

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

● SIMON ELLIS
CREATIVE DIRECTOR
SCHWARZKOPF PROFESSIONAL

FOLLOW US!
[@SCHWARZKOPFPRO](#)



**ASK
EDUCATION**



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

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](https://www.ask-elearning.com)

AND GET ACCESS TO EXCLUSIVE GLOBAL CONTENT.



05

PHYSICAL 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 in both Visionary and Business categories, which will allow you to grow your skills, clientele, creativity and business to its utmost potential.

BOOK ONLINE

[SCHWARZKOPFPRO.COM/
ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)

BLONDE 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).

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.

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. Empower yourself, fuel your creativity and confidence in mastering every permanent colour service from classic to latest trends and innovative techniques. We'll be really getting to grips with the art of grey blending empowering you to deliver perfect colour, every time. Topped up with hands-on session and sharing tips and tricks for choosing the right colour, showcasing every available technique.

STAGE 4 - Take It Lighter

Going Lighter with IGORA.

Let's lighten things up! This session will help boost your knowledge of IGORA Highlighting 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.

▲ IGORA LAB EXPERT

STAGE 1 - 4

Become THE IGORA colour expert. Take a package deal and combine all 4 stages of BOLD! IGORA Lab to become a certified IGORA Expert Colourist.

► **BOOK ONLINE**
[SCHWARZKOPFPRO.COM/ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)

COLOUR HERO

10

SEMINARS

■ BLONDE SPECIALIST MASTER

STAGE 1-3

All blonde. All the time.

Become a Blonde Specialist Master.

Take a package deal and combine all 3 stages of Blonde Specialist to become a certified Blonde Master world of colour.

● 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.

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!

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.

✦ **BOOK ONLINE**
[SCHWARZKOPFPRO.COM/
ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)



▲ 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, all co created with **JACK HOWARD**, on how to achieve them as well as covering the important aspect of blonde maintenance, with our new BLONDME rituals with thecomplete 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!



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 COLORIO and essential quick colour techniques such as the T-Section and 10 foil technique, helping you maximise your bookings and fine-tune your skills.



12

**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.

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.

FRESH!
**ESSENTIAL SKILLS
 WORKSHOP - COLOUR**

Immerse yourself in the fundamental of colour. Multi-tone. Graduation. Shoe-shine. We could go on, but you get the point: when it comes to colour there's a lot to master! This course takes a deep dive into the world of Colour application - how to select, mix and apply different colour placements. So whether you go mad for copper or are partial to mahogany, this practical colour workshop will give you a renewed love of all things colour.

BOOK ONLINE
[SCHWARZKOPFFPRO.COM/
 ASKSEMINARS](https://www.schwarzkopffpro.com/askseminars)

13

COLOUR

SEMINARS



BACKBAR

14

15



**LEAVE
 YOUR CLIENTS
 BUZZING WITH
 SATISFACTION**



2

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.



▲
**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 Miracle, 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.

▶ **BOOK ONLINE**
[SCHWARZKOPFPRO.COM/
ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)

BACKBAR HERO



3



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 M F Y T S



BREAK OUT
OF ESTABLISHED
PATTERNS



— STYLING HIGHLIGHT

EPIC! 
● CURLS CLINIC

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 right tools for that final look, from brushes to tongs.

THE POWER TO INNOVATE AND REINVENT HAS NEVER BEEN MORE ESSENTIAL

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.

▶ 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 award-winning stylists 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

▲ MOOD! DRY IT RIGHT

Learn how to nail that blow dry, from product & brushes to new techniques. Blow drying. Seems simple, yet in reality it's much more complex. It's why us hairdressers have biceps of steel. Who needs to lift weights when you operate a blow dryer for hours in the day? Yep. Mastering the art of the perfect blow dry is a skill. And it's one we want to share with you. With the help of the OSiS+ range, our hands-on sessions will cover the basics of drying, exploring the results from different brushes, products and techniques, all designed to leave your clients with better texture, bounce or volume.

▶ BOOK ONLINE
SCHWARZKOPFPRO.COM/
ASKSEMINARS

STYLING HERO



STYLING

FIRE!
ESSENTIAL SKILLS
WORKSHOP - CUTTING

Putting the focus on those all-important cutting techniques.

This is it. What it all boils down to. What hairdressing is all about. Ok, that might be laying it on strong. But you get what we're saying. Cutting is THE fundamental skill for any hairdresser. So let's make sure yours are the very best they can be. This seminar covers everything you need to refine, improve and enhance those all-important techniques. Our team of expert hairdressers will be on hand throughout these practical sessions to educate, inspire and develop your skills (and tell you what a great job you're doing)! We're talking cutting elevation. Distribution. Angles. Layers. Graduation. One length... the list goes on. But it's easier just to call them the Essential Skills.

GOALS! 
BRIDAL AND FESTIVE HAIR

Creating show-stealing wedding looks & headline-worthy festival styles. Their big day comes with some seriously big expectations. But rather than stress it, we're here to help you ace it, because who doesn't love a wedding? In this seminar we'll give you an introduction to the bridal and festive hair markets and share our tips and tricks for following a detailed checklist, designed to satisfy even the most demanding bridezilla. And it'll be love at first sight as we showcase the latest wedding trends through live demos and practical sessions. Think braids. Chignons. Romantic waves.



27

SEMINARS

ON POINT! 
GENTS EXPERT

Learn how to take on the latest men's styles & techniques.

From razor-sharp fades to classic short back and side, in 2021 you need to make sure your gents styling game is on point. We'll cover the fundamentals of men's cuts and get

to grips with the best men's styling products - what to use, when to use it and which OSiS+ products should be the go-to for home styling. With live demos and hands-on sessions, we'll make sure your skills are every bit as sharp as a fresh skin fade.



BOOK ONLINE
[SCHWARZKOPFPRO.COM/ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)

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 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, so these seminars will also share tips, tricks and techniques to safeguard and grow your future business.

28



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



29

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

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.

▶ **BOOK ONLINE**
**SCHWARZKOPFPRO.COM/
ASKSEMINARS**

▲ **GLOBALLY
RELEVANT
TRENDS**
●▶



SEMINARS

VISIONARY HERO

WORK IT! 
UNPLUGGED & INSPIRED

Cast your own models and create high-impact, catwalk inspired images. Hair. But make it fashion. This is your chance to flex your artistic muscles and realise your creative vision. As well as an overview of the latest Essential Looks collection, we'll dissect the most recent catwalks shows, recreating the looks that are trending hard. With a live demo, you'll get to cast your own models and learn how to direct a shoot, generating high impact styles for eye-catching digital images.

SHOOK!
DIGITAL COLOUR JAM

Learn from the Colour Masters. Recreate their looks and capture them for social. A kaleidoscopic voyage of discovery. Or, Digital Colour Jam to you and me! In these unique sessions, we'll showcase the latest Essential Looks collection through practical hands-on workshops and live product demos. You'll learn how to recreate the latest colour looks, with a focus on what's now and what's next, developing the skills and knowledge to mix next-gen colours in your salon. And because you'll want to show them off, there's also a digital image workshop to amplify and share your colour vision with the world!



BRING IT!
INNOXPLORER

Be first to experience the newest product innovations. Forget what's happening now, this is where we show you what's coming next! Be the first to try the latest innovations from Schwarzkopf Professional, with exclusive live product demos and hands-on sessions. With an introduction to the newest services and treatments, you'll get an exciting taste of what the future holds. It's not quite time travel, but we think it's the next best thing!

BOOK ONLINE
[SCHWARZKOPFPRO.COM/
 ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)





▲ NICK IRWIN

34



35

▼ **BOOK ONLINE**
[SCHWARZKOPFPRO.COM/ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)

VISIONARY

SEMINARS

FLEX! 
HAIR BEHIND THE CAMERA

Cast, style and shoot a campaign for your salon with NICK IRWIN. Step behind the camera with the award-winning Nick Irwin. Nick's career has seen him effortlessly transition between the session world and professional hairdressing arena. Now he'll show you how to deliver creative

campaigns that do justice to your work! Join Nick as he shares his secrets for casting the right models, the do's and don'ts of on-set etiquette and tips for finding the perfect location. As well as the chance to witness Nick's work first-hand, this exclusive, hands-on workshop includes studio and location shoots as you style your own video to use on social!



FIERCE! 
FORM SPECIALIST

Everything you need to know about perms, featuring Schwarzkopf Professional Form Assortment. Get your perm on! These have come a long way since the 80s, and you need to make sure your techniques are every bit as up to date. We'll give you the full perm experience as we go over the fundamentals, before diving into practical sessions where we discuss the best techniques and products, as well as bringing your knowledge of Schwarzkopf Professional Form Assortment up to scratch.

VISIONARY BUSINESS

LIKE A BOSS! RETAIL EXCELLENCE

Learn the secrets of successful selling. So you can do hair. Great! But what use is that if your salon is the world's best kept secret? Become a selling guru and retail success with our Retail Excellence course. Through lively roleplay and interactive group sessions, we'll help you fine tune everything from

your greetings and consultations, the intricacies of branding, all the way through to the art of closing the sale. With every step tailored to your clients' needs, you'll maximise sales without becoming that pushy seller, because nobody likes that guy, right?

HYPE! GROW YOUR COMMUNITY

Learn how to grow your social following - and then drive that traffic in store. Social Media. Love it or hate it, you can't escape it. It doesn't matter how good you are if your digital game isn't on point. But when done right it can turn your salon from best-kept secret to overnight sensation. Working with our social-savvy team we'll show you how to make the most of digital. Don't know a hashtag from a handle? No worries. TikTok trendsetter? Great. Whatever your experience with social media, by the end of this course you'll be trending hard. Because from now on, you need a digital game that's as sharp as your scissors.

GAME CHANGER! TOTAL SALON BUSINESS

Our essential steps to total salon success. Want to learn the secrets to salon success? Of course you do. In this seminar we'll show you how to turn your salon from OK to OMG as we reveal our eight steps to success, explain how you can forge meaningful, loyal connections with your client base, and explore the best ways to market your salon - from reception, to window, social media, team management and profit increase. It's time to level up!

IMMERSE
YOURSELF IN
THE WORLD
OF DIGITAL

BOOK ONLINE
SCHWARZKOPFPRO.COM/
ASKSEMINARS



1. TORONTO
2. VIENNA
3. HAMBURG

With a great number of Academies and partner locations around the world, Schwarzkopf Professional are able to provide an inspirational environment where skills are refreshed, trends are born and connections are made. Each location has been designed to fire-up your passion for hairdressing as you're welcomed into a world of motivational, professional support. Our Academies truly are an integrated global network of excellence.

ASK ACADEMIES



▶ **BOOK ONLINE**
[SCHWARZKOPFPRO.COM/ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)



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.

NATIONAL ASK TEAM



► **RICHARD ASHFORTH**
@RICHARDASHFORTH

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.

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit,

GLOBAL AMBASSADORS

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit,

► **TYLER JOHNSTON**
@TYLERJOHNSTONHAIR



► **LESLEY JENNISON**
@LESLEYJENNISON

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit,



► **JACK HOWARD**
@JACKHOWARDCOLOR

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit,

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit,

► **NICK IRWIN**
@MRNICKIRWIN



► NAME SURNAME @HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit. tio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem.



► NAME SURNAME @HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit. tio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem.



NATIONAL AMBASSADORS

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 National Ambassadors 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.

► NAME SURNAME @HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit. tio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem.



► NAME SURNAME @HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit. tio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem.



► NAME SURNAME @HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem fugit. tio cusam, tescia vel molora doluptum, sam, sequo tem. Nequis quiae pore nia venis arit volorro vitaquam rem.

NATIONAL AMBASSADORS

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 National Ambassadors 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.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ NAME SURNAME
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.

**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 National Ambassadors 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.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.



◀ **NAME
SURNAME**
@HANDLE

Ucil ium velenim doluptium aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad ut optia solupiet harum, sendae plab is que estio cusam, tescia vel molora doluptum, sam, sequo tem.

NATIONAL AMBASSADORS

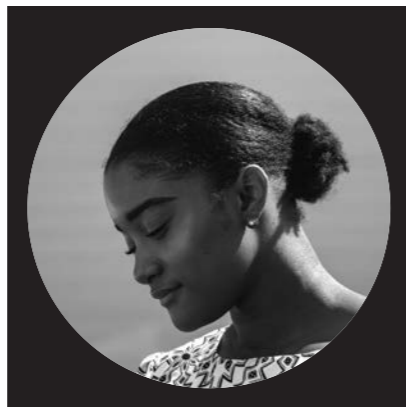
WE GET IT. WHAT WORKS FOR THAT SALON OVER IN THAT COUNTRY MIGHT NOT BE QUITE RIGHT FOR YOURS.

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



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



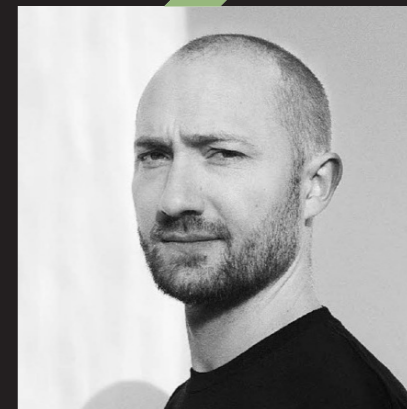
◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



◀ **NAME SURNAME**
@HANDLE

Ucil ium et tu velenim doluptium vel aborios corerum re, eum faci samus inis maximpos si vid ut fugit arcilicim aut perior ad optia solupiet haru endae plab is que estio cusam, tescia vel molora doluptum, sam sequo tem.



THE CREATIVE COLLECTIVE

44

THE NEXT GENERATION OF HAIRDRESSERS

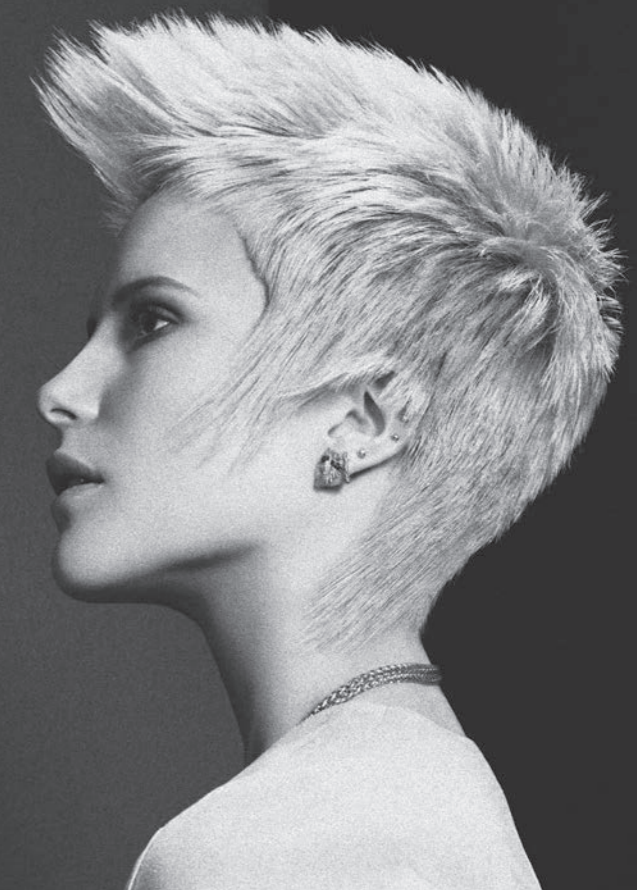
Already making their mark. Born digital, the Creative Collective reach thousands in an instant. They disrupt. Rip up the old. Invent the new. They're here to shout. Loudly.

INSPIRATION. YOU KNOW IT. IT COMES FROM ANYWHERE. ANYTHING.

That's why Schwarzkopf Professional regularly collaborates with industry leaders, creative artists and hairdressing talent. To showcase their individual take on our shared art. This year, UK salon group RainbowRoom, joins our Creative Artistic Team. True masters of colour, their artistry deserves the spotlight as we join together to inspire a year of creativity!



PARTNER TEAM ARTISTS





45

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.



46

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)

 **SHAPING
FUTURES**

THE DIGITAL AWARD

THESE ARE OUR FAB, NEW, REAL-TIME, OPEN TO EVERYONE, ONLINE AWARDS, AND WE'RE INVITING HAIRDRESSERS AND YOUNG TALENTS TO SHOW OFF THEIR WORK TO SOME OF OUR INDUSTRY'S TOP ARTISTS.

47

ALL YOU NEED IS CREATIVITY:

Here's how it works...

1. CHOOSE FROM OUR SET OF CATEGORIES.

2. ENTERING IS EASY...

- Upload your work on the cutting edge website or on Instagram, using the three campaign hashtags #GCCHDA #CUTTINGEDGE and the hashtag of the respective category
- Check out all entries and vote for your favourite one.
- ▲ Our professional jurors review the shortlist and choose the winners, for a real-time career boost – and a trophy on your mantelpiece

IMPRESS THE ONLINE COMMUNITY AND JUDGES IN ONE OF THE CATEGORIES AND TAKE YOUR CHANCE TO PICK UP ONE OF THE CUTTING EDGE TROPHIES!



48

DIGITAL HAIRDRESSING AWARD



LEARN
ON THE GO

ABOUT ASK

A LEARNING MODEL FOR TODAY

The way hairdressers consume content has changed forever. As the industry evolves and finds new ways of doing things, new approaches to learning and education are needed.

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? Just head over to the Schwarzkopf Professional website where you can browse upcoming seminars, take a look at academy locations and check out our global creative artists to help get you in the zone.

It's dead simple - once you book your spot on your chosen course, your space is instantly reserved. And make sure you have ASK Education bookmarked on your phone for access to education content 24/7.

[SCHWARZKOPFPRO.COM/
ASKSEMINARS](https://www.schwarzkopfpro.com/askseminars)

BOOK ONLINE



Jan

M	T	W	T	F	S	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

Feb

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7

- **DIGITAL COLOUR JAM**
09/02/2021 | XX € | Location
- **STYLING ARTISTRY**
18-19/02/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
23/02/2021 | XX € | Location
- **STYLING ARTISTRY**
29/02/2021 | XX € | Location

Mar

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

Jul

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

Aug

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

- **DIGITAL COLOUR JAM**
09/02/2021 | XX € | Location
- **STYLING ARTISTRY**
18-19/02/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
23/02/2021 | XX € | Location
- **STYLING ARTISTRY**
29/02/2021 | XX € | Location

Sep

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

Apr

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

May

M	T	W	T	F	S	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

- **DIGITAL COLOUR JAM**
09/02/2021 | XX € | Location
- **STYLING ARTISTRY**
18-19/02/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
23/02/2021 | XX € | Location
- **STYLING ARTISTRY**
29/02/2021 | XX € | Location

Jun

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

Oct

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

Nov

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

- **DIGITAL COLOUR JAM**
09/02/2021 | XX € | Location
- **STYLING ARTISTRY**
18-19/02/2021 | XX € | Location
- ▲ **BLONDE SPECIALIST**
23/02/2021 | XX € | Location
- **STYLING ARTISTRY**
29/02/2021 | XX € | Location

Dec

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

- **DIGITAL COLOUR JAM**
07/01/2021 | XX € | Location
- **BLONDE SPECIALIST**
19/01/2021 | XX € | Location
- **STYLING ARTISTRY**
29/01/2021 | XX € | Location

2021 SEMINARS

➤ **BOOK ONLINE**
SCHWARZKOPFPRO.COM/
ASKSEMINARS