

ASK
EDUCATION


Schwarzkopf
PROFESSIONAL

PARTNERS IN CRAFT



2023
SEMINARS

Together. A passion for hair.

SIMON ELLIS



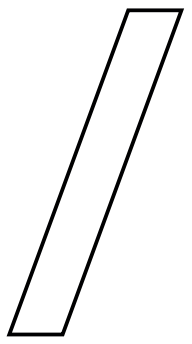
**INTERNATIONAL
CREATIVE DIRECTOR**

@thesimonellis

Our industry simply does not stand still. It moves. We move. Together.

This means supporting the future of our industry by building a global hairdressing community as passionate about hair as we are.

When you partner with us, we give you the tools and support you need today, to become the hairdresser you want to be tomorrow – how do we do that?



CONSTANTLY LEARNING, ALWAYS EVOLVING



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 empower you and your salon.

We understand that **every hairdresser's journey is unique.** This is exactly why our offer is customisable – so that we can help you to shape yours.

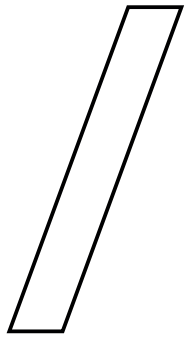
Through our **service-centred approach** – which puts YOU, the hairdresser at it's heart – and our trusted **blended learning experience**, we provide 360° support to help you hone your craft 24/7.



2023 brings a new year of growth and opportunity as we continue to celebrate the craft of hair and the value of true craftsmanship.

Our passionate team works together to continuously grow our portfolio of diverse brands. Tweaking, refining and responsibly sourcing to create innovations that celebrate the latest hair trends and fashion.

Our color, styling, and visionary seminars will give you the confidence to **craft the difference** for every client that walks through your door. From trending techniques & color formulas, relevant customer-friendly styles, and boundary-pushing product assortments, your clients' individual needs are at the center of every in-salon experience.



NEW SKILLS & SERVICES TO MAKE YOUR SALON A SUCCESS



It's our drive and commitment that propels us forward as we combine precise technical knowledge with creative freedom and sustainable salon practices to continuously set new standards in the market.

So come and **learn with us.**

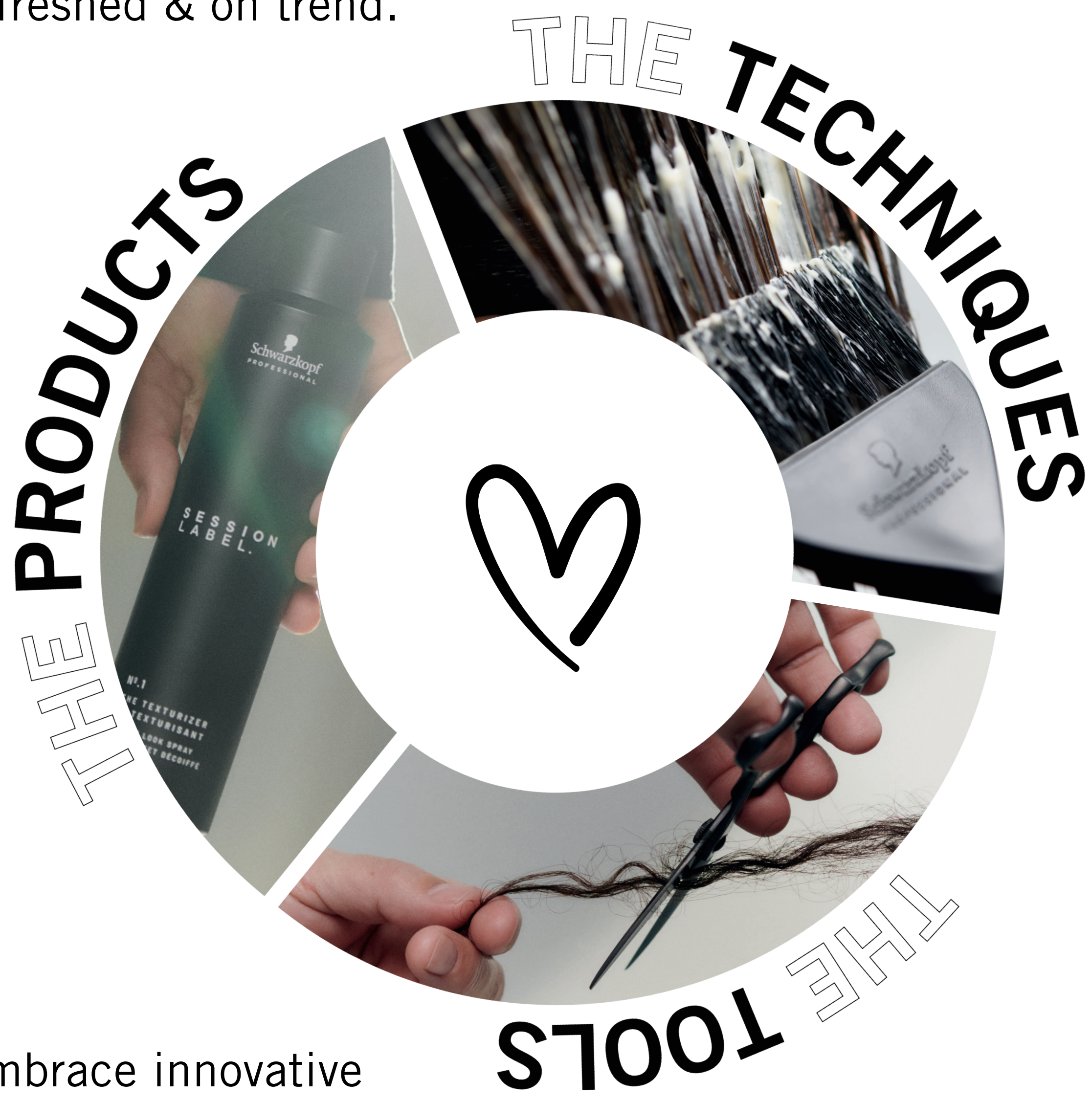
Experience our classes and meet our team of committed professionals.

A multi-skilled team, dedicated to the **craft of hairdressing**, who will help and support you to become the hairdresser that you want to be.

WE ARE #PARTNERSINCRAFT.

OUR SERVICE-CENTRED APPROACH
PUTS YOU, THE HAIRDRESSER, AT
IT’S HEART...

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



Embrace innovative
PRODUCTS you
can trust to perform.

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

COLOR

COLOR





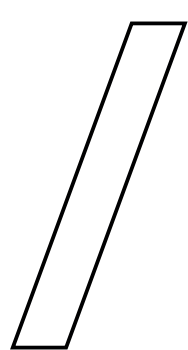
CORRECTIVE COLOR

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.



CREATIVE COLOR



Do you want to add new and modern ideas to your repertoire? Join us as we take you on a colorful journey of inspiration and unpack new color placements and techniques that help build your skills and offer more to your clientele.

Experience the techniques as well as the Schwarzkopf Professional color products and unique tools available to create endless possibilities in the salon.

COLOR



TONING TO PERFECTION

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!



IMAGE TO REALITY

Challenge your skills and develop your eye for detail when it comes to translating your image or inspiration to reality for the clients in your chair. Learn how to extract information from hair pictures using consistent visual cues and best consultation practices.

Understand the process and steps to achieve the precise look you imagine. Work hands-on on mannequin heads with an image as your guide to bring your inspiration and vision to life.

STYLING

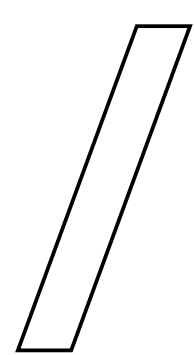
STYLING

STYLING





MEN'S CUTTING

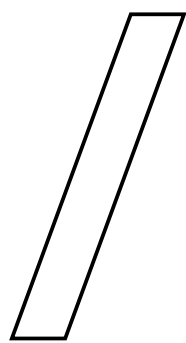


Explore the world of barbering trends and the full potential of the gents’ hairdressing market segment with our barber experts.

Further your understanding with key grooming tips, in-salon services, and hero styling products.



BUTTERFLY LAYERS & FRENCH BOBS



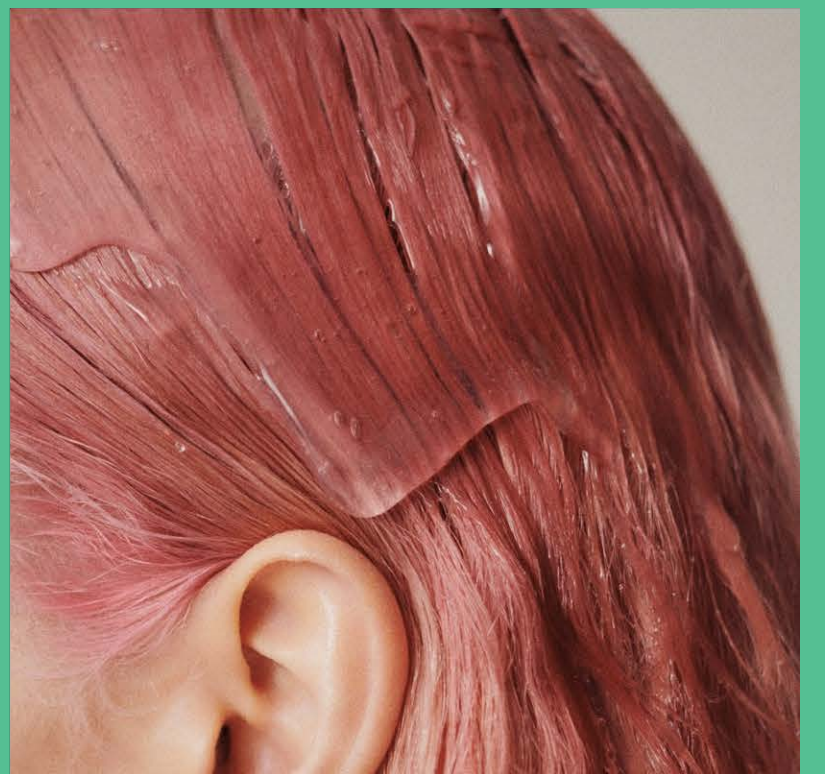
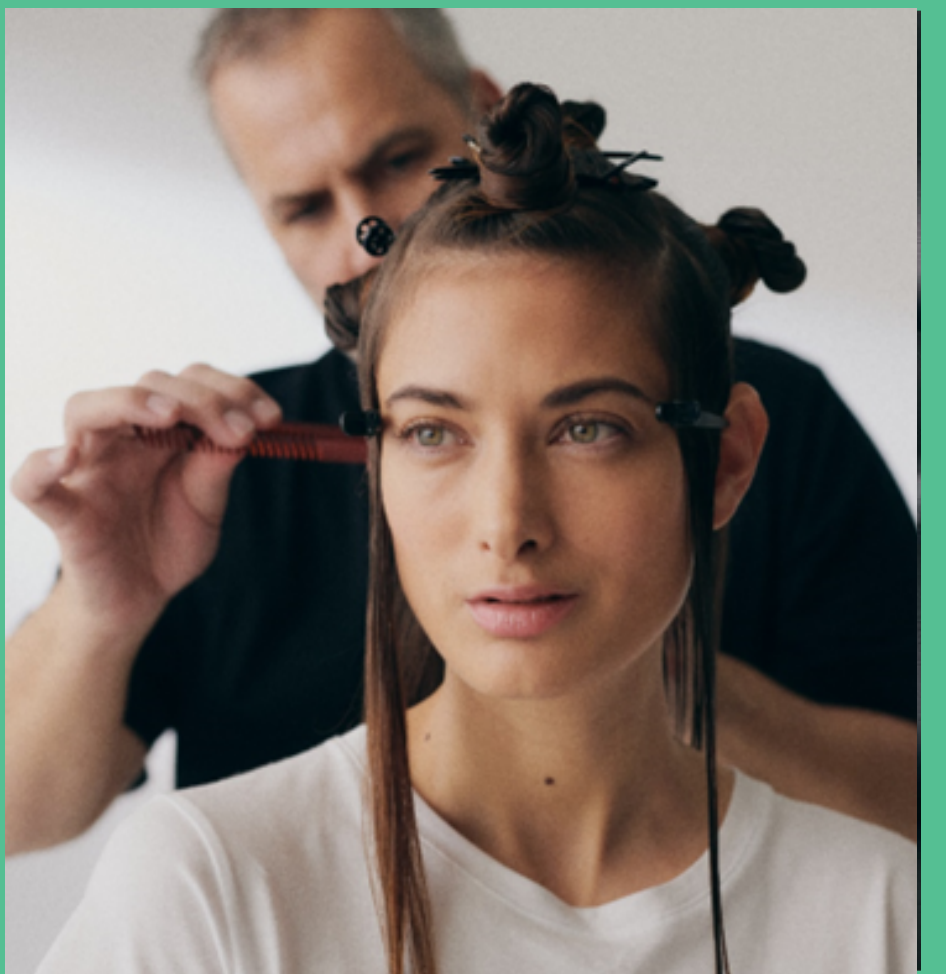
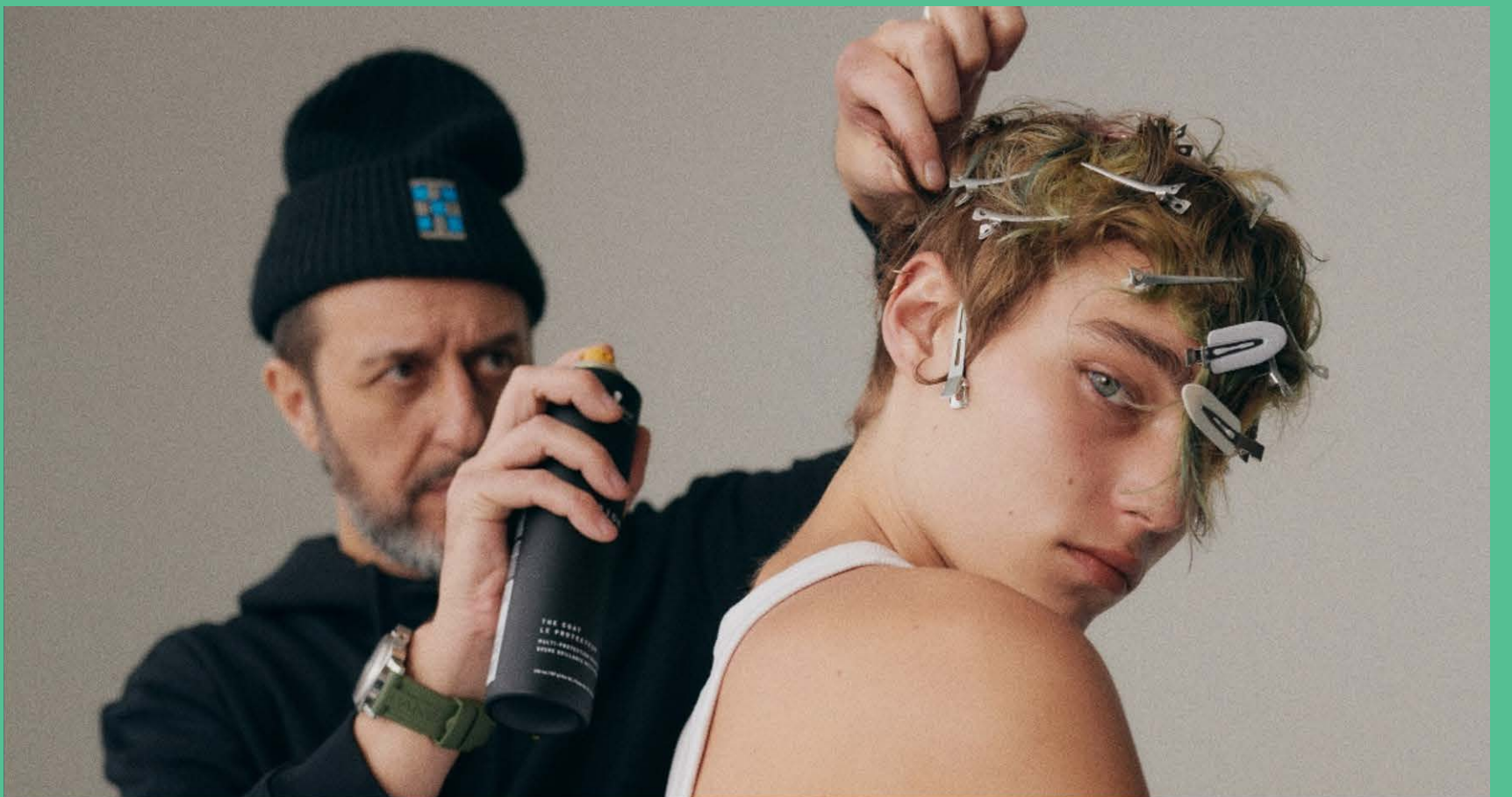
Become a trendsetter for your clients by mastering the art of Butterfly Layers and the French Bob.

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.

VISIONARY

VISIONARY

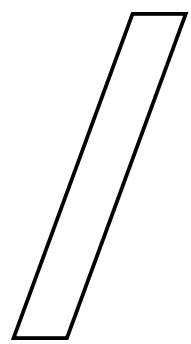
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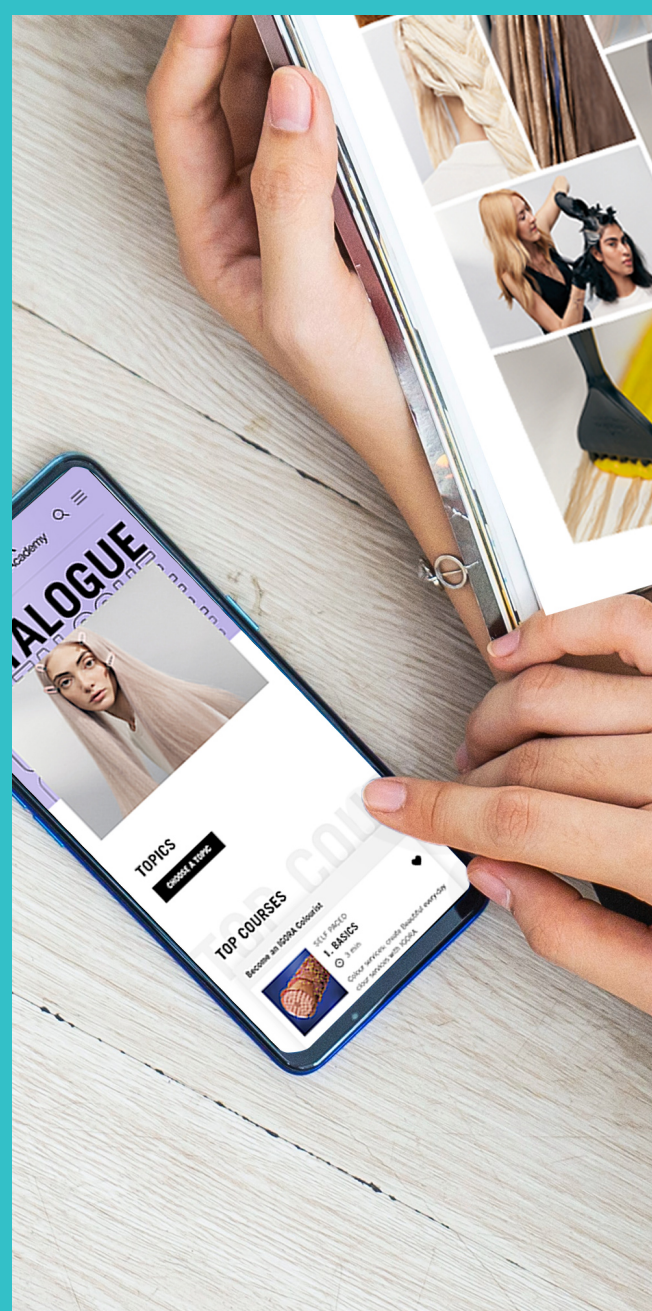
FALL/WINTER CUT & COLOR TRENDS BY ESSENTIAL LOOKS



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.

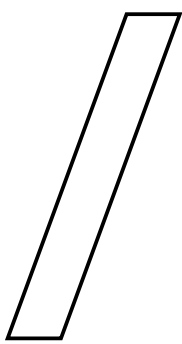
Led by a member of the National Artistic Team and a Schwarzkopf Professional Brand Educator, we will start the day with a review of the seasonal Trend Report, a complete look at fashion and hair trends. You will then work hands-on to create your own variation of 1 of the latest trend haircuts, and 1 color placement with focus on creative skills and modern styling & finishing.

VIRTUAL SEMINAR





DISCOVER SCHWARZKOPF PROFESSIONAL

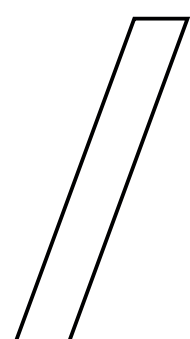


Join us to learn more about Schwarzkopf Professional and everything we have to offer!

From our portfolio to our salon programs we give you a peak into the world, the brands and the performance of this pioneered professional company. Get all your color questions answered and enjoy an interactive Q&A with one of our expert Brand Educators.



INTRO TO IGORA

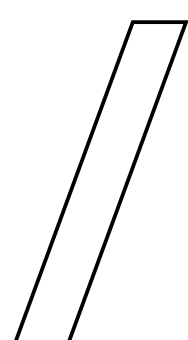


In this theory only class, we will explore the iconic IGORA Color System with an in-depth approach.

We will illustrate how and where our color products work best, when to choose what, and the fundamental theory behind these must-have, high performing, and award-winning tools in your salon.



INTRO TO BLONDME



Blonde is more than a color and BLONDME is more than a product.

BLONDME is a complete approach to creating supreme blonde hair with Integrated Bond Enforcing Technology.

Explore this exciting system, learn how to create beautiful blondes in the salon and educate your clients on how to maintain the quality of their blonde hair between salon visits.



IGORA COLOR 10



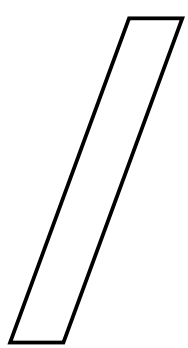
Permanent Color. Permanent Results.
Just 10 Minutes can be your REALITY
with IGORA COLOR10 by Schwarzkopf
Professional.

What could you do with the extra time you
get back from a traditional permanent
color service? How
many more clients could you see in a day?

Come and learn all you need to know
about this game changing product!



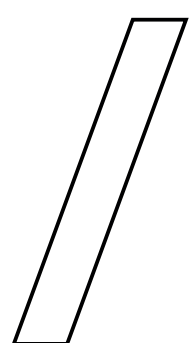
MODERN HIGHLIGHTING



Your salon time is precious. Join us to focus on simple and effective highlighting techniques and the best IGORA and 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.



COLOR GPS NAVIGATE THE COLOR WHEEL



Do you want to feel more confident when formulating color for your clients in any scenario. The Color Wheel and the law of color is crucial when formulating in the salon and will help to guide you through creating a trending color technique or overcoming the hurdles of color correction.

Join this class to explore the various ways to utilize core fundamentals to become and advanced colorist. Understand and explain every step from A to B, so you never get lost in confusing formulas or surprise corrections again!

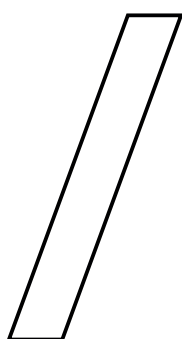
GLOBAL AMBASSADORS AMBASSADORS



GLOBAL AMBASADORS



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 AMBASSADORS



TYLER JOHNSTON

GLOBAL AMBASSADOR

@tylerjohnstonhair



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 best brands and icon photographers.

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

GLOBAL AMBASSADORS



LESLEY JENNISON

GLOBAL AMBASSADOR

@lesleyjennison



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 stand out innovations, techniques and services that celebrate the very best in creative and commercial hair colour.

GLOBAL AMBASSADORS



NICK IRWIN

GLOBAL STYLING AMBASSADOR

@nickirwinhair



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 Rankin the iconic photographer 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.

GLOBAL AMBASSADORS



ARJAN BEVERS

GLOBAL COLOUR AMBASSADOR

@arjanbevers



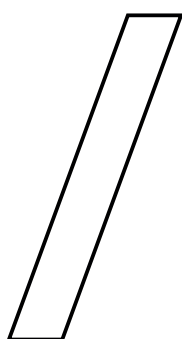
Arjan Bevers is both a **multitalented, award-winning hair artist** as well as successful Netherlands-based, salon owner producing highly commercial, in-demand hair services.

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

GLOBAL AMBASSADORS



MEET OUR NATIONAL ARTISTIC TEAM



Introducing our National Artistic Team, where **artistry meets education**. This 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.

NATIONAL ARTISTIC TEAM



MICHELLE OLIVER

CREATIVE LEAD

@michelleoliverhair



Michelle a multi-award winning artist specializing in creative color, photoshoots and long hairstyling.

She is a passionate educator and creative lead for Schwarzkopf Professional Canada.

Michelle's specialties are creative color, photo-shoots, styling & finishing, up-styling.

NATIONAL ARTISTIC TEAM



JOEY MARCHESE



ARTIST

@joeymarchese

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 a signature corrupt style.

Joey's specialties are corrupt cutting, texture/edgy street style and color.

NATIONAL ARTISTIC TEAM



ARTIST

@tonic_hair_studio

MARK

CHAMBERLAIN



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

Mark's specialties are fundamental patterns and precision cutting.

NATIONAL ARTISTIC TEAM



ARTIST

@robin_la_chance

ROBIN LACHANCE



Robin LaChance is a multi-award winning stylist known for creating interesting silhouettes and textures.

Crafting custom haircuts and colors to enhance beautiful features, natural textures and personality is her passion.

Robin's specialties are styling & finishing, curly cutting, creative photoshoots, and editorial work.

NATIONAL ARTISTIC TEAM



ARTIST

@nmpede

NICOLE PEEDE



Drawing inspiration from bold palettes and clean lines, Nicole's work with color and texture grants her recognition not only as a salon owner, but also as an award winning hairstylist

Nicole's specialties are creative color, hair cutting, styling, and competition photoshoots.

NATIONAL ARTISTIC TEAM



PAUL PEREIRA

ARTIST

@paulpereirahair

Two time NAHA winner for Best Men's Hairstylist, 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 making it more fashion forward.

Paul's specialties are men's barbering, cutting, and fashion trends.

NATIONAL ARTISTIC TEAM



ARTIST

@marek_whitechurch_hairstylist

MAREK

WHITECHURCH



A world traveler and salon owner, Marek had already established a reputation of excellence in London, England by the age of 23. Eager to share his global knowledge of hair design, he continues to defy trends in men's barbering.

Marek's specialties are men's barbering and graphic cutting.

NATIONAL ARTISTIC TEAM



ARTIST

@katiajananji

KATIA JANANJI



Katia's experience as Principal Instructor and Creative Director enables her to educate many bright young hairstylists.

Now a successful salon owner, she wants to share her knowledge as an artist for Schwarzkopf professional.

Katia's specialties are modern cutting, styling and salon trends.

NATIONAL ARTISTIC TEAM



ARTIST

@marcheech

MARIO

CICCIARELLA



Coming from a long line of professional stylists , Mario has over 20 years of experience and knowledge in hair and fashion. What attracted him to hairstyling was his love of fashion shows, backstage work and the creative process of designing runway styles.

Mario's specialties are creative cutting, razor cutting, men's styling, and extension work.

NATIONAL ARTISTIC TEAM



www.schwarzkopf-professional.ca

@SchwarzkopfCAN

