



Schwarzkopf
PROFESSIONAL

2025

SEMINARS



FOR EVERY YOU.

WELCOME TO THE CLASS OF 2025



Lifelong learning is the key to master an ever-changing world.

With new challenges and opportunities in our society, with our clients and also our teams in the salon every day, the need for relevant, impactful and digestible education is stronger than ever. We truly believe that Schwarzkopf Professional education makes the difference and empowers all our customers to become the hairdresser they want to be.

Our new concise offer of fundamental and inspirational classes provides junior stylists to salon owners, across all learning levels, with the most personalised learning experience

to grow their knowledge, skills and business. As partners in craft, we provide a convenient blend of face-to-face seminars and digital elearning, available 24/7, to ensure the most impactful upskilling wherever and whenever. Come join our vision to transform lives through the craft of hairdressing.

Isabell Dietz
Corporate Director Global Head of Education



In 2025, Schwarzkopf Professional education will continue to evolve, leading the way with innovative learning experiences designed to inspire and elevate salon professionals. Our commitment to delivering cutting-edge creativity and technical expertise from our team of specialists will ensure your stylists stay ahead of the curve and continuously refine their skills.

We will offer a dynamic and flexible learning calendar, blending in-person seminars, personalised F2F in-salon sessions, and around-the-clock support through our enhanced e-learning platform. This approach accommodates all skill levels and embraces a diverse range of learning preferences.

Empowered by our Education team, along with our Ambassadors and Guest Artists, we will inspire your stylists with expert techniques in cutting, colouring, and styling, all while driving your business toward greater success. Through the introduction of groundbreaking products and advanced techniques, we'll help you achieve technical perfection in your craft.

I'm excited to partner with you in 2025, strengthening our relationships and working together to build a brighter future for your salon and its team.



Gina Thomas
Head of Education Australia + New Zealand

CHECK OUT OUR NEW CURRICULUM

We believe hairdressing education should be as modern, creative and skilful as you are. This next generation curriculum is designed to inspire and empower you, whatever your level of expertise.

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

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



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

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

PROGRESSIVE LEARNING JOURNEY

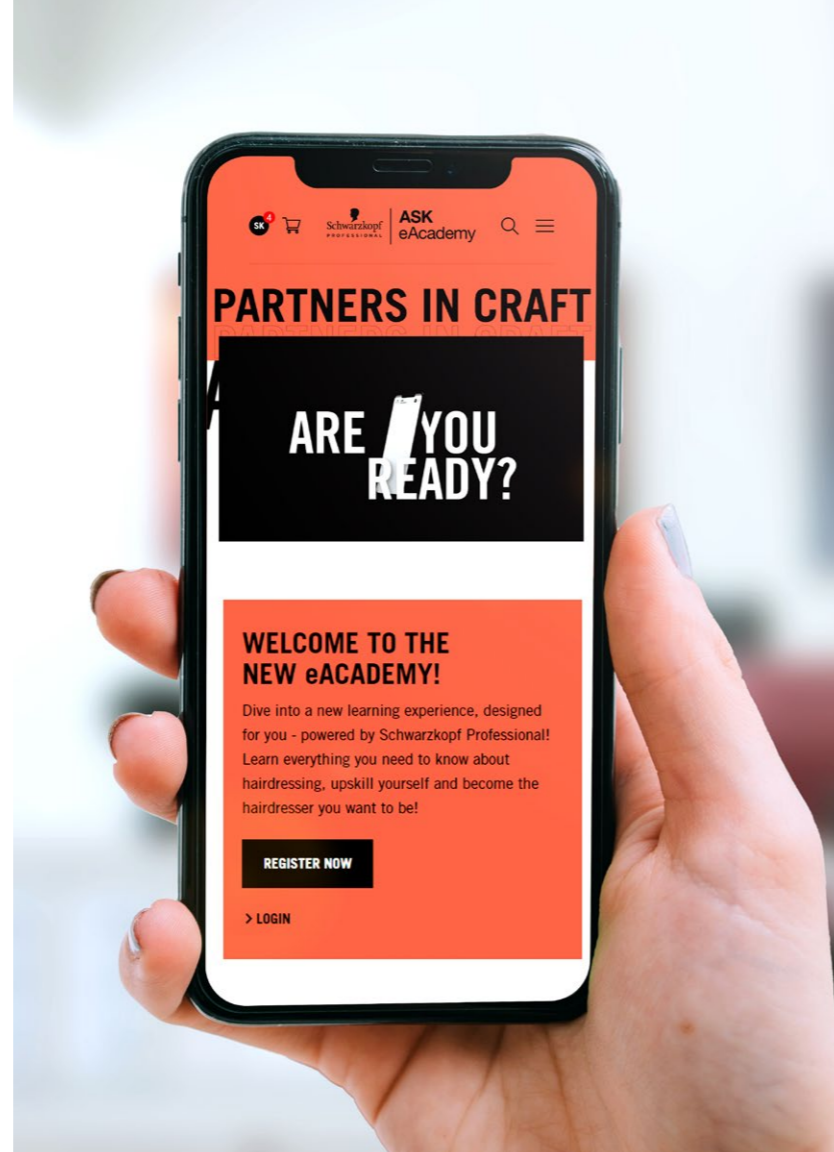
The ASK Education journey is designed to take your professional skills to the next level. As we shape the future of hairdressing, we are continuously evolving and innovating so you and your salon team can choose the right level to raise your game.



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!**



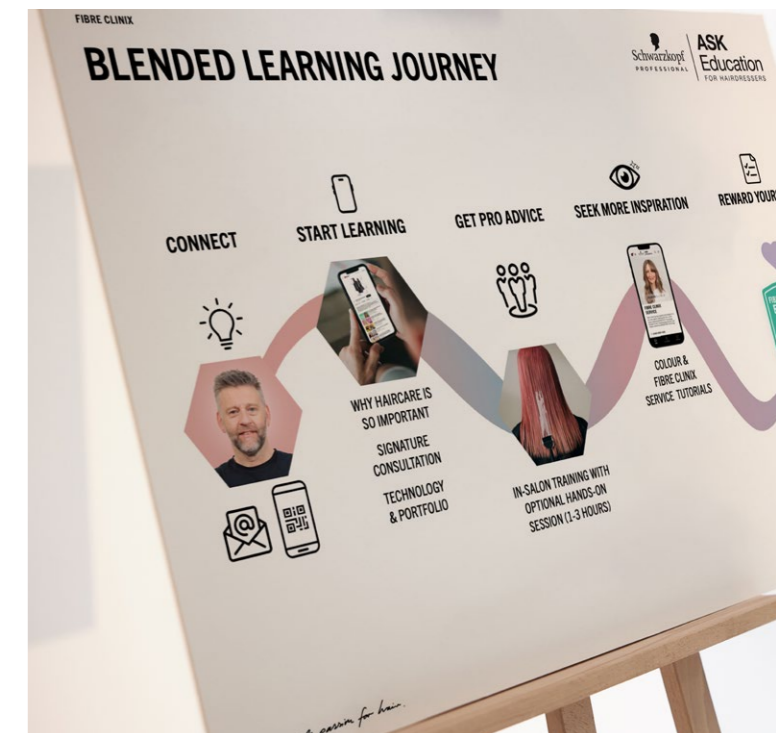
CONSTANTLY LEARNING, ALWAYS EVOLVING

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

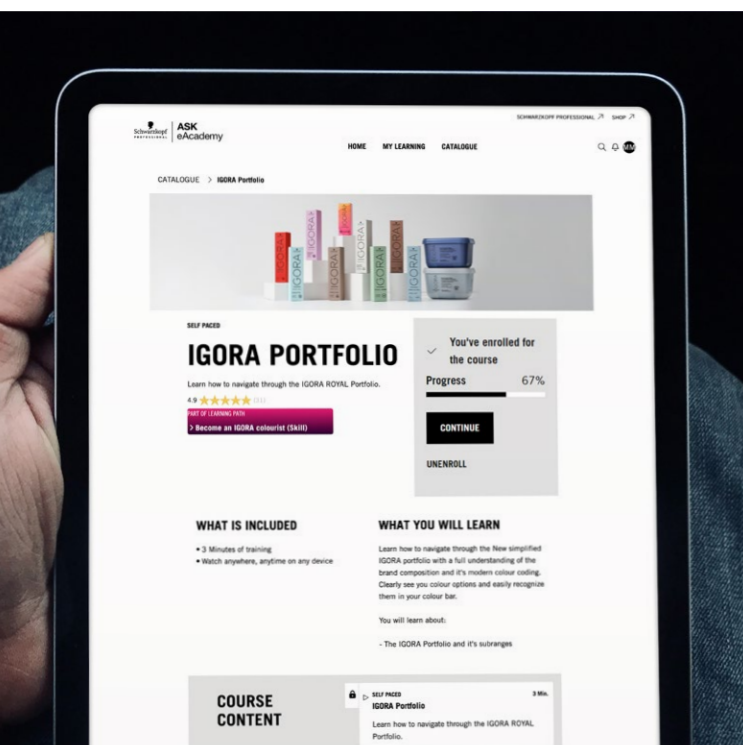
The ASK eAcademy brings you a **dynamic approach to learning** – the power of education is truly in your hands.

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.**

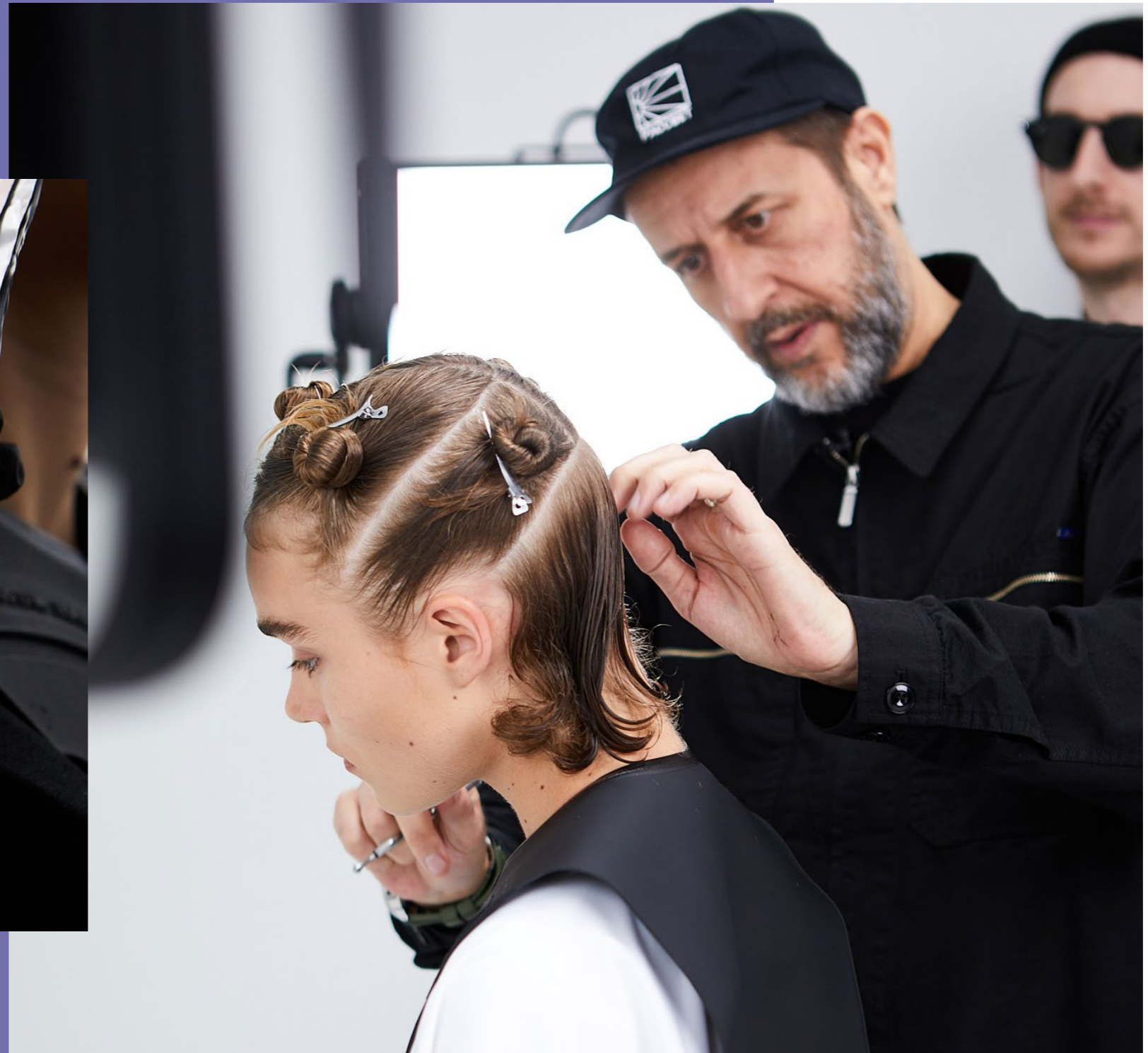
WE TRAIN OUR TRAINERS TO BE THE BEST FOR YOU

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.



GLOBAL 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.

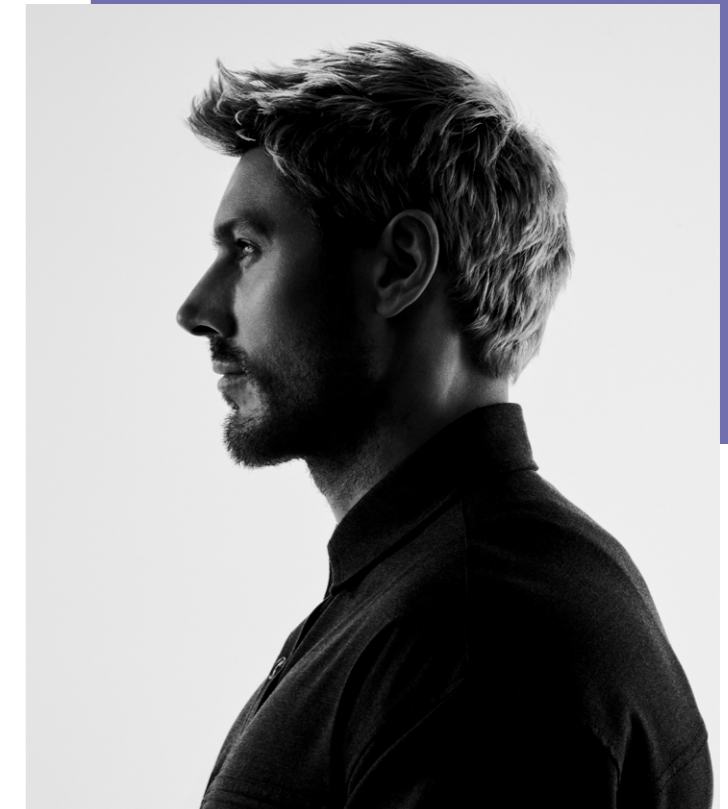


CHRIS APPLETON

GLOBAL AMBASSADOR

Chris Appleton discovered his passion for hair styling at a young age, experimenting with his mother's hair before getting his first salon job at just 13 years old. After years of working in London, Los Angeles came calling and soon Chris became the go-to stylist for Hollywood's top celebrities - Kim Kardashian, Jennifer Lopez and Dua Lipa, to name a few. He's the tastemaker and mastermind behind some of the most famous looks and blonde hair colour transformations of the past decade.

 @chrisappleton1



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 global 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 colouring.


 @lesleyjennison

TYLER JOHNSTON



GLOBAL AMBASSADOR

Tyler Johnston has an immaculate pedigree background as both a creative hairdresser with a celebrity clientele and a leading editorial stylist with some of the world 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

LISA FARRALL



GLOBAL AMBASSADOR

Lisa Farrall is a stylist and educator with over 25 years of experience working with celebrities, music artists and TV personalities both in the UK and internationally. An award-winning texture expert with global recognition spreading the message of texture equality with her brand WIG London. Lisa's work has been featured in the likes of Vogue and Vanity Fair.

 @lisafarrall

NICK IRWIN

GLOBAL AMBASSADOR

Nick Irwin is a true industry icon. He has had a prestigious career with both Toni & Guy and Tigi as their Global Creative Director. As Hair Editor at Hunger Magazine, he works closely with Rankin, the iconic photographer, and the team. With a passion for hair matched only by his outstanding talent, his work is often featured in global fashion magazines and advertising campaigns.

 @nickirwinhair



ARJAN BEVERS

GLOBAL AMBASSADOR

Arjan Bevers is both a multi-talented, 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.

 @arjanbevers



MEET OUR ANZ AMBASSADORS



DEE PARKER-ATTWOOD

NATIONAL AMBASSADOR

Dee Parker-Attwood a leading lady in the world of hairdressing. She isn't just any hair guru – she's the captain of the hair ship, steering through the worlds of salon ownership, mentoring, teaching, and creative genius. She's all about blending business savvy with her passion for setting trends that are as unique as they are cutting-edge.

A self-professed hair junkie, Dee thrives in the hustle of the hair game, all fuelled by her mission to help others unleash their full hair potential. She's not just about technique; she's about mixing inspiration with gutsy moves. Dee's all about pushing boundaries in hair design, preferring wild, out-there ideas, and that's what makes her stand out in an industry.

 @deeparkerattwood_

ACHIEVEMENTS

- 2024 British Hairdressing Awards: Finalist International collection of the Year
- 2024 Live International Hairdressing Awards: Hairdresser of the Year
- 2024 AHIA and AHFA Australian Hairdresser of the Year finalist
- 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

JASON FASSBENDER

CREATIVE AMBASSADOR

The fusion of hair and fashion serves as a constant muse for Jason. He believes in crafting a holistic narrative where hair seamlessly complements the overall aesthetic. Throughout his career, he's been driven by the desire to see those he's mentored succeed, finding profound fulfillment in their achievements.

Experimentation and risk-taking are central to Jason's creative ethos. He pushes boundaries while always prioritizing the enhancement of natural beauty. His quest for inspiration knows no bounds, drawing from music, film, fashion, travel, and the pulse of the street.

For Jason, success isn't measured by accolades alone but by the sense of happiness and fulfillment derived from his work. Winning awards like Australian Hairdresser Of The Year in 2017 is undoubtedly gratifying, but his true measure of success lies in the pride he feels for the art he creates and the lives he touches through education and mentorship.

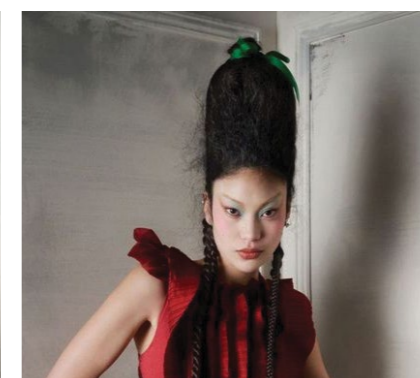
With a relaxed yet passionate approach, Jason Fassbender continues to inspire the next generation of hair artists, carrying forward the legacy of Australian creativity in the world of hairdressing.



ACHIEVEMENTS

- 2022 AHFA Australian Hairdresser of the Year Finalist
- 2022 AHFA Australian Hairdresser of the Year Finalist
- 2017 AHFA Australian Hairdresser of the Year
- 2009 Hair Expo New Creative Force

 @jasonfassbender





KRISTIE KESIC

AUSTRALIAN NATIONAL COLOUR AMBASSADOR

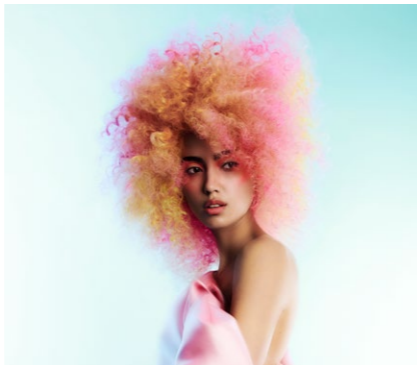
Kristie is a master in the art of hair colouring and a beacon of brilliance in Australia's hairdressing scene. With an extraordinary 17-year career, she has not only perfected her craft but redefined it, earning the coveted title of Colour World International Colour Genius 2024 and recognition as one of Australia's best colourists.

As the owner of Cobelle Creative in Brisbane, Kristie's visionary leadership and dedication to mentoring have propelled the salon to numerous accolades, including the prestigious AHIA Australian Best Salon Team of the Year 2024 and the Australian Women in Business Award.

Kristie's unparalleled passion for colour artistry has earned her array of recognition. She is an 8-time AHIA Colourist of the Year finalist, a 4-time AHFA Colourist of the Year finalist, and a 2-time QLD Hairdresser of the Year finalist. Her exceptional talent has also gained international acclaim, with finalist positions in the AIPP Best International Colour Award and the Alternative Hair Show Awards. Her stunning collections are celebrated worldwide, gracing the covers of numerous international publications.

 @cobellecreative

 @kristiekesic_colourist



JENNIFER MORGAN

NEW ZEALAND 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

ANZ GUEST ARTISTS

STEPH MEYER

Steph Meyer is an accomplished hairdresser, salon owner, and educator with over a decade of experience in the industry. As the founder of Steph Meyer & Co., with salons in St Kilda and Horsham, Steph has built a reputation for delivering exceptional service and fostering a culture of creativity and excellence.

A passionate advocate for education, Steph thrives on inspiring the next generation of stylists. Her hands-on approach, combined with a deep love for innovation and technique, makes her a sought-after mentor and guest artist.

Known for her approachable style and industry insight, Steph's workshops are equal parts inspiring and practical, designed to help stylists elevate their skills while finding their unique creative voice. Whether she's behind the chair, leading a team, or presenting on stage, Steph's passion for hairdressing shines through in everything she does.

 @stephmeyerandco



KRYSTLE TOKUNAI

MASTER STYLIST AND INDUSTRY LEADER

With over two decades of experience in the hair and beauty industry, Krystle Tokunai has cemented her reputation as one of Australia's leading hair professionals. Beginning her journey as a first-year apprentice in Brisbane in 2001, Krystle honed her craft through dedication and passion, progressing to become the Owner, Director, and Stylist at Tokunai Hair since 2008. Under her leadership, the salon has become a haven for transformative colour, styling, and makeup, exceeding client expectations at every turn.

Krystle's unparalleled expertise and creativity have garnered her numerous accolades, including being crowned AHIA Queensland Hairdresser of the Year 2024 and achieving finalist positions in prestigious awards such as the AHIA Salon Team of the Year 2023, AHIA Colourist of the year 2023, and the Queensland Training Awards 2023.

Beyond the chair, Krystle is deeply committed to education and mentorship. As a proud member of the ANZ Schwarzkopf Education Team, she shares her knowledge through social media and business workshops across Australia and New Zealand.

Krystle's approach is rooted in artistry and empowerment, creating a community that thrives on creativity, skill, and a deep understanding of her clients' needs. Whether she's crafting breathtaking styles, leading her team, or inspiring industry peers, Krystle Tokunai remains a driving force in the hair and beauty world.

 @tokunaihair



STUART BANE

Stuart Bane is a seasoned hair colour specialist with 24 years of expertise behind the chair. Renowned for his exceptional mastery of colour theory and techniques, Stuart is a global educator in the industry, sharing innovative insights and trends with professionals worldwide.

Currently pursuing studies to become a cosmetic chemist, Stuart is driven by a passion for understanding the 'why' behind every colour formulation and technique. This dedication to the science of colour, combined with his commitment to innovation, makes him a trusted authority and an inspiration to colourists everywhere.

 @knot_sure_



NIC SHIUN

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.

 @nicshiun



DANI BLAKELEY

Dani Blakeley is a visionary known for blending high fashion with commercial practicality. As the Creative Director and Owner of Yoshiko Hair Salon in St Kilda, Dani's career is marked by a long list of awards and accolades, solidifying her reputation in colour, cut/ styling and editorial work.

Her innovative approach has led to numerous photographic collections across the Australian Hair Industry Awards circuit pushing creative boundaries. Dani's ability to translate runway trends into salon-friendly styles with extensive experience working across the US, Europe, and Asia, Dani continues to inspire the industry with her passion for creating transformative hair trends that resonate universally.

 @yoshiko_hair



JORDAN JAMES

Jordan James Arthur Carlton is a talented and passionate 26-year-old salon owner and hairstylist who has quickly risen to prominence in the beauty industry. His journey began in 2015, when he embarked on his hairdressing career at just 16 years old. Over the years, his dedication to his craft has earned him several prestigious accolades, including Southern Apprentice of the Year in 2017, as well as multiple wins in the New Zealand Regional Competition from 2015 to 2019.

Jordan's work blends artistry with technical skill, his passion for pushing creative boundaries continues to inspire both clients and fellow stylists. As a Schwarzkopf Professional Guest Artist, he looks forward to inspiring others, teaching, and further expanding his influence in the Hair community.

 @jordanjames

 @jordanjameshairsalons

MELISSA HOWLETT

Melissa's passion for the art of hair began at the age of 6, when she first started watching and learning from her hairdresser mother. This deep-rooted passion led her to explore many areas within the industry, including 6 years spent styling hair on cruise ships.

After returning to Australia, Melissa quickly gained recognition as an award-winning hairstylist in the bridal industry. Her success naturally led her to become an educator, where she discovered a new passion for helping other hairstylists build their confidence and enhance their skills. Known for her fun, energetic personality, Melissa's teaching style is both uplifting and inspiring, leaving a lasting impact on all who learn from her.

Five years ago, Melissa shifted her focus to natural curls, addressing a significant gap in the hair industry. She opened a specialised curly hair salon on the Gold Coast, dedicated to serving clients with all curl types. Melissa loves creating stunning curly hairstyles and inspiring her clients to embrace their natural beauty. She finds immense joy in empowering her clients to feel confident and amazing with their curls!

 @curlswithmelissa

 @hair.with.melissa




ALEXANDRA KENNY

Alexandra Kenny is a dynamic and innovative hairstylist who has quickly made her mark through her creativity and leadership. Her passion for pushing boundaries and mastering her craft, Alexandra further solidified her position in the industry by being invited as a panelist at the 2021 Power Up Conference, where she represented apprentices and shared her insights on industry expectations and future planning, showcasing her ability to influence and mentor the next generation of stylists.

Alexandra's creativity shines through in her work, Creative Colouring & Precision Cutting: Expertise in balayage, vibrant fashion colours, and advanced cutting techniques her interpretations of classic cuts with a grunge theme. Her ability to conceptualize and execute bold ideas has established her as a forward-thinking stylist. With a focus on combining artistry with technical skill, Alexandra continues to inspire both peers and clients alike.

 @looks_like_alexandra

 @morganandmorganhair



COLOUR

EXPLORE OUR SEMINARS +





ALL YOU NEED TO KNOW ABOUT COLOUR SCIENCE

To become a great colourist you need to start with the **colour fundamentals**. Master a complete understanding of **colour principles** and the Schwarzkopf Professional portfolio combined with practical experience on live models, in this hands-on workshop.

ALL YOU NEED TO KNOW ABOUT COLOUR TECHNIQUES

Whether you are looking to create modern highlights, freehand or timeless techniques, this seminar will elevate your practical skills to new heights.



BEAUTIFUL BRUNETTES: CREATE AND PERFECT

Discover the art of creating stunning brunettes. Elevate your color skills as we delve into rich, deep or subtle sun-kissed hues, learn the secrets to achieving dimensional, head-turning results. Perfect for stylists looking to master the nuances of brunette tones, create personalized, radiant looks for every client. This L+L will showcase techniques and color placement, leaving you inspired and ready to transform your brunette work into something truly exceptional.



EFFORTLESS COLOUR: CREATIVE TECHNIQUES FOR SUCCESS

Step into the world of modern, commercially viable colour techniques with this seminar, designed for stylists eager to achieve fashion-forward results that clients will love—while maximizing time and profitability.

Learn simple, impactful, and time-efficient techniques that can be easily integrated into any salon setting. Whether you're enhancing vibrant hues, creating seamless blondes, or making bold colour statements, this seminar will inspire and empower you with ideas that are as

enjoyable to create as they are effective to deliver. Explore the versatility of Schwarzkopf Professional colour ranges, including Igora Royal, Vibrance, Chroma ID, and BlondMe, as we guide you through techniques that save time without sacrificing creativity or quality.

Join us and discover how to turn every appointment into a masterpiece, focusing on efficiency, creativity, and client satisfaction. Let's make colour fun, fast, and fabulous!

COLOUR CORRECTION

Conquer the skill of colour correction and solve any colour challenge! A service that will guarantee a long-lasting client relationship. This seminar provides the combination of skills and knowledge, in a hands-on workshop with colour correction challenges.

CREATIVE COLOUR & TECHNIQUES

Being able to work creatively with colour is the aim of every colourist. There are a lot of aspects to take into consideration. In this seminar you will discover how to create different colour techniques and placements.

#HBYSK HERO SERVICES

'For Every You' hero services are all about enabling hairdressers to deep dive into targeting specific client groups. Do you want to learn how to achieve:

- Curly hairstyles and colour inspired by @hairbyreema
- A blonde that's the new black inspired by @paintedhair
- A 'Grey and Gorgeous' look inspired by @jackmartincolorist
- Translate these looks to salon services



AUTHORITY IN BLONDE



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.

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

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 hairdressing market
- Schwarzkopf Professional Authority in Blonde will give you all the tools you need to become an expert in Blondes



DAYS

SYDNEY

23-26TH MARCH

MELBOURNE

7-10TH JULY

BACKBAR

EXPLORE OUR SEMINARS +



ALL YOU NEED TO KNOW ABOUT HAIR & SCALP CARE

Are you looking for in-depth knowledge about hair and scalp? If so, this is the perfect seminar for a deeper understanding of the hair and scalp, its foundations, functions and structure. Learn the theory and then put it into practice in our hands-on workshop, introducing different services to address any hair and scalp concern. The know-how you need to improve your consultations.

STYLING

EXPLORE OUR SEMINARS +





ALL YOU NEED TO KNOW ABOUT STYLING

Discover the specific techniques needed to style every hair type. This session provides you with a portfolio of styling techniques and salon-relevant skills to suit a diverse client group.

CUT CURL AND CONQUER

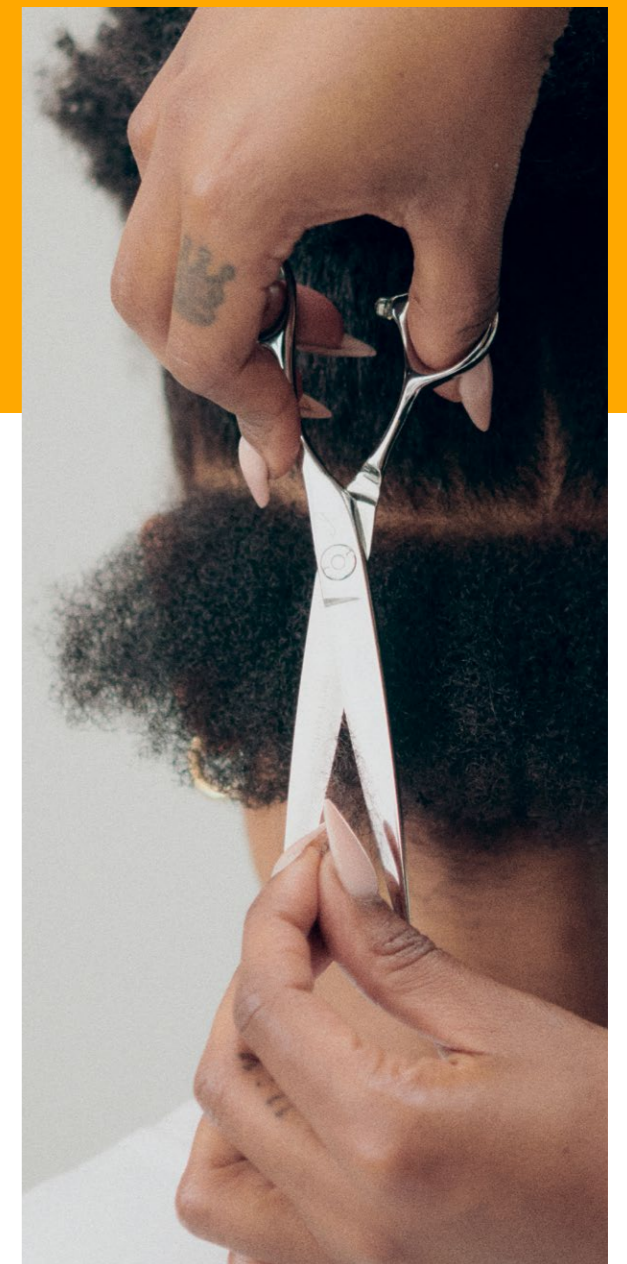
Unlock the secrets to cutting and styling curly hair in this unmissable Look + Learn session with curl expert @curlswithmelissa! Learn the unique art of working with all curl types. Learn how to choose the right products, master essential cutting techniques, and create beautiful shapes and layers tailored to each client. Packed with insider tips and tricks, Melissa will share everything you need to build your confidence and deliver stunning, customized results. Don't miss this opportunity to elevate your skills and transform how you approach curly hair!

CUTTING

EXPLORE OUR SEMINARS +

BLONDES, BOBS + BANGS

Perfect the art of cutting bobs, exploring two classic techniques sleek and sophisticated to edgy and textured. Dive into the details of bangs, learning how to craft a variety of fringes with layering and trending techniques to suit every client. Elevate your craft further with blonde color techniques designed to enhance and complement your cuts, bringing your creations to life with dimension and brilliance. This seminar is your gateway to mastering these iconic looks with confidence and precision.



PARTNERS IN CRAFT

EXPLORE OUR SEMINARS +





THE ART OF CONSULTATION

A vibrant and empathetic connection between client and stylist is a crucial moment in the salon. This moment is the hairdresser’s consultation, a beautiful and profound dialogue that unveils unique stories, aspirations and the inner beauty of each individual. We explore the art of consultation in six engaging modules.



CREATE IT POST IT

Mastering Social Media Trends and Capturing Instagram-Worthy Moments.

In the ever-evolving world of social media, standing out with the perfect Instagram post or TikTok video is more than just about snapping a picture – it’s about creating something that grabs attention, resonates with your audience, and keeps them coming back for more.

Dive into the latest trends in social media, uncover what makes a photo or video truly “Instagrammable,” and give you the insider tips and tricks on how to create visually captivating content that not only enhances your feed but also drives engagement.

BOUGEE BUSINESS

Social Media is a Major Player in Your Business Success!

In today’s digital world, social media isn’t just an optional marketing tool – it’s a vital component of any successful business strategy. Whether you’re an established brand or a budding entrepreneur, social media has the power to transform your business by building connections, growing your community, and driving sales.

In these sessions, we’ll dive into how you can effectively leverage social media platforms to elevate your brand, connect with your ideal customers, and stand out in an increasingly crowded marketplace.

We will cover:

Social Media as a Marketing Powerhouse:

Maximizing Digital Tools: How to use social media platforms and digital tools to streamline your marketing and amplify your message.

Content Creation & Branding: Crafting posts that resonate with your audience and elevate your brand identity.

Tracking & Measuring Success: Key metrics and insights to understand what works and how to optimize your efforts.

Whether you’re looking to increase brand awareness, drive sales, or build meaningful relationships with your audience, this 2 day course will provide actionable guidance to take your business to the next level.

CREATIVE COLLECTIVE ANZ

THE NEXT GENERATION OF HAIRDRESSERS

Introducing the Schwarzkopf Professional Creative Collective, award winning dynamic community designed to elevate the artistry of hairdressing across Australia and New Zealand.

Crafted as a haven for passionate and ambitious hair creatives, the Creative Collective offers exclusive opportunities for upskilling, collaboration, and inspiration alongside esteemed Schwarzkopf Professional Ambassadors.

Created to celebrate the essence of hairdressing craftsmanship, the Creative Collective brings together like-minded individuals dedicated to pushing boundaries and mastering their craft. Members have unparalleled access to a wealth of resources, including participation in leading hair events and exclusive training sessions led by Australia's top hairdressers.



AHFA ARTISTSIC TEAM OF THE YEAR 2024
SCHWARZKOPF PROFESSIONAL ANZ
CREATIVE COLLECTIVE



COLOUR CRAFTER 2025

Entry window:

2 JUN –
1 AUG
2025

Finalists announced:

15 AUG
2025

Winners announced:

22 AUG
2025



Krystle Tokunai
Colour Crafter Winner



Martha Flower
Apprentice Winner

COMPETITION CRITERIA

CRAFT YOUR COLOUR

CRAFT YOUR CUT

CRAFT YOUR STYLE

CRAFT YOUR PHOTO

Take your photographs (x3)

1. Before photo (head & shoulders)
2. Head and shoulders
3. Full length – total look

Smartphone photos (iPhone/Android) are accepted and encouraged for submission.

WHO CAN ENTER

- Open to all hairdressers and apprentices in Australia and New Zealand
- Every entry submitted by an apprentice automatically enters 'APPRENTICE CRAFTER award'
- Students enrolled full time or at a private training academy
- NON SKP salons welcome to enter but must use Schwarzkopf Professional products

DIGITAL SESSION

COLOUR CRAFTER PLAYBOOK: INSIDE COLOUR CRAFTER

HOW TO NAIL YOUR ENTRY

Join us for the Colour Crafter competition Insider Session, where you'll discover everything you need to create a show-stopping competition entry. This session will cover essential tips and tricks across competition including cutting, colouring, and styling your look to ensure it stands out. Learn how to craft your work, from perfecting technical execution to presenting a polished final image. We'll share insights on what the judges are looking for, common pitfalls to avoid, and how to elevate your photos for maximum impact. Whether you're a first-time competitor or looking to refine your approach, this session is your ultimate guide to crafting a winning submission.

Monday:

**5 MAY
2025**

10.00am – 11.00am

For more information and to register speak to your SKP sales and education team.

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 programme 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.



ANZ TEAM DARWIN, CLASS OF 2024



DIGITAL SEMINARS

COLOUR

FIT FOR COLOUR

Join our Igora Royal Colour session and master the fundamentals of SKP colour! This interactive session will guide you through the essential details of the range and teach you how to achieve outstanding results with confidence. Perfect for those looking to solidify their understanding and elevate their colour skills, this training is designed to set you up for long-term success in delivering exceptional hair colour services. Dive into the rich world of Igora Royal and discover how to use unlocking your full creative potential.

24th	February	10.00 – 11.30am
17th	March	10.00 – 11.30am
14th	April	10.00 – 11.30am
19th	May	10.00 – 11.30am
16th	June	10.00 – 11.30am
21st	July	10.00 – 11.30am
25th	August	10.00 – 11.30am
22nd	September	10.00 – 11.30am
27th	October	10.00 – 11.30am

To register for our complimentary online digital training sessions with our Education Expert, kindly email kate.rawnsley@henkel.com and provide your name and email address.

VIBRANCE

WITH IGORA VIBRANCE THERE IS ALWAYS MORE TO CREATE

With its infinite colour palette, many service opportunities, flexible applications and always evolving techniques, IGORA VIBRANCE is the brand for all hairdressers who never stop exploring, evolving and creating. Discover how IGORA VIBRANCE can do more for your creativity, clients and colour business.

24th	February	12.00 – 1.00pm
14th	April	12.00 – 1.00pm
19th	May	12.00 – 1.00pm
26th	May	12.00 – 1.00pm
16th	June	12.00 – 1.00pm
30th	June	12.00 – 1.00pm
14th	July	12.00 – 1.00pm
21st	July	12.00 – 1.00pm
22nd	September	12.00 – 1.00pm

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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 and sustainable story.

17th	March	12.00 – 1.00pm
26th	May	11.00 – 11.30am
14th	July	11.00 – 12.00pm

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BLONDME COLOUR

Unlock the secrets to achieving the perfect blonde with our BLONDME Colour session! Dive into the versatile BLONDME colour portfolio, this session will equip you with the knowledge to master every aspect of the colour range. Gain a thorough understanding of the products that will help you deliver flawless blonde results every time. A great opportunity to enhance your skills and elevate your blonde colour expertise.

26th	May	10.00 – 11.00am
30th	June	10.00 – 11.00am
21th	July	1.00 – 2.00pm
25th	August	12.00 – 1.00pm
8th	September	12.00 – 1.00pm
27th	October	12.00 – 1.00pm

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THE ART OF CONSULTATION

This session will explore the crucial moment in the salon experience where vibrant and empathetic connections are made — creating trust, understanding, and exceptional results. Learn how to engage with your clients on a deeper level, ask the right questions, and navigate every consultation with confidence. Whether you're a seasoned stylist or just starting out, this training will equip you with the skills to build lasting relationships, manage expectations, and deliver services that leave clients feeling truly cared for. Don't miss this opportunity to elevate your consultation game and enhance your client experience.

3rd	March	10.00 – 11.30am
16th	June	1.00 – 2.30pm
8th	September	10.00 – 11.30am

To register for our complimentary online digital training sessions with our Education Expert, kindly email kate.rawnsley@henkel.com and provide your name and email address.

CARE

FIBRE CLINIX

Join us for an exclusive training session on our new Fibre Clinix in-salon care service featuring the revolutionary BONDFINITY technology. This cutting-edge repair system takes bonding to the next level, offering a fully customized service that delivers permanent, infinite repair for your clients' hair. Discover the BONDFINITY Method and learn how to integrate this advanced technology into your salon services to elevate client satisfaction. With luxurious, advanced formulas designed to transform hair health, this session will provide you with the knowledge and skills to stay ahead in the industry and offer unparalleled service. Don't miss this opportunity to enhance your expertise and bring innovation to your salon.

24th	February	10.00 – 11.00am
17th	March	10.00 – 11.00am
14th	April	10.00 – 11.00am
16th	June	10.00 – 11.00am
15th	September	10.00 – 11.00am

To register for our complimentary online digital training sessions with our Education Expert, kindly email paul.kennett@henkel.com and provide your name and email address.

DIGITAL SEMINARS

BLONDME CARE

Explore in depth product knowledge on the NEW BLONDME care range. Delve into the revolutionary BLONDME care system with BONDFINITY this innovative technology creates a sophisticated network of two types of bonds, working together to promote a robust, yet flexible hair structure. Enhance your expertise in haircare for blondes ensuring you are the expert in maintaining gorgeous blonde hair as it requires special care to prevent breakage and keratin loss, to reveal a stronger, more resilient blonde.

5th	May	10.00 – 11.00am
16th	June	11.30 – 12.30am
14th	July	10.00 – 11.00am
4th	August	10.00 – 11.00am
15th	September	11.30 – 12.30am
13th	October	10.00 – 11.00am

To register for our complimentary online digital training sessions with our Education Expert, kindly email paul.kennett@henkel.com and provide your name and email address.

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.

17th	March	11.30 – 12.30pm
16th	June	1.00 – 2.00pm
15th	September	1.00 – 2.00pm

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STYLING

OSiS+

We champion limitless self-expression and styling done your way. Unleash your creativity, whatever your energy. Styling that's ready for any character, anywhere. Discover OSiS+ styling tips and tricks, gain insights into the benefits of each product, from adding volume and texture to ensuring long-lasting hold and shine. This training will teach you how to select the right products for different styles and techniques, helping you enhance your skills and create flawless, customised looks for your clients.

3rd	March	10.00 – 11.00am
5th	May	10.00 – 11.00am
14th	July	10.00 – 11.00am
8th	September	10.00 – 11.00am

To register for our complimentary online digital training sessions with our Education Expert, kindly email colston.roberts@henkel.com and provide your name and email address.

SESSION LABEL

Session Label styling products are a curated, small editorial range crafted by stylists for stylists, delivering runway-ready results. Each product is designed to provide the high-performance, innovative solutions that professionals need to create impactful, fashion-forward looks. With a focus on quality and versatility. Join us to learn how Session Label empowers stylists to express their creativity and achieve superior, flawless finishes that meet the demands of editorial and runway looks. Learn how to select the right products for different styles and techniques, helping you enhance your skills and create personalised looks for your clients.

7th	April	10.00 – 11.00am
2nd	June	10.00 – 11.00am
11th	August	10.00 – 11.00am

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Experience our COMPLIMENTARY and interactive online training sessions, designed to fit seamlessly into your schedule. Each 1-hour session is engaging and packed with valuable insights, providing a comprehensive learning experience from the comfort of your own space. Join us to expand your skills, stay inspired, and gain practical knowledge in an interactive format that encourages participation and growth.

WHO CAN ATTEND

This program is open to individuals of all skill levels, from beginners to seasoned professionals. Our education offering is inclusive and accommodates all learning styles to ensure that each participant has a valuable and enriching experience. Whether you're looking to build foundational knowledge or expand your existing expertise, these sessions are tailored to support your growth and enhance your capabilities. Join us and become part of a community dedicated to learning and professional excellence.

WHAT WILL YOU LEARN

Our comprehensive education offering is designed to enhance your product knowledge and empower you to achieve exceptional results across the full SKP portfolio. Through these sessions you will gain in-depth insights into product features, benefits, and effective application techniques. Learn how to leverage your expertise across the entire range to deliver outstanding outcomes, boost client satisfaction, and elevate your professional skills. Join us and transform your understanding into practical skills that set you apart in the industry.

SEMINAR DATES

ALL YOU NEED TO KNOW ABOUT COLOUR SCIENCE

Melbourne	7th Apr	\$150 inc GST
Sydney	28th Apr	\$150 inc GST
Hamilton	31st Mar	\$150 inc GST
Auckland	11th Aug	\$150 inc GST

ALL YOU NEED TO KNOW ABOUT COLOUR TECHNIQUES

Melbourne	2nd Jun	\$150 inc GST
Sydney	16th Jun	\$150 inc GST

COLOUR CORRECTION

Melbourne	12th May	\$150 inc GST
Melbourne	6th Oct	\$150 inc GST
Adelaide	28th Apr	\$150 inc GST
Sydney	26th May	\$150 inc GST
Sydney	20th Oct	\$150 inc GST
Auckland	19th May	\$150 inc GST
Hamilton	26th May	\$150 inc GST
Christchurch	5th May	\$150 inc GST

CREATIVE COLOUR & TECHNIQUES

Melbourne	22th Sep	\$150 inc GST
Adelaide	20th Oct	\$150 inc GST
Sydney	22th Sep	\$150 inc GST

BOUGEE BUSINESS

Melbourne	23-24th Mar	\$600 inc GST
Perth	12-13th May	\$600 inc GST

CREATE IT POST IT

Bunderburg	9th Jun	\$295 inc GST
Townsville	1st Sep	\$295 inc GST
Auckland	23rd Jun	\$295 inc GST
Hamilton	21st Jul	\$295 inc GST
Christchurch	1st Sep	\$295 inc GST

BEAUTIFUL BRUNETTES

Melbourne	19th May	\$150 inc GST
Sydney	23rd Jun	\$150 inc GST

CUT CURL AND CONQUER: CURL CUTTING & STYLING MASTERY

Melbourne	1st Sep	\$295 inc GST
Sydney	18th Aug	\$295 inc GST
Perth	4th Aug	\$295 inc GST
Cairns	23rd Jun	\$295 inc GST

BLONDES BOBS + BANGS

Melbourne	27th Oct	\$295 inc GST
Sydney	21st Jul	\$295 inc GST
Bunderburg	11th Aug	\$295 inc GST

EFFORTLESS COLOUR: CREATIVE TECHNIQUES FOR SUCCESS

Auckland	7th Apr	\$295 inc GST
Hamilton	16th Jun	\$295 inc GST
Christchurch	7th Jul	\$295 inc GST
Melbourne	11th Aug	\$150 inc GST

AUTHORITY IN BLONDE

Sydney	23-26th Mar	\$1,200 inc GST
Melbourne	7-10th Jul	\$1,200 inc GST

HOW TO BOOK YOUR SEMINAR

Ready to book or require further information on content, seminar availability please speak to your Schwarzkopf Professional educator or sales representative.

PAYMENT OPTIONS

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

CHANGES TO COURSE CONTENT

Course content may vary subject to changes in the product range or service techniques. Schwarzkopf Professional reserves the right to alter the content, Schwarzkopf Professional Artists, or change the published dates of the courses at any time without notice.

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 Schwarzkopf Professional educator/facilitator before you leave the session on the first day of your seminar.

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.

* In case 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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For more information please contact your ASK Advisor, or alternatively call the
Schwarzkopf Professional Technical Hotline number: 1800 624 000 (AU) 0800 500 515 (NZ)