UNLEASH THE star IN YOU

Our drive to set and evolve the latest trends combined with pioneering research empowers hairdressers across the globe to style the star in every client. Celebrities are our secret weapon and a powerful channel of communication. Striking images of inspiring beauty bring clients to the salon to unleash their inner star. In turn, hairdressers become stars with the help of L’Oréal Professionnel.
L’Oréal invented hair colour in 1909 and has since devoted itself solely to one business: Beauty. Its unique research arm enables it to continually explore new territories and invent the products of the future, whilst drawing inspiration from beauty rituals the world over.

Our HISTORY

1909 EUGÈNE SCHUELLER created the “Société Française des Teintures Inoffensive pour Cheveux”.

1925 L’ORÉAL D’OR for blonde colour.

1929 IMÉDIA the 1st quick oxidation hair colour. L’Oréal Blanc, the secret for platinum blondes.

1945 EUGÈNE SCHUELLER the 1st cold-wave permanent.

1951 IMÉDIA CRÈMED one-step bleach and colour.

1952 RÉGÉ COLOR direct colour.

1955 PLIX for lasting perms.

1957 ELNETT launch of Elnett hair lacquer.

1978 MAJIREL IONÈNE G™ the L’Oréal Professionnel cream colour.

1980 DULCIA the first perm solution with Ionène-G™.

1990 DIACOLOR tone-on-tone, a new colouring technology for hairdressers.

2000 SÉRIE EXPERT the professional hair care line.

2004 TECK.ART the most complete professional styling toolbox.

2009 INOA new ODS breakthrough technology for a new haircolor standard.

2011 MYTHIC OIL the premium oil-based haircare brand by L’Oréal Professionnel.

2012 STEAMPOD a high performance hair straightener that utilizes the power of steam for sublime hair shine.

2014 INFINIUM the finest professional hairspray and icon of fashion weeks.

2015 PRO|FIBER the first ever long-lasting repair treatment.

Key FIGURES

5th L'ORÉAL BRAND IN TERMS OF TURNOVER

70 COUNTRIES

2,500 TRAINERS

300,000 SALONS

1,000,000 HAIRDRESSERS

5th L’ORÉAL BRAND IN TERMS OF TURNOVER

70 COUNTRIES

2,500 TRAINERS

300,000 SALONS

1,000,000 HAIRDRESSERS
Masters of HAIR COLOUR

Throughout the years, L’Oréal Professionnel has established the most complete hair colour portfolio to give colourists all the shades and tools they need to provide bespoke colouring in salons.

INOA | A new era
In 2009, L’Oréal Professionnel launched INOA, a breakthrough market innovation, offering the first permanent ammonia-free colour. In 2016, the brand is going a step further by answering the most challenging need in colour: tenacity. INOA offers a new ammonia-free, long-lasting, faithful colour that powers the full range of on-trend cool blonde shades and cold to warm browns.

MAJIREL | Fool-proof permanent colour
With more than 230 shades, Majirel is truly a star product in salons. Its rich and permanent colour covers up to 100% grey hair as well as conditioning the hair fibre.

BLONDE STUDIO | By Colorists for Colorists
It is the most complete and innovative toolbox colourists use to achieve every kind of blonde from very natural sun-kissed hair, balayage or platinum.

HAIR TOUCH UP | Smart and Effective
L’Oréal Professionnel, fast root camouflage spray. It is perfect must-have tool to use when grey hair appear and your appointment with the colourist is still a few days away.
Our Iconic PRODUCTS

L’Oréal Professionnel is always at the forefront of the latest trends and continuously offers new products and services that benefit from the latest technologies.

From its general care range Série Expert to its specialist brands, L’Oréal Professionnel hair care has been designed to offer adapted, tailored solutions for all hair needs.

SMARTBOND | The new bond strengthening system
Smartbond works in perfect synergy with all the brand’s bleaching and color products. It is the safety net for colorists to unleash their creativity and say yes to all their clients’ wishes.

SERIE EXPERT | The problem-solution brand
Thanks to L’Oréal Advanced Research, the iconic Série Expert line offers solutions to every day hair problem with targeted care.

PRO FIBER | The long-lasting repair expert
It’s the only keratin treatment that contains an exclusive blend of HAPTS, a technology that durably strengthens the hair’s fiber for unprecedented, visible and lasting repair. The care begins in salon with a professional’s diagnosis to determine the client’s level of hair damage. Then recommends the appropriate PRO | FIBER range for their hair care protocol in salon and for the at-home routine.

SERIOXYL | The Anti-thinning expert
A major scientific breakthrough led to the development of Stemoxydine, a molecule which re-densifies fine and thinning hair. Serioxyl is a complete anti-thinning intervention with targeted hair care and serums that act from the very first symptoms of thinning.

MYTHIC OIL | The power of oils
Mythic Oil combines the best of what nature and science have to offer to provide women with all of the benefits of oil without any of the drawbacks. It is the perfect balance between nutrition and lightness for any type of hair.
Every salon in Australia will have a dedicated Business Consultant that will constantly strive for the growth of your salon, your team and assist in creating a beautiful client experience.

L’Oréal Professionnel hosts an international annual forum in destinations across the globe. Attendees will experience industry relevant content and inspirational themes. Bespoke local events for our salons to ignite your imagination, discover the latest cutting-edge techniques and trends and connect with fellow beauty pros.
The most powerful tool to inspire and develop the stars of tomorrow! Developed with the needs of your salon and team in mind. The Education Collection is fresh and exciting, relevant to the market needs and based on international fashion and trends.

**Our Commitment**

**Education Excellence**

*Education Collection*

New and exciting courses are taught by multi-talented team who are all committed and highly passionate about making a difference in the industry.

*Industry’s Best*

Our Brand Coaches will motivate with creativity and increase your team’s confidence by providing additional skills and business drive.

*Empower & Motivate*

The next powerful tool to inspire and develop the stars of tomorrow! Developed with the needs of your salon and team in mind. The Education Collection is fresh and exciting, relevant to the market needs and based on international fashion and trends.
L’Oréal Professionnel is committed to driving new clients into your salon. By investing in digital marketing campaigns, then connecting new clients to your salon using our salon locator, we make you stand out.

We provide an extensive array of exciting marketing materials for your salon and online platforms, centred around loyalty, gaining new clients and offering new services that clients want!

No two clients are the same, no two salons should be either. Our print portal will produce marketing materials that can be personalised to your needs, customised in your style, and format that will suit your salon.
EDUCATION IS THE MOST POWERFUL TOOL WE CAN USE TO GROW, INSPIRE AND DEVELOP THE STARS OF TOMORROW.
INSPIRATION
We aim at L’Oréal Professionnel to meet all your education needs including keeping creativity flowing with inspirational topics, educators and artists. Work with some of the best hairdressers in Australia, who collectively cover a broad cross section of needs. For international inspiration, you have access to our international programs via our global network.

STYLING
New in 2017 L’Oréal Professionnel offers a complete star path certification exclusive to your styling development. On completion of your Expert Level in the Styling Star Path you will have completed the major requirements to be included on the L’Oréal Professionnel Backstage Styling Teams. If you’re confident in your skills, why not stretch yourself with new ideas and inspiration? Our Cut, Colour & Style courses will be perfect for you.

CUTTING
Achieve and maintain your cutting edge with seminars and workshops for every member of your team - master the basics, perfect techniques or learn about trending styles. Gain new ideas and inspiration and create total looks via our NEW cutting and colouring inspirational seminars.

COLOUR
Red-hot technical expertise in colour, at your fingertips. Create outstanding looks based on solid technical mastery. No matter where you are on your personal colour journey, we can help you reach new levels: trust our L’Oréal Professionnel Colourist Certification right through to Colour Degree, the benchmark of an exceptional colourist.

STYLING
Add value and maintain your cutting edge with seminars and workshops for every member of your team - master the basics, perfect techniques or learn about trending styles. Gain new ideas and inspiration and create total looks via our NEW cutting and colouring inspirational seminars.

DEVELOPMENT
Every year submissions and auditions are held across Australia to enable rising potential to be nurtured and challenged toward reaching their greater potential. Bespoke education plans and trainings are made for you and your team. Education in Motion programs enable you to hold in-salon seminars for your entire team taking into account your salon’s individual needs and help transfer learnings immediately on to the salon floor and into success with salon clients.

BUSINESS
How do we get to be the best - and stay the best? By stretching ourselves, sharing ideas and exceeding expectations. Get the best out of your business and your team with seminars and workshops that maximise every opportunity. From retail and marketing to customer care. Ask your Brand Consultant or Brand Coach about how to become involved in our education and gain from other like-minded and successful salons.

EDUCATION CURATED
by L’Oréal Professionnel

It is with great pleasure that we bring you the Education Collection 2017, where you will find all the education you need to support and enhance your hairdressing career.

The Education Collection 2017 is a comprehensive selection of education including colouring, cutting, styling and business for all levels of skill for you and your team. The core of the Education Collection 2017 activities are held in our Academies in Melbourne, Sydney, Brisbane, Adelaide and Perth. We utilise venues in other major cities to host key activities alongside regional locations across the country to bring education closer to you and your team - even more convenient and accessible than ever.

We have named for an Education Collection 2017 that is exciting and relevant for today’s business needs, from vital core education through to fashion and trend based offerings.

Choose L’Oréal Professionnel as your education partner in 2017 and watch your business, creativity and talent grow.

As National Education Manager

Choose L’Oréal Professionnel as your education partner in 2017 and watch your business, creativity and talent grow.

1918
UNLEASH THE STAR IN YOU

L’Oréal Professionnel EDUCATION proudly providing all the education you need to grow your business and team.

**Education OFFERING**

From seminars covering all areas, from colour, cutting and styling, right through to business seminars - all you need to meet every education need is here. Delivered online, in academy or in salon.

**Amazing TEAMS**

You have access to learn and be inspired by some of the most talented hairdressers in Australia. From our L’Oréal Professionnel Artists, industry expert business speakers, Business Consultants and our passionate team of Brand Coaches. Your L’Oréal Professionnel team all share your passion for learning, growth and development – and are eager to share their knowledge and celebrate your achievements.

**Inspiration SESSIONS**

From salon business development, up close and personal Unplugged sessions, on-stage show action and backstage experiences, through to ID Artists development and overseas learning opportunities – many inspirational opportunities are available to be accessed in 2017.
EDUCATION OFFER 2017 by L’Oréal Professionnel

The new colour coding ensures your journey is personalised and delivered by the industry’s best to maximise your education opportunity.

The levels allow you to navigate your own pathway through an education journey designed to expand your knowledge, inspire with the latest techniques and trends from around the world and ultimately grow your Salon business.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>FOUNDATION</th>
<th>SPECIALIST</th>
<th>EXPERT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL LEVELS</td>
<td>Suitable for all levels of hairdressers, irrelevant of the stage of career.</td>
<td>There is a hands-on, the world of L’Oréal Professionnel or returning to hairdressing after a break.</td>
<td>Some hands-on practical experience of giving knowledge and understanding of the subject.</td>
</tr>
<tr>
<td>LEVELS 1</td>
<td>Foundation</td>
<td>Foundation</td>
<td>Foundation</td>
</tr>
<tr>
<td>LEVELS 2</td>
<td>Specialist</td>
<td>Specialist</td>
<td>Specialist</td>
</tr>
<tr>
<td>LEVELS 3</td>
<td>Expert</td>
<td>Expert</td>
<td>Expert</td>
</tr>
<tr>
<td>LEVELS 4</td>
<td>Masters</td>
<td>Masters</td>
<td>Masters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TECHNICAL FOCUS</th>
<th>COLOUR</th>
<th>COLOUR LIVEN &amp; UNPLUGGED (EVENINGS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOUR DISCOVERY</td>
<td>COLOUR KEYS</td>
<td>COLOUR SPELITATIONS</td>
</tr>
<tr>
<td>LIGHTENING DISCOVERY</td>
<td>COLOUR CHANGE</td>
<td>COLOUR GARAGE</td>
</tr>
<tr>
<td>HAIRCARE DISCOVERY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRO-VICE SPECIALIST &amp; SHOOLS SPECIALIST</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TECHNICAL FOCUS</th>
<th>RETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>HACIRREV DISCOVERY</td>
<td>SOHO ACADEMY, NEW YORK</td>
</tr>
<tr>
<td>PRO-VICE SPECIALIST &amp; SHOOLS SPECIALIST</td>
<td>LONDON ACADEMY, LONDON</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TECHNICAL FOCUS</th>
<th>TECHNIQUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLASSIC COLOUR TECHNIQUES</td>
<td>LIVE &amp; UNPLUGGED (EVENINGS)</td>
</tr>
<tr>
<td>CREATIVE COLOUR TECHNIQUES</td>
<td>LIVE &amp; UNPLUGGED (WORKSHOPS)</td>
</tr>
<tr>
<td>CLASSIC COLOUR DISCOVERY</td>
<td>CLASSIC COLOUR TECHNIQUES</td>
</tr>
<tr>
<td>LIGHTENING DISCOVERY</td>
<td>LIGHTENING DISCOVERY</td>
</tr>
<tr>
<td>COLOUR CHANGE</td>
<td>COLOUR CHANGE</td>
</tr>
<tr>
<td>COLOUR DEGREE GRADUATE ARTISTIC</td>
<td>COLOUR DEGREE</td>
</tr>
<tr>
<td>FINISHING SCHOOL</td>
<td>FINISHING SCHOOL</td>
</tr>
<tr>
<td>CAPTAIN &amp; EDITORS</td>
<td>CAPTAIN &amp; EDITORS</td>
</tr>
<tr>
<td>SOHO ACADEMY, NEW YORK</td>
<td>SOHO ACADEMY, NEW YORK</td>
</tr>
<tr>
<td>LONDON ACADEMY, LONDON</td>
<td>LONDON ACADEMY, LONDON</td>
</tr>
<tr>
<td>L’ORÉAL BUSINESS FORUM</td>
<td>L’ORÉAL BUSINESS FORUM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TECHNICAL FOCUS</th>
<th>STYLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>STYLING DISCOVERY</td>
<td>STYLING DISCOVERY</td>
</tr>
<tr>
<td>FINISHING SCHOOL CATWALK &amp; EDITORIAL</td>
<td>FINISHING SCHOOL CATWALK &amp; EDITORIAL</td>
</tr>
<tr>
<td>SOHO ACADEMY, NEW YORK</td>
<td>SOHO ACADEMY, NEW YORK</td>
</tr>
<tr>
<td>LONDON ACADEMY, LONDON</td>
<td>LONDON ACADEMY, LONDON</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TECHNICAL FOCUS</th>
<th>BEYOND PRODUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERVICE, DIGITAL &amp; BUSINESS</td>
<td>SERVICE, DIGITAL &amp; BUSINESS</td>
</tr>
<tr>
<td>COMMUNICATION &amp; CONSULTATION</td>
<td>COMMUNICATION &amp; CONSULTATION</td>
</tr>
<tr>
<td>GUEST ARTIST BRAND COACH</td>
<td>GUEST ARTIST BRAND COACH</td>
</tr>
<tr>
<td>PROFESSIONALS</td>
<td>PROFESSIONALS</td>
</tr>
<tr>
<td>BRAND COACH, GUEST ARTIST &amp; INDUSTRY PROFESSIONALS</td>
<td>BRAND COACH, GUEST ARTIST &amp; INDUSTRY PROFESSIONALS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TECHNICAL FOCUS</th>
<th>BEYOND PRODUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT EMOTION</td>
<td>CLIENT EMOTION</td>
</tr>
<tr>
<td>SALON DIRECTION</td>
<td>SALON DIRECTION</td>
</tr>
<tr>
<td>L’ORÉAL COMMUNICATIONS CONSULTATION</td>
<td>L’ORÉAL COMMUNICATIONS CONSULTATION</td>
</tr>
<tr>
<td>L’ORÉAL BUSINESS FORUM</td>
<td>L’ORÉAL BUSINESS FORUM</td>
</tr>
</tbody>
</table>

The new colour coding ensures your journey is personalised and delivered by the industry’s best to maximise your education opportunity.

The levels allow you to navigate your own pathway through an education journey designed to expand your knowledge, inspire with the latest techniques and trends from around the world and ultimately grow your Salon business.
LOreal Professionnel are committed to the ongoing development of the Australian hairdressing industry, pushing the education boundaries even further, having now set the benchmark with a digital based learning system, e-learning modules and on-line certification.

E-Learning &
Online Certification

Students participating in academy and in salon sessions interact, engage and record their learnings via their own unique profile. Providing participants with the ability to re-access all resources and stay connected with L’Oréal Professionnel via education.lorealprofessionnel.com.au.

Digital Workshops
& Certification

EDUCATION.LOREALPROFESSIONNEL.COM.AU

Digital LEARNING 24/7

Learn independently and discover the latest trends, techniques and update product knowledge by logging in and participating in new e-learning modules and prerequisite courses.
This elite group of talented individuals share their knowledge and expertise through inspirational education with one clear purpose in mind: TO CONSISTENTLY EMPOWER AND INSPIRE GIFTED AND CREATIVE HAIRDRESSERS.

EDUCATION In Motion

Design a bespoke training event in your salon tailored to your team’s individual needs. All information is private, education is valued and it’s easier than you might think. Ask about the Education In Motion concept and how to quickly improve training in your own salon.

6.26 09.27
EDUCATION

In Motion

L’Oréal Professionnel works with an outstanding team of Artists and a select group of preferred private education providers who across them provide a wide scope of possible topics to select the ideal educator at the right time for the needs of your salon team – and it’s very simple to arrange.

Speak with your local Brand Coach or Business Consultant to discuss what you would like to achieve as an outcome of training for your team and design a bespoke training event in your salon together with any of our Artists or preferred private education providers.

Education & Inspiration that comes to you

Through years of experience the Xiang Hair Creative team are now offering its expertise to salons across Australia. Half day and full day courses are offered to enhance and spark salons creative flair. Topics include Ladies Cutting, Mens Cutting / Barbering, Creative Colour, Session Styling, Customer Service & Business Essentials.

Preferred Private Education Providers:

The Fruition Education team creates tailored training solutions to suit the needs of your team. With an innate understanding that the traditional one-size-fits-all approach to education is not suitable for everyone, Fruition Education offers personalised content and programs to ensure you are guaranteed exactly what you and your team require to become better stylists and colourists.

Peter Thomsen Education is all about inspiring and sharing Peter’s passion at a backstage show whilst passing on his signature looks with his warm and inviting personality. Peter Thomsen Education offers personalised programs in hand painting colour techniques, cutting and textured styling which when combined with his spirit, energy and passion for industry delivers inspiring education for your team.
Become an exceptional COLOURIST

Your career path to becoming the best colourist you can be has many routes and options. We believe any career path must have a clear goal, and that the journey must be rewarding and enable you to be the best you can be.

L’Oréal Professionnel Colourist Certifications will help all colourists be recognized as a Foundation, Specialist or Expert Colourist within the salon. These classifications take into consideration career knowledge, skill and experience. Existing knowledge can be recognised and reviewed to become certified at the appropriate level and receive your colouring status.

To start your L’Oréal Professionnel Colourist Star Path journey book, attend the following seminars and complete online certification afterwards.

**FOUNDATION**
- Colour Discovery
- Lightening Discovery
- Classic Colour Techniques

**SPECIALIST**
- Colour Keys
- Colour Change
- Classic Colour Techniques or Colour Solutions

**EXPERT**
- Colour Consultation & Communication
- Colour Degree Australia
Your career path to becoming the best stylist has many routes and options. We believe any career path must have a clear goal, and that the journey must be rewarding and enable you to be the best you can be.

L'Oréal Professionnel Stylist Certifications will help all stylists be recognized as a Foundation, Specialist or Expert within the salon. These classifications take into consideration proven knowledge, skills and experience and are a result of completing specific seminars and courses.

New in 2017 accreditation is the Stylist Star Path Expert level and is the prerequisite to be included in and on L’Oréal Professionnel Backstage Styling Teams.

To start your journey towards L’Oréal Professionnel Certified Stylist status, book, attend the following seminars and complete the online certification.

Stylist STAR PATH

Your career path to becoming the best stylist has many routes and options. We believe any career path must have a clear goal, and that the journey must be rewarding and enable you to be the best you can be.

L’Oréal Professionnel Stylist Certifications will help all stylists be recognized as a Foundation, Specialist or Expert within the salon. These classifications take into consideration proven knowledge, skills and experience and are a result of completing specific seminars and courses.

New in 2017 accreditation is the Stylist Star Path Expert level and is the prerequisite to be included in and on L’Oréal Professionnel Backstage Styling Teams.

To start your journey towards L’Oréal Professionnel Certified Stylist status, book, attend the following seminars and complete the online certification.

Stylist STAR PATH
The L’Oréal Professionnel ID Artist Program has one goal - to find, nurture and develop talented individuals to be the future stars of our industry.

Entering its 8th year the program has proven that the ID Artist development builds confidence and can fast-track careers. ID Artists benefit from education with development according to one of two pathways - colouring or styling.

WHAT DOES BEING AN ID ARTIST INVOLVE?

You’ll undertake a 2 year development and networking programme that includes inspirational education and unique hairdressing opportunities – an incredible chance to learn, develop, grow and achieve.

You’ll be shown seasonal collections and product previews, benefit from presentation and communication training and platform education opportunities and enjoy many other exclusive invitations to present and share your talent at L’Oréal Professionnel Events.

Submissions are open in January with auditions taking place in March - ask your Business Consultant or Brand Coach how to become involved.
Focussed on sparking ideas, excelling in business and accessing industry expertise.

Get the best out of your business and your team by being part of the NETWORK Partner Program in 2017 - events seminars, artistic and business education, salon certification and more will support you to maximise every opportunity and help to mould your business forward.

To be part of the NETWORK Partner Program in 2017 and to receive access to self-assessment tools, workshops, education and business programs for your team give the opportunity to meet, share and collaborate with your peers, simply log in and register today to gain greater reward and satisfaction by uplifting your salon business in 2017.

Become an exceptional SALON

As an EDUCATION NETWORK salon, your team’s L’Oréal Professional Certification will see your salon be rewarded, recognized and promoted as a Specialist, Expert or Master Colour Salon. These classifications help to promote your colour business, attracting new clients to your salon and cementing loyalty of your existing clients.

As your colourists and team complete specific seminars, courses and certifications, your salon status is updated and reviewed to become the appropriate level of certified colour salon. Your salon status is based on the completion of a Colour Degree and can be tracked via your unique salon log in to the Education Network Portal.

The level your salon attains will enable your salon to receive benefits that will promote your salon and support the ongoing developments of your colour team and business.

At each level the salon must meet certain and assessment criteria for the awarded year. Salon Emotion assessments are offered independently from April 2017 and salons can explore and review and apply for their salons level at anytime.

To learn more contact your L’Oréal Professional Brand Coach or Business Consultant or log in to explore via education.lorealprofessionnel.com.au.

Network & Salon Certification

SPECIALIST

Colour Stockist: Colourists currently certified in:

- Colour Kit
- Colour Change
- Creative Colour Techniques
- or Colour Solutions.

EXPERT

INA & Majirel Stockist. Colourists currently certified in:

- Colour Degree
- Colour Consultation
- Complete Salon Emotion Assessment*

(All Educated from Salon are Certified Specialists
Minimum of 2 Colour Degree Graduates
Current Salon Emotion Accreditation)*

M A S T E R

Invitation to Flagship. Colourists currently certified in:

- Colour Degree
- Colour Consultation
- Complete Salon Emotion Assessment*

(All Educated from Salon are Certified Specialists
Minimum of 2 Colour Degree Graduates
Current Salon Emotion Accreditation)*

*Available from May 2017

*Available from May 2017
Musculoskeletal Disorders (MSDs) represent 75% of professional occupational disorders and affect muscles, tendons, nerves and joints. MSDs are responsible for:
- work loss due to absenteeism secondary to pain and limited function
- premature retirement due to chronic pain and activity limitations

WE PROPOSE YOU 15 minutes per day to fight MSDs! In all L’Oréal Professionnel trainings.
- 5 minutes to warm-up of your body for activity at the start of the day
- 5 minutes to share the good practice on good posture
- 5 minutes to stretch and make your muscles at the end of the day

Global Alliance for Musculoskeletal Health (G-Musc)* is an organization that brings together experts from all continents and all health disciplines, including patients, to promote musculoskeletal health, keep people moving and free of pain. The Global Alliance actively works with the World Health Organization to raise the priority for and awareness of MSDs and their impact on people in their work and daily lives.
COLOUR

Perfect the techniques behind looks of breathtaking beauty. No matter where you are on your personal journey to excellence, we have the course to propel you to new levels of technical expertise and creative flair, from our Product Discovery Workshops to Creative Colour courses, through to the acclaimed Colour Degree.

Career-defining mastery of colour, yours for the taking.
COLOURIST STAR PATH

STAGE ONE

- New to L’Oréal Professionnel
- Returning to hairdressing after a break

Colour Discovery
Lightening Discovery
Classic Colour Techniques

STAGE TWO

- Some hairdressing practical experience
- Some knowledge and confidence in this subject

Colour Keys
Colour Change
Creative Colour Techniques
Colour Solutions

STAGE THREE

- Works as a stylist or colourist daily
- Would like inspiration and motivation
- Would like new skills

Colour Degree
Colour Consultation & Communication

EXPERT

• Already at an Expert level
• Seeking international inspiration, motivation and opportunity to network

COLOURIST STAR PATH

- Works as a stylist or colourist daily
- Would like inspiration and motivation
- Would like new skills

Colour Degree Graduate
Colour Degree Graduate Innovations NEW
Colour Degree Graduate Artistic NEW
Focus Photographic NEW

44

45
L'ORÉAL PROFESSIONNEL BRAND COACH

A complete introduction to the L’Oréal Professionnel colour portfolio. You will learn about each range, when to use each one. You will leave with the knowledge and confidence required for all foundation usage guidelines. This session is the perfect introduction or refresher to the essentials of L’Oréal Professionnel colour.

**KEY LEARNINGS:**
- Introduction to L’Oréal Professional essential colour products
- Global colour application for permanent and tone-on-tone colours
- Confidence builder in colour application

**STUDENT PROFILES:**
- Hairdressers new to colouring.
- Hairdressers new to the industry
- Hairdressers wanting to have an entry level introduction to L’Oréal Professional essential colour products

**EDUCATOR PROFILE:**
- L’Oréal Professionnel Brand Coach

**PROVIDED:**
- Lunch and light refreshments
- Digital workbook
- Model or Mannequin head for practical
- L’Oréal Professionnel Digital Education Certificate

**$125 EX GST**

**ONE DAY**
- **REGISTRATION**
- **9:15 AM**
- **START**
- **9:30 AM**
- **FINISH**
- **5:00 PM**

**INTERACTIVE THEORY**
**HANDBS-ON TRAINING**
**Q & A SESSION**

**FOUNDATION Colour DISCOVERY**

**MELBOURNE ACADEMY**
- Mon 13 February
- Mon 20 March
- Tues 18 April
- Mon 08 May
- Mon 19 June
- Tues 16th August
- Mon 11 September
- Mon 10 November

**SYDNEY ACADEMY**
- Mon 13 February
- Mon 20 March
- Tues 18 April
- Mon 08 May
- Mon 19 June
- Tues 16th August
- Mon 11 September
- Mon 10 November

**BRISBANE ACADEMY**
- Mon 13 February
- Mon 20 March
- Mon 15 May
- Mon 12 June
- Mon 18 July
- Mon 14 August
- Mon 11 September
- Mon 10 November

**PERTH ACADEMY**
- Mon 20 February
- Mon 20 March
- Mon 08 May
- Mon 19 June
- Mon 12 July
- Mon 14 August
- Mon 11 September
- Mon 09 October

**MELBOURNE ACADEMY**
- Mon 13 February
- Mon 20 March
- Tues 18 April
- Mon 08 May
- Mon 19 June
- Mon 17 July
- Mon 14 August
- Mon 11 September
- Mon 16 October
- Mon 20 November

**SOUTH ACADEMY**
- Mon 20 February
- Mon 20 March
- Mon 08 May
- Mon 09 June
- Mon 16 July
- Mon 15 August
- Mon 19 September
- Mon 04 October
- Mon 05 November

**ADelaide ACADEMY**
- Mon 20 February
- Mon 20 March
- Tues 18 April
- Mon 08 May
- Mon 26 June
- Tues 03 October
- Mon 06 November

**OTHER MAJOR CITIES**
- HOBART, TAS
  - Tues 11 April
- DARWIN, NT
  - Tues 03 October

**COLOURIST STAR PATH**
Lightening DISCOVERY

L’Oreal Professionnel Brand Coach

Working with light means achieving the perfect blonde hair colour. A perfect colour that works with the individual client’s skin tone and eye colouring is key. With so many product options available it is important you fully understand what the client desires, the unique qualities of each head of hair and how to create the desired effect. Lightening Discovery will share with you, all you need to know about creating blonde perfection on every client.

KEY LEARNINGS:
• Which products to use for a specific result
• Usage guidelines for all L’Oréal Professionnel essential colour products that you could use to create blonde perfection

STUDENT PROFILE:
• Hairdressers new to colouring
• Hairdressers new to L’Oréal Professionnel colour
• Hairdressers wanting to refresh foundation

EDUCATOR PROFILE:
• L’Oréal Professionnel Brand Coach

PROVIDED:
• Lunch and light refreshments
• Digital workbook
• Model or Mannequin head for practical
• L’Oréal Professionnel Digital Education Certificate.

ONE DAY
9:15 AM REGISTRATION
9:30 AM START
5:00 PM FINISH

INTERACTIVE THEORY
HANDS-ON TRAINING
Q & A SESSION

$125 EX GST

FOUNDATION

48

COLOURIST STAR PATH

DATES LIGHTENING DISCOVERY

MELBOURNE ACADEMY
Tue 14 February
Wed 14 March
Wed 11 April
Tue 10 May
Tue 17 June
Wed 15 July
Tue 21 August
Tue 19 September
Tue 17 October
Tue 21 November

BRISBANE ACADEMY
Tue 14 February
Tue 21 March
Tue 11 April
Tue 10 May
Tue 17 June
Wed 15 July
Tue 22 August
Tue 19 September
Tue 17 October
Tue 21 November

SYDNEY ACADEMY
Tue 14 February
Tue 14 March
Wed 19 April
Tue 10 May
Tue 17 June
Wed 15 July
Wed 20 August
Wed 17 September
Tue 14 October
Tue 14 November

PERTH ACADEMY
Mon 27 February
Tue 21 March
Tue 09 May
Tue 20 June
Tue 11 July
Tue 15 August
Tue 12 September
Tue 10 October
Tue 07 November

ADELAIDE ACADEMY
Tue 21 February
Tue 21 March
Tue 09 May
Tue 27 June
Tue 25 July
Tue 29 August
Wed 04 October
Tue 07 November

OTHER MAJOR CITIES
HOBART, TAS
Wed 12 April
NEWCASTLE, NSW
Mon 31 July
DARWIN, NT
Mon 02 October
BRISBANE ACADEMY
Tue 14 February
Wed 14 March
Wed 11 April
Tue 10 May
Tue 17 June
Wed 15 July
Tue 22 August
Tue 19 September
Tue 17 October
Tue 21 November

ADelaide ACADEMY
Tue 21 February
Tue 21 March
Tue 09 May
Tue 27 June
Tue 25 July
Tue 29 August
Wed 04 October
Tue 07 November

GOLD COAST
Fri 07 October
Colour Keys will share the fundamental principles of how colour works on the hair, taking into consideration the levels of lightness and how L’Oréal Professionnel products and their reflect families achieve exceptional results at a foundation level, time and time again. Proven to be one of the most popular courses for many years, it is constantly updated and is an essential course for those who really want to stand out as an accomplished colourist.

**KEY LEARNINGS:**
- How hair colour works
- The lightening effect on natural hair and the exposed undercoats
- How to use L’Oréal Professionnel essential colour products
- Colour consultation and hair analysis

**STUDENT PROFILE:**
- Hairdressers new to colouring
- Hairdressers new to L’Oréal Professionnel Colour
- Hairdressers wanting to refresh foundation knowledge

**EDUCATOR PROFILE:**
- L’Oréal Professionnel Brand Coach

**PROVIDED:**
- Lunch and light refreshments
- Digital workbook
- Model or Mannequin head for practical
- L’Oréal Professionnel Digital Education Certificate

**TWO DAYS**

**REGISTRATION**
9:15 AM

**START**
9:30 AM

**FINISH**
5:00 PM

**DAYS & TIMES**

**$250**

**EX GST**

---

**OTHER MAJOR CITIES**

- **CANBERRA, ACT**
  - Sun & Mon 19 - 20 February

- **TOWNSVILLE, QLD**
  - Mon 21 March
  - Mon 22 May

- **DARWIN, NT**
  - Mon & Tue 10 - 11 April

- **MACKAY, QLD**
  - Mon & Tue 10 - 11 April

- **HOBART, TAS**
  - Mon & Tue 22 - 23 May

---

**DATES COLOUR KEYS**

- **MELBOURNE ACADEMY**
  - Mon & Tue 27 - 28 February
  - Tue & Wed 23 - 24 May
  - Mon & Tue 25 - 26 September

- **SYDNEY**
  - Mon & Tue 20 - 21 February
  - Mon & Tue 21 - 22 May
  - Mon & Tue 22 - 23 August

- **BRISBANE ACADEMY**
  - Mon & Tue 27 - 28 February
  - Tue & Wed 30 - 31 May
  - Tue & Wed 29 - 30 August

- **PERTH ACADEMY**
  - Tue & Wed 04 - 05 April
  - Tue & Wed 25 - 26 July

- **ADELAIDE ACADEMY**
  - Mon & Tue 03 - 04 April
  - Mon & Tue 07 - 08 August
**COLOURIST STAR PATH**

**TWO DAYS**

**REGISTRATION**
9:15 AM

**START**
9:30 AM

**FINISH**
5:00 PM

**INTERACTIVE THEORY**

**HANDS-ON TRAINING**

**Q & A SESSION**

**$250 EX GST**

**SPECIALIST**

L’ORÉAL PROFESSIONNEL BRAND COACH

Colour Change is the course for all colourists who wish to achieve perfect results when changing hair colour. As clients’ needs increase due to season and fashion trends, we look in great detail at Colour In and Colour Out techniques, ensuring we all understand how to achieve great results through understanding, leading to increased confidence. To gain a full appreciation of this course it is important that you have attended Colour Keys.

**KEY LEARNINGS:**
- Colour consultation and hair analysis when dealing with previously coloured hair
- How to approach changing colour, taking colour out and adding more colour in
- Colour change techniques

**STUDENT PROFILE:**
- Hairdressers who have completed Colour Keys
- Hairdressers with a good foundation knowledge of L’Oréal Professionnel essential colour products
- Hairdressers wanting to understand colour correction
- Hairdressers wanting to understand how to technically change hair colour with confidence

**EDUCATOR PROFILE:**
- L’Oréal Professionnel Brand Coach

**PROVIDED:**
- Lunch and light refreshments
- Digital workbook
- Model or Mannequin head for practical
- L’Oréal Professionnel Digital Education Certificate

**DATES COLOUR CHANGE**

**L’ORÉAL PROFESSIONNEL BRAND COACH**

**NEWCASTLE, NSW**
- Mon 24th April
- Mon 29th May

**CANBERRA, ACT**
- Sun & Mon 07 – 08 May

**DARWIN, NT**
- Mon & Tue 26 – 27 June

**MACKAY, QLD**
- Mon 26 June
- Mon 07 August

**HOBART, TAS**
- Tue & Wed 18 – 19 July

**PERTH ACADEMY**
- Mon & Tues 15 – 16 May
- Mon & Tues 23 – 24 October

**ADELAIDE ACADEMY**
- Mon & Tues 15 – 16 May
- Mon & Tues 23 – 24 October

**MEETING**
- L’Oréal Professionnel Brand Coach

**PROVIDED:**
- Lunch and light refreshments
- Digital workbook
- Model or Mannequin head for practical
- L’Oréal Professionnel Digital Education Certificate

**OTHER MAJOR CITIES**

**MELBOURNE ACADEMY**
- Mon & Tues 03 - 04 April
- Mon & Tues 26 - 27 June
- Mon & Tues 30 - 31 October

**SYDNEY ACADEMY**
- Mon & Tues 27 - 28 March
- Mon & Tues 26 - 27 June
- Mon & Tues 9 - 10 September

**BRISBANE ACADEMY**
- Tue & Wed 28 - 29 March
- Mon & Tues 26 - 27 June
- Mon & Tues 9 - 10 October

**TOWNSVILLE, QLD**
- Mon 14 August
- Mon 30 October

**HOBART, TAS**
- Tue & Wed 18 – 19 July

**PERTH ACADEMY**
- Mon & Tues 15 – 16 May
- Mon & Tues 23 – 24 October

**ADELAIDE ACADEMY**
- Mon & Tues 15 – 16 May
- Mon & Tues 23 – 24 October

**MEETING**
- L’Oréal Professionnel Brand Coach

**PROVIDED:**
- Lunch and light refreshments
- Digital workbook
- Model or Mannequin head for practical
- L’Oréal Professionnel Digital Education Certificate
Always at the forefront of fashion, Classic Highlighting will forever be in demand and is a perfect way to increase revenue and a loyal customer base. Centred around Easi-Meche and classic foil, you will learn key tips and techniques to help you perfect your highlighting and once taught, the techniques can be used with any highlighting tool.

**KEY LEARNINGS**
- How to create perfect, classic highlights
- How to section for classic highlights
- Understanding how and why to section or slice
- How to use Easi-Meche and Classic Foil
- Essential tips and secrets to creating perfect highlights

**STUDENT PROFILE**
- Hairdressers who would like to learn how to perform classic highlights
- Hairdressers who wish to extend their knowledge of classic techniques
- Hairdressers wanting to gain confidence in this area whilst trying to build their clientele

**EDUCATOR PROFILE**
- Guest Artist
- **PROVIDED**
  - Lunch and light refreshments
  - Digital workbook
  - Model or Mannequin head for practical
  - L’Oréal Professionnel Digital Education Certificate

**DATES**
- **MELBOURNE** Wed 17 May
- **SYDNEY** Mon 15 May
- **BRISBANE** Mon 29 May

**REGISTRATION**
- 9:15 AM
- 9:30 AM START
- 5:00 PM FINISH

**Fees**
- $350
- **EX GST**
The freehand approach to applying colour has never been more popular, with many of today’s well-known celebrities embracing this look. Techniques such as balayage and ombre, once perfected, will allow you to create these popular looks in a methodical manner without the need for guesswork, allowing you to achieve great results time and time again.

**Key Learnings**
- An understanding of how to successfully create balayage and ombre looks
- Additional free hand application techniques

**Student Profile**
- Any hair colourist with the desire to learn how to apply colour free hand to create looks such as balayage or ombre
- Hairdressers who would like to learn how to do perfect classic highlights
- Hairdressers new to highlighting or who wish to refresh their knowledge of classic techniques
- Hairdressers wanting to gain confidence in this area, whilst trying to build their clientele

**Educator Profile**
- Jordan Hone, Sloans

**Dates**
- **Melbourne** Mon 07 August
- **Sydney** Mon 18 September
- **Brisbane** Mon 10 July
- **Perth** Mon 31 July
- **Adelaide** Mon 11 September
- **Newcastle** Mon 14 August

**Cost**
- $350 EX GST
Colour Solutions

Danni Solier, Xiang

Colour Solutions really focuses on commercial, fast and effective methods. All information will be shared in a fun and interactive way to make sure this simple and easy to use guidance is fully understood. Find quick colourmetric solutions to solve the challenges of insalon colouring. This workshop will provide skills and knowledge to confidently discuss with your clients all of their options.

Co-Convenor and Colour Directors high commitment to supporting peers lift standards and reach greater potential and grow colour skills, Danni is an ideal spokesperson for professional colourists. Providing tips for magazines (InStyle, Body and Soul, Weekly Review) and booked by top beauty editors and bloggers, awarded AHFA Creative Colurist of the Year - Finalist, 2016 are but a few acclaim.

KEY LEARNINGS
• Eliminate excessively dark, deeper colours
• Returning pre-lightened or highlighted hair to its natural colour
• Reviving & correcting reflects
• Communication and consultation

STUDENT PROFILE
• Colourists with a strong knowledge of L’Oréal Professionnel colouring products
• Colourists who have successfully completed Colour Keys

EDUCATOR PROFILE
• Guest Artist

PROVIDED
• Lunch and light refreshments
• Digital workbook
• Interactive workbook based on the practical L’Oréal Professional Digital Education Certificate

EDUCATION DATES SERIES ONE SPECIALIST
SYDNEY Wed 30 May
MELBOURNE Tue 06 June
BRISBANE Wed 07 June
ADELAIDE Mon 19 June
PERTH Tue 16 September

EDUCATION DATES SERIES TWO EXPERT
BRISBANE Mon 04 September
MELBOURNE Tue 12 September
SYDNEY Tue 26 September
ADELAIDE Mon 09 October
PERTH Tue 16 October

INTERACTIVE THEORY
INTERACTIVE DEMO
HANDS-ON TRAINING
$350
$350
$350 EX GST

NEW 58

59
Gaining the trust and commitment of the client in your recommendation is a skill required by every team member in the salon. Communication of colour services is essential to provide the client with confidence and grow the salon business. You will learn the skills and steps required to ensure successful introduction of new services, offer change or refresh hair colours during the consultation process.

**KEY LEARNINGS**

- A step by step approach to enhance communication to increase colour services within the salon and introduce new services to clients.
- How to choose depth and tones that suit your client’s skin tones and create a unique colour consultation.

**STUDENT PROFILE**

- Hairdressers with a desire to take their colour consultation to a new level and advise clients on a range of bespoke services.
- Hairdressers wanting to gain an insight into the salon’s recommended consultation methods.
- Hairdressers who have completed Retail Consultation and Communication.

**PROVIDED:**

- Lunch and light refreshments
- Digital workbook
- Model or Mannequin head for practical
- L’Oréal Professionnel Digital Education Certificate

**DATES**

- BRISBANE: Mon 22 May
- PERTH: Tue 23 May
- SYDNEY: Mon 29 May
- MELBOURNE: Mon 05 June
- ADELAIDE: Mon 05 June
- MELBOURNE: Mon 18 September
- SYDNEY: Mon 25 September
- BRISBANE: Tue 26 September

**NEW ONE DAY**

- 9:15 AM Registration
- 9:30 AM Start
- 5:00 PM Finish

**EDUCATOR PROFILE**

KAREN BAVA, THE PARLOUR

A multi-faceted talent balancing leadership and creativity as co-owner of The Parlour Hair group and Academy with creative and technical skills in cutting, colouring, wig work, upstyling with trend forecasting and communication – from her fine arts studies, Karen brings design and real experience together to inspire others to be the best they can be.

FORCH MACHEDA, THE PARLOUR

20 years experience has seen many pathways from colour technical educator for global companies, sales and now co-owner of The Parlour Hair. Forch is the lead technical educator for the salon group and is very passionate about education being a catalyst for growth in others – particularly concerning hair colour.

**COLOURIST STAR PATH**

KAREN BAVA, THE PARLOUR

THE PARLOUR
Colour Degree

GUEST ARTISTS, INDUSTRY SPECIALISTS & L’ORÉAL PROFESSIONNEL BRAND COACHES

Colour Degree is the essential course for colourists who take seriously the pursuit of creating beautiful hair. This course is for the serious professional colourist who wants to grow their colour business. Participants will learn how to grow their colour business and become a legendary colourist in their own right. The course begins with an intensive 5 day block followed by 2 further days for portfolio submissions, review, and Colour Solutions Participation. Culminating on the final day for practical and written assessments. The course delivers advanced technical knowledge along with inspiration and practical sessions to be delivered as the pinnacle of L’Oréal Professionnel’s Education offering. Participants on successful completion are invited to attend a Graduation Ceremony in 2018 for all 2017 graduates and continue their development through inclusion in the Graduates Program Events.

KEY LEARNINGS:
• Understanding the science and chemistry of hair and skin
• Understanding the impact of natural colour pigments on hair colour
• How to formulate to compensate for distribution of natural colour pigments
• How to colour every head of hair as a COLOUR EXPERT
• Understanding of trends and influence in Inspiration, motivation and networking

STUDENT PROFILE:
• Senior colourists who have completed Colour Keys, Colour Change and successfully passed the competency pre-assessment
• Senior colourists ready to take their career to the next level

EDUCATOR PROFILE:
• Guest Artists, Industry Specialists & L’Oréal Professionnel Brand Coaches

PROVIDED:
• Lunch and light refreshments
• Digital workbook
• Model or Mannequin head for practical
• Personalised L’Oréal Professionnel Certificate and Graduation Ceremony in 2018

DAYS
9:15 AM
REGISTRATION
9:30 AM START
5:00 PM FINISH

INTERACTIVE THEORY
INTERACTIVE DEMO
HANDS-ON TRAINING

$3600 EX GST

EXPERT PATH

DATES COLOUR DEGREE

MELBOURNE ACADEMY
BLOCK ONE Mon-Fri
21, 22, 23, 24 & 25 August
BLOCK TWO Mon & Tue
12 & 13 September
EXAM DAY Mon 10 October

SYDNEY ACADEMY
BLOCK ONE Mon-Fri
24, 25, 26, 27 & 28 July
BLOCK TWO Mon & Tue
26 & 27 September
EXAM DAY Mon 16 October

BRISBANE ACADEMY
BLOCK ONE Mon-Fri
03, 04, 05, 06 & 07 July
BLOCK TWO Mon & Tue
04 & 05 September
EXAM DAY Mon 24 October

BLOCK ONE Mon-Fri
08, 09, 10, 11 & 12 August
BLOCK TWO Mon & Tue
11 & 12 September
EXAM DAY Mon 19 October
NEW COLOUR DEGREE GRADUATE

COLOUR DEGREE GRADUATIONS: INVITE ONLY

Becoming a Colour Specialist is the ultimate goal for all colourists to be able to set the standard and lead the way for others to follow. Achieving this goal not only brings you personal success but also brings recognition for your hard work and dedication to the field. After all your hard work, we invite you to celebrate your achievements with your guests and explore the business opportunities to promote the results of all the hard work and receive your Certificate. The Colour Degree graduation ceremony is sure to be a memorable and historical event for all graduates to invest in education, network, and inspiration for life.

STUDENT PROFILE
• By invitation only to Colourists who have completed their Colour Degree and Assessment Day exams in 2016

LOCATION
• Locations to be advised directly to graduates via invite.

RSVP required 5 days prior to your local education team

SCHEDULE
• 6:30pm Register & arrival
• 7pm Start
• 9.30pm Finish - approximately

DATES (INVITE ONLY)

MELBOURNE Tue 14 March
SYDNEY Tue 13 March
PERTH Tue 21 February
ADELAIDE Mon 20 February

GRADUATE SESSION WITH DANNI SOLIER, XIANG
Colour Solutions really focuses on commercial, fast and effective methods. All information will be shared in a fun and interactive way to make sure this simple and easy-to-use guidance is fully understood. Find quick colourmetric solutions to solve the challenges of in-salon colouring. This workshop will provide skills and knowledge to confidently discuss with your clients all of their options.

EDUCATOR PROFILE
• Danni Solier

STUDENT PROFILE
• Colourists with a strong knowledge of L’Oréal Professionnel colouring products
• Colourists who have successfully completed Colour Degree

PROVIDED:
• Lunch and light refreshments
• Digital workbook
• Model or Mannequin head for practical training
• L’Oréal Professionnel Digital Education Certificate

DATES

MELBOURNE Tue 12 September
SYDNEY Tue 26 September
BRISBANE Mon 04 September
PERTH Tue 16 October
ADELAIDE Mon 09 October

9:15 AM REGISTRATION
9:30 AM START
5:00 PM FINISH

EX GST $350

MASTERS ONE DAY
New Colour Degree Graduate

ARTISTIC

Graduate Session with Paul Dennison
Paul will take you on a journey to discover a fresh approach to colour. Learn creative and forward-thinking application methods that you can use everyday in the salon, photography and show work. From concept building to the latest trend predictions, Paul will give you an inspirational approach to communicate. A day with him will re-energise you in your love for colour.

Paul
Based in the UK Paul represents L’Oréal Professionnel and Ken Picton worldwide, with colour being his passion. He is a Board of Judges for theｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅνｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒेｎｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅｎｔｓｔｒｅнｔｓｔｒєnThe Gold Medalist of the Year and the UK Colourist of the Year for Hairdressers World Masters Expert Finalist, as well as being a global educator. He believes that by sharing our knowledge we can help push the industry forward.

Key Learnings
• New innovation updates
• New technical services
• Promote the Colour Specialist in your salon through social media
• Be part of the Colour Specialist community

Student Profile
• All Australian Colour Degree Graduates & UK Colour Specialist Graduates are qualified to attend

Provided
• Lunch and light refreshments
• Digital workbook
• Digital manipulation head for practical
• L’Oréal Professionnel Digital Education Certificate

Dates
- Melbourne: Tue 14 March
- Sydney: Mon 13 March

9:15 AM Registration
9:30 AM Start
5:00 PM Finish

$350 EX GST

One Day
New in 2017 L'Oréal Professionnel offers a complete star path certification exclusive to your styling development. On completion of your Expert Level in the Styling Star Path you will have completed the required prerequisite to be included on L’Oréal Professionnel Backstage Styling Teams.

Become confident in product usage and the hottest trends, exquisite occasion styles and session looks straight from the catwalk, ready and waiting to add to your repertoire.
STAGE ONE
- Working as a stylist or colourist daily
- Would like inspiration and motivation
- Would like new skills in this subject
- Working as a student or new to hairdressing
- Returning to hairdressing following a break
- Some hairdressing practical experience
- Some knowledge and confidence in this subject

STAGE TWO
- Working as a stylist or colourist daily
- Would like inspiration and motivation
- Would like new skills in this subject
- Working as a student or new to hairdressing
- Returning to hairdressing following a break
- Some hairdressing practical experience
- Some knowledge and confidence in this subject

STAGE THREE
- Working as a stylist or colourist daily
- Would like inspiration and motivation
- Would like new skills in this subject
- Working as a student or new to hairdressing
- Returning to hairdressing following a break
- Some hairdressing practical experience
- Some knowledge and confidence in this subject

Catwalk & Editorial
NEW in 2017 this level is a prerequisite to be included on L’Oreal Professional Backstage Styling Teams.
Styling Discovery

Melissa Gesualdo, Reno’s on St Quentin - Series One
Joe Cotroneo, Zink The Element of Hair - Series Two

Styling Discovery combines technique with essential product knowledge to ensure success in finished style and product recommendations.

Key Learnings:
• Gain an in-depth understanding of all L’Oréal Professionnel Styling products
• How to talk about styling products to a client
• Correct use of styling products and ideas of how to take knowledge back to the salon
• Style the way clients want
• Consult the latest collection of styling products for inspiration
• Bring this knowledge to your salon clients

Student Profile:
• Any hairdresser wanting to gain an insight into the L’Oréal Professionnel Styling portfolio

Educator Profile:
• Guest Artist

Provided:
• Lunch and light refreshments
• Digital workbook
• Model or Mannequin head for practical
• L’Oréal Professionnel Digital Education Certificate

Dates
Melbourne Tue 21 February
Bringing Tue 28 February
Sydney Thu 6 March
Adelaide Mon 10 May
Perth Tue 26 June
Brisbane Thu 22 July
Sydney Mon 10 July
Bringing Mon 17 August

Melissa Gesualdo, Reno’s on St Quentin

Working annually on NY Fashion Week, Hair Directing at Paris Couture Fashion and Las Vegas Fashion Award events - Melissa combines her passion for the latest in hair fashion and key national and international events.

Joe Cotroneo, Zink The Element of Hair

Joe celebrates his hairdressing career across all fashion and hairdressing events, from Wella’s Karamel to the ‘Hair Rebels’ event and Telstra Melbourne runway. Joe delivers highly engaging seminars and educational workshops at major fashion events in the industry.
Skilled blow-drying and heat styling is an art to perfect, with more and more clients demanding exceptional styling that lasts look classic and beautiful but also enables them to be in and out of the salon quickly.

**KEY LEARNINGS:**

• How to design and market a blow dry service in your salon
• How to deliver an incredible service in your salon
• Perfect blow-dry and styling tool techniques

**STUDENT PROFILE:**

• Any hairdresser wanting to gain an insight into the L'Oréal Professionnel Styling portfolio

**EDUCATOR PROFILE:**

• L'Oréal Professionnel Brand Coach & Guest Artist

**PROVIDED:**

• Lunch and light refreshments
• Digital workbook
• Model or Mannequin head for practical
• L’Oréal Professionnel Digital Education Certificate

**DATES**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SYDNEY</td>
<td>20 March</td>
</tr>
<tr>
<td>MELBOURNE</td>
<td>27 March</td>
</tr>
<tr>
<td>BRISBANE</td>
<td>03 April</td>
</tr>
<tr>
<td>ADELAIDE</td>
<td>10 July</td>
</tr>
<tr>
<td>PERTH</td>
<td>24 July</td>
</tr>
<tr>
<td>SYDNEY</td>
<td>14 August</td>
</tr>
<tr>
<td>MELBOURNE</td>
<td>15 August</td>
</tr>
<tr>
<td>BRISBANE</td>
<td>18 September</td>
</tr>
</tbody>
</table>

Creative director behind the multi-award winning Rixon Hair which has been featured in publications including Vogue Australia, Harper’s Bazaar and Marie Claire. Brad shot for the 30th birthday issue of the iconic industry magazine INSTYLE and together with the L’Oréal Professionnel Artist and ID Artist team, were instrumental in delivering the AHFA Runway parade 2016.

Peter has a passion for texture and bringing backstage vibe to the salon environment, searching out inspiration and building a salon culture for creating wearable editorial looks, hand painting colour techniques and cutting – balance and harmony being keys to Peter's signature look.
Catwalk & Editorial

Scott Sloan & Sloan’s Artistic Team

News of what’s happening on fashion catwalks around the world and nation travel but these days to be more consumer demanded trends. More than ever before it’s important to be up on the latest design and catwalk trends and how to recreate the looks for your clients.

One of Australia’s leading stylists, award-winning Scott is creative, insightful and dedicated to the industry. A regular at MBFWA and NYFW, Scott Sloan is known for his precision cutting and commitment to creating beautiful hair.

Key Learnings:
• What’s hot off the catwalks and fashion editorials
• Preparation & product use to create the foundation to the styles
• Step by step how to build and design the most beautiful looks

Student Profile:
• Stylists wanting to gain fashion and editorial information on what’s trending
• Those who want to build their experience on how to use the right product combinations to build foundation and achieve the perfect texture and finish

Educator Profile:
• L’Oréal Professionnel Brand Coach & Guest Artist

Dates

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelaide</td>
<td>Mon 14 August</td>
</tr>
<tr>
<td>Perth</td>
<td>Mon 21 August</td>
</tr>
<tr>
<td>Sydney</td>
<td>Mon 04 September</td>
</tr>
<tr>
<td>Melbourne</td>
<td>Tue 05 September</td>
</tr>
<tr>
<td>Brisbane</td>
<td>Tue 09 October</td>
</tr>
</tbody>
</table>

Registration
9:15 AM

Theoretical
9:30 AM

Hands-On Training
5:00 PM

Interactive Theory
Interactive Demo
Hands-On Training

$350 EX GST

Provider:
L’Oréal Professionnel Digital
Education Certificate

**NEW**
INSPIRATION

Become confident in product usage and the hottest trends, exquisite occasion styles and session looks straight from the catwalk, ready and waiting to add to your repertoire.

Dedicated to sharing inspirations, ideas, techniques and collections - hairdresser to hairdresser. Artists and specialists will arm you with in-depth colour knowledge, cutting & styling skills and techniques that will build designer level confidence and give you a commercial edge.
Live & Unplugged UP CLOSE

COLOUR AND CREATIVITY DELIVERED BY A SELECTION OF AMAZING COLOURISTS AND ARTISTS

These evening inspiration sessions have been designed to offer you and your team with advanced colour, cuts, and styling. Peer to peer sessions with current interpretations of what's cool and current, how to recreate the looks for your own clients. Delivered by a selection of the Nation’s Top Artists and their teams these evening are designed to inspire, inform and motivate.

KEY LEARNINGS:
• Inspiration & Materials
• Trend & Techniques

STUDENT PROFILE:
• Any hairdresser wanting to gain an insight into the latest trends, techniques and an opportunity to meet with country.

EDUCATOR PROFILE:
• Guest Artists

SCHEDULE PROFILE:
• REGISTRATION: 6.30pm
• START: 7pm
• FINISH: 9pm

DATES SERIES ONE
ADELAIDE Mon 27 March
SYDNEY Mon 06 March
MELBOURNE Mon 06 March
BRISBANE Mon 06 March
PERTH Mon 13 March

DATES SERIES TWO
SYDNEY Mon 01 May
MELBOURNE Mon 01 May
ADELAIDE Mon 01 May
PERTH Mon 01 May
BRISBANE Mon 08 May

EDUCATOR PROFILE:
• Guest Artists

INFORMATION:
EVENT: EVENING All LEVELS
DATE: Mon 27 March
TIME: 6.30pm - 9pm
LOCATION: DATES SERIES ONE ACADEMIES:
SYDNEY, MELBOURNE, BRISBANE, PERTH

PRICE: $100 EX GST

INFORMATION:
EVENT: EVENING All LEVELS
DATE: Mon 06 March
TIME: 6.30pm - 9pm
LOCATION: DATES SERIES ONE ACADEMIES:
SYDNEY, MELBOURNE, BRISBANE, PERTH

PRICE: $100 EX GST

INFORMATION:
EVENT: EVENING All LEVELS
DATE: Mon 27 March
TIME: 6.30pm - 9pm
LOCATION: DATES SERIES TWO ACADEMIES:
SYDNEY, MELBOURNE, ADELAIDE, PERH

PRICE: $100 EX GST

INFORMATION:
EVENT: EVENING All LEVELS
DATE: Mon 06 March
TIME: 6.30pm - 9pm
LOCATION: DATES SERIES TWO ACADEMIES:
SYDNEY, MELBOURNE, ADELAIDE, PERH

PRICE: $100 EX GST

INFORMATION:
EVENT: EVENING All LEVELS
DATE: Mon 27 March
TIME: 6.30pm - 9pm
LOCATION: DATES SERIES TWO ACADEMIES:
SYDNEY, MELBOURNE, ADELAIDE, PERH

PRICE: $100 EX GST
Live & Unplugged WORKSHOPS

COLOUR AND CREATIVITY DELIVERED BY A SELECTION OF AMAZING COLOURITS AND ARTISTS.

Delivered by a selection of the Nation’s Top Artists and their teams, these workshops follow-up from the evening sessions and will allow you the opportunity to get hands-on training with one of the featured artists. Designed to leave you inspired and ready to try out new cut & styling looks and integrate colour to further accessorise and underpin with creative colour services.

STUDENT PROFILE:
• Experienced stylists wanting to extend their skills in women and men’s cutting & styling
• Those with a desire to provide total look experience - enhanced styles with colour

EDUCATOR PROFILE:
• Guest Artists

PROVIDED:
• Lunch and light refreshments.
• Digital workbook.
• Model or Mannequin head for practical.
• L’Oréal Professionnel Digital Education Certificate.

SPECIALIST Colour & Creativity

ONE DAY

9:15 AM REGISTRATION
9:30 AM START
5:00 PM FINISH

INTERACTIVE THEORY
INTERACTIVE DEMO
HANDS-ON TRAINING

$350 EX GST

EXPERT Live & Unplugged WORKSHOPS

NEW DATES UNPLUGGED WORKSHOPS SERIES ONE

ACADEMIES:
SYDNEY Tue 15th March
JAMIE FURLAN, XIANG

MELBOURNE Tue 15th March
SCOTT SLOAN, SLOANS

BRISBANE Tue 19th March
ROB BAVA, THE PARLOUR

PERTH Tue 19th March
JAMIE FURLAN, XIANG

ADELAIDE Tue 26th March
PETER THOMSON, CHELSEA

OTHER MAJOR CITIES:
NEWCASTLE Wed 24 March
PETER THOMSON, CHELSEA

TOOWOOMBA, QLD Wed 24 March
JAMIE FURLAN, XIANG

BROKEN HILL, NSW Mon 29 March
ROB BAVA, THE PARLOUR

PERTH Mon 29 March
JAMIE FURLAN, XIANG

ADELAIDE Mon 12 April
SCOTT SLOAN, SLOANS

OTHER MAJOR CITIES:
NEWCASTLE, NSW Mon 12 April
BRAD RIXON, RIXON HAIR

CAIRNS, QLD Mon 12 April
BRAD RIXON, RIXON HAIR

MOUNT GAMBIER, SA Mon 12 April
ROB BAVA, THE PARLOUR

PERTH Mon 12 April
JAMIE FURLAN, XIANG

HOBART, TAS Mon 12 April
SCOTT SLOAN, SLOANS

DATE: 12 April

PERTH Mon 12 April
JAMIE FURLAN, XIANG

SPECIALIST Colour & Creativity

ONE DAY

9:15 AM REGISTRATION
9:30 AM START
5:00 PM FINISH

INTERACTIVE THEORY
INTERACTIVE DEMO
HANDS-ON TRAINING

$350 EX GST

EXPERT Live & Unplugged WORKSHOPS

NEW DATES UNPLUGGED WORKSHOPS SERIES TWO

ACADEMIES:
SYDNEY Tues 2nd May
ROB BAVA, THE PARLOUR

MELBOURNE Tues 2nd May
CRAIG SMITH, FRUTIION

BRISBANE Tues 9th May
JAMIE FURLAN, XIANG

PERTH Tues 9th May
JASON FASSBENDER

ADELAIDE Tues 2nd May
SCOTT SLOAN, SLOANS

OTHER MAJOR CITIES:
NEWCASTLE, NSW Wed 16 October
BRAD RIXON, RIXON HAIR

CAIRNS, QLD Wed 16 October
BRAD RIXON, RIXON HAIR

MOUNT GAMBIER, SA Wed 16 October
ROB BAVA, THE PARLOUR

PERTH Wed 16 October
JAMIE FURLAN, XIANG

HOBART, TAS Wed 16 October
SCOTT SLOAN, SLOANS

DATE: 16 October

PERTH Wed 16 October
JAMIE FURLAN, XIANG

SPECIALIST Colour & Creativity

ONE DAY

9:15 AM REGISTRATION
9:30 AM START
5:00 PM FINISH

INTERACTIVE THEORY
INTERACTIVE DEMO
HANDS-ON TRAINING

$350 EX GST

EXPERT Live & Unplugged WORKSHOPS
Cut & Style

INSPIRATION

JAMIE FURLAN, XIAO

This seminar has been designed to offer you new ideas for women and men’s cut, colouring and styling. What’s cool and current and how to recreate and individualize the looks for your clients. Get some hands-on training from a cutting & styling expert who will share drill surrounding how to tailor the individual and integrate colour within the services in a quick and easy way.

JAMIE’S DESIGN PHILOSOPHY

Jamie’s design philosophy is minimalistic, sleek and classic, with an urban edge and structure. Awarded AHFA Australian Hairdresser of the Year Finalist 2016, Jamie is a talent to follow as well as a well-cutting & styling confidence with a passion for partnering up with colour for signature looks.

STUDENT PROFILE

• Experienced stylists wanting to extend their skills in women and men’s cutting & styling
• Those with a desire to provide total look experience - enhanced styles with colour

EDUCATOR PROFILE

• Guest Artist

PROVIDED

• Lunch and light refreshments
• Digital workbook
• Model or Mannequin head for practical
• L’Oréal Professionnel Digital Education Certificate

DATES

MELBOURNE Wed 29 May
DARWIN Mon 10 July
SYDNEY Mon 5 June
BRISBANE Tue 8 August

$350 EX GST
Focus Photographic INSPIRATION

Visual imagery is imperative to communicating yourself and your work if you wish to profile and market yourself to industry and consumers alike.

Whether you wish to develop your biography, enter awards with professional and eye-catching submissions, communicate your work to potential clients, participate in photographic exhibitions or simply take photos that you have created– an understanding of photography principals as well as hair and make-up is an essential tool. Join together with a small, intimate group of participants in Brisbane and create your own photos in this half day look n learn format.

KEY LEARNINGS
• Must knows from the professional photographic team
• Organization and planning
• Developing shooting concepts and sound image within that specific hair concept

STUDENT PROFILE
• Hairdressers who wish to start or improve visual communication and create own imagery

EDUCATOR PROFILE
• Photographic Shooting Team including Guest Artists

SCHEDULE
• Timings & location provided on full payment with booking

DATES SPECIALIST LOOK N LEARN
BRISBANE Mon 26 June
MELBOURNE Tue 04 July
SYDNEY Mon 17 July

DATES EXPERT WORKSHOP & PHOTO SHOOT
BRISBANE Tue & Wed 05-06 June
MELBOURNE Tue & Wed 04 - 05 July
SYDNEY Tue & Wed 17 - 18 July

DATE SPECIALIST LOOK N LEARN

• MUST KNOWS FROM THE PROFESSIONAL PHOTOGRAPHIC TEAM
• ORGANIZATION AND PLANNING
• DEVELOPING SHOOTING CONCEPTS AND SOUND IMAGE

STUDENT PROFILE
• HAIRDRESSERS WHO WISH TO START OR IMPROVE VISUAL COMMUNICATION AND CREATE OWN IMAGERY

EDUCATOR PROFILE
• PHOTOGRAPHIC SHOOTING TEAM INCLUDING GUEST ARTISTS

SCHEDULE
• TIMINGS & LOCATION PROVIDED ON FULL PAYMENT WITH BOOKING

DATES SPECIALIST LOOK N LEARN
BRISBANE Mon 26 June
MELBOURNE Tue 04 July
SYDNEY Mon 17 July

DATES EXPERT WORKSHOP & PHOTO SHOOT
BRISBANE Tue & Wed 05-06 June
MELBOURNE Tue & Wed 04 - 05 July
SYDNEY Tue & Wed 17 - 18 July

*STRICTLY NO NETWORK DISCOUNTS APPLY

CRAIG SMITH
FRUITION STYLE AMBITION

DAMIEN RINALDO
BORIS THE CUTTERY

SMART PHOTOFORU

DAMIAN RINALDO
BORIS THE CUTTERY

Dates are one of Australia’s most innovative and heralded salons, winner and placements in hundreds of award-winning competitions. Date’s award-winning session and photographic packs, featuring their wide range of looks, are the envy of the industry and have been responsible for the breakthrough success of the studio’s international clients. By using images, imagery, and the “Date’s” perspective on photography, the team is able to push boundaries and push boundaries and develop new ideas and creative potential.
BUSINESS

Maximise effectiveness and grow your business with courses for you and your team.

Every business is only as good as its people. Make sure every member of your team is ready, connected with courses that maximise every opportunity. Financial and marketing teams will harness a digital strategy, share new ideas and take a deeper dive into the world of social and understand how it can help you grow your salon business.
NEW BUSINESS
NEW

L’Oreal Professionnel Brand Coach

Colour Acceleration is a course aimed at hairdressers who are confident in colour selection and application, but would now like to take their colour business to a whole new level. We will look at how you build your own brand within your salon and for your clients and how to look at your own column as your own business. Colour building skills, up-selling colour suggestions and how to really become not only a great colourist but also to understand how to maximise this for the business while offering such amazing service, your clients will not want to go anywhere else.

KEY LEARNINGS
• How to accelerate in colour business and turnover
• How to look at your colour column as a business
• How to create and identify your own brand
• Up-selling techniques
• Inspiration on how and why to do this

STUDENT PROFILE
• Any hairdresser that wants to grow their colour business, and are confident in colour selection and application

SCHEDULE
• 4 hour in salon session booked exclusively through your L’Oréal Professionnel Brand Coach.
• Minimum of 6 hairdressers per salon session

$495 EX GST

EXPERT PROVIDED:
• Lunch and light refreshments
• Digital workbook
• L’Oréal Professionnel Digital Education Certificate

DATES
MELBOURNE Tue 09 May
BRISBANE Mon 23 May
SYDNEY Tue 29 May
PERTH Tue 02 August
ADELAIDE Tue 19 September

Educate the Educator

This is an effective course for all hairdressers moving into education. This course will enable the educator to put together an education plan, work with educators, how to deliver the education and know in detention processes. There are all key elements to successful education that can be overlooked by hairdressers. This one-day course will enable the educator to look at adult learning styles, providing simplistic and proven techniques that are essential in educating others.

KEY LEARNINGS
• How to structure your education plan to deliver exceptional education that is targeted, well-planned and can measure success to achieve maximum results

STUDENT PROFILE
• Any hairdresser who is new to educating others
• Educators who would like to achieve more structure and results from the education they are providing

EDUCATOR PROFILE
• L’Oréal Professional Brand Coach

ONE DAY
9:15 AM REGISTRATION
9:30 AM START
5:00 PM FINISH

$350 EX GST

EXPERT PROVIDED:
• Lunch and light refreshments
• Digital workbook
• L’Oréal Professional Digital Education Certificate

DATES
MELBOURNE Tue 10 May
BRISBANE Mon 23 May
SYDNEY Tue 28 May
PERTH Tue 22 August
ADELAIDE Tue 15 September
Social media is the lifeblood of fashion and beauty conversation online. With the right skills and strategies in place, you can join the conversation, achieve marketing success and grow your client base. Gain a strategic understanding of your audience and grow your online presence to benefit your bottom line.

Sharlene’s passion, energy, and enthusiasm to the industry cannot be understated. Salons even for 30 years, after 30 built a successful business. Salon owner for 26 years, she has built a successful business brand and culture through her creativity and insatiable drive for ongoing growth. Her infectious personality and ability to develop and empower her 27 stylists is inspirational as well as her use of digital communication.

**Key Learnings**
- Grow a sustainable follower base with Facebook and Instagram
- Use creative content to drive, measure and increase engagement with your followers
- Learn best practice in social media marketing
- Create your salon profile on Google My Business
- Use the L’Oréal Professional content to promote your salon activity

**Student Profile**
- Any hairdresser that wants to grow their colour business, and are confident in colour selection and application

**Educator Profile**
- L’Oréal Professionnel Brand Coach & Guest Artist

**Provided**
- Lunch and light refreshments
- Digital workbook
- L’Oréal Professionnel Digital Education Certificate

**Dates**
- **PERTH** Tue 18 July
- **SYDNEY** Mon 31 July
- **BRISBANE** Tue 01 August
- **MELBOURNE** Tue 29 August
- **ADELAIDE** Mon 04 September
NEW BUSINESS

WITH YOUR L'ORÉAL PROFESSIONNEL BRAND COACH

KEY LEARNINGS
• Stand out your salon from competitors
• Get a fresh view on your salon & your salon experience
• Be perceived by your clients as an advisor, not a salesperson
• Offer a memorable experience in your salon
• Address the 7 universal client expectation in your salon
• Conduct a full consultation, from diagnosis to prescription

STUDENT PROFILE
• Any hairdresser that wants to grow their colour business, and are confident in colour selection and application

SCHEDULE
• 4 hour in salon session booked exclusively through your L'Oréal Professionnel Brand Coach
• Minimum of 6 hairdressers per session

FOUR HOURS IN SALON
INTERACTIVE THEORY
IDEAS SHARING WORKSHOP
Q & A SESSION

$495 EX GST

FOUNDATION DATES
Coordinate with your local Brand Coach

WITH YOUR L'ORÉAL PROFESSIONNEL BRAND COACH & GUEST PRESENTER

Salon E-Motion is based on the 7 step journey that every client who visits your salon will experience and how to make sure every step of your journey is incredible. This course shows the research behind the methodology and helps you to understand how you can be certain to make sure every client who visits your salon has the best experience and wants to return again and again.

KEY LEARNINGS
• The 7 Step Journey
• How to implement the 7 Steps to create the ultimate client experience
• Showcase the best customer service
• Client satisfaction

STUDENT PROFILE
• Any hairdresser that wants to grow their colour business, and are confident in colour selection and application

SCHEDULE
• A 4 hour in salon session booked exclusively through your L'Oréal Professional Brand Coach. Minimum of 6 hairdressers per session

FOUR HOURS IN SALON
INTERACTIVE THEORY
IDEAS SHARING WORKSHOP
Q & A SESSION

$495 EX GST

EXPERT DATES
Coordinate with your local Brand Coach
NEW BUSINESS FOUNDATION

All new workshop for 2017. An event for all stylists ready to be empowered and transformed!

At this business boosting powerful session Julie Piantadosi will reveal the key communication secrets only processed by the worlds top 5% of salon professionals.

Attendees will learn techniques and strategies through communication and consultation that will dramatically boost the salon’s bottom line and increase productivity. This workshop is guaranteed to transform your customer service experience and retail sales forever.

RETAIL COMMUNICATION & CONSULTATION

JULIE PIANTADOSI

Julie Piantadosi is one of Australia’s leading customer service trainers, presenters and business advisors. Companies from all over the world call on her business consulting services to transform their teams.

She has sold over 2 million DVDs and CDs and is an international best-selling author of books including Best Start Ever. Her seminars are simply life changing! A published author, presenter and trainer, Julie is Australia’s leading trainer for over 20 years.

All workshops are 3 hours

$180 + GST

DAYS

ADELAIDE: Mon 3 July
SYDNEY: Tue 4 July
PERTH: Wed 5 July
BRISBANE: Wed 12 July
MELBOURNE: Tue 11 July

STUDENT PROFILE

• All Hairdressers

SCHEDULE PROFILE

Morning Session
REGISTRATION: 9.30am
START: 10am
FINISH: 1pm

OR

Afternoon Session
REGISTRATION: 1.30pm
START: 2pm
FINISH: 5pm
Pro/Fiber DISCOVERY

L’Oreal Professionnel Brand Coach

Understanding technologies along with consultation is the key to the success of the revolutionary prescriptive offering. In this session you will learn how to communicate all features and benefits through consultation, diagnosis and prescription. This session will provide participants with all the skills necessary to be appointed a Pro/Fiber Specialist.

KEY LEARNINGS:
• Product knowledge
• How to communicate to a client
• Understanding of retail service offerings

STUDENT PROFILE:
• Any hairdresser wanting to gain an insight into
the L’Oreal Professionnel Pro|Fiber Collection

EDUCATOR PROFILE:
• L’Oreal Professionnel Brand Coach

PROVIDED:
• Digital workbook
• L’Oreal Professionnel Digital Education Certificate

DATES
ADELAIDE Mon 06 March
PERTH Tue 28 March
SYDNEY Tue 04 April
BRISBANE Wed 19 April
MELBOURNE Tue 16 May

$70
ALL LEVELS

Serioxyl DISCOVERY

L’Oreal Professionnel Brand Coach

Understanding the science and functionalities of the hair and scalp is the foundation and key to confidence in prescribing Serioxyl. In this session you will learn how to communicate all features, technologies and benefits through consultation, diagnosis and prescription. This session will provide participants with all the skills necessary to be appointed a Serioxyl Specialist.

KEY LEARNINGS:
• Product knowledge
• How to communicate to a client
• Understanding of retail service offerings

STUDENT PROFILE:
• Any hairdresser wanting to gain an insight into
• the L’Oreal Professionnel Serioxyl Collection

EDUCATOR PROFILE:
• L’Oreal Professionnel Brand Coach

PROVIDED:
• Digital workbook
• L’Oreal Professionnel Digital Education Certificate

DATES
ADELAIDE Mon 06 September
BRISBANE Mon 25 September
MELBOURNE Mon 02 October
PERTH Mon 02 October
SYDNEY Wed 18 October

$70
ALL LEVELS
Haircare Discovery

L’Oreal Professionnel Brand Coach

Hair products are essential not only for hairdressers but also for the clients to maintain their look at home. By understanding which types of products fit specific needs, the student will feel confident in broadening the use and recommendation of products, from a basic selection to prescriptive solutions for everything from hair conditioning to problem solving. This course is an energetic mix of interactive games that cover the L’Oréal Professionnel haircare portfolio, giving the student knowledge that in turn will boost retail in the salon.

Key Learnings:

• Product knowledge and understanding
• How to talk about products to a client
• Correct use of products and ideas of how to take knowledge back to the salon

Student Profile:

• Any hairdresser wanting to gain an insight into the L’Oréal Professionnel Haircare Educator Profile:

• L’Oréal Professional Brand Coaches

Provided:

• Digital workbook
• L’Oréal Professional Digital Education Certificate

Half Day

9:00 AM Registration
9:30 AM Start
12:30 PM Finish

Interactive Theory
Interactive Demo
Hands-On Training

$70 All Levels

Dates Haircare Discovery

L’Oréal Academies

Melbourne

Tue 16 May
Mon 02 October

Sydney

Tue 04 April
Wed 18 October

Brisbane

Wed 19 April
Mon 25 September

Adelaide

Mon 06 March
Mon 18 September

Perth

Tue 28 March
Mon 02 October
Over three days attendees thrive on inspirational themes, topics & speakers that are relevant, innovative & internationally regarded within the industry. Not only is the international business forum a brilliant opportunity to network with like-minded people but most importantly provides tools to take back to the salon to inspire staff and drive salon services.

STUDENT PROFILE:
• Very experienced Artistic and Creative Salon Directors or Artistic Team Leaders
• Owners, managers & team leaders eager for inspiration, experiences and networking opportunities

FOR FULL EDUCATOR PROFILES, COSTINGS AND SCHEDULES:
• Log in to view details at: www.lorealbusinessforum.com

HOW TO BOOK:
• Contact your L’Oréal Professionnel Brand Coach or Business Consultant

DATES
SEVILLE, SPAIN
Tue 02 October - Fri 04 October

*BASED ON TWIN SHARE LAND COST ONLY

INTERNATIONAL TRAININGS AND EVENTS

L’Oréal Professionnel BUSINESS FORUM

L’Oréal Professionnel hosts its annual international business forum in the most beautiful destinations in the world.

THREE DAYS
CREATIVE INSPIRATION
INTERACTIVE DEMO
HANDBS-ON TRAINING

$2595* EX GST

STUDENT PROFILE:
• Very experienced Artistic and Creative Salon Directors or Artistic Team Leaders
• Owners, managers & team leaders eager for inspiration, experiences and networking opportunities

FOR FULL EDUCATOR PROFILES, COSTINGS AND SCHEDULES:
• Log in to view details at: www.lorealbusinessforum.com

HOW TO BOOK:
• Contact your L’Oréal Professionnel Brand Coach or Business Consultant

DATES
SEVILLE, SPAIN
Tue 02 October - Fri 04 October

*BASED ON TWIN SHARE LAND COST ONLY
We provide you with the connections to book and plan your inspiration by accessing the countries Education Collections and Artists to provide you with the ultimate travel and inspirational learning experience.

**STUDENT PROFILE:**
- Very experienced Artistic and Creative Salon Directors or Artistic Team Leaders
- Owners, managers & team leaders eager for inspiration, experiences and networking opportunities

**FOR FULL EDUCATOR PROFILES, COSTINGS AND SCHEDULES:**
- Refer to hosting countries details
- Log in to view details at www.lorealprofessionnel.co.uk/education/index-education

**CREATIVE INSPIRATION**
**INTERACTIVE DEMO**
**HANDS ON TRAINING**
**MASTER**
We provide you with the connections to book and plan your inspiration by accessing the countries Education Collections and Artists to provide you with the ultimate travel and inspirational learning experience.

STUDENT PROFILE:
• Very experienced Artistic and Creative Salon Directors or Artistic Team Leaders
• Owners, managers & team leaders eager for inspiration, experiences and networking opportunities

FOR FULL EDUCATOR PROFILES, COSTINGS AND SCHEDULES:
• Refer to hosting countries details
• Log in to view details at: www.sohonyregister.com

L’Oréal Professionnel as a global brand offers the opportunity to build your experience and learn in other countries.
FOR BOOKING AND PAYMENT LOG IN TO CALENDAR VIA EDUCATION.LOREALPROFESSIONNEL.COM.AU

EDUCATION, BOOKING & TECHNICAL HOTLINE: 1300 651 991

ALL ACADEMY COURSES HOSTED BY L’OREAL PROFESSIONNEL AUSTRALIA WILL PROVIDE:
• Lunch and light refreshments
• Digital workbook
• Model/Mannequin head - shared work environment
• L’Oréal Professionnel Education Certificate downloadable upon completion

PARTICIPANTS TO BRING
• Personal hairdressing equipment; e.g. brushes, comb, tube, dynamo, sectioning clips, etc.

CANCELLATION POLICY
At the time of making your seminar booking, the L’Oréal Professionnel Education cancellation policy will be explained as follows:
• Notice of cancellation must ONLY be given to the L’Oréal Professionnel booking centre, by phone on 1300 651 991
• A confirmation of cancellation will be given in written form
• Your L’Oréal Professionnel Business Consultant or Brand Coach cannot accept any education seminar cancellations
• Cancellations with more than 14 days notice can transfer to the next available seminar within 2017
• Cancellations with less than 14 days notice are non-transferable and further fees may be charged and payment may be forfeited
• If any complimentary booking participant fails to attend a seminar, they will be charged the seminar fee

L’Oréal Academies are located at central locations for your convenience. Off-site parking is available within close proximity to all L’Oréal Academies however, please allow ample time if arriving by vehicle.

*please contact local team to confirm location of classes whilst academy is under renovations early 2017.

L’Oréal Academies are located or central locations for your convenience. Off-site parking is available within close proximity to all L’Oréal Academies however, please allow ample time if arriving by vehicle.

L’Oréal Academies are located at central locations for your convenience. Off-site parking is available within close proximity to all L’Oréal Academies however, please allow ample time if arriving by vehicle.

L’Oréal Academies are located at central locations for your convenience. Off-site parking is available within close proximity to all L’Oréal Academies however, please allow ample time if arriving by vehicle.
L’Oréal Professionnel has designed a Professional Safety protocol specifically for professional hairdressers, which will enable you to manage your clients’ colour experience and determine the need to carry out an allergy alert test every time. The Professional Safety protocol follows a three-step consultation with your colour client, to accompany the application of a L’Oréal Professionnel colour:

**STEP 1:** Professional consultation
**STEP 2:** How to carry out an allergy alert test
**STEP 3:** How to carry out a colour application

Please refer to your Professional Safety booklet for more information.

**PLEASE NOTE:** If you do not follow the three-step Professional Safety protocol, AN ALLERGY ALERT TEST must be done 48 hours before each application.

Hair colourants can cause an allergic reaction, which in certain rare cases may be severe for you or your client. It is therefore essential to carry out an allergy alert test 48 hours before each application of hair colourants. In order to reduce the risk of an allergic reaction, it is recommended to carry out an allergy alert test. If an allergy alert test is positive, then alternative products should be used. Please refer to your Product Instruction leaflet for more information.

An allergy alert test must be done 48 hours before each application of a hair colourant, as an allergy can develop suddenly.

---

The L’Oréal Professionnel Advice Line is a service designed to give technical support to our professional hairdressers and their customers in Australia and New Zealand in line with our Industry Health & Safety best practices. Telephone 1300 651 991.
We Invite You

TO SAVE

THE DATE

MELBOURNE
Mon 23 October

ADELAIDE
Sunday 29 October

PERTH
Tues 31 October

BRISBANE
Mon 06 November

SYDNEY
Sun 19 November
<table>
<thead>
<tr>
<th></th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
</tr>
<tr>
<td>MARCH</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
</tr>
<tr>
<td>APRIL</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Required for</td>
</tr>
<tr>
<td>MAY</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Required for</td>
<td>Activity</td>
<td>Required for</td>
</tr>
<tr>
<td>JUNE</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Recommended activity</td>
<td>Activity</td>
<td>Required for</td>
<td>Activity</td>
<td>Required for</td>
</tr>
</tbody>
</table>

**Note:** The image is a monthly calendar for the year 2017, listing days from Saturday to Sunday with corresponding weeks and months.