

ASK
EDUCATION


Schwarzkopf®
PROFESSIONAL

PARTNERS IN CRAFT

PARTNERS IN CRAFT

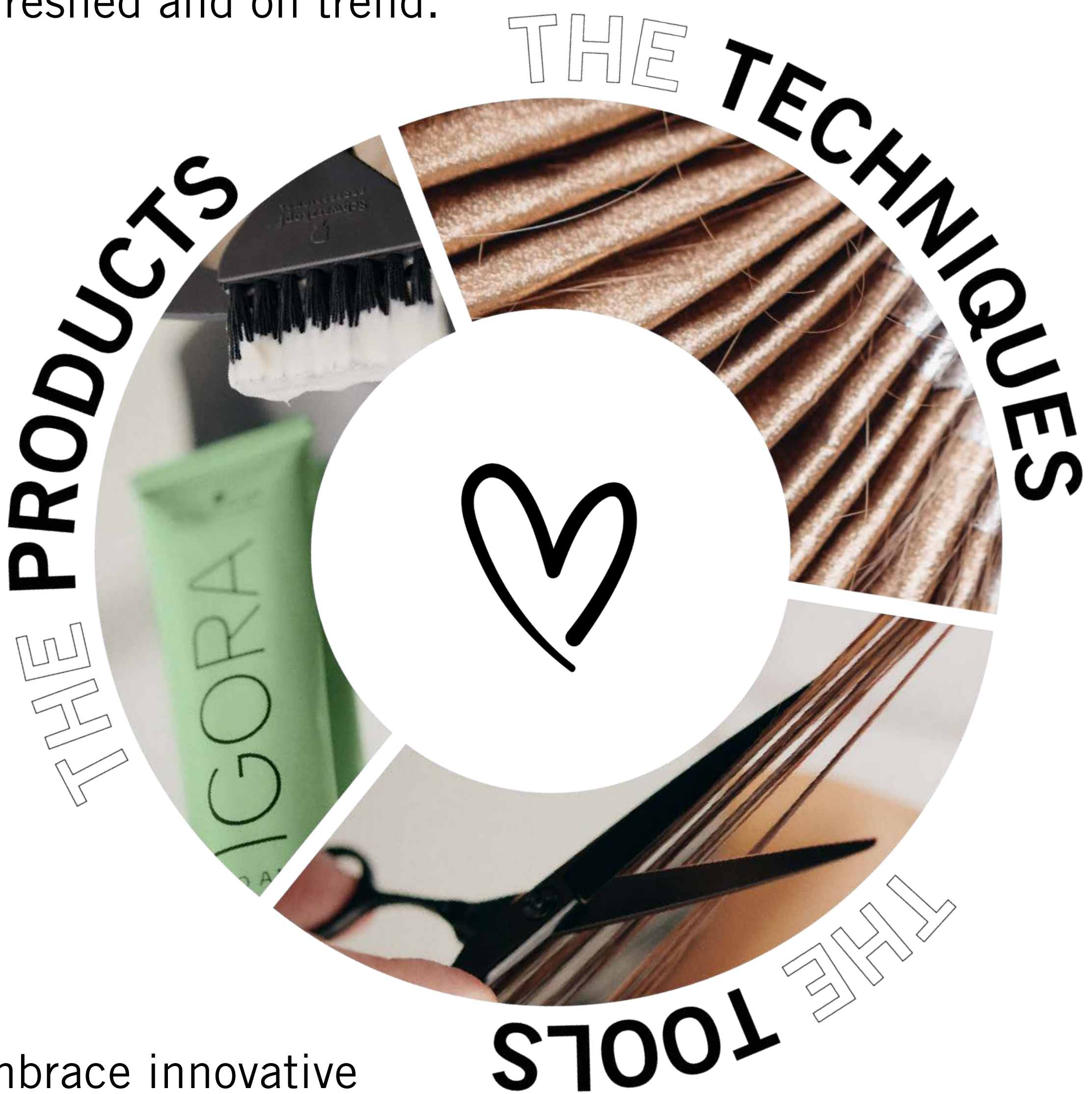


2024
SEMINARS

Together. A passion for hair.®

OUR SERVICE-CENTRED APPROACH PUTS YOU, THE HAIRDRESSER, AT ITS HEART...

Be empowered with **THE TECHNIQUES** to cut, color and style – refreshed and on trend.

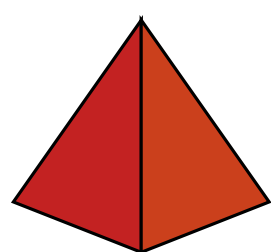


Embrace innovative **PRODUCTS** you can trust to perform.

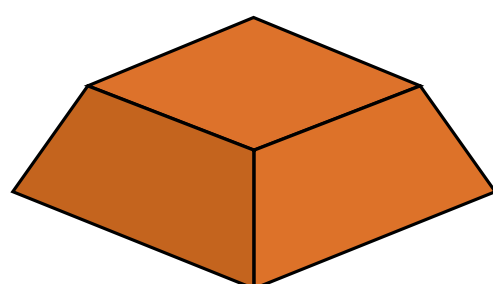
Use relevant **TOOLS** to achieve technical perfection in your craft.

PROGRESSIVE LEARNING JOURNEY

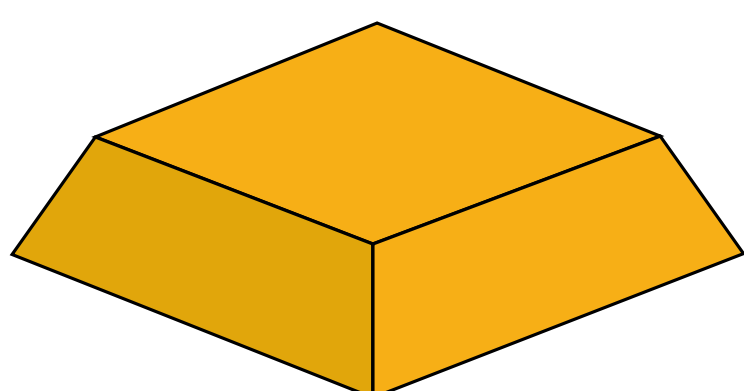
The ASK Education journey is designed to take your professional skills to the next level. As we shape the future of hairdressing, we are continuously evolving and innovating so you and your salon team can choose the right level to raise your game.



LEVEL 3
Masterclass



LEVEL 2
Advanced & Creative



LEVEL 1
Essential Skills

CONSTANTLY LEARNING, ALWAYS EVOLVING.

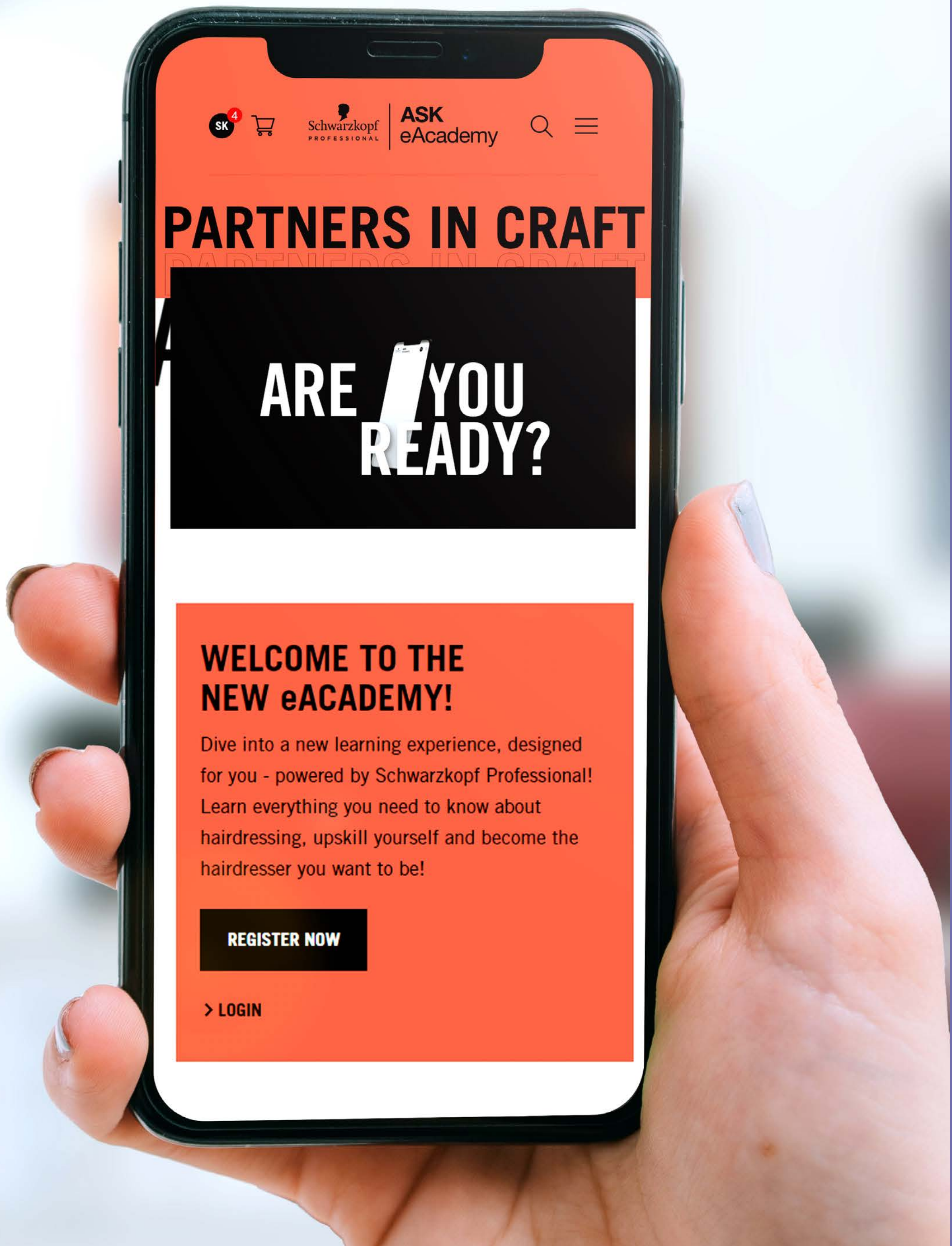


BLENDED LEARNING EXPERIENCE

Through our world-class education offering that's **continuously evolving** to keep YOU ahead of the curve as you develop the necessary skills and knowledge to succeed.

We understand that every hairdresser is unique, which is why our offer can be customised so you can **shape your own journey**.

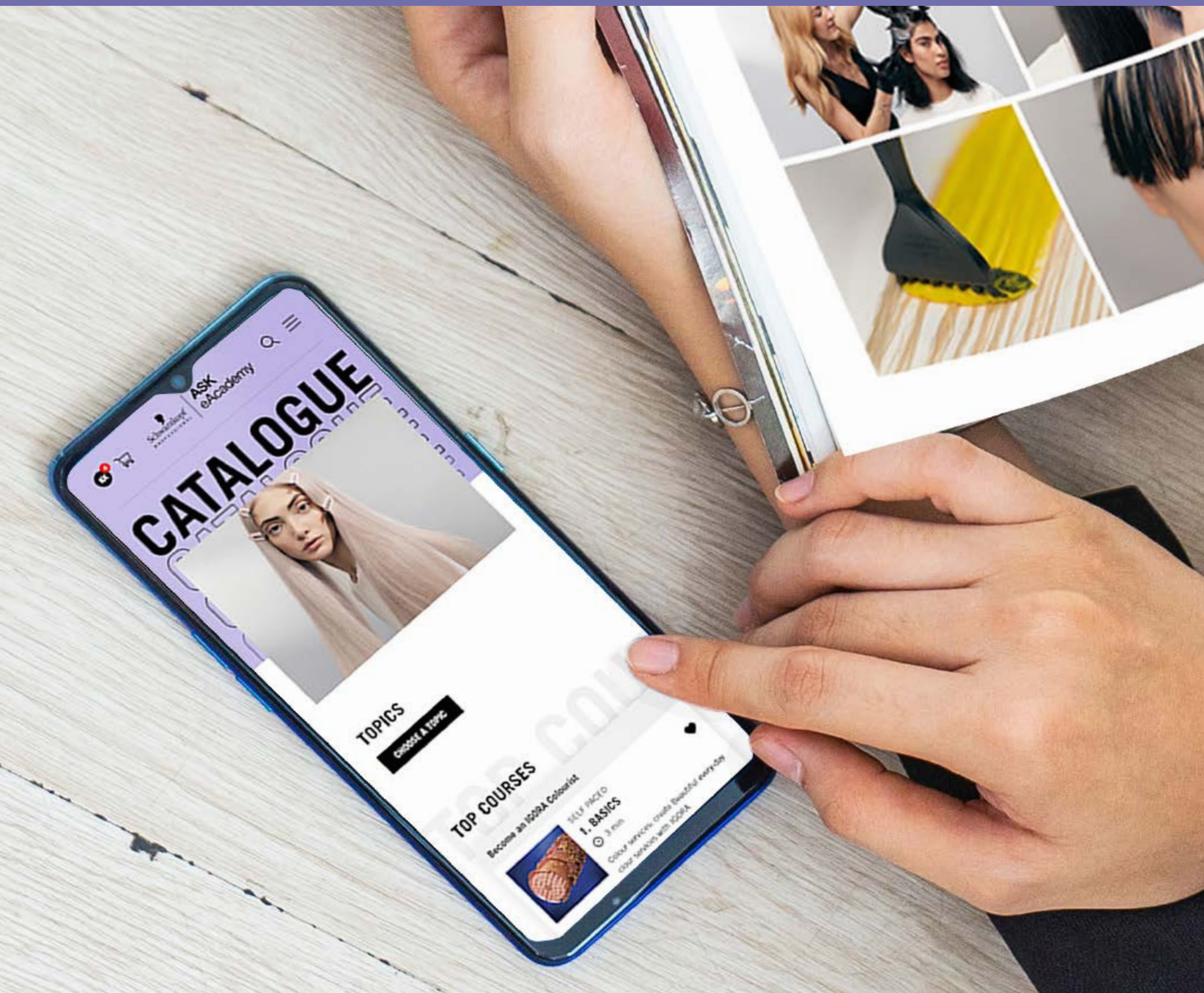
Through our service-centred approach – which puts YOU, the hairdresser, at its heart – and our trusted blended learning experience, we provide **support to help you hone your craft 24/7**.



DIGITAL LEARNING

Ready to join our community of thousands of hairdressers?

Dive into a new learning experience designed to build your confidence as a hairdresser. Get inspired, learn what you've always dreamt of knowing, and master new skills to **perfect your artistry!**

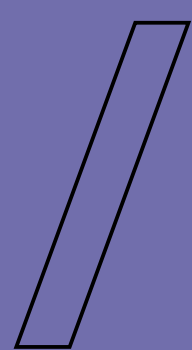


ASK eACADEMY

Coming soon to Canada!

The ASK eAcademy brings you a **dynamic approach to learning** – the power of education is truly in your hands.

Designed by hairdressers, for hairdressers, our **digital learning experience** is here to give you 24/7 access to hairdresser training – supporting your every step, as you develop the skills and knowledge to **empower you and your salon.**



WE TRAIN OUR TRAINERS TO BE THE BEST FOR YOU



PHYSICAL LEARNING

We pride ourselves in offering exceptional education that is accessible to all hairdressers. With our **‘education at your doorstep’** approach, we bring expert knowledge and training right to your salon floor. Our thoroughly skilled trainers are always ready to help and share the **latest services and experiences** with you all.



ASK ACADEMY – “HOME OF SCHWARZKOPF”

Schwarzkopf Professional boasts a big network of Academies and partner locations across the globe, offering the perfect environment for hairdressing enthusiasts to **hone their skills, explore new trends, and establish connections.** Every location is thoughtfully designed to ignite a passion for hairdressing, offering first-class training experience and educational support. Our Academies form part of a **unified global network** of creative intelligence which provides a dynamic platform for **collaboration and inspiration.**

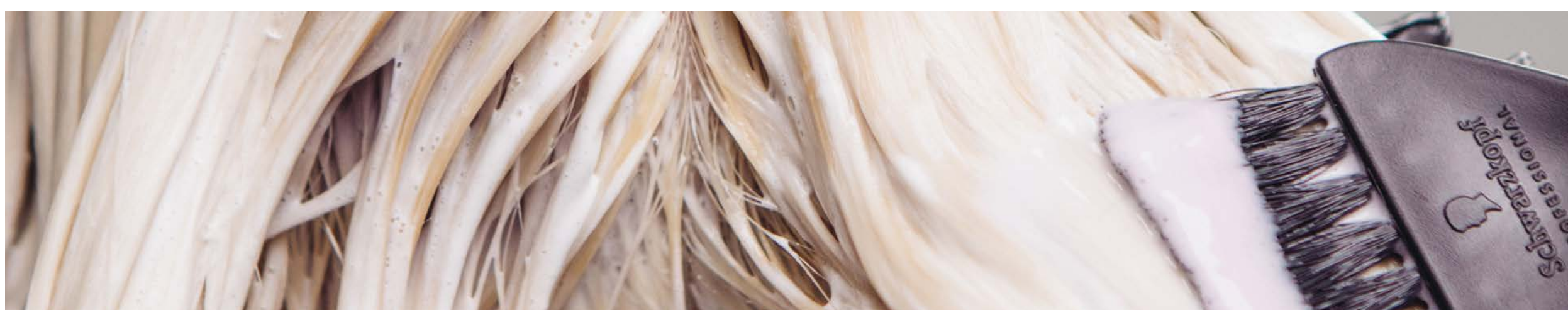
COLOR

COLORD



COLOR

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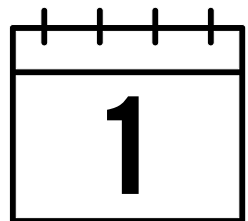
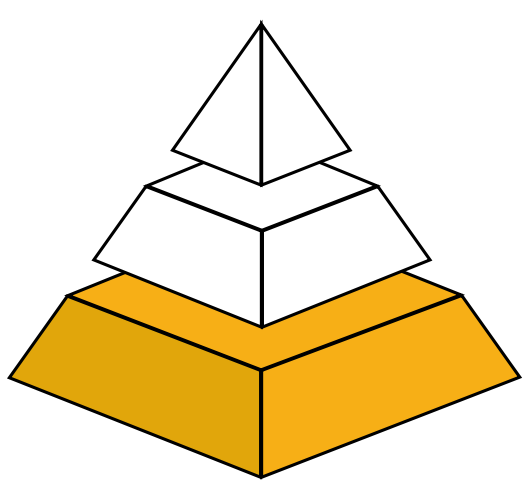
**COLOR. IT'S A POWERFUL TOOL.
IT TRANSFORMS. DELIGHTS. EMPOWERS.**

We are dedicated to pushing your limits with our **high-performance color portfolio**. Our versatile range of brands – our house of color – is here to empower you to **become the colorist you want to be**. Each product line boasts unique benefits to suit a variety of techniques and application styles so you can **grow your color confidence** with the best of the best!



MODERN HIGHLIGHTING

ESSENTIAL SKILLS



DAY

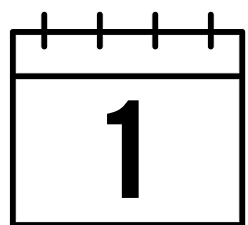
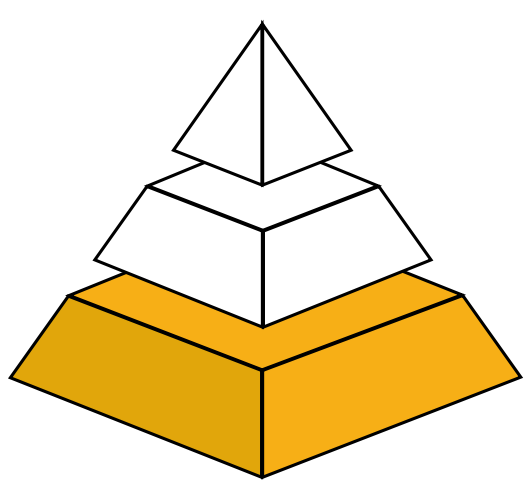
Your salon time is precious. Join us to focus on simple and effective highlighting techniques and the best **IGORA & BLONDME** products to work with for the result you are looking for.

Understand sectioning, size, angles and application to add a new level of expertise to your classic foiling. Learn our signature **Halo Technique** with a modern twist to give ultimate versatility.



CORRECTIVE COLOR

ESSENTIAL SKILLS



DAY

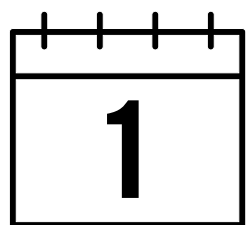
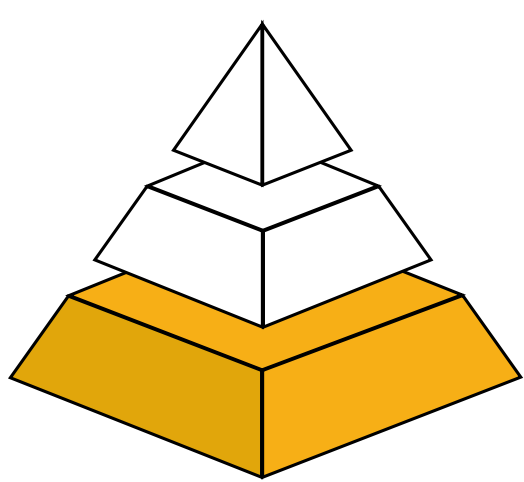
Few client interactions are as delicate as a corrective the color process: technically one of the most challenging, but also rewarding professionally and financially. Confidence and product knowledge are essential to effective color correction. This workshop **simplifies the corrective color process**, ensuring well informed decisions using the IGORA line to meet any client's need.

We will **explore the theory behind**



CORRECTIVE COLOR (CON'T)

ESSENTIAL SKILLS



DAY

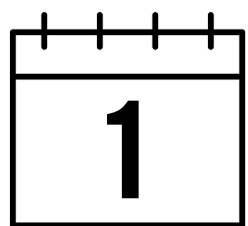
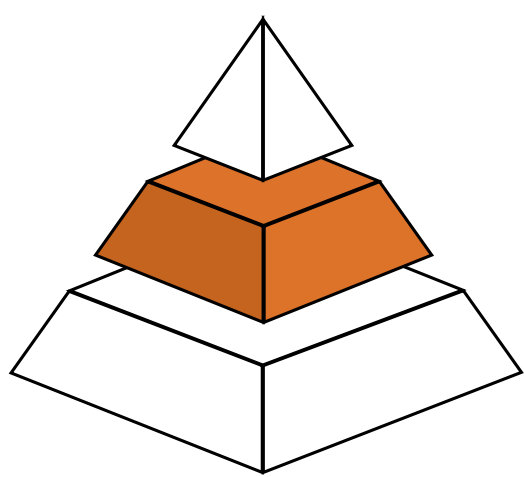
the challenges and possibilities involved in corrective color. We will focus on the key elements of corrective color: too light, too dark and dealing with wrong tones in the hair.

You will have the opportunity to utilize the products and processes learned by applying your newly acquired knowledge on mannequin heads, an effective way to experiment before taking this back to the salon.



TRANSFORMATIONAL FOILAYAGE

ADVANCED & CREATIVE



DAY

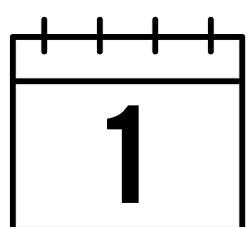
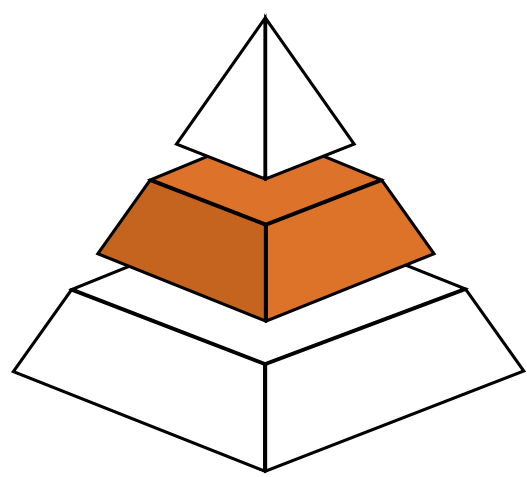
Is there anything better than achieving your clients dream hair? As much as we love Balayage, sometimes it's just not going to cut it when it comes to target lift. **When we need max lift, we need Foilayage!**

Join us for this theory and hands-on workshop to get up close and personal with Foilayage. Understand when and why to choose it and what products and tools are best to achieve the results you want. We will touch on teasing, tip outs, and tap roots all in one class. Work hands-on using our icon BLONDME and IGORA VIBRANCE must have products and tools.



CREATIVE REDS & COPPERS

ADVANCED & CREATIVE — AVAILABLE FALL 2024



DAY

From fire engine to ginger spice, reds are everywhere in fashion and in hair.

Come join our expert colorists to hone in on the full spectrum of red hair color tips and tricks for today's **modern color trends.**

Become an expert in **troubleshooting the most common red color issues.**

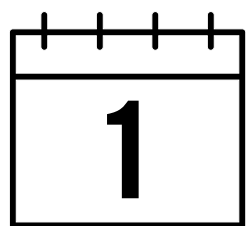
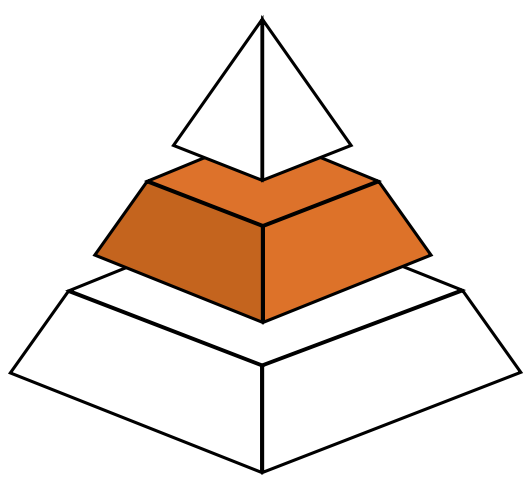
We will focus on everything from muted hues to vibrant fashion tones and include a variety color placement ideas to add to your tool trunk.

Complete the day with a hands-on workshop using our **red focused color techniques to inspire yourself and your clients!**



TONING TO PERFECTION

ADVANCED & CREATIVE



DAY

Creating the perfect blonde tone can be a challenge and **it all begins with creating the perfect canvas.**

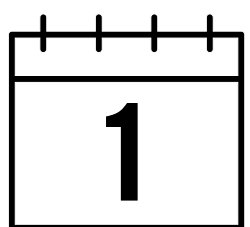
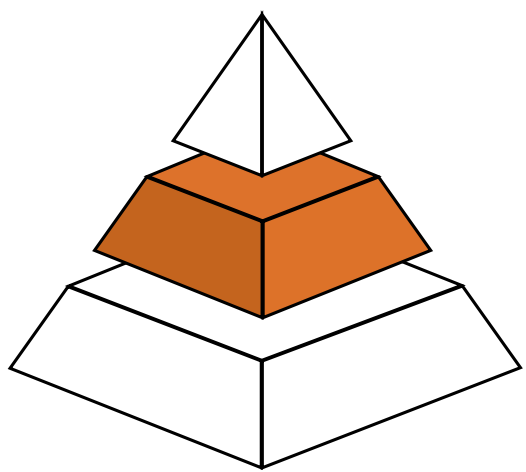
Toning to Perfection will take you on a journey from best lightening practices and tools, to toning tips, tricks and techniques.

Tackle the most common toning issues, become more confident, and learn what colors are trending this season. Leave armed and ready to **elevate your toning game** with more confidence in even the most challenging scenarios!



LIVED IN BLONDES

ADVANCED & CREATIVE — AVAILABLE FALL 2024



DAY

The evolution of live-in blonde hair results have taken us from dip-dye, ombré, balayage, and money pieces.

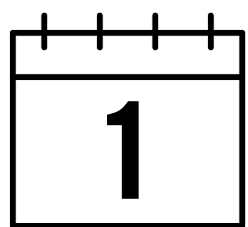
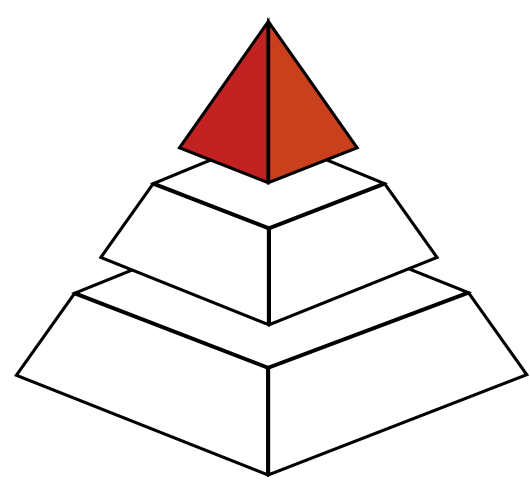
What's next for this client favourite look? Join us as we **unpack the modernization of 2024 lived in blonde results** in a hands-on workshop.

We will showcase techniques, services, and formulation tips that will **push your skills to new levels** and allow you to create the looks your clients crave.



AUTHORITY IN BLONDE

MASTERCLASS



DAY

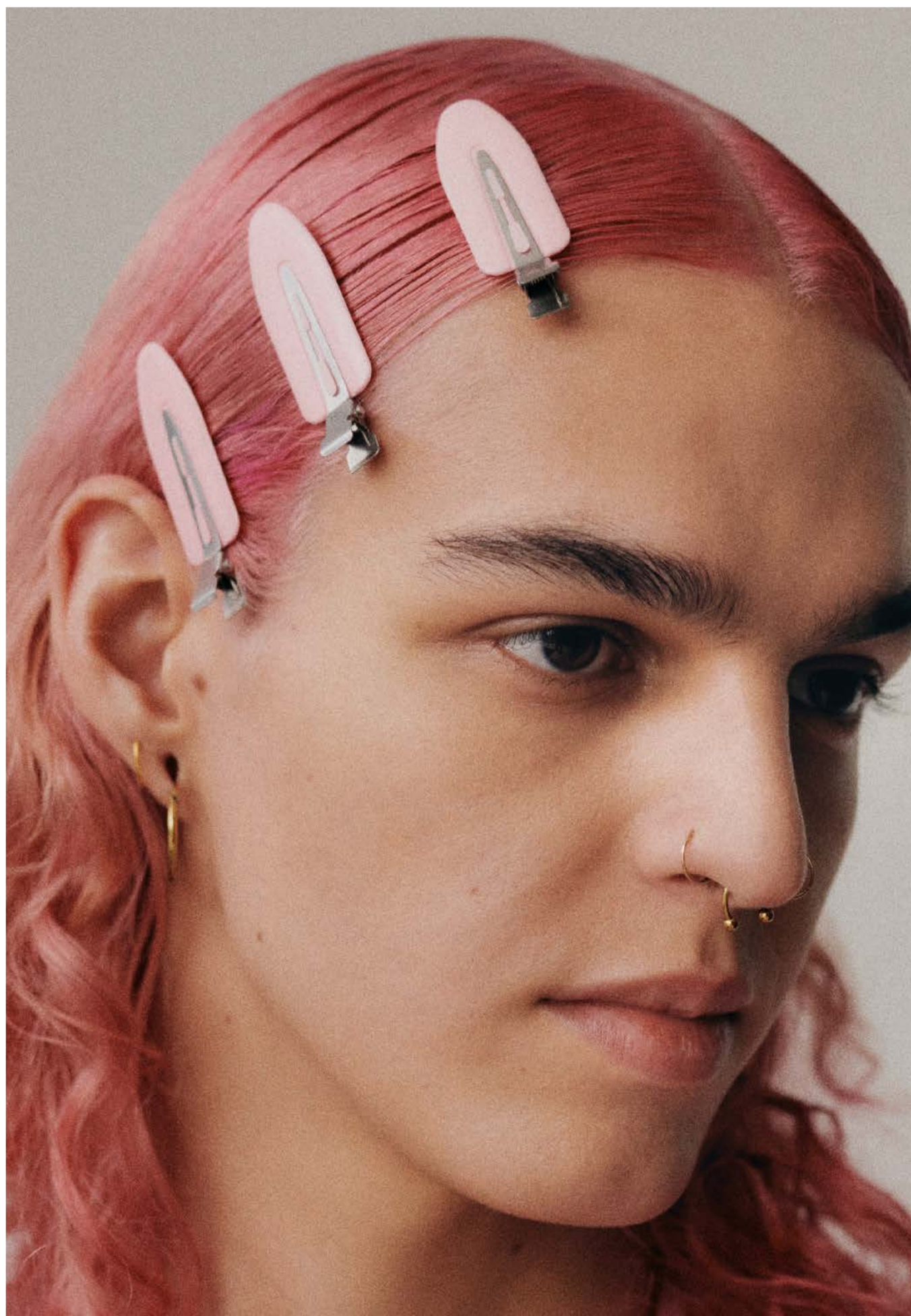
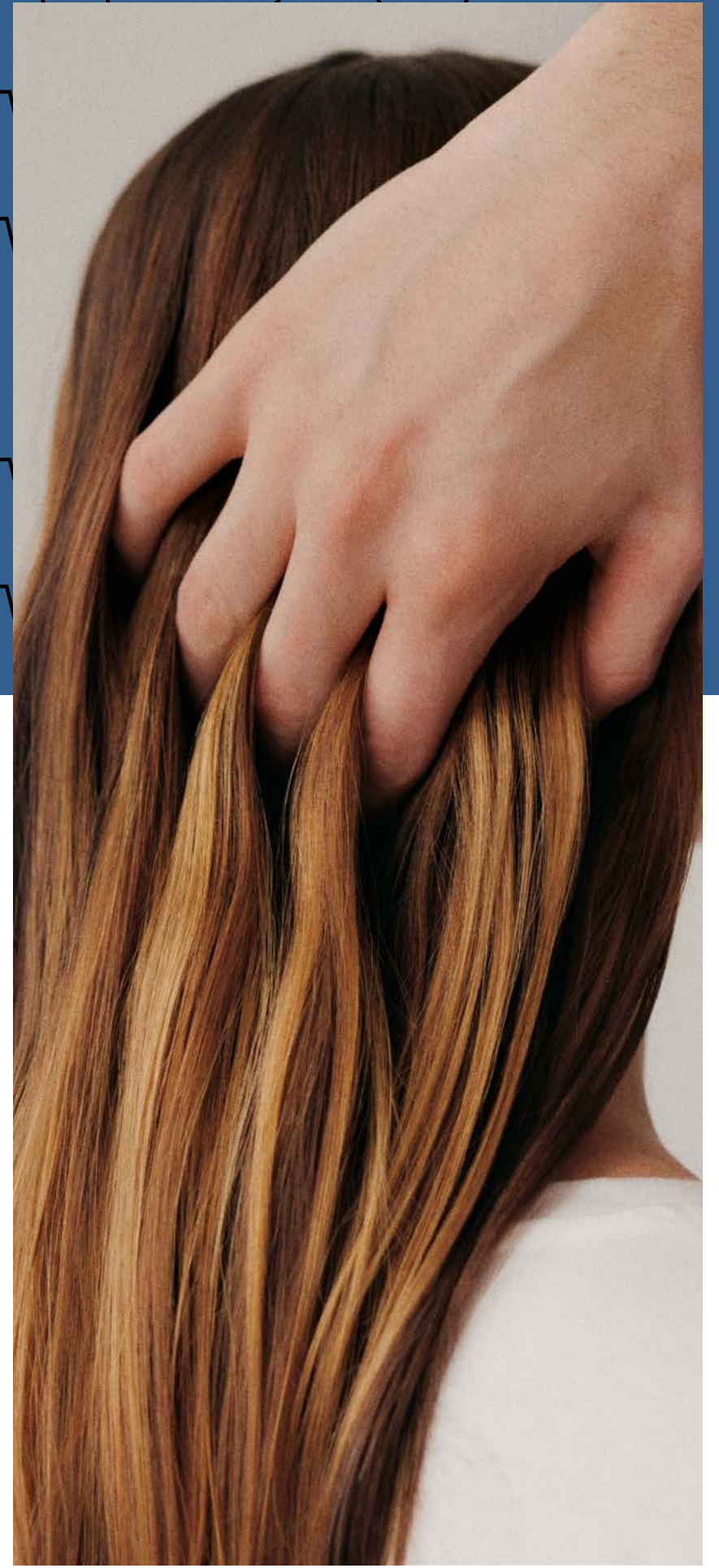
Blonde has never been more diverse than today, and that equals endless opportunities of color expression for hairdressers, and a very good reason to **become an expert in blonding.**

Join us as we unpack the key to successful consultations, elevating your communication skills, blonde business opportunities, as well as social media strategies.

Explore blonde services from back-to-back foils, global applications, balayage, and more! Discover the **keys to delivering high quality, flawless results** on all hair types, every time during our hands-on workshop.

VISIONARY

VISIONARY



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LEAVE YOUR CLIENTS BUZZING WITH SATISFACTION.

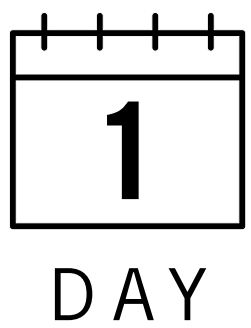
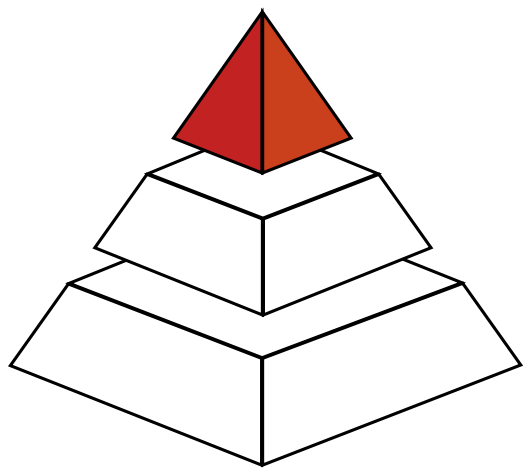
Our Visionary Seminars combine innovative color and styling techniques to **take your skills to the next level.**

Focused on **trend-based services and applications** to deliver premium results in the salon.



CUT & COLOR TRENDS

MASTERCLASS BY ESSENTIAL LOOKS



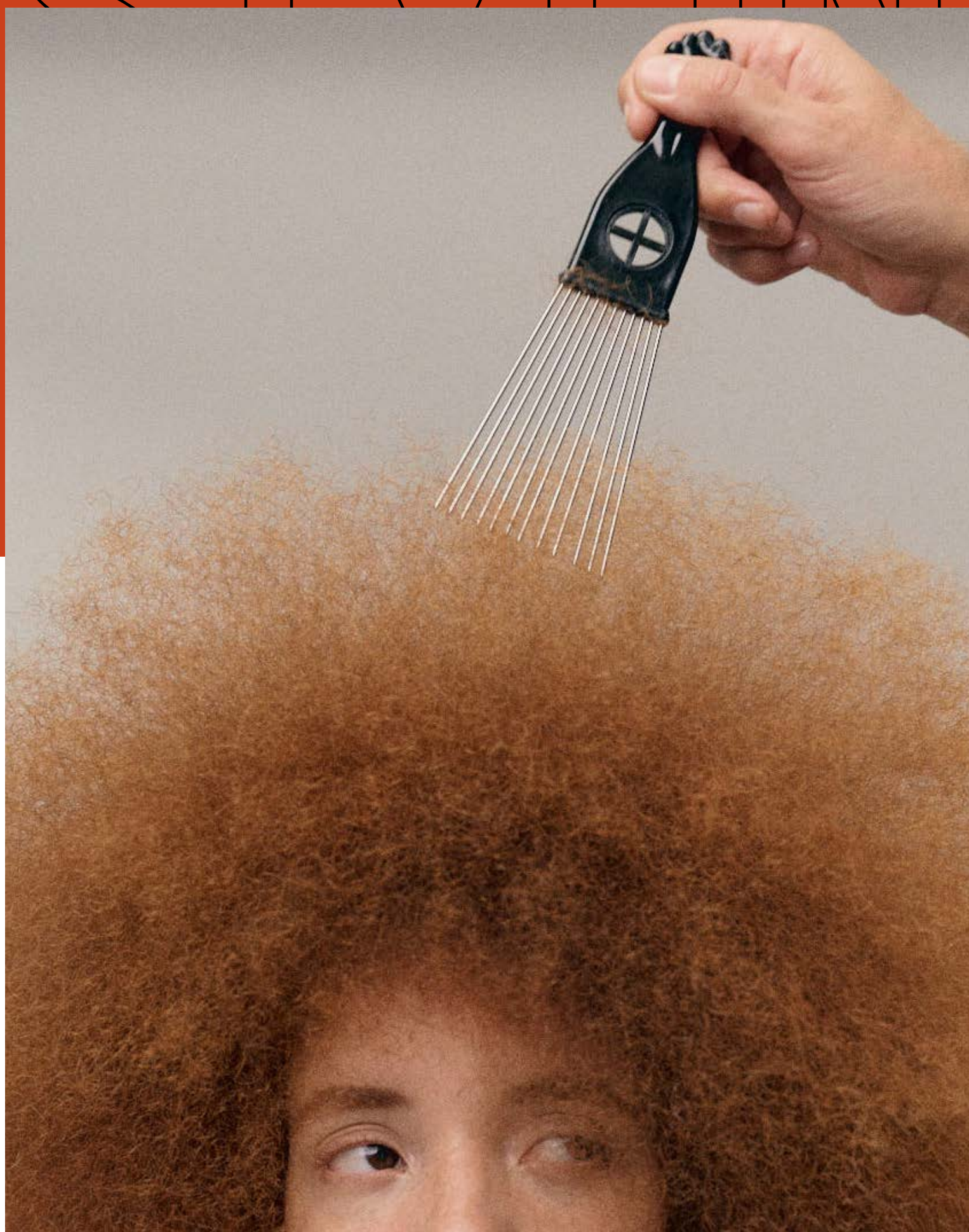
This **seasonal trend based seminar** draws inspiration from international runways and translates them into wearable looks for clients through the **Essential Looks Collection**. You will learn the best in trend driven cutting, coloring, and styling techniques.

Led by a member of the Canadian Artistic Team and a Schwarzkopf Professional Brand Educator, we will start the day with a review of the seasonal Trend Report, a complete look at fashion and hair trends.

You will then work hands-on to **create your own variation of 1 of the latest trend haircuts, and 1 color placement** with focus on creative skills and modern styling and finishing.

STYLING

STYLING



STYLING

STYLING



CRAFT TRULY INDIVIDUAL HAIRSTYLES AND BOUNDARY-PUSHING LOOKS.

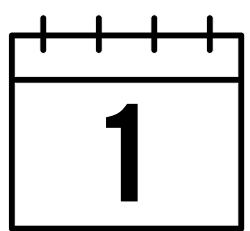
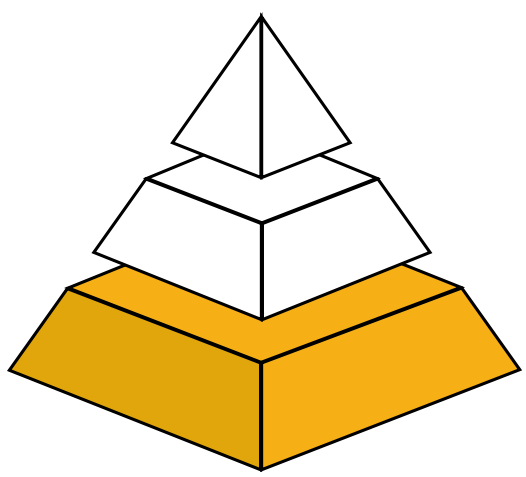
Craft the difference with our **performance-driven products** and techniques, developed to meet the needs of every styling situation.

Our portfolio is now **greener and more accessible than ever before**, ready and waiting for you to build the confidence to craft truly individual hairstyles and boundary-pushing looks.



FUNDAMENTAL STYLING SKILLS WITH OSiS

ESSENTIAL SKILLS — AVAILABLE FALL 2024



DAY

Perfecting your styling and finishing techniques can take your haircuts to a whole new level. This is why we created this one day program focused on fundamental styling skills.

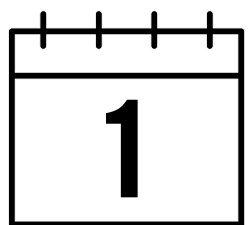
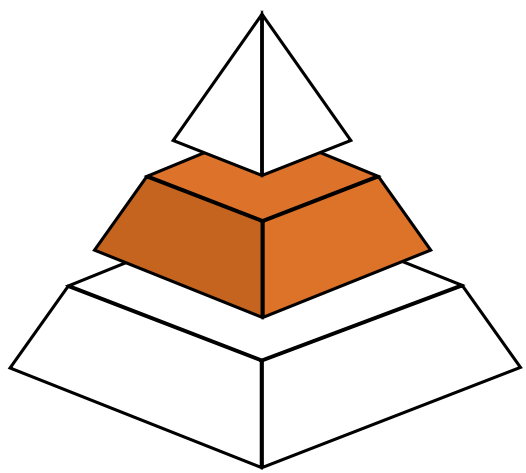
Get pro tips to achieve that WOW factor in your finished look. Learn how to direct hair with intention from roots to tips, create volume in the right places, get the shine you want and modernize your end results.

Master the best and **most iconic tools** in the trade, understand **the power of product choice**, application, and how to work with blow-dry heat, hot tools as well as air dry techniques. **Great for stylists of all levels** who want to elevate their styling game.



SHAGS & BIXIES

ADVANCED & CREATIVE



DAY

The Shag and the Bixie are two of the **HOTTEST** haircut trends this season, you do not want to miss this class!

The Bixie - when a bob meets a pixie, with head hugging texture and movement.

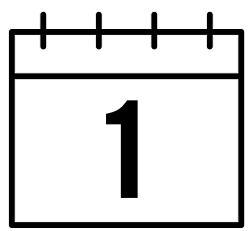
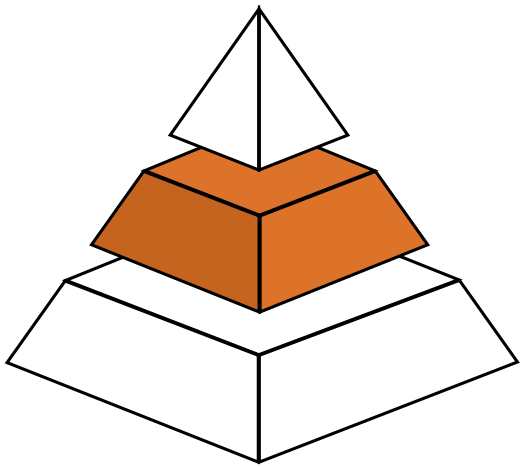
The Shag - inspired by many 70's icons, is all about internal layers with natural movement and rocker vibes. Both take skill and attention to detail to execute well.

Join a member of our Canadian Artistic Team to learn pro tips and tricks for creating these in demand looks with the modern finish your clients are asking for.



BUTTERFLY LAYERS & FRENCH BOBS

ADVANCED & CREATIVE



DAY

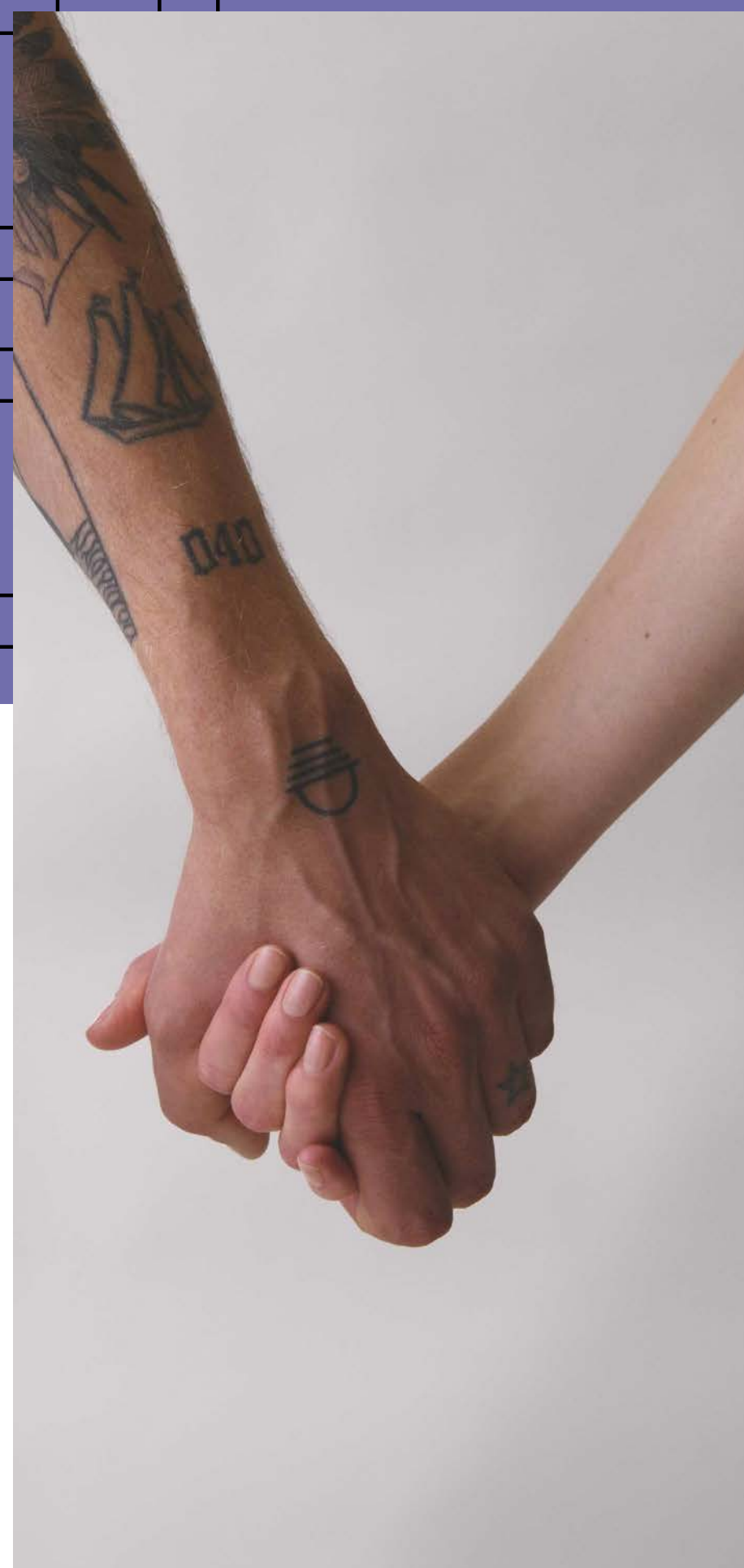
Become a trendsetter for your client's by mastering the art of Butterfly Layers & French Bobs.

Learn the soft flicks and softness of perimeter and interior Butterfly Layers and how to **achieve the perfect blowout**. Next hone your skills with the signature bounce, bevel, and bangs of the French Bob.

Receive hands-on education and training in this **interactive full day seminar** taught by a member of our National Artistic Team.

PARTNERS

IN CRAFT



PARTNERS

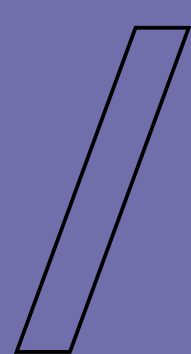
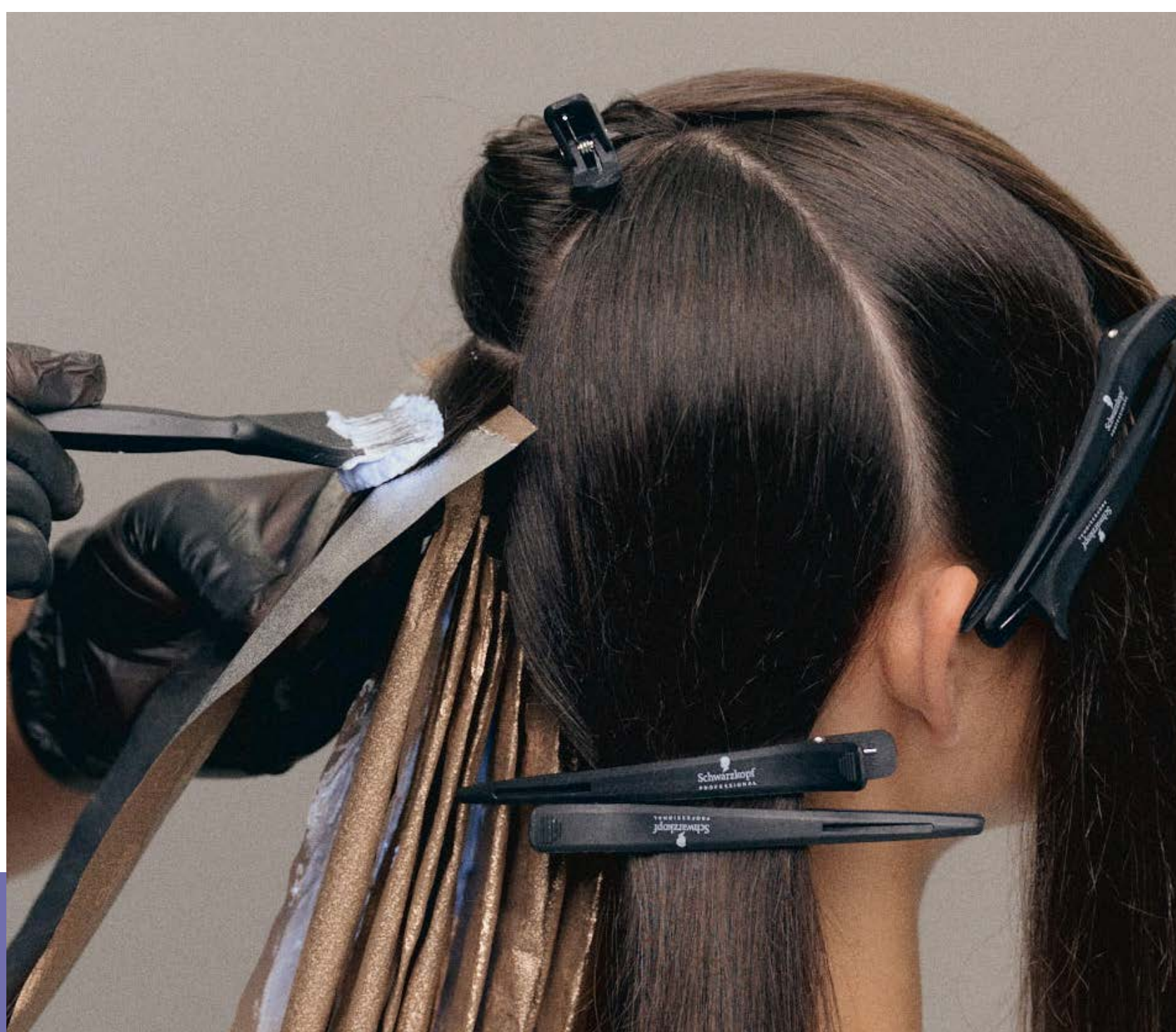
IN CRAFT



WE STAND FOR MORE THAN OUR EXCELLENT PRODUCTS.

We are committed to **craftsmanship**. Trends are always changing, and the demands of salon clients shift and grow too. We bring forward the latest **lifestyle and fashion trends** and help you translate these into **various salon looks**. Going even further, we team up with trusted experts to ramp up your **growth beyond the craft**, empowering you with cut, color and styling techniques to create unique looks.

Schwarzkopf Professional brings you the **latest trends** inspired by aspirational catwalk looks and carefully curated to be effortlessly distilled into **commercial service** offerings within your **daily salon life**.

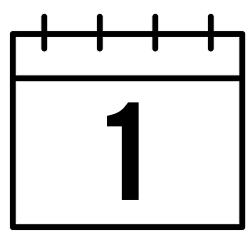
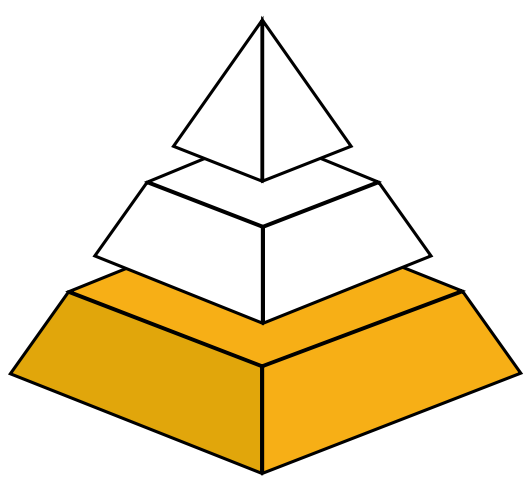


**INSPIRE US ALL TO
HONE OUR CRAFT**



2024 BRIDAL TRENDS WITH ROBIN LACHANCE

ESSENTIAL SKILLS



DAY

Learn how to execute the perfect style for your guests perfect day. **Covering the classics to the latest trends**, leave feeling confident to create these styles.

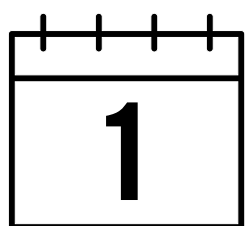
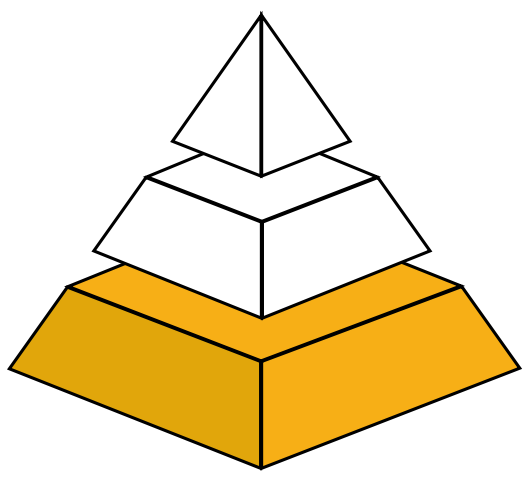
Content covered:

- Classic chignon, French twist
- Glamorous Hollywood waves
- Bohemian-Luxe relaxed styles, extra texture, half-up half-down
- En-Mode progressive, fashion forward “now styles”



BESPOKE BARBERING WITH MAREK WHITECHURCH

ESSENTIAL SKILLS



DAY

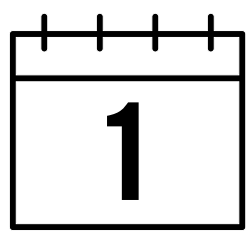
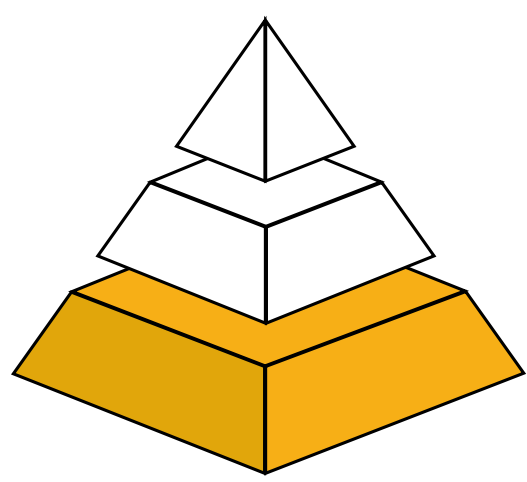
Explore the world of tailor-made barbering techniques. From fade lines, to classic silhouettes, Marek Whitechurch takes each participant through a **variety of cut patterns, working with both clippers and scissor over comb.** Get hands-on experience cutting longer and short styles including best practices to achieve the results you want.

As an educator and platform artist on the Canadian Artistic Team, Marek will give you the tips and tricks you need to meet the expectations of today's client.



CURLY HAIR CUTTING WITH KATIA JANANJI

ESSENTIAL SKILLS



DAY

Join platform artist and educator Katia Jananji as she guides you through **the art of curly hair cutting, shaping and working with different curl patterns.**

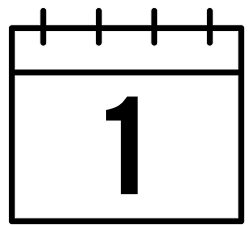
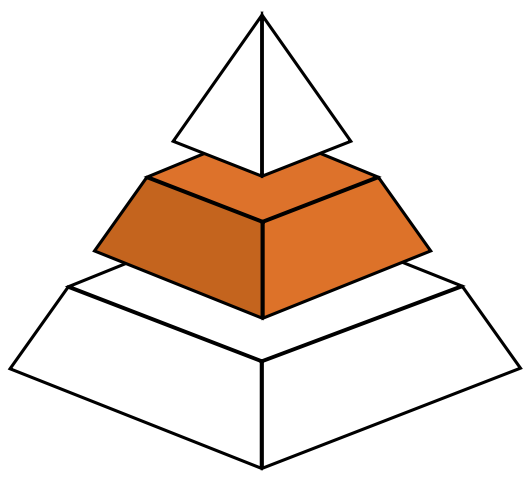
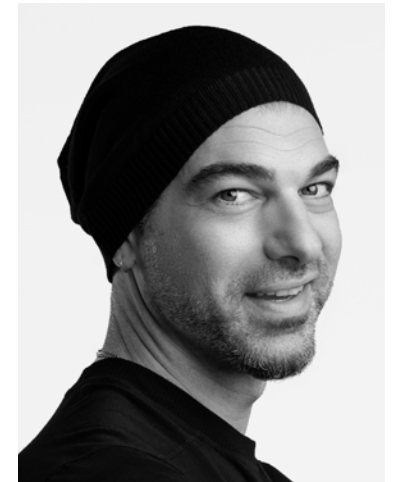
Understand when, why and how to cut curls on both wet and dry hair, and become more confident with your curly styling and finishing using the right products and techniques.

Leave this class feeling **elevated in your curl game** and ready to teach your clients all about how to achieve and maintain beautiful happy curls.



CONTEMPORARY SHORT HAIRCUTS WITH JOEY MARCHESE

ADVANCED & CREATIVE



DAY

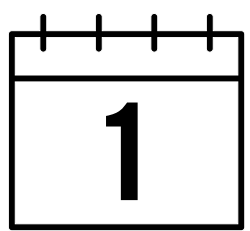
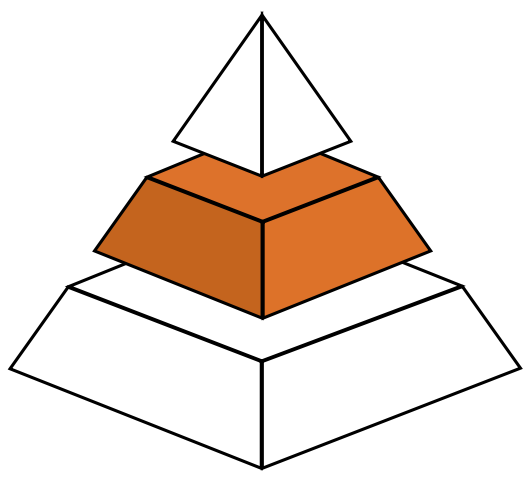
Joey Marchese is a seasoned educator in the hairstyling field with a specific focus on teaching **versatile and intricate techniques** to up your game and confidence when cutting short bob and pixie length haircuts.

His teaching style combines a solid foundation in traditional cutting and styling methods with a keen eye for contemporary trends. By sharing his expertise, Joey ensures that his students acquire a comprehensive skill set to **master the art of crafting stylish bob and pixie haircuts** effectively.



RAZOR CUTTING WITH MARIO CICCARELLA

ADVANCED & CREATIVE

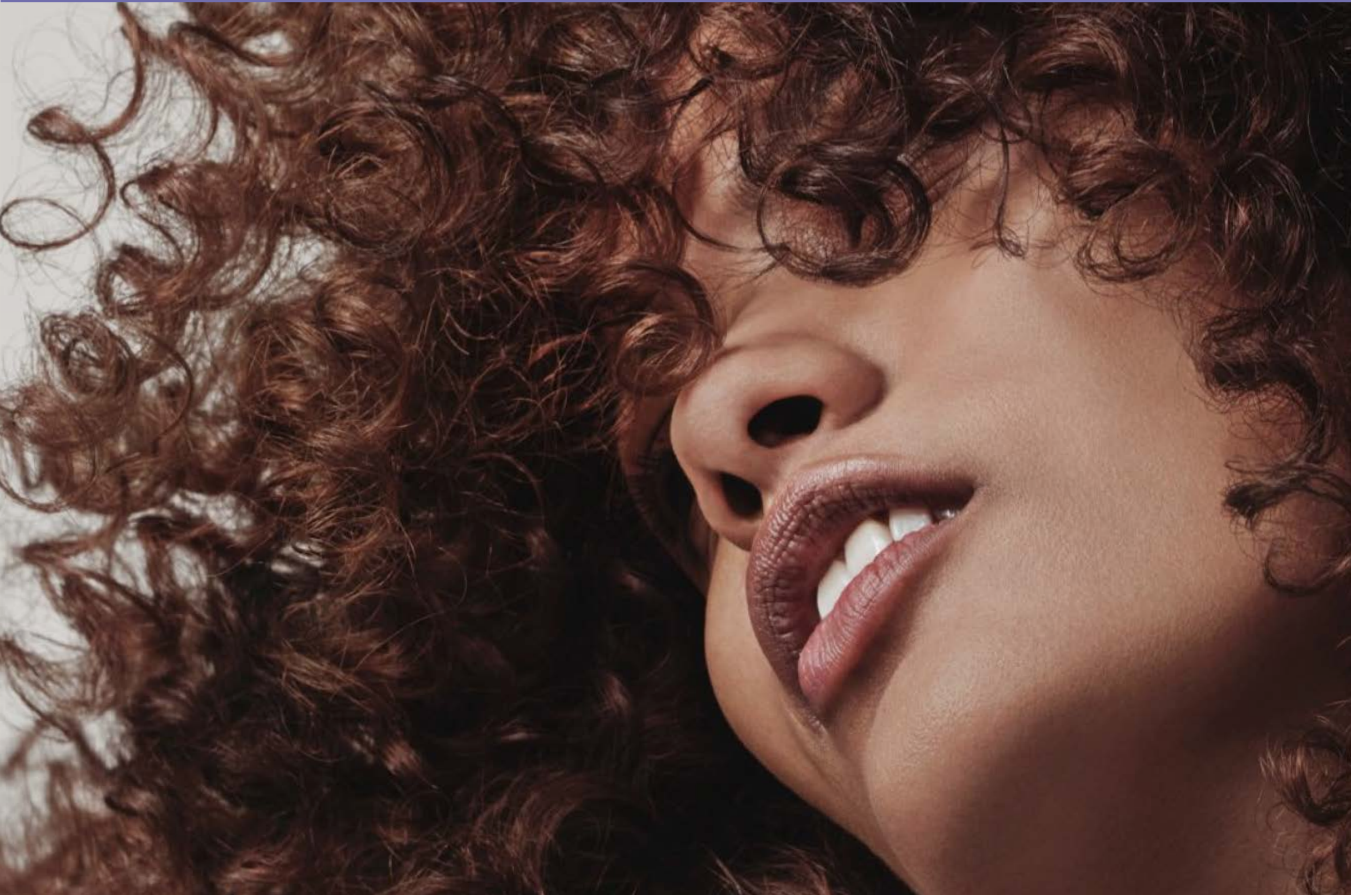


DAY

Are you looking to hone in on your razor cutting skills?

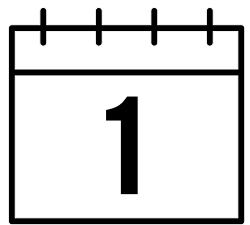
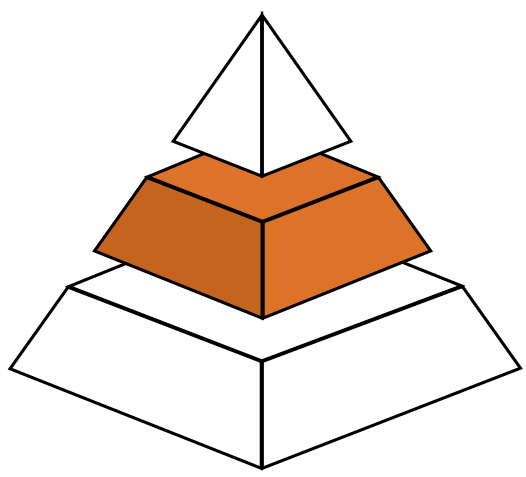
Join us and Canadian Artistic Team member Mario Ciccarella for this hands on one day program.

Work smarter not harder and gain control and confidence using your razor with one on one guidance. Learn how to **create soft texture, layering and perimeter lines** using tension and technique while creating modern salon looks.



CURLY HAIR CUTTING & STYLING WITH ROBIN LACHANCE

ADVANCED & CREATIVE



DAY

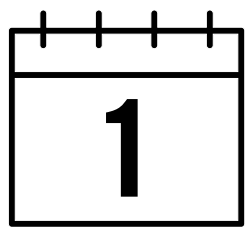
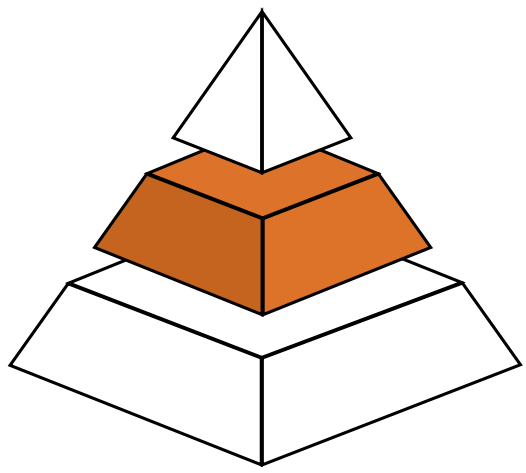
Join 2 x **Texture Stylist of the Year** Robin LaChance in this comprehensive class all about curls. **Learn how to properly care for and cut curls from consult to finish with confidence.**

Hone in on the importance of identifying curl patterns (waves, curls, kinks and coils) and texture (fine, medium, coarse) so you can properly assess the hair canvas. Learn what cutting patterns, products and aftercare is necessary to execute and maintain the perfect curly style that is individual to your client.



MEN'S S/S 2024 TRENDS WITH PAUL PEREIRA

ADVANCED & CREATIVE



DAY

Hair and fashion go hand in hand. Join 2 x **NAHA Men's Hairstylist of the Year** Paul Pereira as he brings a 360 approach to men's cutting along with what's trending in men's fashion and runway looks for the season.

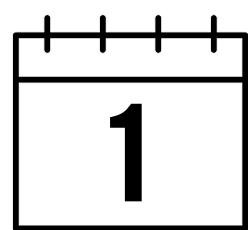
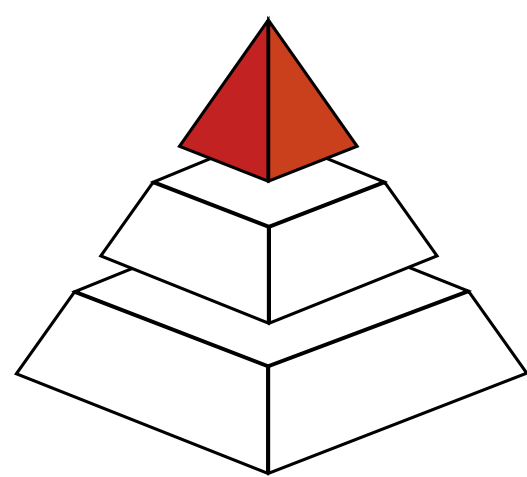
In this class you will **develop your technical skills with modern short cuts** considering face shape and hair density while tuning into the most requested cuts for today.

Learn how to master your tools and techniques including clippers and scissor over comb in this hands-on workshop.



EDITORIAL STYLING WITH ROBIN LACHANCE

MASTERCLASS — AVAILABLE FALL 2024



DAY

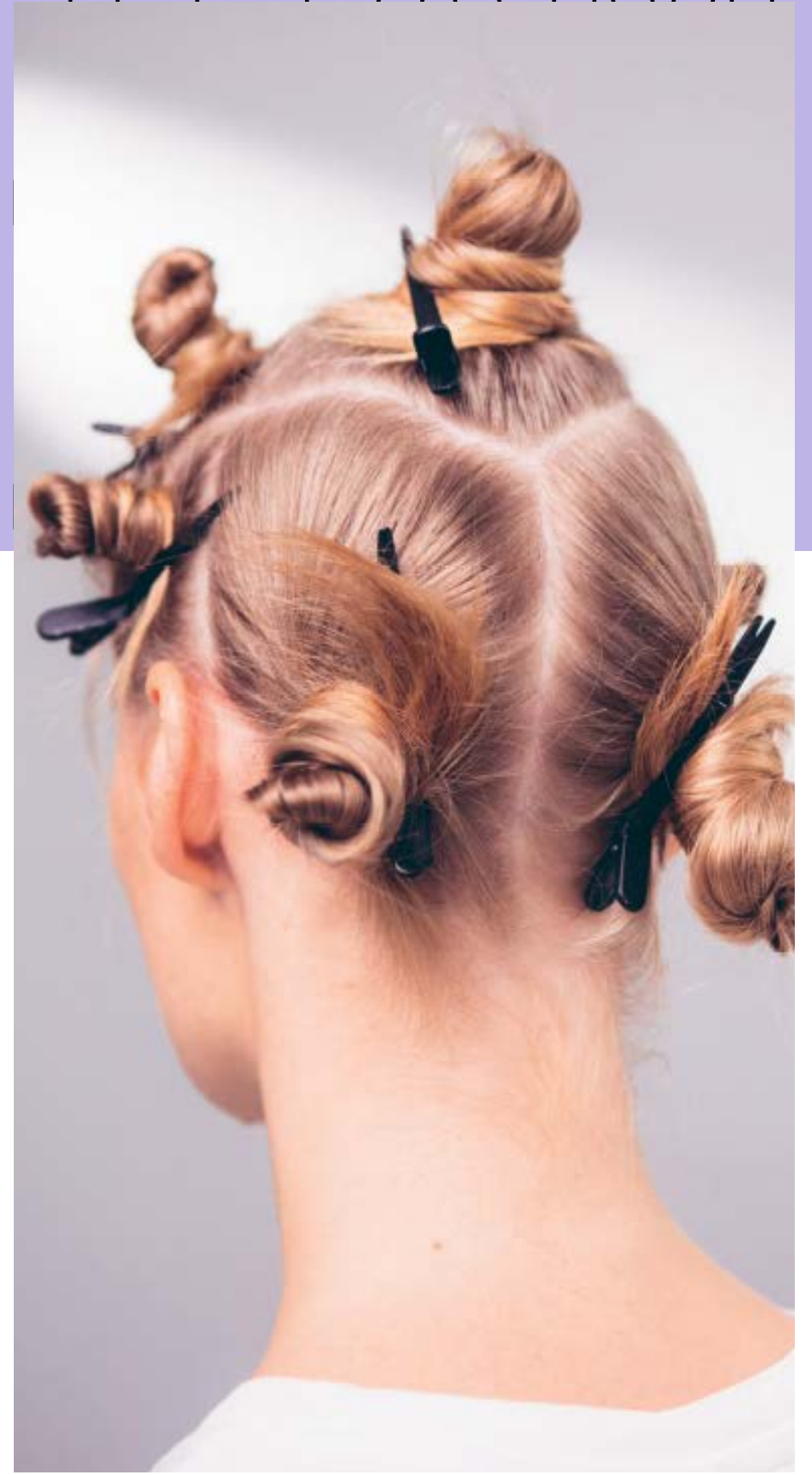
Join 2 x Contessa **Texture Stylist of the Year** and **NAHA Styling & Finishing Winner** Robin LaChance as she invites you into her editorial world sharing an exclusive look at what it takes to create her most iconic studio and competition work.

This class is an all access pass to learn **Robin's tips and tricks to creating the multiple hair textures and silhouettes from her Award winning collections.** Gain hands on experience on how to design and create different hair fabrics of your own, and learn different ways to plan, prepare and execute creative collection looks.

CANADIAN

ARTISTIC TEAM

ARTISTIC TEAM



CANADIAN ARTISTIC TEAM



MEET OUR CANADIAN ARTISTIC TEAM.

Introducing our Canadian Artistic Team, where **artistry meets education**. Our team of talented hairdressers deliver some of the best education in the business with a passion for sharing knowledge that propels us all forward.

Teaching a wide range of seminars across the country, our artists are here to **elevate, motivate and inspire you**.

WE ARE #PARTNERSINCRAFT.



MICHELLE OLIVER

CANADIAN CREATIVE LEAD

Michelle is a **14 x National Award winning artist including 2 x Master Colorist and Hairstylist of the Year in Canada.**

She is a passionate educator and the creative lead for Schwarzkopf Professional Canada. Her goal is to share knowledge, uplift, and motivate hairstylists of all levels in the industry through fundamentals skills and creative inspiration.

Specialties:

Styling and finishing, up-dos, photoshoots, creative color



@michelleoliverhair



JOEY MARCHESE

ARTIST

Growing up in Toronto and currently working at a busy downtown salon, Joey has been inspired by the fashion industry his whole life.

He uses his interpretation of structured hair cutting to create his signature style of **visually striking haircuts with urban, edgy texture** and finishing.

Winning 2022 **Ontario Hairstylist of the Year** he continues to push the boundaries connecting fashion, art and hair.

Specialties:

Short hair cutting, creative patterns, style and finishing



@joeymarchese



KATIA JANANJI

ARTIST

Katia's years of experience as a Principal Instructor and Creative Director enable her to **educate many bright young hairstylists.**

Now a successful salon owner, she share her knowledge to inspire others with her **unique approach to design** and creative cutting. She guides you to achieve custom results that **elevate your salon work.**

Specialties:

Curly hair, custom cutting, salon trends



@katiajananji



MARK CHAMBERLAIN

ARTIST

For Mark, it's **all about the technique**. His technical proficiency, **creativity and enthusiasm** for structure will help develop and propel fellow stylists to a higher skill level.

Owner of Tonic Hair Studio in Peterborough ON, Mark is well versed not only as an educator but also in **salon business and team leadership**.

Specialties:

Precision cutting, fundamental skills, men's haircutting



@markchamberlain_hair



ROBIN LA CHANCE

ARTIST

Robin La Chance is a **multi-award winning artist** including 2022 NAHA Styling & Finishing Artist of the Year and 2 x CONTESSA Texture Stylist of the Year.

Crafting custom haircuts and colours to enhance beautiful features, individual personality and natural **texture is her passion.**

Specialties:

Long hairstyling, texture and curls, photoshoots



@robin_la_chance



MARIO

CICCIARELLA

ARTIST

Mario has over 20 year of experience and knowledge in **hair and fashion**. Owner of Carmens Salon in Toronto, ON he is immersed in editorial and backstage work and **love the creative process**.

His personality and **passion for sharing** knowledge and skill propels him forward as a sought after new educator.

Specialities:

Razor cutting, men's hair, creative cuts



@its.mar.hair



NICOLE PEDE

ARTIST

Drawing her inspiration from bold palettes and clean lines, Nicole's work with color and texture grants her **international recognition.**

2024 Canadian Hairstylist of the Year, and owner of InStyle Salon & Spa in Aylmer Ontario, Nicole has an eye for **detail and artistic vision.** She loves to be creative and bring that vision to life, whether it's shooting a collection or behind the chair.

Specialties:
Creative color, hair cutting, and photoshoots



@nmpede



PAUL PEREIRA

ARTIST

2 x NAHA winner for Men's Hairstylist of the Year, Paul's 20+ years of experience in all aspects of the industry keeps him on top of the trends in fashion and styling.

He takes traditional men's barbering to the next level by connecting the details of styling and texture to precision work.

Specialties:

Men's hair, Editorial, Seasonal Trends



@paulpereira



MAREK

WHITECHURCH

ARTIST

Marek began his career with an established **reputation of excellence** in London, England by the age of 23. Now owner of Monokrome Salon in Montreal, with over 30 years in the business he is eager to share his **global knowledge of hair design**.

He continues to defy trends with clean lines, precision shapes and his in depth approach to men's barbering.

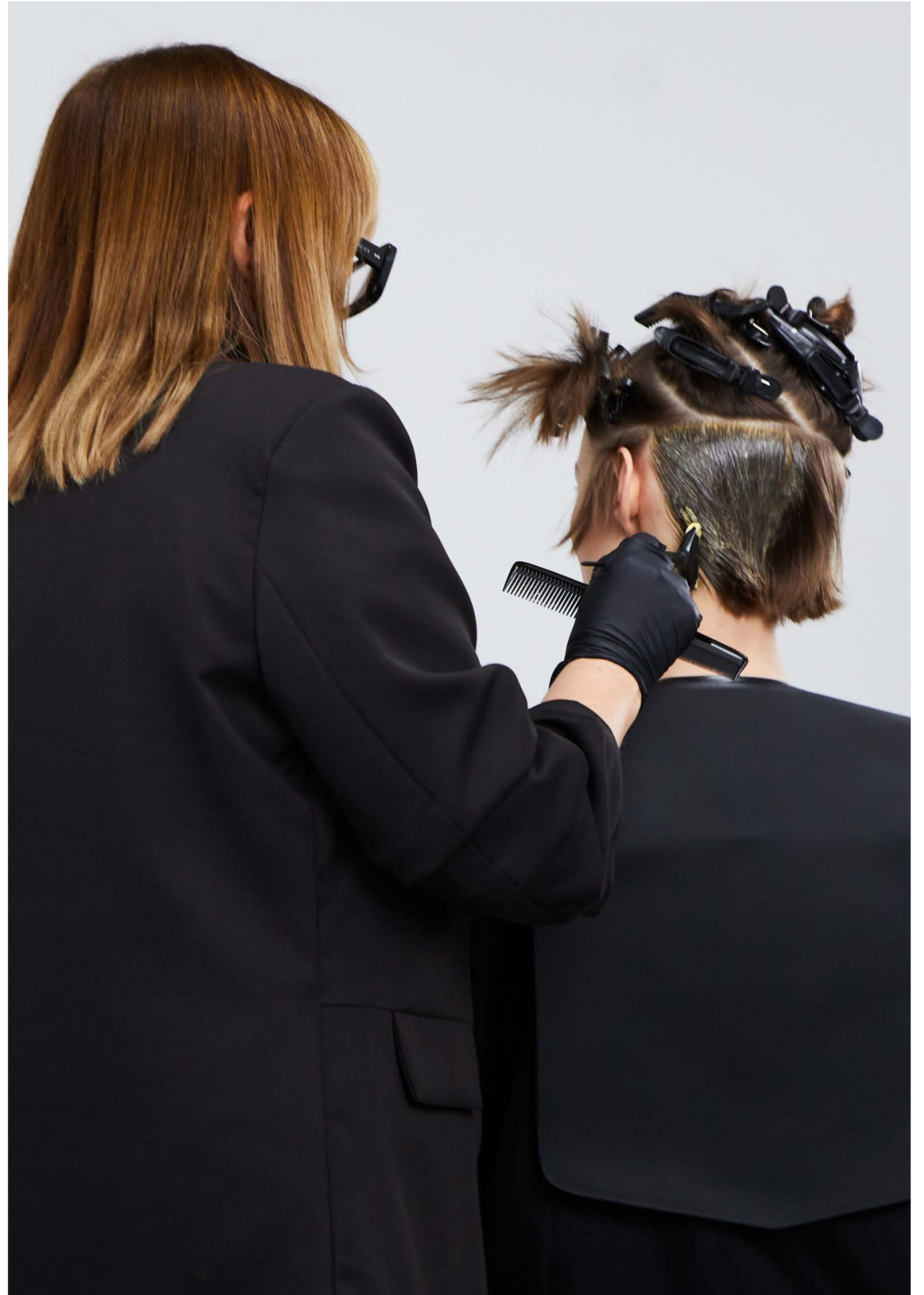
Specialties:

Precision cutting, men's barbering



@marek_whitechurch_hairstylist

GLOBAL AMBASSADORS AMBASSADORS



GLOBAL AMBASSADORS



MEET OUR GLOBAL AMBASSADORS.

Introducing a diverse and truly global collective of industry leaders to guide and inspire us. Sharing their expertise gained from **Session Styling, Educating** and **Innovating** on a global stage, we keep you connected to the best of the best.

These are the creative innovators and driving force in defining our future hair trends.

WE ARE #PARTNERSINCRAFT.



LESLEY JENNISON

GLOBAL AMBASSADOR

Lesley Jennison is a true world expert and leading educator in the art of hair color. She is one of the key Essential Looks **color experts who is both a specialist and craftswoman** who has used her technical expertise, learned from the world's best, to create some of the industry's standout innovations, techniques and services that celebrate the very best in creative and commercial hair color.



@lesleyjennison



NICK IRWIN

GLOBAL STYLING AMBASSADOR

Nick Irwin is a true industry icon. He has had prestigious careers with both Toni & Guy and Tigi as their Global Creative Director working alongside Anthony Mascolo, amongst others. He works closely with the iconic photographer Rankin and the team at hunger magazine.

With a **passion for hair matched only by his outstanding talent**, his work is often featured in global fashion magazines and international advertising campaigns.



@nickirwinhair



TYLER JOHNSTON

GLOBAL AMBASSADOR

Tyler Johnston is one of the **masterminds behind Essential Looks** who has an immaculate pedigree as both a creative hairdresser with a celebrity clientele and as a leading editorial stylist with some of the world's best brands and iconic photographers.

He is a multi-talented hair artist with a focus on producing beautifully crafted, original looks that celebrate the very best in hair.



@tylerjohnstonhair



ARJAN BEVERS

GLOBAL COLOR AMBASSADOR

Arjan Bevers is both a **multi-talented, award-winning hair artist** and a successful Netherlands-based salon owner, producing highly commercial, in-demand hair services.

He brings a commercial eye and produces world-class hair, with looks and salon services that have strong consumer appeal.



@arjanbevers



www.schwarzkopf-professional.ca

@SchwarzkopfCAN

