

# Rochester & Buffalo: Spring 2010 Education Schedule

## Rochester

2117 Brighton Henrietta T.L. Rd.,  
Rochester, NY 14623  
(585) 424-4110 or (800) 727-4110

<u>Date</u>	<u>Class</u>	<u>Start</u>	<u>End</u>	<u>Investment</u>
Monday, April 19	 NEW Goldwell "Go Color" Techniques	9:30 am	12:30 pm	\$25.00
Monday, April 19	KMS California Cutting Demo	1:30 pm	4:30 pm	\$25.00
Monday, April 26	MIN & Mediceuticals - Thinning Hair Solutions	9:30 am	12:30 pm	\$25.00
Monday, April 26	Goldwell Color Introductory Series - Part 1 - Color Primary	9:30 am	12:30 pm	\$25.00
Monday, April 26	Goldwell Color Introductory Series - Part 2 - Color Secondary	1:30 pm	4:30 pm	\$25.00
Monday, May 10	Goldwell Color Introductory Series - Part 3 - Color Enrichment	9:30 am	12:30 pm	\$25.00
Monday, May 10	Goldwell Color Introductory Series - Part 4 - Color Fix	1:30 pm	4:30 pm	\$25.00
Sun & Mon, May 16 & 17	2010 TREND ZOOM SALON & SPA EXPO (Seneca Niagara Casino, Niagara Falls, NY)	SEE	OUR	FLYER
Monday, May 24	NEW Goldwell "Go Color" Techniques 	9:30 am	12:30 pm	\$25.00
Monday, May 24	Goldwell Color Zoom 2010 - Just Naked	1:30 pm	4:30 pm	\$50.00
Monday, June 14	KMS California Long Hair Demo	9:30 am	12:30 pm	\$25.00
Monday, June 14	 KMS California Versatile Styling	1:30 pm	4:30 pm	\$50.00
Monday, June 21	Simply Smooth Keratin Treatment	9:30 am	12:30 pm	\$50.00
Monday, June 21	Simply Smooth Keratin Treatment	1:30 pm	4:30 pm	\$50.00

## Buffalo

6850 Main Street,  
Williamsville, NY 14221  
(716) 565-1760

<u>Date</u>	<u>Class</u>	<u>Start</u>	<u>End</u>	<u>Investment</u>
Monday, April 5	 NEW Goldwell "Go Color" Techniques	9:30 am	12:30 pm	\$25.00
Monday, April 5	Goldwell Color Zoom 2010 - Just Naked	1:30 pm	4:30 pm	\$25.00
Monday, April 12	KMS California Long Hair Demo	9:30 am	12:30 pm	\$25.00
Monday, April 12	KMS California Cutting Demo	1:30 pm	4:30 pm	\$25.00
Monday, April 19	Goldwell Color Succession - Part 1	9:30 am	4:30 pm	\$75.00
Monday, April 26	Goldwell Color Succession - Part 2	9:30 am	4:30 pm	\$75.00
Monday, May 3	Goldwell Color Succession - Part 3	9:30 am	4:30 pm	\$75.00
Monday, May 10	NEW Goldwell "Go Color" Techniques 	9:30 am	12:30 pm	\$25.00
Monday, May 10	Goldwell Color Zoom 2010 - Just Naked	1:30 pm	4:30 pm	\$50.00
Sun & Mon, May 16 & 17	2010 TREND ZOOM SALON & SPA EXPO (Seneca Niagara Casino, Niagara Falls, NY)	SEE	OUR	FLYER
Monday, May 24	Goldwell Color Introductory Series - Part 1 - Color Primary	9:30 am	12:30 pm	\$25.00
Monday, May 24	Goldwell Color Introductory Series - Part 2 - Color Secondary	1:30 pm	4:30 pm	\$25.00
Monday, June 7	 KMS California Versatile Styling	9:30 am	12:30 pm	\$50.00
Monday, June 7	KMS California Long Hair Demo	1:30 pm	4:30 pm	\$25.00
Monday, June 14	Goldwell Color Introductory Series - Part 3 - Color Enrichment	9:30 am	12:30 pm	\$25.00
Monday, June 14	Goldwell Color Introductory Series - Part 4 - Color Fix	1:30 pm	4:30 pm	\$25.00
Monday, June 21	Simply Smooth Keratin Treatment	9:30 am	12:30 pm	\$50.00
Monday, June 21	MIN & Mediceuticals - Thinning Hair Solutions	1:30 pm	4:30 pm	\$25.00

# **CLASS DESCRIPTIONS**

## **GOLDWELL INTRODUCTORY SERIES**

This four part series will take the beginner Goldwell users from A to Z. All four classes will have one demo model or activity to demonstrate the information being learned.

### **Goldwell Color Introductory Series - Part 1 - Color Primary**

This 3 hour seminar will feature the Goldwell color system and levels as well as basic formulating for perfect grey coverage.

**Tuition:** \$25.00 or \$25.00 B.B.F.

### **Goldwell Color Introductory Series - Part 2 - Color Secondary**

This part 2 seminar will focus on going lighter and how to formulate without getting the unwanted warm tones. We will cover the use of controlling colors such as the SB, MB and A Series and when to use them. We will also cover the Highlift Series, 11 Series, 12 Series and the Neutralights.

**Tuition:** \$25.00 or \$25.00 B.B.F.

### **Goldwell Color Introductory Series - Part 3 - Color Enrichment**

This seminar will create an awareness of the coloring options in the Goldwell system by showing use of the complete line - Elumen, Colorance, Colorance Mild Alkaline and Colorance Lowlights. Knowing when and how to use these products will take your coloring to the next level.

**Tuition:** \$25.00 or \$25.00 B.B.F.

### **Goldwell Color Introductory Series - Part 4 - Color Fix**

This seminar is going to help you learn to determine if a color situation is corrective and how to start the coloring process. You will learn about the System Pre-Pigments and how to fill the hair before coloring. Also, you will learn when decolorizing is necessary and what products to use and how. Tuition: \$25.00 or \$25.00 B.B.F.

## **Goldwell Color Succession (3-day) - Formerly Color Trilogy FOR INTERMEDIATE USERS ONLY**

This 3-day program is a three tiered learning pyramid that develops advanced understanding and an in-depth knowledge of the use and benefits of Goldwell Color. Each individual class will allow you to grow and expand your color knowledge.

**Tuition:** \$75.00 or \$75.00 B.B.F. (each day)

## **NEW Goldwell "Go Color" Techniques**

This 3 hour seminar will discuss how to create dimensional designs in the hair utilizing the Goldwell Color System. We will review how to use Goldwell's decolorizer, Neutralights, 11 Series, and 12 Series, as well as techniques for creative color placements. This class will introduce the new 11VS and 12BM as well as the "Go Color" techniques. Each stylist will receive a Go Color Technical guide.

**Tuition:** \$25.00 or \$25.00 B.B.F.

## **Goldwell Color Zoom 2010—Just Naked**

This 3 hours hands-on Cut & Color workshop will introduce you to the 3 NEW Color Zoom shades and new color foilage techniques and placements. During this workshop, you will do one complete new Color Zoom look . A mannequin head is included.

**Tuition:** \$50.00 or \$50.00 B.B.F.

## **KMS California Versatile Styling**

This hands-on class will teach stylists how to achieve versatile looks on various textures using the KMS products. Participants will have an understanding on the differences between multiple hair textures, which KMS California products complement each texture, and the correct tools and techniques required to create versatile styles.

**Tuition:** \$50.00 or \$50.00 B.B.F.

## **KMS California Long Hair Demo**

This 3 hour seminar will focus on techniques. The educator will demonstrate designs on models or mannequins and then the stylist will recreate with their own customization on shared mannequins. This is an active seminar utilizing KMS California products, Hair Play, Hair Stay, Flat Out, Curl Up and Add Volume. Techniques will utilize proper teasing, sectioning, placement, opening and securing.

**Tuition:** \$25.00 or \$25.00 B.B.F.

## **KMS California Cutting Demo**

This 3 hour seminar will introduce the stylist the KMS cutting system with a focus on customizing the looks with surface slicing, back cutting, filtering and chipping, all on different hair textures. KMS Style Council trainer will demonstrate how to create 2 different looks with a single hair-cut utilizing the KMS California products. One live models if preferred, however if needed, a mannequin will be utilized.

**Tuition:** \$25.00 or \$25.00 B.B.F.

## **MIN & Mediceuticals - Thinning Hair Solutions**

This class will demonstrate color techniques with MIN haircolor to have your grey hair male clientele to look and feel younger. Find out about Mediceuticals Advanced Hair Restoration Technology for men and women. You can stop thinning hair! You will see a MIN color application and clipper cut demo. This class will motivate you to expand the services you offer.

**Tuition:** \$25.00 or \$25.00 B.B.F.

## **Simply Smooth Keratin Treatment**

This 3 hour class will demonstrate the innovative Simply Smooth Keratin Treatment. Stylists will leave with the complete knowledge of how to use this product, as well as how to recommend and price this new service to clients who will become hooked on Simply Smooth's benefits.

**Tuition:** \$50.00 or \$50.00 B.B.F.