



BRAND STATEMENT

WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.

WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS

BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT

SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.

WE THINK LIKE YOU.

WE THINK STYLIST







TOGETHER FOR SUCCESS

Success is a journey, not a destination - and there is no reason that you should walk that path alone!

As artists, we can never get enough of the ideas and impulses that satisfy our need to be creative. As stylists, we know that being in the company of like-minded stylists is invigorating. As business people, we must have the right partner to accompany and support us.

Let's take the journey to success together.

Our education programs are essential for you to be successful - artistically, creatively and technically. Join our Goldwell Education Team and Guest Artists for powerfully informative and inspiring sessions and enjoy the atmosphere of being among other highly creative stylists. All of the courses in this book were developed by stylists like yourself, with you in mind - so with every cut, color and style you create - you will feel your talent developing further, with your skills getting as sharp as your cutting tools.

As your trusted salon partner, we invite you to browse our offerings and then join our education programs. It's an investment in your craft and in your future that you can't afford to miss.

Let's get started, together.

RITA MARCON EDUCATION DIRECTOR - AUSTRALIA **JUSTIN ANDERSON**GENERAL MANAGER - SALON BUSINESS - AUSTRALIA

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CONTENT

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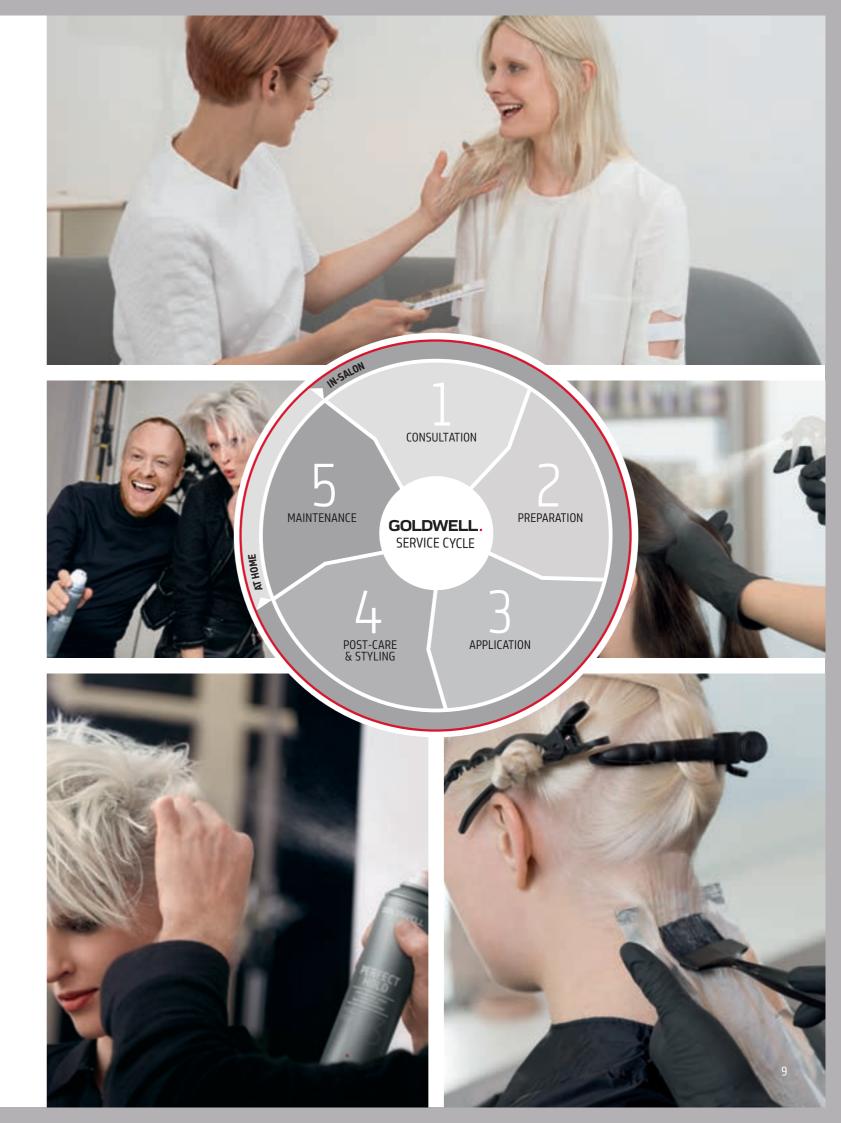
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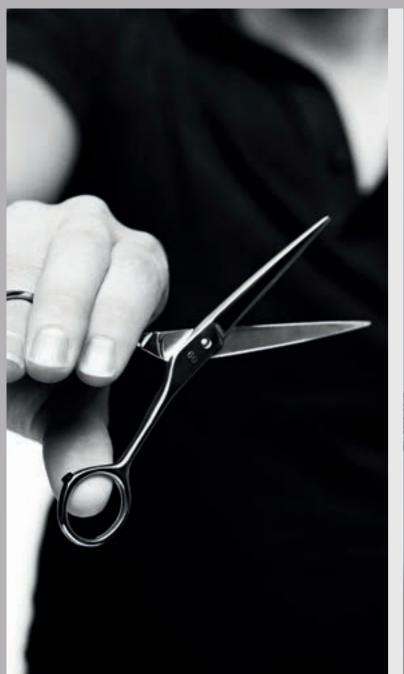
GOLDWELL SERVICE CYCLE

YOUR WAY TO SALON SUCCESS

Turn every salon visit into an exceptional experience - with an individual consultation, latest techniques and high-performing professional products developed to best support your hair expertise.

Discover the Goldwell Service Cycle www.goldwell.com









GOLDWELL MASTER SERIES

FROM PASSION TO MASTERY

Whether color, cut & styling or texture - take your expertise to a new level.

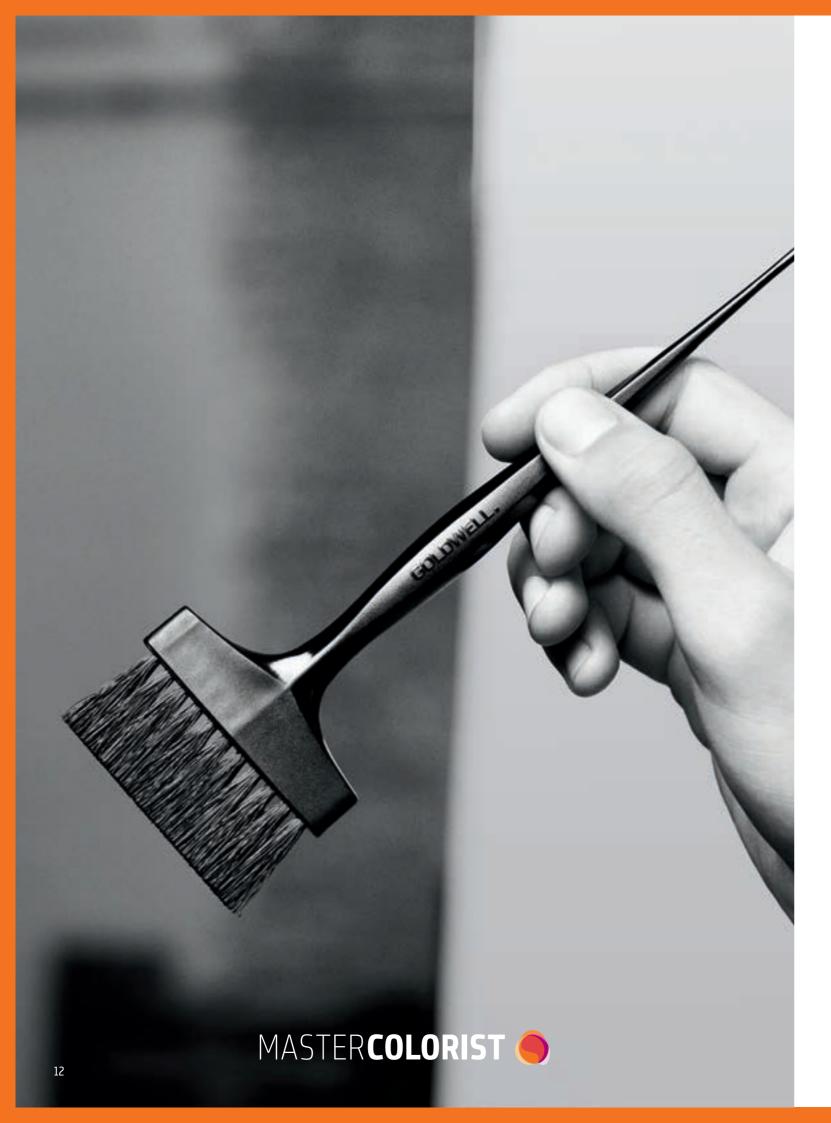
Be a true master in what you love.

Join the Goldwell Master Series and get all you need to become the best in what you do. Each program consists of exciting interactive seminars and takes you step-by-step through the different areas of hair mastery.

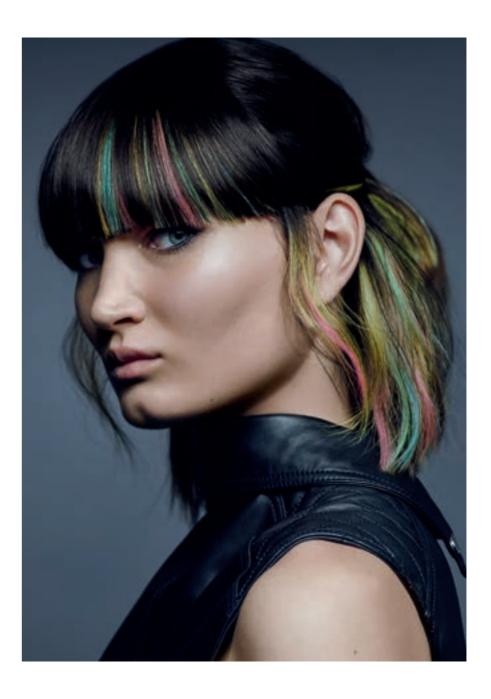


Get inspired, get energized and get started.

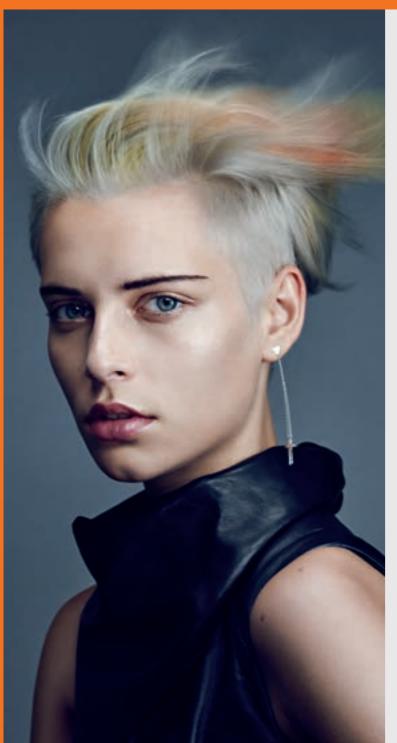
Join us!



MASTER COLORIST

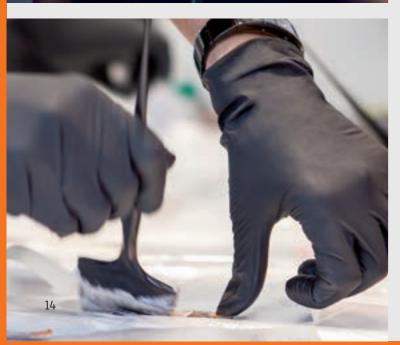


TURN YOUR PASSION FOR COLOR INTO MASTERY











MASTERCOLORIST (

TURN YOUR PASSION FOR COLOR INTO MASTERY

Take your expertise to a new level - become a GOLDWELL MASTER COLORIST.

These exciting and interactive seminars take you on a journey through the art and services of hair color.

It's not just about color, it's about building on your creativity and developing your skills in every area - communication, service, technique and artistry.

Each of the Master Colorist segments is designed to focus on a different area of hair color mastery and to enable you to attain a new level of knowledge and competency.

This is your program, if you want to:

» grow your business and increase your client loyalty
 » develop and refine your technical skills
 » supercharge your creativity

Get inspired, get energized and get started.

Join us!

MASTERCOLORIST |

ACHIEVE ELITE STATUS

When you have completed the Color Technician segment you receive the Master Colorist certification. Complete additional segments to elevate your Master Colorist status.

MASTERCOLORIST |

COLOR DESIGNER

Techniques and Service Mastery

ADVANCED GREY COVERAGE

ADVANCED FASHION COLORING

ADVANCED GOLDWELL TECHNIQUES

COLOR SPECIALIST

Color Transition Mastery

COLOR CORRECTION

COLOR FORMULATION

COLOR ARTIST

Trends and Inspiration Mastery

COLOR TREND

COLOR LAB

CERTIFICATION

COLOR TECHNICIAN

Service Cycle and Standards Mastery

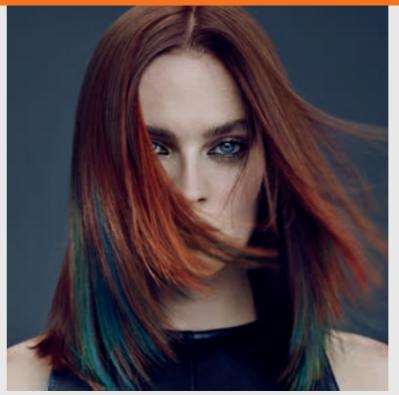
DEMI-PERMANENT COLOR MASTERY

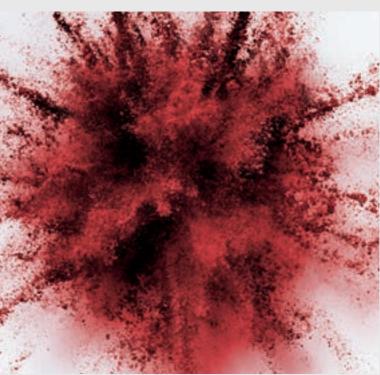
PERMANENT COLOR MASTERY

LIGHTENING MASTERY

ELUMEN MASTERY

FOILING MASTERY (OPTIONAL)













MASTERCOLORIST |

COLOR TECHNICIAN

GOLDWELL SERVICE CYCLE AND STANDARDS MASTERY.

Being a true color expert means having a deep knowledge of all: the products, the techniques and the tools.

Learn how to integrate the Goldwell color system into a holistic service your client will love. Become a **COLOR TECHNICIAN**.

WHAT'S IN IT FOR YOU?

» World-class consultation for your client
» In-depth knowledge of the Goldwell brands
» Creating a "total look" that is more than just hair color
» How to talk confidently and promote color services
» Knowledge in dimensional coloring
» Formulations for reliable, lasting and even grey coverage
» Inspirational, hands-on sessions that are fun and give you true color mastery!

DEMI-PERMANENT COLOR MASTERY

EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Learn all about demi-permanent coloring with COLORANCE. This seminar offers versatile hair color solutions that meet real-world needs and expectations. Discover services ranging from shine enhancement to the most exciting fashion colors and grey blending that your client's will love.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Mon 27 FEB | Tue 4 APR | Mon 10 JUL MELBOURNE Mon 13 FEB | Tue 2 MAY | Tue 11 JUL

Tue 29 AUG

BRISBANE Tue 14 FEB | Tue 16 MAY

ADELAIDE Mon 20 MAR
PERTH Mon 27 FEB
LAUNCESTONMon 10 APR
NEWCASTLE Mon 1 MAY



PERMANENT COLOR MASTERY

EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Wow your clients with limitless color possibilities, 100% grey coverage and the ultimate durability and evenness of the TOPCHIC and NECTAYA ranges. Learn to enhance your client's natural beauty through the most beautiful hair color.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Mon 20 MAR | Tue 16 MAY | Mon 26 JUN

Mon 4 SEP

MELBOURNE Mon 27 FEB | Tue 30 MAY | Tue 25 JUL

Tue 12 SEP

BRISBANE Tue 28 FEB | Mon 29 MAY

ADELAIDE Mon 15 MAY

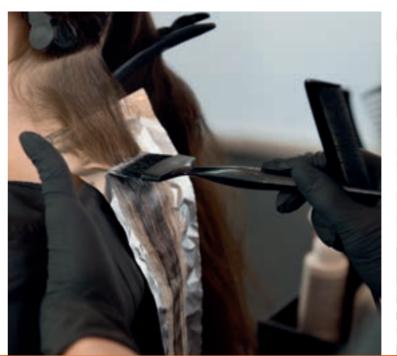
ERTH Mon 27 MAR | Tue 12 SEP

LAUNCESTON Tue 18 APR NEWCASTLE Mon 3 JUL











LIGHTENING MASTERY

EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Get to know all about blondes: its versatility, its challenges and its beauty. Make your salon the place to be for blondes. Gain knowledge and skills you need to create the perfect blonde every single time.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Mon 13 MAR | Tue 2 MAY | Mon 17 JUL

Tue 19 SEP

MELBOURNE Mon 27 MAR | Mon 19 JUN | Tue 26 SEP

BRISBANE Tue 21 MAR | Tue 11 JUL

ADELAIDE Mon 5 JUN

PERTH Mon 13 MAR | Mon 28 AUG HOBART Mon 20 MAR

HOBART Mon 20 MAR LAUNCESTON Tue 18 JUL NEWCASTLE Mon 31 JUL



ELUMEN MASTERY

EDUCATOR Goldwell Master Colorist Educator
FORMAT One day including hands on workshop

Discover endless possibilities to amaze your clients with dazzling shine, incredible durability and evenness of a permanent color without ammonia. Learn how to increase your salon menu with premium ELUMEN services perfect for your most demanding salon clients.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY TUE 21 MAR | MON 15 MAY | TUE 18 JUL

TUE 26 SEP

MELBOURNE TUE 7 MAR | TUE 23 MAY | MON 31 JUL

MON 2 OCT

BRISBANE TUE 14 MAR | WED 12 JUL

ADELAIDE MON 10 JUL PERTH MON 17 JUL LAUNCESTON MON 3 JUL





EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Learn the classic technique of foil highlighting. Find out more about how you can adapt placements to achieve different color effects and add dimension to your color.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY MON 6 MAR | MON 1 MAY | TUE 25 JUL MELBOURNE MON 20 FEB | TUE 16 MAY | TUE 15 AUG

BRISBANE MON 6 MAR | TUE 27 JUN

ADELAIDE MON 14 AUG PERTH MON 1 MAY LAUNCESTON MON 5 JUN











COLOR TECHNICIAN CERTIFICATION DAY

EDUCATOR Goldwell Master Colorist Educator FORMAT One day

Celebrate and acknowledge your growth and development at the Master Colorist Certification Day. Gaining your Color Technician Certification will further help to build your confidence, skills, reputation and credibility with salon clients. The one day certification will include completion of two models to demonstrate core skills and product knowledge with an online Technician Certification completed prior to the day.

INVESTMENT \$45

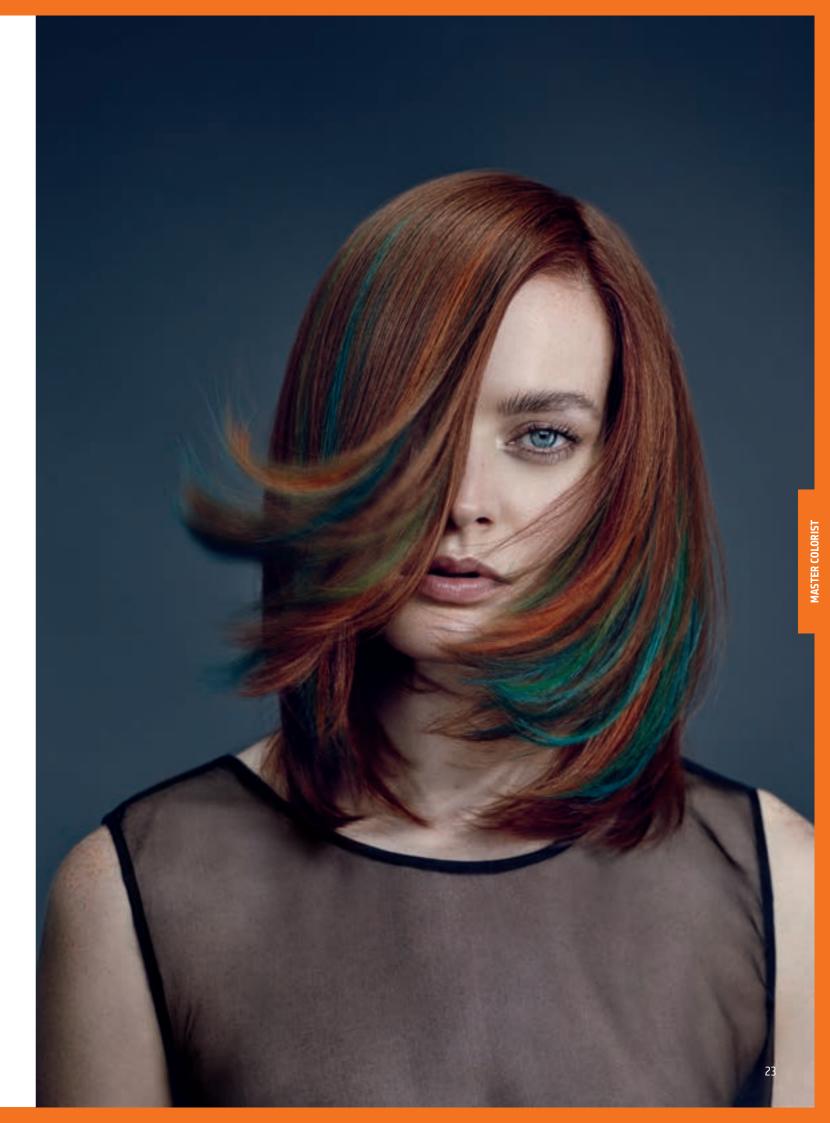
Registration 9.00 am Start 9.30 am Finish 5.00 pm

SYDNEY MON 31 JUL | MON 13 NOV
MELBOURNE WED 3 MAY | TUE 18 JUL | TUE 17 OCT

BRISBANE TUE 18 JUL | TUE 31 OCT

ADELAIDE MON 9 OCT MON 18 SEP PERTH LAUNCESTON MON 14 AUG





MASTERCOLORIST |

COLOR DESIGNER

TECHNIQUES AND SERVICE MASTERY.

Learn about a broad range of customized color services and techniques for every client type, age and complexion. Grow your skills and become a great **COLOR DESIGNER**.

WHAT'S IN IT FOR YOU?

» Expertise in blonde, grey and fashion coloring
 » How to break down advanced techniques into salon color statements
 » How to develop a stunning hair color design
 » How to put your fashion statement through the "total look"

» Tips and hints on follow-up services

" Tipo dira Timas of Tonova ap sorvic

» How to tell instead of sell

» Inspirational hands-on sessions to gain excellence and have fun!

ADVANCED GREY COVERAGE

EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Become the grey expert and build your clientele. Discover state-of-the-art grey services to impress your most demanding grey clients. Make grey services the flagship of your salon by gaining excellence in grey coverage.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Mon 3 APR | Tue 27 JUN | Tue 29 AUG

MELBOURNE Tue 28 FEB | Tue 20 JUN | Mon 14 AUG

BRISBANE Tue 2 MAY | Mon 7 AUG | Mon 9 OCT

ADELAIDE Mon 22 MAY
PERTH Mon 19 JUN
CANBERRA Mon 15 MAY
NEWCASTLE Mon 4 SEP

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ADVANCED FASHION COLORING

EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Explore the unlimited possibilities of fashion coloring and create true color statements for your clients. Learn how to beautify your most precious raw material with your most ingenious tools - advanced knowledge and your creativity.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Tue 11 JUL | Mon 21 AUG | Tue 12 SEP

MELBOURNE Tue 4 APR | Mon 24 JUL | Tue 10 OCT

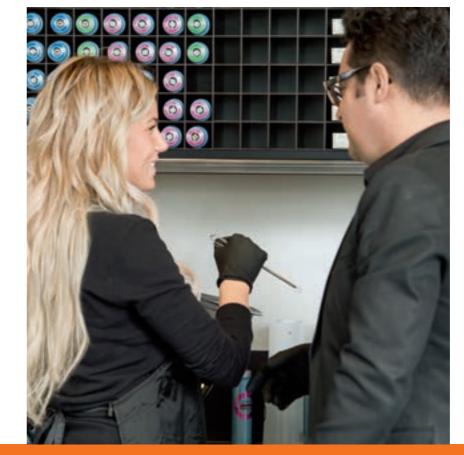
BRISBANE Wed 10 MAY | Mon 14 AUG | Tue 17 OCT

ADELAIDE Mon 17 JUL
PERTH Mon 31 JUL
HOBART Mon 15 MAY
LAUNCESTON Mon 20 FEB
NEWCASTLE Mon 20 FEB





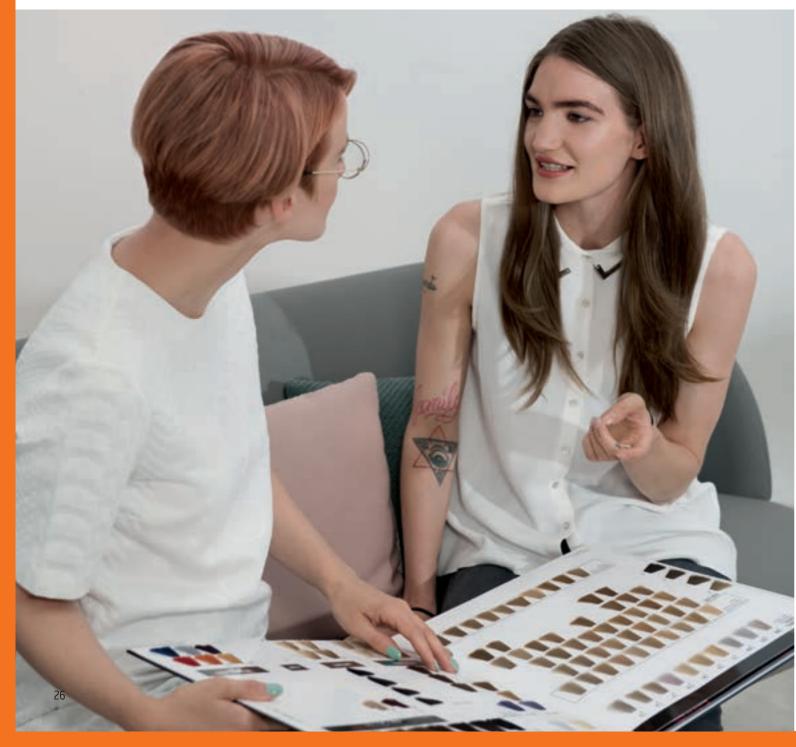












ADVANCED GOLDWELL TECHNIQUES

EDUCATOR Goldwell Master Colorist Educator One day including hands on workshop

Be the first to discover the most timeless and phenomenal coloring techniques and services of Goldwell. Wow your clients with beautiful color results and the versatility of your service menu.

INVESTMENT \$145

Registration 9.30 am 10.00 am Start 5.00 pm Finish

SYDNEY Mon 5 JUN | Tue 22 AUG | Mon 16 OCT
MELBOURNE Mon 15 MAY | Tue 19 SEP
BRISBANE Mon 24 APR | Tue 19 SEP | Wed 25 OCT

ADELAIDE Mon 28 AUG Mon 2 OCT PERTH LAUNCESTON Mon 1 MAY NEWCASTLE Mon 20 MAR









COLOR SPECIALIST

COLOR TRANSITION MASTERY.

Achieve a high level of color knowledge and expertise that will empower you to solve any color challenge. Start to experiment with color and become a COLOR SPECIALIST.

WHAT'S IN IT FOR YOU?

- » From decolorizing and color removal to pre-pigmenting and everything in between
 - » An in-depth understanding of color families
 - » Insights into advanced color formulations
 - » Variations on the most frequently used and useful correction techniques
 - » Trouble-shooting strategy for the most demanding color challenges
 - » How to transform visual references into amazing color results
 - » Inspirational hands-on sessions to gain excellence and have fun!

COLOR CORRECTION

EDUCATOR Goldwell Master Colorist Educator **FORMAT** One day including hands on workshop

Impress your clients with your mastery of color transition. We promise you advanced knowledge and tools that will make you outstanding in handling any color challenges.

INVESTMENT \$145

9.30 am Registration 10.00 am Finish

TUE 23 MAY | MON 24 JUL | TUE 10 OCT SYDNEY MELBOURNE TUE 28 MAR | MON 10 JUL | MON 18 SEP MON 20 MAR | TUE 25 JUL | WED 13 SEP BRISBANE

MON 27 FEB **ADELAIDE** MON 15 MAY LAUNCESTON MON 26 JUN NEWCASTLE MON 9 OCT

COLOR FORMULATION

EDUCATOR Goldwell Master Colorist Educator **FORMAT** One day including hands on workshop

Think in color. Live the color formulations. Transform your vision into breathtaking hair. Be the one to create a true statement for your clients.

INVESTMENT \$145

Registration 9.30 am 10.00 am 5.00 pm Finish

SYDNEY Tue 6 JUN | Tue 14 NOV

MELBOURNE Mon 8 MAY | Tue 1 AUG | Tue 3 OCT Mon 10 APR | Wed 17 MAY | Tue 3 OCT BRISBANE

Mon 10 APR ADELAIDE PERTH Mon 10 APR























COLOR ARTIST

TRENDS AND INSPIRATION MASTERY.

This inspirational level takes you to the world of trends and fashion. Learn from the Goldwell Global Artistic Masters, expand your horizon and become a **COLOR ARTIST**.

WHAT'S IN IT FOR YOU?

» Commercial salon services in perfection

» Transfer your vision into salon-friendly color techniques

» Express your fashion statement in the "total look"

» Learn how to give close-up and personal explanations and demonstrations

» Color sense, awareness, confidence in color design and visualization

» Step-by-step sectioning, placements and color schemes

» An inspiring and fun interactive workshop!

COLOR TREND

EDUCATOR Goldwell Master Colorist Educator
FORMAT One day including hands on workshop

Get inspired by the latest fascinating fashion and beauty trends. Learn how to bring Haute Couture into your salon and translate it into exciting services for your clients.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Mon 9 OCT MELBOURNE Mon 17 JUL

BRISBANE Tue 4 JUL | Tue 10 OCT

ERTH Mon 16 OCT



COLOR LAB

EDUCATOR Goldwell Master Colorist Educator FORMAT One day including hands on workshop

Creativity is about capturing moments that make life worth living. Learn to express your vision in personalized color and formulae concepts. Be the master of your color statement.

INVESTMENT \$145

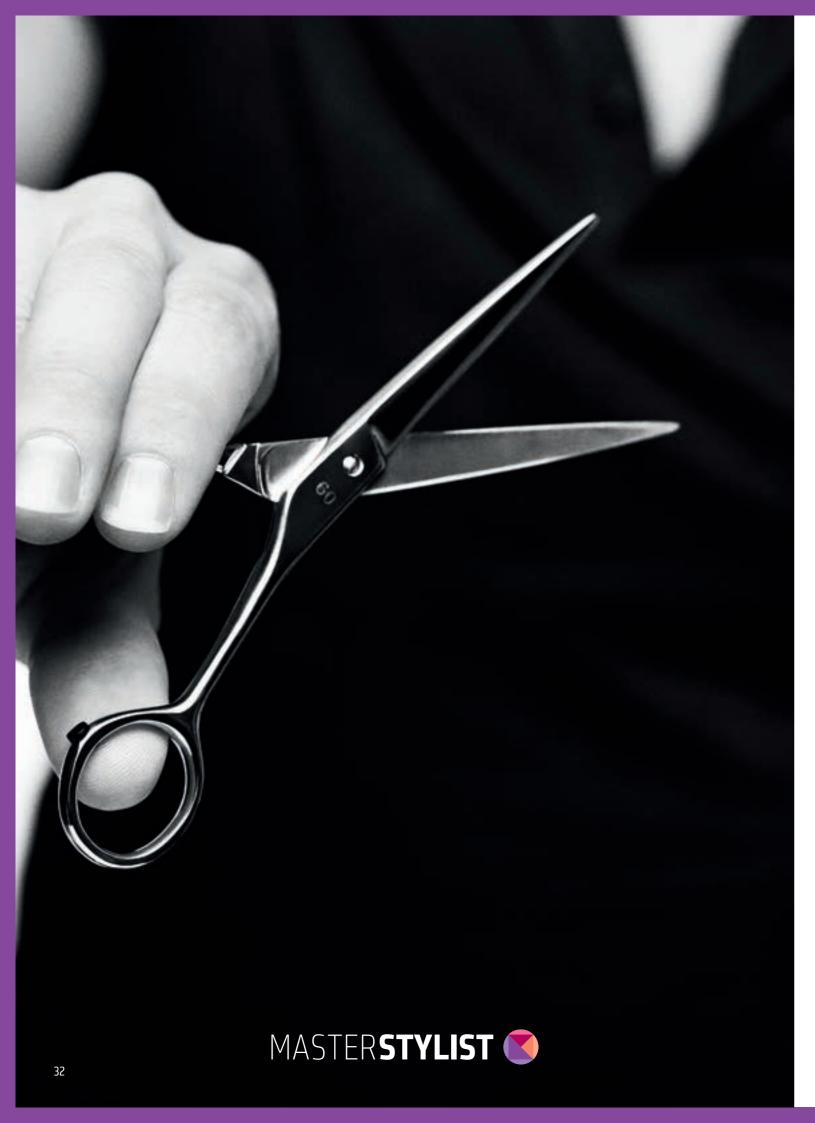
Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Mon 25 SEP

MELBOURNE Mon 22 MAY | Tue 5 SEP BRISBANE Tue 30 MAY | Mon 21 AUG

PERTH Tue 17 OCT LAUNCESTON Mon 17 JUL

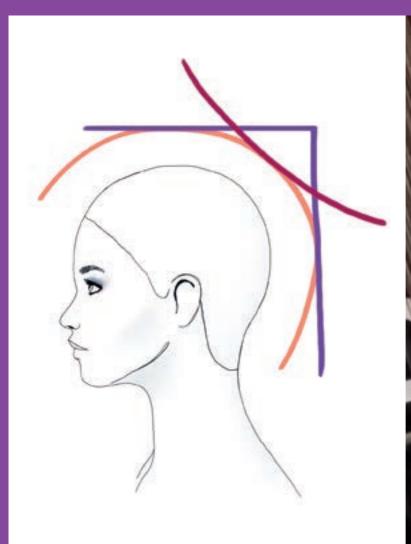


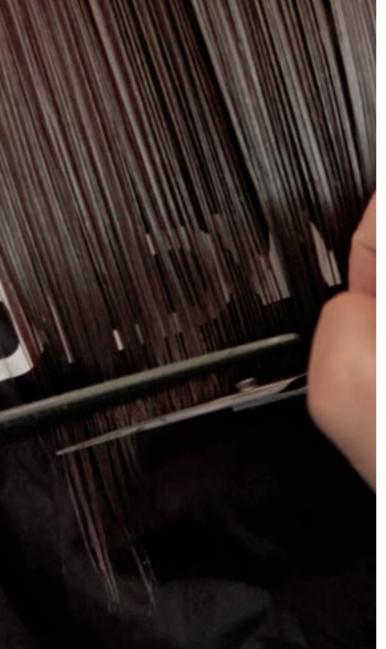


MASTER STYLIST



TURN YOUR PASSION FOR CUT & STYLING INTO MASTERY









MASTER**STYLIST**

TURN YOUR PASSION FOR CUT & STYLING INTO MASTERY

Take your expertise to a new level - become a GOLDWELL MASTER STYLIST.

True hair style is not just the cut, the color or the styling; it's the seamless integration of all three: Cut + Color + Styling.

The Goldwell Master Stylist Program is about everything you need to master all three components - taking you step-by-step to the highest level of expertise.

This is your program, if you want to:

» understand the fundamentals of hair cutting » improve your technical skills » strive for innovation

Get inspired, get energized and get started.

Join us!



BREAK OUT OF THE ROUTINE

Achieve a new level of cutting and styling – become a Goldwell Master Stylist.

MASTER**STYLIST**

ESSENTIAL

Cut and styling fundamentals

CONTEMPORARY

Contemporary and salon-friendly looks

ADVANCED

Edgy and exciting looks

COLLECTION

Let's get creative!

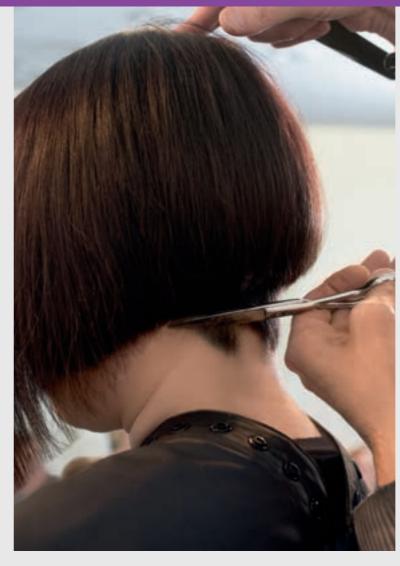
CUTTING

ESSENTIAL SHAPES

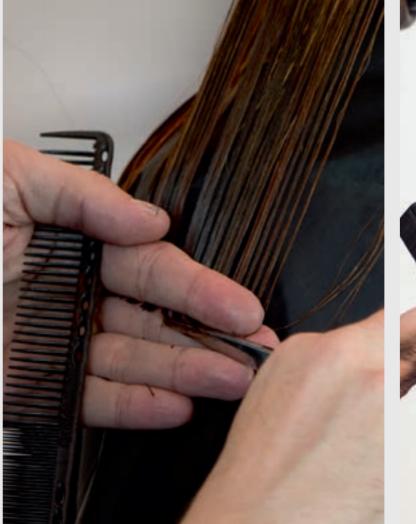
CONTEMPORARY SHAPES ADVANCED SHAPES (coming soon) COLLECTION SHAPES (coming soon)

STYLING

ESSENTIAL STYLING (coming soon) CONTEMPORARY STYLING (coming soon) ADVANCED STYLING (coming soon) COLLECTION STYLING (coming soon)











ESSENTIAL SHAPES

EDUCATOR Goldwell Master Stylist Educator FORMAT Workshop

- » Stylists of all levels
- » Understand the fundamentals of hair cutting by re-learning the rules and the reasons behind them
- » Work methodically
- » Insight into what colors and techniques are best designed for each shape to give the best results

3 day seminar

WHAT'S IN IT FOR YOU?

- » Build confidence
- » Develop consultation skills
- » Become a more disciplined and efficient salon stylist
- » Understand starting points of your haircut
- » Cutting techniques and the differences between them
- » Create shapes and learn the differences between them
- » Learn to blow dry to complement the
- » Color placement slides to complement each look

INVESTMENT \$1,200

Registration 8.30 am Start 9.00 am Finish 5.30 pm

SYDNEY
Sun 26, Mon 27 & Tue 28 MAR
MELBOURNE
Mon 20, Tue 21 & Wed 22 MAR
MELBOURNE
Mon 23, Tue 24 & Wed 25 OCT
BRISBANE
Mon 3, Mon 10 & Mon 17 JUL
BRISBANE
Mon 28, Tue 29 & Wed 30 AUG
PERTH
Mon 14, Tue 15 & Wed 16 AUG

*No discount applies for this seminar



CONTEMPORARY SHAPES

EDUCATOR Goldwell Master Stylist Educator FORMAT Workshop

- » Stylists with salon experience
- » Create contemporary and salon friendly looks
- » Use of disconnection and color placement
- » Color placements and techniques to get the enhancement and emphasis the shapes created
- » Styling variations on the shapes to expand your options of finishes

2 day seminar

WHAT'S IN IT FOR YOU?

- » Build confidence and work methodically
- » Learn to combine cut and color to produce contemporary salon looks
- » Understand the fundamental rules of using salon friendly disconnection and the reasons behind them
- » Understand shape, size and placement of disconnected zones within haircuts
- » Understand color placements on disconnected zones within haircuts
- » Modern approach to salon work
- » Color placement slides to complement each look

INVESTMENT \$800

Registration 8.30 am Start 9.00 am Finish 5.30 pm

SYDNEY Sun 10 & Mon 11 SEP
MELBOURNE Mon 3 & Tue 4 & JUL
BRISBANE Mon 23 & Tue 24 OCT

*No discount applies for this seminar.





Four inspiring cutting seminars that take you into the exciting world of shape and design. It's a journey - improve your skills, achieve technical perfection and unlimited creativity!

COMING SOON:

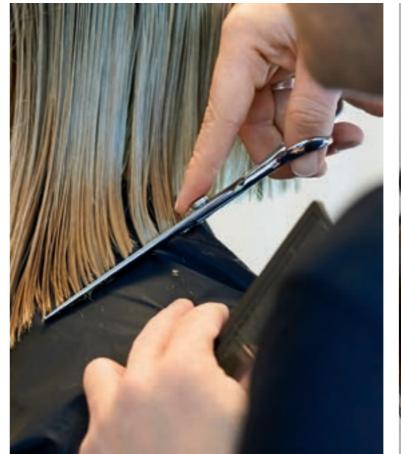
Advanced Shapes & Collection Shapes

ADVANCED SHAPES

- » Stylists with salon experience
- » Create edgy and exciting looks
- » Use of disconnection and color placement
- » Understand the fundamental rules of advanced disconnetion
- » Push the boundary of creativity with a modern approach to advanced work

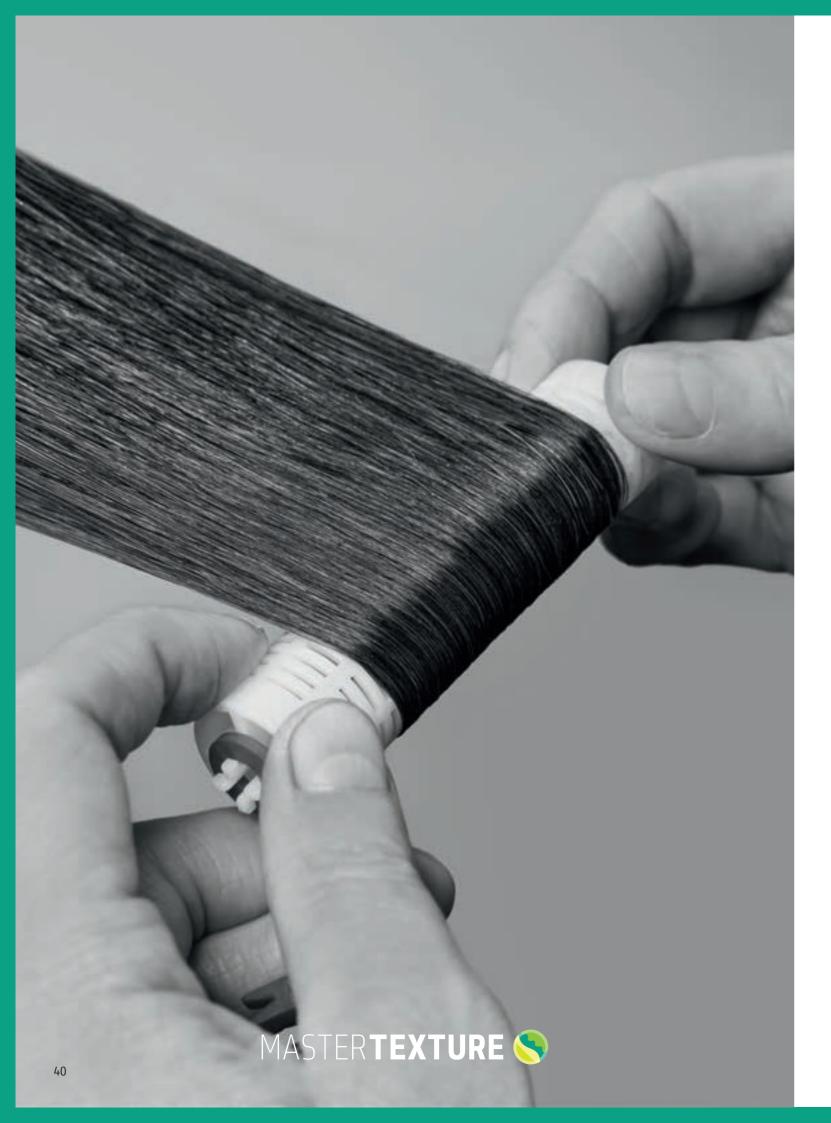
COLLECTION SHAPES

- » Stylists with salon experience looking for a crash course in creativity
- » Explore the fashion trends in our annual Color Zoom collection
- » Learn the trends and come up with your own interpretations of the latest collection
- » No limitations on your ideas or tools









MASTER TEXTURE



TURN YOUR PASSION FOR TEXTURE INTO MASTERY









MASTER**TEXTURE** S

TURN YOUR PASSION FOR TEXTURE INTO MASTERY

Take your expertise to a new level - become a GOLDWELL MASTER TEXTURE.

Reinvent structure and create the hair your clients will love.

Learn the latest trends, techniques and services to become a true texture expert.

The Goldwell Master Texture program enables you to learn new skills, elevate your status as a true texture expert and to make your salon a place to be for all texture-related services.

Learn how to translate your clients' wishes into beautiful modern looks with this new expertise.

This is your program, if you want to:

» learn all about the permanent transformation of shape and texture
 » enhance your skills and discover new modern techniques
 » get inspiration for commercial and creative services

Get inspired, get energized and get started.

Join us!



TRUE MASTERY IS IN YOUR HANDS

The three texture segments focus on the permanent transformation of shape and texture to make you the true expert in this field.

MASTER**TEXTURE** S

TEXTURE TECHNICIAN

Essentials in Texture

COLD PERM

KERASILK KERATIN TREATMENT

TEXTURE STYLIST

Commercial Texture

COMMERCIAL LOOKS 1 (coming soon)

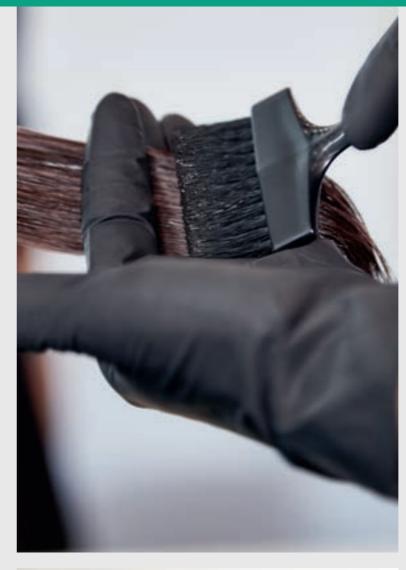
COMMERCIAL LOOKS 2 (coming soon)

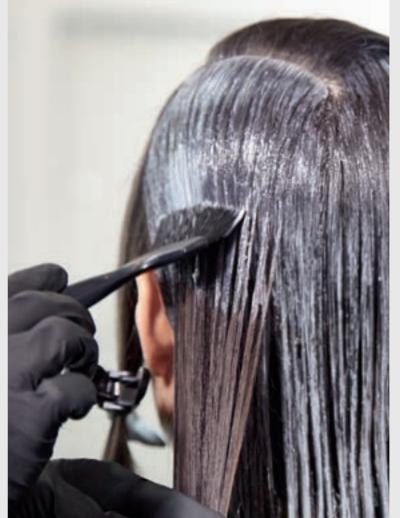
TEXTURE ARTIST

Creative Texture

SHAPE & STRUCTURE (coming soon)

EDITORIAL STYLING (coming soon)











TEXTURE TECHNICIAN

ESSENTIALS IN TEXTURE.

The first step towards becoming a true texture expert.

Learn all the basics you need to know: products, services and techniques.

Put the theory into practice and become a **TEXTURE TECHNICIAN**.

WHAT'S IN IT FOR YOU?

» All about permanent shape and texture change

» Essential perm theory and practical skills

» Key techniques for perfect looks

» Deep product knowledge for all Goldwell perm brands

» Inspirational hands-on sessions to gain true perm mastery and have fun!

COLD PERM

Discover the world of cold perm. Learn the basic theory and practice your skills. Become an expert and an artist: Be the one who turns cold perm into hot styles.

KERASILK KERATIN TREATMENT

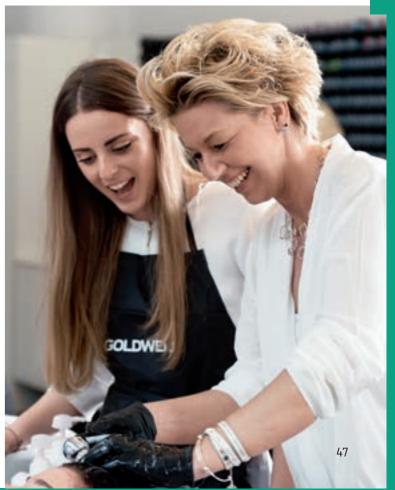
Become an expert for unmanageable hair and take unmanageable, frizzy hair from frustrating to fabulous.

Learn all you need to know to achieve maximum perfection and give your clients the ultimate Kerasilk experience.









OLOR ZOOI

"TOGETHER WE CREATED THE AMAZING IN-FLUX COLLECTION."

COLOR ZOOM '17 CREATIVE TEAM

COLOR ZOOM '17 COLLECTION



EXPLORE THE LOOKS OF THE COLOR ZOOM '17 COLLECTION AND ITS TRENDSETTING TECHNIQUES



GOLDWELL HAIR FASHION COLLECTION 2017: IN-FLUX

ENERGY CONVERGES. SHAPES MERGE. COLOR MORPHS.

This is beauty in flux.

Dark, elegant colors coalesce with mysterious iridescence, creating a new interplay of colors in the hair.

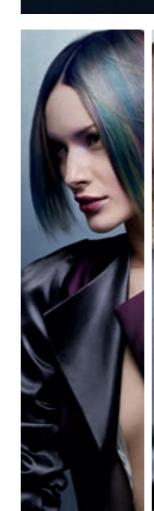
Shape and color work seamlessly to create hair fashion with no discernible beginning or end.

The atmospheric mood is reminiscent of deep twilight - the perfect fusion of the light giving way to the dark - a constantly changing interplay of shadows and radiance.

This is not beauty you can define - this is fashion you must feel.

This is beauty **IN·FLUX**



















TAKE THE CHALLENGE AND BE THE NEXT CREATIVE STAR!

Show your creativity!

Feel IN·FLUX! Feel inspired! Take the Color Zoom Challenge and create your very own interpretation of the IN·FLUX Collection.

This is your chance to demonstrate your skills and boost your career. If you've ever dreamt of being in the spotlight of a whole industry, then let the Color Zoom Challenge be your stage.

Compete with other passionate stylists in your country and, as national winner, go on to represent your nation in the big live-competition at the next Global Zoom Event.

Become a Global Winner and be the next Creative Star. Be part of the team that creates the next Color Zoom Collection.

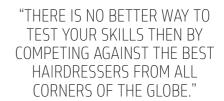
TAKE PART IN THE COLOR ZOOM CHALLENGE '17.

Application documents can be downloaded from:

www.colorzoom.com/briefingkit







Alexandra Kontos GLOBAL BRONZE WINNER PARTNER CATEGORY 2016, AUSTRALIA

"TO ME, COLOR ZOOM IS LIKE THE HAIRDRESSING OLYMPICS."

Harley Lobasso
GLOBAL WINNER
CREATIVE CATEGORY 2015,
USA

"COLOR ZOOM IS AN ABSOLUTELY AMAZING EXPERIENCE, PROVIDING LIFE CHANGING OPPORTUNITIES."

Larissa Bresnehan
GLOBAL GOLD WINNER
CREATIVE CATEGORY 2016,
AUSTRALIA











NATIONAL EDUCATION EVENTS

COLOR ZOOM 2017 IN - FLUX

EDUCATOR Rodica Hristu and Alexandra Kontos

FORMAT Look and Learn LEVEL All Levels

The new COLOR ZOOM 17 Collection IN-FLUX, will be presented by Rodica Hristu and Alexandra Kontos. Rodica is part of the Goldwell Global Master Team and is the co-creator of the 2017 IN-FLUX Collection.

Rodica will be presenting first-hand the collection concept and how to bring it to life. Alexandra Kontos is the Australian Partner Category Winner 2016; she will share her life experience on competing in the Global Color Zoom competition held in Stockholm, Sweden. This seminar will be explained and demonstrated in an up close arena for the color passionate stylists who aspire to be behind the scenes of this trend world.

WHAT'S IN IT FOR YOU?

- » The new Color Zoom 2017 IN-FLUX concept and trend background
- » Explanation and demonstration in an up close and personal way
- » Step-by-step instruction on sectioning, placement and color schemes
- » Possibilities on how each technique can be customised for your salon clients

INVESTMENT \$85

Registration 6.00 pm Start 6.30 pm Finish 8.00 pm

MELBOURNE Mon 6 Feb SYDNEY Tue 7 Feb BRISBANE Wed 8 Feb PERTH Mon 13 Feb

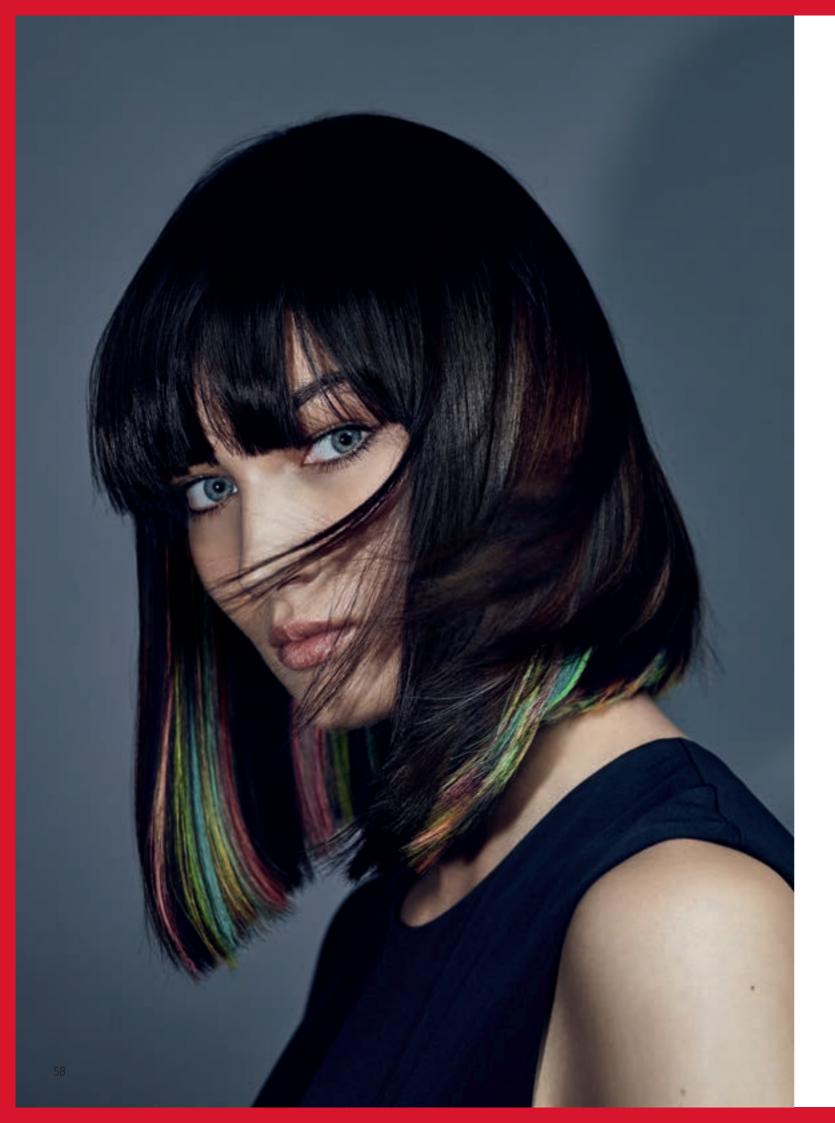




COLOR



EXPLORE NEW COLORS, TECHNIQUES AND TRENDS



MORE COLOR SEMINARS

COLOR TECHNIQUE & DESIGN

EDUCATOR Goldwell Master Colorist Educator FORMAT Look and Learn Evening

LEVEL All Levels

Color is the most creative dynamic in the salon. It defines the shape, dimension and attitude of any haircut or style and continues to add variety to our work.

The Color Technique & Design seminar is designed to enhance your creativity, enabling you to explore your color formulations and placements to customize new looks for each and every client. Our passionate Master Colorist Educators will share with you their key skills and expertize in how to implement fashion forward yet practical techniques to offer change to the most color dedicated client.

INVESTMENT \$45

Registration 6.00 pm Start 6.30 pm Finish 8.00 pm

MELBOURNE Mon 28 AUG BRISBANE Tue 12 SEP HOBART Mon 24 JUL LAUNCESTON Mon 18 SEP CAIRNS Mon 18 SEP GEELONG Mon 18 SEP ECHUCA Mon 21 AUG ALBURY Mon 11 SEP ROCKHAMPTON Mon 9 OCT

COLOR EXPRESS

EDUCATOR Goldwell Master Colorist Educator

FORMAT Information Session

LEVEL All Levels

This seminar is the perfect program for new colorists to the Goldwell Color System or experienced Goldwell Colorists wanting to refresh their color knowledge.

This information session will provide you with the knowledge of key features and benefits, how to measure and mix, timing and removal of the products within the Goldwell Color System.

INVESTMENT \$45

Registration 9.30 am Start 10.00 am Finish 1.00 pm

BRISBANE Mon 20 FEB | Tue 21 FEB | Mon 27 MAR

Tue 28 MAR | Mon 22 MAY | Tue 23 MAY Tue 20 JUN | Wed 21 JUN | Mon 28 AUG Tue 29 AUG | Mon 23 OCT | Tue 24 OCT

CANBERRA Tue 14 MAR | Tue 22 AUG

WE LOVE BLONDES PERFECT YOUR FORMULATION

EDUCATOR Goldwell Master Colorist Educator FORMAT One day hands on workshop LEVEL Intermediate / Advanced Colorist

Do you want a deeper understanding into how to create the perfect solution for your clients when your up against the challenges of blonde color correction?

In this seminar you will explore how to confidently approach a blonde corrective service and gain a greater understanding on how to perfect your blonde formulations to problem solve any situation with the Goldwell Blonde Portfolio.

INVESTMENT \$145

Registration 9.30 am Start 10.00 am Finish 5.00 pm

SYDNEY Tue 8 AUG MELBOURNE Mon 21 AUG

BRISBANE Mon 13 MAR | Tue 5 SEP
PERTH Mon 10 JUL

HOBART Mon 21 AUG



WE LOVE BLONDES CREATE THE LOOK

EDUCATOR Goldwell Master Colorist Educator FORMAT One day hands on workshop LEVEL Intermediate / Advanced Colorist

How often does a client bring you an image of their dream blonde that they have researched online?

In this seminar you will gain knowledge and confidence on how to create the look from your clients existing canvas. Creating trending techniques uses a combination of key application methods from classic highlights to freehand, learn how to de-code an image to create the look and play with the Goldwell Portfolio to express your creativity for on trend toners.

INVESTMENT \$145

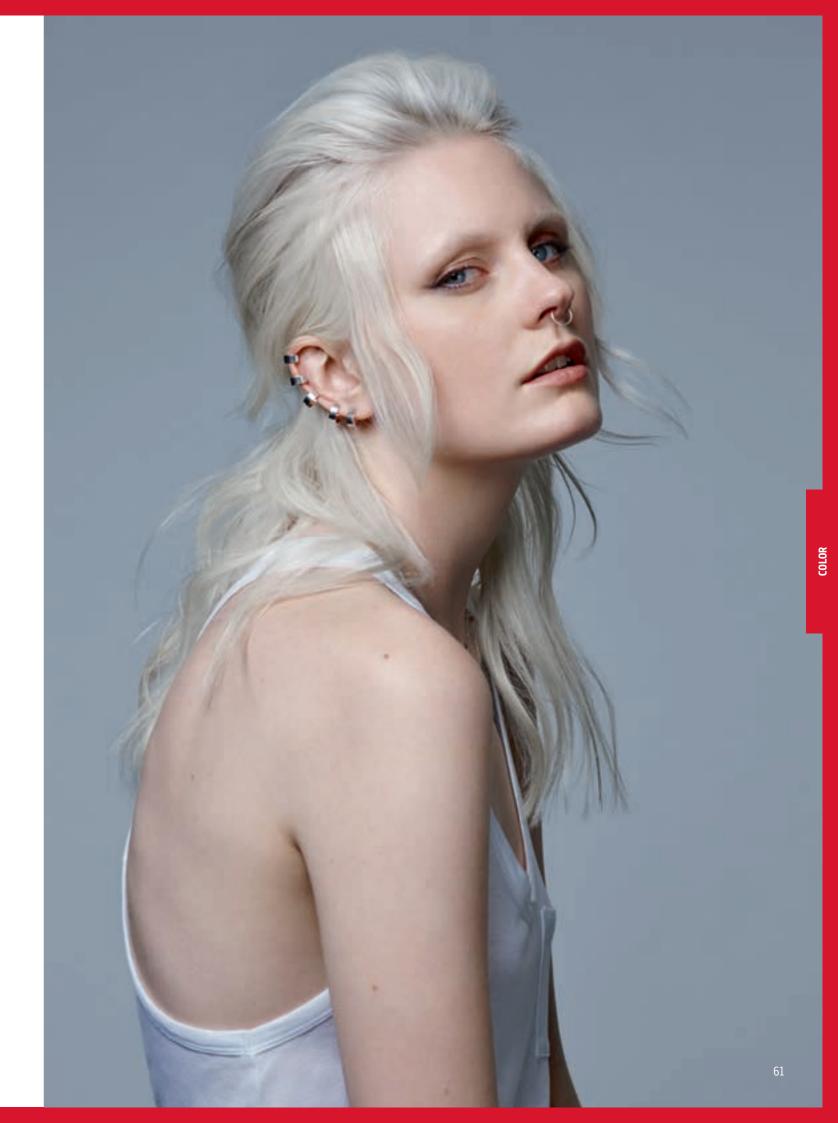
Registration 9.30 am Start 10.00 am Finish 5.00 pm

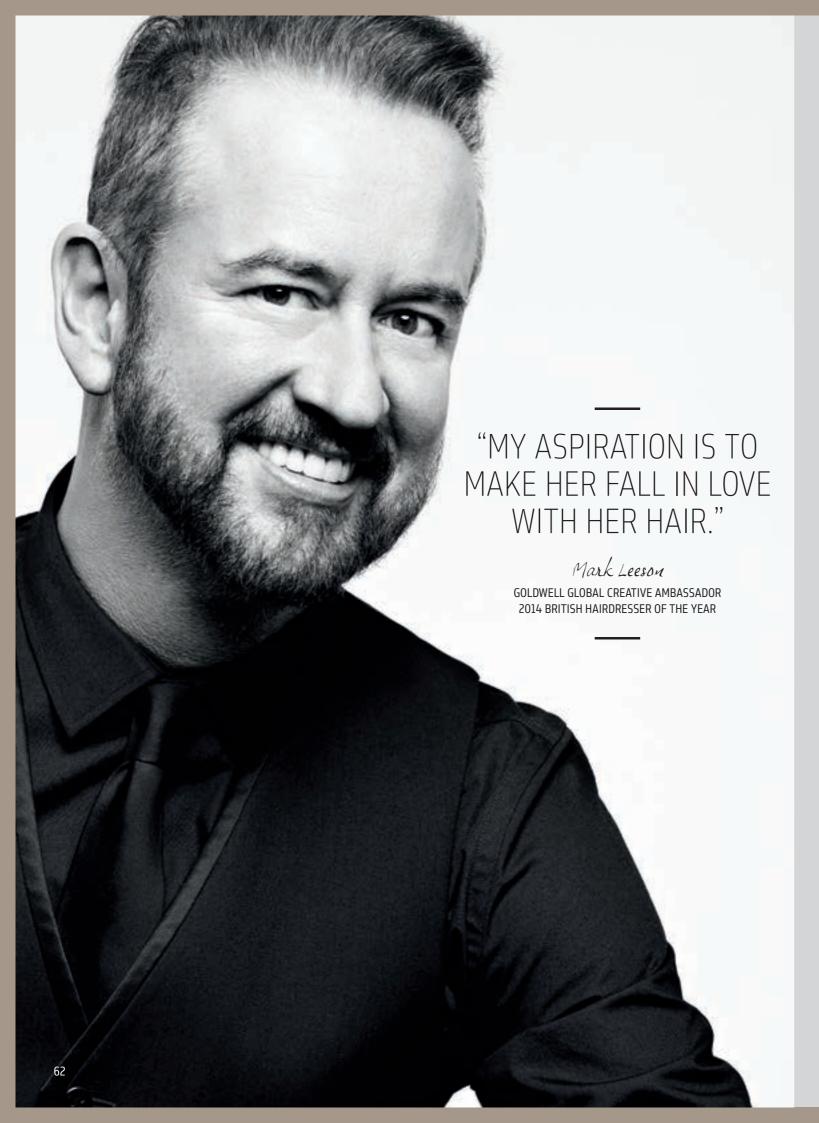
SYDNEY Tue 5 SEP MELBOURNE Mon 4 SEP

BRISBANE Tue 4 APR | Mon 15 MAY | Tue 22 AUG Wed 27 SEP

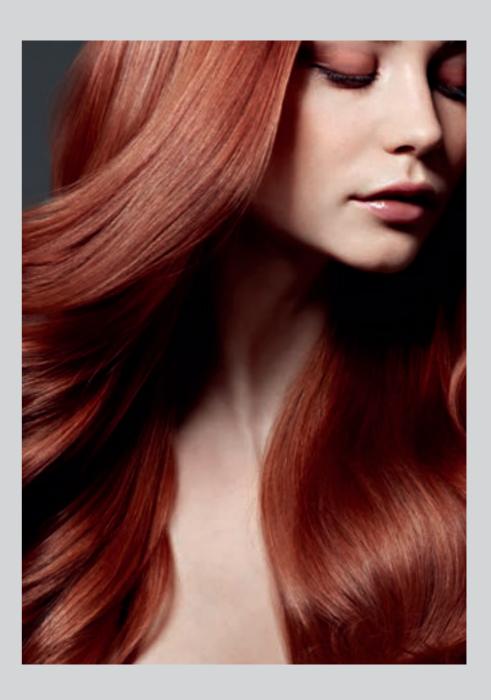
PERTH Mon 7 AUG MACKAY Mon 20 FEB ROCKHAMPTON Mon 6 MAR







KERASILK



MAKE YOUR CLIENTS FALL IN LOVE WITH THEIR HAIR

KERASILK PREMIUM HAIR CARE

From perfectly bodified to brilliantly colored, from perfectly smooth to supple, healthy-looking hair: Discover the Goldwell new premium hair care to bring your and your clients' aspirations to life.

Learn how to successfully implement and perform four customizable salon services to set yourself and your salon apart from the competition, gain new clients and generate additional turnover.

WHAT'S IN IT FOR YOU?

- » The premium hair care by Goldwell and four service ideas
- » How to successfully implement the services in your salon
 - » Learn all about new Kerasilk products
- » Expert hair analysis to professionally determine the perfect Kerasilk service for your client's hair structure
 - » Tips to perfectly demonstrate the premium character of the hair care
 - » Insights into how to professionally consult with your clients using consumer-specific language

KERASILK PREMIUM HAIR CARE SEMINAR

EDUCATOR Goldwell Educator

FORMAT One day including hands on workshop

LEVEL All Levels

INVESTMENT \$85

Registration 9.30 am Start 10.00 am Finish 5.00 pm





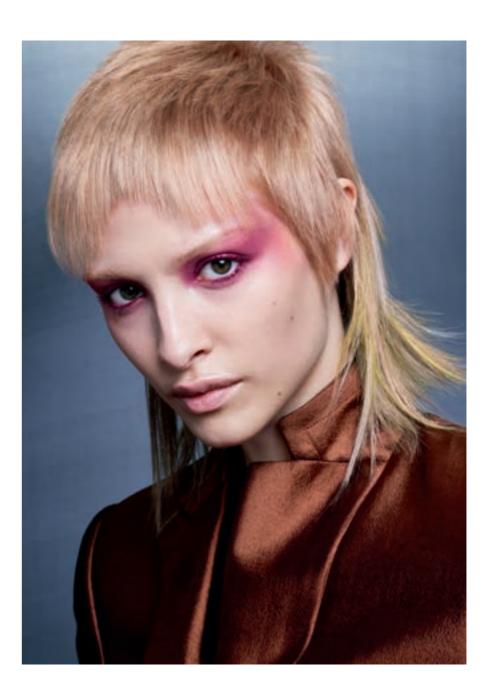








GLOBAL ARTISTIC NETWORK



MEET THE ARTISTS IN THE INTERNATIONAL GOLDWELL NETWORK AND EXPERIENCE PURE CREATIVITY

INTERNATIONAL ARTISTIC TEAM

Rodica Hristu International Goldwell Artist, from Canada based in Toronto is internationally regarded for her color work.

A unique talent, she mastered her techniques foil by foil, challenging the art "Being an exceptional colorist is not only of color with bold new dimensions, underscored by her unique love and passion for the craft.

Rodica has been one of the key colorists in many Goldwell campaigns worldwide

Rodica Hristu **GOLDWELL GLOBAL** COLOR MASTER

including the Red Service Collection and has mentored the Color Zoom winning teams for the Collections in 2016 and 2017.

Always grounded and passionate: about coloring hair or about creativity and experience, it is a combination of all of these elements and is based on knowledge, visualization and emotion".

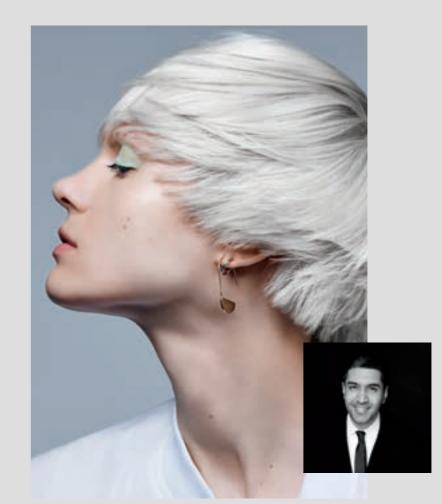
INTERNATIONAL ARTISTIC TEAM

Jay Mahmood commenced his hairdressing career 17 years ago and the last 12 years have been dedicated to teaching and sharing his craft around the globe. Driven and focussed on his dream, Jay completed his 3 year apprenticeship and went on to become a senior stylist and Senior Educator working to the role of Academy Principal.

As the Global Artistic Director of Haircutting for Goldwell, Jay has a passion for nurturing and inspiring other hairdressers in the art of cutting hair.

This position means he is responsible for the creation, development and education of cutting for Goldwell under the Master Stylists program.

Renowned for his attention to detail, precise approach and undefined creativity, Jay continues to travel the world sharing his talent in training trainers and stylists to be their best. He is forward thinking, not afraid to push the boundaries of creativity and test all limits for the art of hairdressing.





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NATIONAL ARTISTIC TEAM

Shane Henning Creative Director and Co-Owner with business partner Phillip Galbraith at Noddy's on King, Sydney. Armed with many years of experience working with fashion and show directors, fashion magazines and photographers has seen Shane's work published all over the world.

Shane's talent is constantly celebrated in the industry by imparting his skills and knowledge via educational sessions to other committed and dedicated hairdressers.

As a part of the Goldwell Global Master Team, Shane was one of the Global

Henning NODDY'S ON KING, SYDNEY judges for Color Zoom in Las Vegas 2015 and regularly works on National and International projects with Goldwell.

"I try to remain focused and true to my craft at the same time seeking out inspiration and creativity from everywhere".

Color Zoom International Judge 2015
Winner Hair Expo Salon Team of the Year 2014
5 x Hair Expo - Australian Hairdresser of the Year
Hair Expo Hall of Fame 2008
4 x Hair Expo Australian Salon Team of the Year
AHJ - Australian Hairdresser of the Year 2000
AHJ - Masters Award



NATIONAL ARTISTIC TEAM

Luke Reynolds An established, experienced, in-demand stylist and the brains behind the successful business of Luke Reynolds Hairdressing. Having worked at the top end of the industry Luke has amassed an impressive repertoire of fashion-forward techniques and experience, which his loyal clientele benefit from in the salon.

Luke's work has graced the platforms of Australian Hair Expos, London's Salon International and has been captured in national advertising campaigns and featured in magazine editorials.
Luke has been a Hair Director at the Australian Mercedes Benz Fashion Week and Queensland David Jones fashion parades.

Luke's experience is coupled with his passion for creating timeless, beautiful hairstyles that leave his clients feeling confident, sexy and happy long after leaving the salon.



Luke Reynolds UKE REYNOLDS HAIRDRESSING, BRISBANE

70 71

NATIONAL ARTISTIC TEAM

Dave McCulloch Heads the education department at Wild Life Hair, designing and implementing their cutting program across both salons.

With over 20 years experience and a natural gift for cutting, Dave is one of Sydney's most sought after stylist's by clients, editors and media.

WILD LIFE HAIR, SYDNEY

Having worked closely with both Shane Henning and Jayne Wild, he has not wasted any opportunities to take from the best to form his own signature style.

Patient, understanding and fiercely dedicated, Dave educates with both precision and inspiration.



NATIONAL ARTISTIC TEAM

Olivia Zynevych Salon Director of Ohana Hairdressing in Melbourne inspires and aspires with her artistry, craftsmanship and culture of striving to be the best you can be through ongoing education.

As the titleholder of Hair Expo's 2015 Color Technician of the Year and finalist many times for this prestigious award, Olivia continues to push her boundaries and strive for excellence in all of her work.

Olivia is acknowledged for shaping beautiful hair, however she is also known for creating a sublime salon experience with her dedicated client focus and salon friendly work and was recognized as Salon Manager of the Year in 2014. This has enabled her to build strong teams of effective stylists that have pride and respect for hairdressing.

As a passionate Educator, Olivia is an engaging yet humble stylist that exudes a love of her craft.



MELBOURNE

72 73

NATIONAL ARTISTIC TEAM

Alexandra Kontos Salon Manager and Senior Stylist at Nischler in Hobart, has been at the salon since commencing her apprenticeship 12 years ago.

Alex is a highly motivated person and is very passionate about everything hair. Her determination to achieve and develop her knowledge, skills and attributes has led her to many career highlights.

Awarded Hair Expo Apprentice of the Year in 2009 and Hair Expo New Creative Force in 2012 has extended Alex's

scope extends beyond the salon, working at Australian Fashion Week and participating in major shows.

Alex is a passionate, creative and determined individual who believes that anything is possible with focus, hard work and enjoys sharing her wealth of knowledge with everyone she works with.

Global Zoom Partner Colorist Bronze Winner 2016 Color Zoom Partner Colorist Winner 2016 Color Zoom Creative Colorist Winner 2015 Global Synergy Winner 2014 Hair Expo New Creative Force 2012 Hair Expo Apprentice of the Year 2009

NATIONAL ARTISTIC TEAM

The Lee Preston Artistic Team Lead by award winning hairdresser Lee Preston, who is never far from the spotlight. With numerous accolades, they are recognised as one of Australia's finest.

The Lee Preston Artistic Team is made up of individuals that share a passion for hair and education. Each member is encouraged to participate in many activities as they are responsible for the production of photographic collections,

participation in educational activities and work alongside leading companies and designers to promote the salon and their work.

This dynamic and diverse team are extremely trend focussed to bring the latest, most fashionable looks to their salon clients and humbly sharing it to others that want to learn to be the best at their craft.





Artistic Team LEE PRESTON HAIRDRESSING. PERTH

Kontos NISCHLER, HOBART

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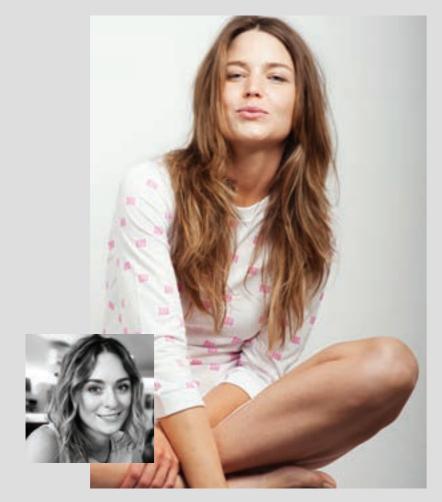
NATIONAL ARTISTIC TEAM

Laura Brand had a hunger for fresh creative avenues which lead her to Melbourne over 5 years ago.
Laura says, "I loved the lifestyle and family connection in Perth, but to grow as a hairdresser I set my sights on shibui, Melbourne".

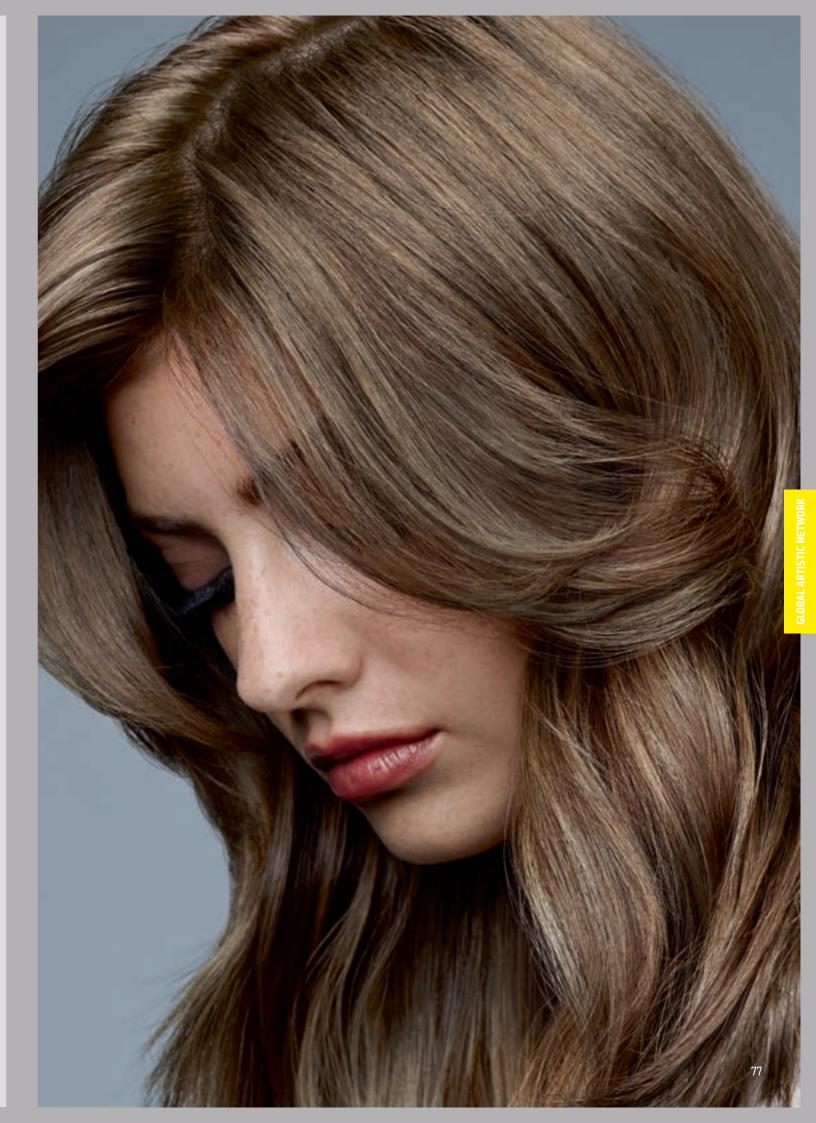
Embraced by the team at shibui, Laura has firmly become the 'go to' colorist for Melbourne blondes, building a strong following amongst models, clients and personalities alike. She has immersed herself in the shibui culture, exploring

the companies diversity while embracing their unique approach to low fuss hair and an understated aesthetic. Laura's work has been featured on the pages of magazine's and in 2015, she presented on the Hair Expo stages, numerous Goldwell Academy seminars nationally and is fast being known as the "hair painting queen".

Laura shares her passion for hair color in an honest and true approach that enables every participant to gain the most out of each session.







AN EVENING WITH JAY MAHMOOD

EDUCATOR Jay Mahmood | Goldwell Global

Artistic Director of Haircutting

FORMAT Look & Learn LEVEL All Levels

As the Global Artistic Director of Haircutting for Goldwell, Jay has a passion for nurturing and inspiring other hairdressers in the art of cutting hair. Renowned for his attention to detail, precise approach and undefined creativity, he is truly a master of his craft.

Jay will share his skills and knowledge in a 90minute up close and personal Look and Learn session showcasing live models and demonstrating all the techniques from our Master Stylist program. This session is ideal for young stylist who want to further develop their cutting skills and for experienced stylists who want to refine and increase inspiration with technique. This is an evening of truly stimulating and inspiring hairdressing

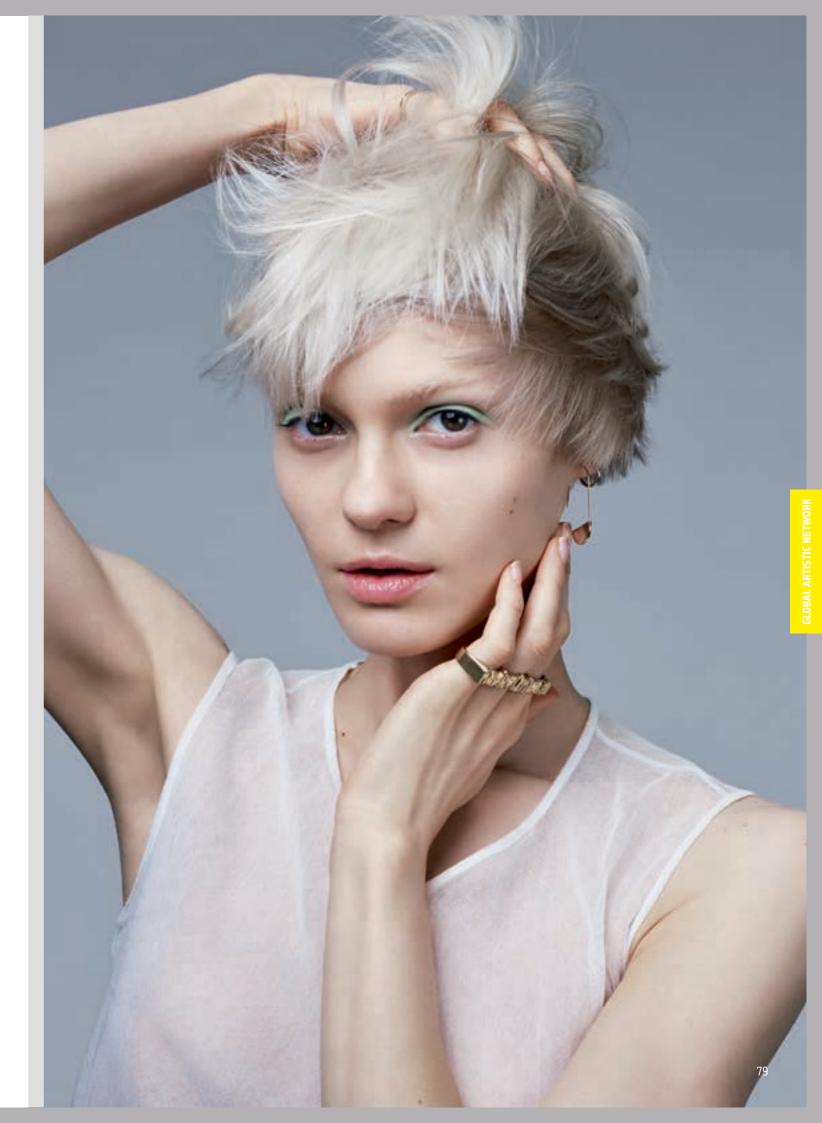
WHAT'S IN IT FOR YOU?

- » Increase and refine your cutting skills to best meet your clients' needs
- » Understand the why of cutting and sectioning to improved your skills
- » Explore different approaches to achieve different looks
- » Gain a greater understanding of the MasterStylist program

INVESTMENT \$85

Registration 6.00 pm Start 6.30 pm Finish 8.00 pm

*No discount applies for this seminar.





EDUCATOR Olivia Zynevych

Ohana Hairdressing | Melbourne Cut and Color Workshop/Look & Learn

FORMAT All Levels

LEVEL

Timeless Creativity seminar is designed to provide stylists/colorists a broader understanding on the value of client demographics, along with their creative and lifestyle needs. By having a stronger understanding of our clientele we create stronger client relationships, which builds client loyalty and trust, which in turn ensures salon growth. The Timeless Creativity seminar is an up-close and personal collection of live models of all demographics, ages groups and lifestyle with the one common goal - achieving their personal style.

Olivia will share her personal practises of cutting and coloring methods that she implements every day to retain her devoted clientele and build exceptional service provided by her Ohana Hairdressing team. If you are an up and coming stylist or experienced hairdresser, this will revitalise how you engage with your clients.

WHAT'S IN IT FOR YOU?

- » How to customised your consultation to different age groups; it's not just about the hair but how the client feels
- » Learn how to use the creative looks and translate it that back in to the everyday salon environment
- » Cut and color synergy for client suitability

INVESTMENT \$300 Workshop

\$85 Look & Learn

Registration 9.30 am 10.00 am Start 5.00 pm



EDUCATOR Laura Brand | shibui | Melbourne

FORMAT Workshop LEVEL All Levels

Derived from its sister technique balayage, hair painting is a freehand technique applied to seamlessly lighten hair while blurring the line of regrowth. Over the past decade hair painting has quickly become the favoured method of lightening by top colorists globally. It brings a beautiful simplicity to coloring adding an increased textural element to our work.

Freeing us from over complicated techniques, hair painting helps bring colorists back to the visual aspect of coloring hair. This workshop will enable each participant to get up-close and personal, seek variations of end results, live model demonstration and perform application methods on mannequin heads. Expect to be inspired by adding hair painting to your coloring repertoire.

WHAT'S IN IT FOR YOU?

- » How to perform the service and implement in salon the next day
- » Understand the technique of freehand lightening with placement and application of product
- » First time application versus a layering effect with greater dimension and blend adaptable to any hair type or length
- » Gain an insight on how to recommend and consult on this service to your salon client

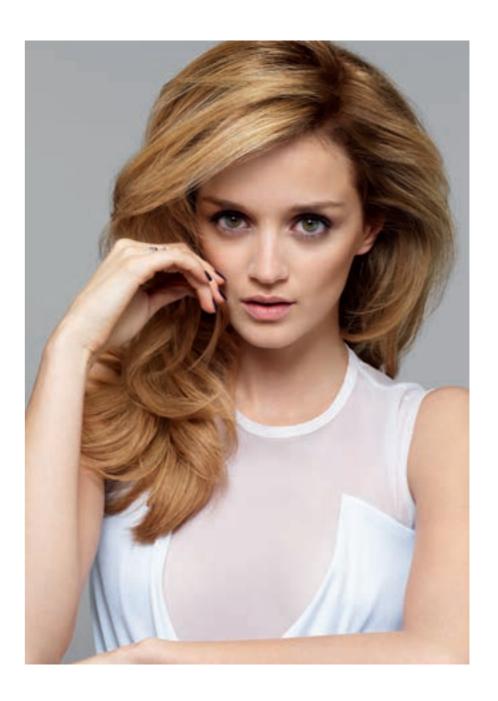
INVESTMENT \$400

9.30 am Registration 10.00 am Finish 5.00 pm





CARE



BEAUTIFUL HAIR IS IN YOUR HANDS - WITH DUALSENSES

DUALSENSES

Discover the best Dualsenses ever and offer your clients the best solution in every step of their salon visit.

WHAT'S IN IT FOR YOU?

» Expand your product and technology knowledge
 » Get familiar with the Dualsenses Salon Menu
 » Train your consultation skills
 » Achieve greater retail success

DUALSENSES PRODUCTS AND TECHNOLOGIES

All you need to know about products and technologies to make your clients feel more beautiful than ever.

Professional solutions for instantly beautiful hair - with built-in color protection.

DUALSENSES CONSULTATION

All you need to know about the three steps to beautiful hair, excited clients and increased salon success.

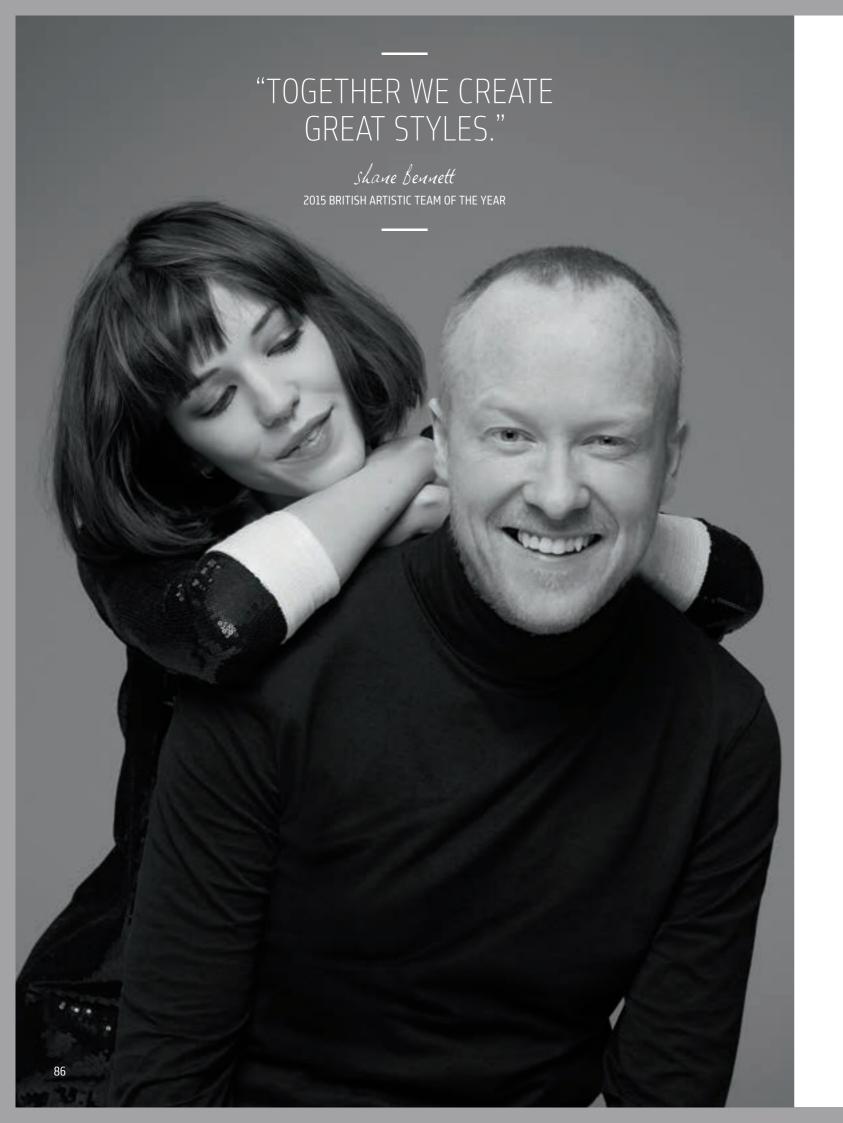
- Step 1: Show your client the Dualsenses menu and find the right Dualsenses segment for your client's need. Recommend and help your client to choose the appropriate salon treatment. Present the Dualsenses products to your client and explain them to her.
- **Step 2:** Perform the professional backbar treatment and talk about the benefits and application. Finish with StyleSign for the desired look and the needs of the client's hair.
- **Step 3:** Recommend the appropriate Dualsenses (and StyleSign) home care products and hand over samples to convince your client and stimulate your business.











STYLING



DIVE INTO THE WORLD OF MODERN STYLING AND LEARN HOW TO CREATE OUTSTANDING LOOKS WITH STYLESIGN

STYLESIGN

Discover the best StyleSign ever: the salon exclusive styling brand developed with and for stylists. Designed to be your most important tool - besides your hands.

WHAT'S IN IT FOR YOU?

» Learn all about StyleSign: 5 segments, 23 products and 5 innovations
 » Deepen your product knowledge and technology understanding
 » Find the perfect products for each and every client styling wish and stunning style results
 » Inspirational hands-on sessions to gain excellence and have fun!

STYLESIGN WORKSHOP

Great style is in your hands: Learn all about the optimized and self-explanatory assortment and discover amazing product innovations. Find out all about upgraded technology and improved formulas. Experience the attractive new StyleSign in our inspiring hands-on session.

STYLESIGN SPECTRUM OF STYLING

Become a true styling expert - get inspired by a universe of gorgeous looks and a smart mix of techniques, products and tools. Make your salon the place to be for perfect styling.





Download the **Goldwell Education Plus App** and discover the **StyleSign Spectrum of Styling**.

Become a true styling expert – with an inspiring catalog of looks and a smart mix of techniques, products and tools.









YOUNG TALENT



"THE DREAM OF HAVING YOUR ARTWORK VIEWED ON A GLOBAL SCALE BECOMING A REALITY IS UNREAL"

Christiana Fuglsang

NISCHLER, HOBART COLOR ZOOM 2016 Global New Talent Finalist

THE GOLDWELL EXPERTS ARE PASSIONATE ABOUT
DEVELOPING YOUNG STYLISTS
TO GROW AND THRIVE IN OUR INDUSTRY



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FORMAT Look and Learn LEVEL All Levels

We are passionate about developing young stylists to grow and thrive in our industry.

Rising Stars is a mentoring program for young stylists to be trained with key skills and knowledge that increase their confidence and experience.

During this journey, they will have the opportunity to be coached and mentored through the creative process. On completion of the mentoring program each Rising Star will showcase their distinct talent from cutting, coloring and styling, from editorial to Avant Garde in an up close and personal soiree.

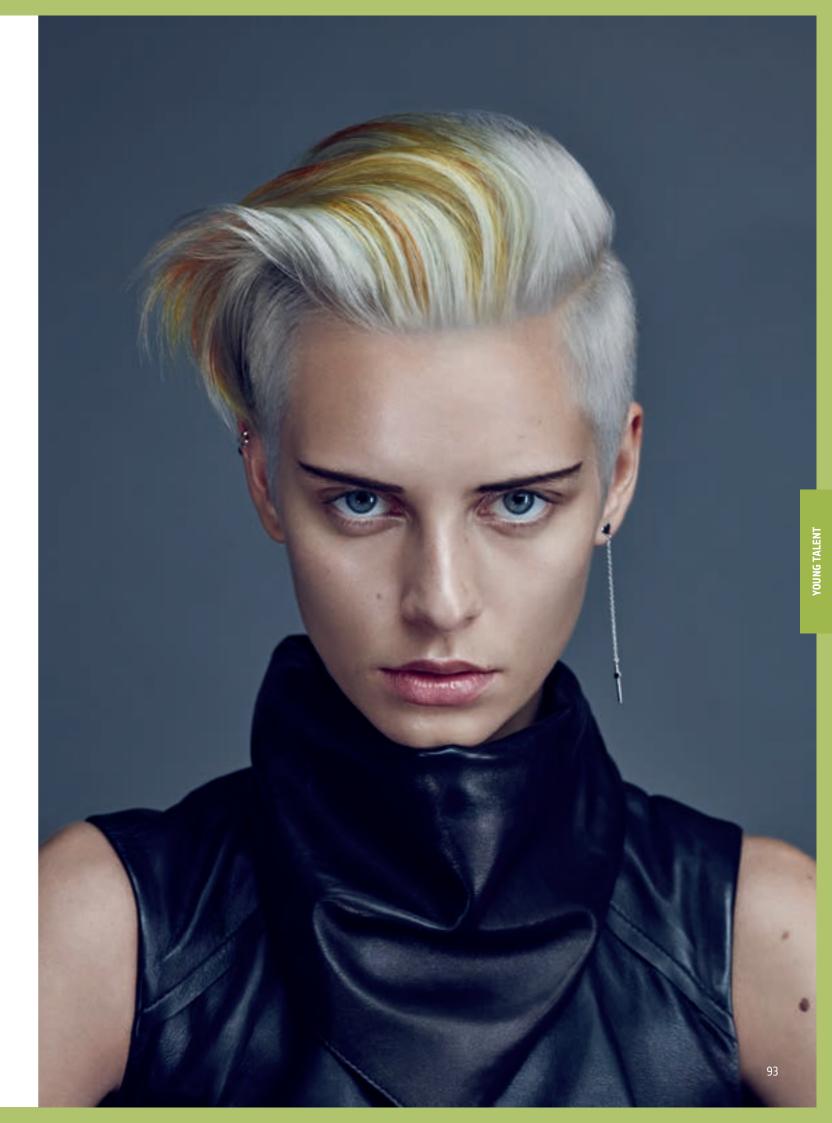
If you believe that you have the ability, thirst, dedication and determination to be a Rising Star, connect with our Education Team for more information.

INVESTMENT \$45

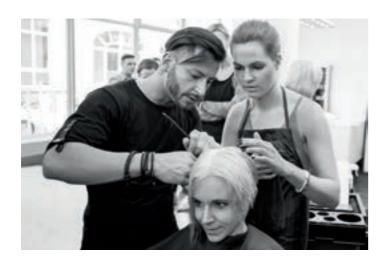
Registration 6.00 pm Start 6.30 pm Finish 8.00 pm

SYDNEY Tue 24 OCT
MELBOURNE Mon 16 OCT
BRISBANE Mon 30 OCT
ADELAIDE Mon 25 SEP
PERTH Mon 4 SEP

*No discount applies for this seminar.



CUSTOMIZED TRAINING

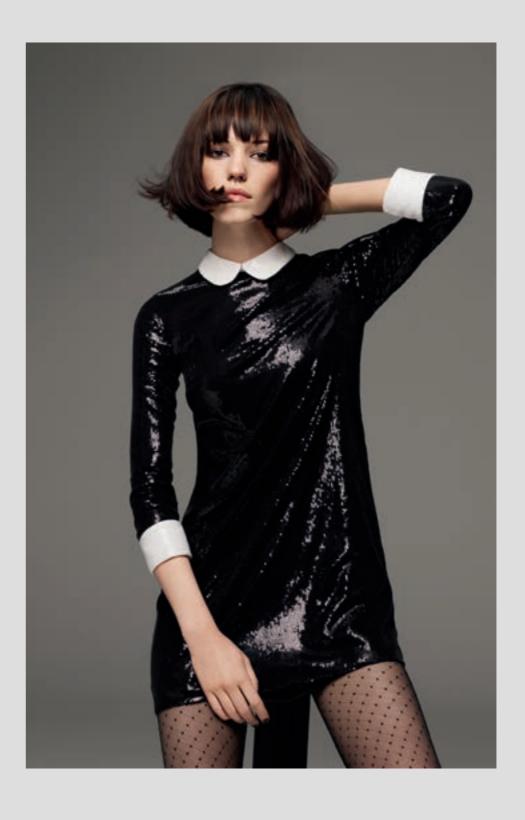


"BEST IN CLASS EDUCATION WITHOUT LEAVING YOUR SALON"

Rita Marcon

EDUCATION DIRECTOR GOLDWELL AUSTRALIA

FOR CUSTOMIZED EDUCATION SESSIONS IN YOUR SALON,
PLEASE CONTACT YOUR GOLDWELL EDUCATOR
OR SALES EXECUTIVE FOR FURTHER INFORMATION



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GOLDWELL EDUCATION TEAM

Before we train you, we train our trainers. Whatever you expect of them, we expect more: skills, motivation and inspiration. Be empowered by trainers who believe in you and support your personal development. Because we want you to enjoy your seminar and succeed together with us!

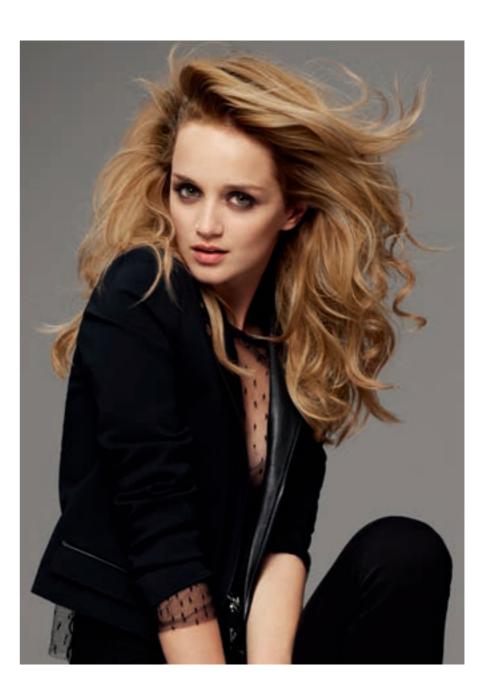








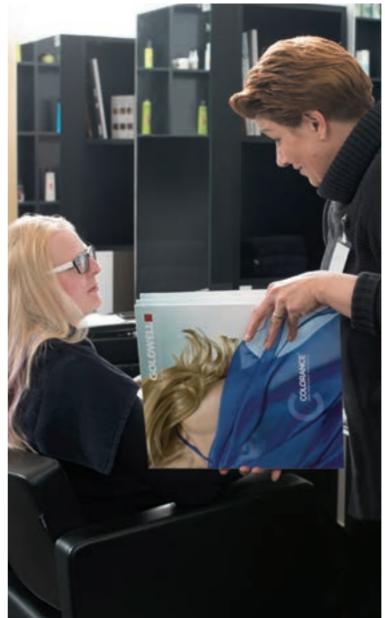
IN-SALON SEMINARS

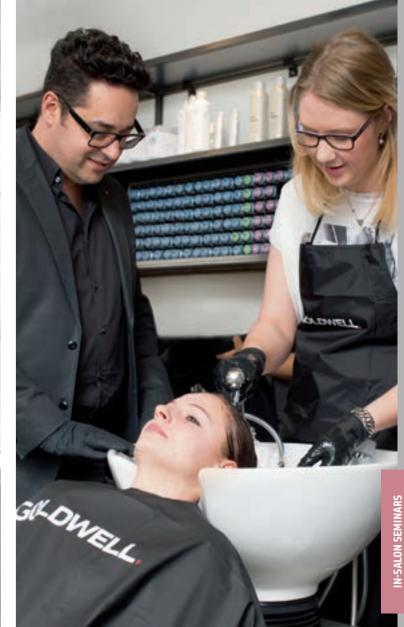


GET CUSTOMIZED TRAINING FOR YOUR TEAM - RIGHT IN YOUR SALON













Every stylist, every salon, every client is different. Our customized programs are the perfect answer to your individual needs, and they help you to take your entire salon forward.

Contact your Goldwell Representative to find out more about in-salon trainings for your team.



FOUNDATION MASTERY

Behind every amazing color you find professional knowledge, high technical expertise and high-performance professional products. Foundation Mastery is the perfect launching pad for expertise in color, care and styling. It enables you to work with the entire Goldwell portfolio and to create stunning results for your clients time after time.



Learn how to perfect demi-permanent coloring with COLORANCE color. Gain confidence to use it effectively. Find out more about how to promote different service options to your clients.

WHAT'S IN IT FOR YOU?

- » Essentials in hair analysis for easy consultation
- » Simple salon services for excellent color results
- » Hints and tips on how to get best results for clients hair structure
- » Formulation for reliable grey blending, durability and evenness

MODELS: 2 models suitable for demi-permanent coloring (no corrective color)

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

FOUNDATION TOPCHIC/NECTAYA

Discover endless possibilities of permanent coloring with TOPCHIC and NECTAYA. Learn exciting services that will allow you to amaze your clients with dazzling shine, incredible durability, evenness and 100% grey coverage.

WHAT'S IN IT FOR YOU?

- » All you wanted to know about permanent coloring
- » Formulation for reliable grey coverage, durability and evenness
- » Desirable salon services for every color family
- » How to talk to the client about NECTAYA, a hair color without ammonia.

MODELS: 2 models suitable for permanent coloring (no corrective or highlifting color) **FORMAT:** 3 hours (incl. 2.5 hours practical hands-on session)



FOUNDATION ELUMEN

Learn how to achieve brilliant color results with exceptional shine and durability with ELUMEN color and customized communication and application tools as well as promoting services to your client.

WHAT'S IN IT FOR YOU?

- » Learn why ELUMEN is so special
- » Identifying the right clients for ELUMEN color
- » Application and commercial techniques with ELUMEN
- » Confidence in usage of ELUMEN

MODELS: 2 models suitable for fashion coloring (no corrective color, no grey)

FORMAT: 3 hours (incl. 2.5 hours practical hands-on session)

FOUNDATION LIGHTENING

The blonde client is an extremely important part of any salon's business. Discover insights into the needs of these clients and the core salon services related to highlifting, decolorizing and toning services.

WHAT'S IN IT FOR YOU?

- » Insights into the specific needs of blonde clients and how to best communicate Goldwell blonde services
- » Knowledge and skills related to highlifting (TOPCHIC 2-10 series, The Special Lift) decolorizing (SILKLIFT and OXYCUR PLATIN) and blonde refinement (COLORANCE, ELUMEN and NECTAYA)

MODELS: 2 models suitable for highlifting or single application bleaching (no corrective color) **FORMAT:** 3 hours (incl. 2.5 hours practical hands-on session)

FORMULATION MASTERY

Enter the world of formulation. Discover more about the universal color law and color schemes. Learn to understand the relationship between colors and think in color formulations.

ULTIMATE GREY

No more grey coverage disasters! Learn how with the right formulations you can always achieve reliable grey coverage for your clients.

WHAT'S IN IT FOR YOU?

- » Answers to why is it hard to cover grey
- » Formulations for reliable grey coverage
- » Hints and tips on how to best cover grey

MODELS: 2 models suitable for grey coverage for fashion or problem solving in grey

ULTIMATE BLONDES

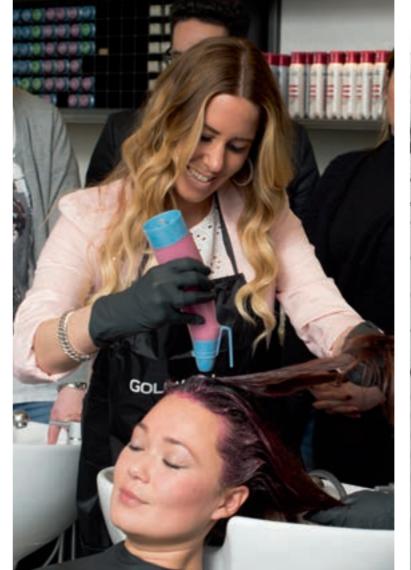
Blonde is full of different facets and dimensions – from natural to bright, from warm to cool. Discover formulations behind each of them and learn to understand blondes like you've never done before.

WHAT'S IN IT FOR YOU?

- » How to achieve a beautiful blonde.
- » Insights into blonde formulations
- » Hints and tips for amazing blonde results

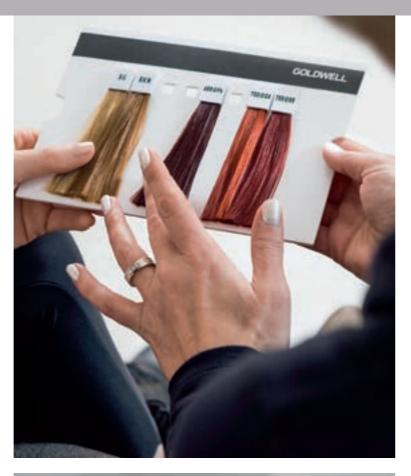
MODELS: 2 models suitable for creative blonde service















FORMULATION MASTERY

ULTIMATE BRUNETTES

ULTIMATE REDS

More and more clients choose brunette over blonde. No wonder, brown hair is flattering and sexy. Learn more about how to bring out the best in brown for your clients through creative formulations.

WHAT'S IN IT FOR YOU?

- » How to choose the right brown color for your client
- » Exciting formulations for rich browns without brassiness
- » Do's and Dont's for Brunettes

MODELS: 2 models suitable for brunette fashion /dimensional color work

Red is gorgeous, red is hot. Ranging from soft auburn to spicy tangerine it offers a wide spectrum of exotic hues for every clients need. Dive into the exciting world of the red color family and discover insights into stunning red hair.

WHAT'S IN IT FOR YOU?

- » How to keep red vibrant
- » Insights into creative red formulations
- » Do's and Dont's for redheads

MODELS: 2 models suitable for red fashion /dimensional color work

ULTIMATE COLOR FIX

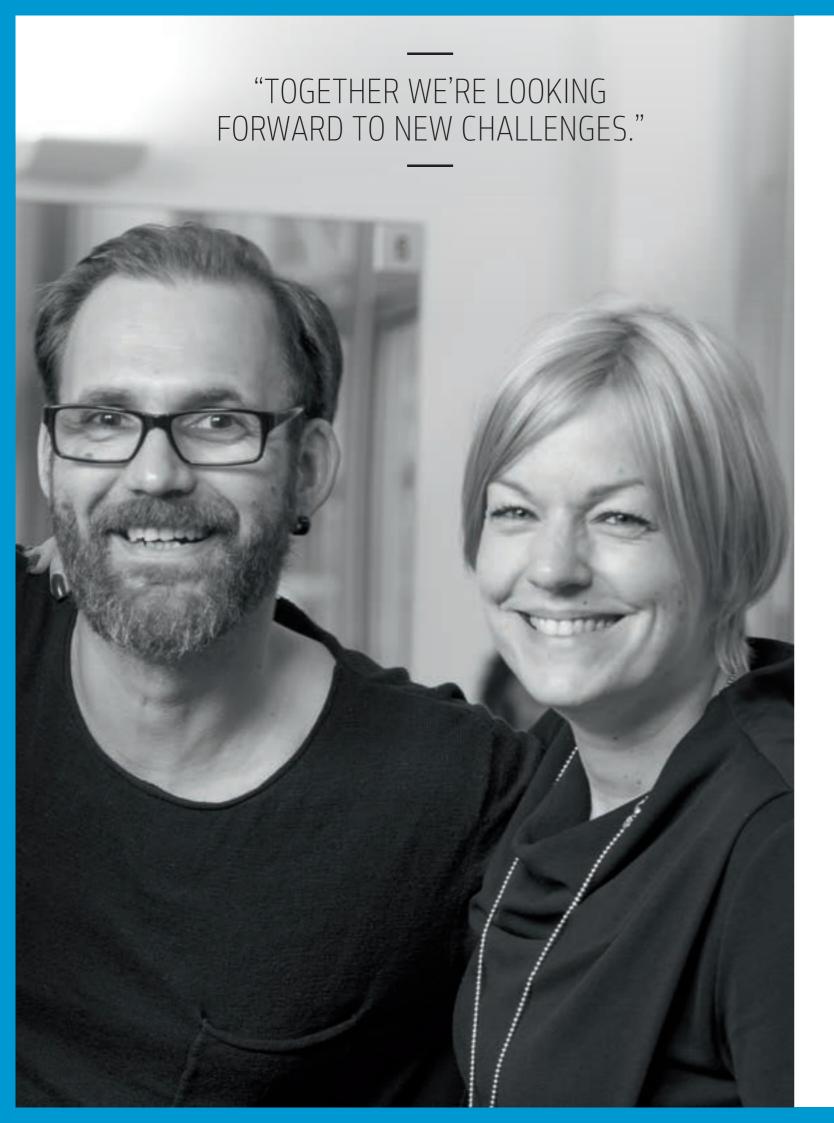
Creating the perfect color palette is essential to the success of any professional color service.

Despite too dark, too light, too red or faded hair, this seminar will give you the knowledge, skills and confidence required to perform color correction with excellence.

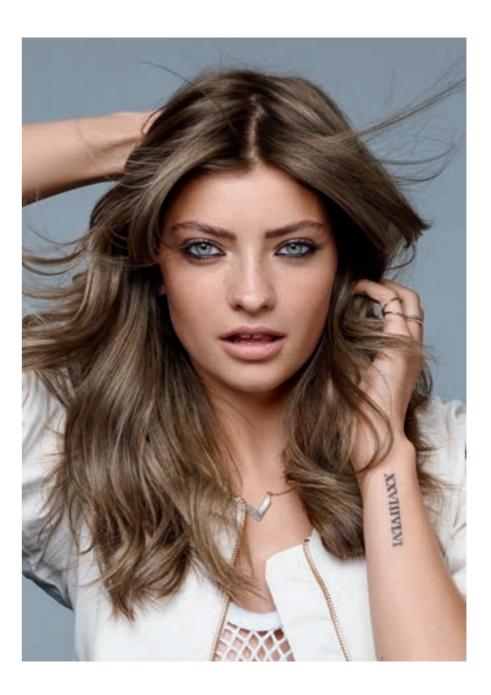
WHAT'S IN IT FOR YOU?

- » Professional salon solutions for turning color challenges into thrilling results
- » Coloring darker, filling, tinting back and overcoming color fading
- » Removing artificial color

MODELS: 2 models suitable for color correction service



SALON SUCCESS



GET TO KNOW ALL ABOUT RUNNING A BUSINESS AND MANAGING YOUR TEAM





* MBE *

CRIEBRATING 21

A professional program dedicated to partnering closely with its key clients to provide the right environment and opportunities to further develop skills to successfully drive sales growth, build motivation; encourage creativity and to continue to inspire.

Building on 21 years of success, the 2017 MBE program is set to be the biggest year yet!

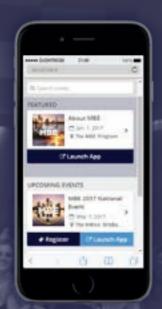
BE KEY EVENTS:

National Conference | May 2017 Expo | Sydney, 10-12 June 2017

International Conference | Bali, 30 July - 4 August 20

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BE MORE. ACHIEVE MORE. modules are meaningful and effective; the team can learn and apply their new skills immediately and gain results instantly.

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Please provide the following information when booking into a Goldwell Seminar

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- Salon Name (if non account holder)
- Number of attendees, full names, email address and mobile numbers
- Method of payment

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Payment can be made via your Goldwell Account or Credit Card (Visa or MasterCard)

- Please be advised your Salon Account will be debited prior to the Seminar
- Credit Card bookings will be debited immediately upon booking
- A booking confirmation will be emailed once your booking has been processed, this confirmation email includes; Date and Time of Seminar Name and Address of Venue Seminar Requirements Our Cancellation Policy

All Prices listed include GST.

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Please note: Your Goldwell Sales Executive or Goldwell Educator cannot accept cancellation

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- Within Three weeks or non attendance
 100% charge
- Goldwell reserves the right to cancel or postpone any seminar due to unforseen circumstances, in which case participants booked will be notified by phone and email
- In the event of illness on the day of the Seminar Goldwell requires a Medical Certificate to enable a full refund

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* Excludes Master Stylist, Rising Stars and International Artist Seminar.

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ACADEMY



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