stars switching up their look on a weekly basis or celebrities pushing hair boundaries, there is no shortage of hairspiration for the modern man.

Ultimate Man has an emphasis on modern barbering, which gives you the skills and awareness to cater for this fashion-focused male clientele.

Led by a Guest Artist, this is an advanced **one day course** designed to unlock the opportunities men present to your salon.

You're going to:

- Become familiar with the terminology of men's hairdressing
- Develop practical knowledge of contemporary men's hairdressing techniques
- Explore on-trend men's hair colour and how you can make it work in the salon
- Learn how to tailor catwalk looks into wearable looks your clients will love
- Discover the right conversations to have with men at the consultation phase to unleash their potential spend.

Is it for you?

Whether you'd like to be the go-to men's hairdresser in your salon – and experience all the financial rewards that can bring – or just want to be as confident bringing out the best in your male clients as the women, this is a must-have course for you.

Guest Artists include

Atherton Cox, Craft & Co, HOB Academy, Marc Antoni

sponsored by

SEB MAN





DISCOVER THE SOURCE OF RESPONSIVE HAIR

Healthy hair starts with a personalised care & styling routine.

Your client's hair and scalp are unique. That's why our experience starts with a hair mapping to identify their specific needs. From that diagnosis, you can prescribe an ultra-personalised system of products, for use in salon and at home. The result is hair that is more responsive, full of energy and lastingly beautiful.



STYLE. REDEFINED.

Inspired by BB and CC makeup with skin care benefits, System Professional now includes the first styling range with care-infused properties, that enables you to style the hair without fear of damage.



TAILOR-MADE

SYSTEM PROFESSIONAL EDUCATION

System Professional Education is tailor-made to the needs of the salon. This includes both in salon and collective training across all the brand has to offer. Your Business Education Consultant can assess the education requirements of your salon and create a bespoke selection of training to suit your Stylists, Assistants and Clients. This includes training on the products within the range; services that can be offered in salon; and retail support.

Please contact your Business Education Consultant or Account Manager to set up an appointment to discuss System Professional Education.

NOW AVAILABLE FOR MEN

SYSTEM PROFESSIONAL MAN RANGE

The latest addition to the portfolio is the System Professional MAN ultra-personalised hair care and styling range for men.

The new System Professional MAN Energy Code[®] plus Creatine respects **each man's unique energy profile** for more manageable hair. All System Professional MAN Styling products are powered by the Creative Code[™] Technology, which is based on the combination of structurisers and proven care ingredients from the Care System.





Kay McIntyre

KAY'S TREND-SETTING CREATIVE COLLECTIONS WON 'SCOTTISH HAIRDRESSER OF THE YEAR' THREE TIMES. SHE IS IN THE BRITISH HAIRDRESSING AWARDS 'HALL OF FAME' AND ATTRACTS INTEREST FROM LEADING GLOBAL BRANDS.

Kay is the UK & Ireland Ambassador for Nioxin, the World's No.1 salon brand for thicker, fuller hair. Kay educates worldwide; her range of skills cover precision cutting to creative colouring. Kay is also a Master Color Expert.



Kay McIntyre
Nioxin UK & Ireland
Creative Ambassador



ENGAGE



DISCOVERY

3

HOURS

A complimentary in salon/studio session for all new NIOXIN stockists.

WHAT WILL YOU LEARN?

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

EXPERIENCE AND ENABLE



ESSENTIAL CRAFT

1

DAY

For any hairdresser who is using NIOXIN but wishes to expand and offer in salon NIOXIN services.

WHAT WILL YOU LEARN?

- Build further knowledge and understanding of thinning hair
- Expand your services with NIOXIN THERAPY
- Boost knowledge of the biology of hair and scalp
- Deepen your client consultation skills
- Gain a deeper understanding of hair thinning with NIOXIN Nioscope 2.0 consultation
- Practice in salon Therapy services for fine/thinning hair.
- Learn skills to integrate a full NIOXIN service care offer and grow your business by changing lives
- Learn how to use in-depth psychological understanding of the personal impact of thinning hair
- Introduce Night Density Rescue as part of your client's daily routine
- Make NIOXIN the key business driver for care in your salon.

EVOLVE

Featuring Kay McIntyre, Nioxin UK & Ireland Creative Ambassador



ADVANCED CRAFT

1

DAY

For all hairdressers with a minimum of 5 years professional experience. For those who have attended ENGAGE, EXPERIENCE & ENABLE seminars and are wishing to expand their cutting & colouring skills for fine/thinning hair.

WHAT WILL YOU LEARN?

- Learn the key principles and techniques of colouring, cutting and styling developed by NIOXIN exclusively for thinning hair
- Discover the skills to become a beauty consultant, delivering expert advice to thinning hair clients and incorporating the latest hints, tips and trends
- Practice and evolve cutting and styling for thinning hair to create a thicker, fuller look for each client
- Work with industry icons who specialise in the thinning hair category for exclusive hints and tips.

WE DON'T TEACH.
WE INSPIRE. WE
CHALLENGE. WE
PROVOKE. WE PUSH
THE IMAGINATION
FURTHER

**YOU KNOW THE RULES - WE ENCOURAGE
YOU TO BREAK THEM. WE DO HAIR,
BUSINESS AND EDUCATION DIFFERENTLY.**

Renowned for cutting edge products and styling techniques - some iconic and others revolutionary. Sebastian stirs up the norm with a tribe of editorial stylists and up-and-coming style visionaries.

SEBASTIAN PROFESSIONAL CREATIVE ARTISTS UK & IRELAND



DOM CAPEL

Lara Johnson Lifestyle

Dom's career has been inspired and supported by his passion for hairdressing. Dividing his time by working as a Creative Director, Session Hairdresser, UK Sebastian Professional Ambassador and alongside his wife in their salon. larajohnsonlifestyle.com



JOSEPH FERRARO

Joseph Ferraro Hair

Australian-born Joseph is recognised across the hairdressing industry for his passion, vision and commitment. An expert hair cutter and colourist, he combines his work at Joseph Ferraro Hair, Harrogate with his on-going work as an educator. josephferraro.co.uk



ANGELO VALLILLO

DNA Artspace

Angelo's passion is to get the industry the recognition it deserves and make it cool again - we are so much more than hairdressers, we are artists. Having travelled the world educating on Sebastian, working on shows and our latest global Collections with Shay Dempsey and Robert Lobetta for the past 6 years - it's in his DNA! dnaartspace.co.uk



RICHARD WINDLE

Richard joined the Sebastian Professional Advocate Program as a salon stylist some 25 years ago. He is at the forefront of the brand's innovation. Richard takes great pride in sharing his expertise with stylists on in salon seminars, international education, shows, as well as cut and style courses.

JOIN THE MOB PROGRAMME

3 DAYS OVER A 4 MONTH PERIOD

MOB = MOST OUTRAGEOUSLY BOLD

Designed to harness the talent of the most creative & bold stylists in the salon. The programme focuses strongly on self-development and allows the chosen stylist to be a true ambassador of the Sebastian Professional brand.

WHO SHOULD ATTEND

Are you a creative minded hairstylist with your own unique style and the passion to inspire others? You need to have a passion.

WHAT YOU WILL LEARN

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

This could be the first step on your journey to become part of the CULT Team mentoring experience.

WANT TO JOIN THE MOB PROGRAMME?

For more information about becoming part of the MOB Programme Please contact the Wella Studios - London, Manchester & Dublin



**SEB
MAN**
PROFESSIONAL
SEBASTIAN



SEB MAN introduces a new line-up of hair care, styling and grooming products, **for men who refuse to be categorised.** Enabling men to express all versions of themselves, in the most hassle-free way. Visit. www.wella.co.uk/education to access **SEB MAN** Digital Education.

THE NEW GROOMING LINE FOR THE UN\DEFINABLE MAN

Hair by Aiden Xydis, SEB MAN Global Creative Artist



©Bruce Masefield Hair

BUSINESS

WANT A HAPPY, MOTIVATED TEAM; DELIGHTED CLIENTS WHO KEEP ON COMING BACK; AND A HEALTHY BANK BALANCE? IT'S TIME TO ARM YOURSELF AND YOUR SUPPORT TEAM WITH THE BUSINESS SKILLS THAT WILL HELP YOU TO ACHIEVE ALL YOUR GOALS

Business Gurus & INDUSTRY EXPERTS

RUNNING A SALON CAN BE A DAUNTING AND LONELY BUSINESS, BUT LEARNING FROM EXPERTS WHO'VE BEEN THERE, SEEN IT, AND DONE IT CAN MAKE IT ALL SEEM SO MUCH MORE MANAGEABLE. WE'VE HAND-PICKED BUSINESS GURUS & INDUSTRY EXPERTS WHOSE EXPERIENCE IS SECOND TO NONE AND WHOSE PROVEN RESULTS SPEAK FOR THEMSELVES.

GET SET FOR BUSINESS TRAINING THAT GIVES YOU AND YOUR SALON A NEW BUZZ!

TAILOR-MADE DAYS

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



CLIVE COLLINS

Clive is an award-winning salon owner with more than 30 years' experience in the hairdressing industry. Often featured in the business pages of the industry's press, he is a fantastic motivational leader and an expert in business education at HOB Academy. Clive presents the **Successful Salon Business** course, which covers customer loyalty, client experience, effective column building and business development.

www.hobsalons.com



MICHAEL VAN CLARKE

When it comes to the hairdressing business, Michael Van Clarke salon is the industry's most decorated team with 16 British Hairdressing Business Awards. Michael has more than 30 years' experience and is skilled at taking a new and innovative approach to business. Get insights from Michael's award-winning formulas at his highly inspiring **Salon Business Mastery Day**.

www.vanclarke.com



MARK BLAKE

Internationally renowned trichologist, Mark, is highly skilled at identifying and treating the underlying causes of often-distressing issues such as hair thinning and hair loss. He believes these are essential skills for the modern hairdresser. As a successful salon owner with more than 30 years industry experience, **'The Fascinating World of Trichology'** is taught in an honest and engaging way that hairdressers can really understand and relate to. Mark also educates on MCE Maximiser.

www.markblake.co.uk



CONI JUDGE

Business Transformation Specialist Coni has 20 years' experience excelling in professional presence, business change and communication. She has helped numerous award-winning salon owners and high profile hairdressers to achieve their full potential. Coni presents the hugely popular **Magnetic Recruitment: How To Attract The Best** that will show you how to attract the right people to bring out the very best in your salon.

www.edenimage.co.uk



LIZ MCKEON

Liz is the co-presenter of The £200 Salon Turnaround TV programme and author of best-selling industry book, 30 Days to Beauty Business Success. With more than 25 years of hair and beauty experience, she will ignite your passion and excitement for running a salon. Liz presents **Reception, Making it Work For Your Business**, a course that will enlighten you on the challenges and openings of the role of a salon's reception.

www.lizmckeon.com



SIMON HARRIS

Simon has a wealth of experience in growing successful and profitable hair salons, having run a chain of 16 salons for 6 years. As the founder of My Salon Manager he provides the training and support to enable salon owners and managers to run their salons more effectively. Simon presents **You Own a Salon. Now Build a Business**, a brand new game-changing course on how to make your salon a commercial success.

www.mysalonmanager.co



CAROLE TAYLOR

Carole heads up Client Wave, a team of industry experts that offer a spectrum of salon education and marketing services. Results focused and brilliant at helping you look at the issues that are impacting your salon in a different way. With specialisms in retail, up-selling colour, customer service, reception and management.

www.clientwave.co.uk



JOHN HUSCROFT

With more than 40 years' experience, including 25 at Wella Professionals, John has helped thousands of hairdressers to achieve their ambitions. He's renowned for developing managers to increase business in a fun yet professional and effective manner. John uses his techniques as a Neuro Linguistic Master Practitioner to present **Business Boost**, a brand new 2 day course that will grow your colour and retail business.

POWER OF PRESENTATION

with the Wella Education Team

 **ADVANCED CRAFT** **1 DAY**

There's something so special about attending shows and seminars and watching the talented, confident hairdressers showcasing their skills with the audience hanging on their every word.

If you dream of being on that stage with a gripped audience eating out of the palm of your hand, you need to master the **Power of Presentation**.

This **one day Advanced Level course** is an ideal introduction to the world of presenting – whether that's to your team, an audience or even just putting on the best performance every day for your clients.

- You will:
- Understand all of the different types of presentation, from one-to-one to clients to stage work
 - Find out how to structure your presentation in order to hold the interest of the audience
 - Enjoy practical workshops to hone your presenting skills

- Discover how to make the most of your model during live presentations
- Learn invaluable techniques to control your nerves.


Is it for you?

Life is all about story-telling and the better you become at presenting your stories, the more you will achieve. This course is designed for salon managers, senior stylists and trainers, who want to present the very best version of themselves and is ideal for anyone who has just started stage work or would like to do so in the future.



ACTIVATE YOUR POTENTIAL

with the Wella Education Team

 **ESSENTIAL CRAFT** **1 DAY**

Wouldn't it be fantastic if you could be busy every day, seeing exactly the type of clients you want to have and generating an endless list of referrals?

Activate Your Potential has been created to turn you into the managing director of your own column and make that a reality.

This **one day Essential Level course** will transform the way you look at your column forever.

- Get ready to:
- Learn what makes a successful business and how you can contribute to the success of your salon

- Understand how busy you are in the salon and the reasons for that
- Gain insight into the client experience and the little things that can turn a 'good' experience into an 'amazing' experience
- Develop an understanding of how you can maximise the potential of every type of client with creative opportunities
- Learn how to run your column as an effective business in five simple, but effective, steps.

Is it for you?

If you're a stylist or colourist who wants to improve your client base, maximise your earning potential and help to improve both the salon and your reputation this is a must-attend course.

THE BUSINESS OF COLOUR

with the Wella Education Team

 **ADVANCED CRAFT** **1 DAY**

Nothing completes a hairstyle quite as well as beautiful colour. So it's little wonder that when a client commits to colour they make more appointments more often and drive more referrals. But are you maximising the potential of clients who could (or dare we say it, should) be adding colour to their visits? The Business of Colour is about giving you the tools to do just that.

This **one day course** will help you to create a culture of colour that is shared throughout your team and naturally filtered through to your clients.

- Get ready to:
- Learn what makes a successful business and how you can contribute to the success of your salon
 - Understand the key ways to increase your colour revenue

- Learn how to engage your team to put colour at the heart of the salon.
- Create an action plan to help you to increase client spend and frequency
- Discover how to turn your salon into the local colour destination
- Be introduced to the tools that can make an immediate difference.


Is it for you?

Could your colour business be generating more revenue? Are all the clients that could be having colour having colour? Are your existing colour clients getting the experience and aftercare that keeps them coming back? If you're a salon owner or manager this advanced course is a must attend for you.

SAVE £/€ and book as part of the **Business Accelerator** Education Package – see page 11 for details!

TRAIN THE TRAINER

with the Wella Education Team

 **ADVANCED CRAFT** **2 DAYS**

Now that you've mastered the art of hairdressing you may feel ready to share your skills with your team or even further afield. If only it was that simple!

It takes a whole new set of skills to educate people, let alone hold the attention of a group who have different interests and abilities, so you need to experience **Train The Trainer**.

This **two day Advanced Level course** will arm you with the tools you need to create and deliver in-salon training with confidence.

- Be prepared to:
- Become an effective trainer from preparation to course delivery and beyond
 - Learn how to identify, prepare and conduct training within your own salon or group
 - Get to know the different presentation styles and find one that works for you
 - Understand the importance of planning a logical format and structure
 - Discover the responses to learning and how to engage your audience.

Is it for you?

By nature hairdressers are caring, giving people and if you feel ready to share your knowledge you'll need to know the best way to do so. This is perfect for anyone who has the responsibility for in-salon training, especially salon managers, senior stylists and trainers.

ACTIVATE YOUR DIGITAL BUSINESS

with the Wella
Education Team

ESSENTIAL CRAFT 1 DAY

It's an 'always on' world: if we're not responding to emails or booking an appointment, we're using social media. But how do you make sure your business can be heard in all the digital noise?

We've created **Activate Your Digital Business** so you can make the web work for your business and stand out from your competitors to gain and retain clients.

This **one day course** will take the mystery out of digital marketing and show you the differences between using digital personally and professionally.

Get ready to:

- Understand the language of the different social media platforms and the different audiences for Facebook, Instagram and Pinterest
- Discover the importance of a Google My Business page and how it can help clients to find your salon
- Learn how the salon finder and salon marketing can help to grow your business
- Use email and Customer Relationship Marketing to target the right promotions to the right clients
- Gain the skills to create a best in class Facebook page and discover how to make your content effective.

Is it for you?

Perhaps the world of digital has left you feeling slightly flummoxed or maybe you love it for personal use but can't quite work out how to use it to get more clients in your salon. Either way this digital kick-start will give you the confidence to add a new dimension to your digital marketing.

YOU OWN A SALON. NOW BUILD A BUSINESS

with Simon Harris

ADVANCED CRAFT 1 DAY

It's one thing to own a salon, but running a successful, profitable salon is a whole new challenge that needs knowhow, hard work and planning. And that's when the old adage 'you don't know what you don't know' comes into play.

You Own a Salon, Now Build a Business is designed to give you the knowledge and tools to enable your business to make a healthy profit.

It's a **one day course** that is Advanced Level for owners, managers and franchisees who want to have commercially successful salons.

You will:

- Assess your current position
- Discover salon success formulas and how you can implement them

- Understand how pricing can dramatically improve profit and sales and how it is crucial to maximising salon potential
- Learn how target setting is absolutely vital to create clear and achievable targets for everyone in the business – linking pay to productivity
- Be inspired by new ideas that can grow your turnover and increase client spend
- Understand how to plan in order to move your business forward.

Is it for you?

If you want your salon to be a commercial success – and why own a salon if you don't? – then you simply must experience this game-changing course. It's great for owners, managers and franchisees alike.

SAVE £/€ and book as part of the **Business Accelerator** Education Package – see page 11 for details!



O·P·I

#1 SALON BRAND WORLDWIDE

GROW YOUR BUSINESS

WITH THE No1 NAIL CARE SALON BRAND

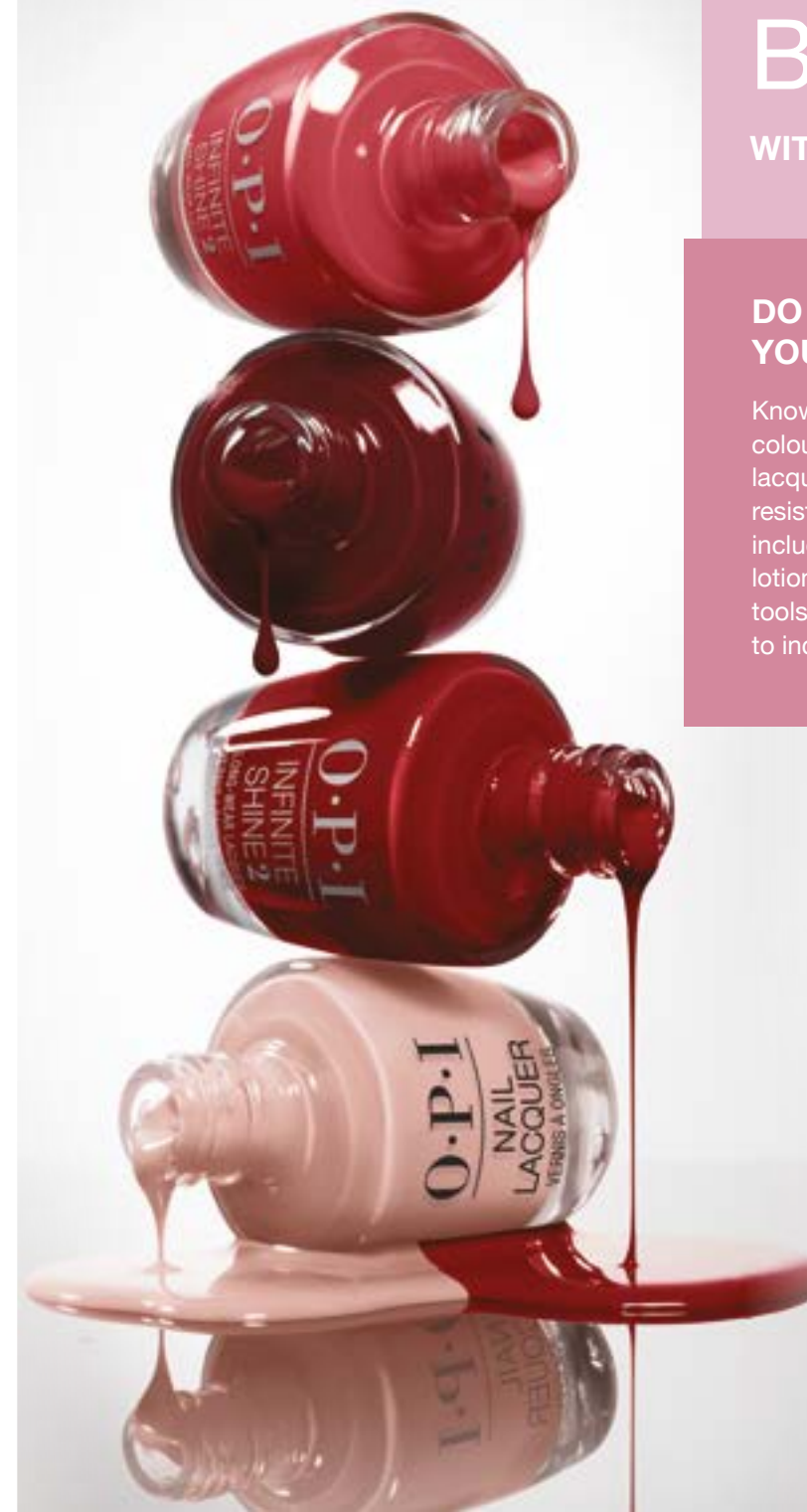
DO YOU WANT TO EXPAND YOUR BUSINESS?

Known for its exceptional formula, fashionable colours and iconic names, OPI's heavily-pigmented lacquers are super rich, long-lasting, and chip-resistant. With a full line of professional items, including nail treatments, finishing products, lotions, manicure/pedicure products, files, tools and acrylics, OPI is a great opportunity to increase your salon revenue.

FOR MORE INFORMATION

Speak to your Wella Account Manager or contact OPI Customer Services on **01923 240 010**.

For Education & Events contact
uk_watford_education@cotyinc.com



BUSINESS BOOST

with John Huscroft

ESSENTIAL CRAFT 2 DAYS

“You can’t manage what you don’t measure” – how many times have you heard that one? Measuring your salon performance but still don’t really know what those results mean or how to improve them?

Business Boost has been created to help you examine how your team compares to industry averages and to develop a step-by-step plan to achieve business growth.

This **two day course** has an innovative split format: an initial day of fact finding and generating ideas, followed by a day to recap, analyse your progress and discover more advanced techniques to motivate your team and excite your colour clients.

Get ready to:

- Accurately analyse your colour business, both team and individual performances, and identify the training and marketing needed to move forward
- Understand how you compare to other salons across key metrics including retail, treatment sales and colour sales
- Debunk the myths about pricing, learn what you should charge for your services and realise that big bills should not be feared
- Discover the language of motivation and the best ways to communicate
- Create a specific plan to utilise every opportunity to increase your colour business.

Is it for you?

If you’re a salon owner or manager who believes your business could be better, this is for you. You’ll get guidance and support that goes beyond your average training day – you really will reap the rewards of this business booster!



RECEPTION. MAKING IT WORK FOR YOUR BUSINESS

with Liz McKeon

ESSENTIAL CRAFT 1 DAY

They’re the first face your clients and potential clients see when they visit your salon and the last face they see when they leave, but is your reception doing everything it can to bring out the very best in your business?

Reception, Making It Work For Your Business aims to heighten the skills and awareness of the reception team to build their effectiveness and job satisfaction.

This is an Essential Level **one day course** that will have you thinking about the reception desk and the numerous opportunities it presents differently.

You will:

- Discover reception best practice with a focus on the real world, not the ideal world
- Develop the skills to see the salon through the client’s eyes

- Learn how reception professionals can play their part in growing the client base
- Understand how you can strengthen the client experience in order to improve retention
- Find out how reception personnel can identify the clients who need additional focus and how they can engage them.

Is it for you?

If you work on reception and want to get more satisfaction and opportunities out of your job, this is for you. It’s also perfect for salon owners, franchisees, and managers who want to have a better understanding of the challenges and openings the reception role presents.

SAVE £/€ and book as part of the **Business Accelerator Education Package** – see page 11 for details!

SALON BUSINESS MASTERY

with Michael Van Clarke

MASTER CRAFT 1 DAY

Michael Van Clarke’s Marylebone Salon is as renowned for its creative approach to business as its creative excellence. And with 30 years’ experience, Michael has been at the forefront of numerous innovations that have shaped the award-winning salon and indeed the industry.

Salon Business Mastery with Michael Van Clarke will give you numerous insights into his salon’s success, as well as takeaway tips and advice that can be easily and effectively implemented into your business.

Places on this **one day Master Level course** are limited to a maximum of 10 per session and are guaranteed to be filled quickly, so book early to avoid disappointment.

Then get ready to:

- Learn the MVC Ethos and Culture as well as the foundation success principles
- Discover the secrets of client loyalty and how you too can keep clients forever
- Understand how to run your salon more profitably, more smoothly and with more fun
- Master the art of self-leadership and leading a team
- Get to know many of Michael’s new and exciting innovations and explore the future of hairdressing.

Is it for you?

If you’d like to apply a creative mind to the business of running a salon and improve your profitability you would reap the rewards of this inspirational course. It’s ideal for salon owners, managers and senior stylists who want to do things differently.

PLACES ARE STRICTLY LIMITED TO 10 PARTICIPANTS PER COURSE – BOOK EARLY TO AVOID DISAPPOINTMENT.

For more information, please contact Louise on 0207 224 3123 or email louise@vanclarke.com. Please note we are unable to accept Wella MyEducation Reward Fund on these courses.



MAGNETIC RECRUITMENT: HOW TO ATTRACT THE BEST

with Coni Judge

ADVANCED CRAFT 1 DAY

One of the biggest challenges many salon owners face is finding, and keeping, the hard-working, productive staff with the right personality fit to make their salon a happy, harmonious place.

Taught by the captivating Coni Judge, **Magnetic Recruitment: How to Attract The Best** reveals how to recruit the right people and the tactics you should implement to encourage them to stay with you for the long term.

This is an **Advanced Level one day course** to bring out the best in people who are involved in the salon recruitment process.

- Be prepared to:
- Create a customised recruiting and retention plan that matches your brand values
 - Learn about effective advertising, applications, and materials to attract the right applicants
 - Discover personality tests and how you can make them work for your team
 - Understand how to interview to unveil their values and culture fit
 - Become aware of the importance of onboarding new team members for a long-term career with your salon.

Is it for you?

This course is a must-have for any salon owner, manager or franchisee who wants to have the best possible team, but finds recruitment a bit of a minefield. You will look at the whole process with fresh and invigorated eyes.

SAVE £/€ and book as part of the **Business Accelerator Education Package** – see page 11 for details!

THE SUCCESSFUL SALON BUSINESS

with Clive Collins

MASTER CRAFT 1 DAY

Running a salon is rather like a jigsaw puzzle with multiple pieces that all need to slot together in order to get the desired result.

Led by HOB Salons and Academy Director, Clive Collins, **The Successful Salon Business** is an in-depth course that shows you how to slot all those pieces together to create a thriving business.

This **one day Master Level course** utilises HOB Salons' extensive experience as a successful business and shows you how to implement techniques into your own practices.

- Get ready to:
- Discover how to increase your colour and retail percentages as well as your average client bill
 - Find out the right time and way to promote staff to increase motivation, loyalty and productivity
 - Learn PR & Marketing secrets that will have the right people talking about your brand and bring dream clients through your doors
 - Develop awareness and techniques to track and monitor your competition
 - Understand the fundamental differences between turnover and profit and what it means to you.

Is it for you?

If you'd like to have more clients spending more money more often, then this course is for you. It's particularly inspiring for salon owners and managers who know that they could achieve more.



New for 2019

THE FASCINATING WORLD OF TRICHOLOGY

with Mark Blake

ADVANCED CRAFT 1 DAY

Did you know that half of all clients are suffering from some form of thinning hair or hair loss? That's a whopping 50% of people sitting in your chair who are crying out for your help, but do you have the knowledge to support them?

The Fascinating World of Trichology gives you an eye-opening insight into hair nutrition, medications and surgical procedures and gives you the confidence to help your clients restore their healthy locks.

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

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

Is it for you?

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

REQUEST A BESPOKE TAILOR-MADE EDUCATION SESSION WITH ANY OF OUR BUSINESS GURUS AND INDUSTRY EXPERTS IN ONE OF OUR WELLA STUDIOS OR IN YOUR OWN SALON.

TO FIND OUT MORE PLEASE CALL YOUR NEAREST WELLA STUDIO.

Wella World Studio London
0203 650 4700

Wella Studio Manchester & Wella Pop Up Studio Edinburgh
0161 834 2645

Wella Studio Dublin
01 416 0900



Learner & trainer **EDUCATION**

SHAPING THE FUTURE OF HAIRDRESSING REQUIRES
INVESTMENT IN AND DEDICATION TO TODAY'S COLLEGES,
LEARNERS AND TRAINERS. WE ARE DELIGHTED TO SUPPORT
STUDENTS, APPRENTICES AND TRAINING PROVIDERS THROUGH
OUR INSPIRATIONAL PROGRAMME OF EDUCATION.



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JOIN MORE THAN **10,000**
LEARNERS ALREADY
GAINING PROFESSIONAL
EXPERIENCE THROUGH
WELLA EDUCATION!

TRAINING FOCUS

ESSENTIAL
CRAFT **1** DAY

GIVE LEARNERS AND TRAINING PROVIDERS AN AMAZING OPPORTUNITY TO GAIN PROFESSIONAL EXPERIENCE WORKING DIRECTLY WITH WELLA.

FOR TRAINERS

CONTINUAL PERSONAL DEVELOPMENT (CPD) FOR TRAINERS

Attend any of our inspirational seminars where YOU gain exceptional education and YOUR STUDENTS AND APPRENTICES gain from your newfound knowledge.

Once you've visited our state-of-the-art studios, it's the perfect opportunity to let your learners get out and about and experience education in new and inspiring surroundings by signing up for one of our Training Focus days.

FOR LEARNERS

TRAINING FOCUS DAYS FOR LEARNERS

Choose from three unique and inspirational seminars:

- CLASSIC AND FOUNDATION
- COLOUR CORRECTION
- CREATIVE FASHION FOCUS

THE TRAINING FOCUS LEVELS

TRAINING FOCUS 1

Classic & Foundation

TRAINING FOCUS 2

Colour Correction with Confidence

TRAINING FOCUS 3

Creative Fashion Focus

RECEIVE A TRAINING OBSERVATION VOUCHER FOR EVERY £/€ 1,000 SPENT ON WELLA PRODUCTS

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

New for 2019

WELLA SUMMER SCHOOL COLOUR



©Russell Eaton

ESSENTIAL CRAFT **4** DAYS
Can be taken separately

When **school's out for summer** how are you going to get your hairdressing fix and ensure those colour skills you've been mastering aren't going to go stale?

It's time for Wella **Summer School Colour**. You'll spend four exhilarating days at the Wella Studios where you'll reinforce your basic knowledge of colour, accelerate your learning and skills and then take your training to a sensational new level.

This your chance to take control of your hairdressing education, so if four days seem a little full-on, pick and choose the courses that most excite you or really enhance your skills with the complete programme.

You'll learn:

- Day one: In-depth colour choice and consultation
- Day two: Correcting hair colour and recipes
- Day three: Quick balayage and colour techniques
- Day four: Creative colour mixing
- Four days of hands-on workshops led by the Wella Education Team.

Is it for you?

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

New for 2019

WELLA SUMMER SCHOOL CUTTING



©Russell Eaton

ESSENTIAL CRAFT **4** DAYS
Can be taken separately

Fancy an exciting change of scenery this summer? Head on down to the Wella Studio for a hands-on experience with the Wella Technical Team.

For four inspirational days you'll recap the fundamental cutting and styling techniques and take your knowhow up a notch so you can return to college a cut above your classmates.

Four days seem too much? The great thing about the **Wella Summer School Cutting** is that you can hand-pick the training days that catch your eye or complete the set for the ultimate summer refresh and revitalise.

You'll learn:

- Day one: Long hair cutting line and layer with braiding workshop
- Day two: Classic long layers, with blow drying and styling
- Day three: Classic bob above shoulder with graduation
- Day four: Short layered cutting and finishing
- Inspirational hands-on workshops led by the Wella Education Team.

Is it for you?

Are you studying hairdressing at college or working as an apprentice in a salon? This exciting course will cement your existing knowledge and take your hairdressing education to another exciting level.

COLLEGE ARTISTIC FORCE

BRINGING WELLA EDUCATION TO YOUR COLLEGE

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

If you are looking for new ways to develop and stir up some creative passion, then this force of inspirational talent are ready to revolutionise the way hairdressing students are educated and expose them to new and exciting ideas; giving scope and ambition to young college students nationwide.

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

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

THE COLLEGE ARTISTIC FORCE:



Joshua Goldsworthy
Goldsworthy's



Ben Sutcliffe
KH Hair



Sammy Wallace
McIntyres



Nikki Clifford
NJUK Hair & Beauty Salons



Matthew Taylor
Taylor Taylor Hairdressing



Gemma Galley
Volt Salon



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 2019 or to register a provisional booking for your students, please go online to: www.adaptabletravel.co.uk



©TONI&GUY

Mentoring & EVENTS

WELLA IS PASSIONATE ABOUT OFFERING MENTORING TO EVERY MEMBER OF THE HAIRDRESSING INDUSTRY. WITH MORE THAN 70 GUEST ARTISTS, INCLUDING SOME OF THE BIGGEST NAMES IN THE INDUSTRY, WE'VE GOT THE PERFECT MENTOR TO GUIDE YOU ON YOUR JOURNEY. OUR ANNUAL PROGRAMME OF EVENTS WILL INSPIRE AND MOTIVATE YOU; DISCOVER OUR NEWEST PRODUCT INNOVATIONS, CURRENT TRENDS, UP-TO-THE-MINUTE BUSINESS IDEAS AND THE LATEST COLLECTIONS FROM SOME OF THE TOP INDUSTRY ICONS.



MENTORING

the industry

SUPPORTING YOU EVERY STEP OF THE WAY

Wella is dedicated to offering mentoring to every member of the hairdressing industry. With an amazing line up of passionate mentors, we are there to help you develop your craft and reach your goals.

So, whether you want to develop your long hair skills; improve your digital know-how; grow your confidence with creative colour techniques; or be guided on how to boost your column we have the perfect mentor to help you on your way.



©Marc Antoni

WANT TO FAST-TRACK YOUR CAREER?

To really get involved and fast-track your career, why not take part in one of these ultimate mentoring programmes:

- **XPOSURE**
(see page 104)
- **Apply to join the Generation NOW or Cult Teams**
(see page 105)
- **Take part in TrendVision Award 2019**
(see page 98)

TAILOR-MADE SESSIONS

There is no one-size fits all mentoring programme, so if you're interested in a tailor-made session for you or your team please contact your nearest Wella Studio - please see page 13 for contact details.

AN ICONIC LINE UP OF MENTORS FOR 2019



Desmond Murray
Atherton Cox



Bruce Masefield
Bruce Masefield Hair



Charlie Taylor
Charlie Taylor



Paul Adamczuk
Cheynes Hairdressing



Darren Lacken
Crow Street Collective



Darren Ambrose
D&J Ambrose



Angelo Vallillo
DNA Artspace



Akin Konizi
HOB Academy



Jake Unger
HOB Academy



Jayson Gray
Karbon Kyd



Kevin Luchmun
Kevin Luchmun Photography



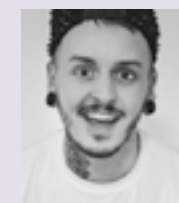
Dom Capel
Lara Johnson Lifestyle



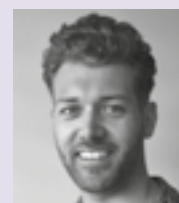
Bruno Marc
Marc Antoni



Colin McAndrew
Medusa



Peter Mellon
Medusa



Michael Gray
Michael Gray Hair



Kai Wan
p.kai hair



Robert Eaton
Russell Eaton



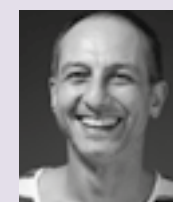
Leonardo Rizzo
Sanrizz



Rudi Rizzo
Sanrizz



Edward Darley
Sassoon Academy



Cos Sakkas
TONI&GUY



Indira Schauwecker
TONI&GUY

GUEST ARTISTS

WE'VE HAND-PICKED CREATIVE, TALENTED AND INSPIRING INDIVIDUALS WHO CONSISTENTLY WOW US WITH THEIR EXPERTISE IN COLOUR, CUTTING, STYLING AND PRESENTING TO BECOME OUR GUEST ARTISTS. THESE LEADING LIGHTS OF THE INDUSTRY ARE TRUE INSPIRATIONS AND WE'RE DELIGHTED TO BE ABLE TO GIVE YOU THE OPPORTUNITY TO MEET AND WORK ALONGSIDE THEM ON OUR GUEST ARTISTS COURSES.

GUEST ICONS

A unique combination of the crème de la crème of British hairdressing and the next generation of hairdressing icons, who bring their vision, talent and technical skill to many of our studio courses.

STYLE COUNCIL

Be amazed by the talents of our team of Irish Guest Artists who work their magic on shows and events across Ireland. Style Council members can often be found working on projects and courses in our Dublin studio.

ART TEAMS

Bringing a complete spectrum of hairdressing skills and expertise to our studios, Wella Art Teams will inspire you with their dynamism, talent and creative innovation.

GENERATION NOW

How do you progress from being up-and-coming talent to being at the heart of the industry? Generation NOW is all about offering unique experiences and opportunities that grow your skills and your network to open up a world of possibilities.

COLOUR CREATIVE

An exclusive collection of the industry's most skilful and creative colourists. You will develop your eye for colour and your technical skill when you experience the Colour Creative at Wella's studios, shows and seminars.

COLLEGE AND LEARNER ARTISTIC FORCE

We're so excited to inspire and educate the next generation of hairdressing students and apprentices. Our College Artistic Force

comprises award-winning team members who deliver their knowledge with the talent and charisma that will leave your learners buzzing.

CULT TEAM

A fearless force of fashionistas set to revolutionise the face of modern hairdressing. The Cult Team are all about getting creative in the moment. Think session styling and all of the hottest, coolest events and they'll be there.





Introducing our
**GUEST
ARTISTS**

UK GUEST ARTISTS



Kerry Hayden
Atherton Cox



Clive Boon
Boons



Bruce Masefield
Bruce Masefield Hair



Charlie Taylor
Charlie Taylor



Paul Adamczuk
Cheynes Hairdressing



Mark Pearson
Creator



Darren Ambrose
D&J Ambrose



Clayde Baumann
D&J Ambrose



Angelo Vallillo
DNA Artspace



Chris Mullen
Flanagans



Leslie Hunter
Frances Hunter
Hairdressing



Joshua Goldsworthy
Goldsworthy's



Joseph Ferraro
Joseph Ferraro



Dylan Smith
Hanns Hair Design



Akin Konizi
HOB Academy



Jake Unger
HOB Academy



Sean Nolan
HOB Academy



Kevin Luchmun
Kevin Luchmun
Education



Jayson Gray
Karbon Kyd



Ben Sutcliffe
KH Hair



Dom Capel
Lara Johnson Lifestyle



Bruno Marc
Marc Antoni



Marcus Giamattei
Marc Antoni



Daniel Spiller
Marc Antoni



Altin Ismaili
Marc Antoni



Kay McIntyre
McIntyres



Sammy Wallace
McIntyres



Colin McAndrew
Medusa



Kym Wyser
Medusa



Peter Mellon
Medusa



Michael Gray
Michael Gray Hair



Gustav Fouche
Michael Van Clarke



Nicky Clarke
Nicky Clarke



Nikki Clifford
NJUK Hair & Beauty
Salons



Kai Wan
p.kai hair



Patrick Cameron
Patrick Cameron



Robert Eaton
Russell Eaton



Daniel Couch
Russell Eaton



Leonardo Rizzo
Sanrizz



Sharon Cox
Sanrizz



Rudi Rizzo
Sanrizz



Mark Hayes
Sassoon Academy



Edward Darley
Sassoon Academy



Gareth Vance
Sassoon Academy



Danielle Harvey
Sassoon Academy



Martyn Holmes
Strangeways



Matthew Taylor
Taylor Taylor
Hairdressing



Daniel Taylor
Taylor Taylor
Hairdressing



Josh Taylor
Taylor Taylor
Hairdressing



Francesco Fontana
TONI&GUY



Siobhan Golden
TONI&GUY



Cos Sakkas
TONI&GUY



Indira Schauwecker
TONI&GUY



Jon Wilsdon
TONI&GUY



Georgie Mathers
TONI&GUY



Gemma Galley
Volt Salon



Zoe Irwin
Zoe Irwin

IRELAND GUEST ARTISTS



Elaine Sullivan
Aviary Lane



Pamela Sullivan
Aviary Lane



Ger Storey
Craft & Co



Darren Lacken
Crow Street Collective



Eoin Wright
Foundation



Sean Dunne
Foundation



Andrew Dunne
Hair By Mane



Olive Tucker Lee
House of Colour



Joanne O'Neill
Joanne O'Neill
Hairdressing



Alex Keville
Keville for Hair



Alan Keville
Keville for Hair



Sarah Mason
Sarah Mason
Professional

ART TEAMS



Cheynes Hairdressing



D&J Ambrose



HOB Academy



KH Hair



Keville for Hair



Marc Antoni



McIntyres



Michael Van Clarke



p.kai hair



Sanrizz



TONI&GUY



Cult Team



Generation NOW Team

INTRODUCING WELLA PROFESSIONALS

COLOUR CREATIVE

ENLISTING THE EXPERTISE OF SOME OF THE INDUSTRY'S MOST SKILFUL AND CREATIVE COLOURISTS, WE ARE DELIGHTED TO INTRODUCE THE WELLA PROFESSIONALS COLOUR CREATIVE. 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 CREATIVE TEAM WORKS WITH WELLA PROFESSIONALS TO LAUNCH AND PROMOTE OUR LEADING COLOUR BRANDS THROUGH EDUCATION, SHOWS, 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 Creative looks forward to taking colour to greater heights over the coming years and beyond.

COLOUR CREATIVE TEAM



ROBERT EATON
Russell Eaton
Wella Professionals
Technical Director



ZOE IRWIN
Wella Professionals
Colour Trends Expert



CLAYDE BAUMANN
D&J Ambrose



ANDREW DUNNE
Hair by Mane



SEAN NOLAN
HOB Academy



JAYSON GRAY
Karbon Kyd

COLOUR CREATIVE EDUCATORS



DARREN LACKEN
Crow Street Collective



DANIEL SPILLER
Marc Antoni



SIOBHAN GOLDEN
TONI&GUY



EDWARD DARLEY
Sassoon Academy

TREND**VISION**2019
award

A JOURNEY OF A LIFETIME

SO MUCH MORE THAN
A COMPETITION...

Let us take you on a journey of discovery to
explore your **creativity**, develop your **skills**,
build your **confidence** and raise your profile...

TRENDVISION2019
award

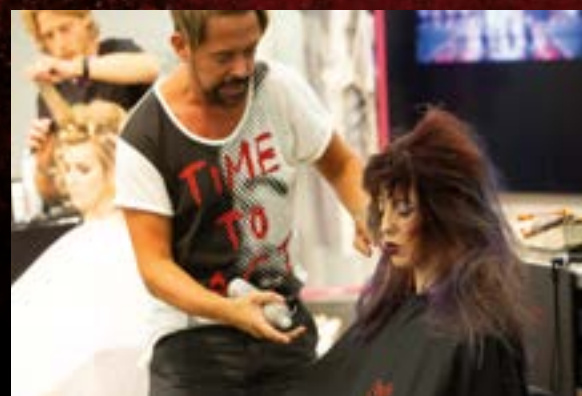
A JOURNEY OF A LIFETIME

SO MUCH MORE THAN A COMPETITION...

INCREDIBLE MENTORING

TrendVision Award is an exciting contest that is complemented by an **unrivalled programme of digital and face-to-face mentoring at every stage**. It's all designed to bring out the best in you – whatever stage you reach.

Get started on the first step of your TrendVision Award Journey with Create Your Look – see next page.



AMAZING PRIZES

FOR THE WINNERS, THERE ARE MONEY-CAN'T-BUY PRIZES AND OPPORTUNITIES; BUT EACH AND EVERY ENTRANT WILL IMPROVE THEIR CRAFT, LEARN AND GROW THROUGHOUT THIS INSPIRATIONAL EXPERIENCE. AS WELL AS THE KUDOS OF BEING THE UK & IRELAND'S FINEST, WINNERS WILL ALSO RECEIVE AN ARRAY OF PHENOMENAL PRIZES...

- ★ A money can't buy mentoring programme with industry artists
- ★ A tailor-made Wella Education programme to develop your craft (up to the value of £2000!)
- ★ Attend inspiring Wella Events throughout the year
- ★ Grow your profile with press in print and online media
- ★ Take home a coveted TrendVision Award Trophy

GOLD AWARD WINNERS

In addition to all the above, all gold winners will:

- ★ Take part in an amazing photo shoot with an industry-leading photographer
- ★ Attend a once-in-a-lifetime tailor-made mentoring programme with global hair icons

ENTER NOW!

THE CATEGORIES

COLOR VISION

Recognising **best in class colour work** with a focus on **beautiful, wearable and glossy hair**.

MALE GROOMING

Create a **total men's look** exhibiting excellence in craftsmanship in **cut, colour and finish** and taking inspiration from **current barbering trends**.

CREATIVE VISION

Express your creative vision by styling a **beautiful on-trend cut and finish**.

RUNWAY

Showcase your creativity and push the boundaries with an **editorial long hair / hair-up look**. Show us beautiful style and finish with the **option to use hair extensions and pieces**.



DATES FOR YOUR DIARY

► **SUBMIT YOUR PHOTOGRAPHIC ENTRY ONLINE FROM:**
Wednesday 6 February

► **PHOTOGRAPHIC ENTRY DEADLINE:**
Wednesday 20 March
(at midday)

► **Photographic Results announced:**
Thursday 4 April

► **UK Regional Heats:**
13, 14, 20 & 21 May

► **Ireland Heat:**
Monday 19 August

► **UK & Ireland Final:**
Monday 30 September

WANT TO FIND OUT MORE?

TrendVision Award 2019 will launch in January. To be the first to hear the latest news, register your interest today with the Wella Education & Events Team on:

0845 6018 128 (UK)
01 416 0900 (IRE)
wellaevents@cotyinc.com

#WELLATVA

www.wella.co.uk/trendvision

TRENDVISION2019
award

START YOUR TRENDVISION AWARD 2019 JOURNEY HERE

CREATE YOUR LOOK

Work with an industry-renowned photographer to create your TrendVision Award entry. Plus, receive coaching from industry experts to help grow your profile.

Taking place at the state-of-the-art Wella studios, Create Your Look sessions are designed to equip you with everything you need to capture the perfect image for your best TrendVision Award 2019 entry.

PR INDUSTRY EXPERT:



Emma Summersby
Summersby Media

Emma Summersby has a true passion for the hair and beauty industry. As the Director of Summersby Media and having spent more than a decade working as the Associate Editor at Hairdressers Journal International, she has a wealth of experience to share. Emma will be on hand at all the Create Your Look sessions to offer coaching and advice on how best to PR your TrendVision Award journey.

ICONIC INDUSTRY PHOTOGRAPHERS:

These industry renowned photographers are at the top of their game. Work with them to bring your entry to life.



Desmond Murray
Atherton Cox



Kevin Luchmun
Kevin Luchmun Photography



Kai Wan
p.kai hair

YOUR SESSION WILL INCLUDE:

- ▶ AN INSPIRATIONAL WELCOME FROM THE WELLA TEAM
- ▶ COACHING TO HELP YOU PR YOUR TRENDVISION AWARD JOURNEY
- ▶ 2 HOURS TO CREATE YOUR LOOK
- ▶ A PHOTOSHOOT WITH AN INDUSTRY-RENNED PHOTOGRAPHER

WHAT YOU'LL RECEIVE:

- ▶ A DIGITAL PHOTOGRAPH OF YOUR LOOK READY FOR SUBMISSION
- ▶ A DIGITAL TOOLBOX WITH ALL OF THE RESOURCES AND ASSETS YOU NEED TO PR AND SHOUT ABOUT YOUR TRENDVISION AWARD JOURNEY



CREATE YOUR LOOK DATES

- ▶ **WELLA WORLD STUDIO LONDON:**
28 & 29 January
with Kai Wan & Desmond Murray
- ▶ **WELLA STUDIO MANCHESTER:**
3 & 4 February
with Kevin Luchmun & Kai Wan
- ▶ **WELLA POP-UP STUDIO SCOTLAND:**
11 & 12 February
with Desmond Murray
- ▶ **WELLA STUDIO DUBLIN:**
18 & 19 February
with Kevin Luchmun & Kai Wan

NB: Photographer subject to change. All cutting and colouring must be done prior to session. Only hair, make-up and outfit styling on the day.

BOOK NOW TO AVOID DISAPPOINTMENT:

£45 exc VAT
€50

Contact your Wella Account Manager or the Wella Events Team
UK: 0845 6018 128
or **Ireland: 01-4160900**,
wellaevents@cotyinc.com
to book your place.

XPOSURE 2019

GET THE EDGE

XPOSURE IS A HAIRDRESSING COMPETITION SOLELY AIMED AT HAIRDRESSING STUDENTS. THIS IS YOUR OPPORTUNITY TO 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 2019.

IT'S NOT ALL ABOUT WINNING!

There's so much to be gained from taking part. Get stuck in and gain invaluable experience of taking part in an industry competition, raise your profile and grow your talent with digital and face-to-face mentoring.

THE PRIZES

THIS IS YOUR CHANCE TO WIN OUR MONEY CAN'T BUY PRIZES!

GOLD, SILVER & BRONZE Award Winners

- Experience an XPOSURE tailor-made mentoring day with an inspirational industry icon at the Wella World Studio London. This fantastic prize will be an action-packed day to develop your creativity, passion, confidence and skills
- A tailor made Wella Education Programme (valued from £250 - £1000)
- A Tool kit (valued from £100 - £500)
- Wella Professionals XPOSURE Trophy.

GOLD Award Winners will also get to

- Experience an exclusive behind the scenes day at the TrendVision Award UK & Ireland Final.

FOR MORE INFORMATION

Please call the Wella Events Hotline on **0845 6018 128** or email wellaevents@cotyinc.com

f 'Wella UK'
@wellahairuk #XPOSURE

www.wella.co.uk/xposure

HOW TO ENTER

STEP 1:

Choose a category - College or Private Training Academy

STEP 2:

Gain consent from your representative at your College or Private Training Academy

STEP 3:

Create and capture a Commercial Cut & Colour look

STEP 4:

Submit your online entry by Mon 4 February (noon)

DATES FOR YOUR DIARY

Submit your entry online from: January

Photographic Deadline
Mon 4 February (noon)

Photographic Results announced: Fri 15 March

Regional Heats
Week commencing 29 April

UK Final
Wella World Studio London:
Mon 3 June



SEBASTIAN PROFESSIONAL CULT TEAM

ARE YOU A CREATIVE AND PASSIONATE STYLIST?

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

OUR AIM

To create artistic, provoking, inspiring, fearless hair!

LIFE IN THE CULT

The CULT Team revolves around an incredible 18-month mentoring experience, enabling each person to experience different types of hairdressing education to develop their

own careers. You will have the opportunity to represent Sebastian live on stage and spend valuable time with some of Sebastian's leading international and UK artists & industry mentors, including International & UK Art Team member, Angelo Vallillo; UK Sebastian Artist, Joseph Ferraro and UK Sebastian Brand Ambassador, Dom Capel.

DARE TO DREAM

CALLING ALL GRADUATES OF THE SEBASTIAN MOB PROGRAMME ...

We invite you to shake up the world of hairdressing and audition for a place.

VISIT www.wella.co.uk/cultteam to find out when the next audition dates will take place.

PROFESSIONAL SEBASTIAN

For more information about the Sebastian Professional CULT TEAM, speak to your Wella Account Manager



THE SEBASTIAN PROFESSIONAL CULT TEAM 2018/19

Mary Geoghegan
KH Hair, Nottingham

Jenny Addyman
Joseph Ferraro, Harrogate

Carlo Avena
HOB Salons

Notty Luanthamakon
Blue, York

Alejandro Gerdez
Queen, Dublin

f Sebastian Professional Sebastian Professional sebastianpro_official #sebastian_cultteamuki

GENERATION NOW

GENERATION NOW WAS LAUNCHED EIGHT YEARS AGO BY WELLA PROFESSIONALS TO DISCOVER RISING STARS HUNGRY TO MAKE THEIR MARK ON THE WORLD OF HAIRDRESSING.

FIVE UP AND COMING HAIRDRESSERS HAVE BEEN CHOSEN TO CREATE THE NEW GENERATION NOW TEAM. THEY WILL EXPERIENCE AN INSPIRATIONAL 18 MONTH MENTORING PROGRAMME WORKING WITH SOME OF THE BIGGEST NAMES IN HAIRDRESSING!



WELLA PROFESSIONALS GENERATION NOW TEAM 2018/19

Roisin Hynes
Sarah Mason Professional

Rita Tuska
Joseph Ferraro

Richard Potts
Rage

Elizabeth Williams
KH Hair

Natasha Cameron
McIntyres

WANT TO JOIN THE NEXT GENERATION NOW TEAM?

For more information about becoming one of the Generation NOW Team, please contact your Wella Account Manager.

#WELLAGENNOW

BUSINESS NETWORK *Live*

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

Business Network Live is a unique event where we bring exceptional individuals from outside the hairdressing industry to inspire, motivate and elevate!

Including truly exceptional speakers, workshops and insights into the wider world of business and trends, Business Network Live gives you the opportunity to approach your salon business from a new perspective. The 21st anniversary of Wella's Business Network Live included inspirational speakers Farrah Storr, Geoff Ramm, Holly Tucker, Richard Mullender, Joshua Coombes, Ben Fogle, Philip Collins and Levi Roots. This year, the 22nd event will bring another great line-up of speakers to reflect on the most topical issues affecting small and medium businesses.

Be inspired to make a difference, register your interest today!

GET INVOLVED

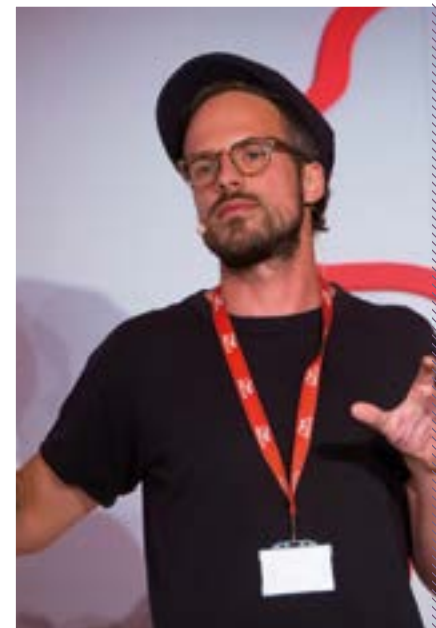
Venue:
The Belfry Hotel & Resort,
West Midlands

Dates:
Monday 8 & Tuesday 9 July 2019

REGISTER

To register your interest for Business Network Live 2019, please call or email the Wella Events hotline
T. 0845 6018 128
E. Wellaevents@cotyinc.com

#WELLABNL



“IT HAS TRULY BEEN AN AMAZING TWO DAYS. WE HAVE HAD SO MUCH FUN TOGETHER BUT ARE ALL WALKING AWAY ARMED WITH MORE TOOLS TO HELP GROW OUR BUSINESSES, WITH BUNDLES OF INSPIRATION AND MOTIVATION





SASSOON ACADEMY
OFFERS ALL WELLA
ACCOUNTS A **20%
DISCOUNT** ON
SELECTED COURSES.*

SASSOON ACADEMY

EXCLUSIVE PARTNERSHIP

For over 60 years, the reputation of Sassoon Academy has been built on developing and providing world-class education in Sassoon Academies and Education centres around the globe.

Through an unparalleled system of training that has become definitive, Sassoon instructors deliver unique programmes with passion and professionalism, inspiring generations of hair professionals of all levels of experience.

Developed and designed to be contemporary, relevant and forward thinking, Sassoon courses are delivered with commitment and technical excellence. Celebrating cutting and colouring in its purest form.

You are never too new or too experienced to benefit from Sassoon Academy.

SASSOON INSTRUCTORS

A Sassoon educator is unique, passionate about their craft and educated to the very highest standards in the Sassoon proprietary methods. They love their subject and are absolute perfectionists in their specialist field, undertaking rigorous initial training that is continually updated. They develop minds and talents in nurturing, engaging way to help you achieve your full potential.

SASSOON DIRECT

At Sassoon, we realise that not everyone can get to a dedicated Sassoon Academy or Education Centre with the frequency that they would like - so let us do the travelling!

Sassoon Direct is ideally suited to small audiences with flexible duration for any learning period, depending on the depth or level of education required. The up-close &

personal environment allows for a higher degree of detailed instruction.

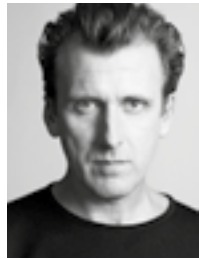
Every day begins with a demonstration and the afternoon is devoted to hands-on learning. The optional addition of 'walk on' presentation models can provide impact in illustrating the finished looks.

The Sassoon Direct format can be delivered in an alternative venue should your salon not be spacious enough.

YOU SET THE LEARNING GOALS AND WE DELIVER.

For more information please contact:
Education services: 020 7399 6902
edservices@sassoonglobal.com
For a full list of all courses visit:
sassoon-academy.com

INTERNATIONAL CREATIVE TEAM



Mark Hayes
International
Creative Director



Edward Darley
UK Colour Director



Danielle Harvey
UK Assistant
Academy Creative
Director



Gareth Vance
UK Assistant Salon
Creative Director

Unmissable EVENTS

DON'T MISS OUT ON ALL THESE INCREDIBLE EVENTS
IN 2020! GET THE DATES IN YOUR DIARY AND WE
LOOK FORWARD TO SEEING YOU THERE!



Attend **CREATE YOUR LOOK** sessions
and bring your **TrendVision Award
2019** entry to life with an industry
leading photographer.



EDUCATION PACKAGES
- brand new for 2019! Plan your
education for the year ahead, save
20% and become an expert in your
field! See page 10-11.

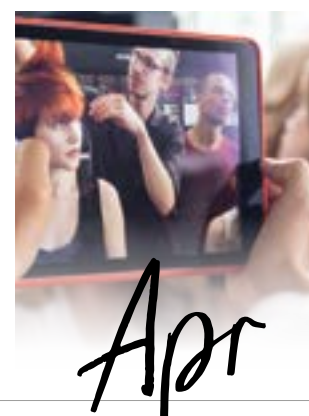


**THE NATIONWIDE SEARCH FOR
THE 2019 WELLA PROFESSIONALS
XPOSURE WINNER 2018 CLOSES**
- don't miss your chance to be the
next rising star. Entry Deadline:
Mon 4 February!

© Russell Eaton



TRENDVISION AWARD DEADLINE:
get your photographic entries
in by Wed 20 March!



GET DIGITAL! With exciting new
Insta Ready Colour, Digital Influence
Lab and Activate Your Digital
Business workshops.



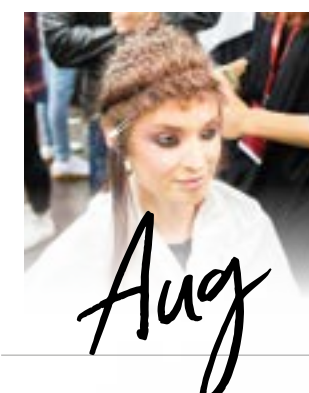
**TRENDVISION AWARD
REGIONAL HEATS** don't miss the
show in Glasgow, Manchester,
London and Birmingham!



Learn more about the **WELLA
BRANDS** and book an **IN-SALON
TRAINING COURSE** for your team.



BUSINESS NETWORK LIVE... a staple
in every salon owners diary, get
involved!



SCHOOLS OUT FOR SUMMER!
Our brand new Summer Schools will
educate and inspire college students,
learners and hairdressing apprentices.

**ATTEND THE TRENDVISION AWARD
IRELAND HEAT** on Mon 19 August!



SAVE THE DATE!
TrendVision Award UK & Ireland
Final - Mon 30 September.



Join a **WELLA GUEST ARTIST FOR
INCREDIBLE INSPIRATION** and improve
your skills and craftsmanship.



PREPARE FOR PARTY SEASON!
Brush up on your style skills with Insta
Waves & Braids or Red Carpet Glamour.



**ACTIVATE YOUR 2020 EDUCATION
PLANS WITH WELLA!**

© Nicky Clarke

© TONI&GUY

HOW TO BOOK

TO BOOK ANY IN SALON EDUCATION PLEASE SPEAK TO YOUR WELLA ACCOUNT MANAGER OR WELLA EDUCATOR. FOR ANY STUDIO EDUCATION PLEASE CONTACT YOUR NEAREST WELLA STUDIO OR YOUR WELLA ACCOUNT MANAGER.



WELLA WORLD STUDIO LONDON

One The Strand
(Northumberland Avenue entrance),
London, WC2N 5EJ
T. 0203 650 4700
wellastudiolondon@cotyinc.com



WELLA STUDIO DUBLIN

The Chancery,
3-10 Chancery Lane,
Dublin 8, Ireland
T. 01 416 0900
wellastudiodublin@cotyinc.com



WELLA STUDIO MANCHESTER

82 King Street,
Manchester,
M2 4WQ
T. 0161 834 2645
wellastudiomanchester@cotyinc.com



WELLA POP UP STUDIO EDINBURGH

Hosted in Cheynes Academy,
3 Drumsheugh Place,
Edinburgh, EH3 7PT
(Bookings managed by
Wella Studio Manchester)
T. 0161 834 2645

FOR ANY OTHER QUERIES, PLEASE CONTACT THE WELLA EDUCATION & EVENTS HOTLINE:
UK T. 0845 6018 128 Ireland T. 01 4160900 or email wellaevents@cotyinc.com

To see full T&Cs on all courses please refer to: wella.co.uk/education and the Wella Education 2019 Dates and Prices booklets