

CORE

TECHNIQUE ARTISTIC MANAGEMENT SHOWCASE

All these technical courses, from essential to specialist, are designed to develop your craft skills and help you achieve expertise in the technical arena.

CORE GUEST ARTISTS



ANDREW MULVENNA

Twice winner of Northern Irish Hairdresser of the Year, Andrew Mulvenna is renowned for creating fresh, sexy and wearable styles seen in many of the glossies and in L'Oréal Professionnel's own books and collections. Andrew's 20 year industry experience guarantees to be exciting and rewarding. It will provide the stylist with all the necessary tools for a great season ahead; fresh, challenging ideas, new techniques and section patterns and a clear vision of what's to come.



CAT NICHOLSON

As a senior member of the Charlie Miller Art Team, Cat's edgy talent and passionate approach to hairdressing has been a motivating influence on global audiences through educational seminars and workshops, photo shoots and stage shows including the 2009 L'Oréal Professionnel Colour Trophy. Three times winner of the Charlie Miller Achievement Award for 'Outstanding Hairdresser of the Year' she constantly stretches her artistic limits to create commercial and innovative works. Responsible for the running of the company's salon at Ocean Terminal, Cat is also a main contributor in the on-going education of stylists and trainees.



JO HANSFORD ART TEAM

Each member of the Jo Hansford Art team has been personally trained by Jo Hansford so that the impeccable colouring skills and unique approach for which brand Hansford is famous, can be passed on to the next generation of colourists. The Art Team, together with Jo, is regularly invited to teach all over the world. Jo Hansford herself is a legendary colourist who has been described by none other than American Vogue as "the best tinter on the planet". She is held in the highest regard by her peers in the industry and the press as both an artistic and commercial colourist.



STEVE ROWBOTTOM

Since establishing West Row Hairdressing in 1986 with Marc Westerman, Steve Rowbottom has, as Head of Creative Direction, taken the brand from strength to strength. In addition, to leading the internal Art Team, Steve has consistently produced outstanding shoots and session work and worked on a number of celebrity events and Fashion Week shows, including Matthew Williamson and Frost French.



L'Oréal Professionnel Technical Consultants with General Manager Alan Richardson and National Education Manager, Gill Pope.

BASIC CUTTING WORKSHOP

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

Learn the foundation techniques of cutting. This course covers classic one length, uniform layers and graduation, along with instruction in the analysis of face shapes and growth patterns. You will also be provided with comprehensive information on all L'Oréal Professionnel products including texture expert, tecni.art, playball and série expert, to enhance every haircut.

STUDENT PROFILE

Beginners who have never picked up a pair of scissors or who are just starting out.

FORMAT/PRICE/TAKE AWAY

FORMAT
Theory/Practical
9.30am - 5.00pm
2 or 3 days

PRICE
£210 2 DAYS
£290 3 DAYS

TAKE AWAY
Tuition mannequin
Diploma

BASIC MEN'S CUTTING WORKSHOP

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

An invaluable opportunity to learn the foundation techniques of cutting men's hair. This course covers uniform layers and graduation, scissor-over-comb, texturing techniques with scissors and how to use clippers along with instruction in the analysis of face shapes and growth patterns. You will also be provided with comprehensive information on men's styling.

STUDENT PROFILE

Those wanting to expand their male clientele including beginners who have never used clippers or a pair of scissors or who are just starting out.

FORMAT/PRICE/TAKE AWAY

FORMAT
Theory/Practical
9.30am - 5.00pm
2 days

PRICE
£210

TAKE AWAY
Tuition mannequin
Diploma

BLOW DRYING AND FINISHING WORKSHOP

GUEST ARTIST: Andrew Mulvenna

OBJECTIVES

An excellent course to learn the basic techniques of finishing hair. You will be taught consultation techniques to ensure client satisfaction and find out about the best finishing products and equipment to achieve the look desired. You will also learn how to give home care advice so that your clients have great looking hair every day and become the perfect advertisement for your salon.

STUDENT PROFILE

Anyone with no prior experience in blow drying.

FORMAT/PRICE/TAKE AWAY

FORMAT
Theory/Demo/Practical
10.00am - 5.30pm
1 day

PRICE
£200

TAKE AWAY
Diploma

NEW! BLOW DRYING SEMINAR

GUEST ARTIST: Cat Nicholson

OBJECTIVES

This course explains the fundamental basics of understanding blow drying and focuses primarily on understanding the importance of controlling root lift and goes on to explain modern and commercial blow drying. This course also includes guidance on choosing the right products and working with the styling products in a creative way.

STUDENT PROFILE

Students who are starting out on their careers or those that feel they need to expand their blow drying and finishing skills – not for advanced hairdressers. All students must arrive prepared with full hairdressing session bag.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Demo/Practical
10.00am - 5.30pm
1 day

PRICE

£200

TAKE AWAY

Diploma

BRIDGING THE GAP

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

A two day interactive course for colourists looking to refresh their colour knowledge, to make the most of their skills in a business environment, develop and grow their business, perfect their application and colour consultation techniques in order to become a colour expert. This course is an ideal bridge between Colour Change and Colour Specialist, and will develop someone coming back into the industry, or can be used as a refresher for updating ideas and skills.

STUDENT PROFILE

Colourists who have already attended Colour Keys/Colour Change, who desire to become a colour expert, leading on to Colour Specialist, or colourists who wish to broaden their horizons in the professional colour market place.

FORMAT/PRICE/TAKE AWAY

FORMAT

Seminar/Demo/Practical
9.30am - 5.00pm
2 days

PRICE

£280

TAKE AWAY

Diploma

THE CHEMISTRY OF CURL

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

This one day course will give you the foundations of forming hair into a permanent shape with the use of L'Oréal Professionnel Dulcia Tonica and DV2 forming lotions. Learn how to do a traditional nine section wind right through to creating the latest fashion curls.

STUDENT PROFILE

Stylists, technicians or assistants that have a basic level of perming experience.

FORMAT/PRICE/TAKE AWAY

FORMAT

Demo/Theory/Practical
9.30am - 5.00pm
1 day

PRICE

£190

TAKE AWAY

Diploma

COLOUR AND RETAIL PRODUCT FOCUS

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

From direct to permanent, explore the rich L'Oréal Professionnel Colour Portfolio to uncover the potential of each brand. In the afternoon, discover the retail brands including the complete molecular precision hair care system and advanced scientific technology of our styling range.

In both sessions, attendees will learn the properties of each product so that clients can be offered the best possible solution.

STUDENT PROFILE

Hairdressers who would like to increase their knowledge of the L'Oréal Professionnel Portfolio to gain confidence in recommending colour and retail products.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Demo
9.30am - 12.30pm
1.30pm - 4.30pm
½ day or 1 day

PRICE

£25 deposit
(refundable on attendance)

TAKE AWAY

Diploma

"BRILLIANT!
GIVES YOU AN INSIGHT ON HOW TO
USE PRODUCTS EFFICIENTLY."
TRACEY BLACK. LETITIA'S. ORMSKIRK

COLOUR CHANGE

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

A course designed to take Colour Keys knowledge to the next level and give students the confidence to offer a colour change service to their clients. The format utilises interactive tools to inspire colourists and help promote colour change services.

STUDENT PROFILE

The students must have: at least one year colouring experience, already completed Colour Keys and competence in choosing and applying colours.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical
9.30am - 5.00pm
2 days

PRICE

£240

TAKE AWAY

Colour Change Workbook
Diploma

COLOUR DISCIPLINE

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

Colour Discipline is all about making the global application look flawless with immaculate attention to detail. The course looks at changing trends towards global colour application and will give you confidence in your consultations to make sure you provide the right service for your client.

STUDENT PROFILE

Assistants and junior stylists and colourists who have just started colouring or have been for a while but they need to perfect the finishing touch to their application.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical
9.30am - 5.00pm
1 day

PRICE

£80

TAKE AWAY

Colour Product Book
Diploma

COLOUR INITIATIVE

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

Learn the latest colouring techniques inclusive of partial or global colouring. Find out about inspirational colourists and why they inspire, then learn how to adapt a range of different colour techniques to impress your clients. The skills learned will not only provide motivation but will ensure students return to the salon with a wealth of new ideas.

STUDENT PROFILE

Intermediate level. The student must be able to choose and apply colour and have a minimum of two years colour experience.

FORMAT/PRICE/TAKE AWAY

FORMAT

Practical
9.30am - 5.00pm
1 day

PRICE

£175

TAKE AWAY

Diploma
Tuition mannequin



COLOUR KEYS

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

An opportunity to learn the fundamental principles of colour, a must-have for all successful colourists. Gain the knowledge and understanding required to achieve the desired colour results using L'Oréal Professionnel colour products.

STUDENT PROFILE

Hairdressers that are competent in applying colour and have some knowledge of the L'Oréal Professionnel Colour Portfolio. *If you have never used L'Oréal Professionnel colour before, we recommend Starter Keys.*

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical
9.30am - 5.00pm
2 days

PRICE

£225

TAKE AWAY

Colour Keys Workbook
Diploma

"THE TECHNICIAN WAS VERY FRIENDLY AND INFORMATIVE AND DELIVERED THE INFORMATION VERY WELL"

JAMES PURNELL. URBAN RETREAT



COLOUR SPECIALIST

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

The most in-depth colour education course from the number one colour manufacturer, now in its 12th year. Over 750 colour specialists exist in salons across the country. Suited to those who take colour seriously! Learn how to be the ultimate colourist, technically and creatively, to recognise combinations of natural hair pigments, and to develop colour choice and change with logic and complete confidence. Learn how to grow and develop the salon's colour market and increase % turnover.

STUDENT PROFILE

Applicants must be senior stylists/colourists, qualified for a minimum of three years, and must have completed the Colour Keys and Colour Change courses, and successfully passed the required pre-course assessment.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Demo/Practical
9.00am - 6.00pm
15 days

PRICE

£3,000

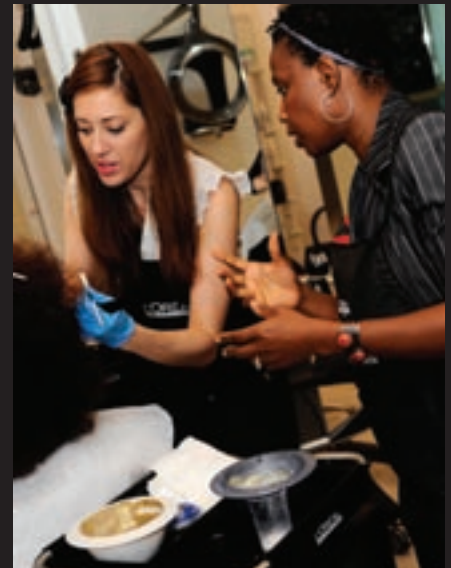
TAKE AWAY

Diploma
Colour Specialist Portfolio

Two formats: Three consecutive days a week for five weeks OR one day a week for 12 weeks and three days in the last week.
Please speak to your technical consultant for dates and assessments or call 020 8762 4200 for more information.

"THE COLOUR SPECIALIST COURSE GAVE ME
THE ULTIMATE COLOUR EDUCATION
AND RAISED THE BAR WITH REGARDS TO MY
TECHNICAL AND CREATIVE EXPERTISE."

CARY APIN. CUTTING ROOM CREATIVE. LEEDS





COLOUR SPECIALIST REFRESHER

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

A refresher course for Colour Specialists designed to update knowledge of the latest colour technologies and innovations.

STUDENT PROFILE

Colour Specialists who have completed the Colour Specialist course 18 months ago and who would like to update their knowledge.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
9.30am - 5.00pm
1 day

PRICE

£190

TAKE AWAY

Diploma

COMMERCIAL HIGHLIGHTING

GUEST ARTIST: Jo Hansford Art Team

OBJECTIVES

This course is designed to build colour business and client loyalty through unique consultation concepts, flexible techniques and the use of professional products. Expect to leave inspired and equipped to take colour work to a whole new level with a corresponding impact on salon turnover.

STUDENT PROFILE

Salon hairdressers looking to build colour business and client loyalty.

FORMAT/PRICE/TAKE AWAY

FORMAT

Demo/Practical
10.00am - 5.30pm
1 day

PRICE

£205

TAKE AWAY

Diploma

CONTEMPORARY CLASSICS

GUEST ARTIST: Steve Rowbottom

OBJECTIVES

Guest artist Steve Rowbottom leads this two-day course on the fundamentals of classic hairdressing. Delegates will not only learn the classic techniques and core principles, but will also leave with a true understanding on thought process and execution which is integral to a successful hairdressing career.

STUDENT PROFILE

Stylists with a general understanding of hairdressing looking to further their knowledge, or experienced stylists looking to revamp their technique.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical
10.00am - 5.30pm
2 days

PRICE

£350

TAKE AWAY

Diploma

NEW! DISCOVERING INOA

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

Discover the colour revolution! In a friendly and informal afternoon we will reveal the business potential of INOA, L'Oréal Professionnel's innovative colour range. Understand the latest technology and its positioning within our colour offering including the ideal client. Observe and learn from the results and techniques that have helped to make INOA the most ground-breaking colour evolution of the last century.

STUDENT PROFILE

Hairdressers who would like to increase their knowledge on the latest colour range from L'Oréal Professionnel.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
9.30am - 5.00pm - 1 day

PRICE

FREE - £25 deposit
(refundable on attendance)

(Course also offered over 2 days, please call the International Academy on 020 8762 4200 for more information)

TAKE AWAY

Diploma



DISCOVERING X-TENSO CERA THERMIC

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

An informal afternoon session to learn about the commercial potential of X-TENSO and X-TENSO Cera Thermic. Observe some results and resolve all doubts in this interactive session that will help you to develop your skills and teach you new techniques.

STUDENT PROFILE

Hairdressers who would like to increase their knowledge on texture services within the salon.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Demo
1.00pm - 4.00pm
½ day

PRICE

FREE – £25 deposit
(refundable on attendance)

TAKE AWAY

Diploma

“HAIRDRESSING EDUCATION GUARANTEES
PROGRESSION AND OUR FUTURE.
L'ORÉAL PROFESSIONNEL DO IT BEST.”
GARY HEDLEY, GARY HEDLEY SALONS





EXPRESS COLOUR CHANGE

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

This theory-only course offers a more in-depth look at the rules of colour change and is an ideal fast track for those who want to refresh their advanced Colour Change knowledge.

STUDENT PROFILE

The students must have: at least one year colouring experience, already completed Colour Keys and competence in choosing and applying colours.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
9.30am - 5.00pm
1 day

PRICE

£190

TAKE AWAY

Colour Change Workbook
Diploma

EXPRESS COLOUR KEYS

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

Update and consolidate basic colour understanding on this theory-only course which is ideal for anyone wanting to refresh their Colour Keys knowledge.

STUDENT PROFILE

Hairdressers with some prior knowledge of colour that may need a refresher or those that are new to L'Oréal Professionnel.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
9.30am - 5.00pm
1 day

PRICE

£160

TAKE AWAY

Colour Keys Workbook
Diploma

NEW! FUNDAMENTAL HIGHLIGHTING

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

Learn the essential skills of using Easi Meche or foils along with the complementing products.

You will learn all about sectioning, weaving, techniques and product application. This course will give you the confidence to create the perfect highlights.

STUDENT PROFILE

This course is aimed at beginners who want to learn the fundamentals of highlighting.

FORMAT/PRICE/TAKE AWAY

FORMAT

Practical
9.30am - 5.00pm
1 day

PRICE

£160

TAKE AWAY

Diploma



NEW FORMAT! JUNIOR DEGREE

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

This course ensures that all the best practices are in place from the very start. The degree spans five days of intensive education covering theory and practical skills, focusing the student to achieve and appreciate high standards for themselves, their customers and their salon. The course will allow students to return to the salon as stronger team members and hairdressers with greater knowledge and confidence.

STUDENT PROFILE

Young staff members who are starting out on their career (and are totally new to L'Oréal Professionnel courses) and want to fast track.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical
9.30am - 5.00pm

PRICE

£340 5 DAY PROGRAMME
£75 1 DAY PROGRAMME

TAKE AWAY

Tuition mannequin
Diploma

DAY 1

CUSTOMER ENCOUNTER – ½ DAY

A day with a difference. A specialist in the area of customer care best practice will challenge junior staff members to look at what they do every day within the salon and how they can improve their service, how they are perceived and key life skills which will help them throughout their career.

BACKWASH EXPERIENCE – ½ DAY

At this stage, time is spent with clients at the backwash area. This half day gives the student the knowledge and understanding of products, how to recommend them and who to recommend them to. They will also be shown how to analyse the hair and carry out the perfect shampoo and conditioning treatment, massage and follow up the service with a home care recommendation.

DAY 2

PERFECT APPLICATION – COLOUR

This day looks at the different types of colour used in the salon, the theory behind working on the hair, mixing colours and perfect application methods. It involves a practical session (on tuition mannequins) in order to guarantee high standards and results.

DAY 3 AND 4

These two days offer the chance to learn some of the fundamental techniques of cutting, covering classic one-length and uniform layers. The students will go through basic haircuts on tuition mannequins and will learn head shapes, hair growth patterns and the correct tools to use. They will also be provided with comprehensive information on all L'Oréal Professionnel products including texture expert, tecni.art, playball and série expert to enhance every haircut.

DAY 5

PERFECT APPLICATION – FORME

The final day focuses on the different ways of moulding the hair and the different tools available. The student will also be introduced to the products and the effects that can be created with them. In the afternoon a practical session on tuition mannequins will open students' minds and challenge their creativity.



STARTER KEYS

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

An introduction to basic colour education. An excellent foundation for building knowledge and confidence.

STUDENT PROFILE

Assistants and anyone with no prior knowledge of the L'Oréal Professionnel Colour Portfolio.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 4.00pm
1 day

PRICE

£40 (Refundable when
booking Colour Keys)

TAKE AWAY

Colour Product Knowledge Workbook
Diploma

THIS COURSE ENSURES THAT
ALL THE BEST PRACTICES
ARE IN PLACE
FROM THE VERY START.

