

ASK
EDUCATION


Schwarzkopf
PROFESSIONAL

PARTNERS IN CRAFT



2023
SEMINARS

Together. A passion for hair.

SIMON ELLIS

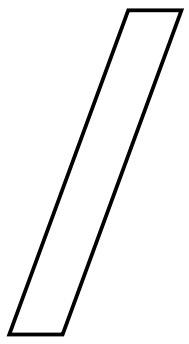


**INTERNATIONAL
CREATIVE DIRECTOR**

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

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

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



CONSTANTLY LEARNING, ALWAYS EVOLVING



Through our **world-class education** offering that's continuously evolving to keep YOU ahead of the curve as you develop the necessary skills and knowledge to empower you and your salon.

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

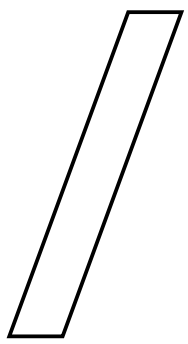
Through our **service-centred approach** – which puts YOU, the hairdresser at it's heart – and our trusted **blended learning experience**, we provide 360° support to help you hone your craft 24/7.



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

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

Our new care and styling seminars will give you the confidence to **craft the difference** for every client that walks through your door. From customised scalp & hair routines, revolutionary digital hair diagnostics and relevant customer-friendly, boundary-pushing, take-home product assortments, your clients' individual needs are at the centre of every in-salon experience.



NEW SKILLS & SERVICES TO MAKE YOUR SALON A SUCCESS



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

So come and **learn with us.**

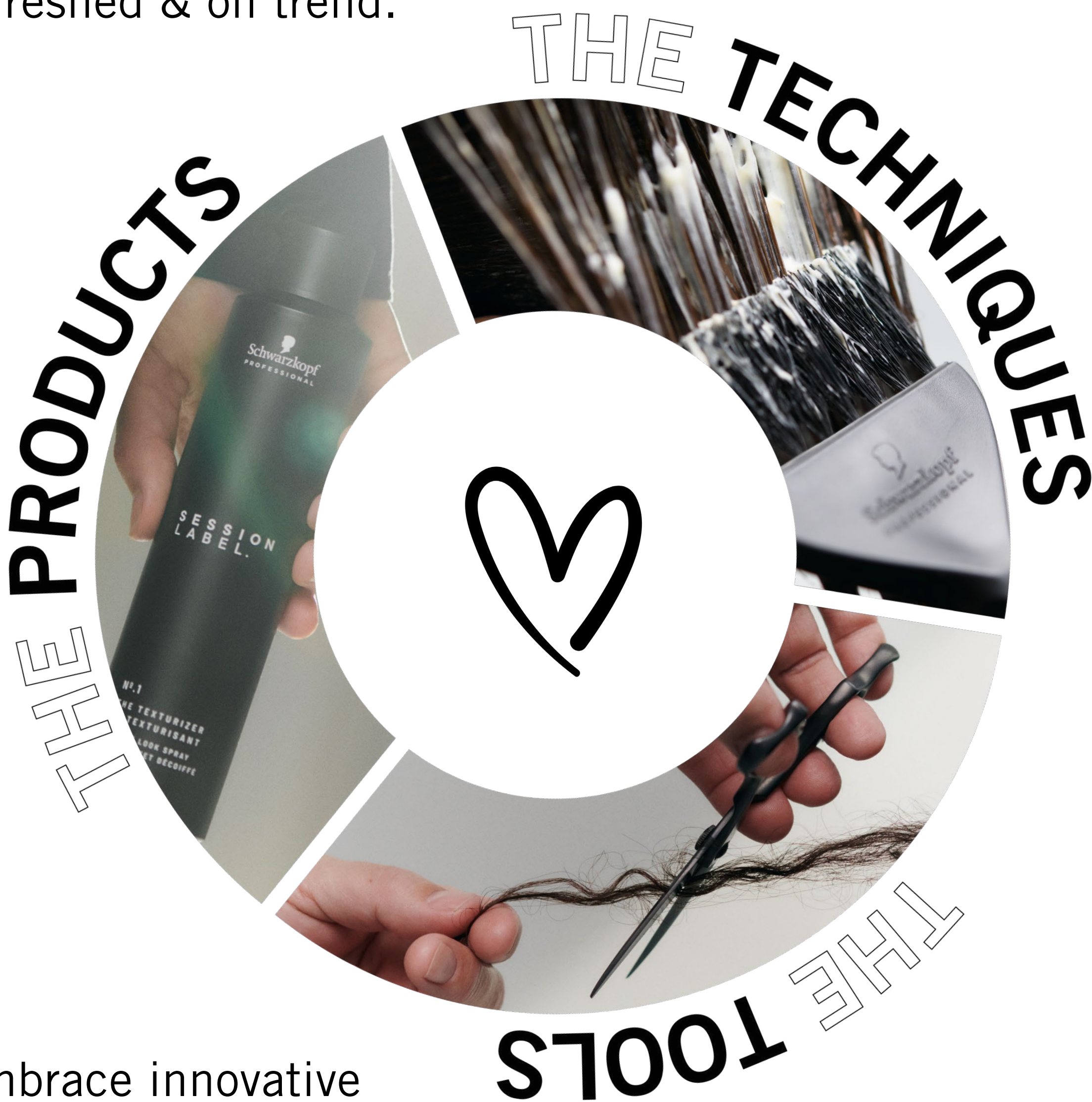
Experience our classes and meet our team of committed professionals.

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

WE ARE #PARTNERSINCRAFT.

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

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

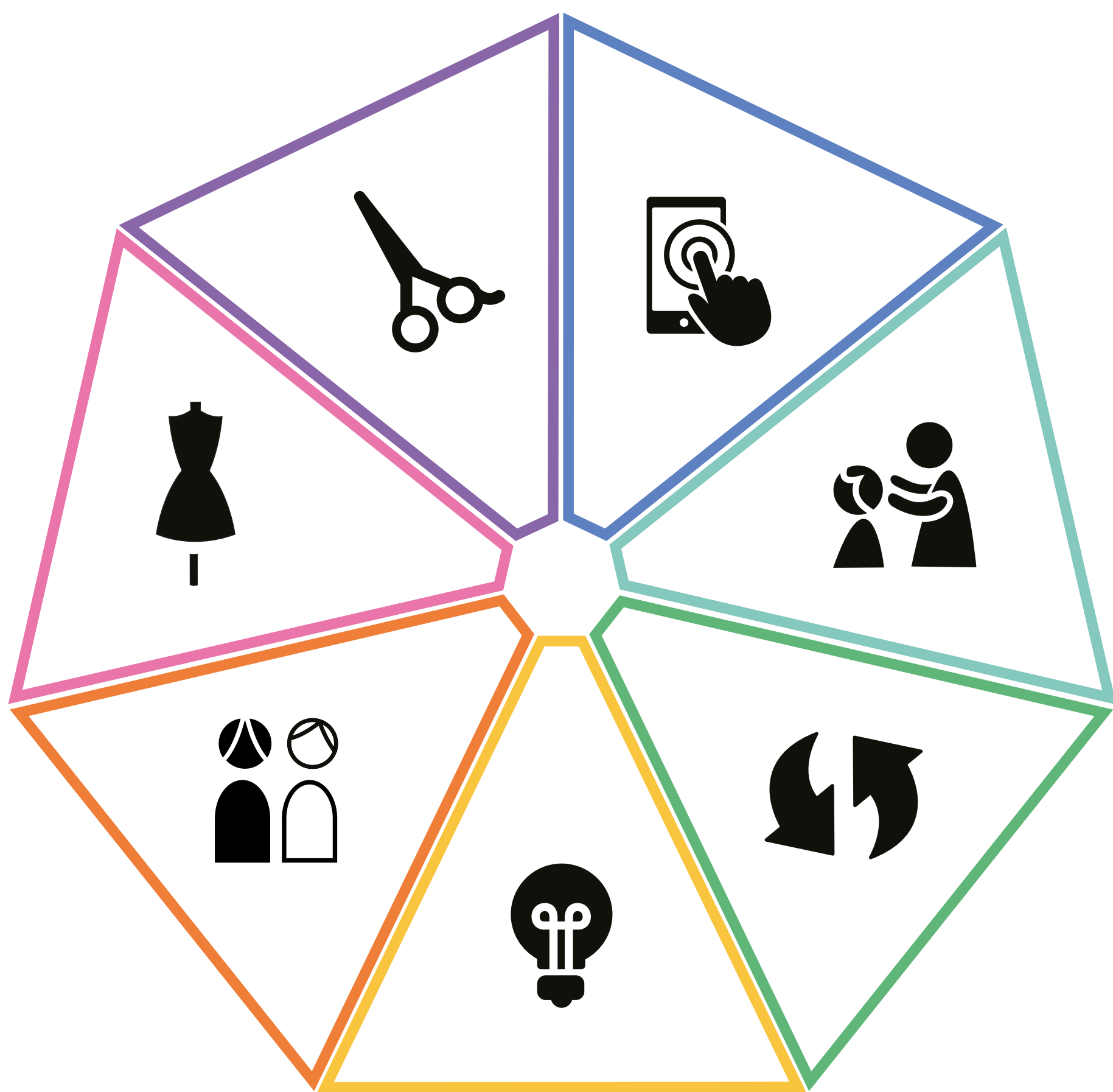






Embrace innovative
PRODUCTS you
can trust to perform.

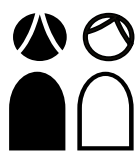


Use relevant **TOOLS**
to achieve technical
perfection in your craft.

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.



-  Business & Digital
-  Consultation
-  Sustainability
-  Essential Looks

-  Diversity
-  Creativity
-  Essential Skills

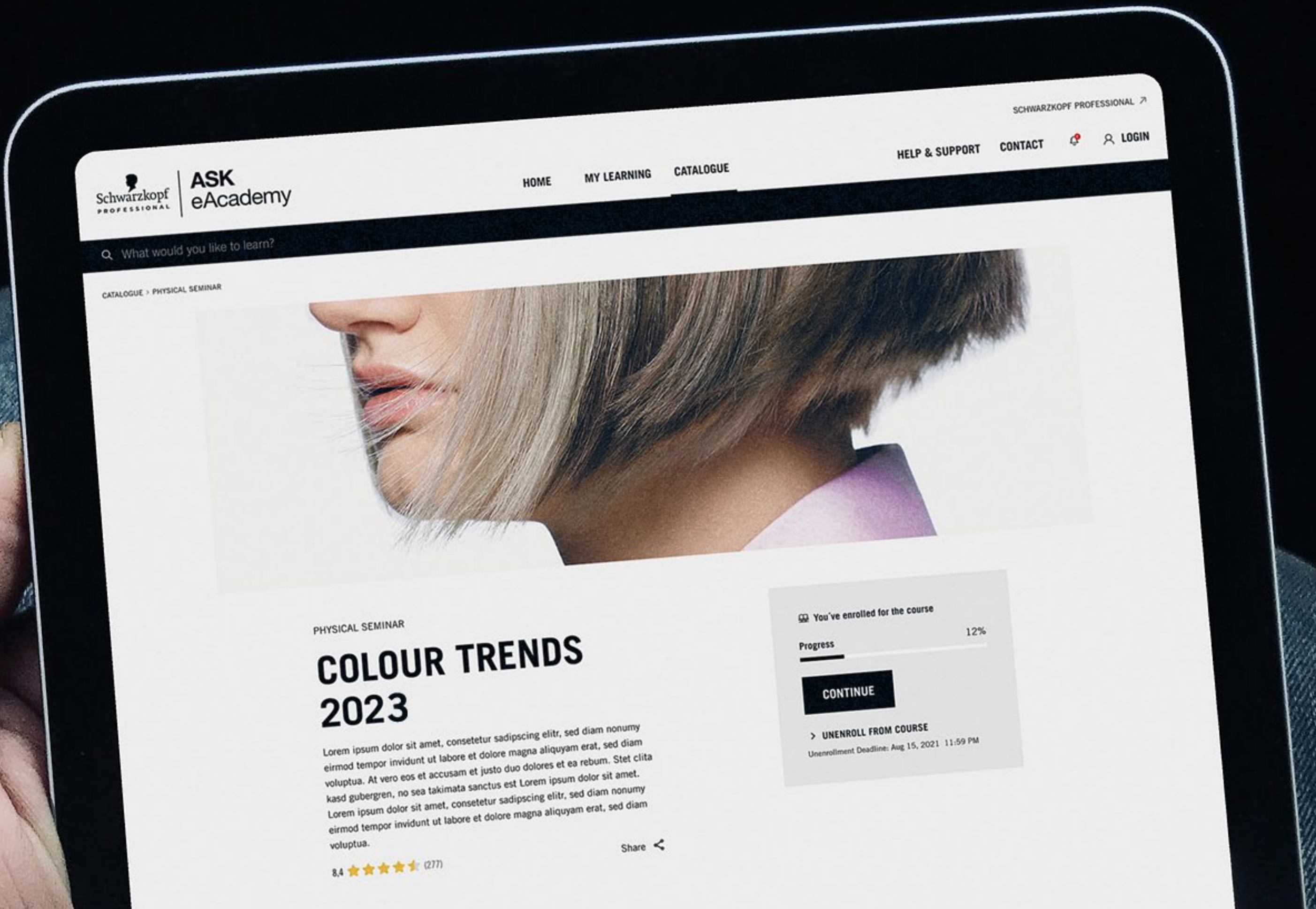
MASTER YOUR CRAFT AT YOUR OWN PACE



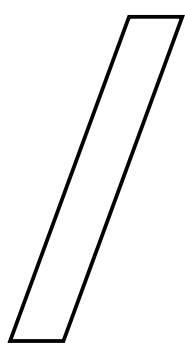
DIGITAL LEARNING



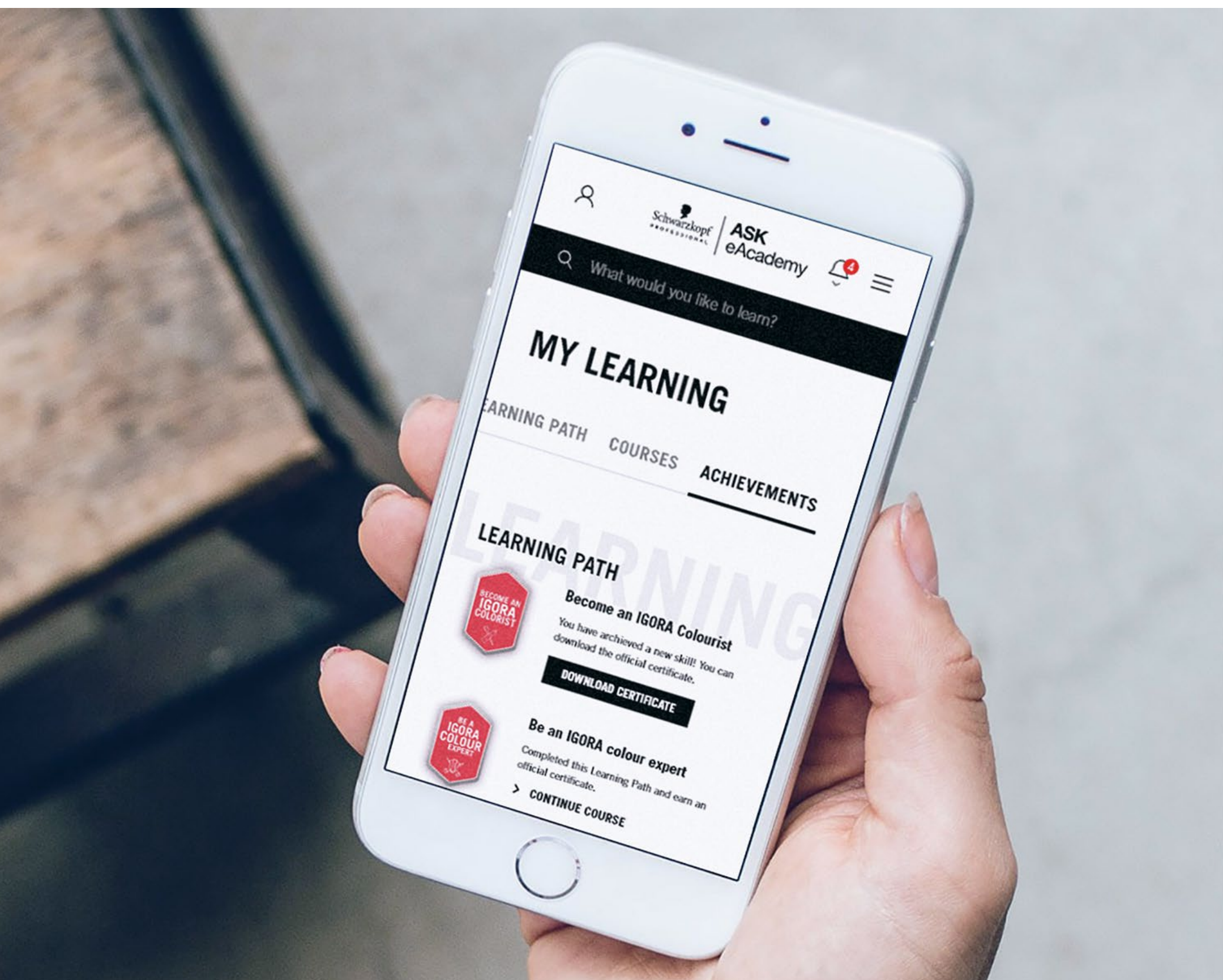
As we support and nurture your personal growth, our digital learning offering provides **ready-to-access education** at your fingertips so you can learn whenever, and however it suits you best! Our new and improved **ASK eAcademy**, online tools and motivational social media content – as well as the 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 revolutionise 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**



BLEND

ED 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 personalised 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.



Academy, South Africa

ASK ACADEMY



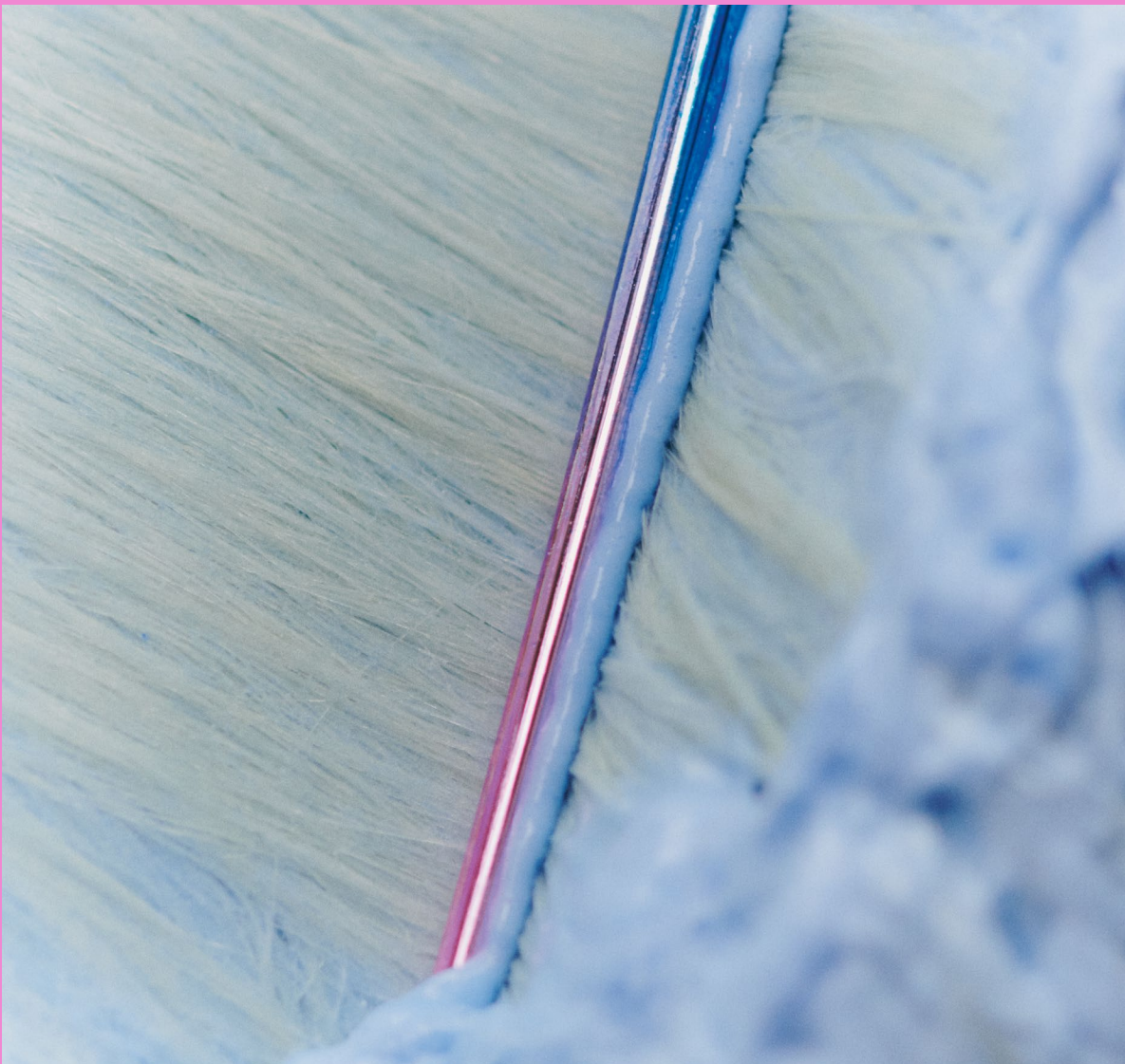
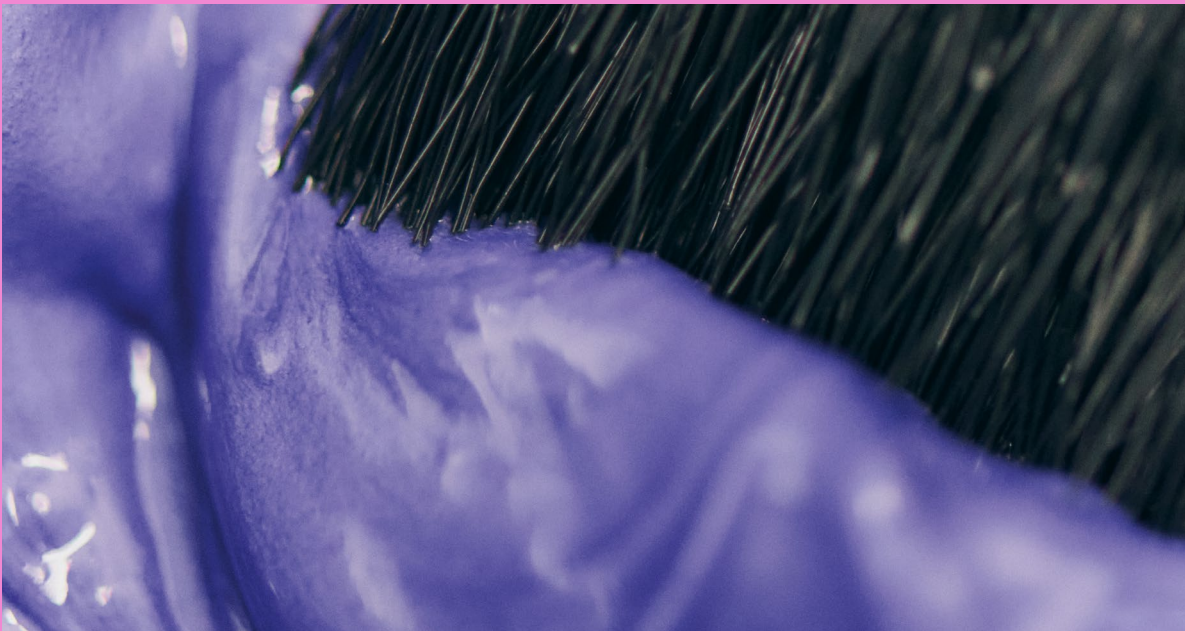
With a great number of Academies and partner locations around the world, Schwarzkopf Professional is able to provide an inspirational environment where skills are refreshed, trends are born and connections are made.

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.

COLOUR

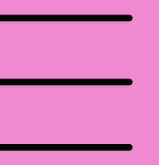
COLOUR

COLOUR

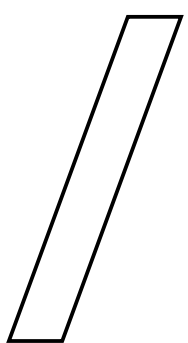


COLOUR

CONCEPT



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



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

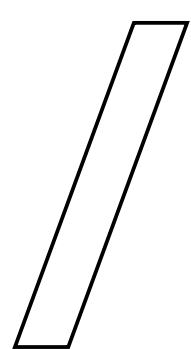


HERO SEMINAR

UPPER SEMINAR



COLOUR: CORRECT & RESET - DAY 1



It's time to refresh your corrective colour 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 client hair, skin and scalp condition – you'll provide perfect colour results every time, and upgrade your salon services.



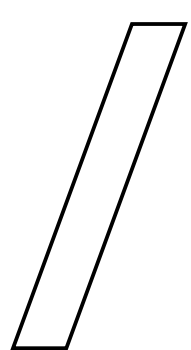
COLOUR: CORRECT & RESET - DAY 2

Equipped with the knowlege behind each of our colour brands, you'll take the consultation right through to the end result; presenting your masterpiece on stage with real life models. Dedicated to pushing your creative limits, you'll be empowered with the tools and knowledge to **become the colourist you want to be!**



COLOUR ESSENTIALS - DAY 1

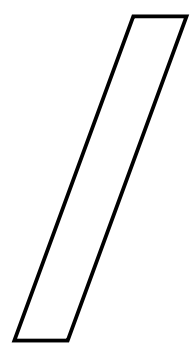
COLOUR TECHNIQUES - DAY 2



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



FREEHAND RELOADED - DAY 1

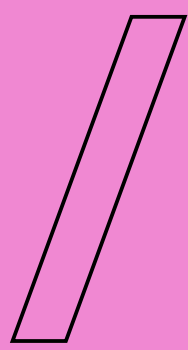


Be a pioneer and master your freehand skills! This course will put you at the forefront of the latest advanced application techniques, pushing the boundaries of your comfort zone. Following up-to-the-minute hair trends, you'll **maximise your creativity** guided by a talented guest artist, to craft a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

IT'S A WHOLE NEW WORLD OF COLOUR.



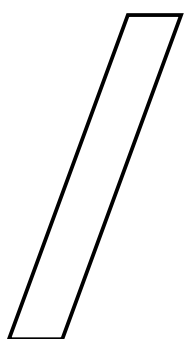
GLAZE AWAY - DAY 2



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



BLONDE SPECIALIST



The fundamentals of all things blonde. Blonde colourists have more fun. Yeah, we're pretty sure that's how the saying goes. Well, the fun starts here as we bring you up to speed with the fundamentals of pre-lightening, toning & maintenance. Sharpening your knowledge of BLONDME Lightner and BLONDME Bonding. This course helps you offer a truly customised experience for your customers, from consultation through to maintenance. With a hands-on sessions designed to help you do what you do best: create amazing blondes!

BACKBAR

BACKBAR

BACKBAR

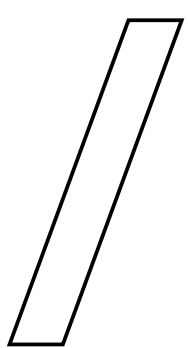


BACKBAR

BACKROAD



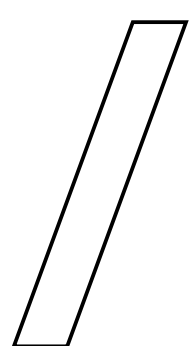
BACK BAR HERO.



This Seminar is designed for Schwarzkopf Professional and Indola salons and exclusively for Operators. As Operators are the heart of the salon, let us inspire and educate them to be the best they can be. You will be equipped with the fundamentals from greeting the client, colour application and removal, shampooing, different massage techniques as well as communication skills and basic salon ethics.



RETAIL EXCELLENCE



We believe in providing professional **hairecare services** for each client. This in-depth session will make you an expert in our unique hairtherapy range. With a new, **holistic approach** to our salon exclusive consultation, you will learn how to recommend the perfect solution for every clients' hair need – become a **Care Ambassador** today!



STYLING

STYLING

STYLING

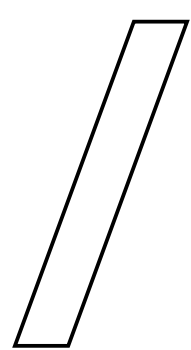


STYLING

STYLING



CRAFT TRULY INDIVIDUAL HAIRSTYLES AND BOUNDARY-PUSHING LOOKS

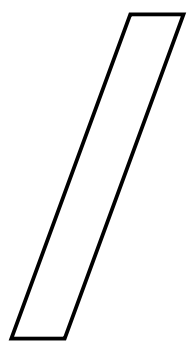


Craft the difference with our **performance-driven products** and techniques, developed to meet the needs of every styling situation.

Our 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.



STYLING DNA

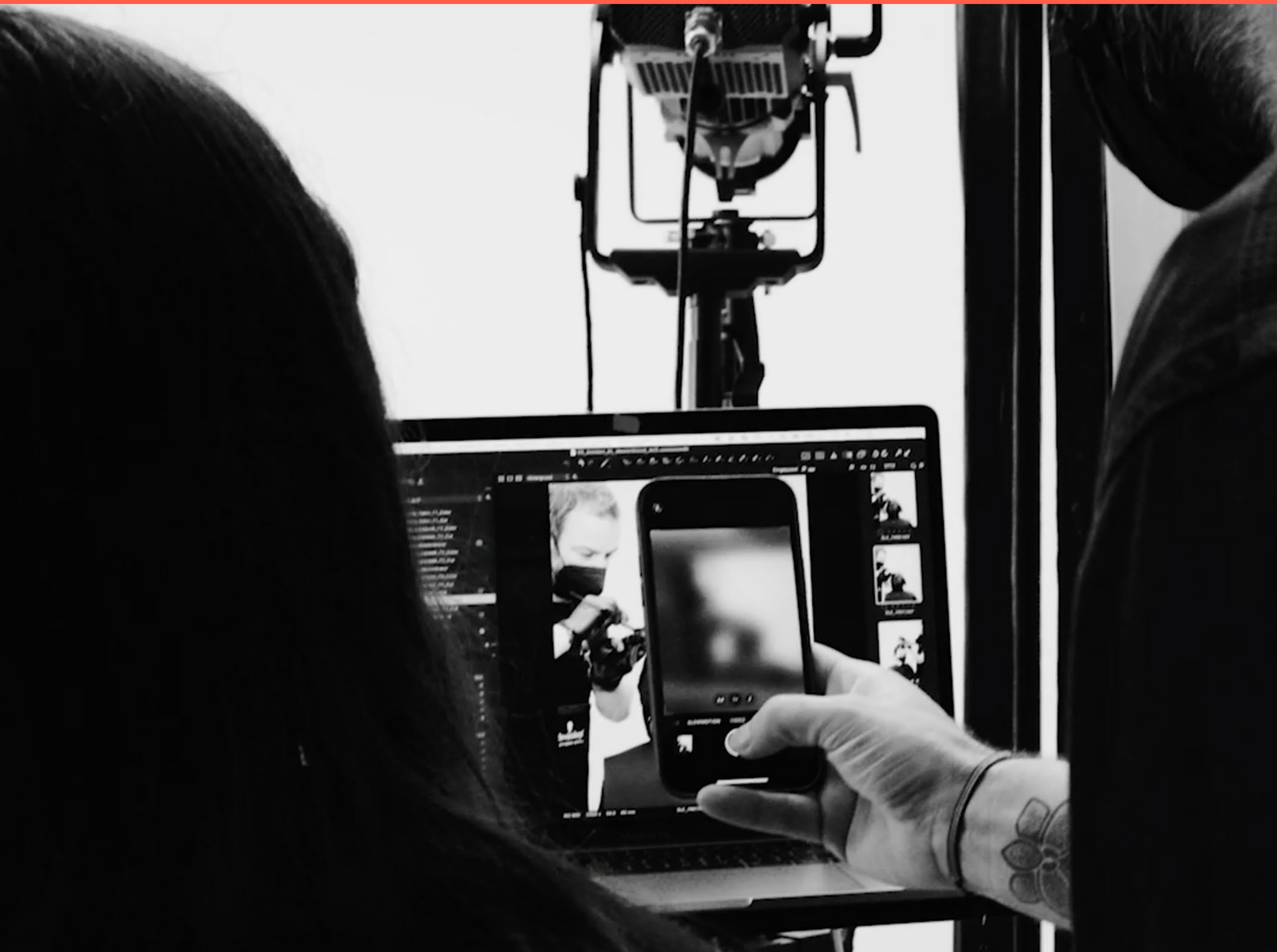


Immerse yourself in OSiS+!

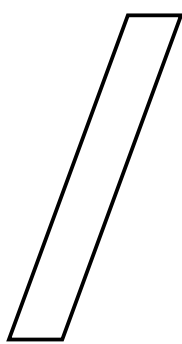
After covering the basics, our team will show you how to achieve the latest styling trends.

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 customised looks** your clients will love!



CREATE IT, POST IT

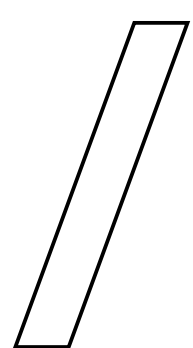


Want to create your own look and showcase this digitally but don't know where to start? Want to work **up close and personal** with our Ambassadors who can show you how to get that perfect Insta-ready shot using the most advanced techniques on live models?

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.



SPECIAL EVENTS: 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 and special events like matric dances?

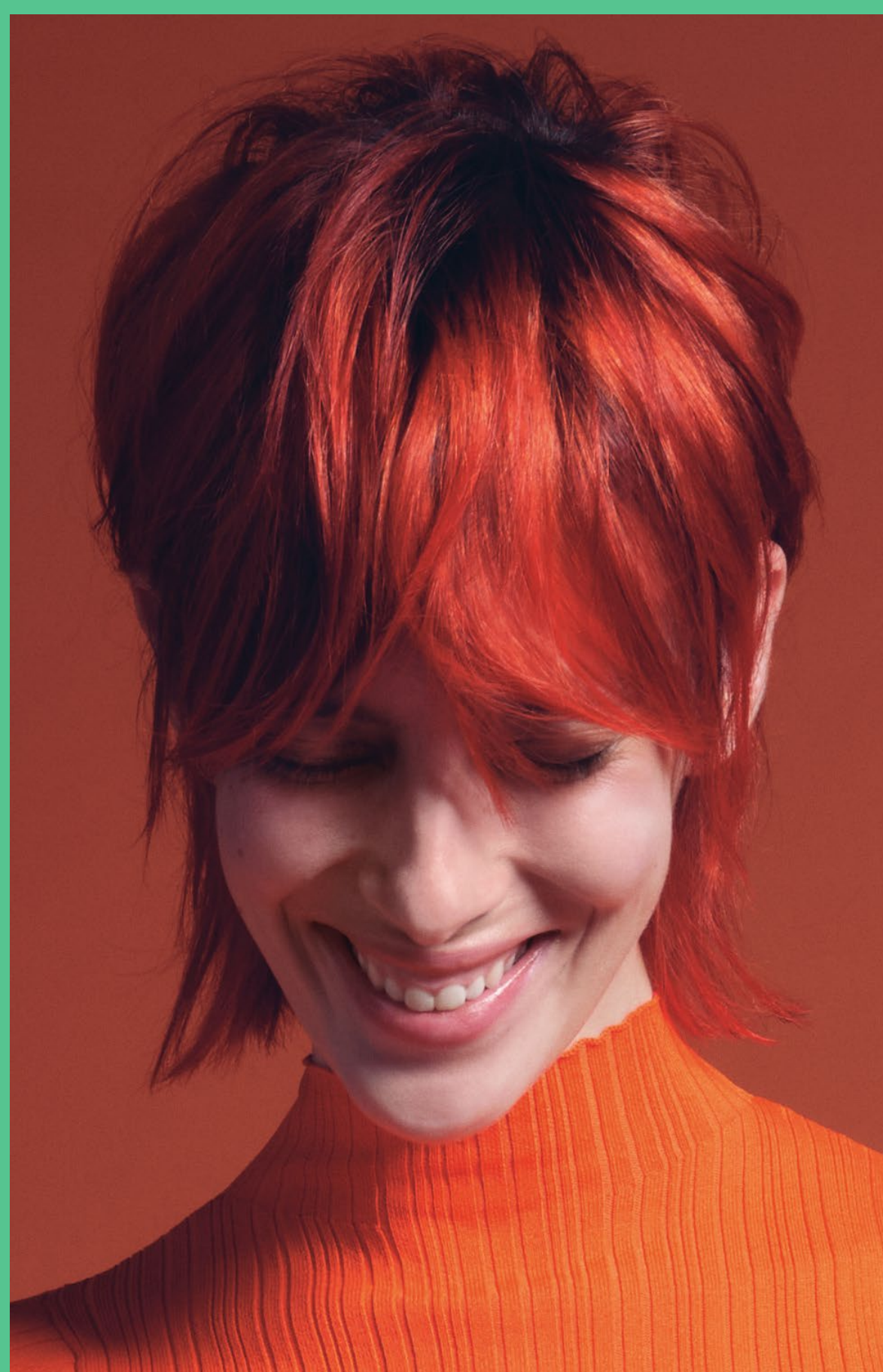
In this seminar, we'll give you an introduction to the **bridal and occasion-based hair markets** and share our tips and tricks for following a detailed checklist, designed to satisfy even the most demanding bridezilla. And it'll be love at first sight as we showcase the **latest wedding trends** through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

VISIONARY



VISIONARY

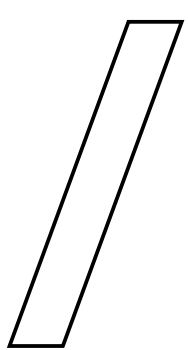
VISIONARY



VISIONARY

VISIONARY

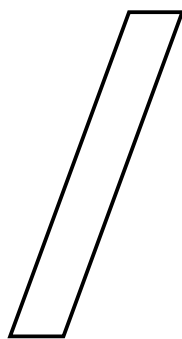
VISIONARY



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. Whilst 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



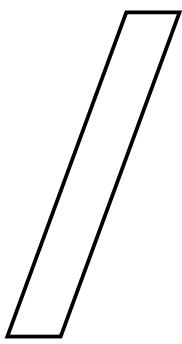
Hair doesn't stand still, it grows. Trends are always changing. The demands of salon clients shift and grow too. We help you to stay a cut above the rest with Essential Looks. Bringing you the latest lifestyle and fashion trends, and translating these into our three distinct Essential Looks trends with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



VISIONARY



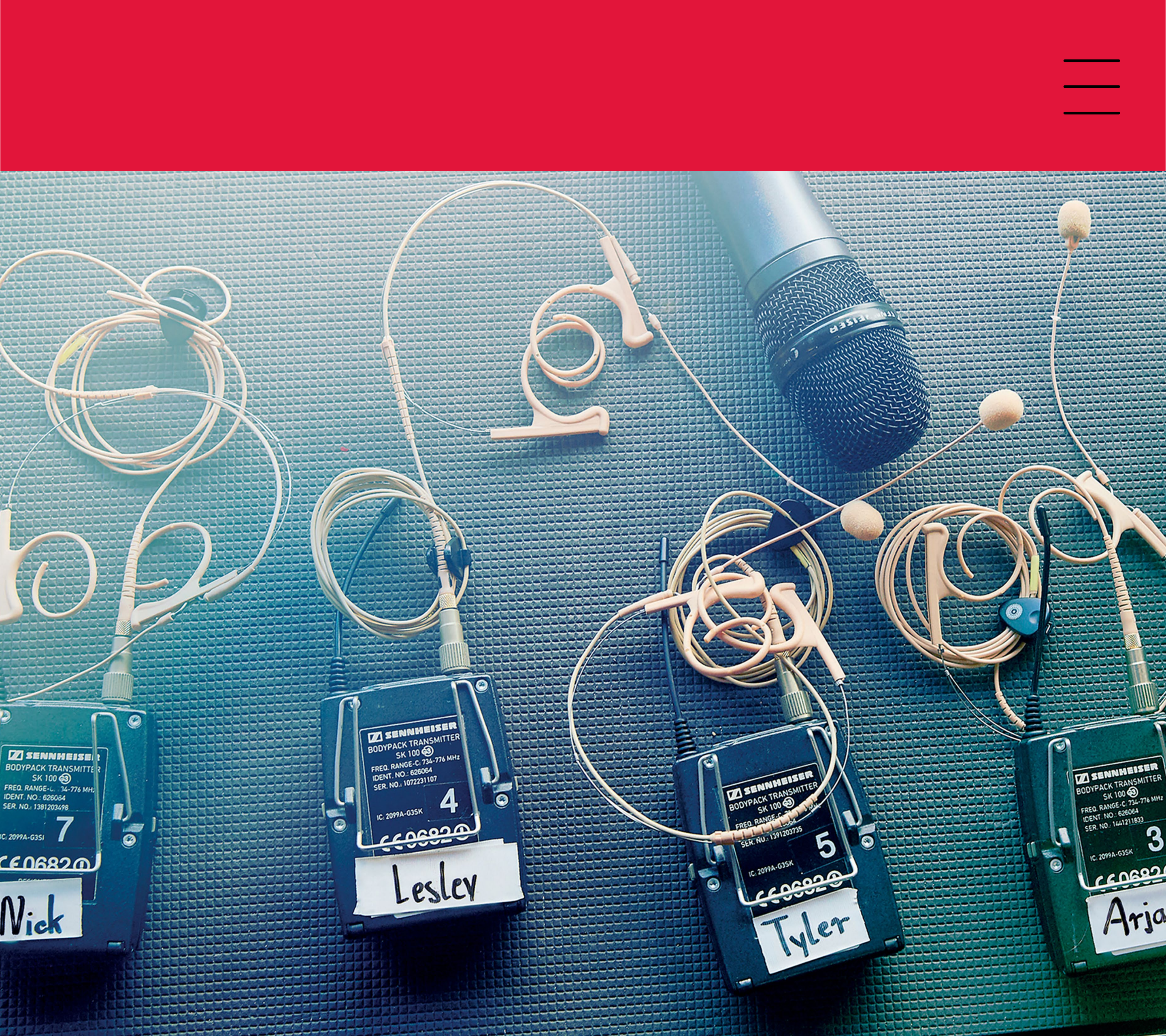
COLOUR JAM



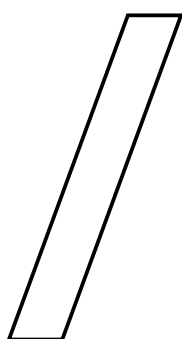
This inspirational, bold, daring class is fantastic for all you colour lovers and those that have yet to reach the colour bug. Creativity flows and the use of your two hands will not be happier, by creating techniques inspired by Essential looks (trend forecasting). Designed for your intermediate to advance stylist.

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 AMBASSADORS



TYLER JOHNSTON

Tyler Johnston is one of the **masterminds behind Essential Looks** who has an immaculate pedigree as both a creative hairdresser with a celebrity clientele and as a leading editorial stylist with some of the world best brands and icon photographers.

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

GLOBAL AMBASSADOR



LESLEY JENNISON

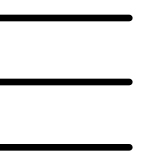
Lesley Jennison is a true world expert and leading educator in the art of hair colour. She is one of the key Essential Looks **colour experts who is both a specialist and craftswoman** who has used her technical expertise, learned from the world's best, to create some of the industry's stand out innovations, techniques and services that celebrate the very best in creative and commercial hair colour.

GLOBAL AMBASSADOR

GLOBAL AMBASSADORS



NICK IRWIN



Nick Irwin is a true industry icon. He has had prestigious careers with both Toni & Guy and Tigi as their Global Creative Director working alongside Anthony Mascolo, amongst others. He works closely with Rankin the iconic photographer and the team at hunger magazine.

With a **passion for hair matched only by his outstanding talent**, his work is often featured in global fashion magazines and international advertising campaigns.

GLOBAL STYLING AMBASSADOR



ARJAN BEVERS

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

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

GLOBAL COLOUR AMBASSADOR





CREATIVE PROTEAM

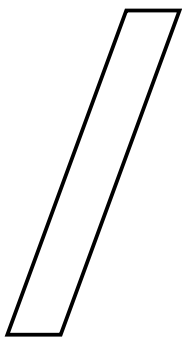
GUEST ARTISTS

GUEST ARTISTS





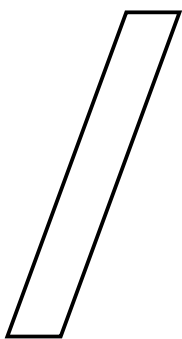
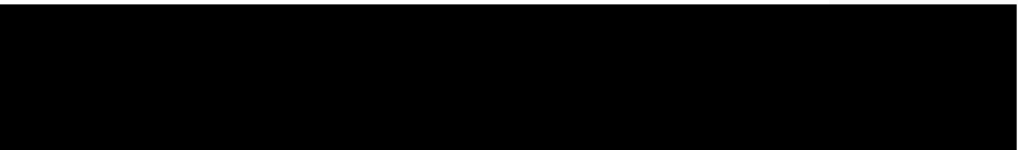
THELMA DE KLERK



I'm based in Bedfordview Johannesburg and I Specialize in Balayage & Blonding. The South African stylist community inspires me to be who I am today. I've had the best opportunities being apart of the Pro Team, from training a large number of hairstylists, to the knowledge shared between all of us. The support I've had from Schwarzkopf Professional in this time is beyond any words I can describe. Thank you SKP.



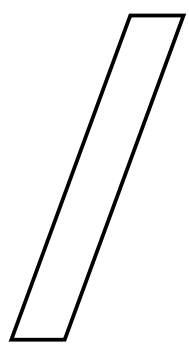
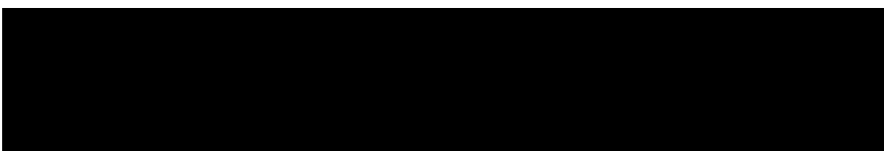
BRITTNY AMORIM



I'm from Jhb but only really found my passion for hair once I moved to Cape Town. My focus is balayage & colour corrections and I'm so lucky to have a current clientele of 350 women!! I spent years drawing inspiration from international stylists but for the past 4 years, I've really focused on supporting & educating our local stylists.

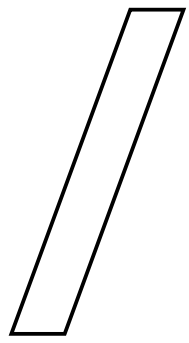
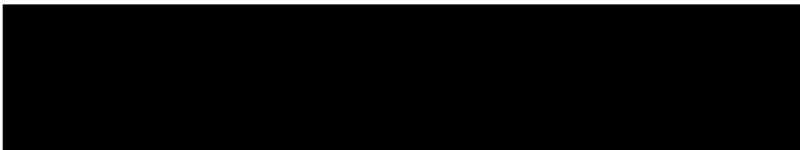


TARRYN LEE KAY



I'm from Johannesburg and have been in the industry for 16 years. What inspires me most is that absolute happiness my client has when they leave the salon!! Feeling confident, feeling good, looking good. It is such an honor to be apart of the PRO Team and stand alongside some of the most incredible talent in this country!! Learning from these colorists and sharing my knowledge with them and other stylists is a big part of how this industry grows and it is a constant inspiration to me.

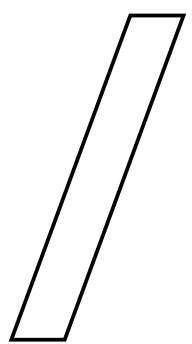
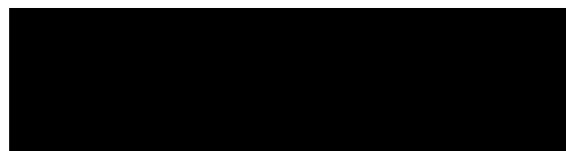
ALEXIA CHRYSAFIS



This will be my 20th year in the industry. I was born and raised in Alberton, but now work in Bedfordview. Being a part of the Pro Team, inspires me to be different and has pushed me to set goals out of my comfort zone. It's been a huge highlight of my career Constantly networking and making new friends all over the country has been an amazing experience! If anything, I want to set an example that dreams do come true, I'm living my dream and it's only the beginning.

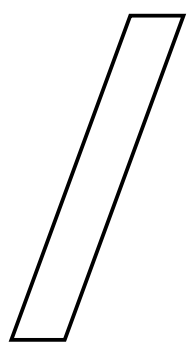


ANEL CLOETE



What a humbling honor it is to be part of a dynamic and multi-talented PRO team! I have been a hairstylist for 20yrs and the past 11 years I have owned C Connoisseurs Studio. Schwarzkopf Pro has been my go to partner without a doubt, allowing me to fuel my passion and deliver an incomparable service to my clients.

GIGI STRYDOM

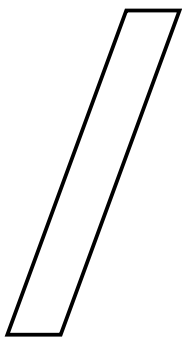


I am an artist that has been using hair as my medium for 14 years, which has allowed me to incorporate various techniques to craft the most beautiful hairstyles making humans feel more confident and self-love.

Being part of the Pro team is a huge honor, being alongside the very best pushes me to be better and inspire others in our industry.



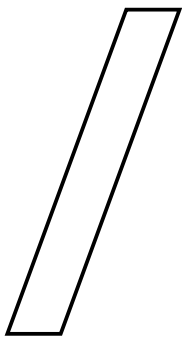
ROXANNE DA ROCHA BRANDT



I'm from Johannesburg and have worked at our family-owned salon, Headgames, since the start of my hairstylist journey. I am completely inspired by the ability to give our clients that feeling of pure happiness & confidence.

The PRO Team allows me to be as creative as I can be and allows me to share my knowledge with other stylists. I am beyond grateful to be part of such an amazing team!!

JEANINE BEZUIDENHOUT



Hairdressing comes with the opportunity of unleashing your creative potential. Making my clients hair dreams come true gives me satisfaction! Being part of the pro team is dream come true. Being surrounded by the best hairstylists, teaching me new skills and giving me ideas is still the thing that inspires me most. It is a honour and privilege to be part of the best colour house!



NATIONAL PRO TEAM

AMBASSADORS AMBASSADORS



NATIONAL AMBASADORS



MARETHA GARNHAM

@maretha_flow_hair_designs

“Im inspired by the industry because of the constant growth and change that it offers.”



LIZELLE VICTOR

@lizellebehindthechair

“I find my inspiration from fellow stylists as well as while I am working on my clients – I get inspired from what I am doing, and always look back and look at what I can improve for next time!”



CAYLEEN MÜLLER

@cayleenmuller

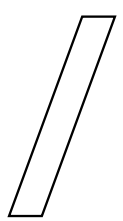
“I love people and I love that I get to use my gift behind the chair. It’s a blessing to not only make people look beautiful but to feel beautiful too”



JANINE GERBER

@janine_hairexpert

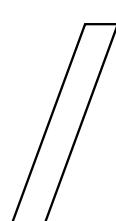
“Don’t be scared to work hard. With hard work comes high reward.”



CANDICE DAVY

@candice_kolorkulture

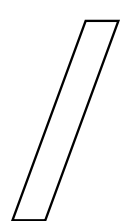
“Be your individual self. Be your authentic self in an ever changing industry. Play to your strengths and by your own brand!”



**MARCÉL J
ENGELBRECHT**

@maxwellhaushair_sa

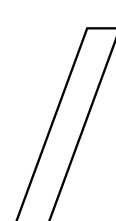
“You can only be your best from the learnings of yesterday. If you play small, you stay small, so be willing to recreate yourself every single day!”



BIANCA SCHEUN

@bianca_nudo_hair_lab

“Be the best version of yourself! Open yourself up to more training, and seminars whenever you possibly can.”



SARAH SLATER

@sarahslater_hair

“I find my inspiration by looking online, at other stylists and following trends but most importantly being open minded”



RAEESA DAWOOD

@raeesainternationalhair

“Be passionate! And understand that it takes hard work. But the hard work pays off. Invest in yourself and keep evolving!”



MARNI MALAN

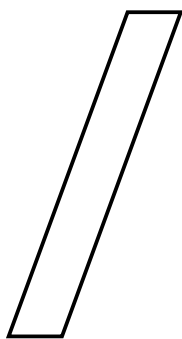
@marnimalan

“Do your work, do your craft and just enjoy what you do”





NATIONAL ASK EDUCATION TEAM



WE’RE HERE FOR YOU

Sounds cheesy, right? But we mean it. Our National ASK Teams are the first point of contact for salon owners and hairdressers. From technical tips and business advice, to helping translate the latest trends into something your clients can actually wear, our expert team of Technical Advisers are on call to help whenever you need it. Like your own personal team of Superheroes.

NATIONAL AMBASADORS

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