“CURIOSITY ABOUT LIFE IN ALL OF ITS ASPECTS, I THINK, IS STILL THE SECRET OF GREAT CREATIVE PEOPLE” ~LEO BURNETT
This education portfolio from Haircare Australia is an industry-leading, creative collective. This year, we introduce innovative new courses and collaborations with award-winning educators. Haircare Australia is excited to launch several new brands and we look forward to presenting these brands and their supporting education courses to you in this guide. We maintain our focus on building salon business and inspiring stylists, and we look forward to educating the leaders of our future in 2015.

This education program is divided into three sections:
A. Core Education;
B. Collaborative Education (COLAB);
C. Business & Professional Development.

Ward Gauvin
Director of Sales and Education | Haircare Australia
New in 2015, Haircare Australia offers the ability to book all education courses online via our website. Full educator biographies and course details are listed on our new website and our quick and easy booking system will ensure you don’t miss out on any of our exciting courses. Visit haircareaust.com to find out about the latest education offerings, dates, educators and brand updates.
The 2015 Core Education portfolio offers a truly comprehensive range of studio courses and in-salon training from industry-leading brands. Combining our most popular courses from evo, Cloud Nine and Lakmé we launch new offerings from Moroccanoil, Alterna and Fabuloso Pro. We will also introduce education from exciting new brands making their debut in Australia; Olaplex, Reuzel, Neuma and Brazilian Blowout.

Our core education takes branded education programs to a new level; offering creative cutting, colouring, styling and treatment service courses by award-winning educators, from some of the best brands in the industry.
STUDIO TRAINING

PRECISION COLOURIST  | WORKSHOP
$89.00 inc  |  10:00am - 4:00pm  | Colour correction model required  | Experience: 1 year +
Looking to expand your colouring knowledge? Lakmé Precision Colourist will take you through the science behind hair, enabling you to precisely formulate colour to work with all hair types and services. Enjoy the ability to increase the options available to your clients, champion colour correction, and be known for your professional colouring ability.

BLONDE PERFECTION  | WORKSHOP
$89.00 inc  |  10:00am - 4:00pm  | Blonde model required  | Experience: 1 year +
Take the guess work out of lightening hair and have the confidence to take your clients blonde to the next level. Eradicate the fear unwanted tones and disappointing results and be confident in your understanding of colour chemistry and lightening techniques, through new found theoretical and practical knowledge.

INDUSTRY LEADERS TRAIN THE TRAINER  | 2 DAY WORKSHOP
$399.00 inc  |  10:00am - 4:00pm  | Experience: 5 years +
If you are a passionate stylist looking to raise your profile and further expand your career, Lakmé Industry Leaders is for you. This two-day specialist workshop will open pathways toward future training and leadership roles to ensure your ongoing success.

FAST TRACK (AKA THE ULTIMATE IN APPRENTICE TRAINING)  | 2 DAY WORKSHOP
$299.00 inc  |  9:00am - 5:00pm  | Mannequin included  | Experience: 0-2 years
Tap into the potential of your young stylists from the beginning by providing them with the skills and expertise they need to flourish in your salon at the most important time in their career. Over this two-day intensive workshop, your apprentices will gain the knowledge and skills for optimum productivity on the floor.

SEASONAL COLLECTION LAUNCH  | DEMONSTRATION
$89.00 inc  |  6:30pm Registration  |  7:00pm - 9:00pm
Be inspired and motivated by leading Australian colourist Belinda Keeley and the Chumba team, as they unveil the highly-anticipated Seasonal Collections for 2015. Gain a rare insight into Belinda and her teams’ innate ability to create some of Australia’s most impressive colour work using the Lakmé pallet.

HOT OFF THE PRESS  | SEASONAL COLLECTION WORKSHOP
$189.00 inc  |  10:00am - 4:00pm  | Creative Colour Model required at 12:30pm  | Experience: 1 year +
Unleash your colour creativity with Lakmé’s seasonal colour trends, created by the award-winning Colour Diva herself, Belinda Keeley. Our Lakmé Education Team will share insight into global trends and iconic looks of the Autumn Winter and Spring Summer 2015 seasonal collections. Hot off the Press enables you to create unique and edgy colour concepts that your clients will love.

IN-SALON TRAINING
*Complimentary for Prestige Partner Salons – please contact the Education Department for more information. Conditions apply.

> ALL ABOUT COLOUR
> COMMERCIAL COLOUR FORMULATING
> SERVICE EXCELLENCE/RETAIL TRAINING
> COLOUR ANTICS
> THE CRAFT OF COLOUR

EDUCATORS

CARLOS VIDAL  
International Education Manager

DEBORAH FRENCH  
National Education Manager

BELINDA KEELEY  
Lakmé National Ambassador

EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
CUT TO THE CHASE MALE  |  WORKSHOP
$299.00 inc  |  9:30am - 4:00pm  |  Mannequin included  |  Experience: 2 years +
As the name suggests, cut to the chase teaches you evo’s simplified and highly effective way of cutting male hair. Cut to the chase keeps it simple and quick, teaching you real practical cutting techniques that can be used to instantly improve salon results.

CUT TO THE CHASE FEMALE  |  WORKSHOP
$299.00 inc  |  9:30am - 4:00pm  |  Mannequin included  |  Experience: 2 years +
As the name suggests, cut to the chase, teaches you evo’s simplified and highly effective way of cutting female hair. Cut to the chase keeps it simple and quick, teaching you real practical cutting techniques that can be used to instantly improve salon results.

THE COLLECTIVE  |  WORKSHOP
$349.00 inc  |  9:30am - 5:00pm  |  Mannequin included  |  Experience: 2 years +
A catalyst for your creativity, the Collective V.2 teaches you evo’s latest cutting and colouring techniques. Each technique shown during this hands-on workshop is open to your own interpretation and imaginative flair, enabling you to take your day-to-day salon work to another level.

THE LADS  |  DEMONSTRATION
$99.00 inc  |  6:30pm - 8:30pm
Learn from the best. Learn from The Lads. evo’s The Lads brings four of your favourite evo boys to the stage to showcase their latest and greatest in cut and colour techniques. In an educational presentation like no other, you’ll be treated to a night of uniquely evo entertainment as The Lads present six progressive editorial looks and showcase their signature styles, step-by-step.

FAB PRO DOUBLE UP  |  WORKSHOP
$29.00 inc  |  6:30pm - 8:30pm  |  Receive a Fusion Featherjet blow-dryer valued at $121.00 RRP upon course completion
Experience: 1 year +
Looking to save time? Why not double up and join us for the evo Fabuloso Pro presentation and workshop in one go? Discover the world of evo Fabuloso Pro’s colour refresh and colour maintenance system to enable you to refresh/balance, intensify and maintain your clients colour in-between services.

FAB PRO ROADSHOW  |  DEMONSTRATION
$TBA  |  6:30pm - 8:30pm
This evening cluster presentation will give you a glimpse in to the world of evo Fabuloso Pro. Training around Australia, the Fabuloso Pro team will help you discover the colour refresh and colour maintenance system enabling you to refresh/balance, intensify and maintain your clients colour in-between services.

IN-SALON TRAINING
*Please contact the Education Department for more information or visit haircareaust.com.

EDUCATORS

GRANT NORTON  
evo International Education Director
LEONARD NEWTON  
evo Creative Director
TENEILE ROBINSON  
National Educator
PETE KOZIELL  
National Educator
JAY KOWNACKI  
FabPro International Educator

EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
As pioneers of the styling iron market, Cloud Nine delivers irons and hot tools that offer flexibility, control and superior styling at lower temperatures, which are kinder on the hair. Built on innovation and the challenge of offering new and unique products of the highest quality. Cloud Nine straightening irons, curling wands and hot rollers are setting the standard for professional styling, delivering everything you need to create perfect smooth and sleek styles, gorgeous volume, waves, flicks or curls.

**PRÉT À PORTER | WORKSHOP**
$279.00inc | 9:30am - 5:00pm | Mannequin supplied | Experience: 2 years +

Gain confidence and take your classic finishing techniques to the next level using the fantastic portfolio of Cloud Nine tools. Prêt À Porter enables you to break tradition and create ‘ready to wear’ contemporary styles that build from classic styling and setting techniques.

**Outcomes:**
- Create ready to wear styles by interpreting high-fashion trends
- Learn the Cloud Nine fundamentals and gain a sound knowledge of the Cloud Nine tool portfolio
- Create iconic styles with a modern twist that can be easily replicated in salon
- Build your confidence with finishing; all the way from sectioning to the final touches

**ARTISAN – SESSION STYLING WITH SARAH LAIDLAW | WORKSHOP**
$389.00inc | 9:30am - 5:00pm | Mannequin supplied | Experience: 2 years +

Become the master of your editorial destiny and take on classic techniques and revive them with current international hair trends and the Cloud Nine tool portfolio. With editorial superstar Sarah Laidlaw leading the workshop, you too can master the art of session styling.

**Outcomes:**
- Interpret and breakdown international hair trends current to each season
- Explore long hair design, editorial trends and placement techniques to learn and challenge your capabilities
- Gain confidence using the Cloud Nine tool portfolio over this intensive 1-day workshop
- Create editorial looks using classic techniques to create modern looks

**IN-SALON TRAINING**

*Please contact the Education Department for more information or visit haircareaust.com.

> ORIGINS
> 2015 CAMPAIGN

**EDUCATORS**

<table>
<thead>
<tr>
<th>Educator</th>
<th>Role</th>
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<tbody>
<tr>
<td>Lauren McCowan</td>
<td>National Creative Director</td>
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<tr>
<td>Renya Xydis</td>
<td>International Ambassador</td>
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<tr>
<td>Sarah Laidlaw</td>
<td>National Ambassador/Educator</td>
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<tr>
<td>Teneile Robinson</td>
<td>National Educator</td>
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EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
CREATIVITY TAKES COURAGE. ~HENRI MATISSE
A story of success, an impulse for innovation and a relentless pursuit of simple, high-performing products fashioned an iconic brand: Moroccanoil. What began as a single, revolutionary product has grown into an unprecedented brand in less than a decade - a global sensation embraced by high-profile celebrities, runway, film and television stylists, top editors and women worldwide. At the core of its success is quality, innovative and performance-driven products for all hair types.

**STYLING SILHOUETTES | WORKSHOP**

$249.00inc | 10:00am - 5:00pm | Mannequin supplied | Experience: 2 years +

Stylists are artists and our canvas is 3D. Styling Silhouettes will teach you to master balance and proportion when creating customized and complimentary looks for your client, whilst showcasing the best of your skills.

Outcomes:
• Work with balance, proportion, height, width and depth to create unique looks
• Be comprehensively guided through the process of working with shape and form
• Learn unique tips and tricks to identify face shapes and profiles
• Be competent and confident in creating looks that will flatter and compliment your clients

**TAILORED TEXTURE | WORKSHOP**

$249.00inc | 10:00am - 5:00pm | Mannequin supplied | Experience: 2 years +

Explore the magic of texture and form with Moroccanoil. Master the art of composition with hair as a designer would a silk gown. This class will help you pave the way to creating masterful designs.

Outcomes:
• Break down traditional styles with new tools and the Moroccanoil product range to create amazingly unique finishes
• Free your imagination to craft avant-garde fashion-forward styles
• Learn new techniques that can be applied in salon
• Gain a fresh perspective on the art of styling

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**IN-SALON TRAINING**

*Please contact the Education Department for more information or visit haircareaust.com.

> MOROCCANOIL EXPERT PROGRAM
> LUXURY FINISHING
> THE ART OF BRIDAL
> RUNWAY TO REALITY

**EDUCATORS**

KEVIN HUGHES  
Moroccanoil, Creative Design Team Educator

KUMI ITO  
Moroccanoil, Creative Design Team Educator

VIOLET SAINSbury  
Moroccanoil, Creative Design Team Educator

*EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM*
Alterna Haircare products are powered by pure, potent natural ingredients and proven in labs and professional salons. Each Alterna product is designed to create the strongest, healthiest and most vibrant hair possible, and is the result of cutting edge research. Designed to protect, correct and perfect hair for a transformation - after just one use. As spokeswoman for Alterna, Katie Holmes shares her creative and consumer insights with Alterna to help the brand continue to grow and expand its presence around the world.

**UPTOWN, DOWNTOWN COLLECTION | WORKSHOP**

$319.00inc | 10:00am - 4:30pm | Mannequin included | Experience: 3 years+

Inspire your cutting and styling with Alterna’s latest seasonal collection. International Brand Ambassador, the award-winning Bill Tsiknaris, will take you on a journey to help you to celebrate your uptown sophistication and downtown artistic bohemian side as you learn how to create 4 new looks.

Outcomes:

• Learn how to create classic cuts as well as on-trend cuts that are prevalent in salons today: long layers; edgy bobs; feminine soft; longer male cut
• Be inspired and learn tips and tricks from Bill Tsiknaris, two-time winner of Queensland Hairdresser of the Year
• Gain an understanding of the Alterna product range
• Learn through an interactive and hands-on approach

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**IN-SALON TRAINING**

*Please contact the Education Department for more information or visit haircareaust.com.

**EDUCATORS**

<table>
<thead>
<tr>
<th>MICHAEL SHAUN CORBY</th>
<th>BILL TSIKNARIS</th>
<th>BILLY WHEADON</th>
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<tr>
<td>International Creative Director</td>
<td>Alterna National Ambassador</td>
<td>Senior Educator</td>
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**> PRODUCT KNOWLEDGE**

EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
Reuzel is the Dutch word for lard and is a wink to a past when pomades were made from animal fats and fragranced with apples. The word pomade actually comes from the French word pomme, meaning apple. Reuzel is the creation of legendary barbers Leen and Bertus; famously known as the Scumbag Barbers of Rotterdam. They started learning men’s haircutting when they were just fourteen and as old school barbers they dug deep into the history of pomades to formulate what they believe is the world’s best; Reuzel.

**SCUMBAG SESSIONS | WORKSHOP**

$319.00inc | 9:30am - 5:00pm | Mannequin included | Experience: 2 years+

Cement your scumbag status and become certified in the ‘Schorem way’. Learn the techniques, the signature cuts and all of the Schorem secrets; shared by our Reuzel Ambassadors who have been trained at the original Schorem Barber Academy in Rotterdam by Leen and Bertus. Assist in the preservation of the vanishing craft of old school barbering with this traditional Reuzel barbering workshop.

Outcomes:
- Learn the classic and signature cuts as intended by the Scumbags themselves
- Take away information that can assist your service offering as an old school barber
- Gain a hands-on experience using Reuzel product and Schorem ethos
- Upskill your ability to create traditional men-only cuts
Brazilian Blowout Professional Smoothing Treatments are the most innovative and effective in the world. Through the use of innovative and breakthrough bonding technologies, these smoothing treatments actually improve the health and condition of the hair. What’s more, their new Split-End Repair service is the only in-salon service that instantly mends split ends while preventing future breakage and defending against daily styling and environmental stressors.

**BRAZILIAN BLOWOUT MASTER CLASS** | **DEMONSTRATION**

$29.00 inc | 6:30pm - 8:30pm | Receive a Fusion Featherjet blow-dryer valued at $121 RRP upon course completion

Your clients want frizz-free smooth hair that lasts, with Brazilian Blowout this now something you can offer. This demonstration will guide you through the Brazilian Blowout range, giving you the skills to competently offer both the professional Select Smoothing Service and Split-end Repair Service to your clients to keep their hair healthy between salon visits.

Outcomes:
- Learn about the Brazilian Blowout Select Smoothing Treatment and how it can improve the health of your clients hair by creating a protective protein layer around the hair shaft; eliminating frizz and smoothing the cuticle
- Find out how to consult your clients on the Brazilian Blowout product range and create a unique service offering, with results lasting up to 16 weeks
- Gain an understanding of the Split End Repair service to further improve your service offering
- Learn tips and tricks to get the most out of these additional services

**BRAZILIAN BLOWOUT ROADSHOW** | **DEMONSTRATION**

$TBA | 6:30pm - 8:30pm

Want to know the secret to building an increased revenue stream in your salon? Direct from the US, Brazilian Blowout’s Tyler True and Mary Loyer will be touring the country to share with you the very secret; the world-famous, Brazilian Blowout. Explore both their industry-leading smoothing treatments and split end repair service and how to offer these additional services in your salon.

Outcomes:
- Learn about the Brazilian Blowout Select Smoothing Treatment and how it can improve the health of your clients hair by creating a protective protein layer around the hair shaft; eliminating frizz and smoothing the cuticle
- Find out how to consult your clients on the Brazilian Blowout product range and create a unique service offering, with results lasting up to 16 weeks
- Gain an understanding of the Split End Repair service to further improve your service offering
- Learn tips and tricks to get the most out of these additional services

*Please contact the Education Department for more information or visit haircareaust.com.

**EDUCATORS**

<table>
<thead>
<tr>
<th>TYLER TRUE</th>
<th>CHERI HILLS</th>
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<tr>
<td>International Educator</td>
<td>Senior Educator</td>
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EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
Never break a client’s hair again: Olaplex is the revolutionary ingredient that will set colourists free from the fear of damaging hair. It will give you the confidence, the insurance, and the ability to colour or lighten a client’s hair at any level without the risk of breakage. You will see the difference from the first time you open the foils and rinse. This new salon service will leave your clients’ hair softer, shinier, stronger, and easier to manage from the first use. Fight back against hair breakage and offer an ‘Olaplex Service Upgrade’ to your clients. Go blonder. Push the envelope further, and colour the hair more frequently while maintaining the integrity of the hair.

**COLOURING REVOLUTION | DEMONSTRATION**

$29.00 inc | 6:30pm - 8:30pm | Receive a Fusion Featherjet blow-dryer valued at $121 RRP upon course completion

Become a part of the revolution and put an end to hair breakage with the Holy Grail of hair colouring, Olaplex. Learn the Olaplex fundamentals, how to deliver an Olaplex Service Upgrade and explore a range of techniques to introduce to improve the health of your clients’ hair. Be an industry leader and take your clients hair to the next level with the confidence you can perform any service without any breakage whatsoever.

Outcomes:
- Understand the fundamentals of Olaplex and how they apply to all types of hair
- Maximise your colour services by learning how to sell this additional service to your clients
- Gain the ability to take clients hair to their desired level; levels you never thought possible

**IN-SALON TRAINING**

*Please contact the Education Department for more information or visit haircareaust.com.

> PRODUCT KNOWLEDGE

**EDUCATORS**

DEBORAH FRENCH
National Education Manager

BILLY WHEADON
Senior Educator
The future has arrived and DS Laboratories is leading the charge with the most cutting edge and advanced cosmeceutical formulas available in the industry. Utilising the best in clinical and scientific advancements, they are proud to guarantee extraordinary results in reversing shedding, stopping post-natal hair issues, volumising at the follicle, healing damage to hair from medications, and even prohibiting stress hormones from damaging growth. Achieve luxurious results never before possible for both men and women alike.

**BECOME A HAIR GROWTH EXPERT | PRESENTATION**

$29.00inc  |  6:30pm - 8:30pm  |  Receive a Fusion Featherjet blow-dryer valued at $121 RRP upon course completion

As hairdressers, we are constantly looking for ways to stand out and keep the industry as innovative as possible. With DS Laboratories, you now have that ability. Become a competitive leader in the hair industry and learn how to discuss hair loss, growth and density issues with your clients to in turn, drastically change the way their hair looks, grows and ages.

Outcomes:
- Understand the importance of being able to maintain growth and transform your clients’ hair
- Upskill yourself by having the ability to discuss hair loss, growth and density issues with your clients
- Become an expert on the DS Laboratories product range and be competent at prescribing and consulting
Founded with beauty, health and sustainability at their heart, Neuma gives you beautiful hair without sacrifice. Neuma believes that professional performance hair care, health and sustainability need not be mutually exclusive. Neuma helps to enrich and protect hair, sustaining vibrant colour – leaving it soft, silky smooth and full of shine. The Neuma education program sets a new standard in which together, we empower, motivate, and provoke the world’s best hair stylists to have a more beneficial presence on the planet.

**NEUMA ACADEMY**  |  **PRESENTATION**

$29.00 inc | 6:30pm - 8:30pm | Receive a Fusion Featherjet blow-dryer valued at $121 RRP upon course completion

Discover the ‘Neuma difference’, the Neuma culture and the how Neuma can make a positive difference on you, your clients and the planet. Gain extensive understanding of the range of the products and services and keep your clients engaged, happy and referring, by sharing with them your commitment to creating a more beautiful, sustainable environment for their hair and the planet.

Outcomes:
- Gain an understanding of Neuma’s unique retail offering
- Further develop your knowledge of natural and sustainable products and understand what they do for both the salon and clients hair
- Stay ahead of the game by offering your clients environmentally conscious products

**IN-SALON TRAINING**

*Please contact the Education Department for more information or visit haircareaust.com.

> PRODUCT KNOWLEDGE

**EDUCATORS**

DEBORAH FRENCH  
National Education Manager

CASEY MCKENNA  
Senior Educator
Babe Hair Extensions are a first for the hair extension industry and are a result of an exclusive collaboration with one of the world’s oldest and most prestigious raw human hair authorities. Babe 100% human hair is being used by salons and stylists all over the world for its ability to maintain a radiant and smooth texture without using synthetic coatings like silicone. Babe has also developed a state of the art educational program to cover topics such as marketing, pricing, client consultations, colouring and cutting as well as hair care techniques.

**MASTERING HAIR EXTENSIONS | WORKSHOP**

$89.00 inc | 6:00pm - 8:30pm | Mannequin Supplied | Experience: 2 years +

Get to grips with the essentials of hair extensions and gain the confidence to offer your clients a flawless extension service. Learn how to install extensions in any way shape or form, using only the best quality 100% Remy hair extensions from Babe. Seamlessly consult hair extensions and create unique looks based on face shapes and hair requirements.

Outcomes:
- Gain a complete understanding of the installation of I-Tip and Tape hair extensions
- Learn how to consult with the aid of Babe hair extensions
- Develop your confidence with theory, application, procedures, blending, removal and maintenance
- Create unique looks for your clients based on events, face shapes and hair requirements

**IN-SALON TRAINING EDUCATORS**

DINO COPPI
Director of Education

CHERI HILLS
Senior Educator

EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
Mirabella Beauty is a full line of mineral-based contemporary cosmetic products formulated to work with all skin tones. They offer clean products, quality formulas and an extensive shade range of modern and timeless colours to ensure that there is a shade for everyone. As the leading cosmetic line used by salon professionals, Mirabella strives to provide a luxury cosmetic experience in salon that can be recreated at home.

**WEDDING AND SPECIAL OCCASION MAKE-UP | WORKSHOP**

$279.00 inc | 9:30am - 4:30pm | Model Required

Take your clients’ experience to the next level and add a point of difference to your salon. This hands-on workshop will guide you through the Mirabella mineral-based make-up range, enabling you to offer a luxury cosmetic experience and flawless looks to your clients. Become a one-stop-shop for all of your clients’ special occasions.

Outcomes:
- Understand the advantages of how the Mirabella line can partner with your current retail lines to offer hair and make-up retail opportunity
- Learn how make-up touch ups can add a point of difference to your salon
- Gain confidence using the entire Mirabella range to create evening through to wedding looks
- Practice working with different skin tones and looks to create flawless looks for everyone

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**IN-SALON TRAINING**

*Please contact the Education Department for more information or visit haircareaust.com.

> PRODUCT KNOWLEDGE

**EDUCATORS**

FAY MURAT
National Educator

CHERI HILLS
Senior Educator

EDUCATOR BIOS AVAILABLE AT HAIRCAREAUST.COM
Our Collaborative Education portfolio celebrates the experience and knowledge of an esteemed group of stylists, colourists and salon owners by bringing you tailored education, created by the industry leaders themselves. Haircare will be collaborating with the likes of Jules Tognini and internationally acclaimed program; ‘Lil off the Top’. Carl Keeley also returns with ‘Create your Collection’ and hair legend Paul Dare brings us a phenomenal 3-day cutting workshop, to name a few. A truly inspiring program not to be missed.

EDUCATION IS NOT PREPARATION FOR LIFE; EDUCATION IS LIFE ITSELF. ~JOHN DEWEY
JULES TOGNINI
aka Togninis

Hair Expo’s Australian Men’s Hairdresser of the year ‘14 kicked off his career at a young age sweeping the floors of the famous Togninis salon. A true creative, Jules worked his way up the ranks to Creative Director of Tognini and Salon Director at aka Togninis. Not stopping there, Jules also birthed the well-known Lil’ Off the Top, which is quickly becoming one of the best education workshops in the country.

LAUREN MCCOWAN
Session Stylist

While working across an editorial career covering hair direction for shoots, fashion weeks, music video and film, Lauren is also a passionate educator and creative director who loves to share and collaborate with the industry. An equally balanced cutter, colourist and stylist, Lauren has an innate ability to connect with stylists around the world and deliver education of the highest standard.

DAMIEN RINALDO
Boris the Cuttery

With close to a quarter of a century in the industry, Damien is the winner of multiple awards, hearts and meat trays. His unique outlook on the hairdressing world makes him the perfect salon owner and evo Ambassador. From his plethora of experience Damien birthed the award-winning Boris The Cuttery in Adelaide. Damien represents a fresh approach to hairdressing, with a specific attention to service and quality.

RENYA XYDIS
The Valonz Group

Creative Director and owner of Australia’s premier hairdressing salons; Valonz, Salon X and Renya Xydis City, Renya is one of the hairdressing’s most highly regarded salon owners and editorial stylists. Renya attributes her success to her editorial and runway work and is a favourite among some of the fashion industry’s biggest and best, celebrities and media alike.

BELINDA KEELEY
Chumba Concept Salon

Regarded by her peers, media and fans as one of the very best Colourists in Australia, Colour Diva Belinda is changing the face of hair colouring. Not only does her work grace the covers of many international industry magazines, Belinda also possesses the skills to run one of Australia’s most highly regarded salons; the award winning Chumba Concept Salon.

PAUL DARE
Dare Hair

With over 30 years of experience in hairdressing and owner of the famous Dare Hair, Paul Dare has cemented himself as one of the most iconic names in the hair industry. An innovator as well as hairdresser, Paul has created The Chisel, and a Dare Styling Iron range. A winner of multiple awards, Paul has been inducted into the hairdressing hall of fame after winning the Hair Legend Award in 2008.
MARIE CAIN
Head Studio

A self-confessed colour junkie and addict of cool, undone editorial hair, with 11 years in the industry under her belt, Marie has been crowned with many awards for her colour work and work within her family salon business; Head Studio. She takes a rounded approach to the work she does and her ‘world of hair’.

ATILIO DUSA
Clip Joint

Since beginning his career some 25 years ago, Atilio has built a career that has enabled him to travel the world styling and educating for an impressive collection of fashion weeks, advertising campaigns, television and advanced training events. Eternally enthusiastic about hairdressing, his education receives continual feedback complementing his passion for the craft.

SARAH LAIDLAW
Session Stylist

Sarah began her career with the renowned Benni Tognini, and has won extensive State and National awards over the past 22 years as a session stylist and make-up artist. As one of the most highly sought after talents in the industry Sarah has had her work published in top magazines and advertising campaigns is able to provide an impressive insight into the world of session styling.

Bill Tsiknaris
Tsiknaris Hair

With over 28 years of experience Bill is an award-winning stylist that has dedicated his career to mastering and refining his styling on the salon floor. Internationally recognised for his creative collection work, Bill and his Tsiknaris salon have been published in an impressive 72 publications across 22 countries. With his knowledge of the industry, keen eye for fashion, and business smarts, Bill is a visionary in the education world.

LORNA EVANS
Lorna Evans Education

With over 27 years of experience and recognised as one of the most high regarded educators in the industry, Lorna has a wealth of industry knowledge and international experience. Having travelled the world as a long hair and business educator, Lorna has a multi-disciplined approach to her education, and has received numerous awards for her long spanning career.

CARL KEELEY
Chumba Concept Salon

Renowned in the industry for not only his award-winning salon, Chumba Concept Salon but also his amazing creative ability. As a multi award-winning business man and entrepreneur, Carl is the full package. Guiding his powerhouse team of creative professionals he is one of the most highly regarded mentors in the hair and photography landscape.

BRODIE-LEE STUBBINS
Rokstar Studio

Starting in the industry at just 13, Brodie has a long list of international training and accreditations from her years of experience. Working on international runways, fashion weeks, directing fashion shows and being involved in editorial and commercial photo-shoots, Brodie has done it all. A passionate educator, Brodie has grown up centre stage and continues to inspire and encourage the next generation of stylists.

LORNA EVANS
Lorna Evans Education

With over 27 years of experience and recognised as one of the most high regarded educators in the industry, Lorna has a wealth of industry knowledge and international experience. Having travelled the world as a long hair and business educator, Lorna has a multi-disciplined approach to her education, and has received numerous awards for her long spanning career.

SARAH LAIDLAW
Session Stylist

Sarah began her career with the renowned Benni Tognini, and has won extensive State and National awards over the past 22 years as a session stylist and make-up artist. As one of the most highly sought after talents in the industry Sarah has had her work published in top magazines and advertising campaigns is able to provide an impressive insight into the world of session styling.

Bill Tsiknaris
Tsiknaris Hair

With over 28 years of experience Bill is an award-winning stylist that has dedicated his career to mastering and refining his styling on the salon floor. Internationally recognised for his creative collection work, Bill and his Tsiknaris salon have been published in an impressive 72 publications across 22 countries. With his knowledge of the industry, keen eye for fashion, and business smarts, Bill is a visionary in the education world.

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CARL KEELEY
Chumba Concept Salon

Renowned in the industry for not only his award-winning salon, Chumba Concept Salon but also his amazing creative ability. As a multi award-winning business man and entrepreneur, Carl is the full package. Guiding his powerhouse team of creative professionals he is one of the most highly regarded mentors in the hair and photography landscape.

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STUDIO TRAINING

LIL OFF THE TOP CHICKS | WORKSHOP
$319.00inc | 10:00am - 4:00pm | Mannequins included | Experience: 2 years +

Know the basics, but looking to push the confines of female cutting? With Lil’ Off the Top Chicks, led by none other than Jules Tognini, you will now be equipped to push the boundaries into oblivion. Learn a thing or two about cutting female hair; explore the realms of possibility with short, sexy, cute, fem styles. Have fun with your cutting, push her over the edge, flirt a ‘lil. All this made easy with the man himself.

LIL OFF THE TOP DUDES | WORKSHOP
$319.00inc | 10:00am - 4:00pm | Mannequins included | Experience: 2 years +

Looking to get more of your men’s cuts? With Lil’ Off the Top Dudes, led by none other than Jules Tognini, you will now be equipped to get more than you ever thought possible. Dudes are more than just beer, footy and sex, they now want to look good too. Finally! Get to grips with the snip, shave, clipper, style and the talk. It’s a man’s world and with Lil’ Off the Top you can become the master.

Outcomes for both Jules’ courses:
• Gain the skills to take male cutting to the next level
• Learn the Lil’ Off the Top way of cutting and styling, look outside of your comfort zone and explore hairdressing from a whole new perspective
• Inject some fun, banter and creativity into your everyday cuts
• Upskill your versatility as a hairdresser

PEEP SHOW | IN-SALON COURSE

Get Jules all to yourself; he is your monkey, so make him dance to your own rhythm. Peep Show is tailor made training for you and your team. Choose one of Jules’ signature courses to do with your crew, in salon, and get a training experience like no other! You can select from Dudes and/or Chicks, or mix and match to suit you - mens, ladies, mannequin, live models, look & learn, team photo shoots; if you can think it up, we can make it happen. But be warned, you may have to keep Jules on a leash, he is very easily excited!

If you are interested in Jules’ Workshops please contact our education department to book or make an enquiry - haircareaust.com or 1300 437 436.
CREATE YOUR COLLECTION | 3 DAY WORKSHOP
$1999.00inc | 9.30am – 4.30pm | Experience: 2 years+

Unwrap the mystery surrounding photography and harness your talent to create your very own collection. With the unstoppable, award-winning Carl Keeley and his amazing team, you now have the chance to attend a three-day workshop that takes you through the basic planning phases of creating your own photographic collection, right the way through to actually shooting it with your very own professional team. This intensive workshop will leave you with the ability to have your collection published internationally.

Outcomes:
- Learn how to create award-winning collections to be published internationally
- Gain an understanding of the photographic process, retouching, model casting and production
- Understand how to execute a shoot, from mood boards, costing and budgets all the way through to the finished images
- Work with a team of make-up artists, stylists, re-touchers and photographers to build your confidence and understanding of the entire process

If you are interested in Carl Keeley’s ‘Create your Collection’ Workshop, please contact our education department to book or make an enquiry - haircareaust.com or 1300 437 436.
STUDIO TRAINING

CUT LIKE A MASTER  |  4 DAY WORKSHOP
$1850.00inc | 10:00am-5:00pm | Mannequins included | Experience: 2 years+
Dare. Change is just a matter of seeing things differently. This four day course will teach the core fundamentals of hair manipulation to the highest levels of creative understanding. Utilising all the cutting tools, straight blades, texturisers, clippers, razor and the Dare Chisel, you will develop a strong understanding of how to apply the cutting principles to achieve disciplined, creative and perfect results.

Outcomes:
• Gain personalised training to build skills, knowledge and confidence
• Learn from industry master Paul Dare, be inspired by his wealth of knowledge and expertise
• Gain the ability to apply your new found cutting skills not just in your work but throughout the salon
• Get a hands-on practical experience that will take you through the types of cutting unlike any other cutting course
• Present and apply your new found skills

* Essentials kit included - valued at $800 ex GST.

If you are interested in Paul Dare’s ‘Cut Like A Master’ Workshop, please contact our education department to book or make an enquiry - haircareaust.com or 1300 437 436.
**STUDIO TRAINING**

**TSIKNARIS HAIR - ELEGANCE EVOLUTION**

With over 28 years of experience Bill is an award-winning stylist that has dedicated his career to mastering and refining his styling on the salon floor. Internationally recognised for his creative collection work, Bill and his Tsiknaris salon have been published in an impressive 72 publications across 22 countries. With his knowledge of the industry, keen eye for fashion, and business smarts, Bill is a visionary in the education world.

Bill will offer his Elegance of Evolution in-salon training in 2015: Elegance of Evolution will enable you to explore the contrast between the Lakmé colour pallet and the Alterna styling range to create perfect applications for your clients. You will build confidence in a range of areas and be left with the ability to take your styles to the next level.

Training includes:
- Shadow Colour
- 3D Foils
- Radial Foils
- Ombré
- Swivel Technique
- Shape Modifier
- Slide to Frame
- Cutting & Colouring for a collection
- Long Hair Layering

If you are interested in Bill Tsiknaris’ ‘Elegance Evolution’ course please contact our education department to book or make an enquiry - haircareaust.com or 1300 437 436.
STUDIO TRAINING

LORNA EVANS

With over 27 years of experience and recognised as one of the most highly regarded educators in the industry, Lorna brings a wealth of industry knowledge and international experience to her education. Having travelled the world as a long hair and business educator, Lorna has a multi-disciplined approach and has received numerous awards for her long spanning career.

With something for everyone Lorna’s 2015 Education Calendar offers:

> Long Hair Secrets Unlocked - 2 Day Workshop
> One with the Lot - 5 Day Workshop
> Modern Brides – 1 Day Workshop
> Photoshoot - 3 Day Workshop
> Business Seminar – 1 Day Workshop
> Bricks and Mortar – 1 Day Workshop

With a range of workshops suitable for stylists of all levels, each class is guaranteed to build confidence, knowledge and aid in your ability to create beautiful hair that will build your reputation and business.

If you are interested in Lorna’s Workshops please contact info@lornaevanseducation.com.au or go to www.lornaevanseducation.com.au
INSPIRED CUTTING WORKSHOP | WORKSHOP

Break down and explore different cutting techniques to achieve beautiful strong fashion forward looks on the salon floor. Inspired Cutting Workshop is designed to motivate the younger hairdresser to break out of their comfort zones and increase productivity. Taught by renowned salon owner and educator Brodie-Lee Stubbins, she demonstrates techniques that are used to create runway looks that can easily be translated back to the salon.

Outcomes:
• Gain new innovative techniques that you can take back into the salon
• Improve your confidence in executing catwalk trends on a busy salon floor
• Be inspired to expand your knowledge and advance your skill-set

If you are interested in Brodie-Lee Stubbins’s ‘Inspired Cutting’ Workshop, please contact our education department to book or make an enquiry - haircareaust.com or 1300 437 436.
The only person who is educated is the one who has learned how to learn and change.
~Carl Rogers

Business & Professional Development

We bring you education focused on growing and developing your businesses as well as your expertise as stylists and salon owners. Award-winning business coaches and trainers offer courses on retailing, business development and social media. In 2015 we will also launch the first Prestige Partners Business Summit, a 3-day conference focused on helping growing your business, sharing knowledge and professional development.

We also invite you to join us on the New York Study Tour for its 3rd year and experience New York Fashion Week and the city that never sleeps. Shoot with Cloud Nine, visit the amazing Moroccanoil HQ and enjoy workshops from international educators that will blow your mind.
An experience of a lifetime

Be consumed by the fashion, culture, art and inspirational trends offered by New York Fashion Week. Work backstage, together with renowned international artists; attend exclusive tours, workshops and photo shoots from a range of Haircare brands like evo, Cloud Nine, Moroccanoil and Fabuloso Pro. Over 10 days you will also enjoy some free time to explore the sights of New York and have the option to stay at the amazing Standard Highline hotel. Haircare Australia invites you to join us on our annual New York Study Tour; be one of just 10 stylists to enjoy this once in a lifetime opportunity.

> Work backstage on a Fashion Week show
> Participate in a Cloud Nine step by step shoot
> Tour of Moroccanoil HQ plus an exclusive workshop
> Attend workshops with the international evo team

Bookings & Enquiries

To reserve your place on the New York Study Tour in September 2015, please contact the Education Department on 1300 437 436 or visit haircareaust.com
In the face of increasing competition, cautious consumers, online shopping and parallel importing, diminishing retail sales is the key pain point for many salons.

Combining the science of consumer purchasing power and lessons from some of the country’s most successful salon retailers, this unique video-based online training program will give you and your staff a proven blueprint for growing your retailing revenue.

With a simple step-by-step process across ten modules, Retailing Rockstar will become a powerful and essential part of your staff induction process and ongoing training.

**ONLINE TRAINING PROGRAM**

$297.00inc

The program includes four modules for salon owners and managers and six for staff, as well as a bonus module of interviews with the top retail performers in the hair and beauty industry who share their inside secrets to achieving Retailing Rockstar status.

Haircare Australia has partnered with creator Amanda Stevens to secure exclusive access to the Retailing Rockstar program for a one-month period, commencing Monday 9th February 2015*, at a discounted rate of $247 (a saving of $50) with a bonus report ‘Ten Tips to make your Website Rock’ valued at $67. This program includes lifetime access to the the training modules.

[www.retailingrockstar.com](http://www.retailingrockstar.com)

For more information, visit retailingrockstar.com or contact our Education Department to book or make an enquiry - haircareaust.com or 1300 437 436.
Tiger Pistol has created a marketing tool that shows the Facebook page owner exactly what to do, when and how, delivering a custom marketing plan for each business.

LIAM WALSH – FACEBOOK

TROY TOWNSEND
Co-founder, Tiger Pistol

Troy Townsend has over 10 years’ experience in the advertising, promotions and social media industries. He has worked across Europe, North America and Australasia and is now the Co-Founder and CCO of social media technology, Tiger Pistol.

After setting up Insured Creativity in 2008, Troy was part of the executive management team of Geotoko a location based marketing platform that was acquired by Hoot Suite in 2011.

Troy has worked on social media campaigns for some of the world’s biggest brands such as NAB, AOL, Kimberly-Clark, Unilever, The Home Depot, Pepsi, Subway, Schweppes, American Express and Village Roadshow.

TIGER PISTOL – MAKING SOCIAL MEDIA EASY

We’re successful when a business can say that their social presence is not only sorted, but a strength that is helping grow their business. We understand that small business owners don’t have the time, budget or resources to effectively market their business online, yet they know it’s an important thing to get right. That’s why we’ve combined our technology with our genuine passion for small business to provide our customers with a ‘Do it for you’ offering.

Designed for the small business operators who get that their existing and prospective customers are spending more and more time online, but really want someone they can trust to look after it for them for an affordable price. You maintain control and we do all the work.

SOCIAL MEDIA TACTICS

What are some of the things you’re hoping to achieve in your business over the next 2-3 months? You might want to increase bookings on quiet days or build a client base for a new stylist. Whatever your goals, there are new ways to use social media to achieve those targets.

This 1 hour webinar will explore social media tactics to ensure that for all the time and money you invest in Social, you ultimately get tangible results.

1. Guarantee your business is easy to find where new clients are searching
2. Protect and maintain your businesses reputation
3. Convert your activity and efforts into new clients

Exclusive Offer: Webinar attendees. Receive 50% off any Tiger Pistol package plus no set up fees. That’s a saving of over $300!

For more information, visit tigerpistol.com or contact our Education Department to book or make an enquiry - haircareaust.com or 1300 437 436.
Beehive Creative is the brainchild of industry prodigy and consummate hair fashion connoisseur Leesa Smith. From heading up the Creative Direction of Mercedes Benz Fashion Festival and the Hair Expo Gala performances, to regular shoots with mainstream titles such as Cosmopolitan and Harpers Bazaar, her wealth of knowledge gained from first-hand experience is hard to match.

With a deeply ingrained passion for catwalk inspired trends and the way in which fashion houses interpret global style networks to create seasonal collections, Leesa holds her finger on the pulse of every major fashion event worth blogging about. She is constantly seeking to translate high fashion couture cues into accessible snippets of consumer friendly info to educate and inspire. Whilst incessantly travelling the globe to seek out the hottest catwalk trends, Leesa maintains a strong belief that the true core behind her passion for fashion is ‘what’s happening’ on the street. For Leesa, individualism is the pulse of fashion, and in turn the most creative medium to inspire thought and emotion. This, she declares is what truly reveals the unique fashion of the persona, beneath their carefully selected outer apparel.

Beehive Creative is an agency that has been established to provide innovative education and image solutions for businesses and brands within the hair and fashion arena. From small salon businesses to large corporate brands, Beehive Creative focuses on cutting through competitor noise by spotlighting unique strengths within the individual, organisation, product or service and leveraging these strengths for successful brand exposure.

Beehive Creative is passionate about working with individuals that value creativity and approach new ideas with an open mind and brave spirit. Favouring a personalised partnership methodology that allows for provision of ideas and the encompassing of broader business objectives, Beehive Creative adopts a contemporary operational style and a fresh approach to idea execution.

“Beehive Creative is about believing in the individual and celebrating diversity. It is about bringing together cross-functional teams, igniting a concept and cohesively launching that concept with team spirit. I believe that being innovative in a modern business environment is challenging. Time pressure, resource allocation and operational commitments preside over think tanking new ideas. It is often difficult to remain objective, think externally and push boundaries when 90% of the time the brand or business has an internal focus. For me Beehive Creative is about providing a catalyst for true innovation and an opportunity for real vision.”

Partnering with Haircare Australia, Leesa will be offering the following areas of service:
> Creative event direction
> Public speaking and presentation skills
> Training and education
> Trend & image
> Marketing functions

For more information, contact our Education Department on 1300 437 436.
PreStige Partners

Business Summit

Haircare Australia exclusively invites members of its Prestige Partners Program to the Museum of Old and New Art (MONA), Tasmania for the Prestige Partners Business Summit. This stunning Museum of Old and New Art will offer a unique Tasmanian experience; a perfect blend of wine, food, art and accommodation. It will host a 2-day conference designed to bring together our Prestige Partners and industry-leading keynote speakers in a unique and creative setting; to stimulate your senses and deliver practical strategies to help grow your business.

Situated on a spectacular private peninsula just 12 km north of Hobart, The Museum of Old and New Art showcases the largest private collection of art in Australia in a secular temple of over 600m2 dedicated to the assault and soothing of the senses. It is a cultural haven where outstanding art, architecture and antiquities are fused with the surrounding, natural landscape.

Bookings & Enquiries
To reserve your place at the Prestige Partners Business Summit, please contact the Education Department or visit haircareaust.com

Keynote Speakers Include:

- Amanda Stevens
  Key-note speaker and workshop facilitator
- Troy Townsend
  Tiger Pistol
- Leesa Smith
  Beehive Creative

Overview:

- 2 Nights Accommodation at the Hotel Grand Chancellor, Hobart
- Breakfast, Lunch and Dinner Provided
- Keynote Business Presentations and Workshops
- Enjoy a Private Museum Tour at MONA

Bookings & Enquiries
To reserve your place at the Prestige Partners Business Summit, please contact the Education Department or visit haircareaust.com
THE EVENT

9 - 10 AUGUST 2015

INVESTMENT:
$1500 INC GST*

PRESTIGE PARTNER SALONS CAN USE THEIR BUSINESS DEVELOPMENT FUND

*Flights are not included in the ticket price.
TERMS AND CONDITIONS

PAYMENTS

- Haircare Australia trading account
- Cash / Credit Card
- Cheque made payable to Haircare Australia.
- Direct Deposit
  BSB 015 354
  Account 453911827
  Reference 2999 & Invoice number

CANCELLATION

Any course cancellations must be made directly to the Education Co-ordinator by phone on 08 8403 8231/1300 437 436 (ext 4) or email education@haircareaust.com

NO REFUNDS are available unless the Education Co-ordinator receives direct notice (by phone or email) of the student cancellation no less than fourteen (14) days prior to the course commencement date. Please note there will be a $10 administration charge / fee applicable upon process of any refund(s) for course cancellations.

ILLNESS – In the event of a student being too ill to attend a course/event, a refund will only be available upon the student providing a medical certificate from a qualified General Practitioner to the Education Co-ordinator within (7) days of the course completion.

TRANSFER OF COURSE – Where a cancellation occurs without acceptable notice (outlined above), the Education Co-ordinator will endeavour to transfer the student(s) to the next available course date (if possible). Please note Haircare Australia does not guarantee or warrant in any way whatsoever that the same course will be offered or that a student placement will be available.

COURSE CHANGES

Haircare Australia reserves the right to postpone or cancel any course that doesn’t reach the required number of participants. In such case, Haircare Australia will give booked participants notice of the change and refund applicable course fees paid.

MODELS / MANNEQUIN HEADS

Haircare Australia does not supply mannequin heads and/or models for any courses unless expressly stated in the Haircare Education Guide specifically relating to the course.

QUERIES

For all enquiries relating to education please contact the Education Department at Haircare Australia

Education: | 1300 437 436 ext 4
education@haircareaust.com
General: 1300 437 436
sales@haircareaust.com