



Schwarzkopf
PROFESSIONAL

2025

SEMINARS



FOR EVERY YOU.



WELCOME TO THE CLASS OF 2025

Lifelong learning is the key to master an ever-changing world.

With new challenges and opportunities in our society, with our clients and also our teams in the salon every day, the need for relevant, impactful and digestible education is stronger than ever. We truly believe that Schwarzkopf Professional education makes the difference and empowers all our customers to become the hairdresser they want to be.

Our new concise offer of fundamental and inspirational classes provides junior stylists to salon owners, across all learning levels, with the most personalised learning experience to grow their knowledge, skills and business. As partners in craft, we provide a convenient blend of face-to-face seminars and digital elearning, available 24/7, to ensure the most impactful upskilling wherever and whenever. Come join our vision to transform lives through the craft of hairdressing.

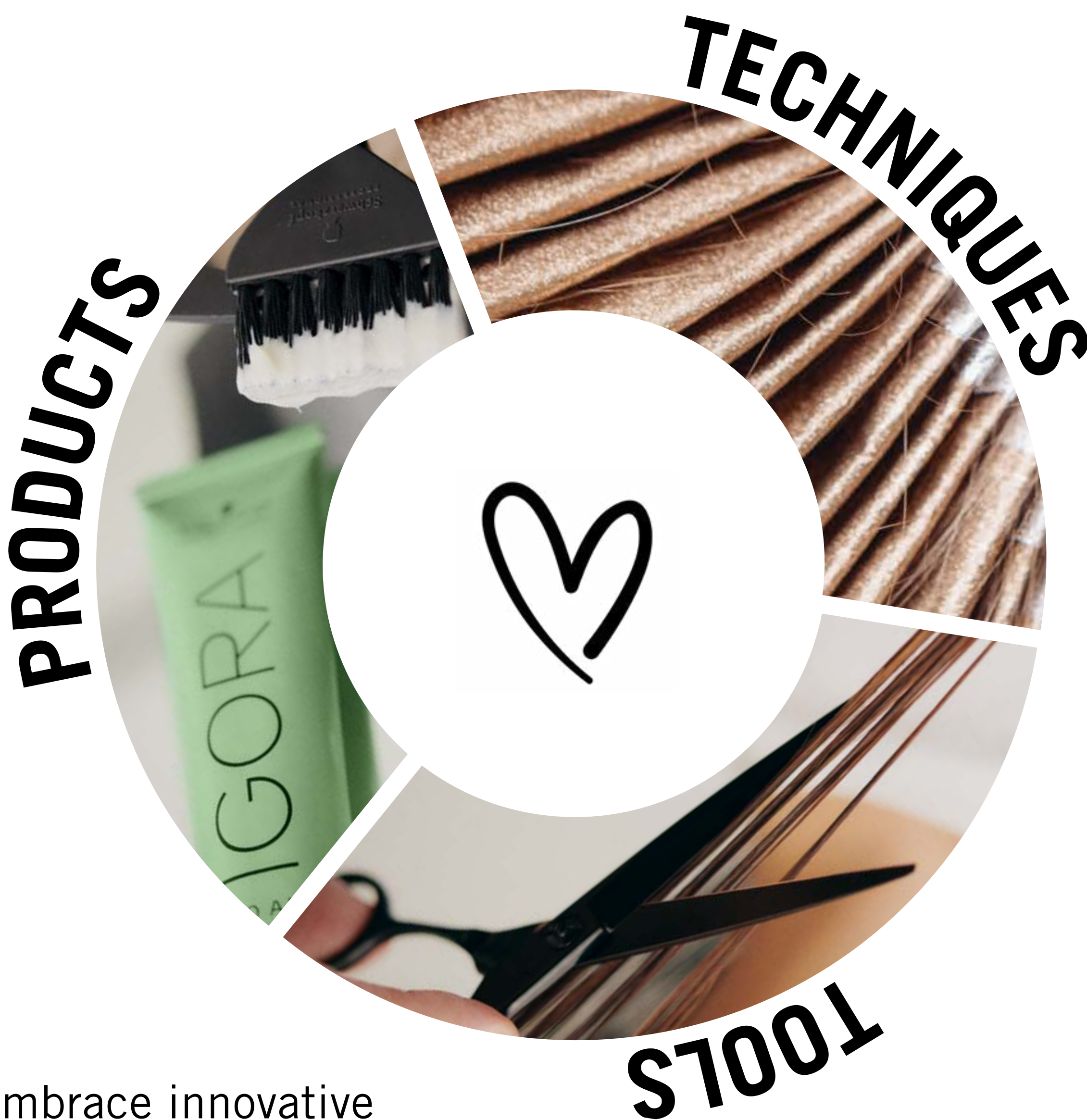
Isabell Dietz

CHECK OUT OUR NEW CURRICULUM

We believe hairdressing education should be as modern, creative and skilful as you are. This next generation curriculum is designed to inspire and empower you, whatever your level of expertise.

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.



CONSTANTLY LEARNING, ALWAYS EVOLVING

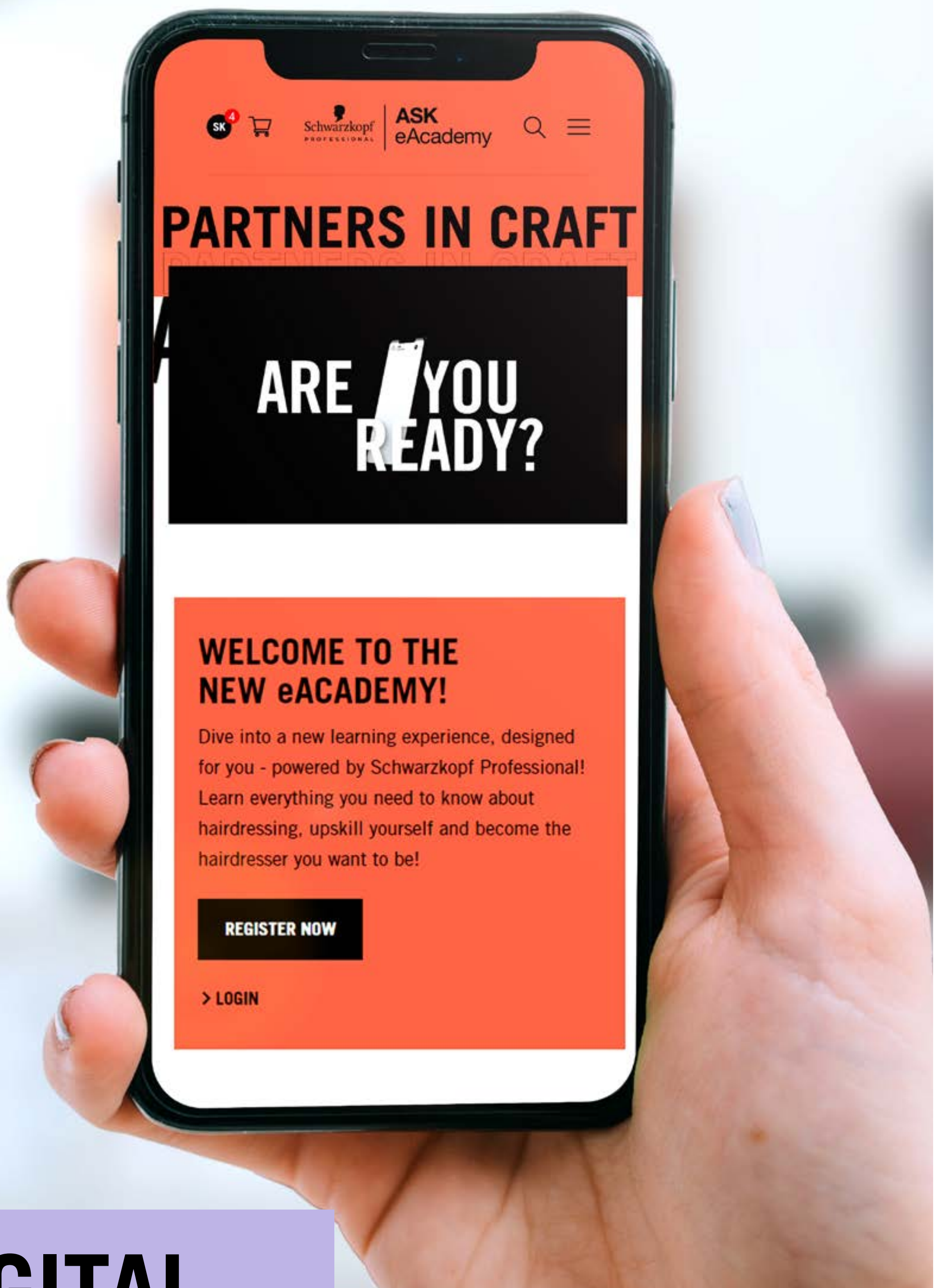


BLENDED LEARNING EXPERIENCE

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**.

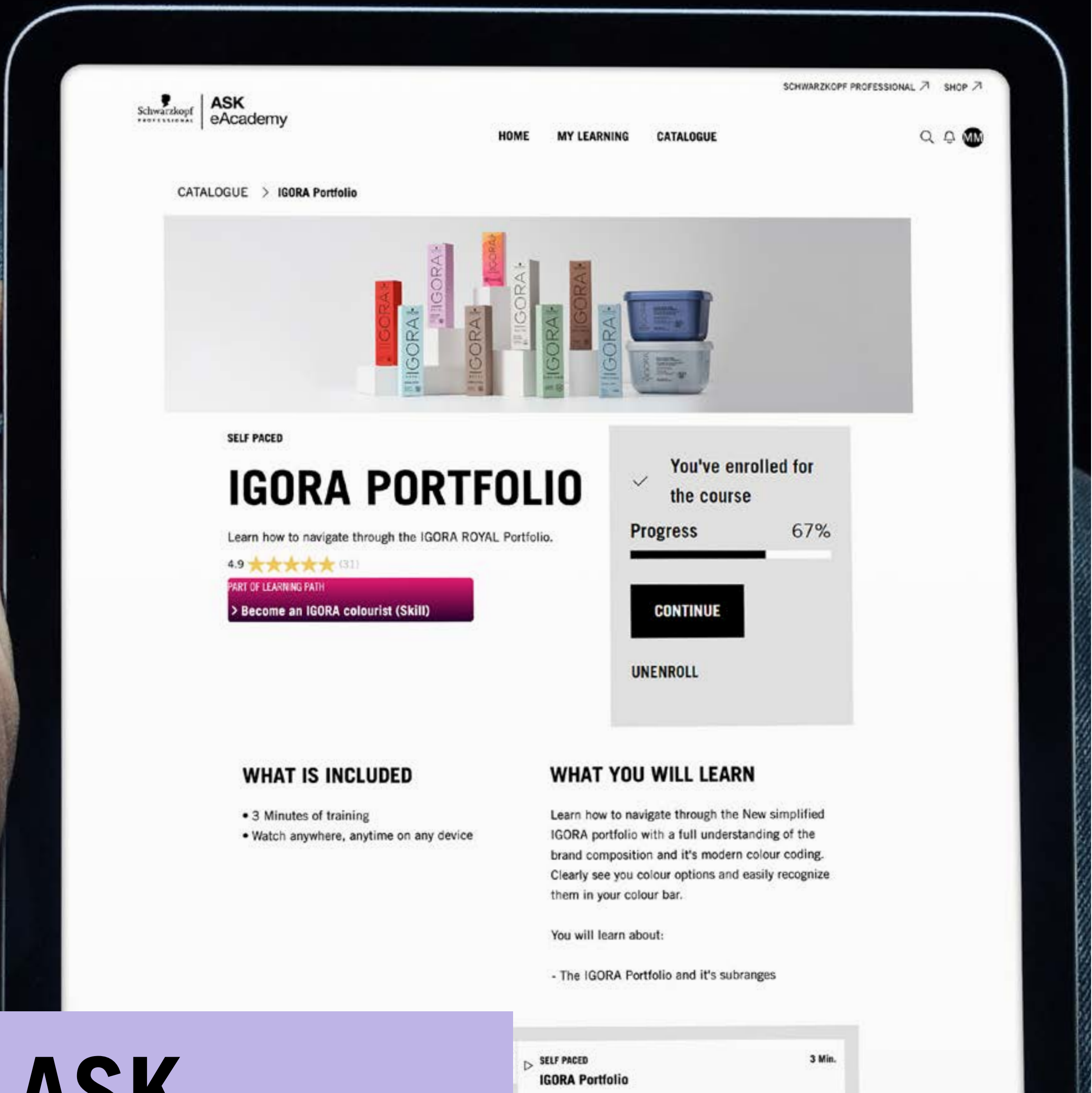
Through our service-centred approach – which puts YOU, the hairdresser, at its heart – and our trusted blended learning experience, **we provide support to help you hone your craft 24/7**.



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.**

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.

GLOBAL AMBASSADOR

CHRIS APPLETON



Chris Appleton discovered his passion for hair styling at a young age, experimenting with his mother's hair before getting his first salon job at just 13 years old. After years of working in London, Los Angeles came calling and soon Chris became the go-to stylist for Hollywood's top celebrities - Kim Kardashian, Jennifer Lopez and Dua Lipa, to name a few. He's the tastemaker and mastermind behind some of the most famous looks and blonde hair colour transformations of the past decade.



@chrisappleton1

GLOBAL AMBASSADOR

LESLEY JENNISON



Lesley Jennison is a true world expert and leading educator in the art of hair colour. She is one of the key global 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 stand out innovations, techniques and services that celebrate the very best in creative and commercial hair colouring.



@lesleyjennison

GLOBAL AMBASSADOR

TYLER JOHNSTON



Tyler Johnston has an immaculate pedigree background as both a creative hairdresser with a celebrity clientele and a leading editorial stylist with some of the world 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

GLOBAL AMBASSADOR

NICK IRWIN



Nick Irwin is a true industry icon. He has had a prestigious career with both Toni & Guy and Tigi as their Global Creative Director. As Hair Editor at Hunger Magazine, he works closely with Rankin, the iconic photographer, and the team. With a passion for hair matched only by his outstanding talent, his work is often featured in global fashion magazines and advertising campaigns.



@nickirwinhair

GLOBAL AMBASSADOR

LISA FARRALL



Lisa Farrall is a stylist and educator with over 25 years of experience working with celebrities, music artists and TV personalities both in the UK and internationally. An award-winning texture expert with global recognition spreading the message of texture equality with her brand WIG London. Lisa's work has been featured in the likes of Vogue and Vanity Fair.



@lisafarrall

GLOBAL COLOUR AMBASSADOR

ARJAN BEVERS



Arjan Bevers is both a multi-talented, award-winning hair artist as well as 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

COLOUR



COLOUR

EXPLORE OUR SEMINARS +





ALL YOU NEED TO KNOW ABOUT COLOUR SCIENCE

To become a great colourist you need to start with the **colour fundamentals**. Master a complete understanding of **colour principles** and the Schwarzkopf Professional portfolio combined with practical experience on live models, in this hands-on workshop.





ALL YOU NEED TO KNOW ABOUT COLOUR TECHNIQUES

Whether you are looking to create modern highlights, freehand or timeless techniques, this seminar will elevate your practical skills to new heights.



COLOUR CORRECTION

Conquer the skill of colour correction and solve any colour challenge! A service that will guarantee a long-lasting client relationship. This seminar provides the combination of skills and knowledge, in a hands-on workshop with colour correction challenges.





CREATIVE COLOUR & TECHNIQUES

Being able to work creatively with colour is the aim of every colourist. There are a lot of aspects to take into consideration. In this seminar you will discover how to create different colour techniques and placements.



AUTHORITY IN BLONDE

Lightening services still account for the majority of client appointments. This programme comes in two parts, combining all the fundamentals as well as creative services to achieve a variety of blonde results.





CELEBRITY HAIR

Celebrities and celebrity stylists have become the epicentre of what is trending. This class brings a new creative concept for Schwarzkopf, utilising a collective of diverse talent who act as our ambassadors for hair across digital, social activations and at red-carpet events. Within this landscape, we bring their trending looks to life during a hands-on seminar.



#HBYSK HERO SERVICES

‘For Every You’ hero services are all about enabling hairdressers to deep dive into targeting specific client groups.

Do you want to learn how to achieve:

- Curly hairstyles and colour inspired by Reema?
- A blonde that’s the new black inspired by Patrizia?
- A ‘Grey and Gorgeous’ look inspired by Jack Martin?

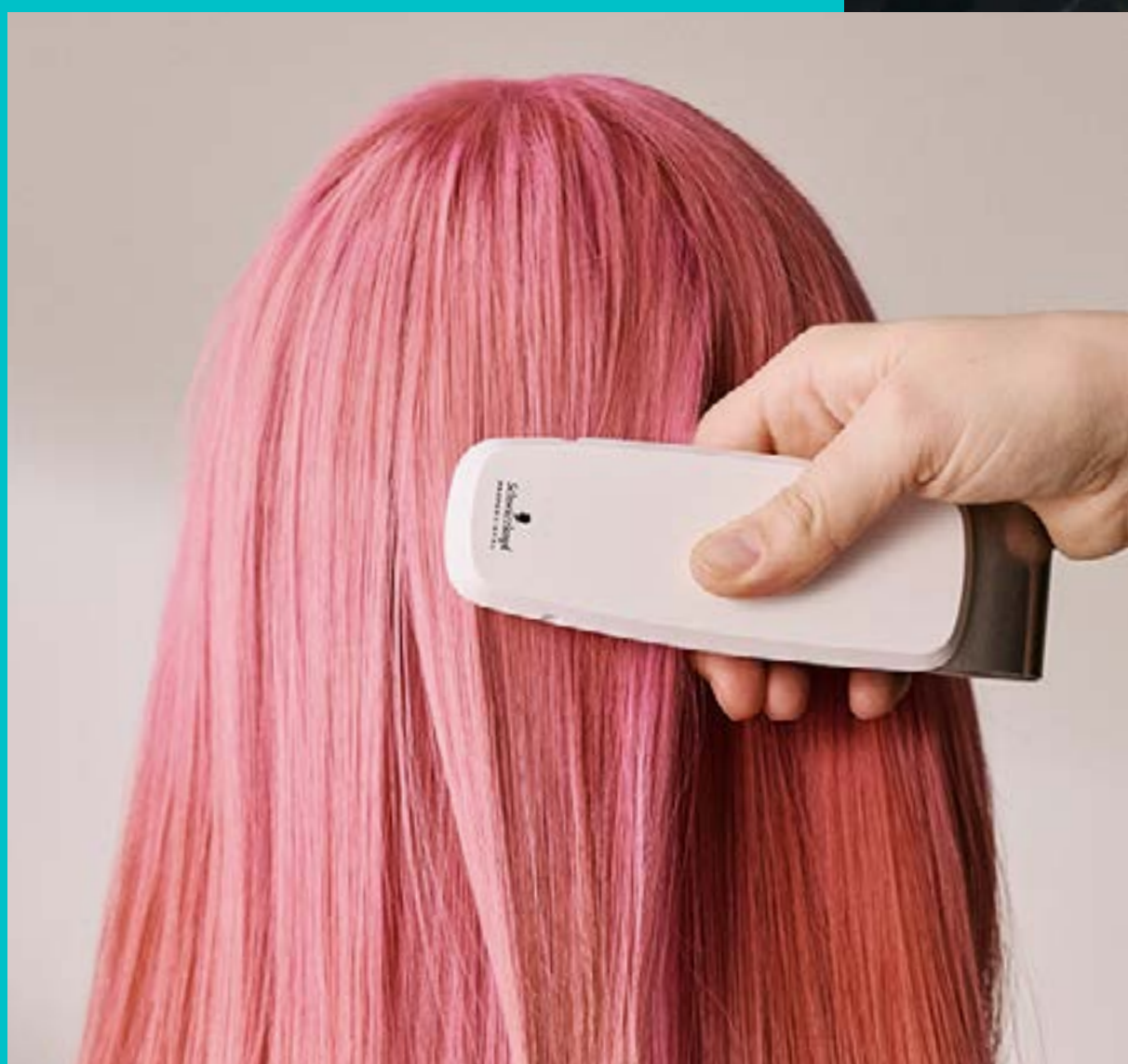


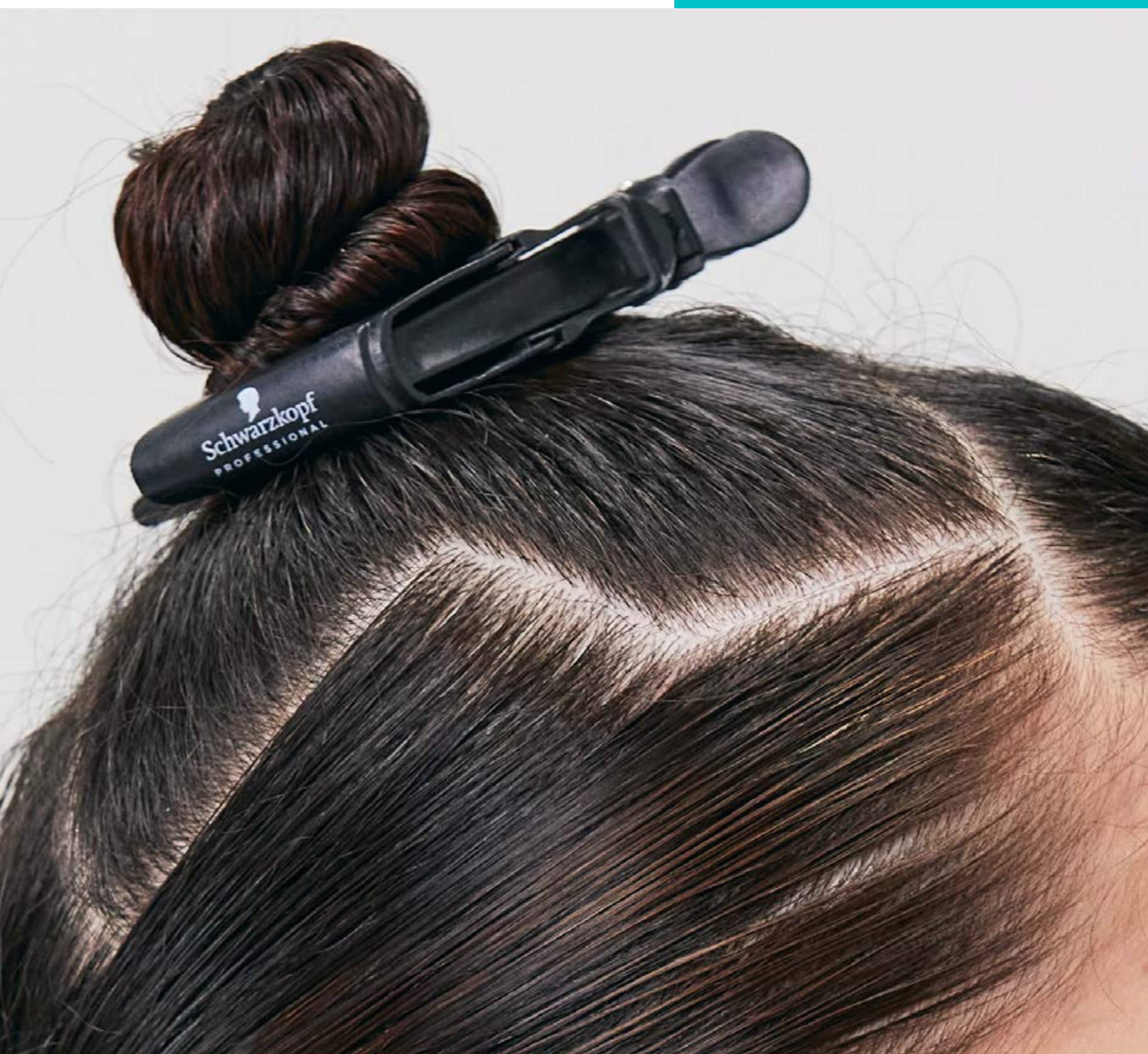
BACKBAR



BACKBAR

EXPLORE OUR SEMINARS +





ALL YOU NEED TO KNOW ABOUT HAIR & SCALP CARE

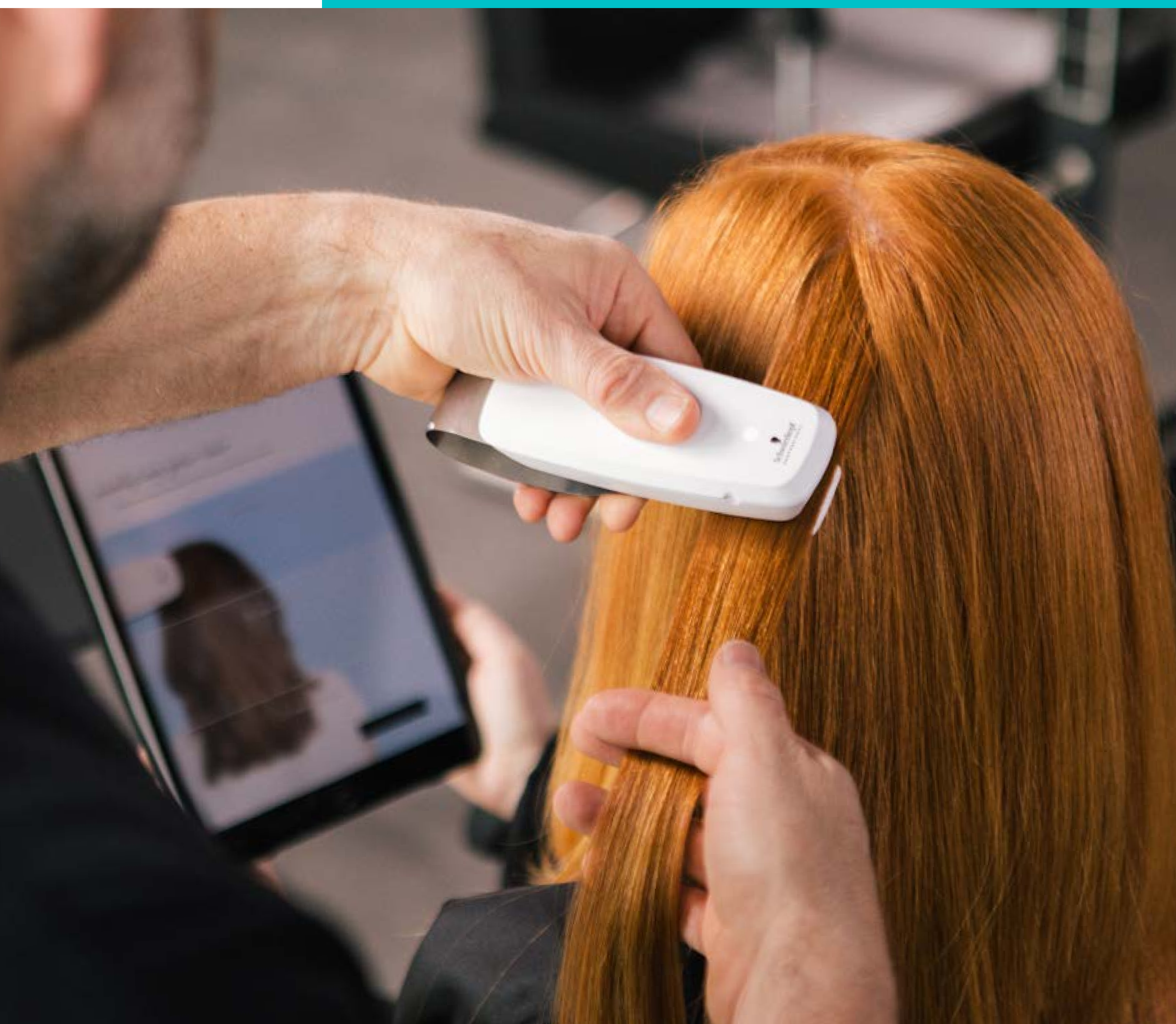
Are you looking for in-depth knowledge about hair and scalp? If so, this is the perfect seminar for a deeper understanding of the hair and scalp, its foundations, functions and structure. Learn the theory and then put it into practice in our hands-on workshop, introducing different services to address any hair and scalp concern. The know-how you need to improve your consultations.



SALONLAB

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.



STYLING



STYLING

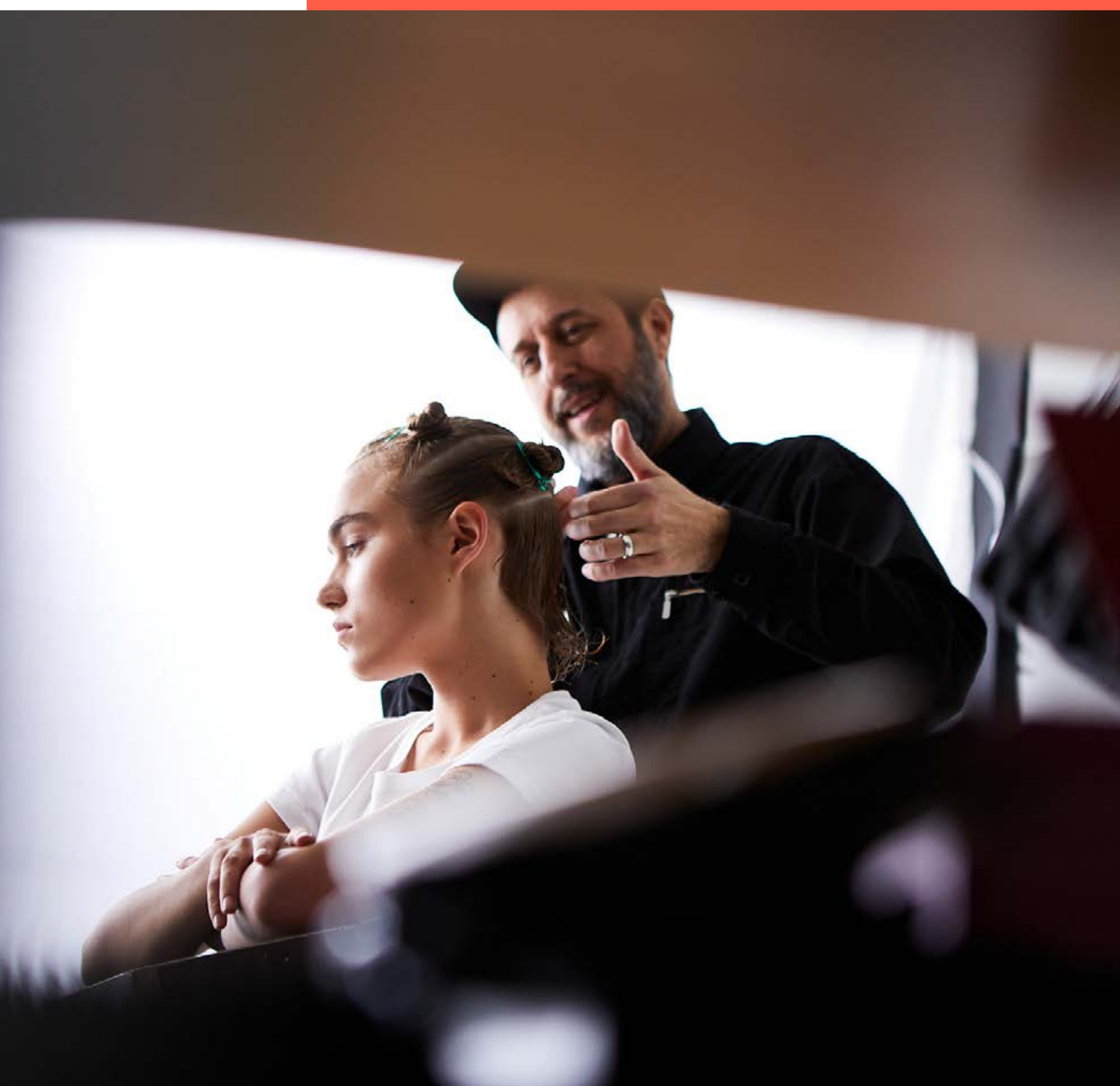
EXPLORE OUR SEMINARS +





FASHION WEEK

Fashion is not just an industry, it's a movement of creativity. Do you want to learn from the experts? Pablo Kümin and Nick Irwin will be hosting an international class and drawing inspiration from their latest runway styles with practical how to's. If you want a glimpse into the future, then you have come to the right place.





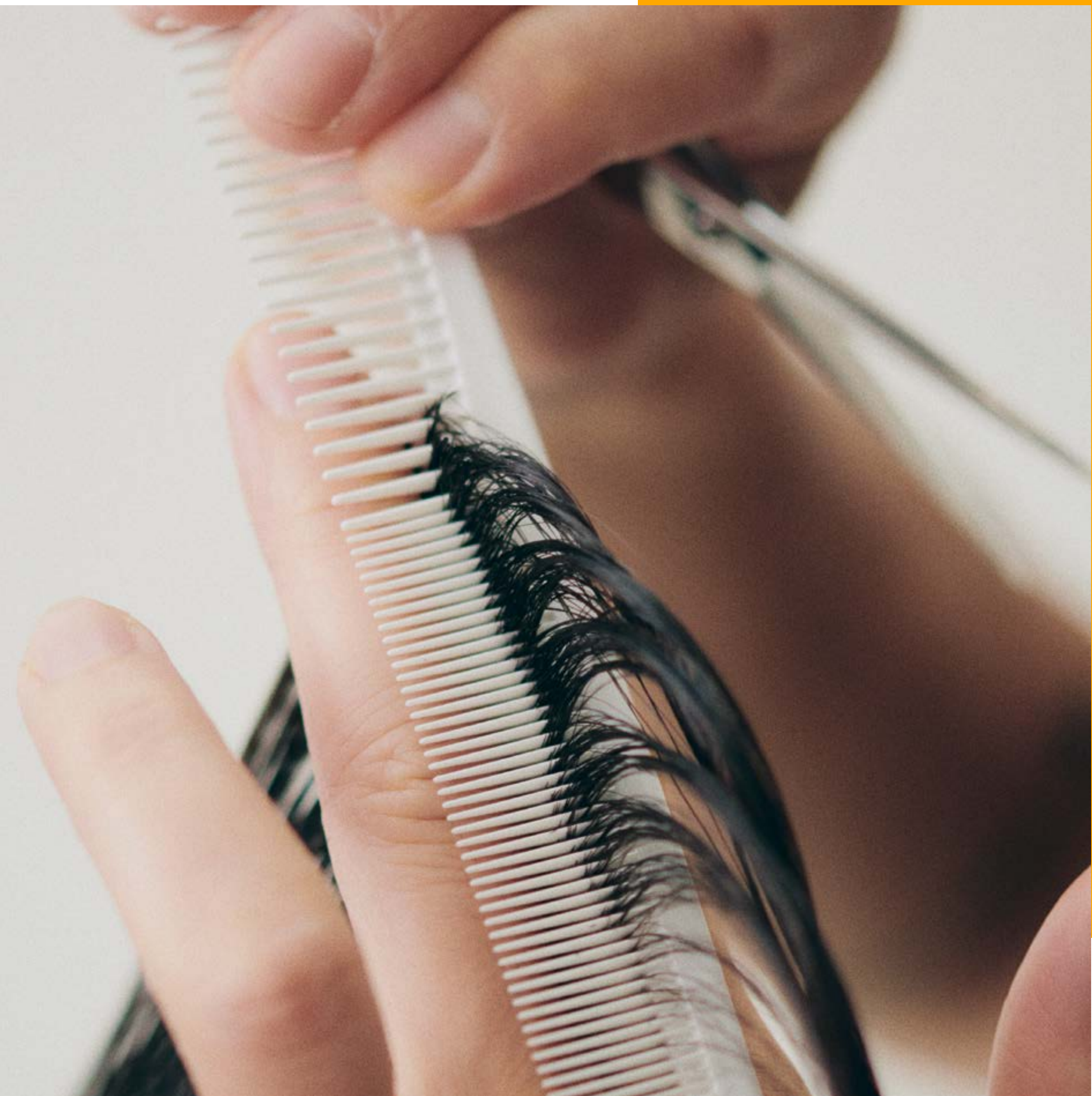
ALL YOU NEED TO KNOW ABOUT STYLING

Discover the specific techniques needed to style every hair type. This seminar provides you with a portfolio of styling techniques and salon-relevant skills to suit a diverse client group.

CUTTING

EXPLORE OUR SEMINARS +





ALL YOU NEED TO KNOW ABOUT CUTTING

Designed to give hairdressers a solid grounding in cutting, along with the skills and confidence to begin growing in their career as a stylist. This seminar will focus on the different techniques needed for cutting long hair; one-length cuts, layers and fringes.

PARTNERS



PARTNERS IN CRAFT

EXPLORE OUR SEMINARS +





THE ART OF CONSULTATION

A vibrant and empathetic connection between client and stylist is a crucial moment in the salon. This moment is the hairdresser's consultation, a beautiful and profound dialogue that unveils unique stories, aspirations and the inner beauty of each individual. We explore the art of consultation in six engaging modules.





THE ART OF COMMERCIALISATION

This seminar is about creating an experience, a connection with your customers. It's the art of understanding people's needs, their desires and crafting services that not only meet those needs but exceed their expectations. It's not just about selling products, it's about creating an experience.



START YOUR JOB RIGHT PROGRAMME

Ideal for career starters/trainees at the beginning of your first year of training. Gain self-confidence faster in your new job. Take responsibility for the work you do in the salon and increase sales through qualified salon employees.





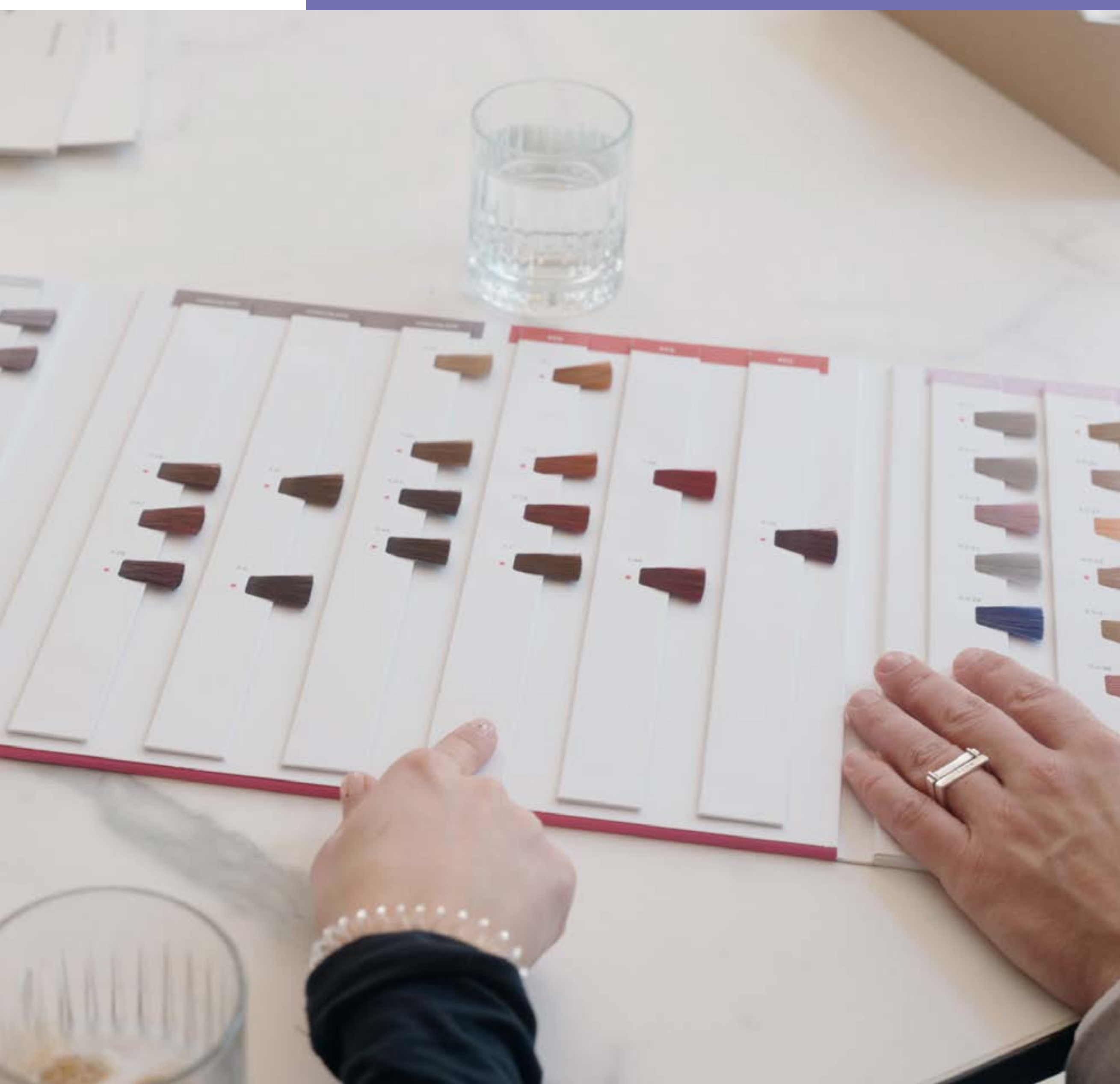
RETURN TO JOB PROGRAMME

Ideal for hairdressers returning to their profession after a break. Work independently on customers in the 'basic' area to increase sales through more knowledge and safety in your everyday salon life. Regain confidence in your craft and upgrade your skillset.



BRAND SPECIFIC TRAINING

Treat your team to individually tailored education in your own salon. Together with you, our trainer will customise the training for your team based on your needs.





SOCIAL MEDIA HAIR

Offering a never-ending source of inspiration for trends and techniques, Social Media plays a crucial role in the hairdressing for stylists, colourists and their clients. In this seminar, you'll learn how to use social media features to your advantage, including how to use chat GPT to create catchy captions.

TERMS & 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 an 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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