



**ADAPT.  
GROW. SUCCEED.  
YOUR PASSION  
& KNOWLEDGE  
IS MORE POWERFUL  
THAN ANYTHING  
ELSE.**



**SIMON ELLIS**  
CREATIVE DIRECTOR  
SCHWARZKOPF PROFESSIONAL

FOLLOW US!

**@SCHWARZKOPFPROANZ**

For more information please contact  
your ASK Advisor, or alternatively  
call the Schwarzkopf Professional  
Technical Hotline number on  
1800 624 000 (AU) or  
0800 500 515 (NZ).

[schwarzkopfprofessional@henkel.com](mailto:schwarzkopfprofessional@henkel.com)



**ASK**  
EDUCATION

  
**Schwarzkopf**  
PROFESSIONAL

*Together. A passion for hair.*



# WE ARE ONE. BOUND TOGETHER BY OUR LOVE OF HAIR.



## AS AN INDUSTRY, WE MET THOSE CHALLENGES HEAD ON AND EVOLVED NEW WAYS OF DOING THINGS.

● SIMON ELLIS

Last year we faced unprecedented challenges. Ones that we are still recovering from today. The corona crisis turned our perfect present and our daily reality, upside down. To support you in your time of need, we brought you #HAIRDRESSERSUNITED; our 24-hour live charity event to support hair professionals like you. And because of you and our amazing contributors, we achieved a Guinness World Record for the longest online hair education seminar streamed over the internet.

### But we must look forward.

The impact of Covid-19 was undeniable. But as an industry, we met those challenges head on and evolved new ways of doing things. We saw an explosion in digital education. The way our hairdressing community consumes this content has changed forever. So now is the time to push on. To embrace this new behaviour and lead this arena in ever-more exciting and innovative ways.

That means we'll continue to drive forwards with our Blended Learning approach, combining physical seminars with the most engaging digital seminars in the business. Our lively, practical, hands-on sessions will still provide unique immersive learning experiences. But now, we'll also provide digital seminars to your fingertips.

During the pandemic, as I watched our artists, colourists and stylists bring you inspiration, tutorials and a reason to look to the future, I was overwhelmed and so proud to truly say we are in this TOGETHER.

#togetherwestand

► SIMON ELLIS  
CREATIVE DIRECTOR  
SCHWARZKOPF PROFESSIONAL



2020! As an industry we faced challenges which tested us, but we embraced them and showed as hairdressers we are adaptable and resilient and passionate about our craft. We were focused and agile to build new ways to connect and stay in touch, and worked together along the journey to pave a new way forward.

2021 ASK Education is focused on delivering creative inspiration and technical insights from our experts to further upskill our salon partners and stylists. Schwarzkopf Professional delivers exceptional colour products and new technological innovations across our extensive brand portfolio.

ASK education provides a flexible calendar of learning; from tailored seminars and our online e-education 'ASK e-learning academy,' to bespoke F2F in-salon training sessions.

We accommodate and embrace all skill levels and learning styles to cover a broad diversity of learning. Our ASK Advisors in collaboration with our Guest Artists will lead creative and engaging sessions to drive your business to further success in 2021. Together we share a passion for hair – our team is here to help enhance your skills, increase opportunities for upselling services, and drive incredible results for you and your clients.

For the latest in education and product innovations, be sure to follow us on @schwarzkopfproanz.

I look forward to working together with you and your teams to bring a holistic approach to education across ANZ.

► GINA THOMAS  
HEAD OF EDUCATION  
SCHWARZKOPF PROFESSIONAL & ALTERNA  
AUSTRALIA AND NEW ZEALAND



# THE WORLD HAS CHANGED. HAIRDRESSING HAS CHANGED. YOU'VE CHANGED.

**OUR EDUCATION  
OFFERINGS COMPRISE  
A BLEND OF BOTH  
PHYSICAL LEARNING  
IN OUR ACADEMIES  
AS WELL AS DIGITAL  
LEARNING.**

## DIGITAL LEARNING

Our digital offerings approach delivers to a number of different platforms, with the aim to inspire creativity and unlock potential and nurture personal growth. You will find digitalized education offerings in the form of ASK eAcademy learning tools, blog articles, inspiration Hair Hacks videos on Instagram and YouTube, Step by steps visual aids on Pinterest, as well as local country initiatives.

04

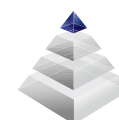
## REGISTER NOW

**ASK-ELEARNING.COM**

AND GET ACCESS TO  
EXCLUSIVE GLOBAL  
CONTENT.



05



### TOP

Pushing the creative hairdresser focusing on artistic expression and experimentation



### EXPERT

Exploring new ideas and approaches to reinforce and refine creativity



### ADVANCED

Product knowledge and skills to improve your in-salon service level



### ESSENTIAL

Foundation to establish confidence and knowledge

### F2F LEARNING

In addition to our digital modules, our blended learning approach also offers a physical learning experience, with face to face guided classes and hands on practical sessions. The key focal points for 2021 in the Colour category will see the celebration of SKP high performance Igora coloration system as well as exiting new offering with BlondMe which will push your boundaries to understand colour in-depth and add to your creative process.

The Backbar and Styling categories are full of great offerings to keep your skills up to date with current trends. You will also find new entry seminars which will allow you to grow your skills, clientele, creativity and business to its utmost potential.



# COLOUR

# 1



## COLOUR

**Colour. It's a powerful tool. It transforms. Delights. Empowers.**

It's why you do what you do. We're just here to help you do it better. Our colour seminars are designed to enhance the skills you already have. This year we celebrate the IGORA portfolio and invite you to become a certified IGORA expert, from consulting to colour mixing. Not enough? We also have a series of new Blonde Specialist seminars, focusing on the exciting world of BLONDME.

■ ■  
**WE'RE  
JUST HERE  
TO HELP  
YOU DO IT  
BETTER**  
● ▼





# COLOUR HIGHLIGHT

**BOLD!**   
■ **IGORA LAB**



## STAGE 1 - Colour Principles

### Your intro to the world of IGORA

**colouration.** Colour. It's not that scary. You know that. But maybe you just want a bit of help fine-tuning your techniques? A bit of a confidence boost? Well, good, because that's what this course is all about. Get to grips with the fundamentals of Colour and the IGORA coding system through a mix of inspiring live demos and engaging workshops that will leave you up to your

elbows in the full range of IGORA colour. Understanding when to use Semi. Demi. Permanent. You name it - you'll soon be applying the perfect Global Colour and we'll also help you bring a fresh new approach to hair diagnostics, delivering consultations that satisfy even the most demanding client (yeah, you know the one).

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$220  
**Level:** Essential



## STAGE 2 - Colour Vibes

### Demi colour 1 on 1 with IGORA

**Vibrance.** Want to do MORE with colour? Let's do it! We'll get you up to speed with IGORA VIBRANCE and the art of demi colour. We'll start by showing you how to choose the right shade for your clients, then we're going to make sure you're really at the top of your game with hands-on sessions designed to improve your demi and dual application techniques.

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$220  
**Level:** Essential



## STAGE 3 - Colour Expert

### Discover permanent colour with

**IGORA ROYAL.** It's time to go all the way! Be curious. Be brave. Become the colourist you want to be. This confidence-boosting course explores a range of technically challenging processes, including re-balancing, colour correction and pre-pigmentation. With hands-on sessions designed to grow your skills, by the end of the seminar you will be perfectly prepared to address any colour challenge.

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$260  
**Level:** Advanced



## STAGE 4 - Take It Lighter

### Going Lighter with IGORA.

Let's lighten things up! This session will help boost your knowledge of IGORA Highlifting and Lightening, because we could all do with a little brush-up of our skills now and then, right? We'll dive into the finer details of blonde consultation and diagnostics, helping you to identify the right lightening product and toning direction for the task at hand. And, as part of the hand-on session, we'll show you how to make sure you're taking care of your client on all important aspects of blonding.

**Duration:** 10am-1pm  
**Facilitator:** ASK Advisor  
**Investment:** \$160  
**Level:** Essential



# COLOUR HERO

## SEMINARS

### SLAY! BLONDE SPECIALIST



#### STAGE 1 - Blonde Ambition

##### The fundamentals of all things blonde

Blonde colourists have more fun yeah, we're pretty sure that's how the saying goes. Well, the fun starts here as we bring you up to speed with the fundamentals of taking hair lighter and sharpen your knowledge of BLONDME Lightner and BLONDME Bonding. Practical sessions are all about the blonde, as we immerse you in a world of blonde techniques and products, helping you offer a truly customised experience for your customers, from consultation through to maintenance.

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$220  
**Level:** Essential



#### STAGE 2- Just Bleach It

##### A pre-lightening, toning & maintenance masterclass.

Want to be THE authority on blonde? Yeah you do! But first you need to understand the fundamentals of lifting and undercoats. That means learning how to apply the right lightener or the right toner at the right time, nailing your consultation and prescribing the perfect maintenance regiment. That's where we come in, with hands-on sessions designed to help you do what you do best: create amazing blondes!

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$260  
**Level:** Advanced



#### STAGE 3 - Foils & Freehand

##### Focus on the creative side of blonde.

Now we're talking. Let your creativity run free and get your balayage on! But partial lightening can be tricky, whether it's foils, balayage, root shadow, you name it. That's exactly why we run these sessions, showing you how to master the art of toning, improving your free-hand painting and giving you the confidence to deliver incredible blonde.

**Duration:** 10am-4pm  
**Facilitator:** Guest Artist  
**Investment:** \$360  
**Level:** Expert

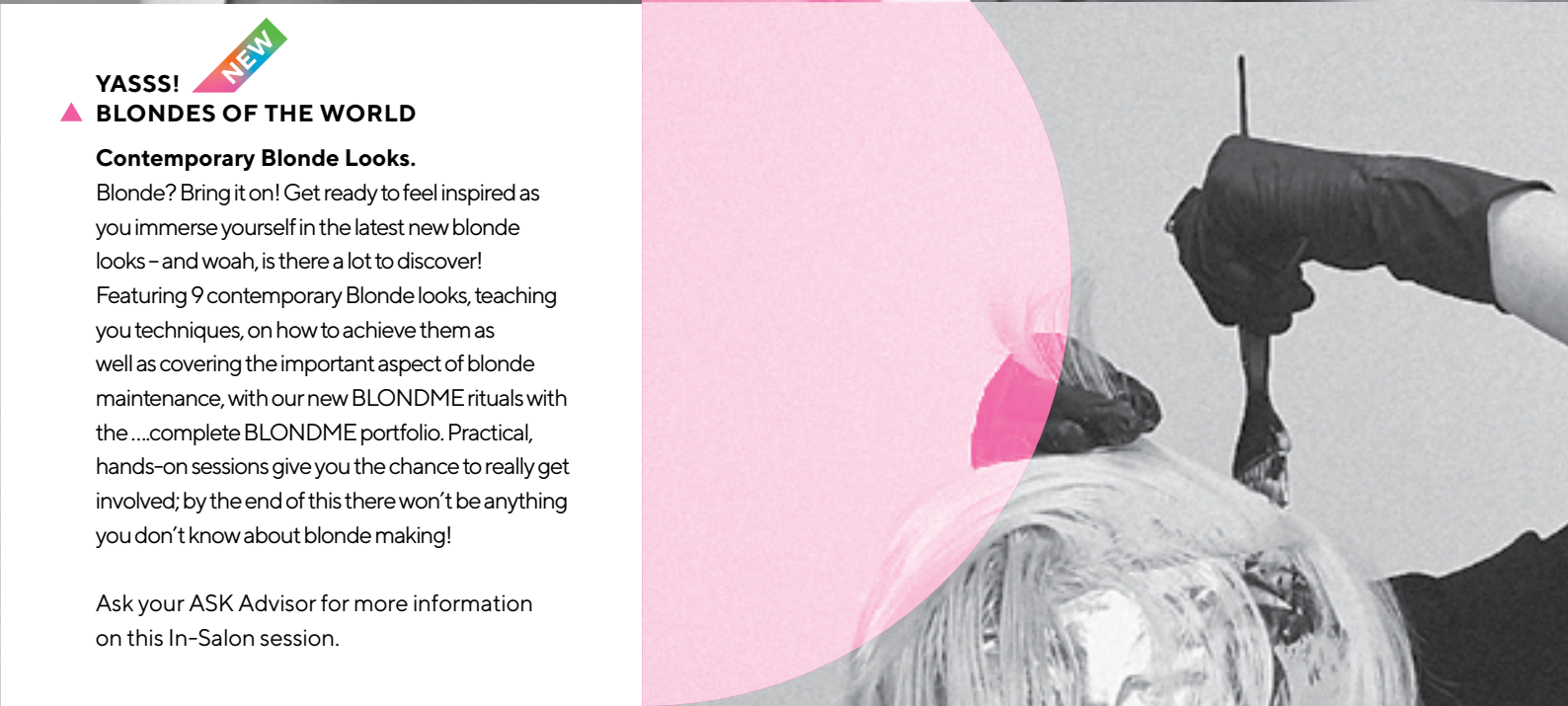


### YASSS! BLONDES OF THE WORLD

#### Contemporary Blonde Looks.

Blonde? Bring it on! Get ready to feel inspired as you immerse yourself in the latest new blonde looks – and woah, is there a lot to discover! Featuring 9 contemporary Blonde looks, teaching you techniques, on how to achieve them as well as covering the important aspect of blonde maintenance, with our new BLONDME rituals with the ....complete BLONDME portfolio. Practical, hands-on sessions give you the chance to really get involved; by the end of this there won't be anything you don't know about blonde making!

Ask your ASK Advisor for more information on this In-Salon session.





## STEP IT UP!

NEW

## QUICK COLOUR SERVICES

**Fast colour techniques & tips to maximise turnover.** This one's for those times when you need to be on it. We're talking express colour. Now don't worry, we'll take things slow during our live demos as we bring you up to speed (speed, get it?) on products like IGORA COLOR10 and essential quick colour techniques such as the T-Section and 10 foil technique, helping you maximise your bookings and fine-tune your skills.

Ask your ASK Advisor for more information on this In-Salon session.

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**BRING  
YOUR VISION  
TO LIFE**



**EXTRA!  
MIXING CODE**

**Your entry into the world of creative colour.** You're not just a hairdresser. You're an artist. Using colour to express yourself and empower your clients. So, why settle for being good when you can be great? Learn how to think outside the box when it comes to combining shades. Discover new colours, new techniques. Creative freedom. Mixing isn't just part of your job. It's your vision. And your client is your canvas. So, get creative and push your vision to the limits. Anything is possible.

**Duration:** 10am-1pm  
**Facilitator:** ASK Advisor  
**Investment:** \$160  
**Level:** Essential



**NUDE!  
GENERATION TBH**

**True Beautiful Honest.** There's no escaping demand from customers for natural colours. Understanding the multi-dimension nuances and shades from natural, cool and warm. It's a minefield. And that's why this course exists – it chucks you head first into a world of colours that speak to your client's sense of individuality while respecting the hair's natural characteristics. It's a whole new world of colour.

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$220  
**Level:** Advanced

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# COLOUR

## SEMINARS





# BACKBAR

▲■  
**LEAVE  
YOUR CLIENTS  
BUZZING WITH  
SATISFACTION**



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## BACKBAR

Personalisation. Bespoke. Customised. Tailored. Whatever way you spin it, the backbar is about making your clients feel pampered with unique salon and home treatments. All of them. But last time we checked; you were an individual too, right? That's what our backbar classes are all about: celebrating your individuality and artistry. Learn to take customers with you on an eye-opening trip through in-salon care, recommended by you. And where the destination's different every time.



## CHILL! ▲ CARE ADVISER

**Hyper-customisable haircare routines.** We don't want to scare you, but think about this – every single customer that comes through your salon doors has a different hair type. So prescribing a haircare routine isn't going to be a one-size-fits-all kind of deal. Not even close.

Luckily, we've created this course to help you build on everything you already know about hair care. We'll cover the basics of hair structure and scalp conditions, give you an in-depth understanding of Fibre Clinix and its customisable features and get you ready to deliver incredible, bespoke in-salon and at-home regimens, every time.

Ask your ASK Advisor for more information on this In-Salon session.

DELIVER  
INCREDIBLE,  
BESPOKE  
IN-SALON AND  
AT-HOME  
REGIMENTS

# — BACKBAR HIGHLIGHT





## SEMINAR

### ON IT! CARE CONSULTANT

**A fresh approach to hair and scalp therapy.** Great cut. Amazing colour. Head-turning style. Job done? Not quite. To keep them really happy, your client needs all that, to last as well. Your knowledge needs to switch from cutting-edge creative to care expert, rooted in the fundamentals of holistic hair and scalp therapy and the latest services.

With a focus on BC Bonacure, BC Scalp Genesis and Oil Ultime, this course will assess how daily exposure to natural elements can damage your client's hair and scalp, and what you need to know to deliver the perfect solution.

Ask your ASK Advisor for more information on this In-Salon session.

# BACKBAR HERO





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**STYLING**

Sure, there's all the usual clichés – 'Every head of hair is a blank canvas'. 'Each client is a chance to practice your art'. You'll have heard a bunch. But they're just words really, aren't they? What styling really comes down to is you. So, here's your chance to polish those skills, refine your technique and craft a signature style of your own.



▲ ■  
**CRAFT A  
SIGNATURE  
STYLE OF  
YOUR OWN**  
● ▼

# G N I T Y T S





BREAK OUT  
OF ESTABLISHED  
PATTERNS

# — STYLING HIGHLIGHT



**The ultimate crash-course in curls and waves.** In this seminar, we'll be showcasing the Mad About Curls and Waves product range because, well, we go crazy for voluminous waves and perfect curls. But, that doesn't mean trying to achieve them has to drive you nuts. You'll learn how to perfect your styling and

dressing techniques, wrapping your head around the understanding of curly hair for that final look, from brushes to tongs.

**Duration:** 10am-1pm  
**Facilitator:** ASK Advisor  
**Investment:** \$160  
**Level:** Essential





THE POWER TO  
INNOVATE AND  
REINVENT HAS  
NEVER BEEN MORE  
ESSENTIAL

# STYLING HERO

## SEMINARS

### LIT! STYLING DNA

**Take your styling game up a notch with signature blow dry skills.** It's no secret that some catwalk looks are a little... out there. But individuality is what we love best, right? And we both know the real magic is translating those trends into something more wearable. But that part can be tricky. That's why we've created this course for you. Working with the OSiS+ range and your trusted set of tools – brushes, straighteners, curlers, tongs – you'll be adding body, volume, movement and flicks as you develop your own signature styling skills.

Ask your ASK Advisor for more information on this In-Salon session.



### ON FLEEK! STYLING ARTISTRY

**Transform festival buzz into Instagrammable looks, with OSiS+ & Session Label.** For the 'gram! We'll show you how to create Insta-ready looks, using the most advanced techniques and creative mixing of OSiS+ and Session Label products. Braids. Knots. Buns. Bring 'em on. In a series of live festival-hair product demos, our artistic team will show you how to perfect them all, from choosing the right style for face shape and hair texture, through to capturing the very best images for social. #nailedit

**Duration:** 10am–4pm  
**Facilitator:** Guest Artist  
**Investment:** \$360  
**Level:** Expert



### MOOD! DECODED

**Turn your vision into everyday reality**  
**Colour is language, creative expression and the signature of every hairdresser.** Expose yourself to the latest colour/cut/style techniques, this seminar takes its inspiration from multimedia, fashion, textiles and current trends. Learn to interpret trends, explore creativity and push your boundaries into endless possibilities.

**Duration:** 10am–4pm  
**Facilitator:** Guest Artist  
**Investment:** \$360  
**Level:** Expert



## 4



## VISIONARY

Fresh perspectives. New ideas. Big aspirations. Yeah, we've all got them. But wouldn't it be great if we could all come together and share them? That's what ASK Visionary is all about: Sharing creative ideas and curated educational experiences that inspire all of us. But, ideas aren't any use if you don't have anywhere to put them into practice, our creative seminars led by our ANZ National Ambassador & Guest Artists will also share tips, tricks and techniques to grow your future business.

IT'S NOT  
ABOUT IDEAS,  
IT'S ABOUT  
MAKING IDEAS  
HAPPEN

# VISIONARY





# VISIONARY HIGHLIGHT

## ESSENTIAL LOOKS

Paris. Milan. London. New York. Etc, etc, etc. Sometimes it seems like there's a Fashion Week happening every week somewhere in the world. Add in social media and it starts to feel like there's a new 'must-have' look on a daily base. It's a lot to keep on top of, right? Well, don't panic. Essential Looks is all about helping you make sense of it all. Mastering the new and the next. Feeding off the buzz generated by international runways, session stylists and trend forecasters, we'll help you with the education and skills to translate the hype into high-fashion, ready-to-wear salon looks for your clients. Discover more at

[ESSENTIALLOOKS.COM](https://www.essentiallooks.com)

## ▲ VIBE CHECK! LOOK & LEARN

**An exclusive overview of the Essential Looks collection.** We get that sometimes things can be so busy that finding time to keep up with the latest looks just isn't going to happen. That's exactly why we run this Look & Learn session. Get up close and super-personal with the latest essential looks collection. Learn from the masters as our team of world-renowned artists show you how put your own spin on the latest runway looks, recreating the hottest cut and colour trends.

Move over Milan. Pack your bags, Paris. Take a hike, London. Your salon is where the real icons are made.

Ask your ASK Advisor for more information.



## ▲ GLOBALLY RELEVANT TRENDS ●







# NATIONAL ASK TEAM

## WE'RE HERE FOR YOU

### **Sounds cheesy, right? But we mean it.**

Our National ASK Teams are the first point of contact for salon owners and hairdressers. From technical tips and business advice, to helping translate the latest trends into something your clients can actually wear, our expert team of Technical Advisers are on call to help whenever you need it. Like your own personal team of Superheroes.





► **RICHARD ASHFORTH**  
@RICHARDASHFORTH

Starting his career with the illustrious Vidal Sassoon, Richard Ashforth went on to establish his own international hairdressing brand, SACO, in 2005.

He now has many educational academies and salons positioned across the globe. Defined as 'success' in Japanese, SACO also means 'detail' – which perfectly describes Richard's precision-perfect approach to cutting. Richard believes that styling and creativity go hand-in-hand and he never runs out of ideas, which is why he is frequently called upon to work with some of the greatest names on the international fashion scene. This includes countless Fashion Week shows and photoshoots alongside Peter Lindbergh, David Bailey and American & British Vogue; Richard has also created his own guerrilla-style hair show – NOISE.

**YOUR JOB IS GREAT.  
YOU LOVE IT. BUT DO  
YOU KNOW WHAT WOULD  
MAKE IT BETTER?**

How about being able to call on the combined experience of Schwarzkopf Professional's Global Ambassadors? A trailblazing group made up of some of the industry's most visionary individuals, we put their artistry and unique perspectives on hairdressing in your hands.

# GLOBAL AMBASSADORS

Beginning as a stylist at Vidal Sassoon in the creative hotbed of 80s Manchester, Tyler Johnston progressed rapidly up the hairdressing ladder, this culminated in a move to London where he became Art Director at Sassoon's prestigious Knightsbridge salon. After six years in this high-profile position, working on seasonal collections and adverts for TV, Tyler left to pursue an international freelance path, with clients such as David and Victoria Beckham, Cate Blanchett, Lily Allen and many more on his books; he is now one of the industry's most sought-after session stylists.

► **TYLER JOHNSTON**  
@TYLERJOHNSTONHAIR



► **LESLEY JENNISON**  
@LESLEYJENNISON

Lesley Jennison began her career in 1984 at a renowned London Hair Academy and spent 18 years travelling the globe working on shows and seminars.

Lesley then joined the fabulous Real Hair salon, where she tends to a high-profile clientele, such as Gwyneth Paltrow and Elle Macpherson. Her radical vision and flair for colour took her from a Vidal Sassoon apprenticeship to global recognition – and has made her the 'go to' name on every celebrity's lips for unsurpassed colour genius. Fashion conscious herself, Lesley has also worked on catwalk shows for the likes of John Richmond, Raf Simons and Alexander McQueen.



Nick began his hairdressing career in the mid-80s in the north of England, eventually moving to London to work with the Toni & Guy Art Team. In 2004 Irwin took up the role of European creative director at TIGI International, he was appointed global creative director in 2011 and then to the board of directors. In 2014 Nick embarked on a solo career and fully immersed himself in the session world. Nick's work can be seen in Global Fashion magazines to International advertising campaigns. He has a star-studded clientele and works with some of the biggest photographers in the industry.

► **NICK IRWIN**  
@MRNICKIRWIN





# NATIONAL AMBASSADOR

► **DEE  
PARKER-  
ATTWOOD**  
@DEEPARKERATTWOOD\_

Dee is one of hairdressings leading ladies walking the line of owner, trainer & creative visionary to balance the realities of running a successful business and nurture her quest to deliver bespoke, graphic cut and finishing trends. A self-proclaimed hair junkie driven to succeed in a competitive space with a gift to empower others to be their best.

- 2020 IHA International Avantgarde collection of the year
- 2016 Hair Expo Victorian Hairdresser of The Year
- Essential Looks Ambassador & Australian Hairdresser of The Year 2019
- 2018 Hair Expo Hairdresser of The Year Finalist
- 2019 Hair Expo Australian Hairdresser of The Year
- 3 x AHFA Australian Hairdresser of The Year Finalist



► **NATALIE  
ANNE**  
@NATALIEANNEHAIR

Widely regarded as the leading hair artist, expert and social media educator in Australia, Natalie Anne regularly works with celebrities, models, music artists and social media superstars. Managing her own salon alongside celebrity bookings and global campaigns, Natalie Anne also creates awe-inspiring hair content for her fans and followers, driven by her genuine desire to educate the industry and consumers alike. Recently crowned "International Hair Influencer of the Year" at the American Influencer Awards, and winner of the "Digital Influencer of the Year" at the AHFAs, Natalie Anne's huge social media following continues to grow. Sharing her product tips and tricks via video tutorials and Live Q&As, Natalie Anne's authentic approach inspires her audience with motivational talks and instructional content.



◀ **TRAVIS  
BALCKE**  
@TRAVISBALCKEHAIR



Travis Balcke has established himself as one of our most sought after hair stylists, with a career that spans over a decade. Global experience has cemented Travis as a regular in the international Fashion Week circuits, leading hair teams for shows including Maison Margiela, Stella McCartney and Thom Browne. Travis' technical skill and innovation is unparalleled, having worked with some of the most iconic global faces including Kylie Minogue, Lara Worthington, Jennifer Hawkins, Julianne Moore, Cate Blanchett, Elizabeth Debicki and Jessica Mauboy.

## WE GET IT. WHAT WORKS FOR THAT SALON OVER IN THAT COUNTRY MIGHT NOT BE QUITE RIGHT FOR YOURS.

Every region will have its own take on the latest looks. No problem. Our Guest Artists will help you bridge those gaps between global and local industry trends. They've got that local touch. They'll help distil the creativity of global trends into a winning in-salon look. Your salon.



▲ **JASON  
FASSBENDER**  
@JASONFASSBENDER

Jason Fassbender recently joined Préma Salon, Sydney as Creative Director and previously holds Australian Hairdresser of the Year Award (2017). Jason's love and knowledge of fashion is strongly reflected through his work. From cuts to colour and his self-professed love of styling, Jason's looks are individual, modern and confident - but always have a softness to them, which bring out his commercial eye.



◀ **JENNIFER  
MORGAN**  
@JENNIFER.MORGAN.HAIR

With a career that spans decades, Jennifer Morgan has a reputation for being an expert in the industry. A journey that began with training under the tutorage of Dennis Langford, managing director for Toni&Guy Australia, Morgan has been a salon owner since the age of 21. Known in the industry for being a specialist colourist at Morgan & Morgan Hair Collective, Jennifer is the go-to girl with any colouring conundrum and her passion and skill set are enviable in the hairdressing community.



◀ **NIC  
SHIUN**  
@NICSHIUN

Nic Shiun (Director of Éclat Atelier, Zaza Hair Studio & DJ's Hair Artistry) joins the Schwarzkopf Professional artists team for the first time. Originally from Penang, Malaysia, he moved to Sydney in 2012. Nic is an expert in lightening, always experimenting and searching for continuous improvement, mastering balayage as his specialty. Australian social media sensations Lily May Mac and Leah Perkins are amongst Nic's clients.

# GUEST ARTISTS



# ALTERNA

Since 1997, Alterna has pioneered “alterna-tive” luxury haircare. We believe that you shouldn’t have to choose between clinically proven, salon-tested results and pure ingredients. A trailblazer in the world of luxury haircare and styling, we have always been about purity and innovation inspired by skincare science.



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## SEMINARS

### ● ALTERNA IMMERSION

Immerse into the luxury of Alterna Haircare. An in-depth product knowledge session designed to introduce you to the complete Caviar Anti-Aging Collection. Discover how each benefit-led product indulgently transforms the hair while addressing your clients key anti-ageing haircare concerns.

Ask your ASK advisor for more information on this in salon session.

### ● ALTERNA TREATMENT SERVICES

FROM PROFESSIONALS FOR PROFESSIONALS  
Step-by-step guide on how-to deliver Alterna’s luxurious treatment rituals. Each ritual aims to elevate your salon service and deliver maximum treatment benefits to your clients, The results indulgent services with targeted benefits personalized to each hair type and hair concern.

**Duration:** 10am-4pm  
**Facilitator:** ASK Advisor  
**Investment:** \$220

Ask your ASK Advisor for more information.

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# SHAPING FUTURES

## BORN FROM A SIMPLE YET POWERFUL IDEA

The Shaping Futures initiative, in collaboration with Fritz Henkel Stiftung, strives to create a brighter, sustainable future for socially disadvantaged young adults, by teaching them the craft of hairdressing. Through this shared passion, Schwarzkopf Professional has brought the Shaping Futures programme into over 30 different countries, influencing the lives of more than 2,500 young adults.

This exceptional success is thanks to the tireless work performed by volunteers from Schwarzkopf Professional's experienced partner salons, who offer their time, passion and skill for free – this means that some of the most vulnerable people in the world can benefit from their hairdressing expertise to build a successful career and an independent future.

## ▼ LEARN MORE

[SCHWARZKOPFPRO.COM/  
SHAPINGFUTURES](https://www.schwarzkopfpro.com/shapingfutures)

Experience the incredible dedication of Schwarzkopf Professional's ground-breaking social initiative in 'Inside Shaping Futures'; a powerful documentary that tells the inspiring story of individuals involved in this work around the world. This is a global initiative in action. Transforming lives one at a time. To watch the documentary, or to learn more simply visit [schwarzkopfpro.com/shapingfutures](https://www.schwarzkopfpro.com/shapingfutures)







LEARN  
ON THE GO

# ABOUT ASK

With our Blended Learning system, lively in-person seminars are combined with engaging, interactive online sessions, delivered direct to your fingertips. We're delighted to give you more ways to learn than ever, today, tomorrow and in the future.

## HOW TO BOOK YOUR SEMINAR

Ready to book or require further information on content, seminar availability please speak to your ASK Advisor or call AU **1800 624 000** / **(02) 9978 0648**. NZ call **0800 500 515**

Email [schwarzkopfprofessional@henkel.com](mailto:schwarzkopfprofessional@henkel.com)

### PAYMENT OPTIONS

1. Charge to your Schwarzkopf Professional or Alterna Account
2. Pay via credit card; Mastercard, Visa are accepted \*surcharges apply

Note: Accounts/Credit cards will be charged on date of booking.

### CANCELLATION POLICY

A confirmation email will be sent to the participant 14 days prior to the seminar taking place and a reminder SMS will be sent in the week leading up to the seminar date.

If you are unable to attend a seminar 14 days prior notice is required. Cancellations and changes are only accepted 14 days prior to the seminar date -cancellations must be in writing via [schwarzkopfprofessional@henkel.com](mailto:schwarzkopfprofessional@henkel.com)

Cancellations will not be accepted by your Schwarzkopf Professional Sales partner or ASK Advisor.

\*Incase of a course being cancelled or postponed due to low enrolment or unforeseen circumstances , refunds will be processed where due. Schwarzkopf Professionals reserves the right to update their courses and Guest Artists without notice.

With due regard to health and safety during current pandemic, Schwarzkopf Professional may be required to cancel training/seminar/events at short notice. We would advise of any changes based on the guidance from Local and State Government.

We realise that the impact of COVID-19 affects each one of us both personally and professionally. Your wellbeing is most important for us. Henkel continues to ensure the safety of all employees and customers taking necessary actions around business continuity and state restrictions and guidelines.

We have implemented additional measures aligned with local regulations to ensure workplace safety during the pandemic. Where stipulated face masks are to be worn, respect group gathering limitations and maintaining social distancing. It is critical we continue to adopt these practices to ensure the safety of everyone:

Note: Should we be required to cancel a seminar/event due to COVID restrictions and or border closures we will look to postpone or move to a later date. Refunds will apply based on circumstance

- If you feel ill or have flu like symptoms you should follow health advice/government guidance, and not attend the seminar/event.
- If you are in a hotspot or area in lockdown please stay at home and advise you will not be able to attend
- Download the appropriate COVIDSafe \ Sign-in apps and adhere to site sign in requirements we have in place





# DATES

## AUSTRALIA

STATE	LOCATION	DATE	TIME	SEMINAR
NSW	Sydney	15th March 2021	10am-4pm	BOLD! IGORA Lab Stage 1 - Colour Principals
	Sydney	22nd March 2021	10am-4pm	SLAY! Blond Specialist Stage 1 - Blonde Ambition
	Sydney	29th March 2021	10am-1pm	EPIC! Curls Clinic
	Sydney	12th April 2021	10am-4pm	ON FLEEK! Styling Artistry
	Sydney	19th April 2021	10am-4pm	SLAY! Blonde Specialist Stage 2 - Just Bleach It
	Sydney	26th April 2021	10am-4pm	BOLD! IGORA Lab Stage 2 - Colour Vibes
	Sydney	3rd May 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Sydney	10th May 2021	10am-4pm	BOLD! IGORA Lab Stage 3 - Colour Expert
	Sydney	17th May 2021	10am-1pm	EXTRA! Mixing Code
	Sydney	24th May 2021	10am-1pm	BOLD! IGORA Lab Stage 4 - Take It Lighter
	Sydney	21st June 2021	10am-4pm	NUDE! Generation tbh
	Sydney	28th June 2021	10am-4pm	MOOD! Decoded
VIC	Melbourne	15th March 2021	10am-4pm	BOLD! IGORA Lab Stage 1 - Colour Principals
	Melbourne	22nd March 2021	10am-4pm	SLAY! Blond Specialist Stage 1 - Blonde Ambition
	Melbourne	29th March 2021	10am-1pm	EPIC! Curls Clinic
	Melbourne	12th April 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Melbourne	19th April 2021	10am-4pm	SLAY! Blonde Specialist Stage 2 - Just Bleach It
	Melbourne	26th April 2021	10am-4pm	BOLD! IGORA Lab Stage 2 - Colour Vibes
	Melbourne	3rd May 2021	10am-4pm	ON FLEEK! Styling Artistry
	Melbourne	10th May 2021	10am-4pm	BOLD! IGORA Lab Stage 3 - Colour Expert
	Melbourne	17th May 2021	10am-1pm	EXTRA! Mixing Code
	Melbourne	24th May 2021	10am-1pm	BOLD! IGORA Lab Stage 4 - Take It Lighter
	Melbourne	7th June 2021	10am-4pm	MOOD! Decoded
	Melbourne	21st June 2021	10am-4pm	NUDE! Generation tbh
QLD	Brisbane	15th March 2021	10am-4pm	SLAY! Blond Specialist Stage 1 - Blonde Ambition
	Brisbane	22nd March 2021	10am-1pm	EPIC! Curls Clinic
	Brisbane	12th April 2021	10am-4pm	SLAY! Blonde Specialist Stage 2 - Just Bleach It
	Brisbane	17th May 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Brisbane	24th May 2021	10am-4pm	BOLD! IGORA Lab Stage 3 - Colour Expert
	Brisbane	31st May 2021	10am-4pm	ON FLEEK! Styling Artistry
	Brisbane	7th June 2021	10am-1pm	EXTRA! Mixing Code
	Brisbane	21st June 2021	10am-4pm	NUDE! Generation tbh
	Brisbane	28th June 2021	10am-4pm	MOOD! Decoded

STATE	LOCATION	DATE	TIME	SEMINAR
WA	Perth	15th March 2021	10am-4pm	BOLD! IGORA Lab Stage 1 - Colour Principals
	Perth	22nd March 2021	10am-4pm	SLAY! Blond Specialist Stage 1 - Blonde Ambition
	Perth	29th March 2021	10am-1pm	EPIC! Curls Clinic
	Perth	12th April 2021	10am-4pm	ON FLEEK! Styling Artistry
	Perth	19th April 2021	10am-4pm	SLAY! Blonde Specialist Stage 2 - Just Bleach It
	Perth	26th April 2021	10am-4pm	BOLD! IGORA Lab Stage 2 - Colour Vibes
	Perth	3rd May 2021	10am-4pm	BOLD! IGORA Lab Stage 3 - Colour Expert
	Perth	17th May 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Perth	24th May 2021	10am-1pm	BOLD! IGORA Lab Stage 4 - Take It Lighter
	Perth	14th June 2021	10am-1pm	EXTRA! Mixing Code
	Perth	28th June 2021	10am-4pm	NUDE! Generation tbh

## NEW ZEALAND

STATE	LOCATION	DATE	TIME	SEMINAR
NZ	Auckland	15th March 2021	10am-1pm	EPIC! Curls Clinic
	Nelson	15th March 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Auckland	29th March 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Christchurch	29th March 2021	10am-1pm	EXTRA! Mixing Code
	Auckland	19th April 2021	10am-1pm	BOLD! IGORA Lab Stage 4 - Take It Lighter
	Auckland	19th April 2021	1pm-4pm	EXTRA! Mixing Code
	Christchurch	19th April 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Hamilton	3rd May 2021	10am-1pm	BOLD! IGORA Lab Stage 4 - Take It Lighter
	Hamilton	3rd May 2021	1pm-4pm	EXTRA! Mixing Code
	Auckland	10th May 2021	10am-4pm	NUDE! Generation tbh
	Hamilton	17th May 2021	10am-4pm	SLAY! Blonde Specialist Stage 3 - Foils & Freehand
	Hamilton	24th May 2021	10am-4pm	NUDE! Generation tbh

Note: For Regional areas please speak to your ASK Advisor for your bespoke Education dates.