

ASK  
EDUCATION

  
Schwarzkopf®  
PROFESSIONAL

# PARTNERS IN CRAFT



**2023**  
**SEMINARS**

*Together. A passion for hair.®*

# SIMON ELLIS



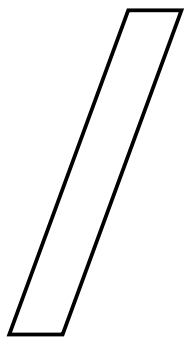
**INTERNATIONAL  
CREATIVE DIRECTOR**

**@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 customizable – so that we can help you to shape yours.

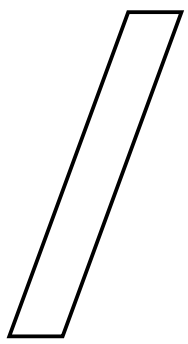
Through our **service-centred approach** – which puts **YOU**, the hairdresser at its heart – and our trusted **blended learning experience**, we provide 360° support to help you hone your craft 24/7.



**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 new care and styling seminars will give you the confidence to **craft the difference** for every client that walks through your door. From customized haircare routines, revolutionary digital hair diagnostics and relevant customer-friendly, boundary-pushing, take-home 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-CENTERED  
APPROACH PUTS YOU, THE  
HAIRDRESSER AT IT’S HEART...

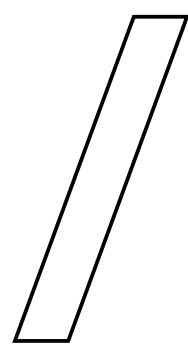
Be empowered with  
**THE TECHNIQUES** to  
cut, color and style –  
refreshed & on trend.



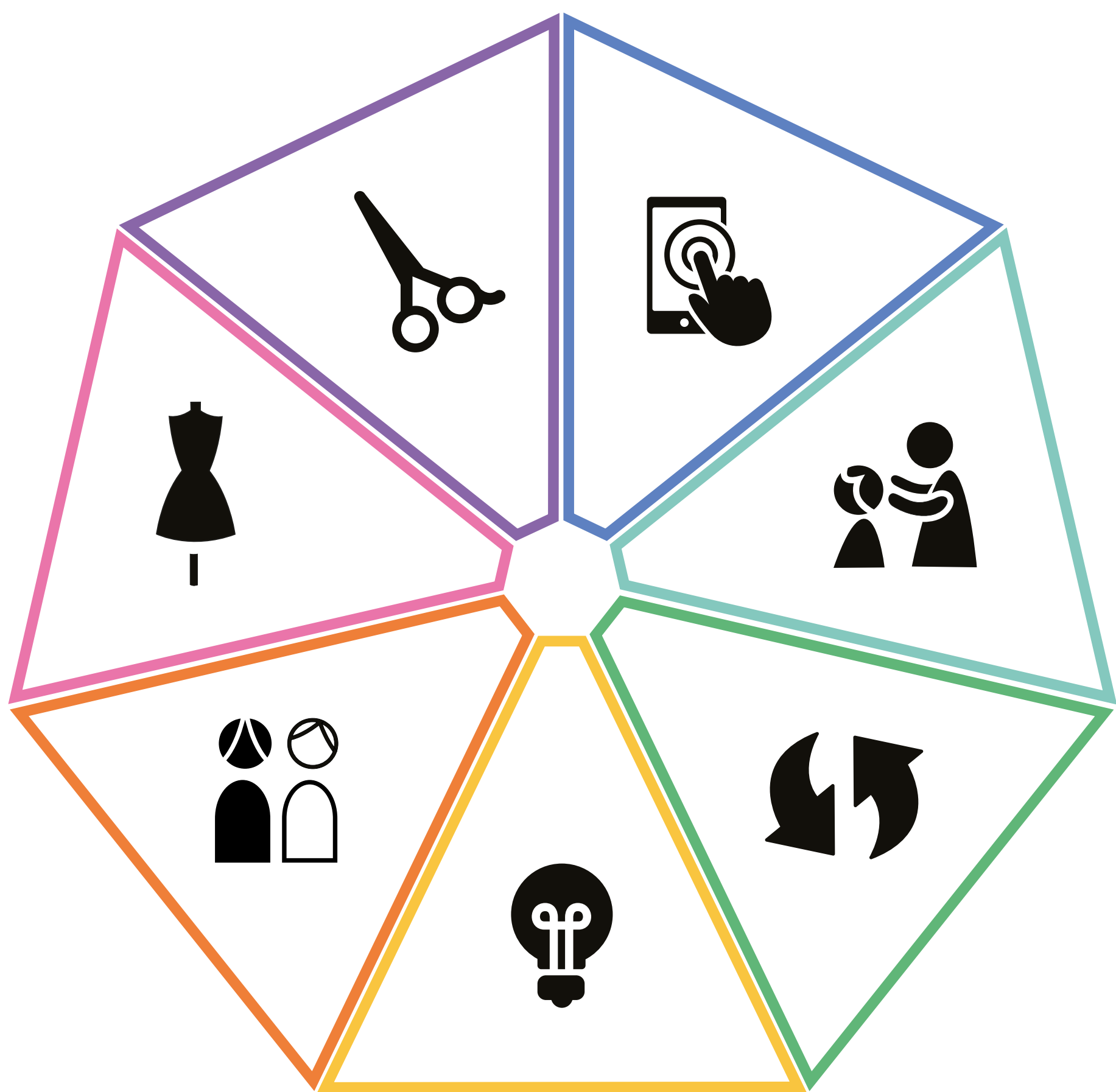
Embrace innovative  
**PRODUCTS** you  
can trust to perform.





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

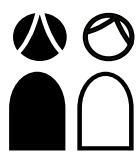


# ACCESS ALL AREAS OF HAIRDRESSING



We understand hairdressing expertise goes well beyond our professional product portfolio. We are a **full-service provider** delivering best-in-class education for every area and level of expertise – online and in person.



-  Digital
-  Consultation
-  Sustainability
-  Essential Looks

-  Diversity
-  Creativity
-  Essential Skills

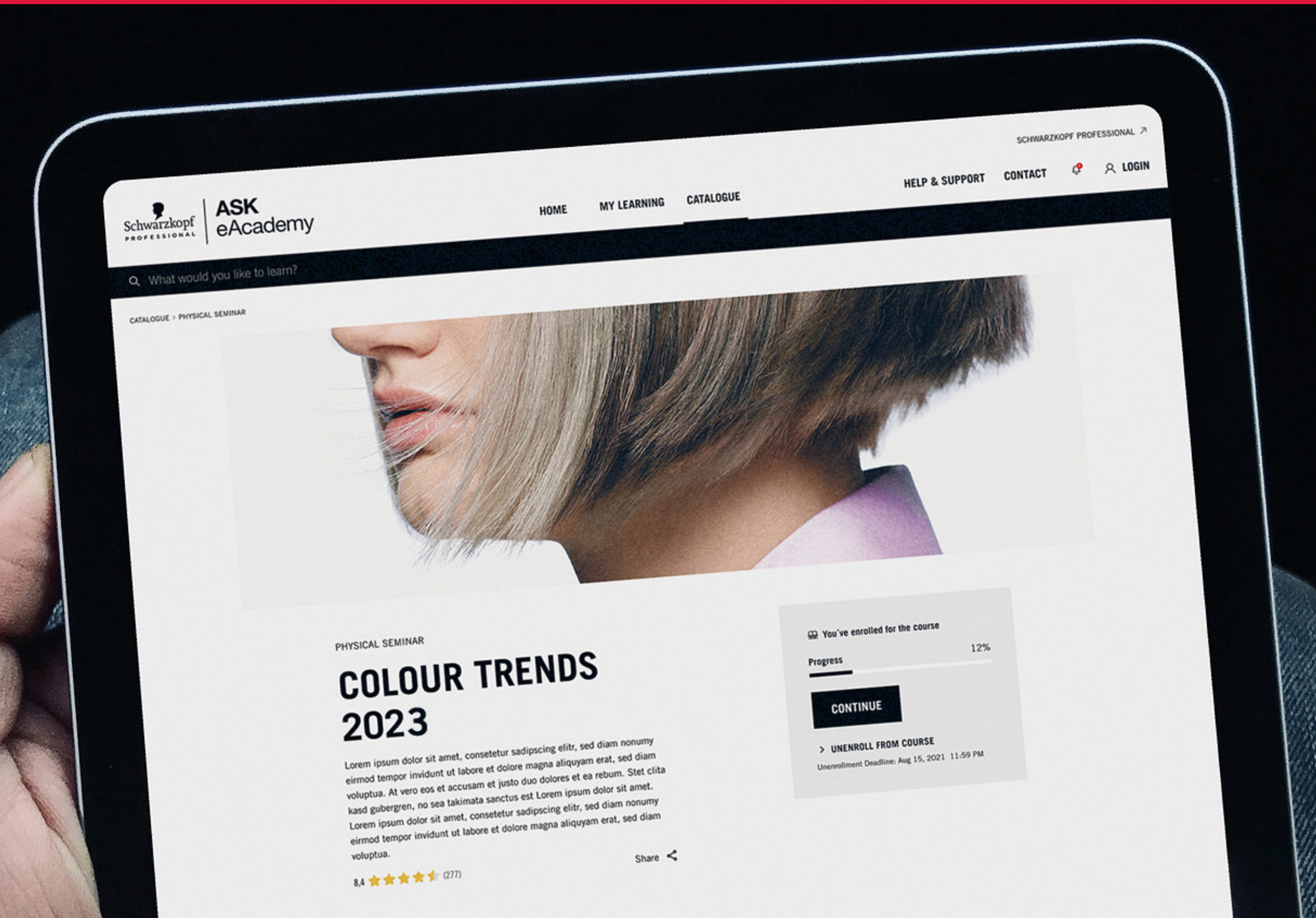
# MASTER YOUR CRAFT AT YOUR OWN PACE



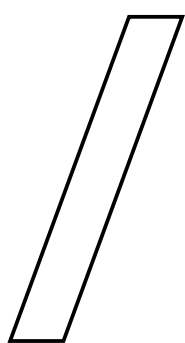
## DIGITAL LEARNING



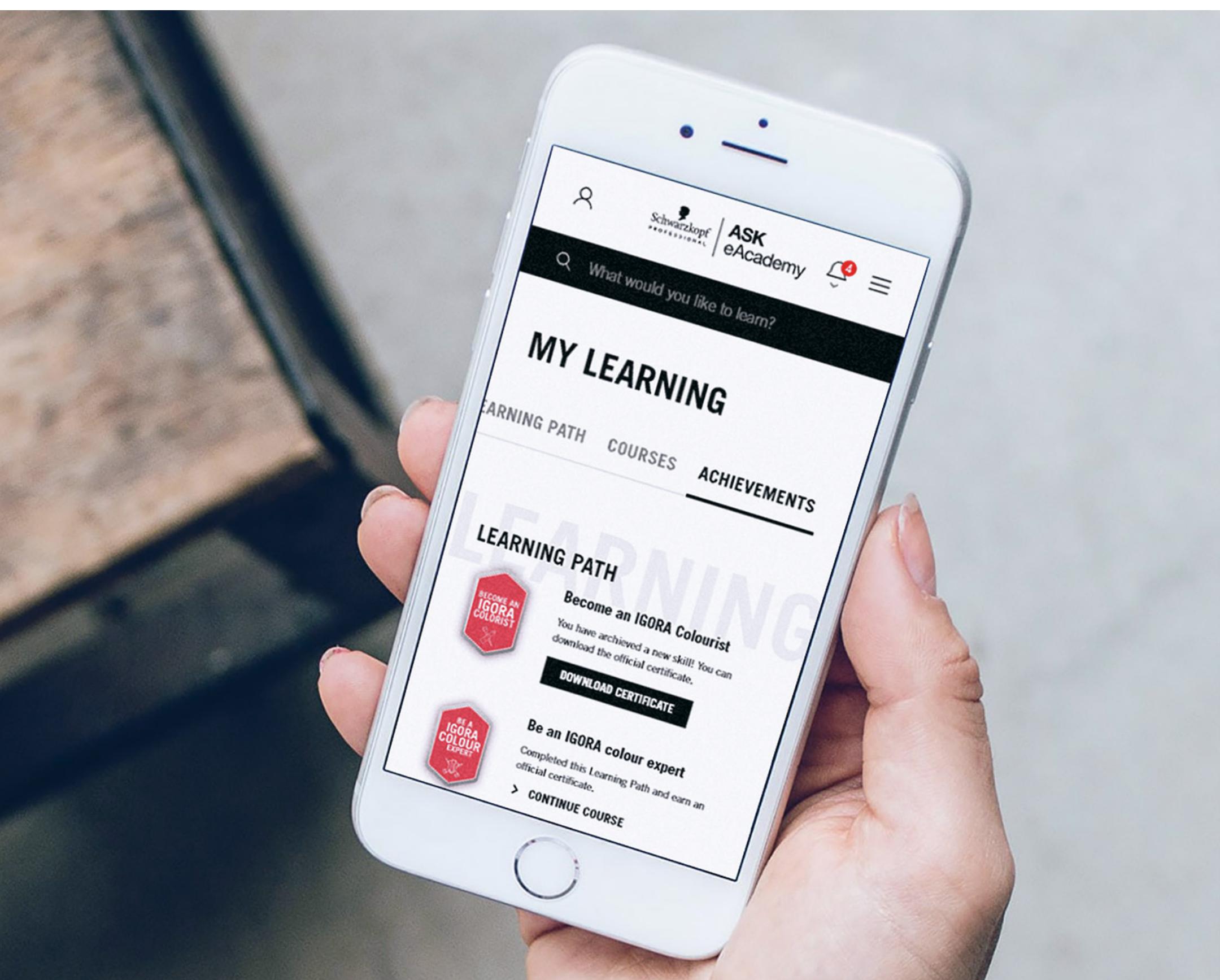
As we support and nurture your personal growth, our digital education offering provides **ready-to-access education** at your fingertips so you can learn whenever, and however it suits you best! Our new and improved **ASK eAcademy**, online tools and motivational social media content – as well as the ever-popular **ASK Education Blog** – inspire creativity and help you to unlock your true potential!



# ASK eACADEMY



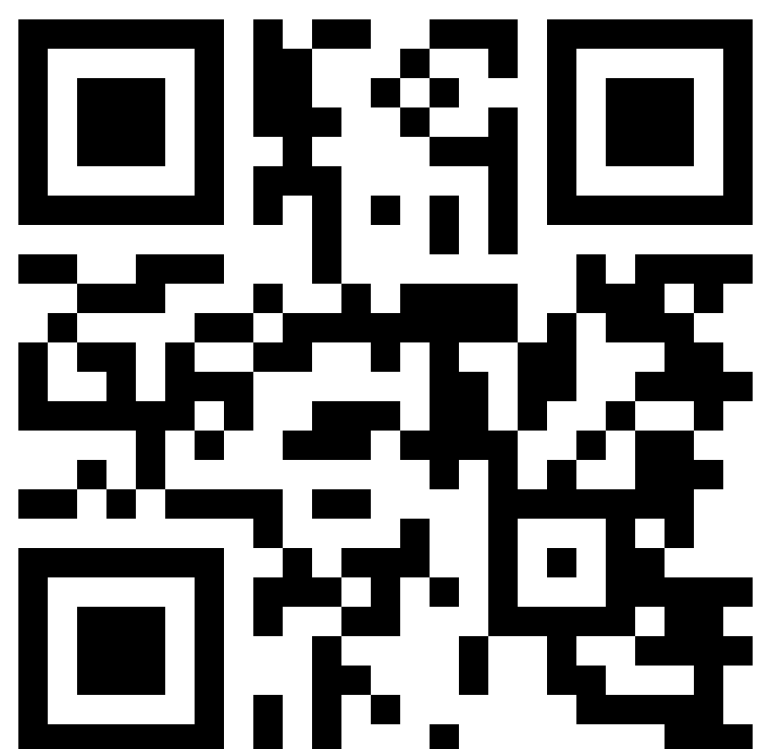
We welcome you to the future of education. Designed by hairdressers, for hairdressers. ASK eAcademy has been revamped to bring you a more dynamic approach to learning – the power of education is truly in you. Our **brand new learning experience** is meant to revolutionize the way you learn your craft. Whether you are looking for inspiration or practice, we have got you covered.

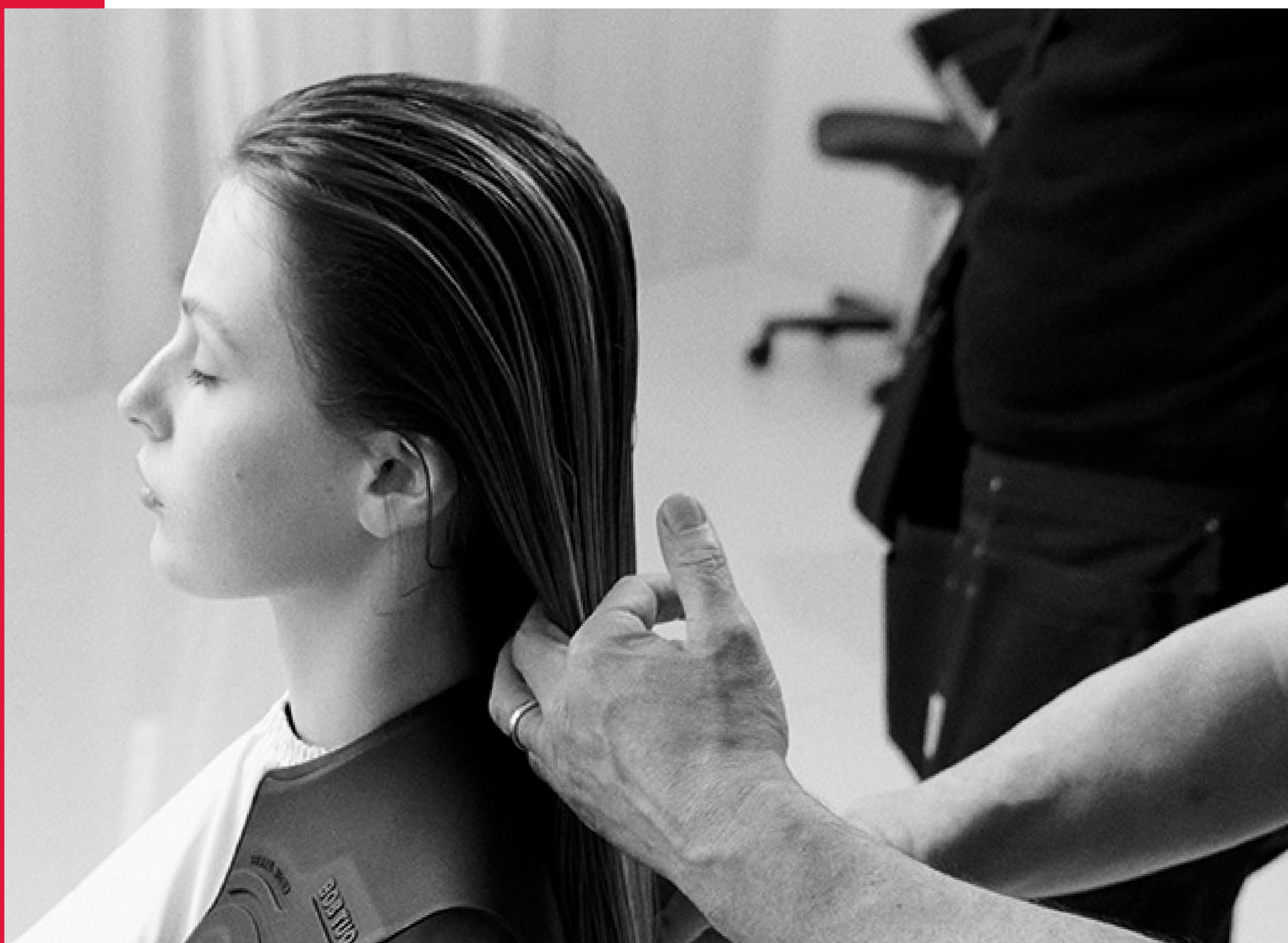


Through our **free online platform**, you will have access to video tutorials, audio-visual presentations, and blended learning opportunities.

Learn new skills at your own pace with ASK eAcademy:

- **Be inspired**
- **Easily access key information**
- **Access to Online & Offline events with local talented hairdressers**
- **Be part of a global community of like-minded people**





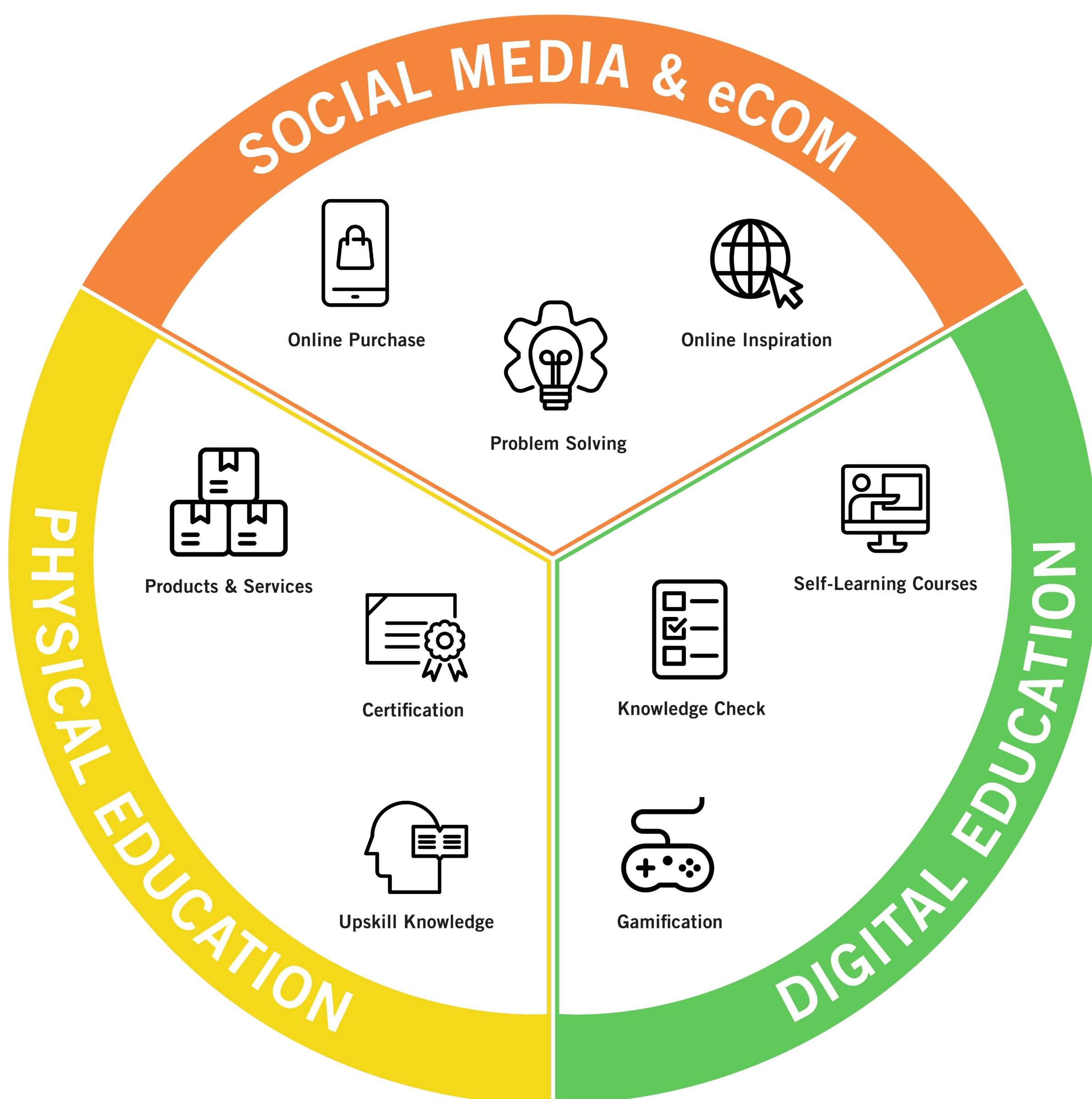
## BLENDDED LEARNING



We combine physical and digital learning to enrich your learning experience. We offer a variety of hairdressing courses to enhance your skills. You can learn in the way that suits you with a personalized learner journey to **reach your goals**. Then track your progress through new courses and learning paths. Once completed, put yourself to the test and finally get rewarded with badges and certificates.

It is our goal to inspire you and give you confidence. Make your dreams a reality and become the hairdresser you want to be.

**Take charge of your own success.**



# BLENDED LEARNING EXPERIENCE

Our Blended Learning Experience is designed to support you, wherever and whenever you need it. Whether physically through our **cutting-edge seminars** and **in-salon training** sessions, or digitally with inspirational tips & tricks on our social media platforms, and new and improved **eAcademy platform** – with self-paced courses available round the clock.



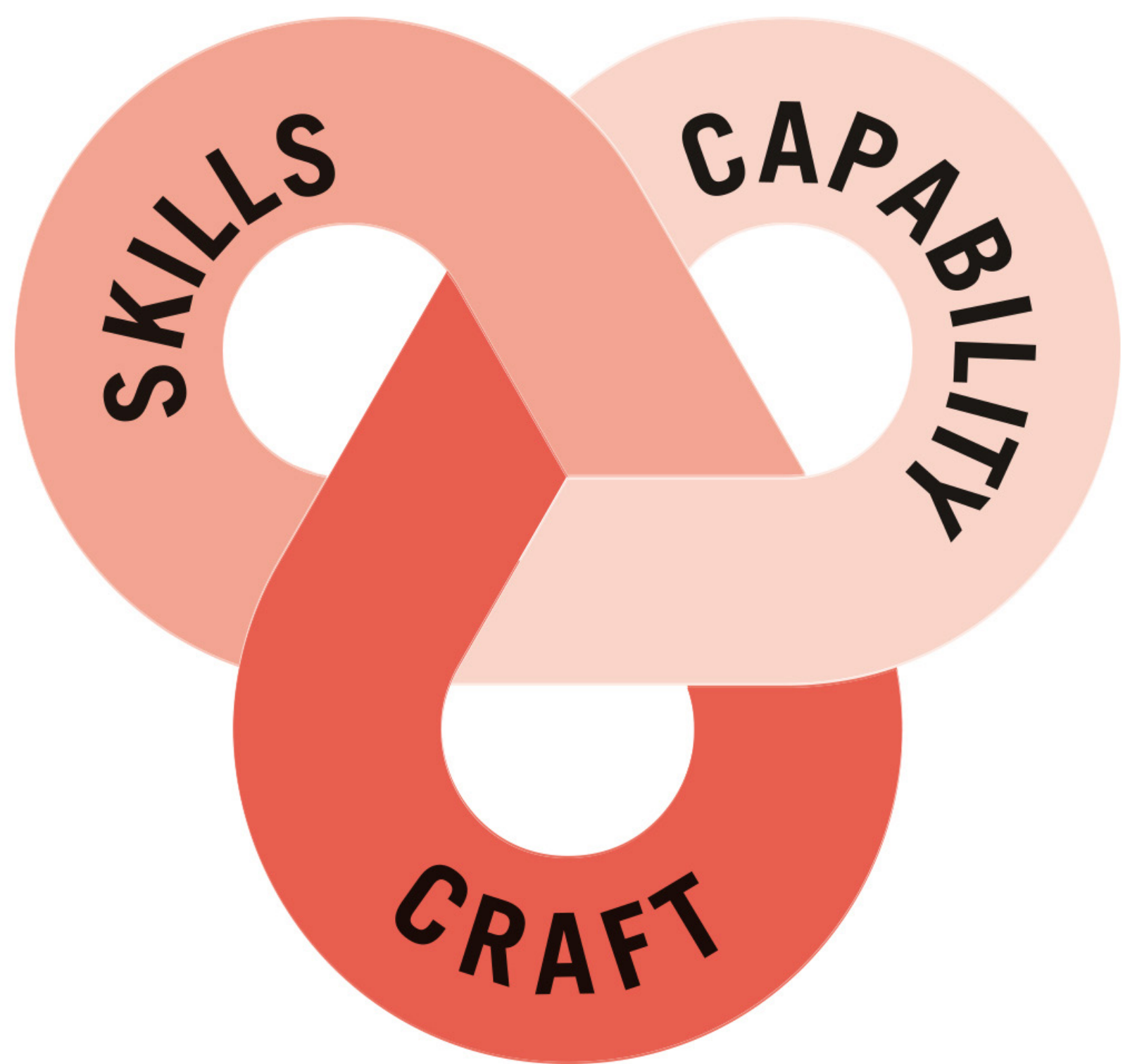
## ASK ACADEMY



With a great number of Academies and partner locations around the world, Schwarzkopf Professional is able to provide an inspirational environment where skills are refreshed, trends are born and connections are made.

Each location has been designed to fire up your **passion for hairdressing** as you're welcomed into a world of educational support training. Our Academies are designed to be part of an integrated global network of creative intelligence.

WE TRAIN OUR  
TRAINERS TO BE  
THE BEST FOR YOU



## CAPABILITY PROGRAM



At Schwarzkopf Professional developing and empowering our Education teams is our strongest investment for a **successful future**.

Our Capability Program builds strong, creative and unique Education teams within the industry.

It is a progressive development plan, setting a standard for new hires, developing excellence in experienced trainers and ultimately recognizing and **celebrating top mastery**.

# BORN FROM A SIMPLE YET POWERFUL IDEA



## SHAPING FUTURES

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 program into over 32 different countries, **influencing the lives of more than 2,600 young adults.**

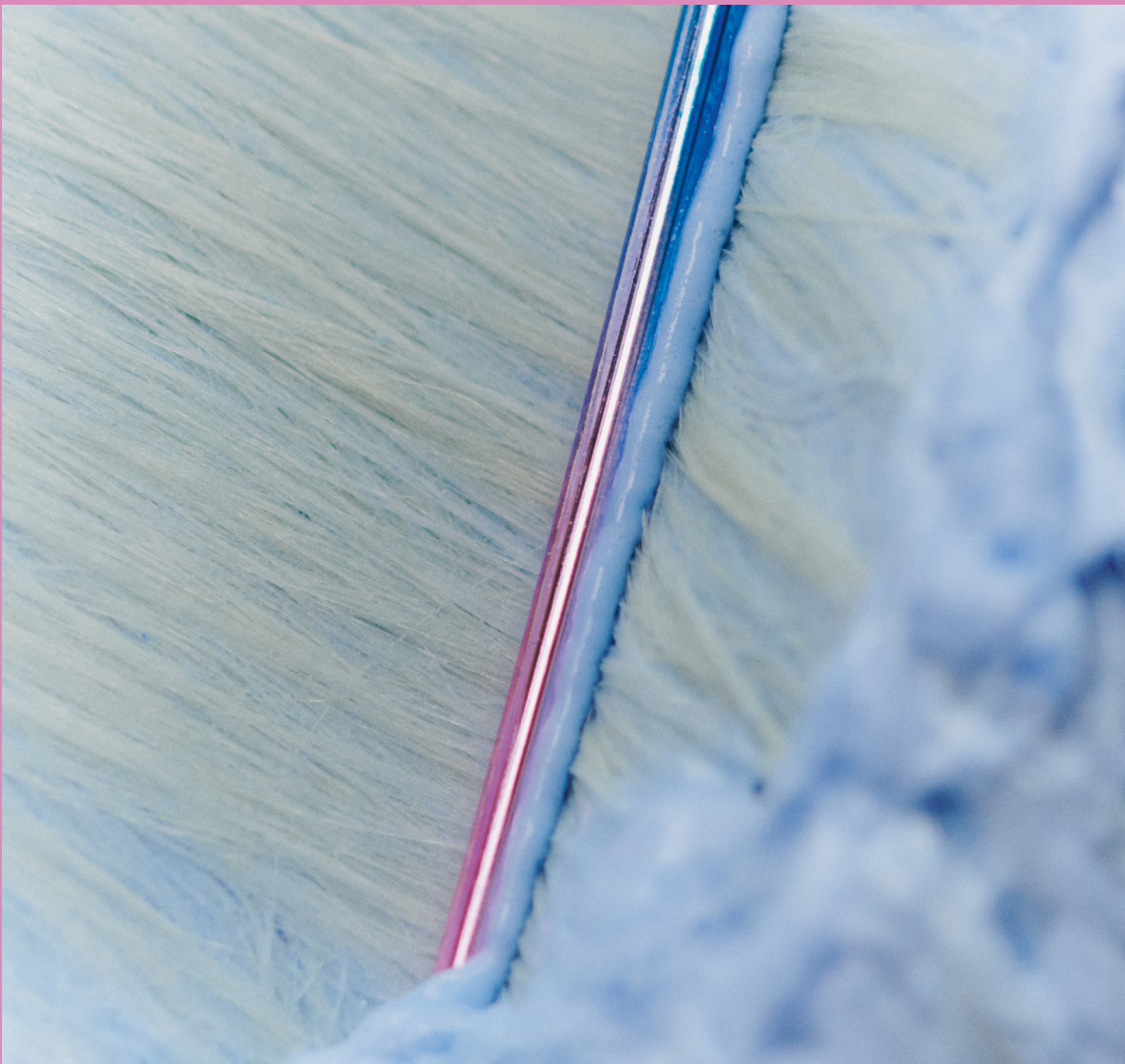
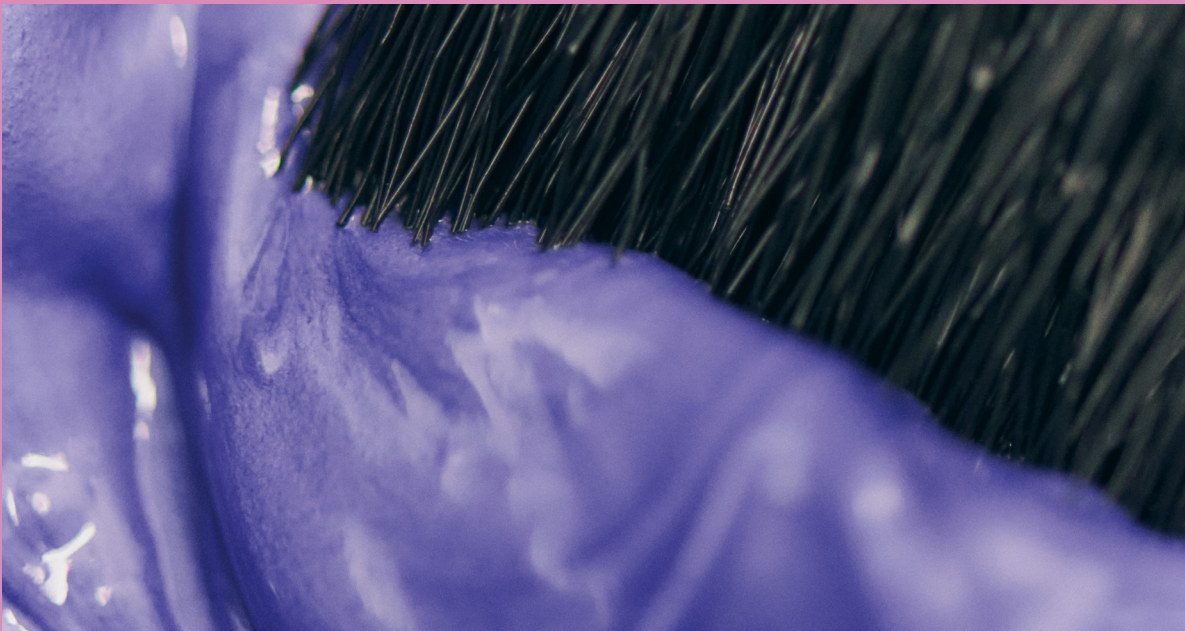


This exceptional success is thanks to the tireless work performed by volunteers from Schwarzkopf Professional's experienced partner salons, **who offer their time, passion and skill for free** – this means that some of the most vulnerable people in the world can benefit from their hairdressing expertise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

# COLOR

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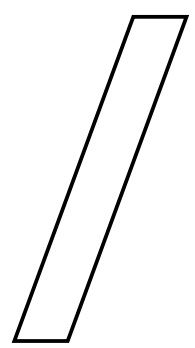


# COLOR

## CONCEPT



## COLOR. IT'S A POWERFUL TOOL. IT TRANSFORMS. DELIGHTS. EMPOWERS.



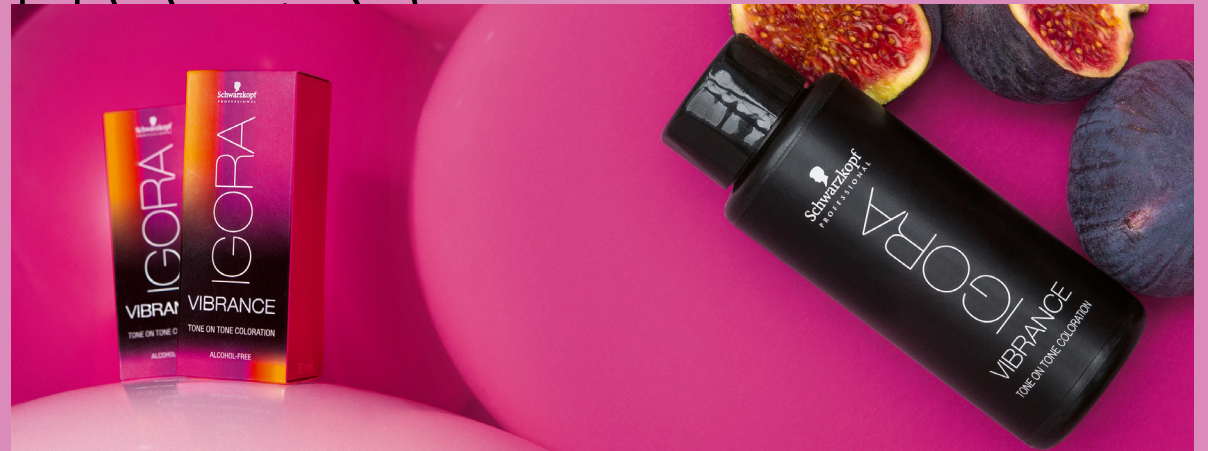
Our color seminars are designed to enhance your existing skills. This year sees an even bigger focus on **color mixing** with our exciting collaborations. We're also expanding both our **multi-dimensional color** and blonde offerings with specialist seminars and training opportunities developed to **empower and advance** your individual color artistry.

# FOUNDATIONAL SEMINARS SEMINARS



## IGORA ROYAL

Learn about how IGORA ROYAL can do more for you! This permanent color brand can cover grey with intense and vibrant saturation. True to swatch results and true color in high definition!



## IGORA VIBRANCE

More Choice. More Versatility. More performance. More Convenience. IGORA VIBRANCE is our state-of-the-art moisturizing demi-permanent liquid hair color that you can use with a bowl & brush or bottle application.



## BLONDME

BLONDME® with advanced bonding system is our 1st bonding color & care brand delivering on-trend blonde brilliance safer than ever before\*. Blondme color and care have been formulated and developed to work together as a system delivering ultimate blonde hair quality.



## tbh true. beautiful. honest

Truly unique color results that illuminate with natural shine the hairs' natural highs and lows for up to 100% multi-dimensional coverage. beautifully authentic shimmering powdery tones with subtle iridescent undertones.

Check out our 2023 virtual schedule in the back of this book.

# FOUNDATIONAL

# SEMINARS

# SEMINARS



## IGORA COLOR10

As part of the IGORA family of color we offer you IGORA COLOR10. This permanent speed color offers you the opportunity to get more clients in, in turn making you more money. Enjoy the shortened development time giving you freedom behind the chair.



## ESENSITY

ESENSITY is our 1st ammonia free oil coloration that respects hair natural highs and lows. This gives you the ability to create them most natural looking color results. ESENSITY provides up to 100% white hair coverage. It is also free from: mineral oil, parabens, silicones & artificial fragrances.



## CHROMA ID

CHROMA ID is Schwarzkopf Professionals first 100% customizable, semi-permanent mix & tone color system allowing the HD full versatility in service offers responding to the trends of customization & self-expression. Color & Care in one step due to the integrated bonding mask PLUS intense vibrant shades in one bottle.



Check out our 2023 virtual schedule in the back of this book.

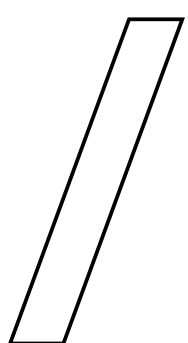


# HERO SEMINAR

## UPPER SEMINAR



## FROM CONSULTATION TO SERVICE



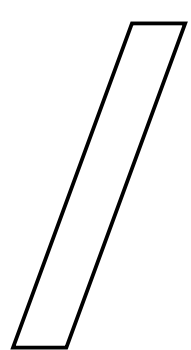
This seminar highlights our full Schwarzkopf Professional color portfolio, showcasing the latest innovations and new techniques to really get the most out of our **high-performing color assortment**. Through role-play, you'll be able to master the color consultation, fueling you with confidence to meet each and every individual client request.



Equipped with the knowlege behind each of our color brands, you'll take the consultation right through to the end result. Dedicated to pushing your creative limits, you'll be empowered with the tools and knowledge to **become the colorist you want to be!**



## YOUR COLOR ESSENTIALS

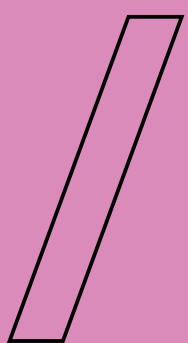


When it comes to coloring hair, understanding the essential principles of color is the first step to becoming a color master! This seminar will get your creativity flowing as you think about how colors work and interact together; paired with our diverse range of color products, you'll be guided through the color process to **showcase your skills** on either mannequin or live models.

# IT'S A WHOLE NEW WORLD OF COLOR.



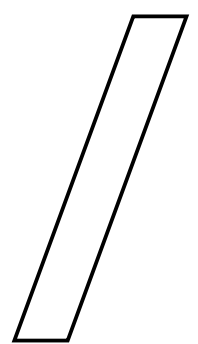
## EMERGING COLOR TRENDS



It's a whole new world of color! Color comes in many forms, from natural-looking to enhanced. This seminar offers a complete deep dive into the **exciting world of color** and the fundamental principles behind the laws of color – once you understand these, creating custom color formulations will be a breeze! You'll leave with the skills to create unique and **customized color mixes** for each individual client request.



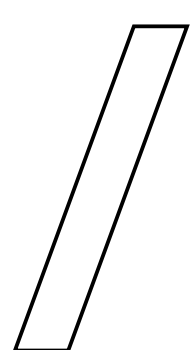
## CREATIVE FREEHAND TECHNIQUES. RELOADED!



Be a pioneer and master your freehand skills! This course will put you at the forefront of the latest advanced application techniques, pushing the boundaries of your comfort zone. Following up-to-the-minute hair trends, you'll **maximize your creativity** guided by a talented artist, to craft a completely bespoke and prescriptive service for every salon client.



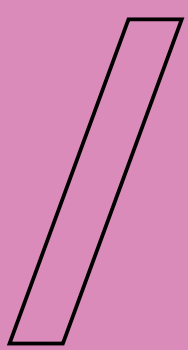
## COLOR: CORRECT & RESET



It's time to refresh your corrective color skills! Take a look at the most **challenging processes** and learn how to tackle them. Gain confidence in selecting the right formula and technique needed to darken, lighten and work tone on tone. **Consult, diagnose and remedy** as you master our supporting products to address the needs of clients' hair and hair condition – you'll provide ideal color results every time, and upgrade your salon services.



## AUTHENTIC HAIR COLOR REALNESS



Authenticity really matters to your clients! This includes the brands they choose to use. Dive into the world of our newly improved, vegan permanent color brand, tbh – true beautiful honest; our first multi-dimensional color for personalized beauty experiences with authentic color results. **Multi-dimensional techniques** like Balayage, Highlights, Pastel Toning and Microlights continue to dominate salon services – master these to illuminate and provide your clients with the most beautiful, natural-looking color results.

# BACKBAR

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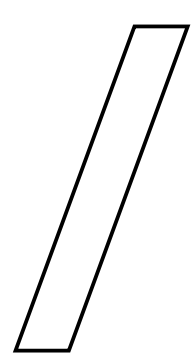


# BACKBAR

## BACKROAD



## LEAVE YOUR CLIENTS BUZZING WITH SATISFACTION.

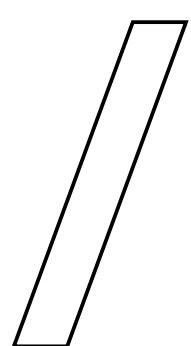


Celebrate your artistry and enhance your client's look with educational Backbar classes designed to inspire and excite.

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



## DIAGNOSE & TREAT



It's all about high performance customized hair routines. Every single customer that comes through your salon door has a different hair type, so prescribing a **hair care routine** isn't going to be a one-size-fits-all kind of deal. 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 give you an in-depth understanding of **Fibre Clinix**. We'll also get you ready to deliver incredible, customized in-salon and at-home regimens, every time.

# TAKE A HOLISTIC HAIRCARE APPROACH



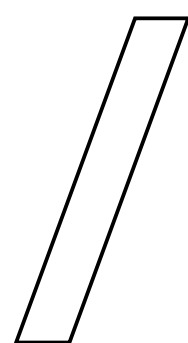
## BACKBAR HEAVEN



Let us walk you through all of our care ranges under the **Schwarzkopf Professional**® portfolio umbrella. We'll cover everything from **FIBRE CLINIX**® to **GOODBYE YELLOW**® and **ORANGE**™, and finally our **BLONDME**® care ranges. Learn why they're different and how they can support your color work once that client leaves the salon.



## SALONLAB



Pioneering the salon of the future, our award-winning Schwarzkopf Professional **SalonLab Smart Analyzer** and Consultation App enables you to take the guesswork out of which products and services best suit each client’s hair type – by analyzing hair at a molecular level. Combining biometric hair condition and color data with your expert know-how you’ll open up a multitude of benefits for both your clients and your salon.



Learn how to elevate your expertise and salon business using this **scientific approach to beauty care** through a full SalonLab walkthrough; resulting in a hands-on session with a model where inner hair condition, moisture level, hair type and hair color are all analyzed for a fact-based consultation experience, ready to take back to your own salon.

# STYLING

## STYLING

### STYLING

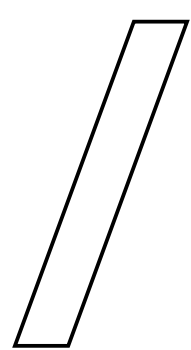


# STYLING

# STYLING



## CRAFT TRULY INDIVIDUAL HAIRSTYLES AND BOUNDARY-PUSHING LOOKS

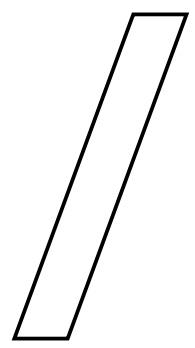


Craft the difference with our **performance-driven products** and techniques, developed to meet the needs of every styling situation.

Our creative styling products are ready and waiting for you to build the confidence to craft truly individual hairstyles and boundary-pushing looks.



## STYLING DNA



### **Immerse yourself in OSiS+!**

After covering the basics, our team will show you how to achieve the latest styling trends.

You'll gain 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 head turning looks** your clients will love!

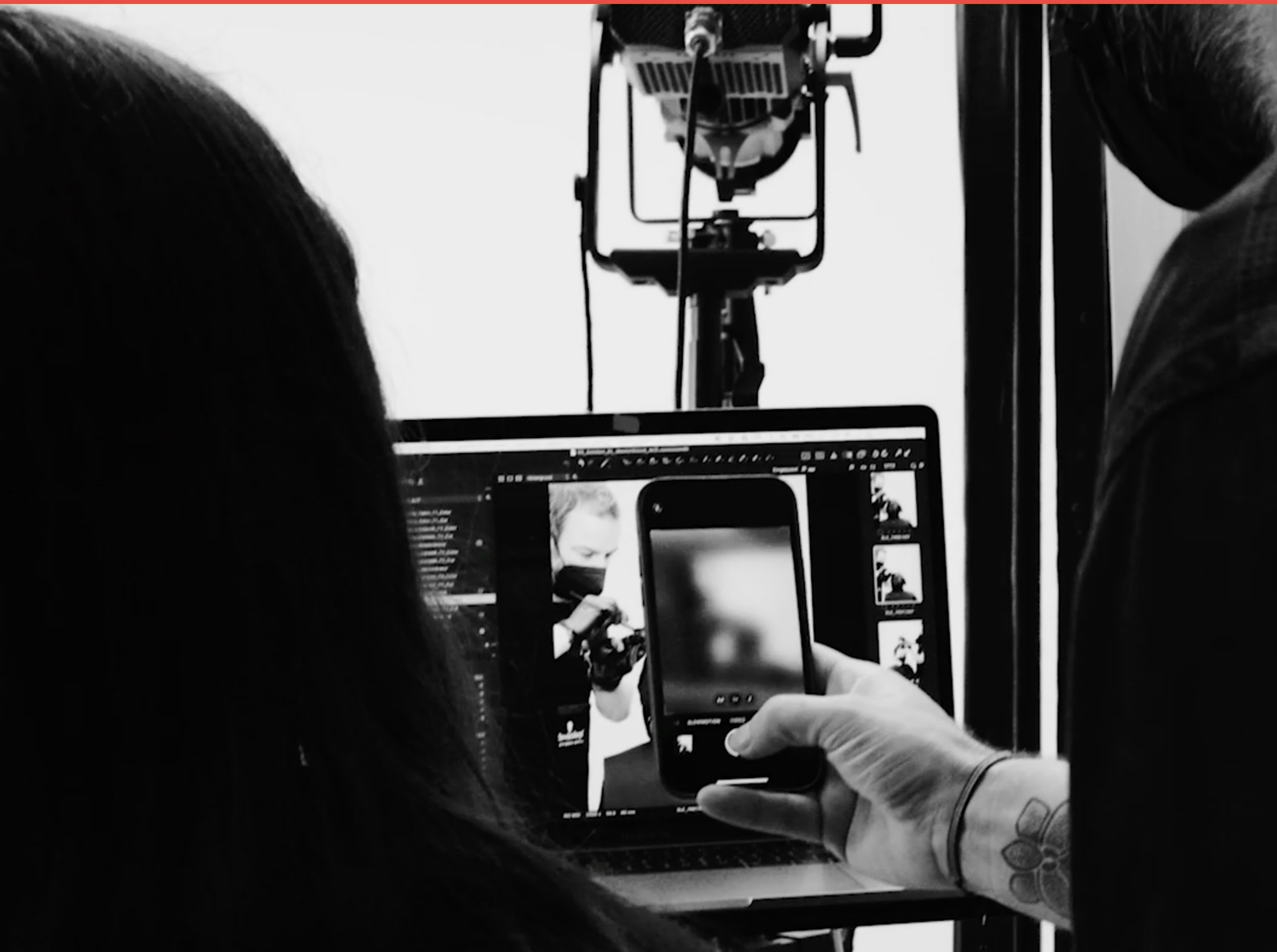
# LEARN HOW TO NAIL THAT BLOW-DRY



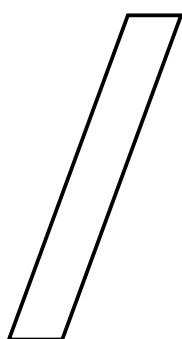
## YOUR IDEAL BLOW-DRY



Learn how to **nail that blow-dry**, from product & brushes to new techniques. Starting with classic techniques, we will expand your knowledge and show 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 ideal finish!

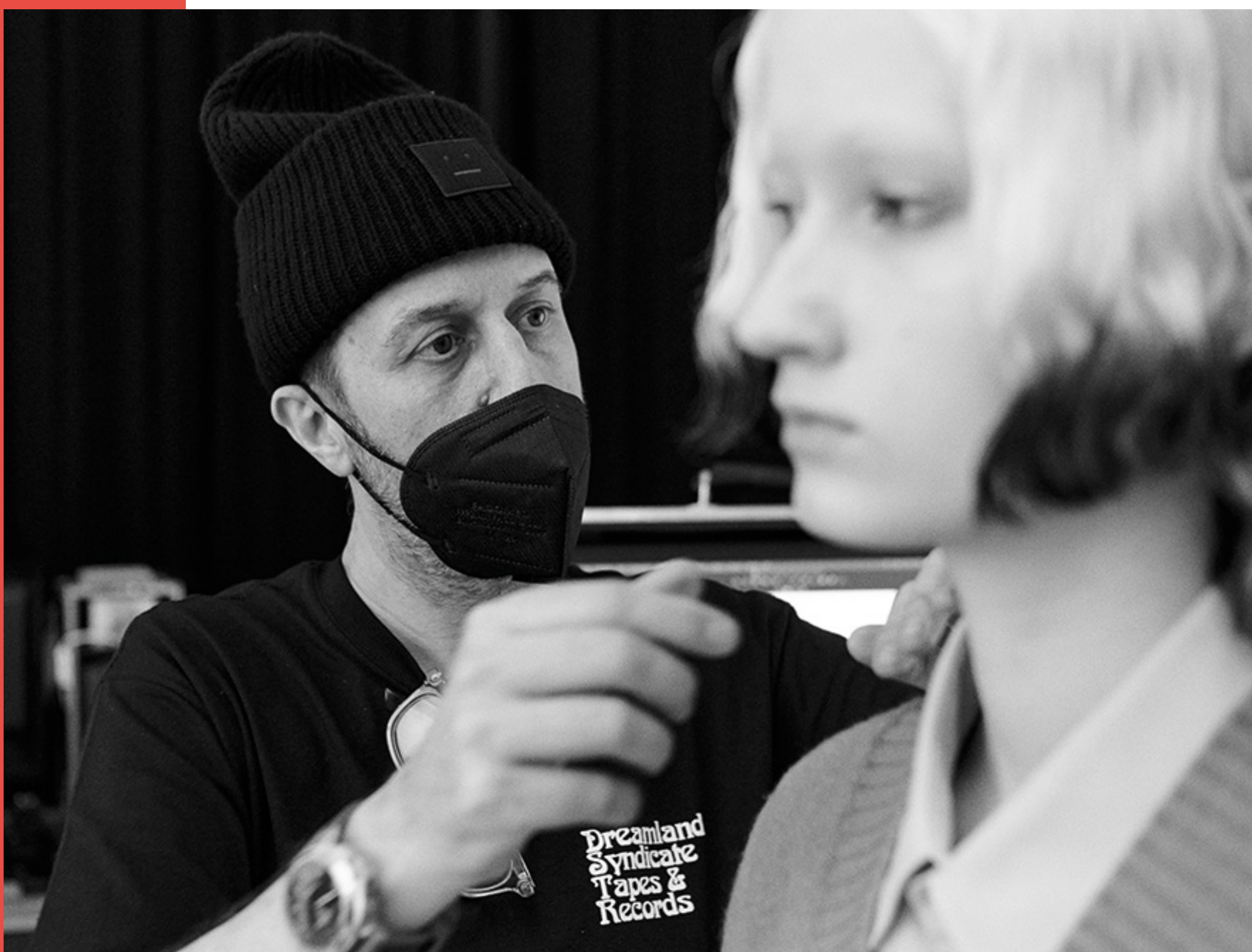


# CREATE IT, POST IT



Want to create your own look and showcase this digitally but don't know where to start? Want to work **up close and personal** with our Ambassadors who can show you how to get that perfect Insta-ready shot using the most advanced techniques on live models?

Braids. Knots. Buns? Bring 'em on. Thinking outside the box to capture that **perfect image for social media** and allowing your creative juices to flow.



## HAIR BEHIND CAMERA



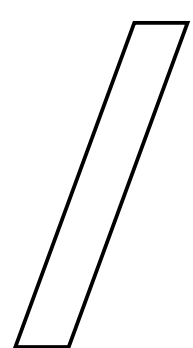
Step behind the camera with the award-winning hairdresser **Nick Irwin**. As he shows you how to deliver creative campaigns that do justice to your work!

Join Nick as he shares his secrets for casting the right models, the dos and don'ts of on-set etiquette and tips for finding the perfect location.

This **exclusive, hands-on workshop** includes studio and location shoots as you create your own video to use on social media!\*



## SPECIAL EVENTS: VIRTUAL OWN THE UPDO



Their big day comes with some seriously **big expectations**. But rather than stress it, we're here to help you ace it with show-stealing looks; because who doesn't love a wedding?

In this seminar, we'll give you an introduction to the **bridal and occasion-based hair markets** and share our tips and tricks for following a detailed checklist, designed to satisfy even the most demanding bridezilla. And it'll be love at first sight as we showcase the **latest wedding trends** through live demos. Think braids. Chignons. Romantic waves and more!

# SECTIONING, DISTRIBUTION, ELEVATION AND CUT



## ESSENTIAL SKILLS WORKSHOPS – CUTTING



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

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

# VISIONARY

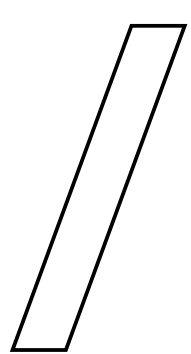
# VISIONARY

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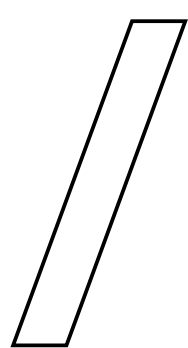
VISIONARY



We look ahead to keep you ahead! ASK Visionary is all about giving you a **fresh perspective**; sharing ideas, aspirations and curated educational experiences that inspire us all to hone our craft. While talk is great, action is better – which is why we’ve developed our range of Visionary seminars to not only only **spark creativity**, but to empower you with tips & tricks and essential knowlege, as well as the techniques to safeguard and grow your future business.



## ESSENTIAL LOOKS



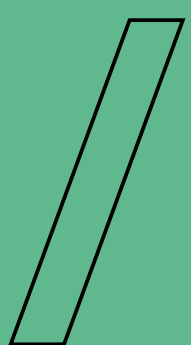
Hair doesn't stand still, it grows. Trends are always changing. The demands of salon clients shift and grow too. We help you to stay a cut above the rest with Essential Looks. Bringing you the latest lifestyle and fashion trends, and translating these into our three distinct Essential Looks trends with **aspirational catwalk and wearable salon looks**. Empowering you with techniques in cuts, color and styling to create those.

With Essential Looks we look at trends in a holistic way, because we know that fashion and hair are closely connected. We bring you hair and **fashion trends** in one unique collection **twice a year** – providing educational value through the latest innovations and techniques while seeking to constantly inspire you to **create new on-trend services** for your clients. Discover a unique immersive experience with exclusive content at **essentiallooks.com**

# WITNESS THE MASTERS AT WORK



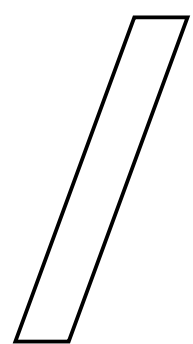
## LOOK & LEARN



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 nationally trained Artist Team show you how to put your own spin on the latest runway looks, recreating the hottest **cut and color trends** in a viable way for everyday salon services.



## DIGITAL COLOR JAM



Learn from the Color Masters. Recreate their looks and capture them for social. A kaleidoscopic voyage of discovery. Or, Digital Color Jam to you and me!

In these unique sessions, we'll showcase the latest **Essential Looks Collection** through practical hands-on workshops and live product demos. You'll learn how to **recreate the latest color looks**, with a focus on what's now and what's next, developing the skills and knowledge to **mix next-gen colors** in your salon. And because you'll want to show them off, there's also a digital image workshop to amplify and share your color vision with the world.\*



# INNOEXPLORER

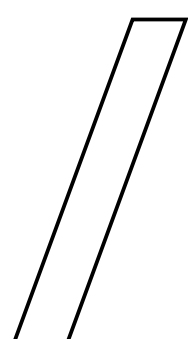
Be first to experience the newest product innovations. Forget what’s happening now, this is where we show you **what’s coming next!** Be the first to try the latest innovations from Schwarzkopf Professional, with exclusive live product demos and hands-on sessions.

With an introduction to the **newest services and treatments**, you’ll get an exciting taste of what the future holds. It’s not quite time travel, but we think it’s the next best thing!

# ACADEMY

# ACADEMY

# ACADEMY



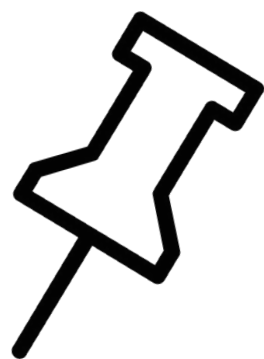
Looking to elevate your skills in a state of the art academy setting? Join us this year at our Los Angeles #ACADEMYOFHAIR

The seminars offered here are our top tier education run by our National and Global Artists. Join us for:

- **The Science Behind the Tube**
- **Virtual Academy Facebook Live Seminar**
- **Virtual Foundational Product Knowledge Seminars**

# FOR A NEW TOMORROW. DIVE INTO ASK EDUCATION TODAY.

## 1. THE SCIENCE BEHIND THE TUBE



Ever wonder what’s actually inside a tube of hair color? Do you truly understand what you’re doing everyday behind the chair with your hair color? In this 3 day academy seminar we’ll cover all the ins and outs of how hair color works, what’s in the tube itself, and what happens when you apply it to the hair from start to finish.

## 2. VIRTUAL ACADEMY FACEBOOK LIVE SEMINARS

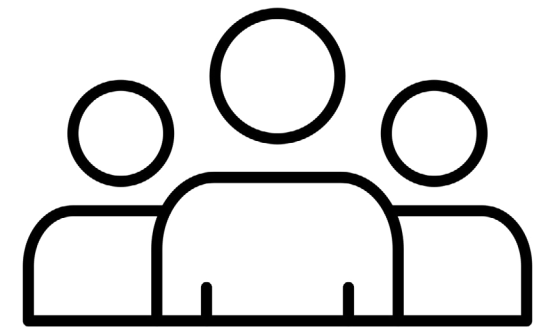


Join us virtually to learn about what’s hot and on trend. These virtual Facebook lives give you the chance to interact with some of our most talented artists on the team. Offered in both English and Spanish. Check out the schedule on our website under the education events tab.

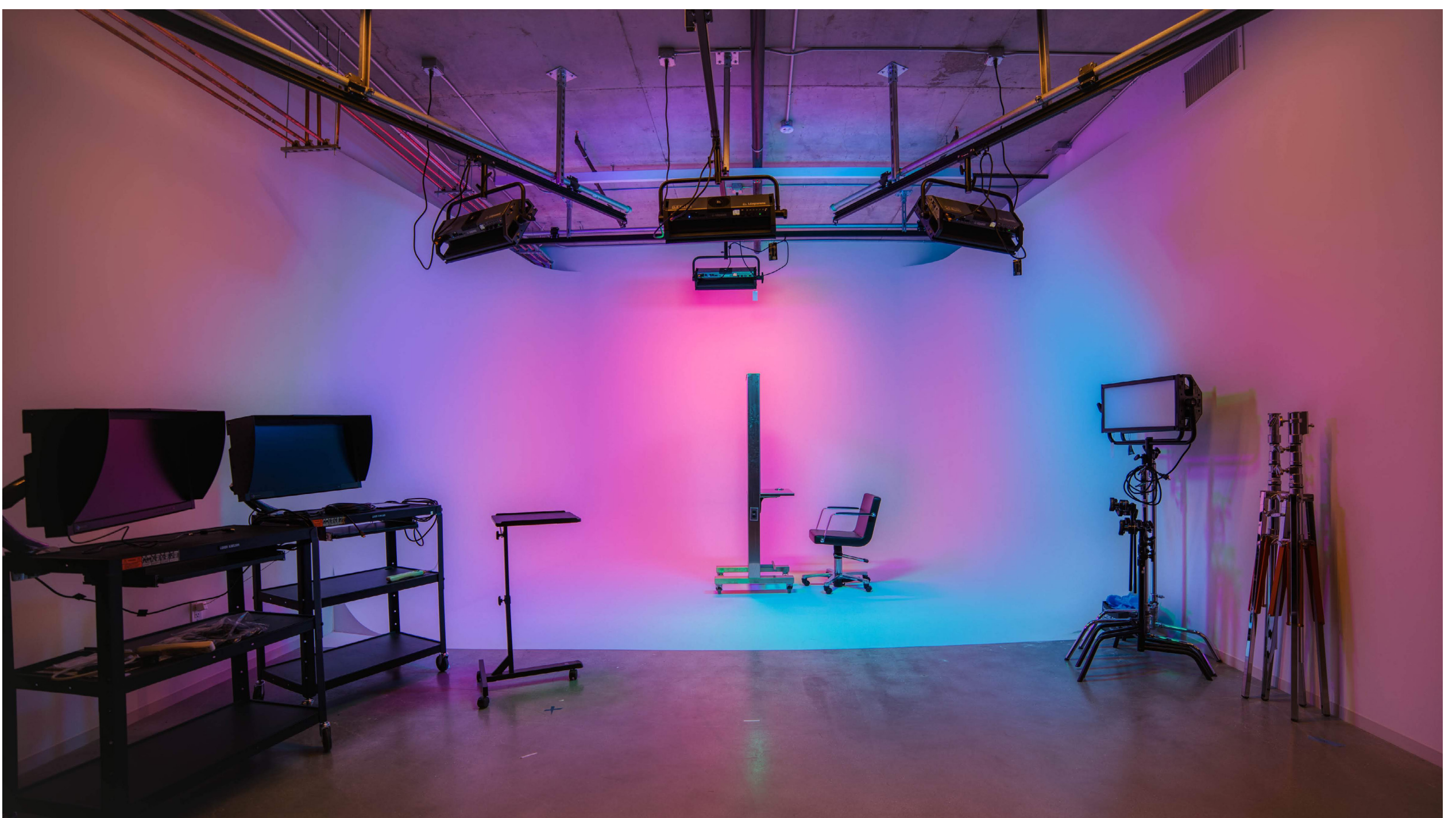
# INVEST IN YOURSELF

3.

## FOUNDATIONAL PRODUCT KNOWLEDGE SEMINARS



Looking to attend a fundamental product knowledge virtual seminar. We've got you set for the whole year! Check out the back of this brochure to find a full schedule of brand focused virtual seminars put on by our uber talented Regional Education Managers.



# 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.**

GLOBAL AMBASADORS



# 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.



# LESLEY JENNISON

GLOBAL AMBASSADOR

@lesleyjennison



Lesley Jennison is a true world expert and leading educator in the art of hair color. She is one of the key Essential Looks **color 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 color.



# 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.



# ARJAN BEVERS

GLOBAL COLOR 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.

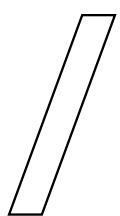
He brings a commercial eye and produces world class hair, with looks and salon services that have strong consumer appeal.

# EDUCATION

# LEADERSHIP

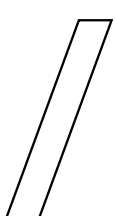
# LEADERSHIP





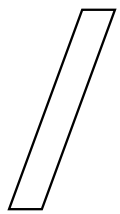
**IAN MAYER-MARSZALEK**  
**SENIOR NATIONAL TRAINER**  
**I ASK MANAGER USA**

**@ianhairspray**



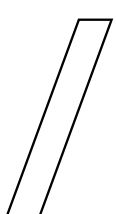
**ROXANNE CHRISTIAN**  
**SENIOR EDUCATION**  
**MANAGER I PPS**

**@Rocx1**



**LISA ELLIOTT**  
**NATIONAL CHANNEL**  
**EDUCATION MANAGER**

**@lisaelliottskp**



**GINNETTE GEMOLL**  
**INDEPENDENT CHANNEL**  
**EDUCATION MANAGER**

**@hair\_scholar\_ginnette**

# EDUCATION

# MANAGEMENT

# MANAGEMENT





**JON DAVID  
MCHARGUE**

**REGIONAL  
EDUCATION  
MANAGER**

**@jon\_david\_mchargue**

**TERRI  
PFAFF**

**REGIONAL  
EDUCATION  
MANAGER**

**@terri\_pfaffskp\_alterna**



**SHELBY-NICOLE  
HEPNER**

**REGIONAL  
EDUCATION  
MANAGER**

**@shelbyhepnarskp**





**AMBER  
HUG**

**REGIONAL  
EDUCATION  
MANAGER**

**@amberhug**

**MEGAN  
DUHAME**

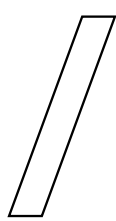
**REGIONAL  
EDUCATION  
MANAGER**

**@megan\_duham**



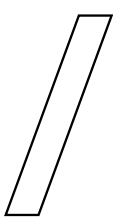
# CORPORATE EDUCATION EDUCATION





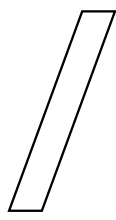
**J-TRAVIS WALTERS**  
**NATIONAL CORPORATE  
EDUCATION MANAGER**

**@jtravisbeauty**



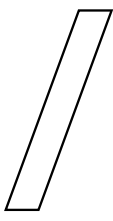
**LAURA VELASCO**  
**NATIONAL EDUCATION  
COORDINATOR**

**@styles.by.lalavee**



**VIVIAN SUDARIO**  
**ASK EDUCATION  
COORDINATOR**

**@vcsudario**



**MARYL VELBECK**  
**SKP PRODUCT AND  
SUPPORT LEAD**

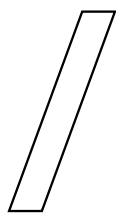
**@marylvelbeck**

ARTIST TEAM

ARTIST TEAM

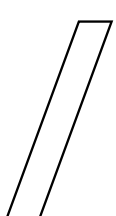
ARTIST TEAM





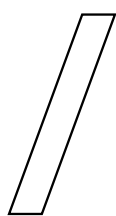
**GENIA CHURCH**  
**ARTIST TEAM**

@geniachurch



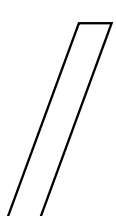
**CODY FERRO**  
**ARTIST TEAM**

@codyferro



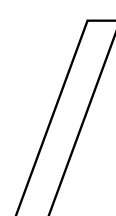
**GRACE ROGERS**  
**ARTIST TEAM**

@g3hairdesign



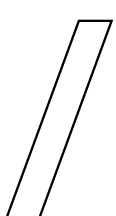
**BRITTANY BRADLEY**  
**ARTIST TEAM**

@brittanywiththebluehair



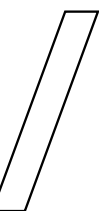
**ALLISON WILDY**  
**ARTIST TEAM**

@allie.style



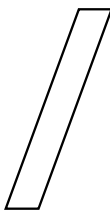
**SAM STAHL**  
**ARTIST TEAM**

@hairbysamstahl



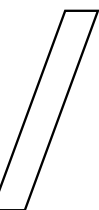
**NIKKI TORPE**  
**ARTIST TEAM**

**@nikkitorpehair**



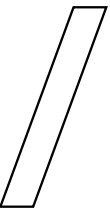
**ERICA JEMISON**  
**ARTIST TEAM**

**@msjemison**



**TJ ROSBECK**  
**ARTIST TEAM**

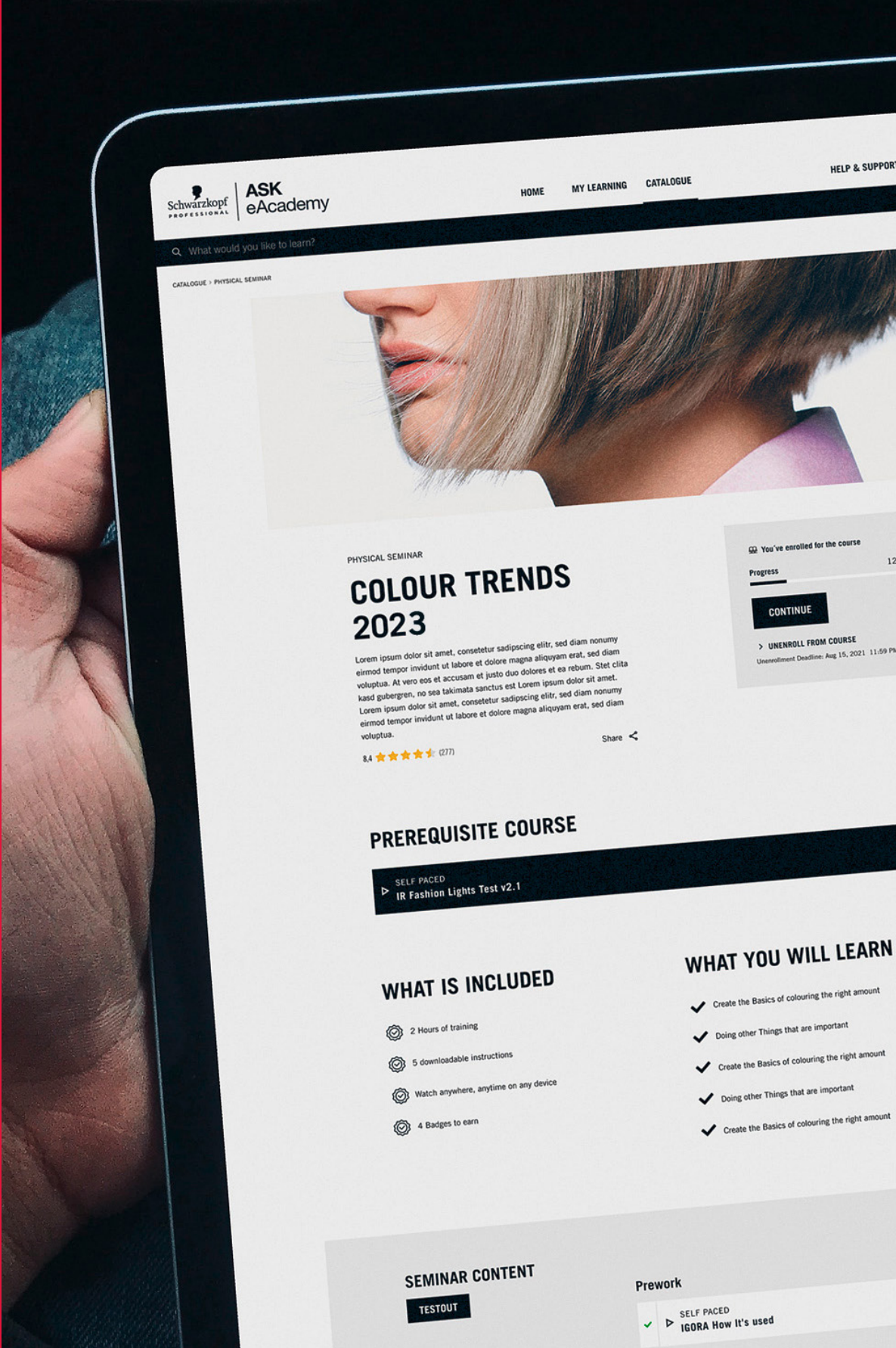
**@stylist4u247**

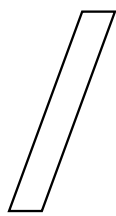


**SASHA LAUB**  
**ARTIST TEAM**

**@sasha1103**

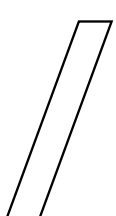
# DIGITAL ARTIST TEAM ARTIST TEAM





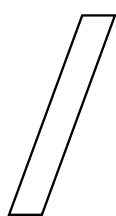
**ASHLEE NORMAN**  
**DIGITAL ARTIST TEAM**

**@AshleeNormanHair**



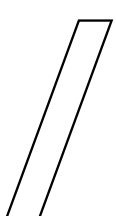
**LINH PHAN**  
**DIGITAL ARTIST TEAM**

**@BESCENE**



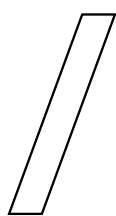
**DANILO BOZIC**  
**DIGITAL ARTIST TEAM**

**@Danilo.Bozic**



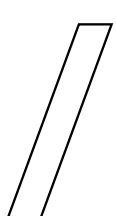
**JOSIE VILAYVAHN**  
**DIGITAL ARTIST TEAM**

**@JOSIEVILAY**



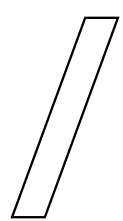
**MAGGIE HANCOCK**  
**DIGITAL ARTIST TEAM**

**@MaggieMH**

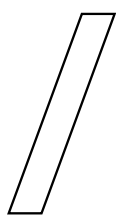


**CARLOS ROJAS**  
**DIGITAL ARTIST TEAM**

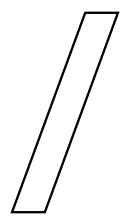
**@ColorByCarlos**



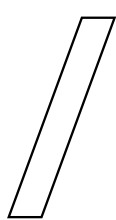
**LIZ HAVEN O’NEILL**  
**DIGITAL ARTIST TEAM**  
**@LIZHAVEN**



**CARLY ZANONI**  
**DIGITAL ARTIST TEAM**  
**@THE.BLONDE.CHRONICLES**



**KAT COLLETT**  
**DIGITAL ARTIST TEAM**  
**@KATKOLORS**



**BRENDNETTA ASHLEY**  
**DIGITAL ARTIST TEAM**  
**@EDGYBGIRL**

VIRTUAL SCHEDULE:

**January 09, 2023**

**February 13, 2023**

**March 20, 2023**

**April 17, 2023**

**May 22, 2023**

**June 19, 2023**

**July 17, 2023**

**August 21, 2023**

**September 18, 2023**

**October 16, 2023**

**November 13, 2023**

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IGORA ROYAL®

**9:00AM - 10:00AM PST**

IGORA VIBRANCE®

**10:15AM - 11:00AM PST**

BLONDME®

**11:15AM - 12:00PM PST**

tbh - True Beautiful Honest®

**MARCH & AUGUST ONLY**

**12:15PM - 1:00PM PST**

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**MICROSITES:**

**IGORA RESTAGE 2021**

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**IGORA VIBRANCE RECIPE CARDS**

SKP.MEDIA/QR/2021-VIBRANCE-KIT/?REF=EDU

**IGORA VIBRANCE TIPS, TRICKS & FORMULA BOOK**

SKP.MEDIA/DOCS/IGORA-VIBRANCE-FORMULA-BOOK/

**IGORA VIBRANCE LEVEL 10S**

SKP.MEDIA/QR/VIBRANCELEVEL10/?REF=EDU

**FIBRE CLINIX (NATIONAL RANGE)**

SKP.MEDIA/QR/FIBRE-CLINIX/?REF=EDU

**FIBRE CLINIX + SALONLAB**

SKP.MEDIA/QR/FIBRE-CLINIX-SALONLAB/?REF=EDU

**BLONDME BRAND SITE 2021**

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**GENERATIONAL BLONDE 2021**

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