

ASK
EDUCATION


Schwarzkopf
PROFESSIONAL

PARTNERS IN CRAFT

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, colour and style – refreshed and on trend.

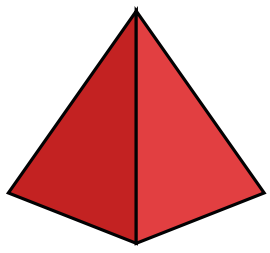


Embrace innovative **PRODUCTS** you can trust to perform.

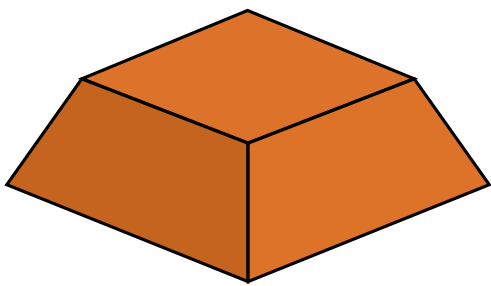
Use relevant **TOOLS** to achieve technical perfection in your craft.

PROGRESSIVE LEARNING JOURNEY

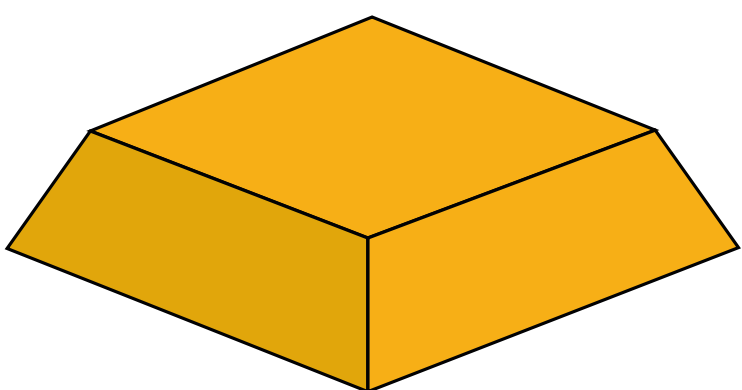
The ASK Education journey is designed to take your professional skills to the next level. As we shape the future of hairdressing, we are continuously evolving and innovating so you and your salon team can choose the right level to raise your game.



LEVEL 3
Masterclass

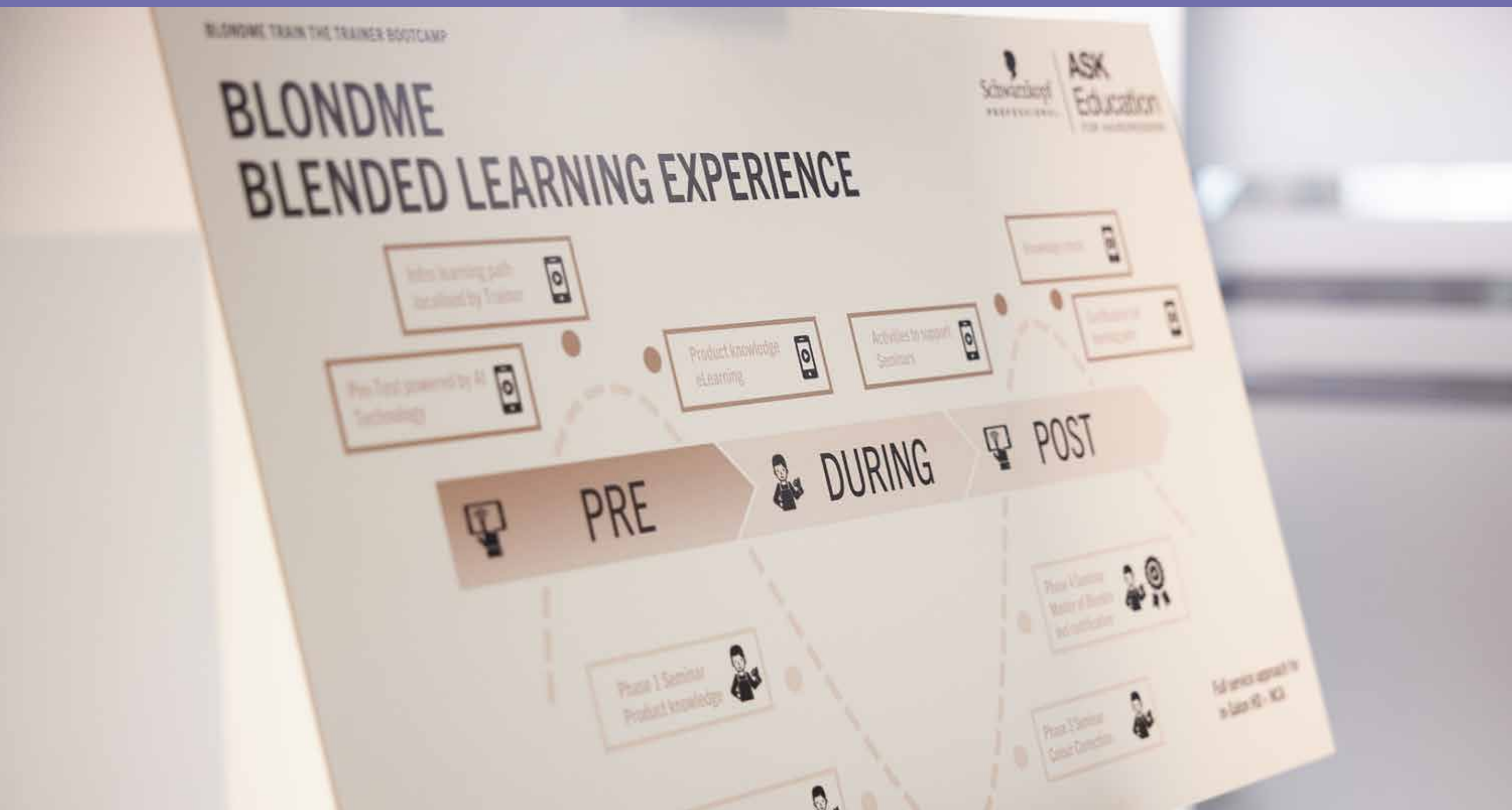


LEVEL 2
Advanced & Creative



LEVEL 1
Essential Skills

CONSTANTLY LEARNING, ALWAYS EVOLVING.

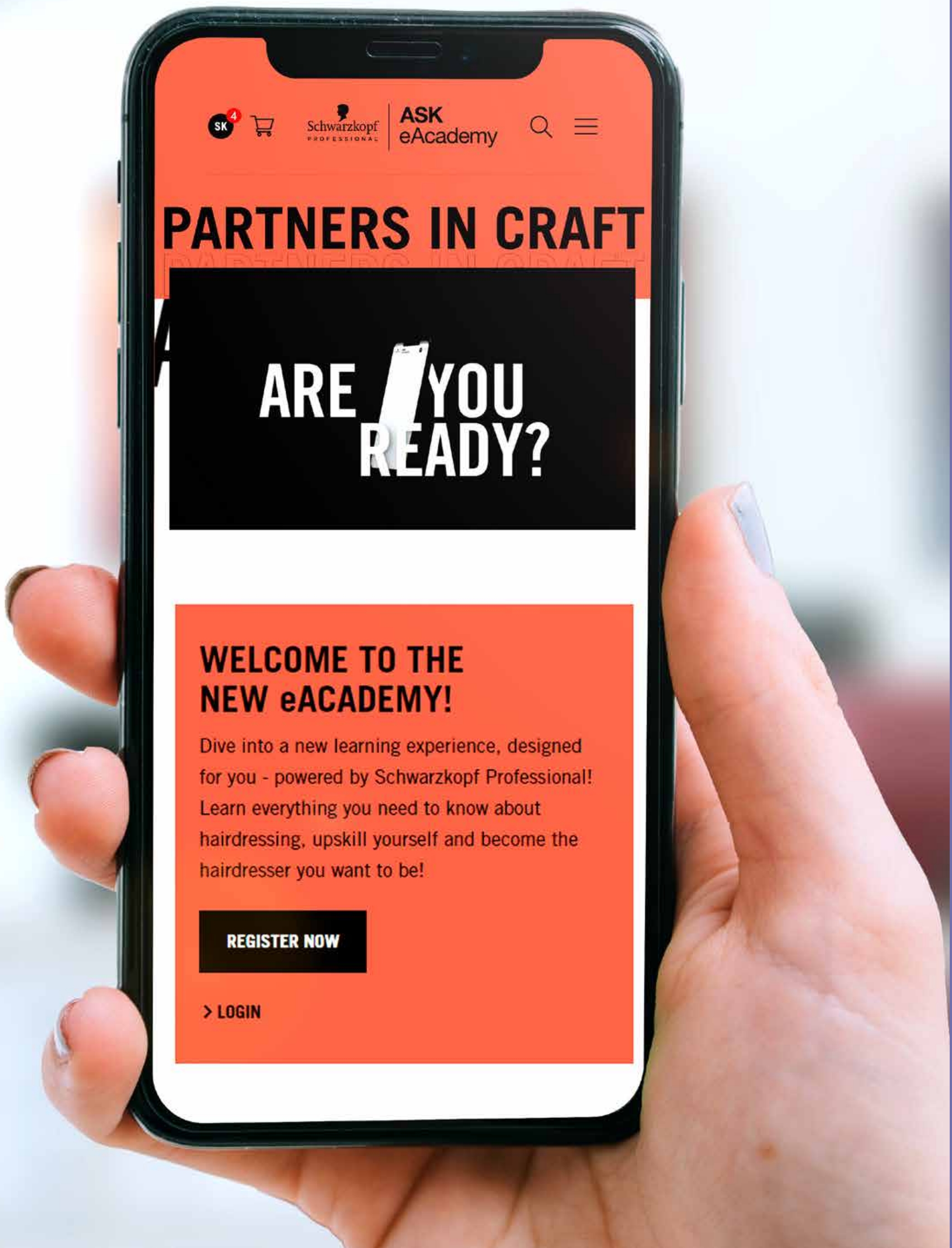


BLENDED LEARNING EXPERIENCE

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**.

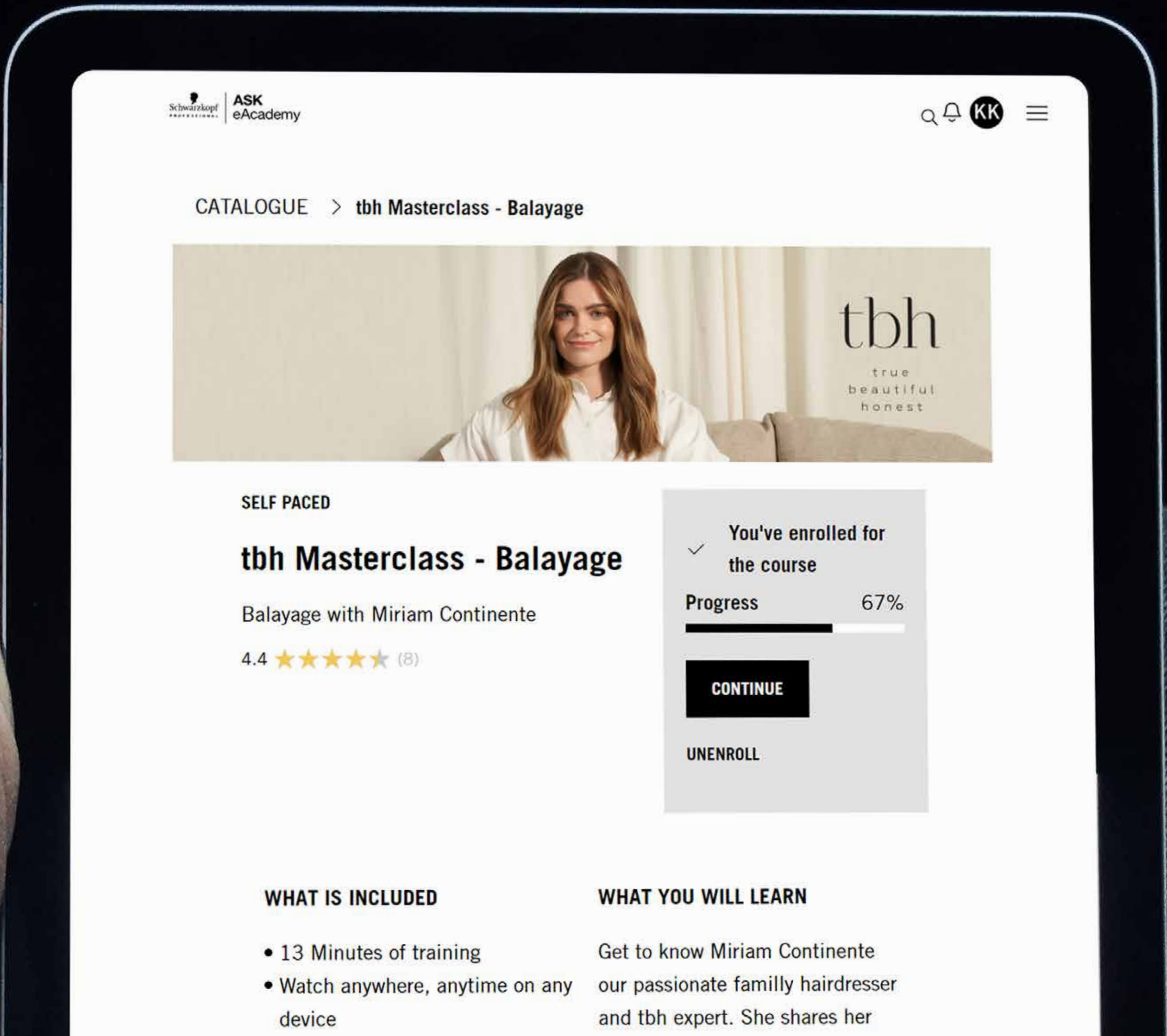
Through our service-centred approach – which puts YOU, the hairdresser, at its heart – and our trusted blended learning experience, we provide **support to help you hone your craft 24/7**.



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

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

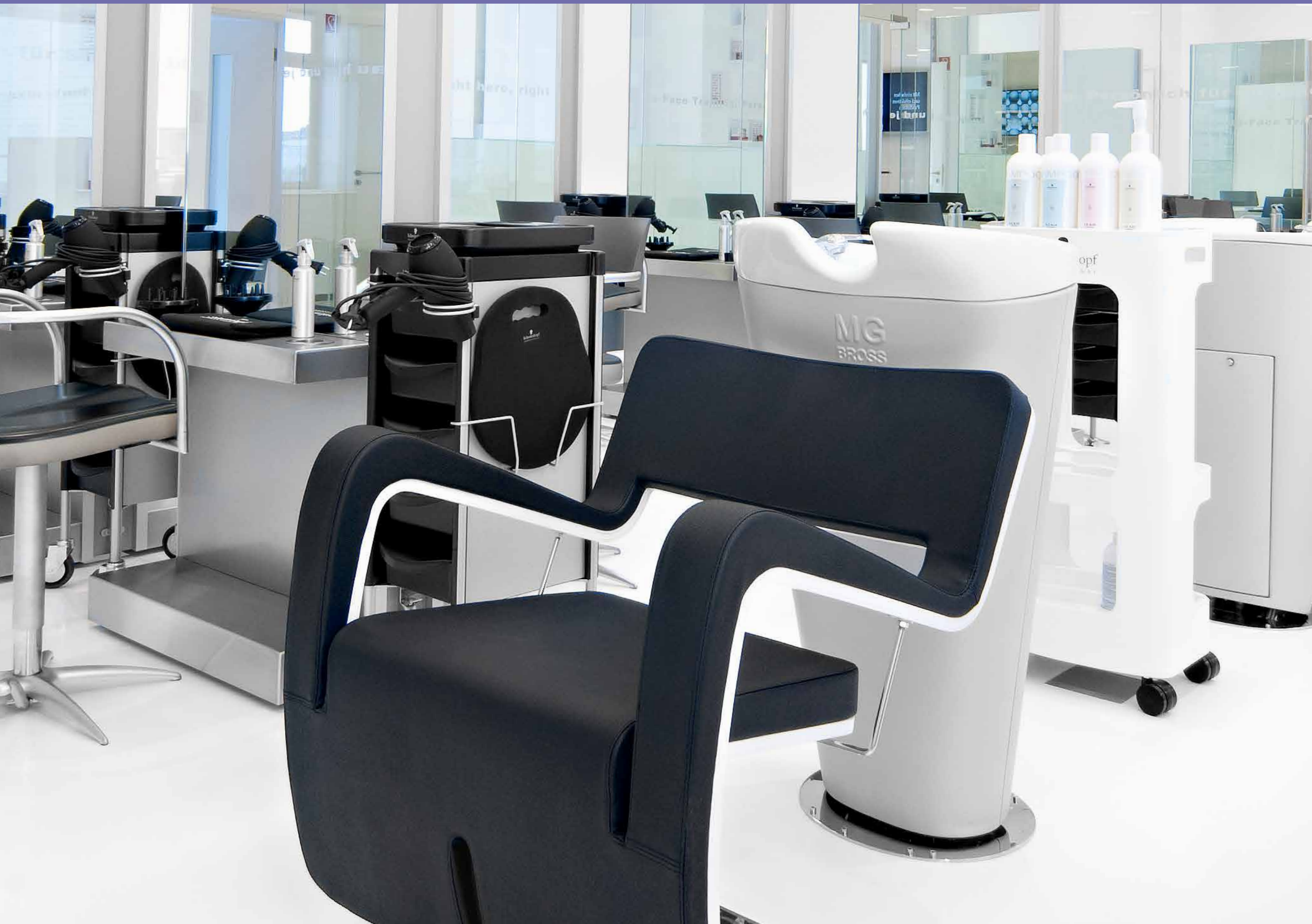
Designed by hairdressers, for hairdressers, our **digital learning experience** is here to give you 24/7 access to hairdresser training – supporting your every step, as you develop the skills and knowledge to **empower you and your salon.**

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.**



COLOUR

COLOUR

COLOUR



COLOUR

COLOUR



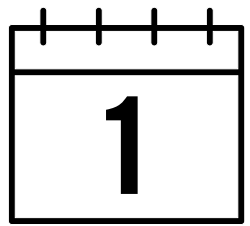
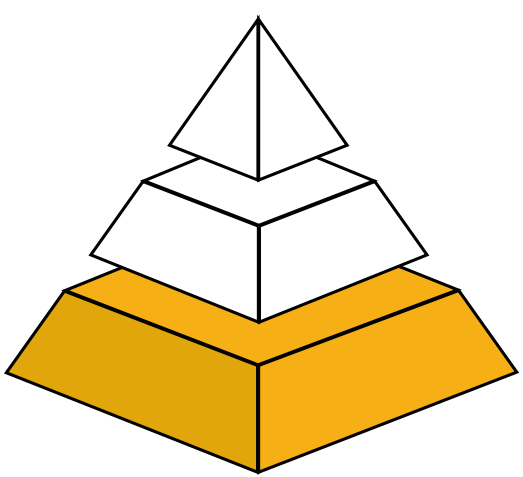
COLOUR. IT'S A POWERFUL TOOL. IT TRANSFORMS. DELIGHTS. EMPOWERS.

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



FIT FOR COLOUR

ESSENTIAL SKILLS



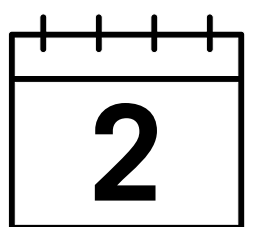
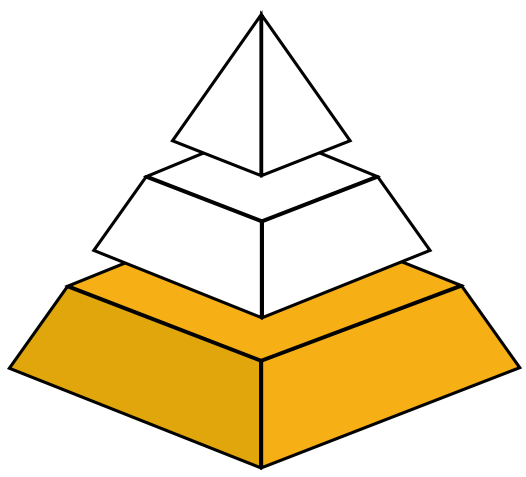
DAY

Fit for Colour is a seminar that focuses on the IGORA System, a revolutionary approach to hair colouring. In this seminar, participants will learn the **fundamental principles of colour theory**, including virgin application and refreshing services, combatting colour fading, and **salon-friendly techniques**. This seminar will equip attendees with the tools and knowledge needed to create beautiful, long-lasting colour that clients will love.



COLOUR TECHNIQUES IN REAL TIME

ESSENTIAL SKILLS



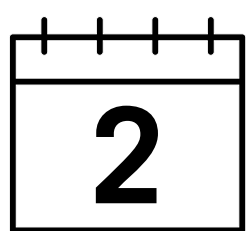
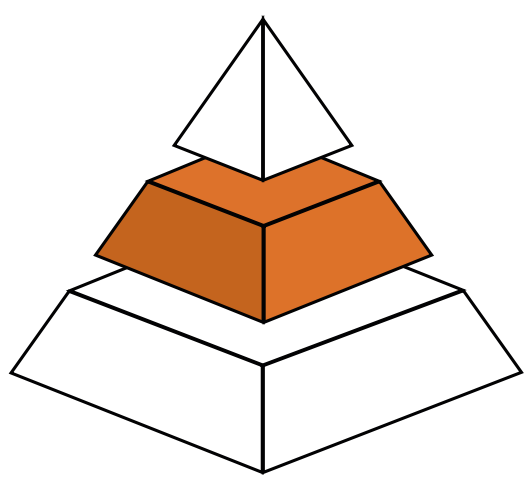
DAYS

In today's challenging economic climate, businesses are seeking ways to streamline their processes and save costs. This is why our **Colour Techniques in Real Time** seminar addresses the issue by providing valuable insight into the art of consultation and **fundamental colour techniques** that can **help businesses save time and money** without sacrificing quality. Learn practical strategies for delivering exceptional colour results efficiently and effectively.



THE MIXOLOGIST

ADVANCED & CREATIVE



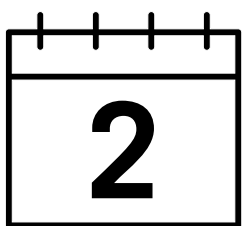
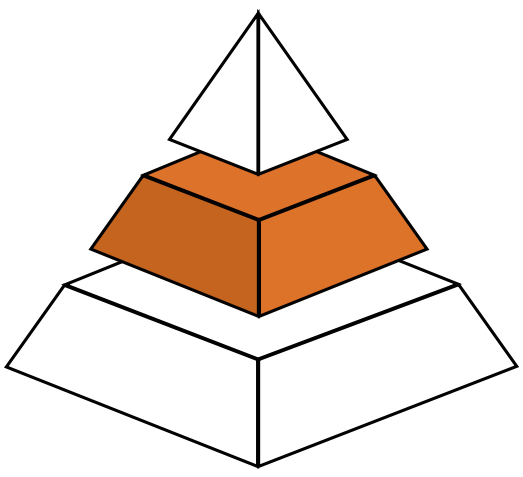
DAYS

The Mixologist seminar is an innovative event that combines the **creative intermixing** of fashion shades, influencer and **viral techniques**, as well as local inspirational artists on stage. This seminar will showcase how mixing different elements can lead to the creation of unique and unforgettable experiences. With an emphasis on **experimentation** and **collaboration**, **The Mixologist** is perfect for beginners looking to expand their creative horizons and discover new ways to express themselves.



CREATIVE FREEHAND TECHNIQUES

ADVANCED & CREATIVE



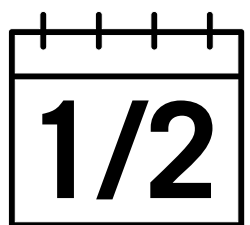
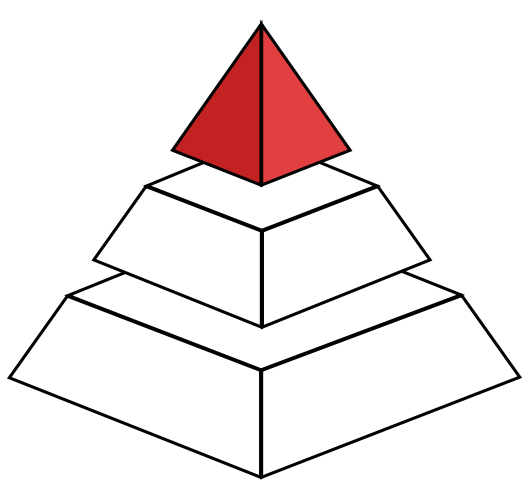
DAYS

Join the **Creative Freehand Techniques** seminar, specifically designed for hairdressers who want to take their skills to the next level. In this seminar, you'll learn the latest and most innovative freehand techniques, inspired by the renowned Capability Creative Techniques. Go through a range of exciting methods, including freehand **balayage**, **ombré**, and **highlighting**, to help you unleash your creativity and produce stunning, personalised results for your clients.



COLOUR CORRECTION

MASTERCLASS



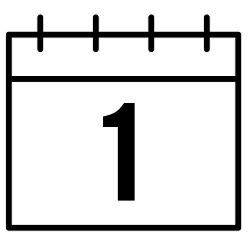
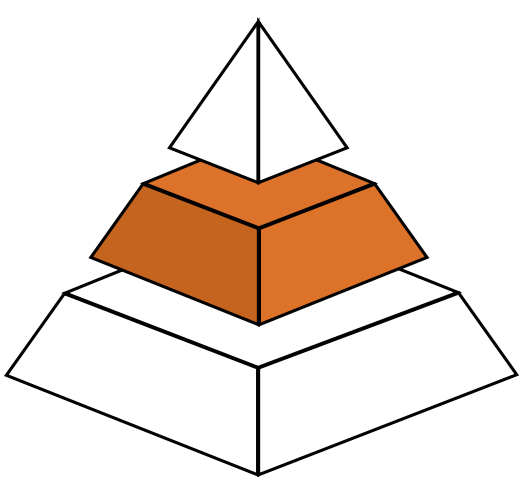
DAYS

Impress clients with your mastery of **transition and transformation**. Gain knowledge on how to be a true colour specialist and discover the tools that will make you stand out when handling **major colour changes** or any colour challenge that's thrown your way.



COLOUR LIFESTYLES

ADVANCED & CREATIVE



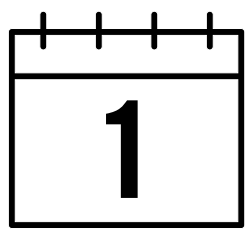
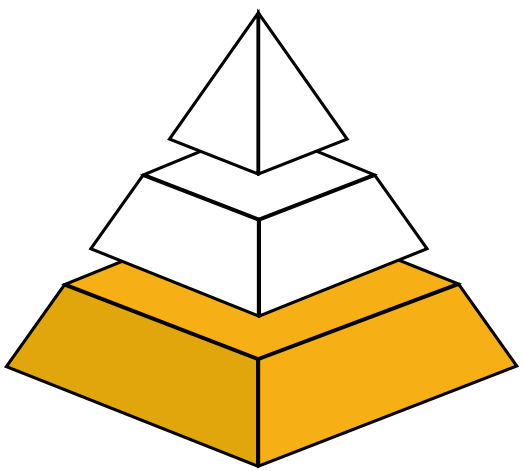
DAY

Colour Lifestyles is a seminar that revolutionises the way you approach colour in the world of hairdressing. Open yourself to a new lifestyle-based outlook on colour, bringing together different colour brands from across portfolios. Unlock the **power of personalisation** as we explore how to match hair colour to **individual lifestyles**. Whether your clients are lively and adventurous, sophisticated and professional, or natural and carefree, **Colour Lifestyles** will equip you with the skills and knowledge you need to elevate their hair colour experience. Come along with us and embark on a journey with **endless colour possibilities** where creativity meets lifestyle.



BLONDE PREP

ESSENTIAL SKILLS



DAY

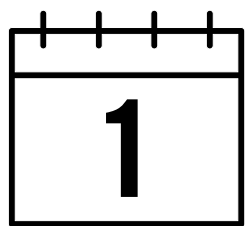
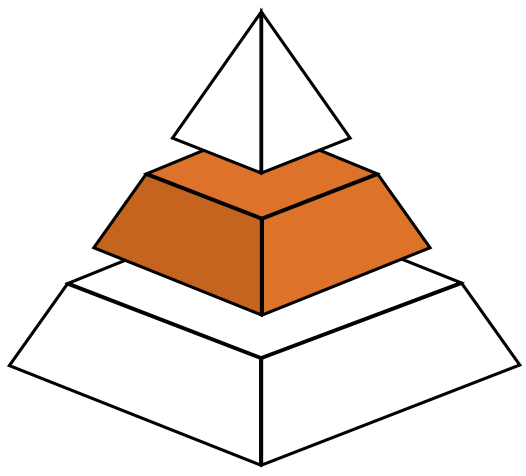
Dive into the world of blonding! This seminar is all about gaining the fundamental knowledge and skills to create the **most iconic blonde looks** using our full BLONDME product portfolio and blonding tools.

Learn the essentials and perfect the **art of blonde** product application through a hands-on practical session where you'll uncover the **endless possibilities** of blonde services for your salon clients. Journey into the world of blonde and step-up your techniques with **must-have expertise and awareness!**



MY BLONDE

ADVANCED & CREATIVE



DAY

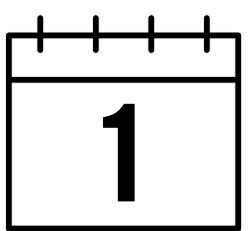
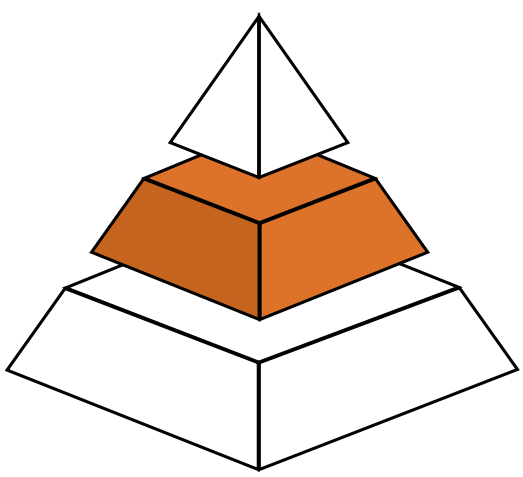
Learn how to **perfect your signature consultation** to give the best blonde results, no matter the hair texture or blonde request!

This seminar will give you the confidence to work with various global hair types as you master the consultation experience through **five key steps** – each of them developed to help you assess and deliver a personalised blonde tone to complement any skin or eye colour. Learn how to **maximise in-salon service opportunities** through key techniques to master any blonde look and understand how to select the perfect BLONDME product for different applications – from foils, to balayage and pastel toning.



DESTINATION BLONDE

ADVANCED & CREATIVE



DAY

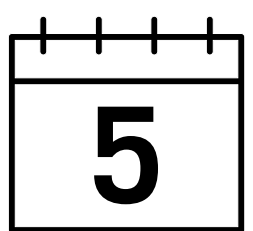
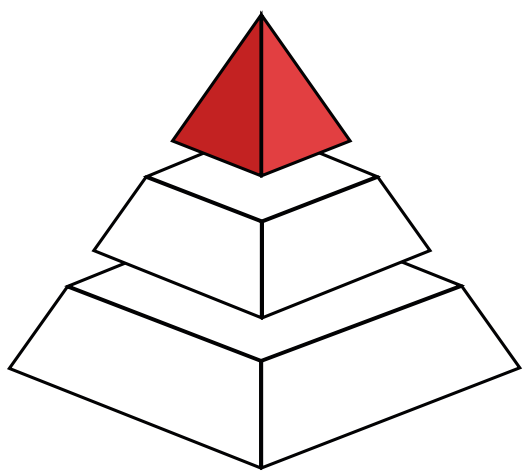
This seminar helps you **overcome a range of blonde challenges** by working with the full Schwarzkopf Professional colour portfolio, including the Colour Enablers Support Kit!

You'll learn the more technical aspects to delivering **the best blonde customer experience**, with a focus on understanding the underlying pigment of each level, how to properly lift the hair, creating the perfect canvas and effective ways to create or neutralise tonal directions. To complete this seminar, you'll demonstrate your **greatest blonde transformation** yet in a hands-on session showcasing your preferred colour correction technique!



AUTHORITY IN BLONDE

MASTERCLASS



DAYS

Ready to become **an authority in all things blonde**? Dive into the latest trending colours, techniques and methodology before mastering must-have business knowledge and relevant blonde service options.

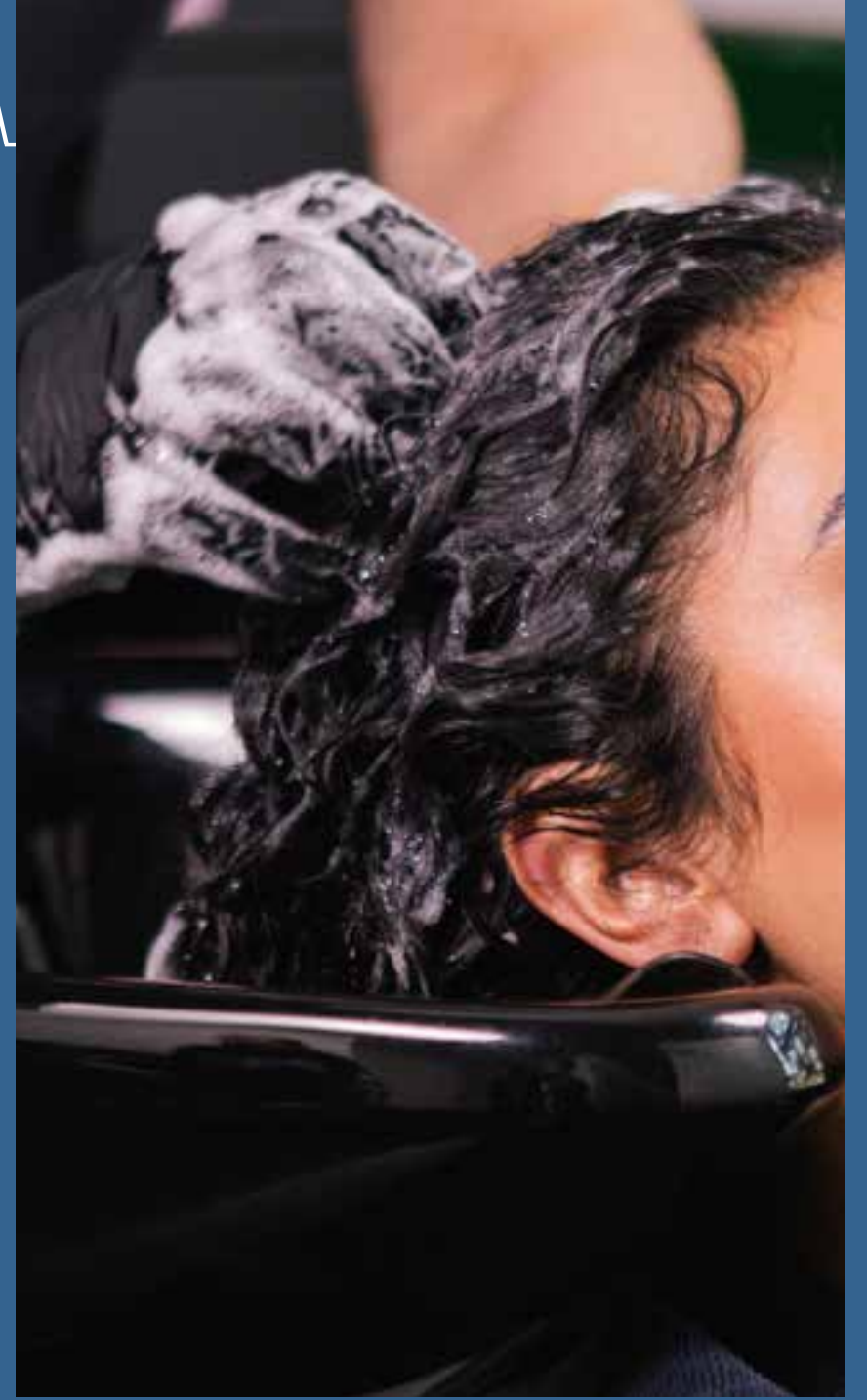
Highlights include the revamped ASK Education eAcademy and hair tutorials from guest #hairartists demonstrating our **iconic blonde portfolio** on real models! Let your hands-on experience play a key part in creating the looks and seize the opportunity to take pictures and receive **tips & tricks** on creating **impactful** social media content to post on your own channels!



BACKBAR

BACKBAR

BACKBAR



BACKBAR

BACKBAR



LEAVE YOUR CLIENTS BUZZING WITH SATISFACTION.

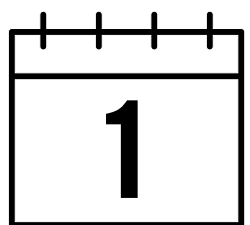
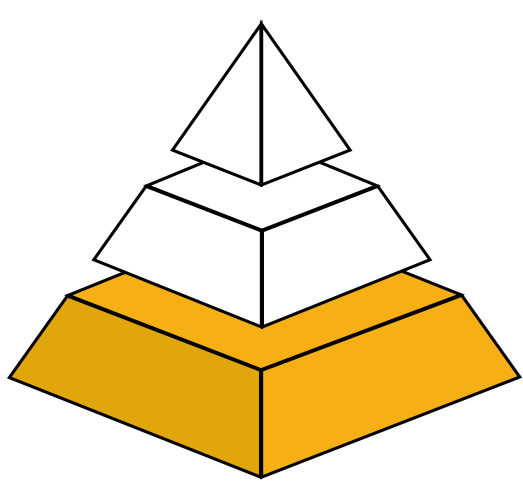
Celebrate your artistry and enhance your client's look with educational Backbar classes designed to inspire and excite.

Learn how to take your clients on a **truly customised**, in-salon care journey and create beautifully **personalised results**, every time.



SALONLAB

ESSENTIAL SKILLS



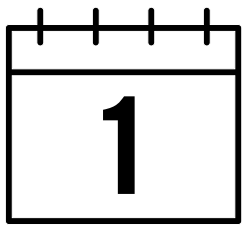
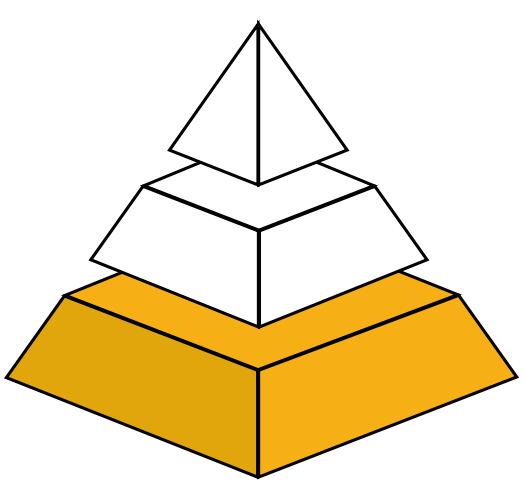
DAY

Whether you're in the academy or at the salon, delve deeper into understanding end consumer personas, gain valuable business skills, and master the art of guiding clients through their salon journey using your **Smart Analyzer**. Get ready for an engaging hands-on session where you'll witness the transformation of models and expand your knowledge and abilities in a **dynamic** learning environment.



HAIR AND SCALP EXPERT

ESSENTIAL SKILLS



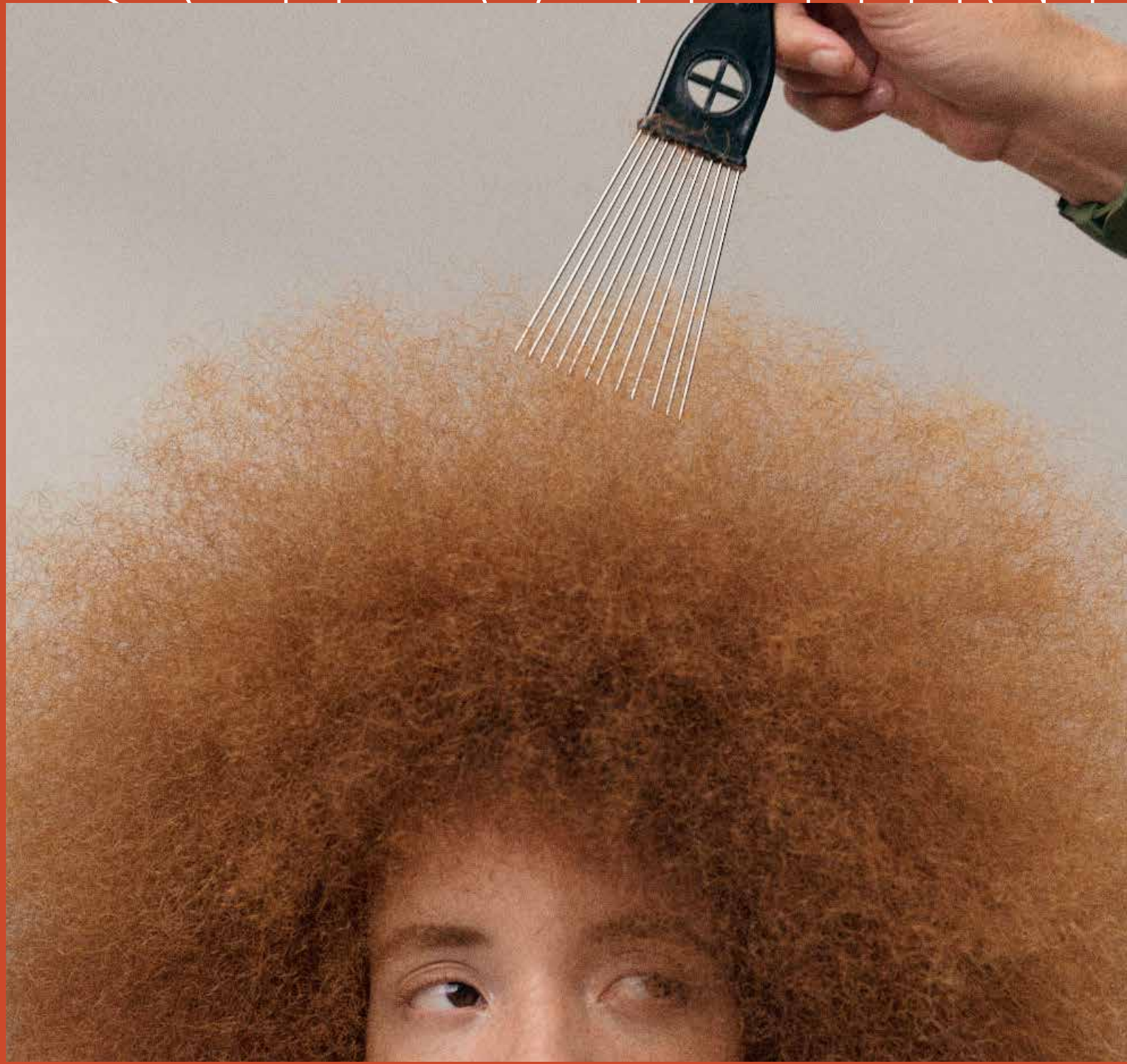
DAY

Become an expert **hair and scalp specialist** in your own salon! Study closely and learn more about how to address everyday scalp and hair concerns. Grow your confidence in diagnosing and **identifying your clients' needs** by selecting the most appropriate products and treating them with our unique Schwarzkopf Professional Care offering.

STYLING

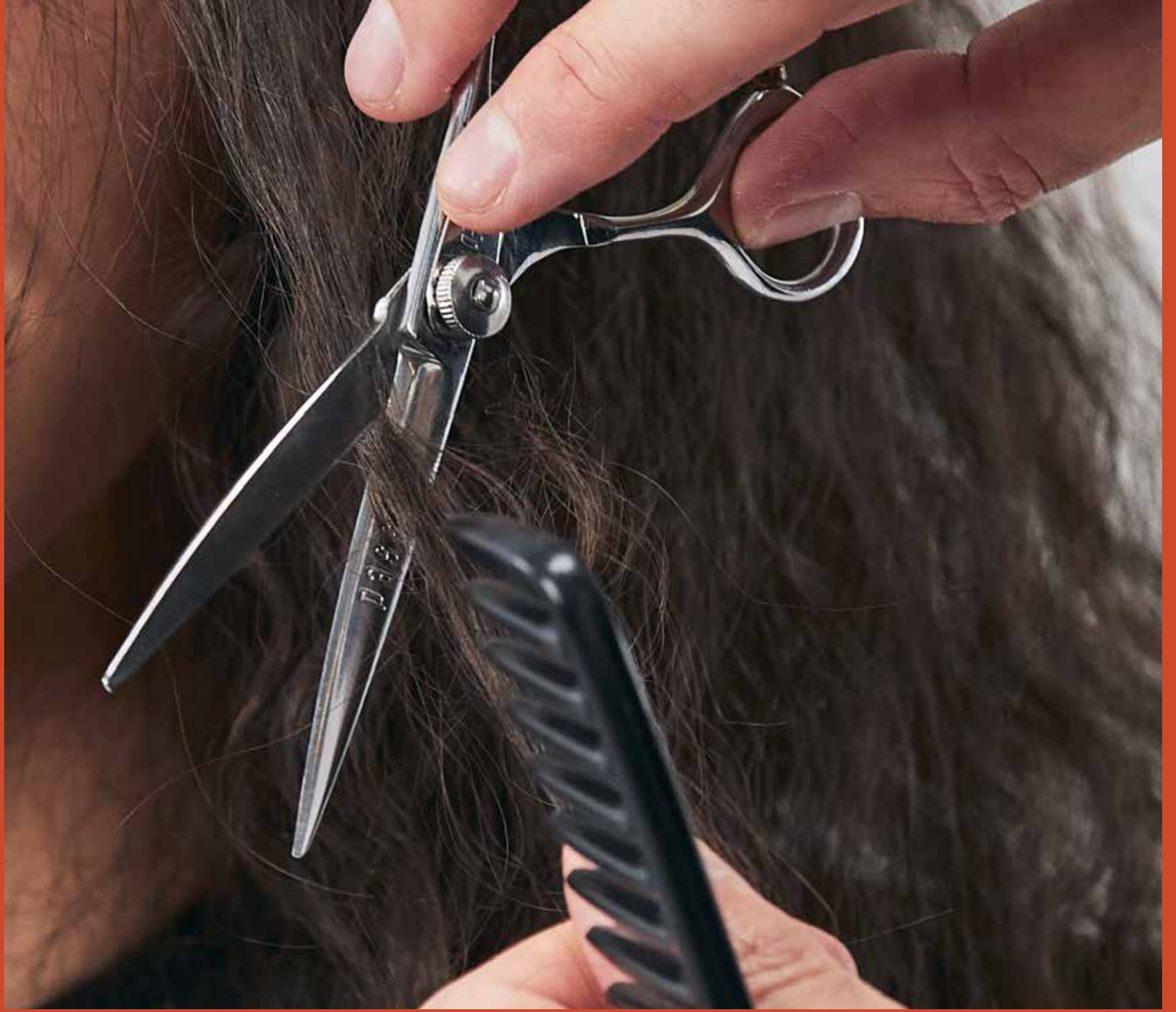
STYLING

STYLING



STYLING

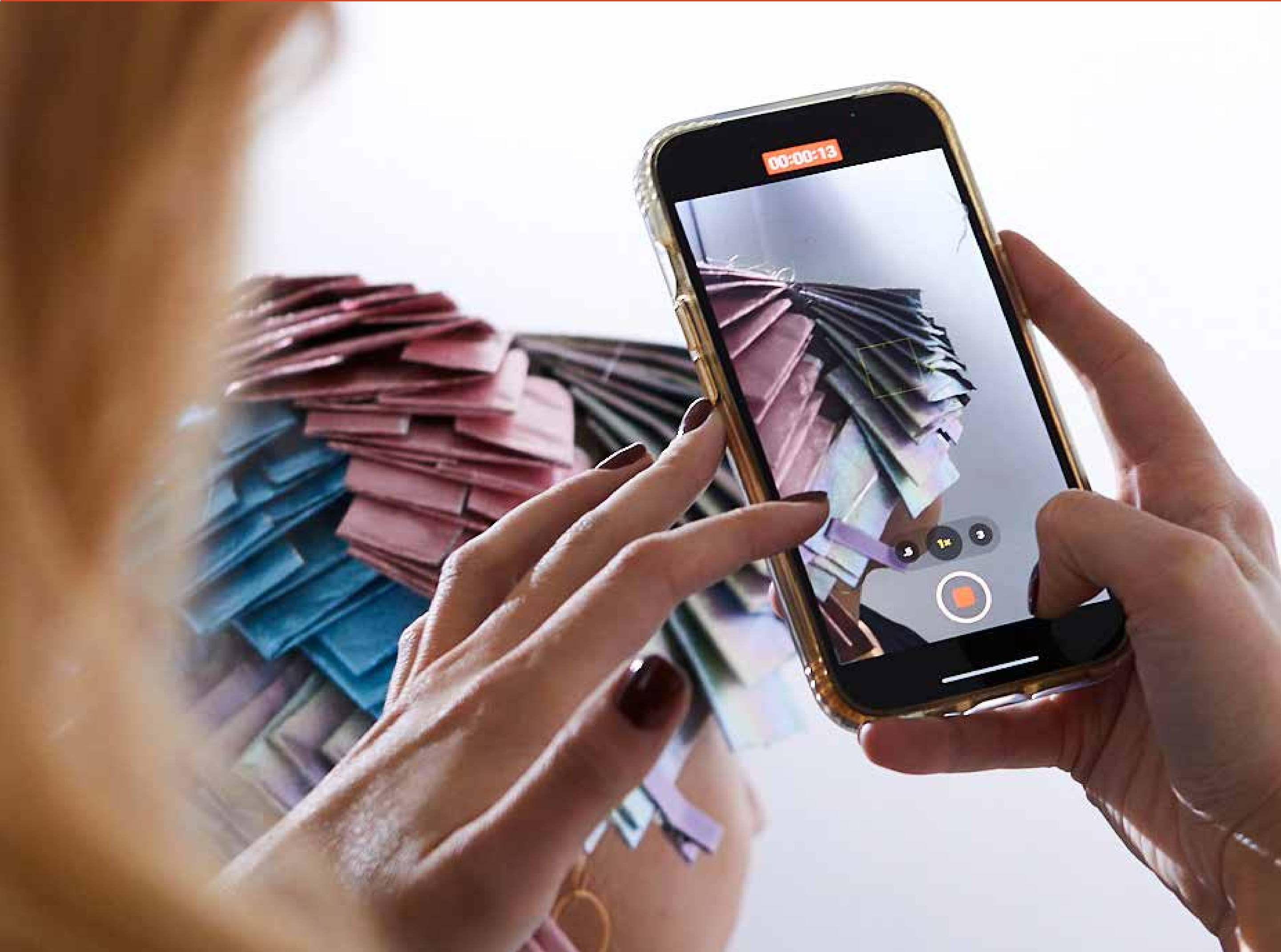
STYLING



CRAFT TRULY INDIVIDUAL HAIRSTYLES AND BOUNDARY-PUSHING LOOKS

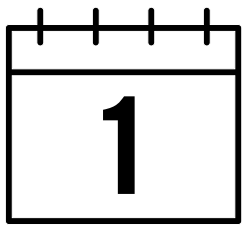
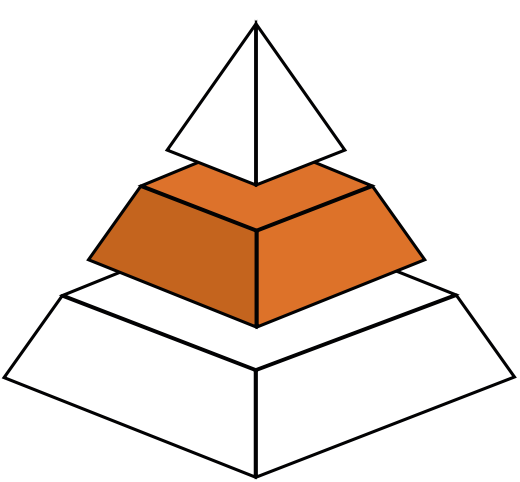
Craft the difference with our **performance-driven products** and techniques, developed to meet the needs of every styling situation.

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.



CREATE IT, POST IT

ADVANCED & CREATIVE



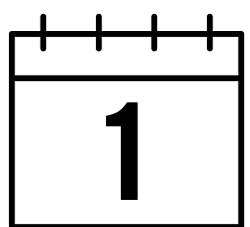
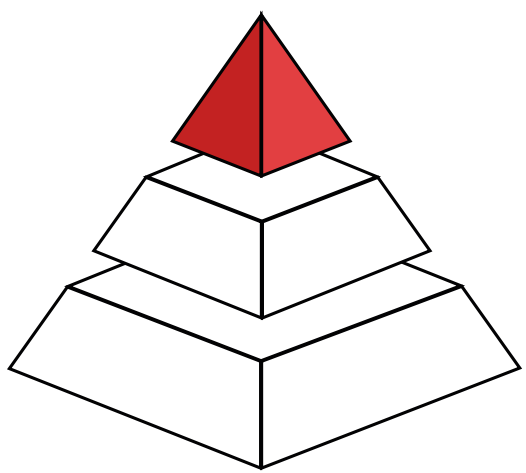
DAY

Our **Create It, Post It** seminar is designed to keep you posted on the freshest colour and styling **viral trends** on social media. Think outside the box and unleash your creativity to craft the most **Instagrammable picture** you can capture. From blondes and brondes to summery pastels, we reveal all of our secret professional tips.



HAIR BEHIND CAMERA

MASTERCLASS



DAY

Step behind the camera with the award-winning hairdresser **Nick Irwin**, as he shows you how to deliver creative campaigns that do justice to your work!

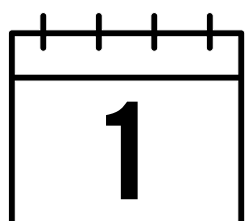
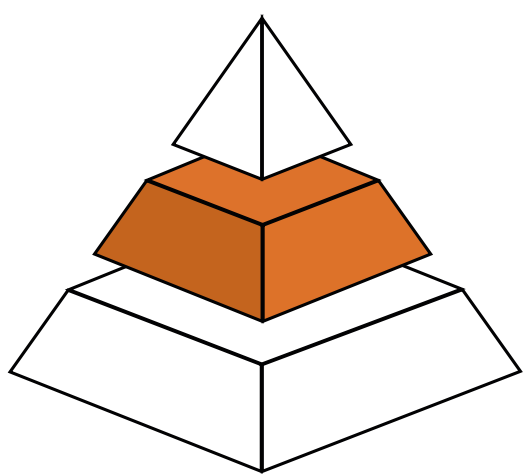
Join Nick as he shares his secrets for casting the right models, the dos and don'ts of on-set etiquette and tips for finding the perfect location. This **exclusive, hands-on workshop** includes studio and location shoots as you create your own video to use on social media!

LEARN HOW TO NAIL THAT BLOW-DRY



YOUR PERFECT BLOW-DRY

ADVANCED & CREATIVE



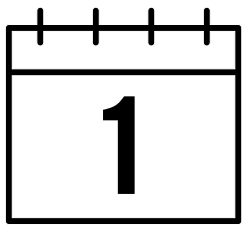
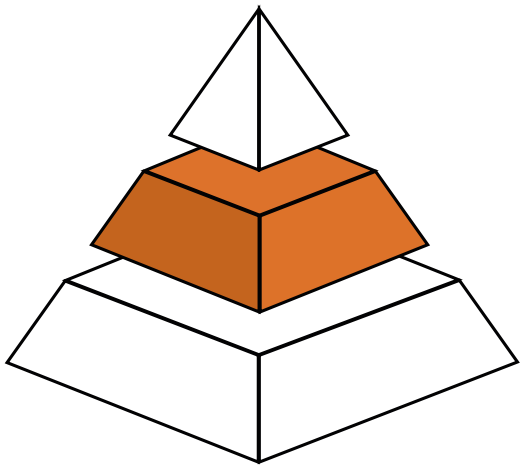
DAY

Learn how to **nail that blow-dry**, from product and brushes to new techniques. Starting with classic techniques, we will expand your knowledge and teach you the smart way to create outstanding **volume, bounce and lustre**. Explore Schwarzkopf Professional's range of blow-dry products as we support you on your journey to the perfect finish!



FESTIVAL HAIR

ADVANCED & CREATIVE



DAY

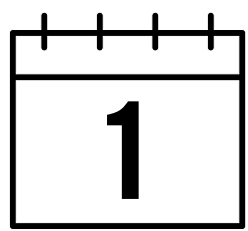
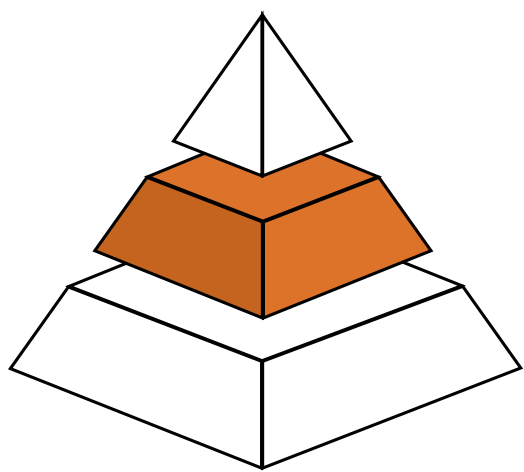
Festival hair is all about celebrating the individual! Whether your clients are going to a big festival or a laid-back event, mastering trending hairstyles will **set your styling game apart** from the rest!

From free-flowing locks, twists and braids to a whole host of next-level updos, it's time to **embrace your creativity and have some fun**. Expect to see a **range of techniques** – featuring glitter finishes and, of course, those all important hair accessories – as you **master the latest festival-ready styles**.



BRIDAL HAIR

ADVANCED & CREATIVE



DAY

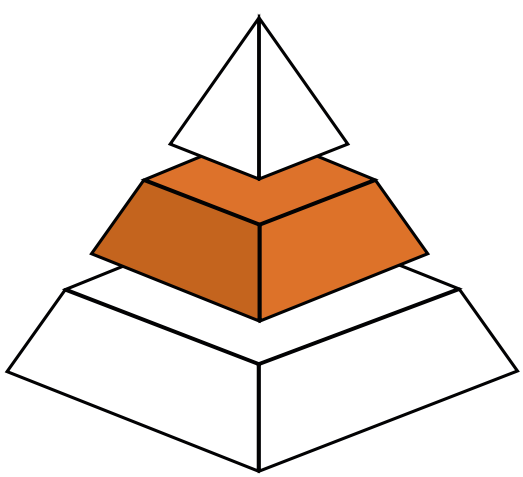
This is a step-by-step practical course for **special occasion hairstyles** that are easy to create yet very effective.

This interactive class offers **personal guidance** to make you an updo expert, whether your client is a bride, bridesmaid or is attending a special event. Learn how to effortlessly create **stunning hairstyles** in a busy everyday salon environment and how to share them on social platforms to create a USP for yourself in your area.

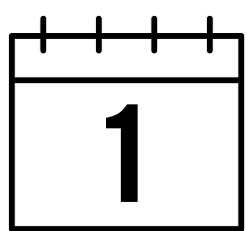


MEN'S HAIR. MASTERED.

ADVANCED & CREATIVE



Did you know that male clients are often the most loyal and frequent visitors and most open to buying retail?



DAY

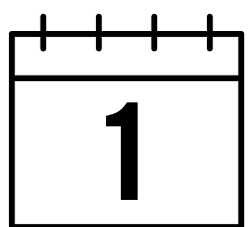
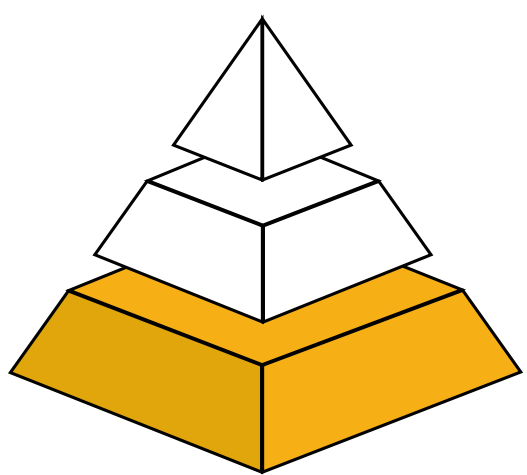
Three very good reasons to learn how to expertly cater to their needs. Keep up-to-date with the **latest in men's cutting** and learn how to translate your inspirations into **salon-viable looks** as you get to know the Schwarzkopf Professional styling assortment.

SECTIONING, DISTRIBUTION, ELEVATION AND CUT



ESSENTIAL SKILLS WORKSHOPS – CUTTING

ESSENTIAL SKILLS



DAY

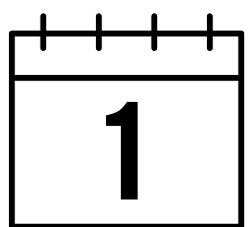
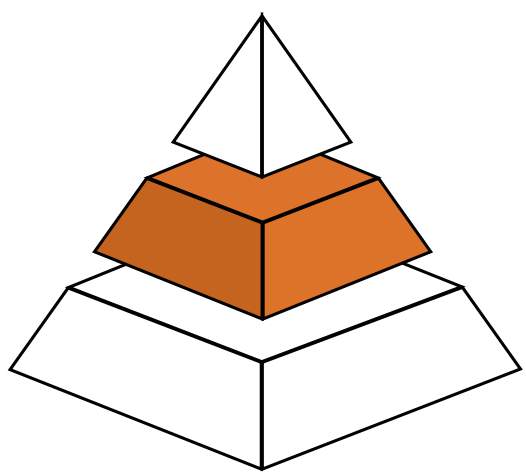
Designed to give new learners and hairdressers a basic **insight into cutting**. Learn the fundamental principles of creating any classic shape, essential for all salon work.

With an emphasis on the ASK Essential Skills methodology and terminology, this course covers the key elements to **create the perfect haircut**: parting and sectioning, distribution, elevation and cut.



FORM SPECIALIST

ADVANCED & CREATIVE



DAY

Everything you need to know about perms, featuring the Schwarzkopf Professional form assortment.

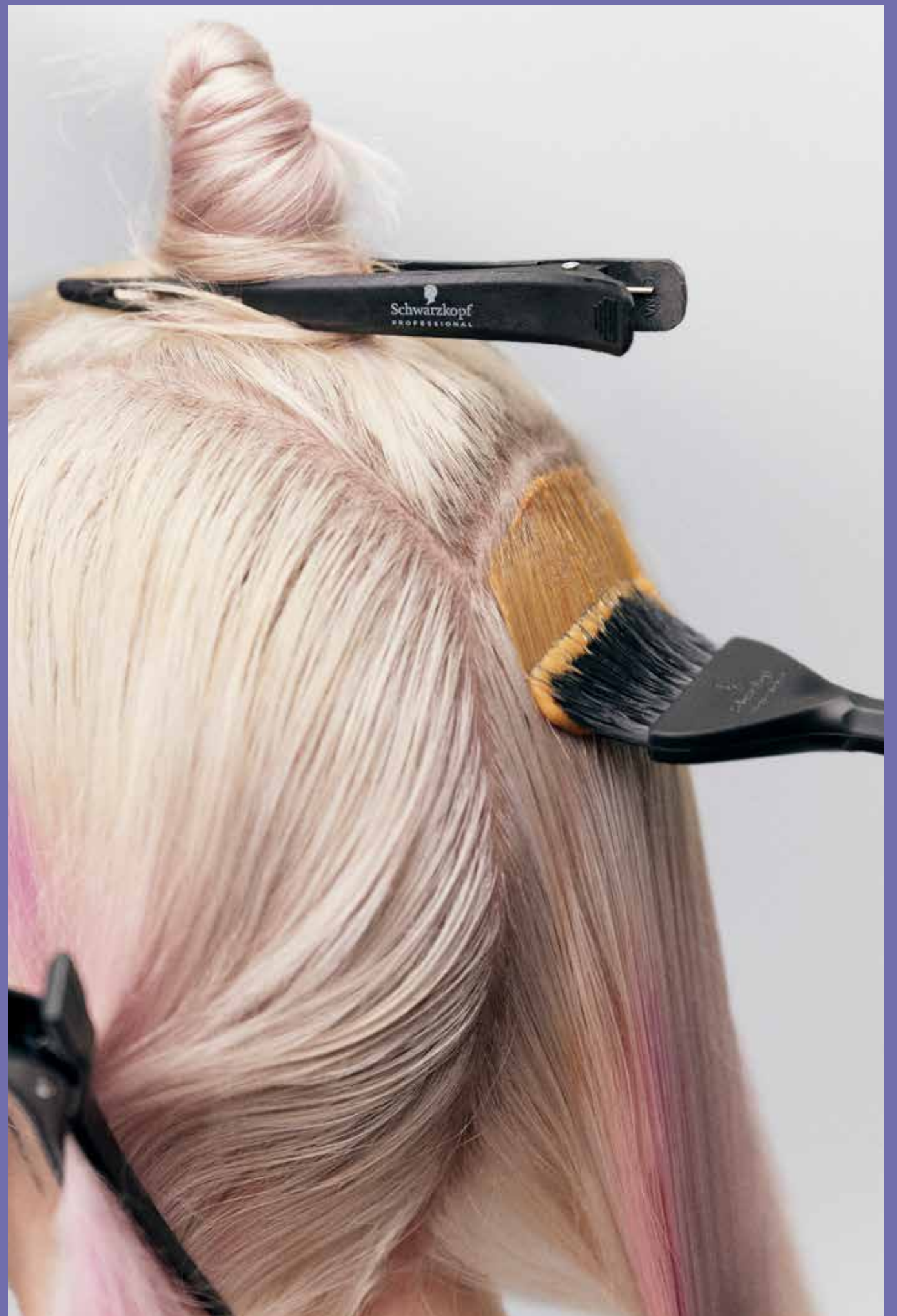
This course is firmly rooted in the basic **form theory and techniques**, aiming to equip you with the right skillset to create the best look when it comes to curls or waves.

Successfully **mastering a perm** technique is a bonus to your daily salon work, adding a great portfolio of new looks to your repertoire, whilst optimising the health of the hair. Ideal for all stylists interested in form or in constant pursuit of more in-depth theory and stronger techniques.

PARTNERS

IN CRAFT

IN CRAFT



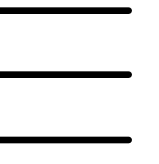
PARTNERS

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, colour and styling techniques to create unique looks.



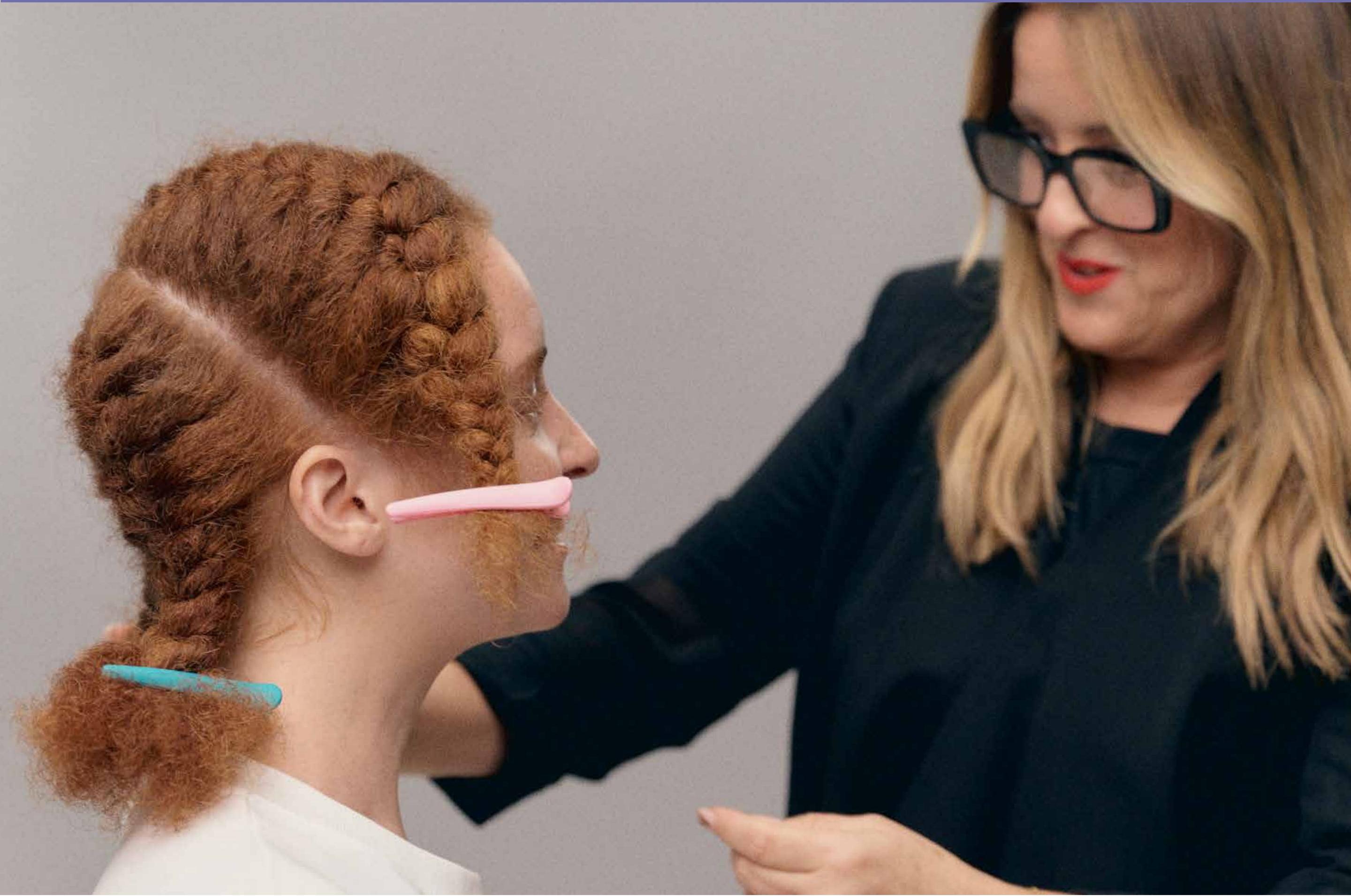
Schwarzkopf Professional brings you the **latest trends** inspired by aspirational catwalk looks and carefully curated to be effortlessly distilled into **commercial service** offerings within your **daily salon life**.

360° SUPPORT DESIGNED AROUND YOU.

 **INSPIRE US ALL TO
HONE OUR CRAFT**

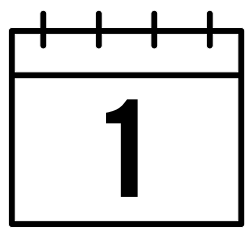
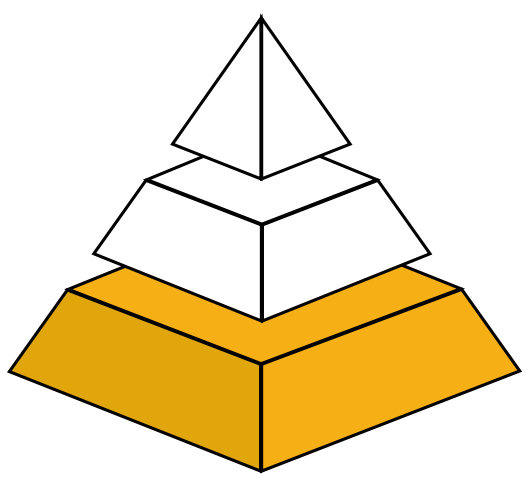


PARTNERS IN CRAFT



UNPLUGGED & INSPIRED

ESSENTIAL SKILLS



DAY

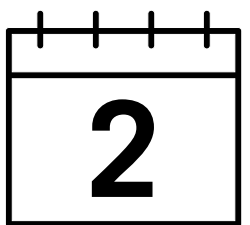
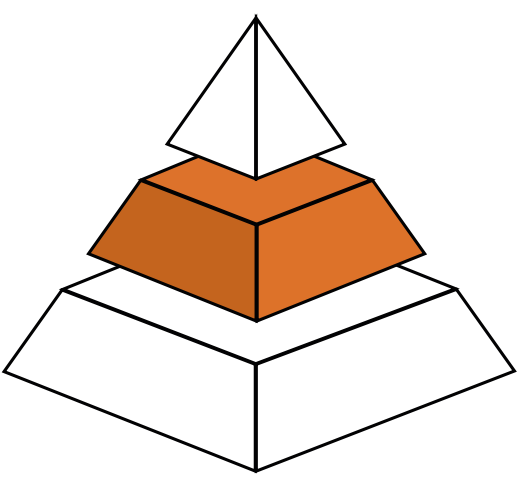
This **Look & Learn Seminar** delivers an insight into the unique world of Essential Looks. While the emphasis is firmly on technical instruction, walk-on presentation models complement the step-by-step **cutting, colouring** and **styling** that is **demonstrated on-stage**.

See creative thinking coming to life, with new ideas, new approaches and the latest trends, direct from our ultra-experienced Schwarzkopf Professional Ambassador Team.



COLLECTION TRAINING

ADVANCED & CREATIVE



DAYS

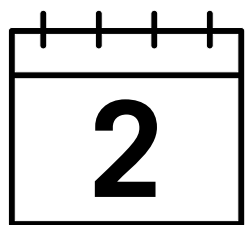
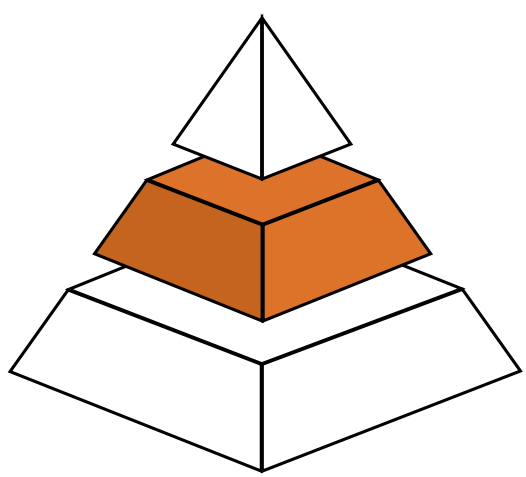
A combination of **theory**, fascinating **demonstrations** and **practical workshops** will build your confidence, whilst learning when, how and why to use different cutting and colouring techniques and how to create some of the latest trends, adding an exciting new edge to your work which is **both creative and commercial**. After this course, you will return to your salon brimming with ideas to inspire your clients and your fellow team members.

WITNESS THE MASTERS AT WORK



BESPOKE TRENDS

ADVANCED & CREATIVE



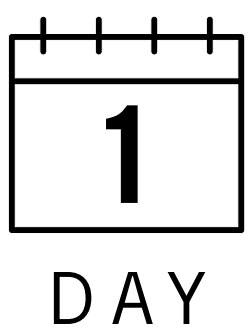
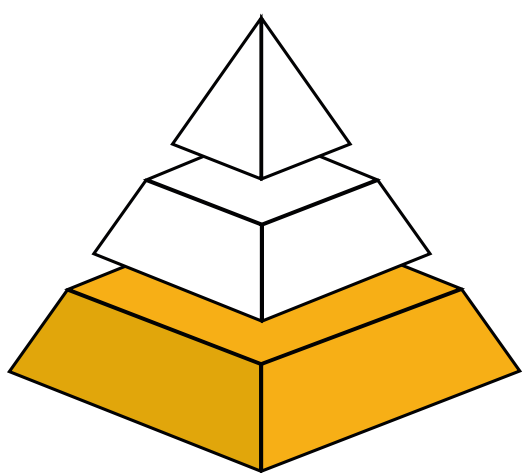
DAYS

An exclusive overview of the Essential Looks Collection. We get that sometimes things can be busy and 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 personal with everything the latest Essential Looks Collection has to offer as you **learn from the masters**. Our team of world-renowned hair artists show you how to put your own spin on the latest runway looks, recreating the hottest **cut and colour trends** in a viable way for everyday salon services.



INNOEXPLORER

ESSENTIAL SKILLS



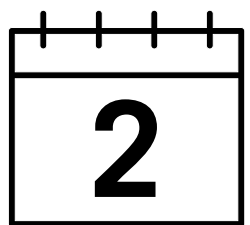
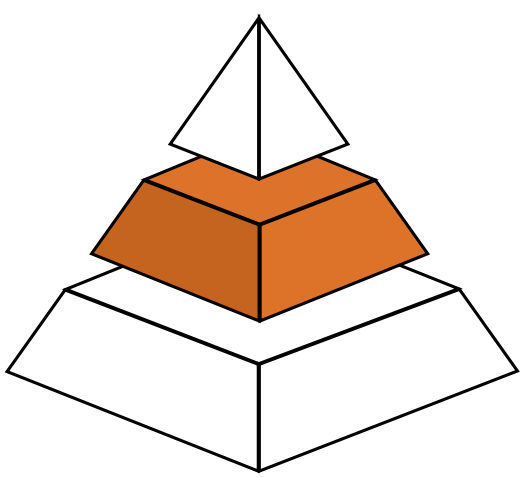
Be first to experience the newest product innovations. Forget what's happening now, this is where we show you **what's coming next!** Be the first to try the **latest innovations from Schwarzkopf Professional**, with exclusive live product demos and hands-on sessions.

During the introduction to the **newest blockbuster services**, you will get an exciting taste of what the future holds. It's not quite time travel, but we think it's the next best thing!



GROW YOUR COMMUNITY

ADVANCED & CREATIVE



DAYS

Social media is a major player in the colour stakes as a never-ending source of information, a trend hub, and a **vital marketing tool**.

If you are looking for guidance on how to grow your community and **effectively utilise digital tools** then join us for two exciting days of **social media skills** and thrills.



NEW FOR 2024!

NEW FOR 2024!

NEW FOR 2024!



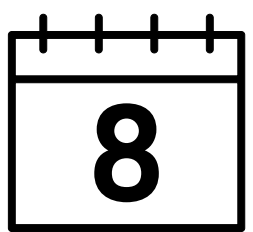
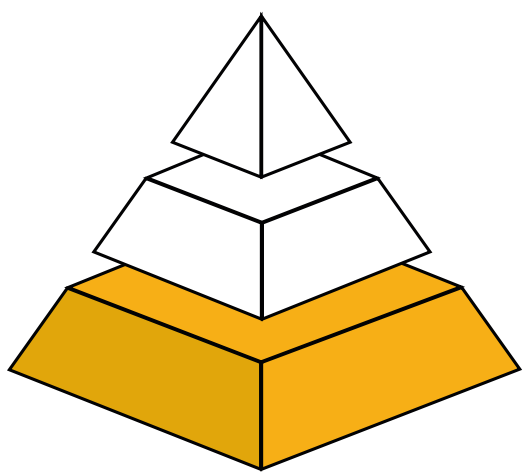
**HIT THE SALON FLOOR
WITH CONFIDENCE**

PARTNERS IN CRAFT



UPSKILL & REFRESH

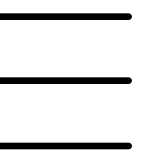
ESSENTIAL SKILLS



DAYS

Our confidence-boosting, 8-day seminar programme champions learning **‘back to work’ skills and business know-how**. This up-skilling experience is perfect for hairdressers who need – or want – to update their skills to gain, change, or retain employment.

This progressive learning path enables proficient hairdressers to further master their artistry across theory and **hands-on sessions** – all delivered by our inspiring Trainers and Ambassadors. Through ‘bite-sized’ learning, you will be guided through **essential knowledge and techniques** in both online and offline environments.



Day 1

5 Consultation Steps

Day 2

Your Perfect Blow-Dry



Day 3

Fit for Colour

Day 4

Colour Techniques
in Real Time



Day 5

Essential Skills – Cutting

Day 6/7

Cutting with
Local Ambassador



Day 8

Certification and
Total Look Creation



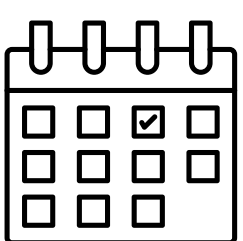
LET'S TAKE THIS
JOURNEY TOGETHER!



#WORKATION TRIP



IBIZA



24TH AUG

Welcome to **Workation by Schwarzkopf Professional** – an extraordinary journey of artistry, camaraderie, and relaxation. Join fellow hairdressers to showcase skills, connect with peers, and recharge. Immerse in trend revelations from top artists, igniting creativity and global beauty impact. Unleash your passion and reshape the world of beauty.

Please contact your Schwarzkopf Professional Sales Representative for further information.

GLOBAL AMBASSADORS 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 colour. She is one of the key Essential Looks **colour 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 colour.



@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 COLOUR 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



MEET THE INDIA HAK TEAM

Schwarzkopf Professional's Hair Artist Kollektiv (HAK) is an ensemble of hair masters with unparalleled artistry and a passion to transform hair with celebrated hair experts: Vaishakhi Haria, Deepak Jalhan and Ryan D'Rozario.

Launched in October 2022, the initiative aims to bring forth the brand's legacy of innovation and the passion of the hairdressers to shape the future of hairdressing.



VAISHAKHI HARIA

HAK ARTIST

Vaishakhi Haria started her hairstyling career at the age of 17, along with completing her Masters in Business Administration and getting herself trained as a hairstylist. She has been contributing creatively to the hair industry for 15+ years and is a young entrepreneur, the proud owner of Splash - The Salon & co-founder of Very V Salon in Mumbai. She has been an educator for over nine years, having trained over 5000 hairdressers across India.

Vaishakhi's active involvement in the global hair industry has led her to be highlighted in numerous avant garde hair shows in India and abroad. Leading photoshoots and editorial hair styling for celebrities and major influencers has been her forte.



@vaishakhi_haria



DEEPAK JALHAN

HAK ARTIST

Deepak is the Educator and Creative Director of Looks Salon (Looks Prive) since 2006 and is a celebrity hairstylist with a global presence and experience. He masters the art of hair cutting and hair coloring. His mission is to revolutionise his clients' looks with his creativity.

Deepak's mastery of hair & immense contribution in the hairstyling industry has led him to win various awards & accolades over years. He has styled key personnel from the film & fashion fraternity during IIFA Awards (2010). Deepak has styled a large number of celebrities in Bollywood.



@deepakjalhan



RYAN D'ROZARIO

HAK ARTIST

Renowned as a celebrity hairstylist, Ryan has worked with many celebrities over the years.

Ryan started his career with Mumbai's Nalini & Yasmin Salon and then opened his own salon, SALON MUAH (along with wife Nandini) which specialized in hair and makeup. He has been honing his skills over his long career as a hair stylist, attending training courses with global trainers.

He is trained in advanced cutting and colouring at the International Academy of Toni & Guy, Singapore/London. An expert colourist, Ryan turns hair into a captivating canvas for his masterpieces.



[@ryandrozario](#)

TERMS & CONDITIONS CONDITIONS



CHANGES TO COURSE CONTENT

Course content may vary subject to changes in the product range or service techniques. Schwarzkopf Professional reserves the right to alter the content, Schwarzkopf Professional Artists, or change the published dates of the courses at any time without notice.

PHOTOGRAPHY & VIDEOGRAPHY DURING COURSES

Occasionally, Schwarzkopf Professional team members may take photographs and/or videos of education courses taking place, which are used for education marketing purposes (e.g. Instagram, Facebook, and the Schwarzkopf Professional Education website). Your attendance assumes your agreement to appear in these photos and videos. If you do NOT wish to appear, please make it known to your Course Leader before you leave the Studio on the first day of your course.

HOTEL ACCOMMODATION

If you are attending a course at ASK Academy and require overnight accommodation, please call for information on local hotels, we have a short guide to help you choose the right spot for you. All delegates are required to make their own accommodation arrangements directly with the hotels.

CANCELLATION POLICY

Course bookings are subject to cancellation if payment is not received. A minimum of 14 days' notice is required for a full refund. No refunds will be given after this period. All seminars must be prepaid in full before attendance of the first course.



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