



CATA
LYST.

BRINGING EDUCATION
CLOSER TO YOU

WELCOME TO CATALYST

WELLA **CATALYST** PROGRAMME - BRINGING EDUCATION CLOSER TO YOU.

Education is at the very heart of Wella and we are dedicated to providing exceptional and inspirational education to each member of the salon team. You can choose to access Wella Education at one of our studios, in your own salon, or online with e-education.

CATALYST offers you a complete guide to **Wella's in salon education programme**. It introduces you to the comprehensive programme of education available to you and your team in the convenience of your own salon or at a collective session in a venue near you. All **CATALYST** Education can be tailor-made to ensure it meets both the business and creative needs of your salon.

We want to be your partner and help you to achieve your goals and objectives, and create an education plan to fully activate your salon's potential.

We hope you enjoy planning your education alongside your Wella Account Manager and Wella Educator.

PERFECT PARTNER

SUPPORTING YOU TO ACTIVATE YOUR BUSINESS POTENTIAL

At Wella we are committed to being your partner in business, ensuring you get the right support, at the right time and in the right way to help you realise your goals and grow your business.

We believe education is key to elevating your business to new heights and we've identified five core areas to help you achieve this. Look for the symbols next to our educational courses to help you focus on your salon's business objectives. Talk to your Account Manager today about our salon health check and how we can work with you to help you to develop your business and activate your salon.

FIND YOUR PERFECT SEMINAR:



OPTIMISE THE DAY-TO-DAY SALON AND STAFF OPERATIONS

by managing time and resources more effectively.



IMPROVE YOUR SALON'S IMAGE

by using our salon tools to communicate the best services to your clients.



DRIVE A HIGHER FREQUENCY OF SALON VISITS

through a comprehensive range of services to create future visions for your clients.



INCREASE CLIENTS' READINESS TO SPEND MORE

with tempting upgrades to premium service and product offers.



ATTRACT NEW CLIENTS TO YOUR SALON

with exclusive offers, promotions and activities that exceed their expectations.

YOUR CAREER PATH

WE ARE HERE TO SUPPORT EVERY HAIRDRESSER IN THEIR CAREER JOURNEY, BRINGING OVER 135 YEARS' EXPERIENCE WITH OUR INDUSTRY LEADING EDUCATION.

STEP 1

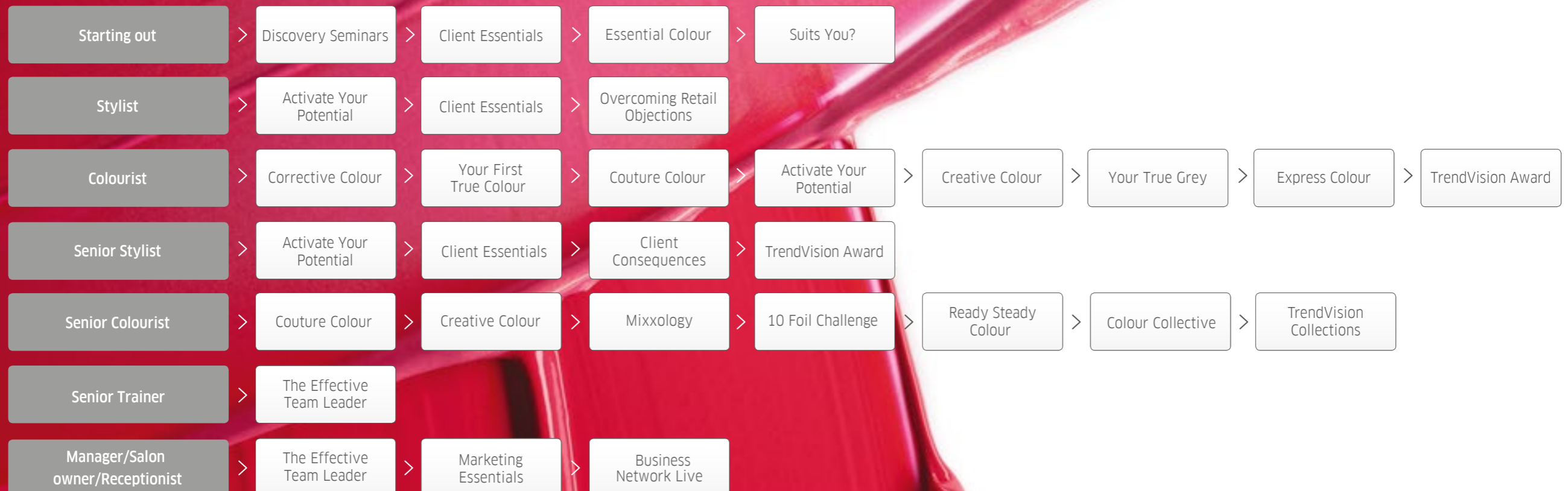
CHOOSE YOUR ASPIRATIONAL CAREER LEVEL FROM THE EXAMPLE CAREER PATH BELOW, E.G. SENIOR STYLIST

STEP 2

EXPLORE THE COURSES AND EVENTS IN OUR EXAMPLE CAREER PATH BELOW AND DISCOVER WHAT INSPIRES YOU FOR THE FUTURE

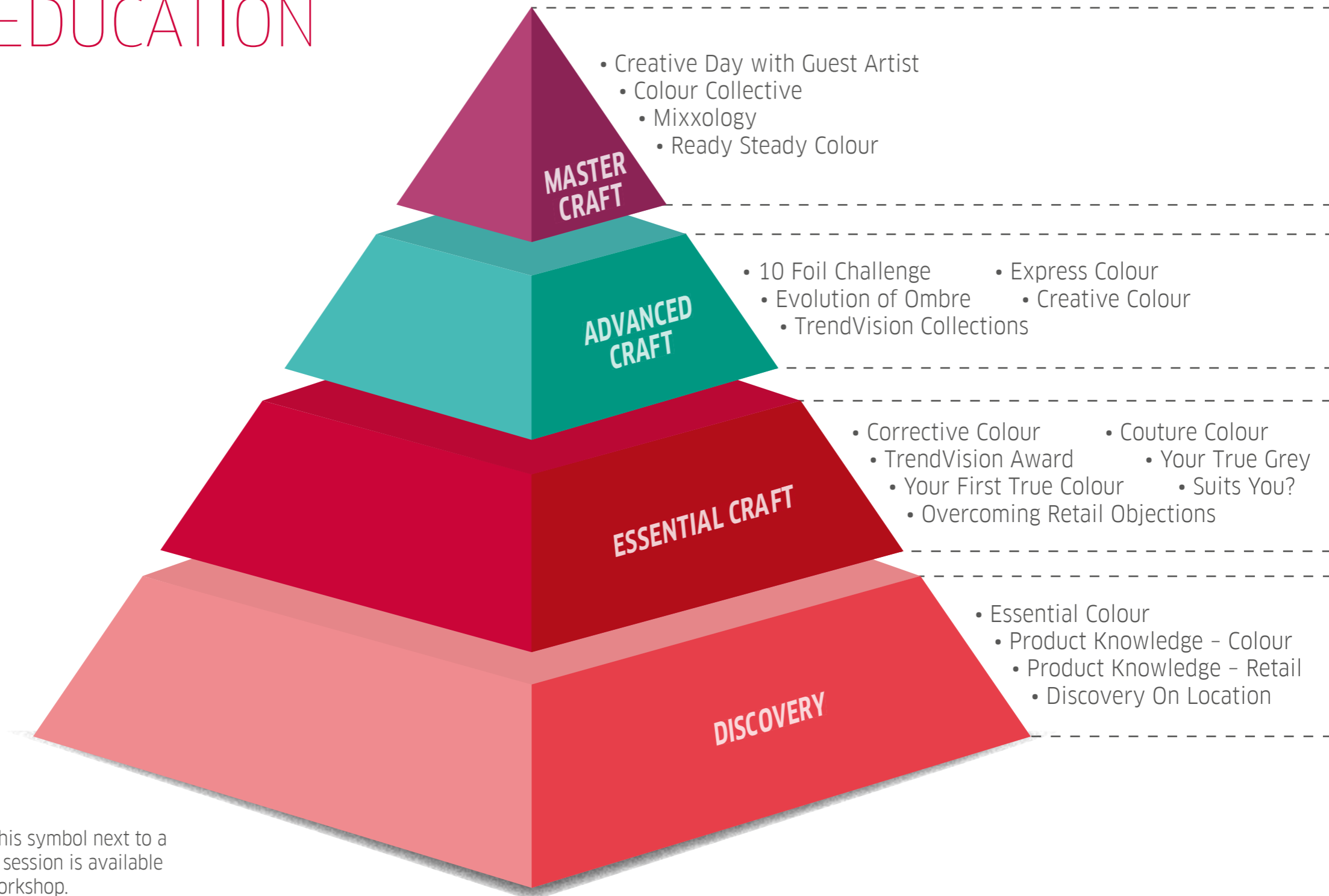
STEP 3

PLOT YOUR OWN CAREER JOURNEY WITH YOUR WELLA ACCOUNT MANAGER, WELLA EDUCATOR AND YOUR SALON TEAM



WELLA PROFESSIONALS

COLOUR, CARE & STYLE – SALON EDUCATION



When you see this symbol next to a course then the session is available as a practical workshop.

THE WELLA PROFESSIONALS COLOUR PORTFOLIO

PRODUCT KNOWLEDGE SESSIONS ARE AN IDEAL INTRODUCTION TO THE WORLD OF WELLA COLOUR. GAIN AN UNDERSTANDING OF THE WELLA PROFESSIONALS COLOUR PORTFOLIO AND LEARN HOW TO ACHIEVE THE VERY BEST RESULTS EVERY TIME. WITH TAILOR MADE SESSIONS YOU CAN COVER ONE BRAND OR A VARIETY DEPENDING ON THE NEEDS OF YOUR SALON TEAM.



COLOR FRESH Semi-Permanent

SEMI-PERMANENT COLOR FRESH IS AN IDEAL WAY TO REFRESH COLOUR VIBRANCY IN BETWEEN FULL COLOUR SERVICES.

With perfect gentleness, the ph 6.5 formula delivers high performance conditioning that is perfectly synchronised with the Wella colour portfolio.



COLOR TOUCH Demi-Permanent

AMMONIA FREE FORMULATION* FOR GENTLE COLOUR RESULTS AND HIGH SHINE

Fashion forward mildly oxidising semi-permanent hair colour.



iNStAMAT!C Demi-Permanent

FASHION FORWARD COLOUR.

Create the latest looks quickly and easily with iNStAMAT!C By Color Touch, the new fashion forward diffused colour finish that fades beautifully.



KOLESTON PERFECT Permanent

TRULY PERFECT, INTENSE AND VIBRANT COLOUR RESULTS DUE TO THE HIGHEST QUALITY INGREDIENTS.

Triluxiv Technology™ ensures excellent colour results & longevity of colour with great condition.



*Color Touch, Color Touch Sunlights (except Sunlight/0) and Color Touch Relights



KOLESTON PERFECT INNOSENSE Permanent

OUR MOST VIBRANT LONG LASTING COLOUR NOW COMES FORMULATED WITHOUT PDD & PTD.*

The first permanent colour of its kind to receive the European Centre for Allergy Research Foundation seal of approval.†

* Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48 hours before each colouration. Strictly follow safety instructions and consult www.wella.com/innosense. If your client has ever experienced an allergic reaction to hair colourants, you should not colour. ME+ is present in Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand.

† 1st permanent colour to be accredited by The European Centre for Allergy Research Foundation with up to 100% grey/white coverage and up to 3 levels of lift.



ILLUMINA COLOR Permanent

SHEER LUXURIOUS COLOUR THAT'S LUMINOUS IN EVERY KIND OF LIGHT.

8 out of 10 stylists agree* that ILLUMINA COLOR gives them the most natural looking colour results they have ever seen.

*Based on survey with 218 hairdressers using ILLUMINA COLOR



BLONDOR Lightener

YOUR EXPERT LIGHTENING PARTNER.

Controlled and reliable lightening with up to 7 levels of lift.

Tri-lightening technology with effective anti-yellow molecules for clear blonde results.



BLONDOR FREELIGHTS Lightener

FEEL THE FREEDOM. CREATE IN FREEHAND.

Superior* flexibility for easier mixture spreading during freehand lightening techniques.

For accuracy and precision in freehand application.

*Vs Blondor MultiBlonde Powder



MAGMA BY BLONDOR Lightener

MAGMA BY BLONDOR LIFTS AND TONES IN ONE SINGLE STEP.

Formulated with spectralift technology for precise lightening and toning at the same time.



COLOR.ID Additive

FREE YOUR MIND. COLOUR WITH INTUITION.

Place colour next to colour without bleeding*, without foils.

Breakthrough innovation: exclusive invisidivider technology for an exclusive salon service.

* Shades of up to 3 levels of depth apart.

Couture COLOUR

LEARN HOW YOU CAN INCREASE YOUR SALON'S REVENUE BY OFFERING AN EXQUISITE, LUXURY AND TRULY PERSONALISED COLOUR SERVICE. WORK WITH OUR COUTURE COLOUR BRANDS INCLUDING KOLESTON PERFECT INNOSENSE, ILLUMINA COLOR, COLOR.ID, BLONDOR FREELIGHTS AND MAGMA BY BLONDOR.



SEMINAR 1

- Interactive Session.
- Understanding the Couture Colour Service and what it means for your business.
- How to bring the Couture Colour Service to life in your salon.

SEMINAR 2

- Interactive Session - The Ultimate Couture Colour Consultation Part 1.
- How to identify different clients and their needs.
- Become the ultimate beauty coach, learn key skills to identify face shapes, skin tones and shade selections to create a truly bespoke Couture Colour for your client.

SEMINAR 3

- Interactive Session - The Ultimate Couture Colour Consultation Part 2.
- The six steps for the perfect consultation.
- How consultation can grow your business.
- How to exceed your clients expectations.

SEMINAR 4

- Practical Session.
- Put theory into practice with the Couture Color practical workshop.
- Become confident in creating a Couture Colour Service for your clients so you can put your new found skills into practice in salon.

COLOUR FUNDAMENTALS

UNSURE WHERE TO START? THESE COLOUR SEMINARS HAVE BEEN SELECTED BY THE WELLA EDUCATION TEAM AS THE PERFECT SET OF COURSES TO GIVE YOU A GREAT GROUNDING IN COLOUR ALLOWING YOU TO DEVELOP SOME OF THE MOST FUNDAMENTAL COLOUR SKILLS.



ESSENTIAL COLOUR



Essential Colour looks at the basic knowledge and understanding that every hairdresser needs to know to enable them to work successfully with colour. From consultation skills to application, colour choice and mixing, depth and tone, to development; this session covers all the key elements of foundation knowledge.

CORRECTIVE COLOUR



To complement Essential Colour, this session looks at colour correction. Taking the fear out of the process and giving a step by step logical approach to all of your colour correction needs. Learn to deal with issues including the removal of colour bands, lightening previously darkened hair, and recolouring lightened hair.

CREATIVE COLOUR



Discover the latest creative colour techniques to ensure you are the “go to” salon in your area. Increase the colour services you offer in the salon and learn to focus on face shape, hair cut, colour placement and colour choice.

COLOUR FREEDOM

UNLEASH YOUR CREATIVITY WITH THIS SELECTION OF COLOUR COURSES. GROW YOUR CONFIDENCE AND LEARN NEW SKILLS TO BE ABLE TO OFFER TRULY BESPOKE SERVICES TO ALL YOUR CLIENTS.

MIXXOLOGY



An exciting education session that looks at creativity with colour. Mixxology helps hairdressers achieve fantastic personalised results by expanding their colour choice in a very visual way. This session encourages hairdressers to stretch their creative skills.

YOUR FIRST TRUE COLOUR



Create beautiful colour for every client's life stages. Clients with the perfect first-time colour experience can easily become loyal customers, however clients have different colour needs and these change throughout their lives. Learn how to carry out bespoke consultations including Colour Equation to help achieve the right colour service for your client and how to handle objections in a positive and professional manner.

YOUR TRUE GREY



Create beautiful colour for every client's life stages. Going grey is one of the toughest beauty challenges a woman faces. It is not only about looking beautiful, but finding a solution that best fits her lifestyle and mindset. That's when your grey expertise comes in. Gain an understanding of the key considerations when colouring grey/white hair and how to personalise the colour to embrace and enhance grey hair & the grey palette. Learn how to carry out bespoke consultations & use The Colour Equation to help you achieve the right colour service for your client.

TRENDVISION AWARD



This seminar will give you top tips on how to enter the TrendVision Award and how to create a winning look. Gain an insight into the Wella Professionals trends for 2016 and get inspiration to delight your clients. Share your new trend inspiration and excite and motivate the rest of the team. Gain the confidence to recommend changes that are trend/seasonal focused so you can continually delight your customers.

EXPRESS COLOUR



Every client loves to be cared for! Introduce your clients to quick colour services that enhance and upgrade their total look. Within this session discover glossing, blending and quick colour services that can help to build your business.

10 FOIL CHALLENGE



Imagine you only have enough foil available for 10 foils! Where would you place them to achieve the desired effect or biggest impact? This course concentrates on colouring THE haircut with placement as the total focus.

READY STEADY COLOUR



An exciting creative colour workshop that concentrates on pushing the limits! As a team you will choose a box which contains a selection of mystery items and all you have to do is create the winning creative look! Step up your creativity; challenge yourself and your colleagues. Ideal for all hairdressers and senior team members.



SIGNATURE COLOUR

DEVELOP YOUR COLOUR EXPERTISE WITH THESE
TREND INSPIRED SEMINARS DESIGNED TO TAKE
YOUR COLOUR CAPABILITY TO THE NEXT LEVEL.

EVOLUTION OF OMBRE



Whether its balayage or babylites, shadowing or ecaille, let's look at creative freehand techniques that are fashion focussed and of the moment.

TRENDVISION COLLECTIONS



Fashion trends form the foundation of all that we do day to day in the salon. This education brings together ideas from our latest trend collection and shows you how you can transport the catwalk onto your salon floor!



COLOUR COLLECTIVE

*Exclusively available for Key Accounts



A forum for sharing ideas and brainstorming, each day will focus on growing your top talent. The Colour Collective is reserved for those individuals who have shown exceptional mastery in their colour work, an ability to share expertise and a desire to learn. Set across 4 days, the programme will be pushing products to their limits, sharing unique ideas and “twists” and looking at how you implement them creatively within the salon. Please speak with your Wella Educator for more information.

BESPOKE CREATIVE DAY



We are delighted to be able to offer you the opportunity to have an up close and personal creative day with a guest artist. Let them demonstrate the very latest cutting and styling techniques whilst a member of the Wella team showcases new ideas in colour – all in the comfort of your own salon. Please speak to your Wella Account Manager for details.

Please note that there will be a fee payable to cover the cost of the Guest Artist on these sessions.



CARE, STYLE & RETAIL

EIMI



EIMI: THE FIRST WORD IN STYLING. EIMI is the voice with which you can express your styling skills and each client's unique style. EIMI is all about celebrating individuality and helping you create and express who you are. This education not only looks at EIMI product information but ensures you really will know how to create that perfect style.



CARE



Captivate your senses in the world of Wella Professionals Care: where high performance, luxurious ingredients and inspiring fine fragrances enable you to offer your clients irresistible experiences.

Do you want to be able to recommend Wella Care within the salon confidently? This is perfect for gaining product information and tips on how to do just that.

“SUITS YOU?”



96% of your clients expect to have home hair care advice discussed during their visit*, this is now seen as an expected level of service. Suits You? helps your team to understand clients feelings towards their hair and what product is the right one for them. How do we recognise different hair types? Which product is the right product for my client, what words can I use to connect with my client? These are areas that are covered to enable your team to offer a confident, consultative approach to recommendation.

*Source - ClientWave Limited

OVERCOMING RETAIL OBJECTIONS



Retailing: let's alleviate the fear factor associated with retailing. There are no magical formulas for success; however, this session takes some worries away by looking at the logical reasons and reactions encountered when a client says “No”.



DISCOVERY SEMINARS

UNDERSTAND THE ENTIRE WELLA PRODUCT PORTFOLIO THROUGH OUR DISCOVERY PRODUCT SEMINARS. CHOOSE TO EXPERIENCE THESE SESSIONS AT ONE OF OUR STUDIOS OR DISCOVER ON LOCATION AT A VENUE NEAR YOU.



COLOR TOUCH



Discover Color Touch, Wella Professionals mildly-oxidising semi permanent range. In this session you will learn all about the sub ranges within Color Touch. You will leave with great knowledge and understanding in what all the products in the range are, what they can do and how to use this fashion forward range to create low commitment and quick colour services in the salon.



KOLESTON PERFECT



Learn about Koleston Perfect in this session that looks at:

- Koleston Perfect
- History
- Shade Families
- Enhanced Shade Portfolio
- Triluxiv Technology
- Welloxon Perfect
- Depth and Tone
- International Numbering System
- Application and Development
- Colour Selection
- Refreshing Techniques



DISCOVERY SEMINARS

KOLESTON PERFECT INNOSENSE



Discover Koleston Perfect INNOSENSE, our most vibrant long lasting colour now formulated without PTD and PPD
This session looks at:

- Enhanced Shade Portfolio
- Application and Development
- Colour Selection
- Refreshing Techniques



WELLA COLOUR



This session is dedicated to giving an understanding of the Wella Colour portfolio. Learn about each product, how to use it and how to get the very best results from each different colour.

HOUSE OF BLONDOR



This session is dedicated to the Blondor family, giving you an understanding of Wella Professionals lightening ranges featuring: Blondor, Blondor Freelights and Magma by Blondor.



ILLUMINA COLOR



Explore the world of ILLUMINA COLOR, our biggest colour innovation in 20 years. ILLUMINA COLOR has redefined the permanent colour category, setting the new standard of luminous and healthy-looking hair colour.



TRENDVISION AWARD



This seminar will give you top tips on how to enter the TrendVision Award and how to create a winning look. Gain an insight into the Wella Professionals trends for 2016 and get inspiration to delight your clients. Share your new trend inspiration and excite and motivate the rest of the team. Gain the confidence to recommend changes that are trend/seasonal focused so you can continually delight your customers.

COUTURE COLOUR



Develop your understanding of Couture Colour services. Get an insight into current consumer trends and how to identify different client types to offer a truly personalised service. Learn the benefits that Couture Colour services can offer your business, how to enhance your clients' service experience and how to reignite your team's motivation. Have the opportunity to review your salon colour menu with our experts.

COUTURE COLOUR BRANDS



Gain an understanding into the latest colour brands which are used as part of a Couture Colour service. Learn how to identify the right brand to suit your client and offer them a truly personalised and bespoke colour result.





PROFESSIONAL
SEBASTIAN

SEBASTIAN

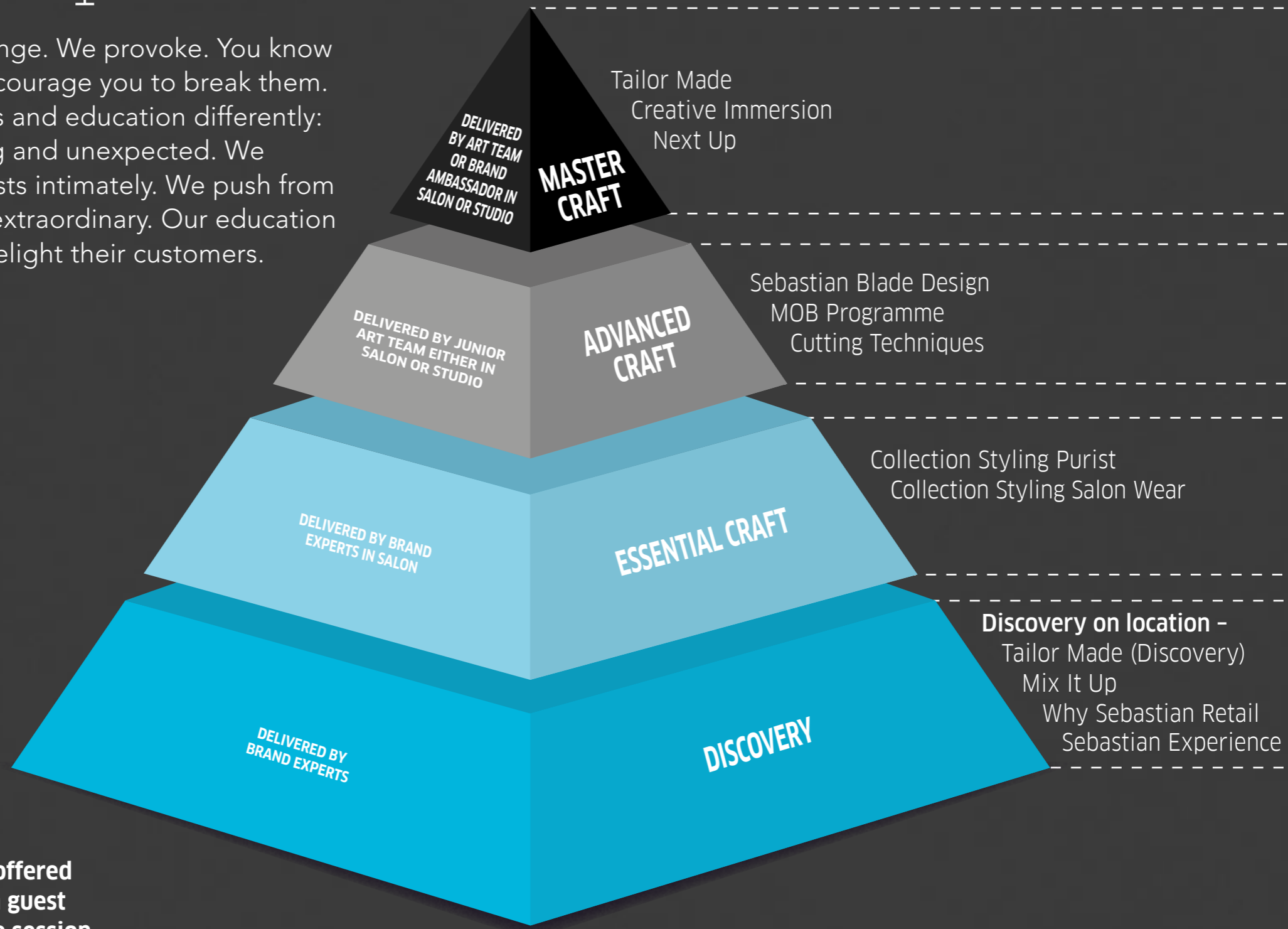
EDUCATION

Our Credo

We believe our individualities are far too colourful to lock into one look. That's why we never stand still, but always think ahead. Feel forward, look further. Stir up the norm and rise above the conform. For unlimited re-invention in hair and styling – or un-invention, as we like to call it.

We Don't Teach – We Inspire

We push. We challenge. We provoke. You know the rules and we encourage you to break them. We do hair, business and education differently: constantly surprising and unexpected. We understand the stylists intimately. We push from the ordinary to the extraordinary. Our education enables stylists to delight their customers.



All salon education is offered free of charge unless a guest artist is included in the session.

SEBASTIAN SALON EDUCATION



WHY SEBASTIAN? RETAIL COURSE



Discover how to maximise your retail potential with this seminar that focuses on driving in salon treatments and retail sales.

SEBASTIAN EXPERIENCE



This seminar gets you into the creative mindset by introducing you to the look and feel of the Sebastian product range. Your Sebastian Brand Expert will help you get the confidence to use the products and recommend them to your customers.

CUTTING TECHNIQUES



Bring your mastery to the next level with Sebastian iconic cutting techniques. This session will be delivered by a Sebastian Art Team member and covers 5 of the most popular blade techniques.

MIX IT UP



Learn to confidently mix and layer products in this workshop session. Leave with tailored mixtures to suit different hair types and styles.

All salon education is offered free of charge unless a guest artist is included in the session.

COLLECTION STYLING PURIST



Discover the latest Sebastian Collection along with the most recent new products and techniques.

COLLECTION STYLING SALON WEAR



Discover the latest Sebastian Collection and find out how to use it as inspiration for salon friendly looks. You'll also hear about the latest new products and techniques.

TAILOR MADE MASTER CRAFT



This is your chance to have a senior member of the Sebastian Art Team come into your salon and deliver a completely bespoke education session for your team.

Please note that there will be a fee payable to cover the cost of the Guest Artist on these sessions.

TAILOR MADE DISCOVERY SESSION



Tell us what you want to achieve and your Sebastian Brand Expert will create a bespoke tailor made session to suit your needs.

All salon education is offered free of charge unless a guest artist is included in the session.

SEBASTIAN EDUCATION STUDIO



MOB PROGRAMME



The MOB Programme is an education driven programme designed to harness the talent of the most creative and bold stylist in the salon. The programme focuses strongly on self-development and allows the chosen stylist to be a true ambassador of the Sebastian Professional brand.

CREATIVE IMMERSION



This Sebastian Professional heritage course explores the brands ethos, philosophy and execution. Delivered by a senior member of the Sebastian Art Team or a Sebastian Brand Ambassador, this is a true immersion into the Sebastian Professional brand.

BLADE DESIGN



This practical session will help you hone your razor skills – learn the foundation skills right through to creative techniques. This seminar will be delivered by a member of the Sebastian Art Team.

NEXT UP



This seminar delivered by a senior member of the Sebastian Art Team takes you into the look and feel of the moment - the latest collection of Sebastian looks. From cut to colour to style inspiration, you can be part of What's Next.

NIOXIN[®]

EDUCATION

Our dedicated team of NIOXIN Educators will bring education to you to meet your salon's needs. With short, informative sessions focusing on the three core areas of opening minds, engaging hearts and developing skills, you can create a bespoke education plan to meet your individual salon needs. We can offer something to suit all of your team with our new range of Nioxin seminars. Each module is designed to target and develop specific areas of expertise and help you on your journey to become a certified NIOLOGIST™ supported by the INSTITUTE OF TRICHOLOGISTS.

MIND. HEART. SKILLS BY NIOXIN

A new way to learn that unlocks your full potential.



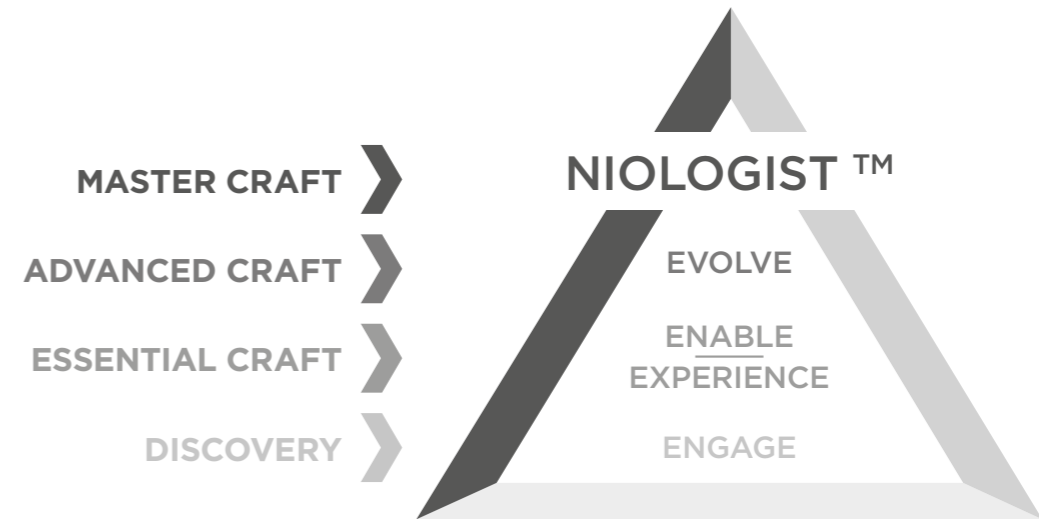
Opening MINDS
with deeper understanding of hair and scalp science.



Engaging HEARTS
to make a positive emotional impact on every salon client.



Developing SKILLS
to elevate the craft of cut, care and styling for thinning hair.



NIOXIN ENGAGE (SALON)



A complimentary in-salon session once NIOXIN is stocked in your salon.

Please speak with your Account Manager for more details.



NIOXIN EXPERIENCE & ENABLE (STUDIO)



PRICE: Valued at £100/€100. (By invitation only)

WHO SHOULD ATTEND?

Any hairdresser who is using NIOXIN but wants to expand and offer NIOXIN in-salon services.

NIOXIN EXPERIENCE

Morning session: 10:00am – 1:00pm

- Build up your knowledge and understanding of thinning hair and expand your service menu by introducing NIOXIN THERAPY
- Boost knowledge of hair and scalp biology
- Deepen your client consultation skills
- Gain a deeper understanding of thinning with NIOXIN Nioscope™ consultation
- Practice salon services (NIOXIN Therapy) for thinning hair

NIOXIN ENABLE

Afternoon session: 1:30pm – 4:30pm

- Learn how to integrate a full service NIOXIN care offer and grow your business by changing lives
- Learn how to use in-depth psychological understanding of the impact of thinning hair
- Introduce Night Density Rescue as the overnight scalp treatment and part of your client's daily regimen
- Make NIOXIN the key business driver for care in your salon

To discuss your in salon training needs please speak to your Wella Account Manager. To book on any studio run education please contact your nearest Wella Studio.

Look out for more details on a new upcoming course in conjunction with the Institute of Trichologists to become the 'Salon Niologist'

NIOXIN EVOLVE CUT & COLOUR (STUDIO)



UK COURSES FEATURE KAY MCINTYRE, NIOXIN UK CREATIVE AMBASSADOR

PRICE: £300.00 inc vat, £250.00 exc vat

IRELAND COURSES FEATURE JOHN GEANEY FROM JOHN GEANEY FOR HAIR

PRICE: €290.00

WHO SHOULD ATTEND?

Hairdressers with a minimum of five years' professional experience who have attended the ENGAGE, EXPERIENCE, and ENABLE seminars and wish to expand their cutting and colouring skills for thinning hair.

WHAT WILL YOU LEARN?

- Learn the key principles and techniques of colouration, cutting and styling developed by NIOXIN exclusively for thinning hair

- Discover how you can become a beauty consultant, advising your thinning-hair client with the latest hints, tips and trends
- Practise cutting and styling for thinning hair to create a thicker, fuller look for each client



Kay McIntyre is the NIOXIN Creative Ambassador for the UK. She has won Scottish Hairdresser of the Year three times and is a member of the Hall of Fame. Kay has been using NIOXIN successfully in her salons for over ten years and has completely changed the lives of some of her clients during this period. She truly believes in NIOXIN and her extensive expertise and knowledge of working with the product makes her the perfect ambassador for the brand.



BUSINESSLITE

**DESIGNED TO HELP YOU
DEVELOP YOUR TEAM AND
BUILD YOUR BUSINESS**

BUSINESS LITE CONTAINS A PORTFOLIO OF COURSES DESIGNED TO NOT ONLY DEVELOP YOUR TEAM BUT ALSO TO HELP YOU GROW YOUR BUSINESS. WHETHER YOU ARE LOOKING FOR HELP IN LEADING A TEAM, WANTING TO KNOW HOW TO ATTRACT MORE CLIENTS TO YOUR SALON OR HOW YOU CAN GROW YOUR CLIENT EXPERIENCE AND ULTIMATELY CLIENT SPEND, YOU WILL FIND ALL YOU NEED WITHIN BUSINESS LITE.

REMEMBER TO LOOK FOR THE COURSE
ICONS TO HELP YOU FIND A COURSE TO
MEET YOUR OBJECTIVES:



ATTRACT NEW
CLIENTS



DRIVE CLIENT
LOYALTY



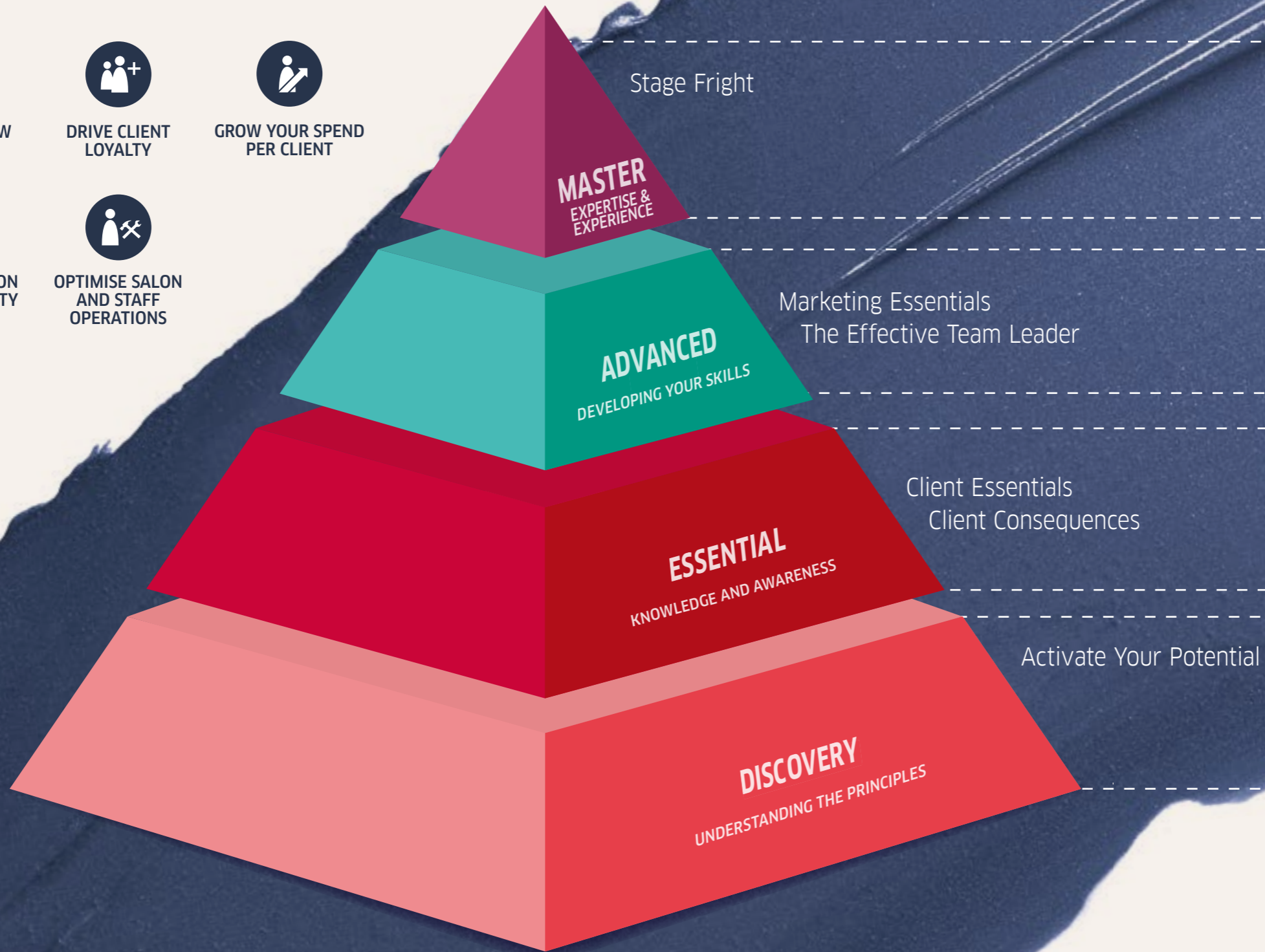
GROW YOUR SPEND
PER CLIENT



IMPROVE SALON
IMAGE & EQUITY



OPTIMISE SALON
AND STAFF
OPERATIONS





MARKETING ESSENTIALS



Fine tune your approach to marketing your business. Define your business basics and look at the reasons for marketing. Understand the importance of getting your marketing right to attract new clients and grow your client base and how to market correctly to your existing clients. Please speak with your Wella Account Manager or Wella Educator to find out where you can access this course.

CLIENT ESSENTIALS



How do we ensure that every client who leaves the salon is completely delighted? Clients' expectations are changing and every client has different demands. How do we ensure that we are delivering a first class experience at every touch point within the salon to meet their unique needs and expectations. Develop your client experience, client loyalty and client processes whilst becoming an influencer with your clients.

ACTIVATE YOUR POTENTIAL



Gain an understanding of what makes a successful business and how we can contribute to that success on every level. This course gives you a step by step guide on how to delight your clients on every visit, encourage change and give every client a reason to revisit. Learn how to truly become the managing director of your own column!

*Included in this course is a 6 week action plan for the team that requires regular reviews with the manager/owner.

THE EFFECTIVE TEAM LEADER



The objective of the team leader role is.....? To get the right things done by the right people, at the right time - whilst keeping them motivated and engaged. Whether you are in charge of the whole salon team or responsible for your own smaller team within a team, this course looks at what skills are needed to be a really effective team leader.



STAGE FRIGHT



Thinking about getting on stage? Stage fright looks at the basic principles of presenting and takes away the fear factor, ideal for anyone interested in stage work and a beginner's guide to public speaking. Advanced Presentation skills courses are available at the Wella Studio Network.

CLIENT CONSEQUENCES

*Exclusively available for Key Accounts



Learn how your salon can attract, retain and delight clients. By understanding the consequences of all actions and behaviours in the salon you can ensure you offer a first class service at all touchpoints and to all clients.

AVAILABLE FROM JANUARY 2016

E-EDUCATION

OUR E-EDUCATION PERFECTLY COMPLEMENTS OUR FACE-TO-FACE TRAINING PROGRAMME WITH FLEXIBLE EDUCATIONAL CONTENT THAT CAN BE ACCESSED ANYTIME AND ANYWHERE ACROSS ALL OF OUR ICONIC BRANDS.



PROFESSIONAL
SEBASTIAN

SASSOON
PROFESSIONAL

NIOXIN

Kadus
PROFESSIONAL

At Wella we understand the demands of a busy salon and how this can sometimes get in the way of investing in yourself and your education...

We offer you a full range of online seminars that feature product, skill and technique-based learning, designed for you to access whenever you want: from your phone, tablet or laptop.

Whether you are looking for information, creative inspiration or are completing your learning plan online, our expertly designed online learning experiences will set you up for success.

Register now and see more:
wella.co.uk/education



UK & IRELAND STUDIOS

Our iconic studios in London, Manchester and Dublin are at the heart of our educational offering and maintain an exciting ambience for creativity and inspiration. Our Wella Pop-Up Studio Scotland, hosted in Cheynes Academy, also helps to bring education even closer to you.



LONDON

WELLA WORLD STUDIO LONDON
93 Mortimer Street, London, W1W 7SS
Tel: 0207 637 7172



MANCHESTER

WELLA STUDIO MANCHESTER
82 King Street, Manchester, M2 4WQ
Tel: 0161 834 2645



SCOTLAND

WELLA POP-UP STUDIO IN SCOTLAND
3 Drumsheugh Place, Edinburgh, EH3 7PT
Tel: 0161 834 2645 (bookings managed
via Wella Studio Manchester)



DUBLIN

WELLA STUDIO DUBLIN
The Chancery, 3-10 Chancery Lane,
Dublin 8, Ireland
Tel: 01 416 0900

WELLA MYMARKETING

Wella MyMarketing is an easy to use online tool that lets you customise a whole range of promotional marketing materials, all at the touch of a button.

You can also use Wella MyMarketing to access MySalon Advantage and MyEducation Fund (UK only).

Registering to www.wellamymarketing.com is completely free to our business partners.

For more information please speak to your Wella Account Manager or Educator.

ADVISORY HELPLINE

Our Advisory Helpline is a service giving you fast access to our technical advisors. Whatever you want to know about using our product portfolio - the Wella Advisory Team can deliver quick, comprehensive answers. The helpline is available from 8.45am to 5pm, Monday to Friday. If the phone lines are busy, please leave your telephone number and a member of the Advisory Team will call you back.

For fast, friendly, expert help, call **0845 704 5775** (UK) or **01 416 0900** (Ireland) or email infowellauk.im@pg.com

SALON CHECKLIST

FOR A SUCCESSFUL IN SALON EDUCATION SESSION

ARE YOU AND YOUR TEAM READY FOR YOUR WELLA EDUCATION SESSION? TAKE A LOOK AT OUR GUIDE TO ENSURE YOU HAVE A SUCCESSFUL SESSION.

YOUR TEAM

- Ensure you have the team members you require available to participate in the training to maximise the results.
- Make sure your team are available for the total length of the session.

YOUR SALON

- Has your Educator recommended a client free environment for the length of the session? If they have then this is to enable the best learning and sharing environment for your team.

YOUR MODELS

- Do you have the correct amount and type of models requested for this session and have they been confirmed?

- Please remember, to realise your objectives for the education session, you need to ensure your models are in tune with what you would like to achieve. Are they the right model for you?
- To ensure the very best results can be achieved for you and your model, it's important that all your models hair condition and porosity is suitable for any proposed services.
- The safety and well-being of both you and your model is of paramount importance to us at Wella. In accordance with our Health & Safety guidelines we must insist that you comply with the following;
 1. All models are required to complete the Model Forms which will be forwarded to you by your Educator.
 2. In accordance with our Health & Safety guidelines we must insist that all models participating in the training demonstration/ session have an Allergy Alert Test 48 hours prior to the scheduled training session. Failure to do this will mean that no colour can be applied during the training session.



FREQUENTLY ASKED QUESTIONS



1. DO I NEED TO CLOSE THE SALON DURING THE EDUCATION SESSION?

Not always, however it can be more effective for the salon to be closed to minimise interruptions and maintain concentration. Remember the content could be something you would rather not share with your clients. Your Educator will be able to advise you.

2. WHAT HAPPENS IF I NEED TO REARRANGE THE EDUCATION SESSION?

Please speak directly to your Wella Educator who will endeavour to offer you an alternative date. Please be aware that you may have to wait for a period of time before the next available date.

3. HOW MUCH NOTICE DO I GIVE IF I NEED TO CANCEL THE EDUCATION SESSION?

We recognise sometimes cancellations have to be made at short notice, however our Educators are always busy and would appreciate as much notice as possible.

4. WHEN IS THE MOST EFFECTIVE TIME TO HAVE EDUCATION?

Education can happen in many ways and to be successful it needs to be at a time which works for you, the team and the Educator. Theory education is generally found to be more effective in the morning.

5. I CANNOT CLOSE MY SALON FOR A LONG PERIOD, HOW CAN I ACCESS EDUCATION?

From January 2016, education can be accessed via the new E-Education page on www.wella.com. Certain education courses can also be tailored to a shorter period of time that's convenient for you.

6. I HAVE A NEW TEAM MEMBER, CAN I HAVE 1-2-1 EDUCATION?

Unfortunately we are unable to offer 1-2-1 education within the salon, however your team member could attend Discovery courses held either locally within your area or at one of our Wella Studios.

7. WHAT IF MY EDUCATION NEEDS/OBJECTIVES CHANGE?

Not a problem please liaise directly with your Educator to discuss those changing needs and requirements.

8. CAN I HAVE TAILOR MADE EDUCATION?

The CATALYST brochure showcases the education we can offer, but we understand there can always be a need for a more personalised course. Please contact your Wella Team to discuss your options.

HOW TO BOOK

To book any in salon education please speak to your Wella Account Manager or Wella Educator. For any Studio Education please contact your nearest Wella Studio:

Wella World Studio London - 0207 637 7172

Wella Studio Manchester - 0161 834 2645

Wella Pop Up Studio Edinburgh - 0161 834 2645

(bookings managed via Manchester Studio).

Wella Studio Dublin - 01 416 0900

To access Wella E-Education (from January 2016) please go to:

wella.co.uk/education

For any other queries, please contact the Wella Education & Events Hotline: **0845 6018 128 / wellaevents.im@pg.com**

