

ASK
EDUCATION


Schwarzkopf
PROFESSIONAL

PARTNERS IN CRAFT

PARTNERS IN CRAFT

PARTNERS IN CRAFT

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PARTNERS IN CRAFT

PARTNERS IN CRAFT



2024
SEMINARS

Together. A passion for hair.

GINA THOMAS

HEAD OF EDUCATION
SCHWARZKOPF PROFESSIONAL
AUSTRALIA AND NEW ZEALAND



ASK education will continue to pivot and forge a 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 our 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.

Be empowered by our ASK education team, in collaboration with our Ambassadors and Guest artists inspiring your stylists, sharing techniques to cut, colour and style driving your business to further success. Embrace innovative new products to support and achieve technical perfection in your craft.

I look forward to working together, building relationships with you and your teams in 2024.



**CONSTANTLY LEARNING,
ALWAYS EVOLVING**

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



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

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

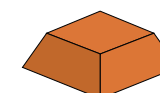
Use relevant **TOOLS** to achieve technical perfection in your craft.

PROGRESSIVE LEARNING JOURNEY

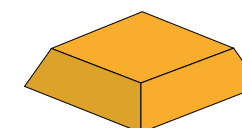
The ASK Education journey is designed to take your professional skills to the next level. As we shape the future of hairdressing, we are continuously evolving and innovating so you and your salon team can choose the right level to raise your game.



LEVEL 3
Masterclass



LEVEL 2
Advanced & Creative

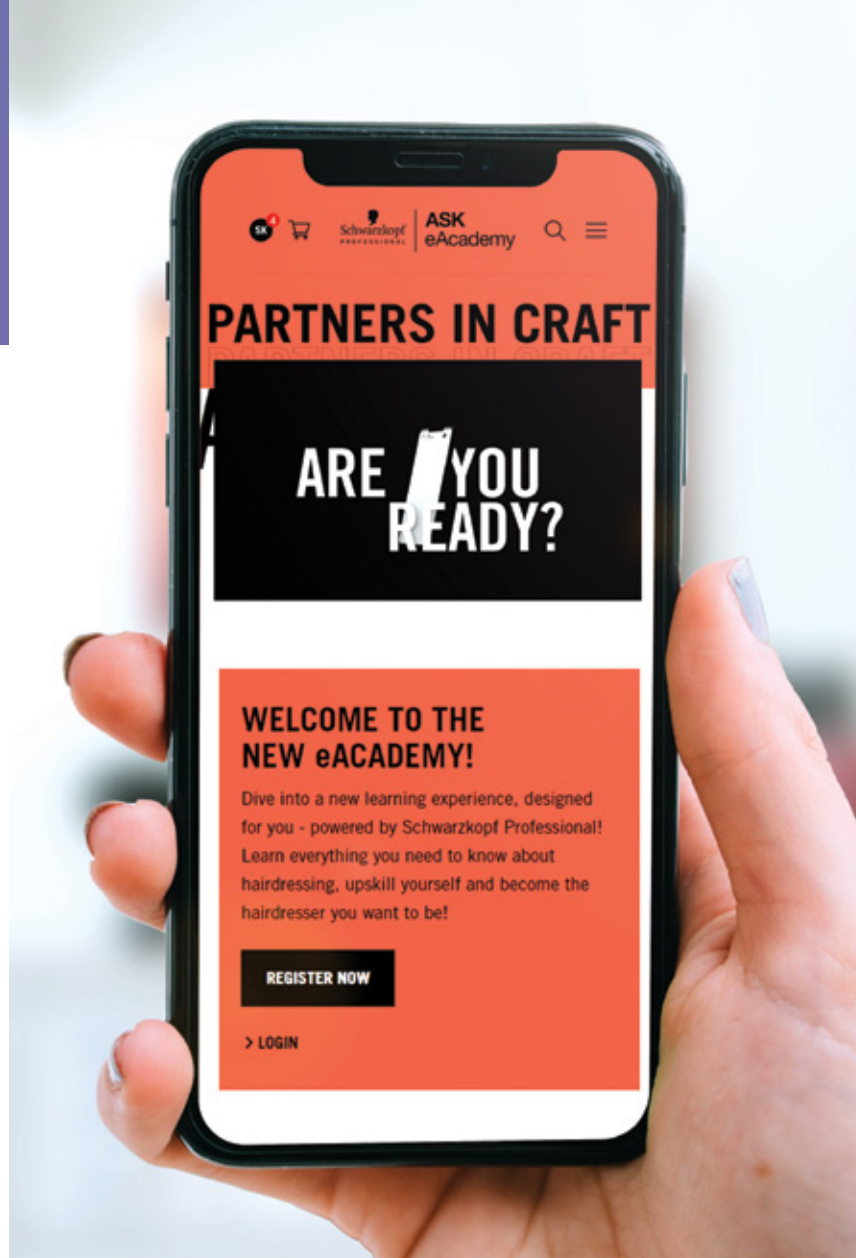


LEVEL 1
Essential Skills

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!**



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**.

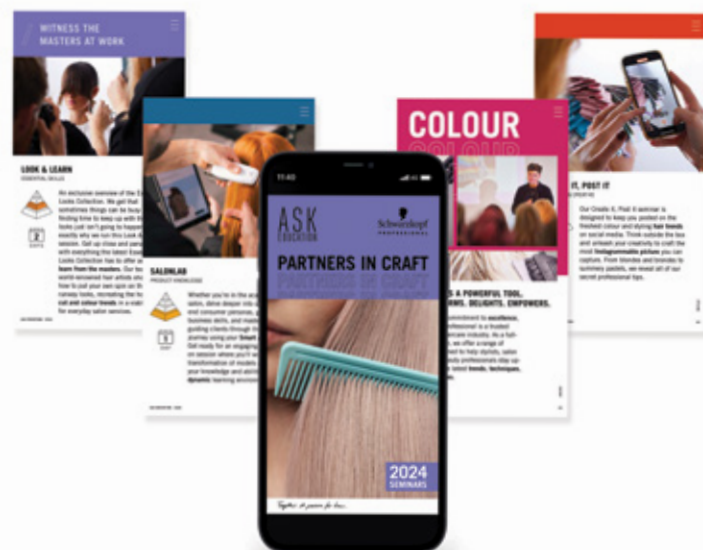
Through our service-centred approach – which puts YOU, the hairdresser, at its heart – and our trusted blended learning experience, we provide **support to help you hone your craft 24/7**.



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**.



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.

COLOUR

COLOUR

COLOUR



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

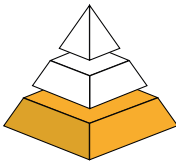


We are dedicated to pushing your limits with our **high-performance colour portfolio**. Our versatile range of brands – our house of colour – is here to empower you to **become the colourist you want to be**. Each product line boasts unique benefits to suit a variety of techniques and application styles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



FIT FOR COLOUR

ESSENTIAL SKILLS



1

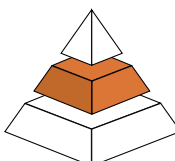
DAY

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 CORRECTION

ADVANCED & CREATIVE



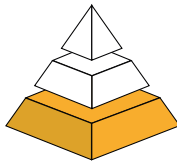
1

DAY

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 TECHNIQUES IN REAL TIME

ESSENTIAL SKILLS



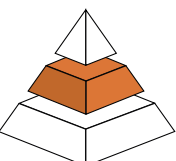
1

DAY

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.

CREATIVE FREEHAND TECHNIQUES

ADVANCED & CREATIVE



1

DAY

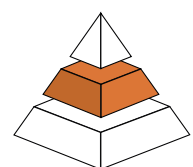
Join the Creative Freehand Techniques seminar, specifically designed for hairdressers who want to take their skills to the next level. In this seminar, you'll learn the latest and most innovative freehand techniques.

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.



MIXOLOGIST X STYLIST

ADVANCED & CREATIVE



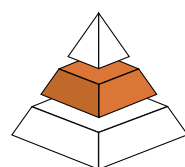
DAY

The Mixologist seminar is an innovative event that combines the creative intermixing of fashion shades, influencer and viral techniques, delivered by our inspirational guest artists. 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 those looking to expand their creative horizons and discover new ways to express themselves.

COLOUR LIFESTYLES

ADVANCED & CREATIVE



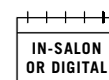
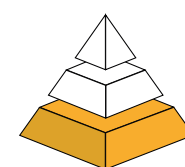
DAY

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

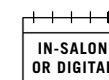
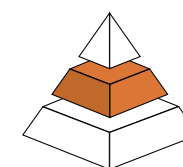


Dive into the world of blonding! This seminar is all about gaining the fundamental knowledge and skills to create the most iconic blonde looks using our full BLONDME product portfolio and blonding tools.

Learn the essentials and perfect the art of blonde product application 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!

DESTINATION BLONDE

ADVANCED & CREATIVE



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.

AUTHORITY IN BLONDE



BLONDME

MASTERCLASS



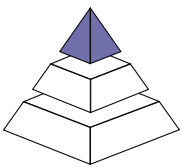
WHY SHOULD YOU BECOME A BLONDE EXPERT?

You will navigate through 4 days of mastery covering the entire Blonde colour portfolio, sharpen your knowledge on hair biology, hair colour science, consultation, communication.

Refine your technical expertise in creating bespoke formulations, colour placement, dimensional colour techniques, and colour correction.

You will get to take the theory into practice with hands-on workshops and be inspired by our leading Guest Artists and top Schwarzkopf Professional Educators.

Learn key techniques to create stand out social media content, elevate your professionalism and increase your revenue.



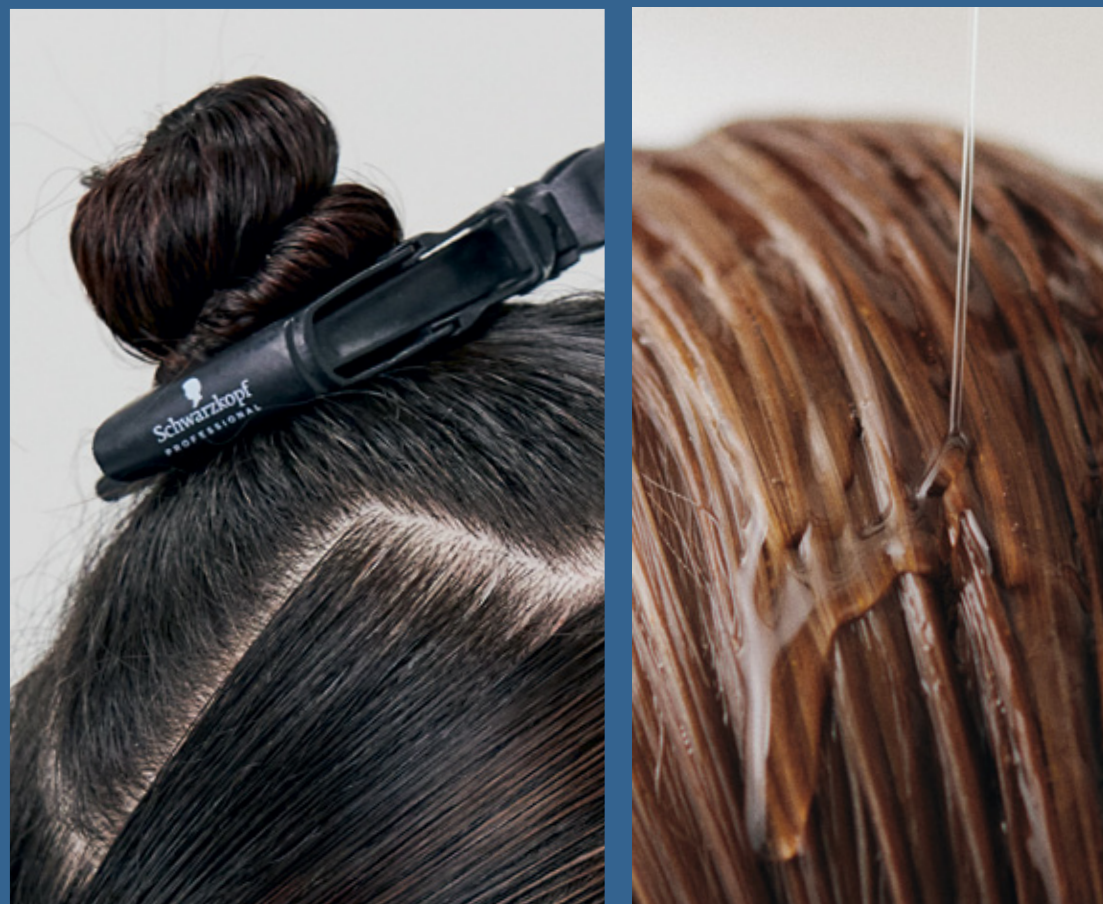
4
DAYS

MELBOURNE
15-18TH APRIL

- Being a blonde expert allows you to:
- Increase loyalty from your clients
 - Encourage longer-lasting client-hairdresser relationship based on trust and expertise
 - Maximise salon profit
 - Establishing a solid position within the hair dressing market
 - Schwarzkopf Professional Authority in Blonde will give you all the tools you need to become an expert in Blondes

Speak to your Schwarzkopf Professional educator or sales partner for more information and to register.

BACKBAR



LEAVE YOUR CLIENTS
BUZZING WITH SATISFACTION

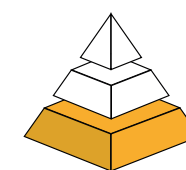


Celebrate your artistry and enhance your client's look with educational Backbar session designed to inspire and excite.

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

ON IT! CARE CONSULTANT

ESSENTIAL SKILLS



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, 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.

STYLING

STYLING

STYLING



CRAFT TRULY INDIVIDUAL HAIRSTYLES
AND BOUNDARY-PUSHING LOOKS



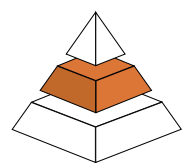
Craft the difference with our **performance-driven products** and techniques, developed to meet the needs of every styling situation.

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



1

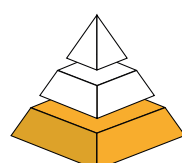
DAY

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.

GROW YOUR COMMUNITY

BOUGEE BUSINESS

ESSENTIAL SKILLS



2

DAY

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.

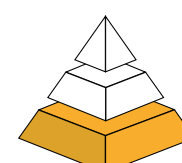


LEARN HOW TO NAIL THAT BLOW-DRY



YOUR PERFECT BLOW DRY

ESSENTIAL SKILLS



IN-SALON

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!

PARTNERS IN CRAFT



WE STAND FOR MORE THAN OUR
EXCELLENT PRODUCTS



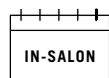
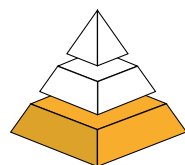
We are committed to **craftsmanship**. Trends are always changing, and the demands of salon clients shift and grow too. We bring forward the latest **lifestyle and fashion trends** and help you translate these into **various salon looks**. Going even further, we team up with trusted experts to ramp up 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.



UNPLUGGED & INSPIRED

ESSENTIAL SKILLS



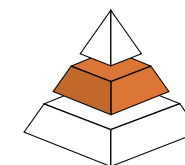
This session delivers an insight into the unique world of Essential Looks. While the emphasis is firmly on technical instruction, learn the A-Z step by step cutting, colouring and styling techniques.

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



BESPOKE TRENDS

ADVANCED & CREATIVE

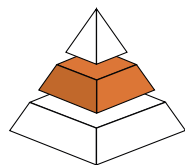


An exclusive overview of the Essential Looks Collection. We get that sometimes things can be busy and finding time to keep up with the latest looks just isn't going to happen. That's exactly why we run this Look & Learn session. Get up close and personal with everything the latest Essential Looks Collection 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.



COLLECTION TRAINING

ADVANCED & CREATIVE



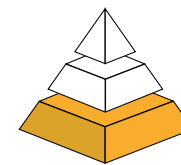
DAY

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.

Exclusive Masterclass for those that attend Bespoke trends.

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!

Speak to your Schwarzkopf Professional educator or sales partner for more 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



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




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

LOCAL AMBASSADORS

DEE PARKER-ATTWOOD

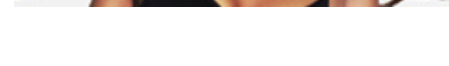
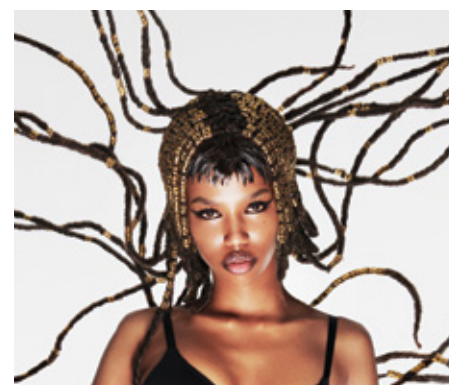
NATIONAL AMBASSADOR

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.

- 2023 AHIA and AHFA Australian Hairdresser of the Year Finalists
- 2023 Noise China, Representative of Australia
- 2021/22 British Hairdressing Awards, Finalist
- 2022 AHIA Australian Hairdresser of the Year
- 2022 One Shot (USA) Avantgarde Shot of the Year
- 2021 AHIA Australian Hairdresser of the Year Winner
- 2021 British Hairdressing Awards, International Collection of the Year Finalist
- 2019 Essential Looks Ambassador & Australian Hairdresser of the Year
- 2019 Hair Expo Australian Hairdresser of the Year
- 2016 Hair Expo Victorian Hairdresser of the Year



@deeparkerattwood_



JASON FASSBENDER

CREATIVE AMBASSADOR

Growing up in a salon environment, Jason always had an interest in hairdressing. In 2008 Jason opened the second salon within the Parlour Hair franchise. Jason won AHFA Australian apprentice of the year twice, he also had a rewarding stint with The Australian Fellowship For Hair FAME Team, which included a national education tour and a live stage seminar at Salon International in London.

As an integral part of the Schwarzkopf Professional Education team, Jason further developed his skills in editorial hair fashion through involvement as Co hair director for several runway shows and magazine editorials, as well as AHFA and Hair Expo collections.

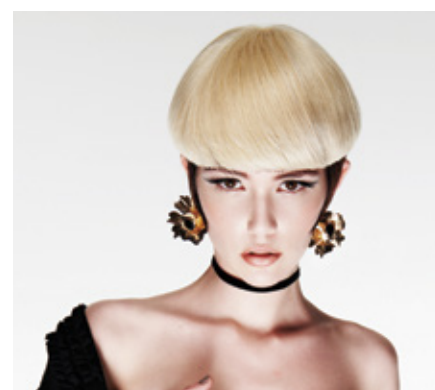
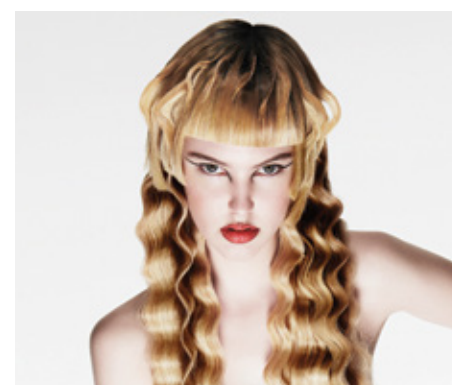
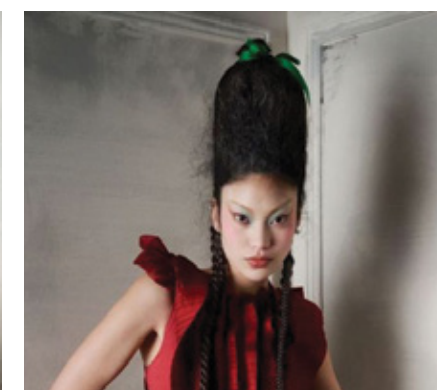
Throughout his career Jason has always had a heavy involvement with Hair Expo taking out New Creative Force in 2009 and co directing the Hair Expo Gala in 2012 which remains a career highlight.

His greatest achievement to date was being named 2017 Australian Hairdresser Of The Year. His collection, Ingénue, a personal favourite, highlighted the correlation between hair and fashion through the use of editorial styling and directional hair.

Jason's relaxed, hands on approach to education strives to inspire others the way so many great Australian hairdressers have inspired him.



@jasonfassbender





JENNIFER MORGAN

NZ NATIONAL COLOUR AMBASSADOR

Meet Jennifer Morgan, a seasoned professional with over 30 years in the hair industry. She's renowned for her expertise and an enduring love for the world of colour.

Jennifer's passion for colour remains as strong as when she first started, now seasoned with years of experience. Her confidence and knowledge enable her to fulfill her clients' hair desires effortlessly. Her philosophy centres on guiding and advising clients to ensure their style and colour harmonise with their natural hair and lifestyle.

Jennifer's mission is a simple yet powerful one: enhancing her clients' self-confidence by creating personalised, flawless colours.

In her role as the NZ National Ambassador, Jennifer shares her knowledge and creativity with emerging industry talents, offering insights into creative colour ideas, products, and trends.

In her own words, "Our industry is ever evolving, and there's always more to learn. I'm just as excited now as I was at the start of my career." Jennifer Morgan, a true master of her craft.

 @jennifer.morgan.hair



MICHAEL BEEL

NZ NATIONAL STYLING AMBASSADOR

Crowned New Zealand hairdresser of the year in 2020, Michael Beel's enthusiasm for hairdressing has led him on a global adventure. Possessing a keen eye for detail and a distinctive sense of style, Michael has solidified his position as one of the industry's most accomplished professionals. His extensive body of work encompasses editorial features, fashion shows, and a celebrity clientele including Rita Ora and Cobrah.


Beyond his expertise in editorial styling, Michael is a remarkable educator. He has been creative director for some of the hair industry's most prominent names, mentoring and motivating upcoming hairdressers. His commitment to education has inspired him to conduct workshops and seminars worldwide, disseminating his knowledge and passion for the craft.

As one of New Zealand's most in demand stylists, he has worked with leading fashion magazines and iconic designers. Michael's work has graced the pages of esteemed magazines such as Vogue, FQ, Cosmopolitan, remix, and BLACK. Additionally, he has showcased his talents internationally on the runway at fashion weeks in London, New York and Australia.

 @michaelbeelhair

GUEST ARTISTS

CHINNEY YEAP

 @chinneyeapcolour

AHFA NEW ZEALAND HAIRDRESSER OF THE YEAR 2023

With an extensive background in hairdressing, Chinney is Wellington's renowned colourist, having learnt and mastered her craft here and abroad. She discovered hairdressing while on her OE in London and, seeing first-hand the work of Toni & Guy, she was inspired to pick up the scissors and colour brush.

Chinney's colour work has won her awards here as well as overseas, and seen her compete on the world stage numerous times. She is also known as the queen of freehand and Balayage and loves working on custom colours for her clients that are effortless and luxurious.

- Hair Expo colourist of the Year Finalist
- Wella Trend Vision Global – Bronze
- 2 x L'Oréal Hairdresser of the Year Finalist
- Wella Trend Vision NZ – Silver
- Wella Trend Vision NZ – Gold
- Industry NZ Men's hairdresser of the Year Finalist
- Industry NZ Colourist of the Year
- Hair Expo People's Choice Award



KRISTIE KESIC

 @cobellecreative

Kristie is an expert in the world of hair colouring and a beacon of brilliance in Australia's hair scene. With a remarkable 17-year journey, Kristie has not just honed her craft but has redefined it, earning the title of one of Australia's best and most sought-after colourists. Owner of Cobelle Creative in Brisbane, her leadership has steered the salon to an array of prestigious accolades, including the esteemed Australian Women in Business Award and the AHIA Salon Team of the Year honor.

Kristie's passion for colouring has seen her work recognised in an impressive array of awards. She's a 7-time AHIA Colourist of the Year Finalist, a 4-time AHFA Creative Colourist of the Year finalist, and a 2-time AHFA Qld Hairdresser of the Year finalist. Her talent has also garnered international acclaim, securing finalist positions in Colour World UK, AIPP International Best Colour, and the Alternative Hair Show Colour Visionary Award. Her collections are published worldwide and have adorned the front cover of many international publications.



NIC SHIUN

 @nicshiun

Nic Shiun (Director of Éclat Atelier, Éclat, N33 and Junn Hair) originally from Penang, Malaysia. He has been a mentor for many hairdressers in his career as company director of his 5 salons, growing the salons into a space for creativity and individuality. 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.

STUART BANE

 @stuartbanecolour

Stuart Bane is a seasoned hair colour specialist, boasting 23 years of expertise behind the chair.

Renowned for his mastery in colouring techniques, he's a global educator in the industry, sharing insights and trends worldwide.

With a loyal client list that includes celebrities, Stuart has a passion for formulating perfect hair colour and inspiring others through education in the realm of hairstyling.



MIA NARDECCHIA

 @mianardecchia_yotshair

Mia has been in the industry for over 12 years, gaining her experience from working in Adelaide's most reputable salons. She is a true creative, and though she is exceptionally gifted in all aspects of hairdressing, balayage is her specialty. Her Instagram boasts an array of luminous and seamless lived in colour. Mia has spent recent years travelling around the country to educate and inspire other colourists and she has big goals for the future so watch this space!



KRYSTLE TOKUNAI

 @tokunaihair

Cairns Business Women of the Year 2022

Allow us to introduce Krystle Tokunai, since the inception of Tokunai Hair in 2008, Krystle the seasoned Hair maestro and savvy entrepreneur, has become a household name in the local industry.

Educator of 'Bougee Business' working with Salon Owners, Team Leaders, Managers and Independent Stylists, who are ready to level up their business and Social skills. Her education is fun, fast paced & interactive specializing in all things SOCIAL MEDIA content/reach/engagement how Social media can grow your salon business.



STEPH MEYER

 @stephmeyerandco

Embarking on my hair journey in 2010 in Horsham, the past thirteen years have unfolded into an exhilarating and enjoyable adventure. Along this path, I've crossed paths with incredibly talented hair gurus who continue to be a wellspring of inspiration and motivation.

Buoyed by the success and love from our cherished clients, we expanded our horizons in 2021, introducing a second location in my hometown, Horsham. Now, with a team of five talented individuals spread across two vibrant locations, I find continual inspiration in each of them. To this day, my love for what I do remains unwavering, and my mission is to help others kindle and sustain their passion in the dynamic world of hairstyling.

CREATIVE COLLECTIVE 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 and to help the salon businesses, the Creative Collective creates opportunities for salon stylists. Creative Collective team members will be invited to participate in leading hair events to being upskilled by Australia's best hairdressers and much more.

EDUCATION TEAM



**SONJA
FRAUENFELDER**

NSW/ACT

Sonja has been hairdressing for 20 years she found her passion in Education 15 years ago. Curious by nature, always wanting to know the why and how things work. This keeps her at the top of her game by staying current and learning more about our fascinating industry.



**PAUL
KENNETT**

VIC/TAS/SA

Paul is a vibrant individual with an outgoing personality that mirrors his passion for the hair industry. His expertise lies in the art of cutting and colouring. Having served as an artistic educator, he not only hones his craft but also imparts his knowledge to others. Paul's journey has taken him to the UK, which served a catalyst for his creativity in the dynamic world of hairdressing.



**KATE
RAWNSLEY**

QLD

Inspiring the "gen next" in becoming confident hairdressers is where my love for this industry truly lies. Through this I can educate and motivate staff to be the best they can be in an industry that has so many possibilities if you're hungry enough and want it.



**JACOB
PERKINS**

VIC/TAS/SA

My focus has always been on perfecting day-to-day wearable hair, with a passion for listening and making them feel seen and heard. I take pride in creating hairstyles that not only look great but also reflect my clients' individuality.



**CANDICE
WALKER**

QLD/WA

With 15 years of experience in the hairdressing industry, I have honed my skills to specialize in creating stunning blondes. My passion extends beyond the salon chair, I thrive on continuous learning and enjoy sharing my knowledge by teaching new techniques.



**NICOLE
TURNER**

NZ

Nicole is a creative visionary at heart, and keeps a pulse on the latest trends, with an eye for fashion. Nicole believes Education is empowering and is ready to inspire the next generation of hair professionals.

2024

DIGITAL SEMINARS

COLOUR

FIT FOR COLOUR

When it comes to colouring hair, understanding the essential principles of colour is the first step. Understand how colour works paired with our diverse range of SKP colour products you will be guided through the colour process. Become the colourist you want to be!

19th February	10.00 – 11.30am
25th March	1.00 – 2.30pm
22nd April	12.00 – 1.30pm
20th May	1.00 – 2.30pm
17th June	1.00 – 2.30pm
1st July	12.00 – 1.30pm
26th August	1.00 – 2.30pm
23rd September	12.00 – 1.30pm
28th October	1.00 – 2.30pm

ZERO AMM

Be the Colourist you want to be! discover all things Igora Zero AMM, understanding the benefits of an ammonia free colour, what makes Igora Zero so special, when, and how to use Igora Zero, where it fits new technology and sustainable story.

25th March	10.00 – 10.45am
22nd April	2.00 – 2.45pm
6th May	1.00 – 1.45pm
1st July	2.00 – 2.45pm
30th September	11.00 – 11.45am
21st October	1.00 – 1.45pm

VIBRANCE

IGORA VIBRANCE, a state-of-the-art moisturising demi-permanent hair colour, with a liquid formula that can turn into a gel or cream for more service options. Discover how IGORA VIBRANCE can do more for your creativity, clients and colour business!

9th September	2.00 – 2.45pm
30th September	10.00 – 10.45am
21st October	10.00 – 10.45am

BLONDME COLOUR

Discover all there is to know about the comprehensive BlondME colour portfolio. This versatile and intuitive range offers solutions for lightening, lifting and colouring. Understand the full colour range to achieve the perfect blonde result every time.

19th February	12.00 – 1.30pm
25th March	11.00 – 12.30pm
22nd April	10.00 – 11.30am
20th May	11.00 – 12.30pm
17th June	12.00 – 1.30pm
1st July	10.00 – 11.30am
26th August	12.00 – 1.30pm
23rd September	10.00 – 11.30am
28th October	12.00 – 1.30pm

CARE

BC BONACURE

WE CHOOSE PERFORMANCE. WE CHOOSE CLEAN BEAUTY.

Embracing Clean Beauty and high-performing products that are free from compromise and full of promise. We work with advanced vegan technology to create formulas that are full of what's good and free of what's not. We aim to inspire confidence in our hairdressers and consumers every day, because we care. Interactive product knowledge session, be a expert in home care maintenance and recommendations.

1st April	10.00 – 11.00am
17th June	10.00 – 11.00am
9th September	10.00 – 11.00am
28th October	10.00 – 11.00am

BLONDME CARE

Explore in depth product knowledge on the BlondME care range. Delve into the revolutionary BlondME care system with 3D bonding technology and supporting ingredients. Enhance your expertise in haircare for blondes ensuring you are the expert in maintaining gorgeous blonde hair as it requires special care.

25th March	12.00 – 12.45pm
6th May	12.00 – 12.45pm
5th August	10.00 – 10.45am
14th October	12.00 – 12.45pm

STYLING

OSiS+

We champion limitless self-expression and styling done your way. The power of your personality is unbound, and so are our products. OSiS+ keeps pace with you and your hair, unleashing creativity, whatever your energy. Styling that's ready for any character, anywhere.

Learn OSiS+ to embrace authentic self-expression and creativity through hair products. More sustainable, recyclability and vegan formulas.

4th March	12.00 – 12.45pm
20th May	10.00 – 10.45am
15th July	10.00 – 10.45am
14th October	12.00 – 12.45pm

SESSION LABEL

Driven by the uncompromising needs of session stylists, this curated, exclusively professional styling range meets today's hairdressers' needs in full.

Twelve innovative, high-performance, super-lightweight formulas have been made to layer together without overburdening and empower every stylist to bring own vision to life.

20th May	12.00 – 12.45pm
5th August	12.00 – 12.45pm
14th October	12.00 – 12.45pm

CONSULTATION

EXPERT CONSULTATIONS

A fresh approach to hair and scalp therapy. We choose performance. We choose clean beauty.

Embracing clean beauty and high performing products that are free from compromise and full of promise. Learn all there is to know on BC Bonacure next generation of clean, advanced skin care inspired technology.

4th March	10.00 – 11.30am
6th May	10.00 – 11.30am
9th September	12.00 – 1.30pm

HOW TO REGISTER

For our complimentary online digital training sessions with our expert educator, kindly provide your name and email address to **kate.rawnsley@henkel.com** Please specify the session you wish to attend, upon registration you will receive an invitation with a link to access the session on the scheduled day.

WHO CAN ATTEND

Sessions are open to individuals of all skill levels, making them inclusive and accommodating for everyone designed to embrace a diverse range of skills and learning styles ensuring a valuable experience for each participant.

WHAT WILL YOU LEARN

In our sessions you'll learn the essential skills of knowing when and how to effectively use and apply various product information, leveraging product knowledge ensuring a comprehensive understanding of utilizing product information to its fullest potential.

All sessions are AEST time.

2024 SEMINAR DATES

HOW TO BOOK YOUR SEMINAR

COLOUR

FIT FOR COLOUR

Sydney	19th Feb	\$120 inc.GST
Cairns	18th Mar	\$120 inc.GST
Melbourne	17th Jun	\$120 inc.GST

COLOUR CORRECTION

Melbourne	19th Feb	\$120 inc.GST
Sydney	15th Apr	\$120 inc.GST
Newcastle	24th Jun	\$120 inc.GST
Auckland	13th May	\$120 inc.GST
Hamilton	12th Aug	\$120 inc.GST
Christchurch	2nd Sept	\$120 inc.GST

COLOUR TECHNIQUES IN REAL TIME

Cairns	29th Apr	\$295 inc.GST
Perth	26th Aug	\$295 inc.GST
Melbourne	14th Oct	\$295 inc.GST

CREATIVE FREEHAND TECHNIQUES

Townsville	15th Apr	\$295 inc.GST
Melbourne	13th May	\$295 inc.GST
Canberra	13th May	\$295 inc.GST
Adelaide	26th Aug	\$295 inc.GST
Cairns	9th Sept	\$295 inc.GST

MIXOLOGIST X STYLIST

Auckland	5th Aug	\$330 inc.GST
Hamiton	17th Jun	\$330 inc.GST
Christchurch	9th Sept	\$330 inc.GST
Sydney	21st Oct	\$330 inc.GST

COLOUR LIFESTYLES

Auckland	27th May	\$295 inc.GST
Brisbane	8th Jul	\$295 inc.GST
Christchurch	15th Jul	\$295 inc.GST
Hamiton	22nd Jul	\$295 inc.GST

AUTHORITY IN BLONDE

Melbourne	15 – 18th Apr	\$1,200 inc.GST
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STYLING

CREATE IT, POST IT

Perth	29th Jul	\$295 inc.GST
Canberra	9th Sept	\$295 inc.GST
Adelaide	20th Oct	\$295 inc.GST

RUNWAY X DPA

Brisbane	27th May	\$295 inc.GST
Adelaide	17th Jun	\$295 inc.GST
Melbourne	12th Aug	\$295 inc.GST

PARTNERS IN CRAFT

UNPLUGGED & INSPIRED

Sydney	11th Mar	\$120 inc.GST
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GROW YOUR COMMUNITY

Auckland	8th & 9th Apr	\$600 inc.GST
Sydney	6th & 7th May	\$600 inc.GST

For all seminar dates please speak to your Schwarzkopf Professional Educator.

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

Email schwarzkopfprofessional@henkel.com

PAYMENT OPTIONS

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

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

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 Facilitator before you leave the Studio on the first day of your course.

CANCELLATION POLICY

Confirmation 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 must be via your Schwarzkopf Professional educator.

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



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Schwarzkopf Professional Technical Hotline number: 1800 624 000 (AU) 0800 500 515 (NZ)