

WE ARE ONE  
BOUND TOGETHER BY OUR LOVE OF

# HAIR

SIMON ELLIS  
CREATIVE DIRECTOR  
SCHWARZKOPF PROFESSIONAL

FOLLOW US!  
@SCHWARZKOPFPROANZ

For more information please contact  
your ASK Advisor, or alternatively call  
the Schwarzkopf Professional Technical  
Hotline number:

1800 624 000 (AU)  
0800 500 515 (NZ).



# ASK EDUCATION

  
Schwarzkopf  
PROFESSIONAL



*Together. A passion for hair.*



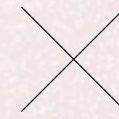
# WE ARE ONE BOUND TOGETHER BY OUR LOVE OF HAIR

✦ We continue to stand together, overcoming the many lasting challenges that COVID-19 presented, pushing forward with a collaborative mindset and a shared passion to advance the hairdressing profession. In watching our hair artists inspire the community, during the toughest times in many of our careers, we recognised that ambition is the active pursuit of our inner hopes and dreams. We all have them, but it takes courage and hard work to chase them down and make them real.

► **SIMON ELLIS**  
CREATIVE DIRECTOR  
SCHWARZKOPF  
PROFESSIONAL

**SIMON ELLIS**  
@THESIMONELLIS

We exist to make those dreams easier to achieve by empowering individuals with the tools and knowledge needed to convert aspiring ambition into concrete and attainable success. Our passion for the practice, refinement and eventual mastering of skill is our tribute to the journey of learning. Dedicated to the development of YOUR talent, we're taking our **Blended Learning** approach to education even further with immersive webinars and exciting digital experiences – combined with physical seminars and learning opportunities – celebrating the craft of hairdressing to empower you, our partner, to connect, learn and create.



*We are united as a community of skillful individuals with a shared passion and ambition to carve our own paths to success.*

**GINA THOMAS**  
@SCHWARZKOPFPROANZ

As an industry we have continued to face challenges which have tested us, but with experience and courage we embraced and met these challenges head on showing as hairdressers we continue to be adaptable, resilient and as always passionate about our craft.

We saw an explosion in digital education ensuring we stayed connected and inspired, working collaboratively.

ASK Education will pivot and forge a new pathway forward, delivering creative inspiration and technical insights from our experts to further upskill our salon stylists.

We will continue to provide a flexible 'blended' calendar of learning from creative seminars, bespoke F2F in-salon sessions, and 24/7 support via our ASK e-learning platform, accommodating all skill levels and embracing a broad diversity of learning.

Our ASK Education team, in collaboration with our Guest Artists, will lead creative and engaging sessions to drive your business to further success.

We are excited to introduce our Creative Collective, created to celebrate the craft of hairdressing. The Creative Collective is a community of likeminded ambitious creatives, built to inspire, upskill and educate, offering unique opportunities to participate in leading hair events and much more!

For the latest in education and product innovations be sure to follow us on @schwarzkopfproanz.

I look forward to working together building relationships with you and your teams in 2022.

► **GINA THOMAS**  
HEAD OF EDUCATION  
SCHWARZKOPF PROFESSIONAL & ALTERNA  
AUSTRALIA AND NEW ZEALAND



INTRODUCTION





# THE WORLD HAS *CHANGED*. HAIRDRESSING HAS *CHANGED*. YOU'VE *CHANGED*.

Our education offerings comprise a blend of both physical learning in our academies as well as digital learning.

## DIGITAL LEARNING

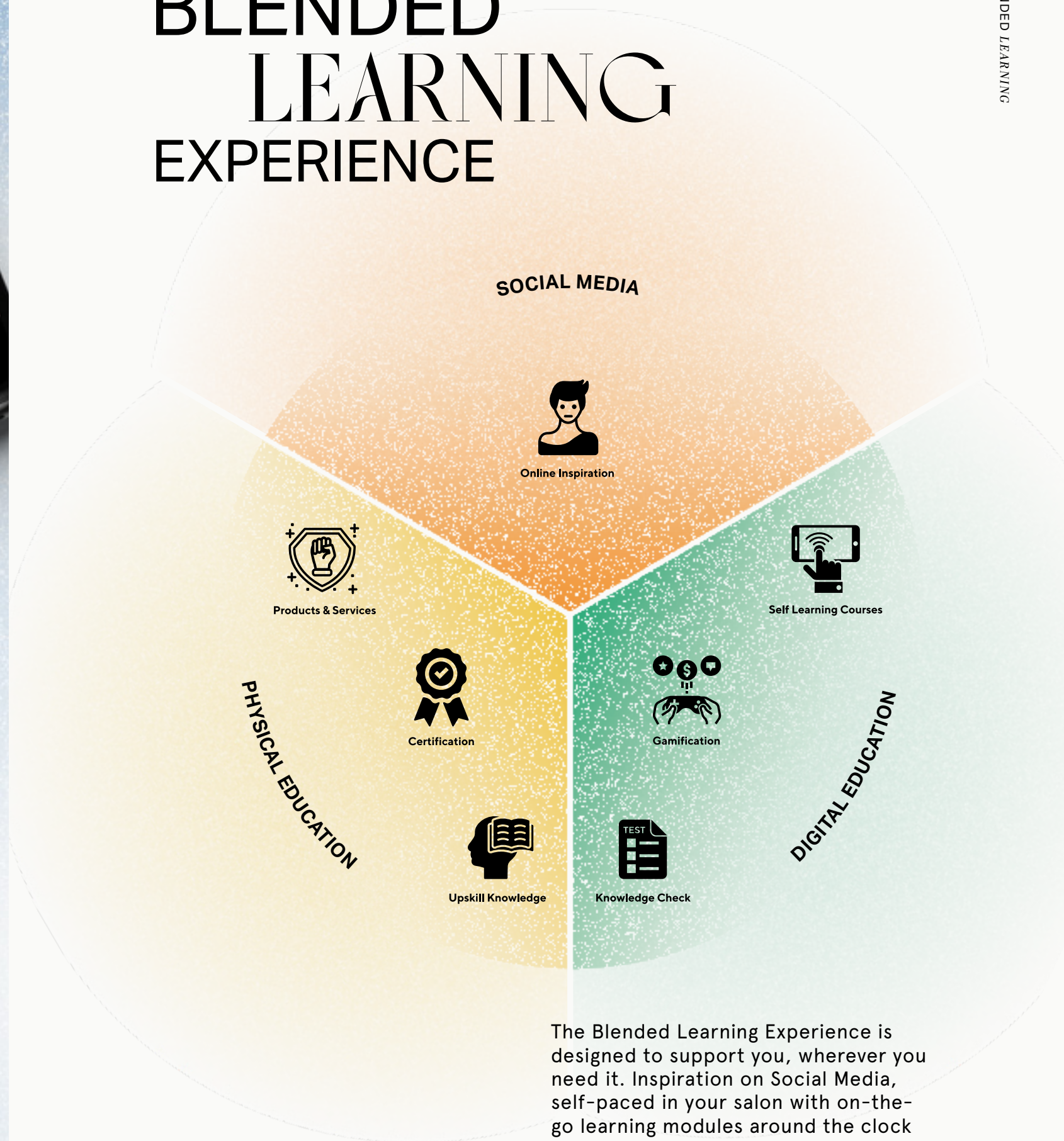
Our digital offerings approach delivers to a number of different platforms, with the aim to inspire creativity and unlock potential and nurture personal growth. You will find digitalized education offerings in the form of ASK eAcademy learning tools, blog articles, inspiration Hair Hacks videos on Instagram and YouTube, Step by steps visual aids on Pinterest, as well as local country initiatives.

➤ **REGISTER  
NOW**

**ASK-ELEARNING.COM**

AND GET ACCESS TO  
EXCLUSIVE GLOBAL CONTENT.

# BLENDED LEARNING EXPERIENCE



The Blended Learning Experience is designed to support you, wherever you need it. Inspiration on Social Media, self-paced in your salon with on-the-go learning modules around the clock or physically face-to-face learning opportunities, such as in-salon trainings.



# DIGITAL LEARNING



Our digital offerings approach delivers to a number of different platforms, with the aim to inspire creativity and unlock potential and nurture personal growth. You will find digitalised education offerings in the form of ASK eAcademy learning tools, blog articles, inspirational videos on Instagram and YouTube, step-by-step visual aids on Pinterest, as well as local initiatives.

# PHYSICAL LEARNING



In addition to our digital modules, our blended learning approach also offers a physical learning experience, with “face-to-face” guided classes and hands on practical sessions. The key focal points for 2022 in the Colour category will see the celebration of SKP high-performance IGORA coloration system as well as exciting new offering with BLONDME which will push your boundaries to understand colour in-depth and add to your creative process.

The Backbar and Styling categories are full of exciting new areas to keep your skills up-to-date with current trends. You will also find new entry seminars in both Visionary and Business categories, which will allow you to grow your skills, clientele, creativity and business to its utmost potential.

# UNLOCK YOUR POTENTIAL

Hairdressing is a complex craft with multiple knowledge levels. Encouraging skillset progression and specialist training advancement, ASK Education offers targeted pillars of expertise to suit every hairdresser’s interest and ability.







# COLOUR SEMINARS



## COLOUR PRINCIPLES

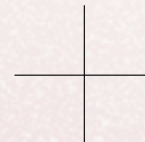
**Your intro to the world of IGORA colouration. Colour.** It's not that scary. You know that. But maybe you just want a bit of help fine-tuning your techniques? A bit of a confidence boost? Well, good, because that's what this course is all about. Get to grips with the fundamentals of Colour and the IGORA coding system through a mix of inspiring live demos and engaging workshops that will leave you up to your elbows in the full range of IGORA colour. Understanding when to use Semi. Demi. Permanent. You name it - you'll soon be applying the perfect Global Colour and we'll also help you bring a fresh new approach to hair diagnostics, delivering consultations that satisfy even the most demanding client (yeah, you know the one).

DURATION	3 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION  
ON THIS IN-SALON SESSION





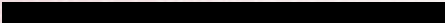


## COLOUR VIBES

**Demi colour 1 on 1 with IGORA Vibrance.** Want to do MORE with colour? Let's do it! We'll get you up to speed with IGORA VIBRANCE and the art of demi colour. We'll start by showing you how to choose the right shade for your clients, then we're going to make sure you're really at the top of your game with hands-on sessions designed to improve your demi and dual application techniques.

DURATION	3 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION



## TAKE IT LIGHTER

**Going Lighter with IGORA. Let's lighten things up!** This session will help boost your knowledge of IGORA Highlifting and Lightening, because we could all do with a little brush-up of our skills now and then, right? We'll dive into the finer details of blonde consultation and diagnostics, helping you to identify the right lightening product and toning direction for the task at hand. And, as part of the hand-on session, we'll show you how to make sure you're taking care of your client on all important aspects of blonding.

DURATION	3 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION



## CORRECTIVE COLOUR

**Discover permanent colour with IGORA ROYAL.** It's time to go all the way! Be curious. Be brave. Become the colourist you want to be. This confidence-boosting course explores a range of technically challenging processes, including re-balancing, colour correction and pre-pigmentation. With hands-on sessions designed to grow your skills, by the end of the seminar you will be perfectly prepared to address any colour challenge.

DURATION	HALF DAY
FACILITATOR	ASK ADVISOR
INVESTMENT	\$50
LEVEL	ADVANCED



## JUST BLEACH IT

**A pre-lightening, toning & maintenance masterclass.** Want to be THE authority on blonde? Yeah you do! But first you need to understand the fundamentals of lifting and undercoats. That means learning how to apply the right lightener or the right toner at the right time, nailing your consultation and prescribing the perfect maintenance regiment. That's where we come in, with hands-on sessions designed to help you do what you do best: create amazing blondes!

DURATION	3 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ADVANCED

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION



# Bring your *vision to life*



## MASTER OF COLOUR

**The most advanced colour education.** Are you ready to take your colouring skills to the next level. Immerse yourself into the word of Schwarzkopf Professional and everything colour. This journey will take you through everything you need to know about colour and its fundamentals. Learn the latest and most up-to date techniques from industry experts at the fore front of everything colour.

DURATION	FULL DAY
FACILITATOR	GUEST ARTIST
INVESTMENT	\$275
LEVEL	ADVANCED

## FOILS & FREEHAND

**Focus on the creative side of blonde.** Now we're talking. Let your creativity run free and get your balayage on! But partial lightening can be tricky, whether it's foils, balayage, root shadow, you name it. That's exactly why we run these sessions, showing you how to master the art of toning, improving your free-hand painting and giving you the confidence to deliver incredible blonde.

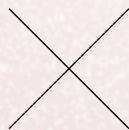
DURATION	FULL DAY
FACILITATOR	GUEST ARTIST
INVESTMENT	\$275
LEVEL	EXPERT

## TRUE BEAUTIFUL HONEST

**There's no escaping demand from customers for natural colours.** Understanding the multi-dimension nuances and shades from natural, cool and warm. It's a minefield. And that's why this course exists – it chucks you head first into a world of colours that speak to your client's sense of individuality while respecting the hair's natural characteristics. It's a whole new world of colour.

DURATION	3 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION







# BACKBAR SEMINARS



## HAIR AND SCALP EXPERT

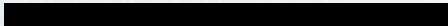
**High-performance customised scalp & hair routines.** We don't want to scare you, but think about this - every single customer that comes through your salon doors has a different hair type. So prescribing a scalp & hair care routines isn't going to be a one-size-fits-all kind of deal. Not even close. Luckily, we've created this course to help you build on everything you already know about haircare. We'll cover the basics of hair structure and scalp conditions, give you an in-depth understanding of Fibre Clinix & Scalp Clinix and get you ready to deliver incredible, bespoke in-salon and at-home regimes, every time.

<b>DURATION</b>	2 HOURS
<b>FACILITATOR</b>	ASK ADVISOR
<i>IN-SALON or DIGITAL</i>	
<b>LEVEL</b>	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION  
ON THIS IN-SALON SESSION







**ON IT!**  
**CARE CONSULTANT**

**A fresh approach to hair and scalp therapy.** Great cut. Amazing colour. Head-turning style. Job done? Not quite. To keep them really happy, your client needs all that, to last as well. Your knowledge needs to switch from cutting-edge creative to care expert, rooted in the fundamentals of holistic hair and scalp therapy and the latest services.

With a focus on BC Bonacure and Oil Ultime, this course will assess how daily exposure to natural elements can damage your client's hair and scalp, and what you need to know to deliver the perfect solution.

<b>DURATION</b>	2 HOURS
<b>FACILITATOR</b>	ASK ADVISOR
<i>IN-SALON or DIGITAL</i>	
<b>LEVEL</b>	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION  
ON THIS IN-SALON SESSION







# STYLING SEMINARS



## STYLING DNA

**Immerse yourself in the OSiS+ universe!** After covering the basics, our team will show you the latest techniques on the market. You'll gain the confidence to unleash your creativity as you master Schwarzkopf Professional's innovative styling range. Take fresh inspiration and new styling skills back to the salon, so you can create customised styles that exceed your clients' expectations!

DURATION	FULL DAY
FACILITATOR	GUEST ARTIST
INVESTMENT	\$275
LEVEL	ADVANCED







DRY IT RIGHT

Learn how to nail that blow dry, from product & 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!

DURATION	2 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION

CURLS CLUB

The ultimate crash-course in curls and waves. In this seminar, we’ll be showcasing the Mad about Curls product range because, well, we go crazy for voluminous waves and perfect curls. But, that doesn’t mean trying to achieve them has to drive you nuts. You’ll learn how to perfect your styling and dressing techniques, wrapping your head around the right tools for that final look, from brushes to tongs.

DURATION	2 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION

GENTS EXPERT

The specialist skills needed to bring out the best in male clients. Did you know that male clients are often the most loyal and frequent visitors and most open to buying retail? Three very good reasons to learn how to expertly cater to their needs. Keep up-to-date with the latest in men’s grooming and learn how to translate these inspirations into salon-viable looks.

DURATION	1 HOUR
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION

STMNT  
STATEMENT  
GROOMING GOODS





# VISIONARY SEMINARS



## ESSENTIAL LOOKS

Paris. Milan. London. New York. Etc, etc, etc. Sometimes it seems like there's a Fashion Week happening every week somewhere in the world. Add in social media and it starts to feel like there's a new 'must-have' look on a daily basis. It's a lot to keep on top of, right? Well, don't panic. Essential Looks is all about helping you make sense of it all. Mastering the new and the next. Feeding off the buzz generated by international runways, session stylists and trend forecasters, we'll help you with the education and skills to translate the hype into high-fashion, ready-to-wear salon looks for your clients. Discover more at [ESSENTIALLOOKS.COM](https://www.essentiallooks.com)

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Globally  
*relevant*  
trends

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Immerse yourself  
*in the world*  
of digital

## LOOK & LEARN

An exclusive overview of the **Essential Looks collection**. We get that sometimes things can be so busy that finding time to keep up with the latest looks just isn’t going to happen. That’s exactly why we run this Look & Learn session. Get up close and super-personal with the latest essential looks collection. Learn from the masters as our team of world-renowned artists show you how to put your own spin on the latest runway looks, recreating the hottest cut and colour trends. Move over Milan. Pack your bags, Paris. Take a hike, London. Your salon is where the real icons are made.

DURATION	3 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON or DIGITAL	
LEVEL	ESSENTIAL

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION

## GROW YOUR COMMUNITY

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

ASK YOUR ASK ADVISOR FOR MORE INFORMATION ON THIS IN-SALON SESSION



# GLOBAL AMBASSADORS



◀ **TYLER JOHNSTON**  
**GLOBAL AMBASSADOR**  
*@tylerjohnstonhair*

Tyler Johnston's work is always immediately recognisable. Beginning as a stylist at Vidal Sassoon, Tyler has since worked for countless world-renowned clients with features in some of the world's most fêted international magazines. Tyler's adventurous creativity has led him to be the editorial mastermind behind Essential Looks and one of the industry's most sought-after Session Stylists.



▼ **AUSTEN THOMSON**  
**GLOBAL CARE AMBASSADOR**  
*@austenthomsonhair*

Austen Thomson, acclaimed owner of the salon Austen Thomson Hair and an original member of the #SKPCollective – the first of its kind in hairdressing with the fundamental goal to support the stylist and their salon in effectively promoting their skills, business offering and the Schwarzkopf Professional brand via social media – proudly joins us as Global Hair Care Ambassador. Austen's motto 'Inspire & Evolve' and his passion for digital education make him the perfect partner to further inspire and educate the stylists of the future on all things scalp & hair.

▶ **LESLEY JENNISON**  
**GLOBAL AMBASSADOR**  
*@lesleyjennison*

Lesley Jennison is a true colour genius. Starting at the prestigious London Academy, Lesley has triumphed in her career with many firsts in the industry whilst she built-up her extensive list of high-profile clients. Lesley's expert colour vision is called upon for Essential Looks collections, fashion shows and training hairdressers in how to maximise their colour creativity.



▲ **ARJAN BEVERS**  
**GLOBAL COLOUR AMBASSADOR**  
*@arjanbevers*

Arjan Bevers is known for his boundless creativity. With 25 years of experience behind him, Arjan is an award-winning hairdresser and successful owner. Arjan imparts his edgy, yet sophisticated style into developing the next big trends for Essential Looks and his wealth of knowledge into our ASK Education offering.







**NICK IRWIN**  
**GLOBAL STYLING AMBASSADOR**  
*@nickirwinhair*

Nick Irwin is a true industry icon. Kicking off his career with Toni & Guy before being mentored by Anthony Mascolo, he has built-up a star-studded clientele, including 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.



**EDOARDO PALUDO**  
**GLOBAL COLOUR AMBASSADOR**  
*@edoardopaludo*

Edoardo Paludo's work combines the creativity of an artist with the technical prowess of a master craftsman. Eduardo's experimental nature and award-winning ability has led him to become one of the world's leading colourists and a creative powerhouse behind Schwarzkopf Professional's Chroma ID brand.

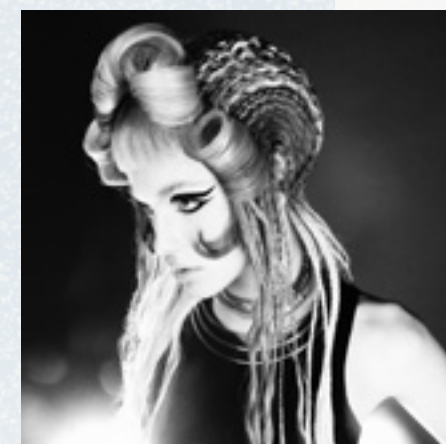
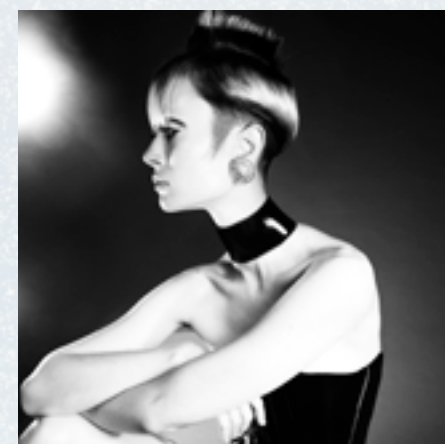
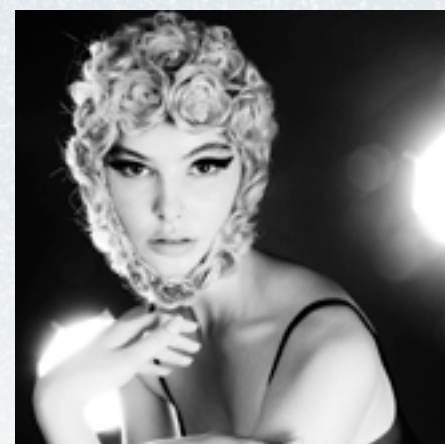
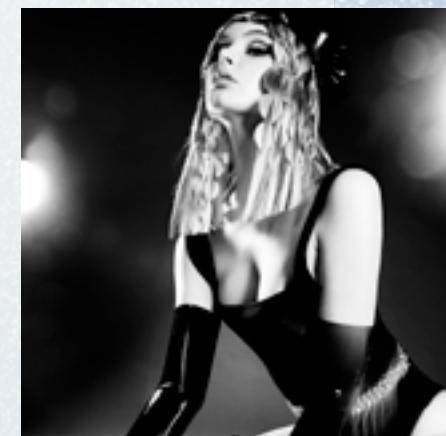
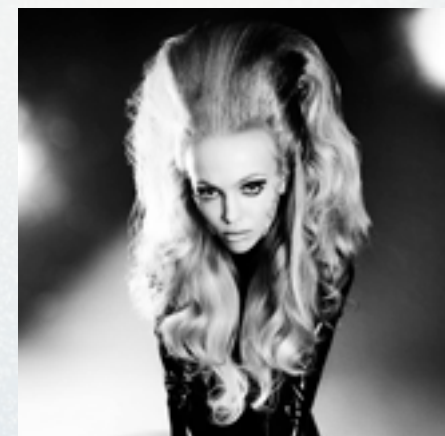
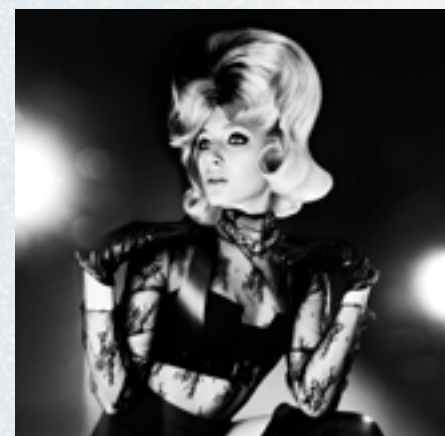


# NATIONAL AMBASSADOR

**DEE PARKER-ATTWOOD** ▶  
*@deeparkerattwood\_*

Dee is one of hairdressings leading ladies walking the line of owner, trainer & creative visionary to balance the realities of running a successful business and nurture her quest to deliver bespoke, graphic cut and finishing trends. A self-proclaimed hair junkie driven to succeed in a competitive space with a gift to empower others to be their best.

- 2021 AHIA Australian Hairdresser of The Year Winner
- 2021 British Hairdressing Awards, International Collection of The Year Finalist
- 2020 IHA International Avantgarde collection of The Year
- 2019 Essential Looks Ambassador & Australian Hairdresser of The Year
- 2019 Hair Expo Australian Hairdresser of The Year
- 2018 Hair Expo Hairdresser of The Year Finalist
- 2016 Hair Expo Victorian Hairdresser of The Year
- 4 x AHFA Australian Hairdresser of The Year Finalist







## KRISTIE KESIC

*@cobellecreative*

Kristie Kesic is an award-winning expert colourist who has, over the last 16+ years, built her reputation as one of Australia's best Colour Technicians. Owner of Cobelle Creative, Kristie and her salon boast a number of impressive awards, including 'Brisbane's Best Hairdressers,' 'Brisbane's Best Blondes,' and 'AHIA Salon Team of the Year.' Her colouring prowess has long too been awarded, with Kristie being a finalist for the AIPP International Best Colour, AHFA Creative Colourist of the Year, and Hair Expo Australian Colourist of Year awards. Kristie has long been passionate about education, running her own Flawless Education programme.



## NATALIE ANNE

*@natalieannehair*

Widely regarded as the leading hair artist, expert and social media educator in Australia, Natalie Anne regularly works with celebrities, models, music artists and social media superstars. Managing her own salon alongside celebrity bookings and global campaigns, Natalie Anne also creates awe-inspiring hair content for her fans and followers, driven by her genuine desire to educate the industry and consumers alike. Recently crowned "International Hair Influencer of the Year" at the American Influencer Awards, and winner of the "Digital Influencer of the Year" at the AHFAs, Natalie Anne's huge social media following continues to grow. Sharing her product tips and tricks via video tutorials and Live Q&As, Natalie Anne's authentic approach inspires her audience with motivational talks and instructional content.



# GUEST ARTISTS

## NIC SHIUN ▶

*@nicshiun*

Nic Shiun (Director of Éclat Atelier, Zaza Hair Studio, DJ's Hair Artistry and Junn Hair) originally from Penang, Malaysia, moved to Sydney in 2012. Nic is an expert in lightening, always experimenting and searching for continuous improvement, mastering balayage as his specialty. Australian social media sensations Lily May Mac and Leah Perkins are amongst Nic's clients.



## JASON FASSBENDER

*@jasonfassbender*

Jason Fassbender Creative Director / Editorial hair and fashion stylist holds Australian Hairdresser of the Year Award (2017). Jason's love and knowledge of fashion is strongly reflected through his work. From cuts to colour and his self-professed love of styling, Jason's looks are individual, modern and confident - but always have a softness to them, which bring out his commercial eye.



## JENNIFER MORGAN

*@jennifer.morgan.hair*

With a career that spans decades, Jennifer Morgan has a reputation for being an expert in the industry. A journey that began with training under the tutorage of Dennis Langford, managing director for Toni&Guy Australia, Morgan has been a salon owner since the age of 21. Known in the industry for being a specialist colourist at Morgan & Morgan Hair Collective, Jennifer is the go-to girl with any colouring conundrum and her passion and skill set are enviable in the hairdressing community.

## ◀ TRAVIS BALCKE

*@travisbalckehair*

Travis Balcke has established himself as one of our most sought after hair stylists, with a career that spans over a decade. Global experience has cemented Travis as a regular in the international Fashion Week circuits, leading hair teams for shows including Maison Margiela, Stella McCartney and Thom Browne. Travis' technical skill and innovation is unparalleled, having worked with some of the most iconic global faces including Kylie Minogue, Lara Worthington, Jennifer Hawkins, Julianne Moore, Cate Blanchett, Elizabeth Debicki and Jessica Mauboy.







# THE CREATIVE COLLECTIVE

## The next generation of hairdressers

Created to celebrate the craft of hairdressing, the Creative Collective will be a community of likeminded ambitious creatives, who are offered exclusive opportunities to upskill and hone their craft.

Built to inspire, to educate, to develop relationships and to help develop salon businesses, the Creative Collective has opportunities every month for salons. Each month, a selective number from the Creative Collective will be invited for a unique opportunity – from opportunities to participate in leading hair events and Schwarzkopf Professional shoots, to being upskilled by Australia's best hairdressers, and much more.





# ALTERNA SEMINARS



## ALTERNA IMMERSION

Immerse into the luxury of Alterna Haircare. An in-depth product knowledge session designed to introduce you to the complete Caviar Anti-Aging Collection. Discover how each benefit-led product indulgently transforms the hair while addressing your clients key anti-aging haircare concerns.

DURATION	2 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON	

ASK YOUR ASK ADVISOR FOR MORE INFORMATION  
ON THIS IN-SALON SESSION

## ALTERNA TREATMENT SERVICES

**From professionals for professionals**  
Step-by-step guide on how-to deliver Alterna’s luxurious treatment rituals. Each ritual aims to elevate your salon service and deliver maximum treatment benefits to your clients, The results indulgent services with targeted benefits personalized to each hair type and hair concern.

DURATION	2 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON	

ASK YOUR ASK ADVISOR FOR MORE INFORMATION  
ON THIS IN-SALON SESSION

# my life. my style. my hair. my canvas.

*Transformative, versatile, indulgently playful hair care to empower self-care and self-expression. Featuring Vegan Botanical Caviar formulas, 50% post-consumer recycled plastic packaging, compelling aromas & textures, plus an endlessly flexible mix & match system that keeps up with your ever-changing lifestyle.*

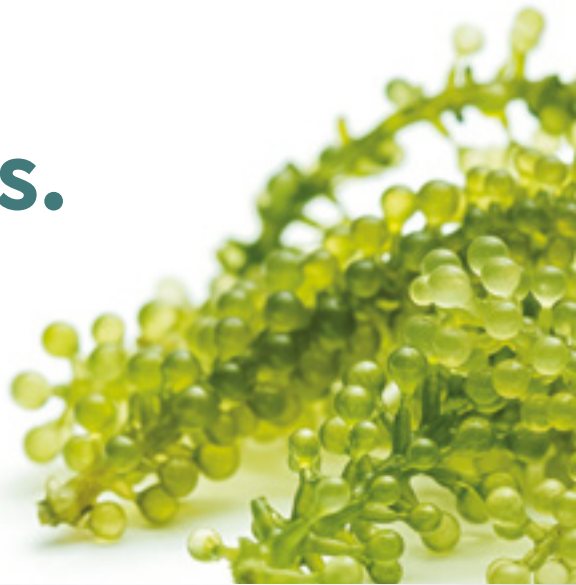
We believe that hair care is self-care. My Hair. My Canvas. is the newest expression of Alterna Haircare's transformational experience. Our high-performing, versatile products turn the everyday act of washing your hair into moments of self-kindness. Featuring transformative textures and the benefits of Vegan Botanical Caviar, our vegan formulas elevate your haircare routine and make it fun & effortless to create customizable, beautiful looks.

## MY HAIR. MY CANVAS. IMMERSION

Ever-Learning, always exploring, proudly unfinished. Immerse and create your own moments of luxury. Ritual of self-care & self-kindness, less is more philosophy. Invest in high-performing, versatile & customisable beauty, ingredient-conscious & clean beauty minded. An in-depth product knowledge session designed to introduce you to the My Hair My Canvas collection.

DURATION	2 HOURS
FACILITATOR	ASK ADVISOR
IN-SALON	

ASK YOUR ASK ADVISOR FOR MORE INFORMATION  
ON THIS IN-SALON SESSION







## Born from a simple yet powerful idea

The Shaping Futures initiative, in collaboration with Fritz Henkel Stiftung, strives to create a brighter, sustainable future for socially disadvantaged young adults, by teaching them the craft of hairdressing. Through this shared passion, Schwarzkopf Professional has brought the Shaping Futures programme into over 30 different countries, influencing the lives of more than 2,500 young adults.

This exceptional success is thanks to the tireless work performed by volunteers from Schwarzkopf Professional's experienced partner salons, who offer their time, passion and skill for free – this means that some of the most vulnerable people in the world can benefit from their hairdressing expertise to build a successful career and an independent future.



Experience the incredible dedication of Schwarzkopf Professional's ground-breaking social initiative in 'Inside Shaping Futures'; a powerful documentary that tells the inspiring story of individuals involved in this work around the world. This is a global initiative in action. Transforming lives one at a time. To watch the documentary, or to learn more simply visit [schwarzkopfpro.com/shapingfutures](https://schwarzkopfpro.com/shapingfutures)

# SHAPING FUTURES

# HOW TO BOOK YOUR SEMINAR

Ready to book or require further information on content, seminar availability please speak to your ASK Advisor or call AU **1800 624 000 / (02) 9978 0648**. NZ call **0800 500 515**

Email [schwarzkopfprofessional@henkel.com](mailto:schwarzkopfprofessional@henkel.com)

## PAYMENT OPTIONS

1. Charge to your Schwarzkopf Professional or Alterna Account
2. Pay via credit card; Mastercard, Visa are accepted surcharges apply

Note: Accounts/Credit cards will be charged on date of booking.

## Cancellation Policy

A confirmation email will be sent to the participant 14 days prior to the seminar taking place and a reminder SMS will be sent in the week leading up to the seminar date.

If you are unable to attend a seminar 14 days prior notice is required. Cancellations and changes are only accepted 14 days prior to the seminar date – cancellations must be in writing via [schwarzkopfprofessional@henkel.com](mailto:schwarzkopfprofessional@henkel.com)

Cancellations will not be accepted by your Schwarzkopf Professional Sales partner or ASK Advisor.

\* In case of a course being cancelled or postponed due to low enrolment or unforeseen circumstances, refunds will be processed where due. Schwarzkopf Professionals reserves the right to update their courses and Guest Artists without notice.

With due regard to health and safety during current pandemic, Schwarzkopf Professional may be required to cancel training/seminar/events at short notice. We would advise of any changes based on the guidance from Local and State Government.

We realise that the impact of COVID-19 affects each one of us both personally and

professionally. Your wellbeing is most important for us. Henkel continues to ensure the safety of all employees and customers taking necessary actions around business continuity and state restrictions and guidelines.

We have implemented additional measures aligned with local regulations to ensure workplace safety during the pandemic. Where stipulated face masks are to be worn, respect group gathering limitations and maintaining social distancing. It is critical we continue to adopt these practices to ensure the safety of everyone:

Note: Should we be required to cancel a seminar/event due to COVID restrictions and or border closures we will look to postpone or move to a later date. Refunds will apply based on circumstance

- If you feel ill or have flu like symptoms you should follow health advice/government guidance, and not attend the seminar/event.
- If you are in a hotspot or area in lockdown please stay at home and advise you will not be able to attend
- Download the appropriate COVIDSafe \ Sign-in apps and adhere to site sign in requirements we have in place



2022 SEMINARS

STATE		LOCATION	DATE	DURATION	SEMINAR NAME
NSW		SYDNEY	4TH APRIL	FULL DAY	FOILS AND FREEHAND
		SYDNEY	9TH MAY	HALF DAY	CORRECTIVE COLOUR
		SYDNEY	5TH SEPT	FULL DAY	STYLING DNA
ACT		CANBERRA	30TH MAY	FULL DAY	MASTER OF COLOUR
VIC		MELBOURNE	4TH APRIL	HALF DAY	CORRECTIVE COLOUR
		MELBOURNE	16TH MAY	FULL DAY	MASTER OF COLOUR
		MELBOURNE	12TH SEPTEMBER	FULL DAY	FOILS AND FREEHAND
		MELBOURNE	10TH OCTOBER	FULL DAY	STYLING DNA
QLD		BRISBANE	14TH MARCH	FULL DAY	MASTER OF COLOUR
		BRISBANE	16TH MAY	HALF DAY	CORRECTIVE COLOUR
		GLADSTONE	6TH JUNE	FULL DAY	STYLING DNA
		CAIRNS	5TH SEPTEMBER	FULL DAY	FOILS AND FREEHAND
		CAIRNS	14TH NOVEMBER	FULL DAY	STYLING DNA
WA		PERTH	21ST MARCH	HALF DAY	CORRECTIVE COLOUR
		PERTH	4TH APRIL	FULL DAY	MASTER OF COLOUR
		PERTH	8TH AUGUST	FULL DAY	STYLING DNA
SA		ADELAIDE	4TH APRIL	FULL DAY	STYLING DNA
		ADELAIDE	29TH AUG	FULL DAY	FOILS AND FREEHAND
TAS		HOBART	27TH JUNE	FULL DAY	STYLING DNA
NZ		AUCKLAND	4TH APRIL	FULL DAY	FOILS AND FREEHAND
		AUCKLAND	9TH MAY	HALF DAY	CORRECTIVE COLOUR
		WELLINGTON	20TH JUNE	FULL DAY	FOILS AND FREEHAND
		CHRISTCHURCH	12TH SEPT	FULL DAY	FOILS AND FREEHAND



COLOUR



STYLING