
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.

JANE WICKS
GENERAL MANAGER
NEW ZEALAND

WWW.GOLDWELL.CO.NZ

ONLINE LEARNING

CHECK OUT WWW.GOLDWELLLIVE.COM FOR OUR LIBRARY OF UP-CLOSE AND PERSONAL EDUCATION



—
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.

MASTER**COLORIST** 

MASTER**STYLIST** 

MASTER**TEXTURE** 

**Get inspired, get energized and get started.
Join us!**



MASTERCOLORIST 

MASTER COLORIST



TURN YOUR PASSION FOR COLOR
INTO MASTERY

MASTER**COLORIST**

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!**



equipment required



handouts



certificate
of participation



model required

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.

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

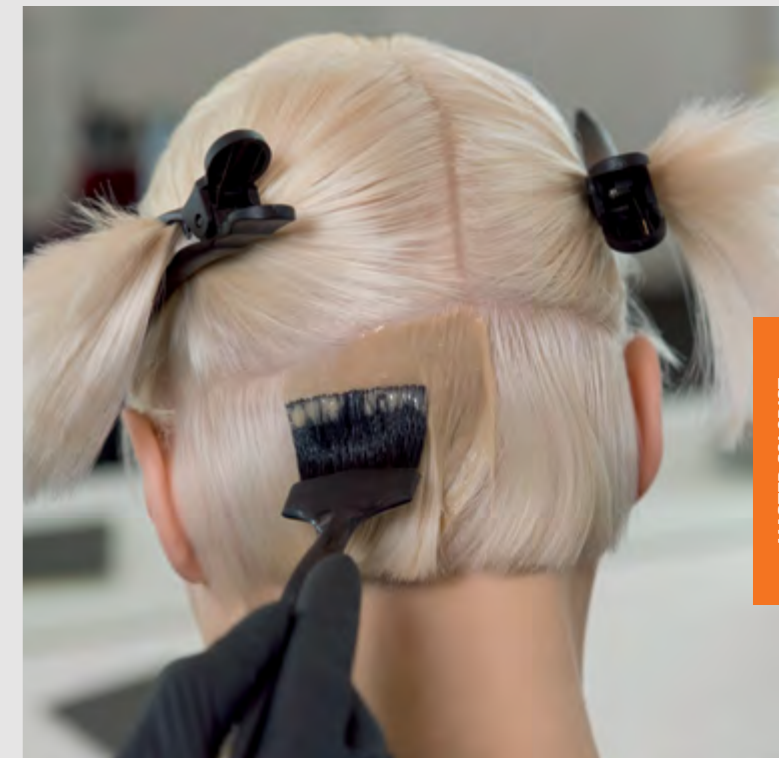
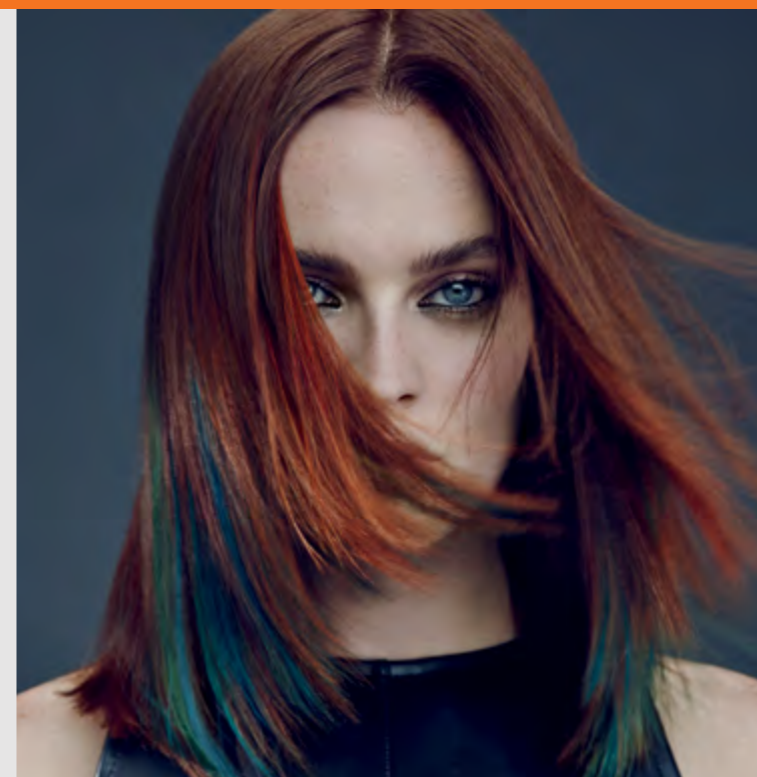
DEMI-PERMANENT COLOR MASTERY

PERMANENT COLOR MASTERY

LIGHTENING MASTERY

ELUMEN MASTERY

FOILING MASTERY (OPTIONAL)



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



FOILING MASTERY

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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.00 am
Start 9.30 am
Finish 5.00 pm



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
 - » 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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm





ADVANCED GOLDWELL TECHNIQUES

EDUCATOR Goldwell Master Colorist Educator
FORMAT 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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



MASTER**COLORIST**

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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm



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.

Registration 9.30 am
Start 10.00 am
Finish 5.00 pm

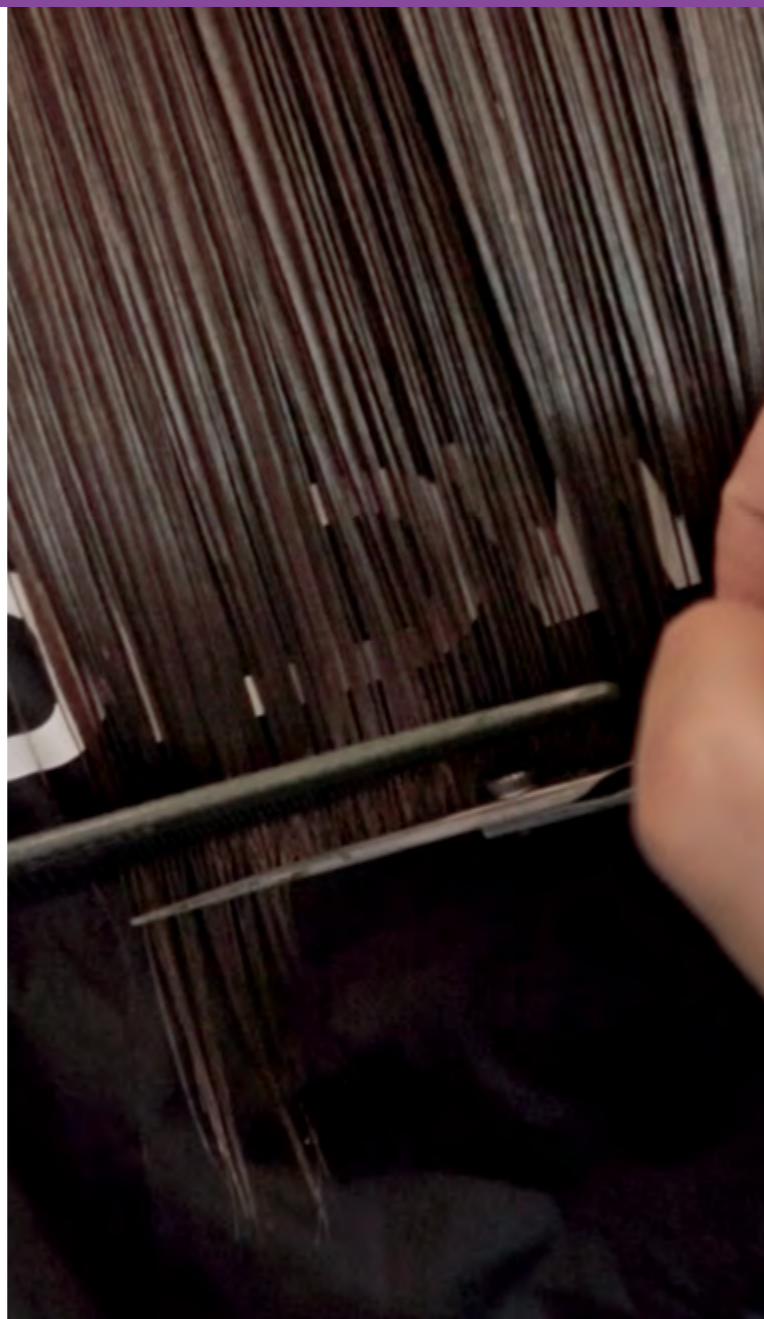
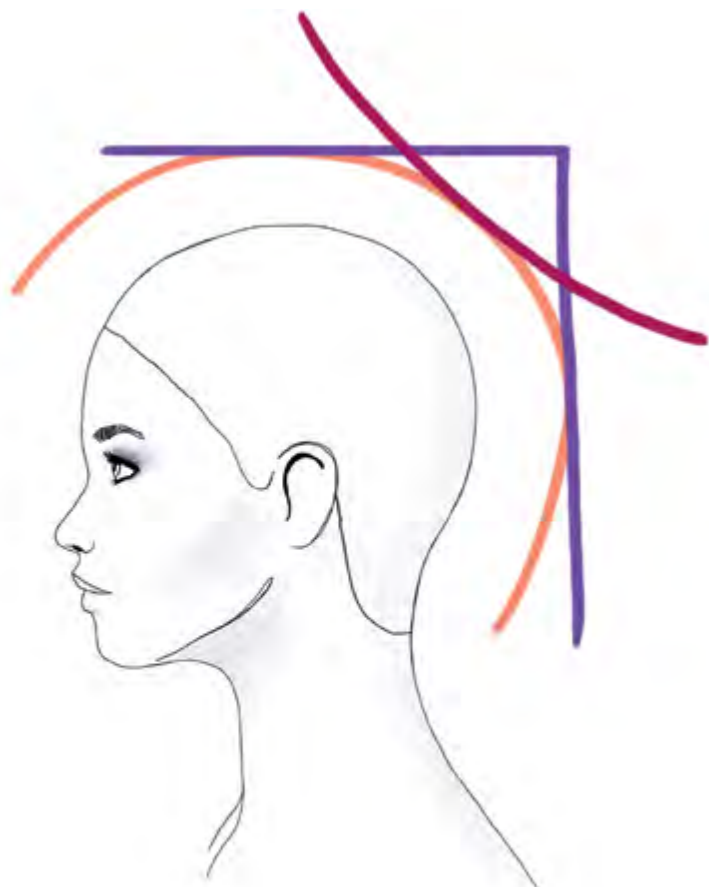




MASTER STYLIST



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)

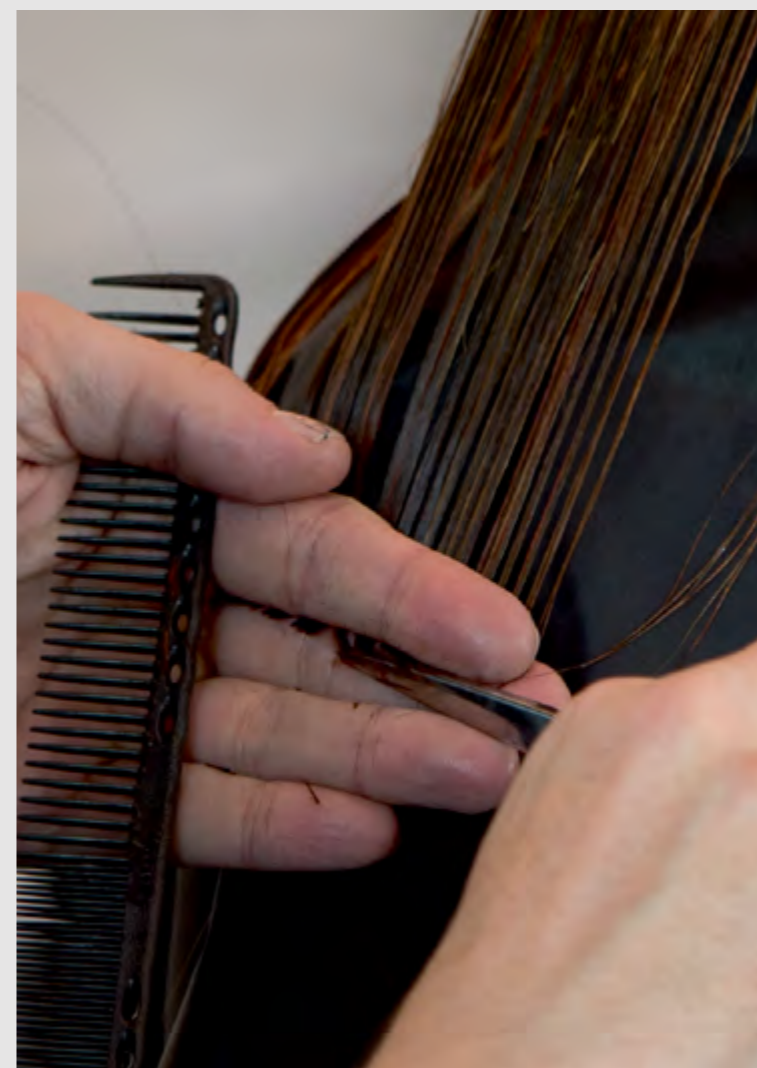
STYLING

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 haircut
- » Color placement slides to complement each look

INVESTMENT \$1,200 AUD

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.



*Held in Australia at a listed learning destination of your choice.
*Travel, accommodation and expenses are not included in the course fee and are at the individuals expense.

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 AUD

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.



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 disconnection
- » 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**

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**

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.

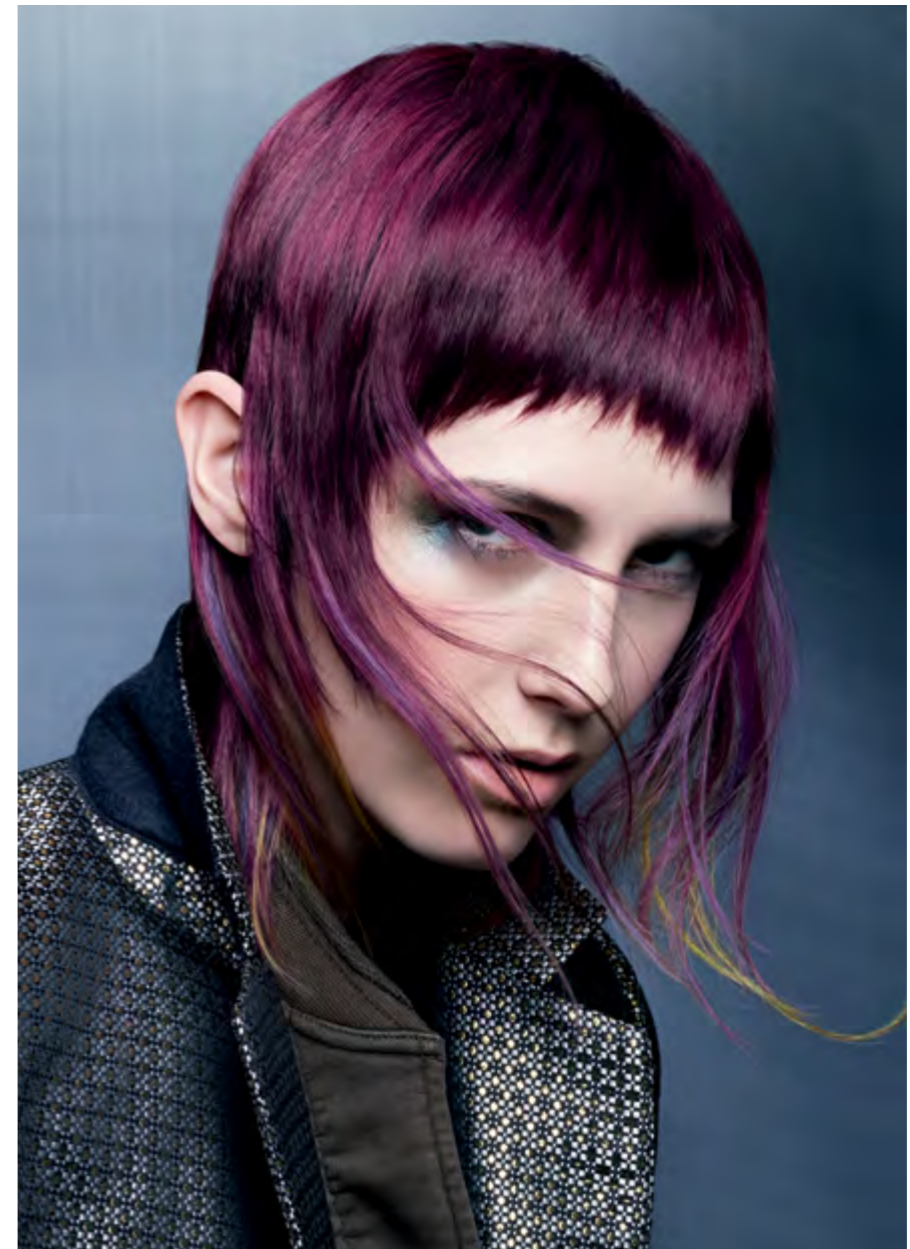


—
“TOGETHER WE CREATED
THE AMAZING IN•FLUX COLLECTION.”
—

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



"THERE IS NO BETTER WAY TO TEST YOUR SKILLS THEN BY COMPETING AGAINST THE BEST HAIRDRESSERS FROM ALL CORNERS OF THE GLOBE."

—
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
—

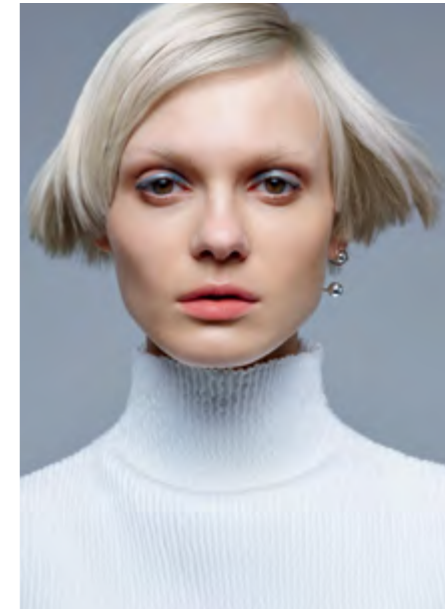
"COLOR ZOOM IS AN ABSOLUTELY AMAZING EXPERIENCE, PROVIDING LIFE CHANGING OPPORTUNITIES."

—
Larissa Bresnahan
GLOBAL GOLD WINNER
CREATIVE CATEGORY 2016,
AUSTRALIA
—



“TOGETHER WE MAKE
MORE OF OUR EXPERTISE.”

SERVICE COLLECTIONS



BRING COLOR, CUT AND STYLING TOGETHER
TO CREATE OUTSTANDING LOOKS

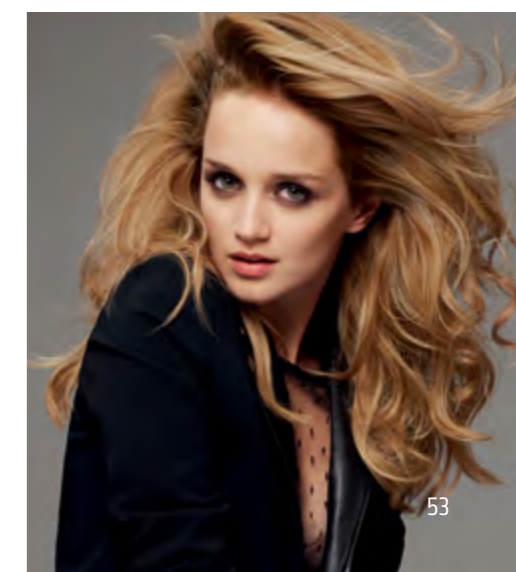
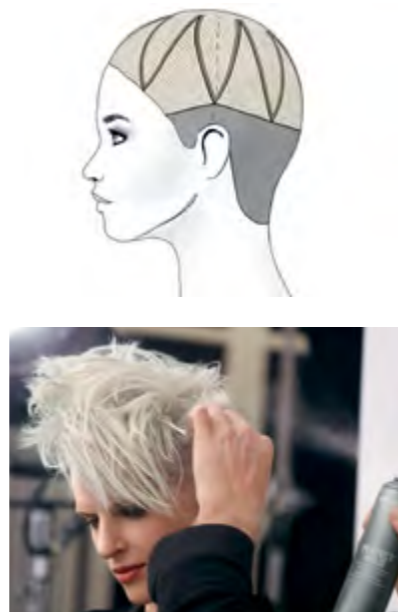
THE MODERN MONOCHROMATICS COLOR COLLECTION

THE MONOCHROMATIC COLOR STORY.

Impress clients with the perfect synergy of color and styling
and make your salon the place to be for expertise,
creativity and passion.

WHAT'S IN IT FOR YOU?

- » Discover the new Goldwell Color collection based on the Modern Monochromatics trend
- » 6 color looks from Copper Chameleon to Silver Whisper and Muted Teak
- » Inspirational hands-on sessions to gain excellence and have fun!



THE COLORANCE COLLECTION

EXPRESS YOURSELF WITH COLORANCE.

Your clients love to express and show the different facets of their personalities. It is not about drastic changes but about adding a new twist to her appearance, which means very often the hair color and look. Goldwell Colorance is the best companion you can have as a stylist when it comes to perfecting a client's look and enabling her to enjoy her new color.

WHAT'S IN IT FOR YOU?

- » Rediscover the wide range of shades and service opportunities, to express yourself technically and artistically
 - » Play with everything: from a sheer glaze to covering grey
 - » Find out more about holistic service possibilities in your daily business
- » Work with the easy to use Colorance range, probably one of the most simple and intuitive systems to use



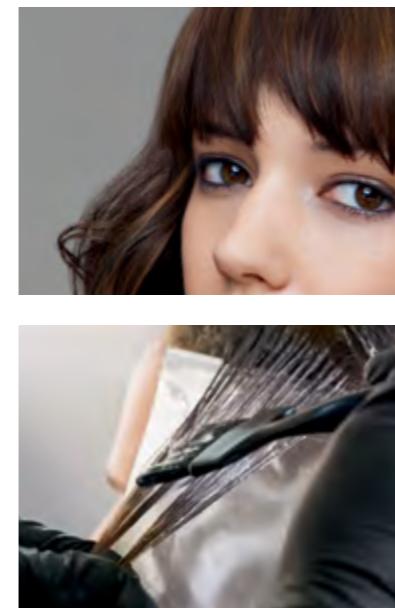
THE LUXURIOUS BRUNETTE COLLECTION

DISCOVER GOLDWELL BRUNETTE SERVICES.

Brunette clients are a relevant clientel in your salon. Brunettes are elegant, classy and breathtakingly seductive. Brunette is not just brown – it has so many facets in being a very exciting hair color.

WHAT'S IN IT FOR YOU?

- » Discover new Goldwell brunette services to excite your brunette salon clients
 - » Become an expert for naturals, warm and brown color segments
 - » Learn all about eluminated performance and benefits
 - » Get in touch with new Color Balancing mixing-recommendations
 - » Find out more about holistic service possibilities in your daily business





“MY ASPIRATION IS TO
MAKE HER FALL IN LOVE
WITH HER HAIR.”

Mark Leeson

GOLDWELL GLOBAL CREATIVE AMBASSADOR
2014 BRITISH HAIRDRESSER OF THE YEAR

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

Registration 9.30 am
 Start 10.00 am
 Finish 5.00 pm



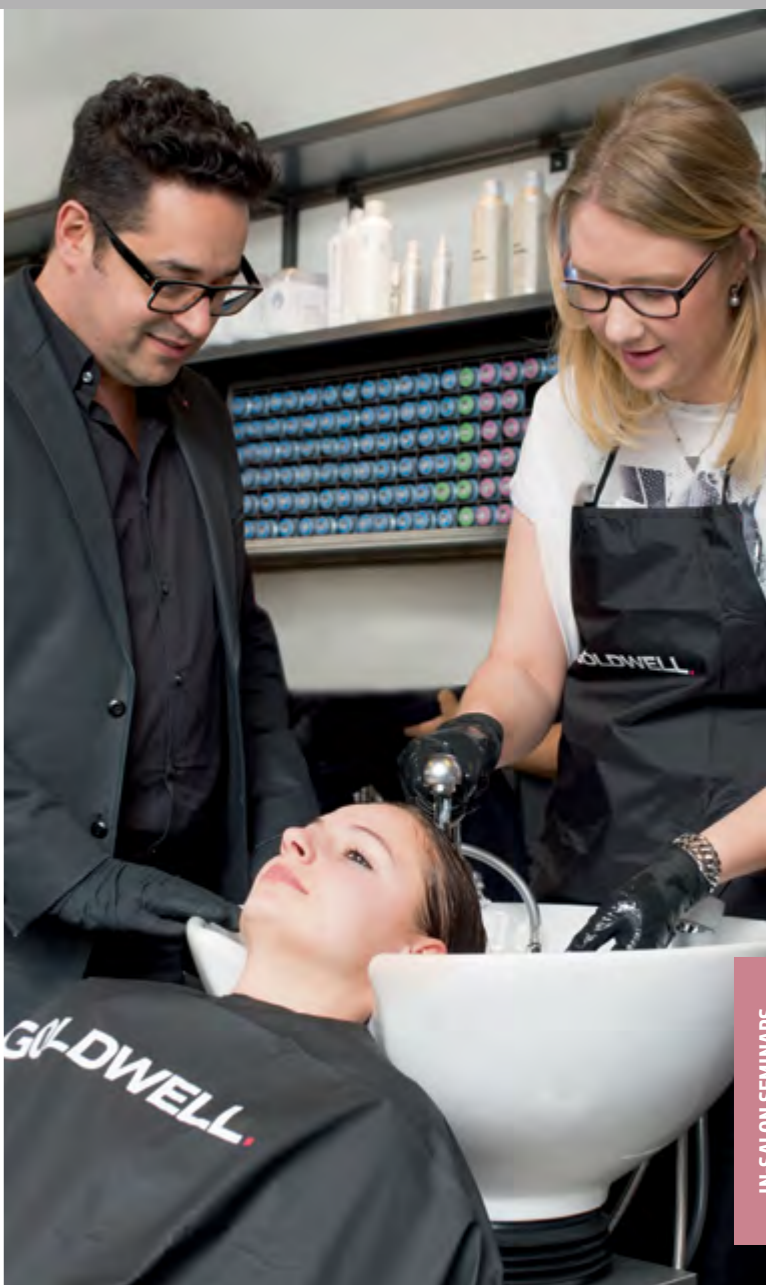
—
“TOGETHER WE SHARE
GREAT DEDICATION.”
—



—
IN-SALON SEMINARS
—



GET CUSTOMIZED TRAINING
FOR YOUR TEAM - RIGHT IN YOUR SALON



IT'S ALL ABOUT YOU.

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.



FOUNDATION COLORANCE

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



Want to learn more? **Join our Master Colorist Program.**

FORMULATION MASTERY

— ULTIMATE BRUNETTES —

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 Don't's for Brunettes

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

— ULTIMATE REDS —

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 Don't'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

Want to learn more? **Join our Master Colorist Program.**



BOOKINGS AND MUST-KNOW INFORMATION

MASTERCOLORIST PROGRAM

A registration form needs to be completed to confirm commitment to the Goldwell Mastercolorist program.

To register as a goldwell Mastercolorist please ask your Sales Executive or Educator for a registration form.

Then email to admin.nz@kao.com or post to Goldwell, PO Box 26 Shortland Street, Auckland 1140.

INVESTMENT | \$50.00 (ex GST) per session

This includes all costs associated with each training session, as well as the Certification Day.

The fee can be charged directly to your Goldwell account, or to a credit card.

Once registered this fee is non-refundable.

NATIONAL MASTERS

TO BOOK

Please speak to your Sales Executive or Educator.

INVESTMENT | \$1500.00 (ex GST)

This includes all costs associated including any required travel and accomodation.

The fee can be changed directly to your Goldwell account, or to a credit card.

BOOKINGS

An Education booking form needs to be completed for seminars and workshops. Please speak to your Goldwell Sales Executive or Educator or email admin.nz@kao.com

CANCELLATION POLICY

Notice of cancellation must be given to Goldwell by email at admin.nz@kao.com

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

Cancellation Procedures

- Three weeks notice - **No charge applies**
- Within Three weeks or non attendance - **100% charge**
- Goldwell reserves the right to cancel or postpone any seminar due to unforeseen 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.

All Prices listed exclude GST.

THE GOLDWELL EDUCATION PLUS APP

Download, install and activate the app. Focus the camera on pages with the augmented app icon and enjoy the futuristic 360 view of our 3D beauties and the new, fantastic color and cut techniques.

