



# Intro Letter

The Wella Certification is a comprehensive education program set up in progressive tiers to make your learning journey digestible, customizable and achievable, wherever you are in your professional career.

This will provide you the credentials you need to stand out from the pack. We offer a variety of certification options in 10 Craft journeys at 3 levels of expertise: Insider, Specialist, and Expert.

To get more information and start collecting your certification badges, visit [www.wellaed.com](http://www.wellaed.com) and begin your journey to mastery!

## CERTIFICATION PATH



**EXPERT**

Face to Face  
*Creative & Expert Craft*

3



**SPECIALIST**

Virtual & Face to Face  
*Technical Craft*

2



**INSIDER**

Virtual Classrooms  
*Foundational Product Knowledge*

1

# TABLE OF *contents*

**4**

---

Certification  
Path

**7**

---

Wella Color  
Program

**11**

---

Blonding  
Program

**16**

---

Creative Color  
Program

**20**

---

Cut  
Program

**24**

---

Barber  
Program

**28**

---

Care  
Program

**32**

---

Style  
Program

**36**

---

Trend  
Program

**40**

---

Curl  
Program

**44**

---

Nail  
Program

**48**

---

We  
Support



# Insider



# Specialist



# Expert

- Wella Professionals Color & Lightener Virtual
- Wella Professionals Care & Styling Virtual
- Instagram 101 Virtual
- Clairol Professional Virtual \*

- Color Craft I
- Color Craft II
- Color Craft III

WELLA COLOR EXPERT  
(PHASE I & II)

- Wella Professionals Color & Lightener Virtual
- Instagram 101 Virtual
- Clairol Professional Virtual
- Wella Colorcharm Virtual\*

- Wella Professionals Balayage Craft
- Wella Professionals House of Tone
- Wella Professionals Foiling Craft
- Platinum & Beyond
- Wella Colorcharm Lightening & Toning for Dark Hair \*
- Clairol Shimmer Lights Plex Lightening \*

BLONDING EXPERT

- Wella Professionals Color & Lightener Virtual
- Wella Colorcharm Virtual
- Instagram 101 Virtual
- Clairol Professional Virtual \*

- Color Melting
- Wella Colorcharm PAINTS Creative Color
- Wella Professionals Illuminage Craft
- Color Melting IRL \*

CREATIVE COLOR EXPERT

\* El cl



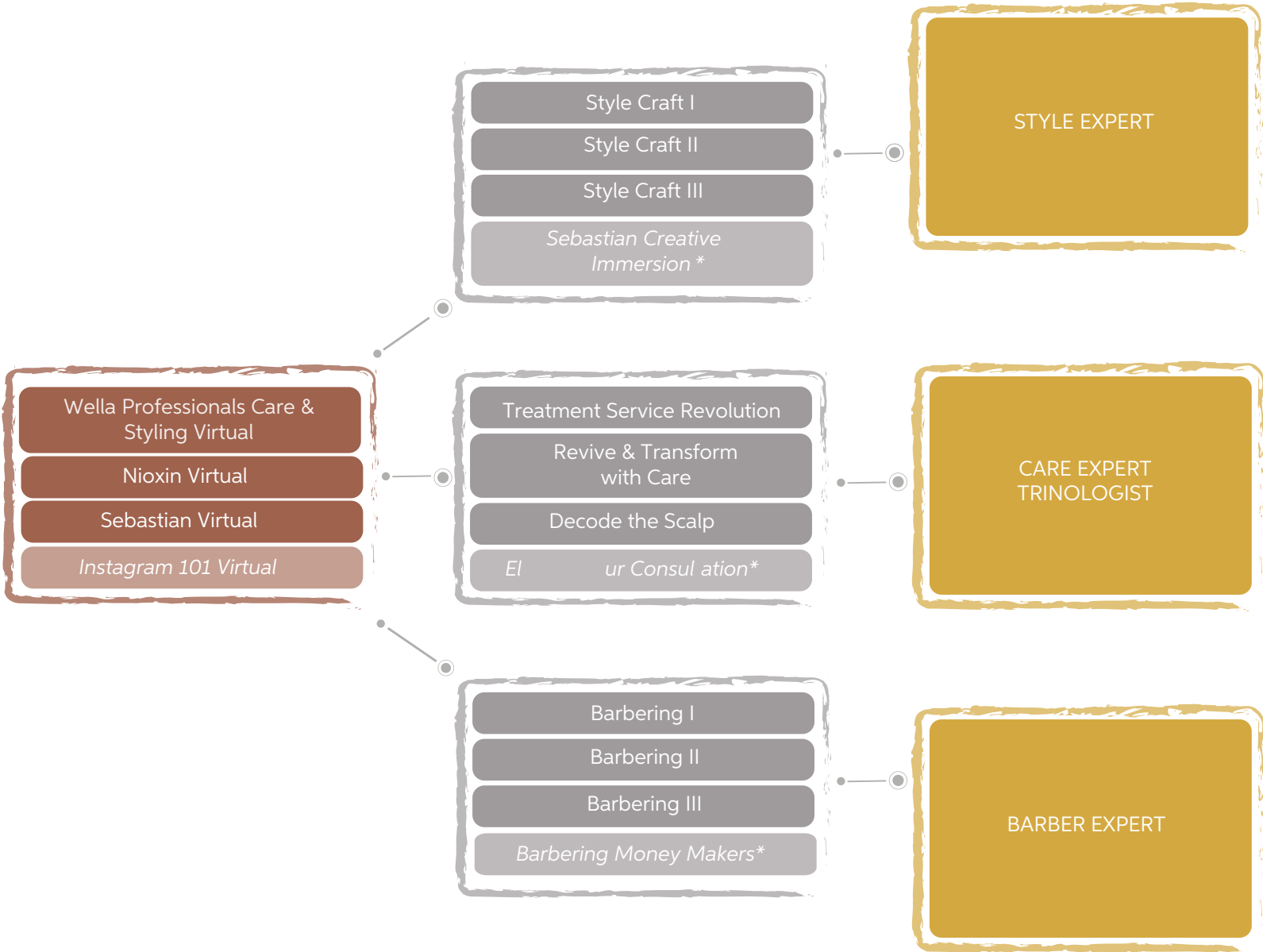
Insider



Specialist



Expert





# Insider



# Specialist



# Expert

- Wella Professionals Care & Styling Virtual
- Instagram 101 Virtual
- Sebastian Virtual
- Nioxin Virtual \*

- Cut Craft I
- Cut Craft II
- Cut Craft III
- Sebastian Creative Immersion \*

CUT EXPERT

- Wella Professionals Trend Movements
- Sebastian Creative Immersion
- #Trending Cut & Color
- Love Your Curl Cl \*

TREND EXPERT

- Curl Basics Virtual
- Curl Business Virtual
- Instagram 101 Virtual

- Curl Craft I
- Curl Craft II
- Curl Craft III
- Curl Barber\*

CURL EXPERT

- OPI Virtual
- OPI Service Essentials Virtual
- OPI Instagram 101 Virtual

- Gel Color Craft
- Powder Perfection Craft
- Absolute Acrylics Craft
- Nail ends\*

NAIL EXPERT



# Wella Color Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

- ✓ Wella Professionals Color & Lightener Virtual
- ✓ Wella Professionals Care & Styling Virtual
- ✓ Instagram 101
- ✓ CI Professional Virtual

- ✓ Color Craft I
- ✓ Color Craft II
- ✓ Color Craft III

- ✓ Wella Color Expert Phase I
- ✓ Wella Color Expert Phase II

# Wella Color Insider



The Color Insider Suite is a Collection of virtual seminars based on product knowledge and foundational expertise of our color brands. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS COLOR & LIGHTENER VIRTUAL

- 90 mins

A Product knowledge overview of Wella Professionals Color and Lightener. Identify the appropriate color products for your clients from our color and lightening portfolio.



**\$75 Value**

## WELLA PROFESSIONALS CARE & STYLING VIRTUAL

- 90 mins

A product knowledge overview of Wella Professionals Care and Styling range. Identify the right products, regimen and services for your clients.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.



**\$75 Value**

## CLAIROL PROFESSIONAL VIRTUAL *Elective Class*

- 60 mins

An overview of our products and understanding of usage and benefits. Learn how to offer appropriate color services to suit your clients using the Clairol Professional portfolio.



# Wella Color Specialist



Our Color Specialist Suite will give you all the tools you need to become a great colorist. You will navigate through 3 Seminars covering the entire Wella professionals color portfolio, sharpen your knowledge on hair biology, haircolor science, consultation, communication and refine your technical expertise in formulations, color placement, dimensional color techniques, and color correction. You will get to take the theory into practice with hands-on workshops. *20% off for seminars when purchased in one transaction.*



**\$800**

## COLOR CRAFT I

- 2 days

Color Craft I is the first in a three-part color series and provides knowledge of Wella Coloring as a foundation for reliable problem solving. This seminar takes a universal approach by touching on hair biology, consultation, efficient formulation and efficient application.



**\$800**

## COLOR CRAFT II

- 2 days

Color Craft II focuses on lightening hair to create dimension and is the second seminar in our three-part Color Craft series. In this seminar, you'll gain a deeper understanding of the fundamental art of dimensional color and learn to create a range of looks ranging from high-contrast to subtle.



**\$800**

## COLOR CRAFT III

- 2 days

Color Craft III focuses on corrective color and is the final seminar in our Color Craft series before heading into Wella Color Expert. In this seminar, we demonstrate that the key to advancing your skills as a color correction specialist is being able to identify what color correction is needed and how to efficiently and realistically solve for hair color challenges.

# Wella Color Expert



Join the global community of Wella Professionals top colorists elevating the industry image and expertise! Understand how to reach the highest level of color mastery, for total confidence in creativity and client satisfaction to drive your color service revenues.



**\$3,125**

## WELLA COLOR EXPERT Phase I

- 5 days

## WELLA COLOR EXPERT Phase II

- 5 days

Wella Color Expert is for the most passionate stylists in the industry and those of us who always want to learn more, and to learn why. Those who want to understand the science behind what we do, elevate our professionalism and see a dramatic increase in our revenue.

Learn how to reach the highest level of color Mastery, for total confidence in creativity and client satisfaction to drive your color service revenues.

This comprehensive program uses Wella Professionals NEW revolutionary education methodology, for interactive and engaging teaching inspired by the way the human mind works resulting in more effective, memorable and actionable learning.

In this 10 day seminar you will experience:

- An in depth look at the biology of the hair and scalp, PH of products, psychology of color
- The Communication Skills needed to have meaningful consultations with your clients to deliver perfect results
- Inspirational demonstrations and practical workshops on models and mannequin heads

## Blonding Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

✓ Wella Professionals  
Color & Lightener Virtual

✓ Balayage Craft

✓ Clairol Professional  
Virtual

✓ House Of Tone

✓ Foiling Craft

✓ Instagram 101

✓ Platinum & Beyond

✓ Well Charm  
Virtual

✓ Well Charm  
Lightening and  
toning for dark hair \*

✓ Clairol Professional  
Shimmer Lights Pl  
Lightening\*

✓ Blonding Expert

# Blonding Insider



The Blonding Insider Series is a collection of virtual seminars based on product knowledge and foundational expertise of our color brands. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS COLOR & LIGHTENER VIRTUAL

- 90 mins

A Product knowledge overview of Wella Professionals Color and Lighteners. Identify the appropriate color products for your clients from our color and lightening portfolio.



**\$75 Value**

## CLAIROL PROFESSIONAL VIRTUAL

- 60 mins

An overview of our products and understanding of usage and benefits. Learn how to offer appropriate color services to suit your clients using the Clairol Professional portfolio.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.



**\$75 Value**

## WELLA COLORCHARM VIRTUAL Elective Class

- 60 mins

Throughout this seminar, you will get to discover our portfolio of products with real-time answers from our professional experts so that you can achieve the perfect haircolor with confidence.



# Blonding Specialist



Blonde is one of the most sought after colors and clients asking to be blonde never goes out of style. Creating a beautiful shade of blonde takes time and expertise and requires the proper knowledge on how to overcome the reality of in-salon barriers such as corrective and condition issues. Our Blonding Specialist Series will give you the knowledge, tools and techniques you need to achieve perfect blondes with a greater understanding of the science and the services you can offer your clients. *20% off for seminars when purchased in one transaction.*



**\$800**

## BALAYAGE CRAFT

- 2 days

This seminar has been developed to equip colorists with what they need to master the art of balayage. Learn the art of customized dimensional looks, from flowing shimmering color, to softening regrowth, to blending hair back to natural color.



**\$800**

## PLATINUM & BEYOND

- 2 days

In this seminar you'll learn everything you need to achieve an even, long lasting result while maintaining the health of the hair. This seminar includes demonstration & hands on workshops covering thorough consultation, correction techniques, proper toning and so much more.



**\$460**

## HOUSE OF TONE

- 1 day

In this seminar, you will learn how to finish all your blonde services with the perfect toner. From soft glossing to transformative toning you will gain the expertise to choose the right product for the right result.



**\$460**

## FOILING CRAFT

- 1 day

Gain confidence in selecting foiling as your application method, understand foiling placement, and learn the benefits of using foiling to create dimensional color, master all dimensions of highlights, baby lights and contouring.



# Blonding Specialist Cont...



**\$460**

## **WELLA COLORCHARM LIGHTENING & TONING FOR DARK HAIR Elective Class**

- 1 day

This session will walk you through how to best approach lightening hair on darker levels 6 starting with correcting and neutralizing unwanted tones. You will also have hands on experience in using the appropriate products to use for cancelling even the most challenging tones and practice easy-to-create techniques that will result in the perfect blonde your client desires!



**\$460**

## **CLAIROL PRO SHIMMER LIGHTS PLEX LIGHTENING Elective Class**

- 1 day

This Seminar is your exclusive guide to everything you need to know about going blonde and staying blonde with Shimmer Lights Plex! Acquire formulas and tips for creating modern blonde shades from caramel to platinum. In this seminar, you will determine expert recommendations and realistic expectations for your clients based on a proper consultation.

# Blonding Expert



Join the global community of Wella Professionals top colorists elevating the industry image and expertise! Understand how to reach the highest level of blonding mastery, for total confidence in creativity and client satisfaction to drive your color service revenues.



**\$2,000**

## BLONDING EXPERT

- 4 days

There's nothing more satisfying than seeing the perfect blonde tone come through at the end of a blonding service.

When you're an Expert of Blondes you'll experience that satisfaction each and every time!

It's not just about the perfect toner though, it's having a deep understanding of:

- The lifting process
- The tools/services that help get you there
- The science of crystal clear formulation

Blonding is the most sought-after salon service, now that you understand the ins and outs of blonding it's time to share with the world that you're an Expert of Blondes with a Social Media style photoshoot.

# Creative Color Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

- ✓ Wella Professionals Color & Lightener Virtual

- ✓ Wella Professionals Illuminage Craft

- ✓ Wella Colorcharm Virtual

- ✓ Wella colorcharm PAINTS Creative Color

- ✓ Creative Color Expert

- ✓ Instagram 101

- ✓ Color Melting

- ✓ CI Professional Virtual

- ✓ Colormelting IRL\*

# Creative Color Insider



The Creative Color Insider is a Collection of virtual seminars based on product and foundational knowledge of our color brands. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS COLOR & LIGHTENER VIRTUAL

- 90 mins

A Product knowledge overview of Wella Professionals Color and Lighteners. Identify the appropriate color products for your clients from our color and lightening portfolio.



**\$75 Value**

## WELLA COLORCHARM VIRTUAL

- 60 mins

Throughout this seminar, you will get to discover our portfolio of products with real-time answers from our professional experts so that you can achieve the perfect haircolor with confidence!



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan



**\$75 Value**

## CLAIROL PROFESSIONAL VIRTUAL *Elective Class*

- 60 mins

An overview of our products and understanding of usage and benefits. Learn how to offer appropriate color services to suit your clients using the Clairol Professional portfolio.



# Creative Color Specialist



Do you want to learn to paint hair like an artist paints on a canvas? Look no further, our Creative Color Specialist Series is for you! This suite of seminars will unleash your imagination like never before to create unique, editorial tones... and maybe your next color signature! You'll discover color techniques and placements in a different light, allowing you to conceive new, bespoke color for your clients.

20% off for seminars when purchased in one transaction.



\$250

## COLOR MELTING

- 3 hours

Understand the ins and outs of techniques such as smudging, color melting and root shadows. You'll understand how to incorporate these techniques in your work behind the chair.



\$460

## WELLA COLORCHARM PAINTS CREATIVE COLOR

- 1 day

A Creative Color Class to explore your creative vision while learning modern color techniques for self-expression through bold hair color.



\$800

## ILLUMINAGE CRAFT

- 2 days

Learn to create seamlessly bold, sophisticated, and illuminated face-framing blondes. This look varies with ribbons of lightness and a deeper root shadow for more contrast. Great for those that are seeking more lightness and blonde clarity.



\$460

## COLOR PATTERN IRL *Elective Class*

- 1 day

Learn how to customize color placement for each of your clients. Use sectioning, shapes and patterns to create unique yet salon friendly looks for In Real Life. The looks taught in this class will be influenced by the placements of popular hair color.



# Creative Color Expert



Join the global community of top colorists elevating the industry image and expertise!  
Understand how to reach the highest level of creative color mastery, for total confidence in  
creativity and client satisfaction to drive your color service revenues.



**\$2,000**

## CREATIVE COLOR EXPERT

- 4 days

From vivid to pastel and everything in between, take your creative formulation to the next level!

You've learned how to place your colors for the most impactful results, now let's take a deep dive on creative formulation!

By learning how the eye perceives color, impactful placement will become second nature.

You'll then showcase all you've learned with an IG photoshoot!

## Cut Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

✓ Wella Professionals  
Care & Styling Virtual

✓ Sebastian Virtual

✓ Instagram 101 Virtual

✓ Nioxin Virtual

✓ Cut Craft I

✓ Cut Craft II

✓ Cut Craft III

✓ Sebastian  
Creative Immersion\*

✓ Cut Expert

# Cut Insider



The Cut Insider Series is a collection of virtual seminars based on product knowledge and foundational expertise of our care and styling portfolio along with an exploration of Instagram. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS CARE & STYLING VIRTUAL

- 90 mins

A product knowledge overview of Wella Professionals Care and Styling range. Identify the right products, regimen and services for your clients.



**\$75 Value**

## SEBASTIAN VIRTUAL

- 60 mins

Enable your creativity through understanding Sebastian liquid tools and gain confidence in proper product recommendations for your clients.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.



**\$75 Value**

## NIOXIN VIRTUAL Elective Class

- 60 mins

Build up your knowledge and understanding of scalp and hair health. Expand your service menu and approach to thinning hair experiencing fragile hair, sensitive scalp and breakage.

# Cut Specialist



Stylists are most satisfied when a client leaves the salon with the perfect look. In order to achieve that, a great cut is crucial for bringing style and color to life. Our Cut Specialist Series will take you through a deep understanding of the building blocks of haircutting to build your confidence in designing any haircut for your guests through techniques, shapes and actions. Create with purpose and back up your instincts with professional methods to discover suitability based on your clients' personal style. *20% off for seminars when purchased in one transaction.*



**\$800**

## CUT CRAFT I

- 2 days

Cut Craft I focuses on the fundamentals of consultations and tools, while sharpening the knowledge of shapes and actions. You will deep dive on line and layers while exploring face shapes and fringes for every guest's ability.



**\$800**

## CUT CRAFT II

- 2 days

Building on Cut Craft I, Cut Craft II completes the technique knowledge with a focus on graduation and start practicing how to combine line, layers and graduation to create any haircut with perfect suitability.



**\$800**

## CUT CRAFT III

- 2 days

Building on Cut Craft I & II, Cut Craft III incorporates free form cutting, the understanding of wet vs. dry cutting, razor vs. scissors and stylists will practice their knowledge on long and short haircuts.



**\$800**

## SEBASTIAN CREATIVE IMMERSION Elective Class

- 2 days

The Creative Immersion is the ultimate Sebastian education experience designed to go beyond the classic methodologies, pushing the boundaries with our principals of hair design.

# Cut Expert



Join the global community of top stylists elevating the industry image and expertise!  
Understand how to reach the highest level of cutting mastery, for total confidence in creativity  
and client satisfaction to drive your cut service revenues.



**\$2,500**

## CUT EXPERT

- 5 days

The combination of precision and free form cutting is a true art of mastery.

Uncover how you can beautifully blend two types of cutting methodologies to create the perfect balance of sophistication and creativity.

With this knowledge there is no haircut that you won't be the confidence to execute with excellence.

Showcase all that you have learned with a Social Media focused photoshoot.



## Barber Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

- ✓ Wella Professionals Care & Styling Virtual
- ✓ Sebastian Virtual
- ✓ Nioxin Virtual
- ✓ Instagram 101 Virtual

- ✓ Barbering I
- ✓ Barbering II
- ✓ Barbering III
- ✓ Barbering Money Makers\*

- ✓ Barber Expert

# Barber Insider



The Barber Insider Series is a collection of virtual seminars based on product knowledge and foundational expertise of our care and styling portfolio along with an exploration of Instagram. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS CARE & STYLING VIRTUAL

- 90 mins

A product knowledge overview of Wella Professionals Care and Styling range. Identify the right products, regimen and services for your clients.



**\$75 Value**

## SEBASTIAN VIRTUAL

- 60 mins

Enable your creativity through understanding Sebastian liquid tools and gain confidence in proper product recommendations for your clients.



**\$75 Value**

## NIOXIN VIRTUAL

- 60 mins

Build up your knowledge and understanding of scalp and hair health. Expand your service menu and approach to thinning hair experiencing fragile hair, sensitive scalp and breakage.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL Elective Class

- 90 mins

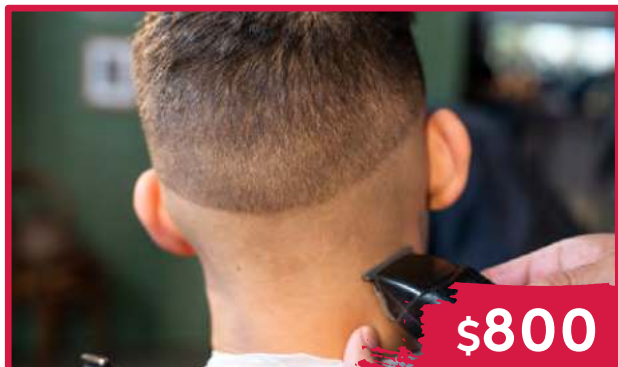
An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.

# Barber Specialist



Men are known to be some of the most loyal guests in the salon and more and more men expect their stylists to be able to provide the best grooming services. Our Barber Specialist Series covers all your needs to expand your service menu and cater effectively to your male clients and with take you through a deep dive on tools, services, consultations with technical hands-on workshops so you can confidently grow your business and male clientele.

*20% off for seminars when purchased in one transaction.*



**\$800**

## BARBERING I

- 2 days

A great introduction to the world of barbering. You will acquire an understanding of Barbering tools, consultation overview, and the foundation of clipper fades: a breakdown of different types of clippers, trimmers, box shaver vs. straight razor, combs, and how to properly sanitize them.



**\$800**

## BARBERING II

- 2 days

A focus on clipper fade with metal blades and plastic guards, an in-depth knowledge between fading thick hair vs. fine hair, dark hair vs blonde hair, different hair textures and curl patterns, and a detailed overview of head and face shape.



**\$800**

## BARBERING III

- 2 days

Learn how to grow your service ticket through refresher cuts, facial grooming, contouring, detailing, and retailing products for at home maintenance. This seminar focuses on how to elevate the experience for your male client.



**\$460**

## BARBERING - MONEY MAKERS Elective Class

- 1 day

Business is the heart of this seminar. Learn how to easily grow your bottom line by introducing and combining services. Understand how to drive loyalty and set yourself apart with Best-In-Class Barber etiquette and chairside manners.

# Barber Expert



Join the global community of top stylists elevating the industry image and expertise!  
Understand how to reach the highest level of barbering mastery, for total confidence in  
creativity and client satisfaction to drive your male service revenues.



**\$2,000**

## BARBER EXPERT

- 4 days

In the Barber Expert seminar, you will take a deep dive on consultations, techniques and master a combination of hair textures and length with a custom approach to cutting & styling.

Take away an advanced understanding of the tools, when to use them, and how to recommend the right product and styling tips to men to maintain their look between salon visits.

# Care Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

✓ Wella Professionals Care & Styling Virtual

✓ Revive & Transform With Care

✓ Sebastian Virtual

✓ Treatment Service Revolution

✓ Nioxin Virtual

✓ Decode The Scalp

✓ Instagram 101 Virtual

✓ El  
consul ur  
n\*

✓ Care Expert Trinologist



# Care Insider



The Care Insider Series is a collection of virtual seminars based on product knowledge and foundational expertise of our Wella Professionals, Nioxin and Sebastian brands. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS CARE & STYLING VIRTUAL

- 90 mins

A product knowledge overview of Wella Professionals Care and Styling range. Identify the right products, regimens and services for your clients.



**\$75 Value**

## SEBASTIAN VIRTUAL

- 60 mins

Enable your creativity through understanding Sebastian liquid tools and gain confidence in proper product recommendations for your clients.



**\$75 Value**

## NIOXIN VIRTUAL

- 60 mins

Build up your knowledge and understanding of scalp and hair health. Expand your service menu and approach to thinning hair experiencing fragile hair, sensitive scalp and breakage.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

### Elective Class

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan

# Care Specialist



Everyone wants healthy hair but great looking hair doesn't just happen and it all starts with a healthy scalp! In our Care Specialist Series, you will learn the ins and outs of healthy hair and scalp and be able to expand your service menu to build your business. From in-salon services to at-home maintenance, you will be able to identify the right regimens to restore your client's hair to perfect health.

20% off for seminars when purchased in one transaction.



**\$800**

## REVIVE & TRANSFORM WITH CARE

- 2 days

Discover NEW Color Fresh Masks in this immersive hands-on seminar. Understand how to bring Color Fresh Masks to life with in-salon services and retail opportunities to provide your clients color and conditioning in one easy step.



**\$800**

## TREATMENT SERVICE REVOLUTION

- 2 days

Learn how to improve your clients' hair with care services. Identify the condition of the hair and which service will best meet their needs. Understand how to perform each service and teach your client how to maintain or improve the condition of their hair at home.



**\$250**

## DECODE THE SCALP

- 3 hours

Review thinning hair concerns, scalp condition and anatomy, and scalp facts. Review common misconceptions about scalp health and learn how to work together to determine scalp solutions in the NIOXIN portfolio



**\$250**

## ELEVATE YOUR CONSULTATION *Elective Class*

- 3 hours

In this virtual seminar, we will take you through everything you need to know to conduct a thorough and successful consultation with your clients.

# Care Expert Trinologist



Join the global community of hairdressers elevating the industry image and expertise! Understand how to reach the highest level of Care mastery, for total confidence in creativity and client satisfaction to drive your service revenues.



**\$2,000**

## CARE EXPERT TRINOLOGIST

- 4 days

The Care Expert Trinologist Program is designed for hairdressers that want to support their clients hair health and hair-thinning concerns with confidence.

The program takes an in-depth look into all aspects of:

- A successful consultation
- Technologies that power our NIOXIN products
- Biology of the hair and scalp
- Appropriate treatment protocols
- How to build an actionable business plan

## Style Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

✓ Wella Professionals  
Care & Styling Virtual

✓ Sebastian Virtual

✓ Nioxin Virtual

✓ Instagram 101 Virtual

✓ Style Craft I

✓ Style Craft II

✓ Style Craft III

✓ Sebastian  
Creative Immersion\*

✓ Style Expert



# Style Insider



The Style Insider Series is a collection of virtual seminars based on product knowledge and foundational expertise of our care and styling portfolio along with an exploration of Instagram. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS CARE & STYLING VIRTUAL

- 90 mins

A product knowledge overview of Wella Professionals Care and Styling range. Identify the right products, regimen and services for your clients.



**\$75 Value**

## SEBASTIAN VIRTUAL

- 60 mins

Enable your creativity through understanding Sebastian liquid tools and gain confidence in proper product recommendations for your clients.



**\$75 Value**

## NIOXIN VIRTUAL

- 60 mins

Build up your knowledge and understanding of scalp and hair health. Expand your service menu and approach to thinning hair experiencing fragile hair, sensitive scalp and breakage.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL Elective Class

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.



# Style Specialist



From foundational Blowdry techniques to Editorial and Creative hair designs, our Style Specialist Series will immerse you in the building blocks of hair styling. You will learn the fundamentals of how to work with hair as a fabric and to choose the right tools, techniques and products to achieve any design to create your finished look. *20% off for seminars when purchased in one transaction.*



**\$800**

## STYLE CRAFT I

- 2 days

In Style Craft I, you will be immersed in the building blocks of styling that make up any design. Learn the fundamentals, starting with prep to foundational blow dry techniques and choosing tools designed to create your finished look.



**\$800**

## STYLE CRAFT II

- 2 days

Building on Style Craft I and the styling fundamentals, Style Craft II focuses on transforming the hair fabric through use of ironwork & the art of dressing to expand the range of shape & texture in every style.



**\$800**

## STYLE CRAFT III

- 2 days

Building on the foundational knowledge of Style Craft I & II, Style Craft III expands further into the world of styling, learning to control the hair fabric and create classic hair styles, as well as modernize these timeless looks through additional finishing techniques.



**\$800**

## SEBASTIAN CREATIVE IMMERSION Elective Class

- 2 days

The Creative Immersion is the ultimate Sebastian education experience designed to go beyond the classic methodologies pushing the boundaries with our principals of hair design.

# Style Expert



Join the global community of Top Stylists elevating the industry image and expertise!  
Understand how to reach the highest level of Styling mastery, for total confidence in creativity  
and client satisfaction to drive your Styling service revenues.



**\$2,500**

## STYLE EXPERT

- 5 days

In the Style Expert seminar,  
you will learn the chemistry and physiology of hair  
to better understand why and how hair styles work.

You will explore all the tools needed to create a  
beautiful look and when to use them.

Principles and elements of design are a big focus on  
all five days.

Your eyes will be trained on what to look for in an  
image to make it successful.

Another focus is mood boarding and reverse mood  
boarding.

When you understand how an image was created,  
it is much easier to then create your own.

On the final day, all stylists will have the opportunity  
to shoot a look, showcasing everything they have  
learned throughout this series of seminars.

# Trend Program



**INSIDER**

**SPECIALIST**

**EXPERT**

Virtual

Virtual or Face 2 Face

Face 2 Face

✓ Wella Professionals  
Care & Styling Virtual

✓ Sebastian Virtual

✓ Instagram 101 Virtual

✓ Nioxin Virtual

✓ Wella Professionals  
Trend Movement

✓ Sebastian  
Creative Immersion

✓ #Trending  
Cut & Color

✓ Love Your Curl  
with Cl... I

✓ Trend Expert

# Trend Insider



The Trend Insider Series is a collection of virtual seminars based on product and foundational knowledge of our care and styling portfolio along with an exploration of Instagram. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## WELLA PROFESSIONALS CARE & STYLING VIRTUAL

- 90 mins

A product knowledge overview of Wella Professionals Care and Styling range. Identify the right products, regimen and services for your clients.



**\$75 Value**

## SEBASTIAN VIRTUAL

- 60 mins

Enable your creativity through understanding Sebastian liquid tools and gain confidence in proper product recommendations for your clients.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.



**\$75 Value**

## NIOXIN VIRTUAL Elective Class

- 60 mins

Build up your knowledge and understanding of scalp and hair health. Expand your service menu and approach to thinning hair experiencing fragile hair, sensitive scalp and breakage.



# Trend Specialist



What is the first question your clients ask? What is new?

If you want to keep your finger on the pulse of what's trending and be in the know, we've got you covered! In this Trend Specialist Series, we do the work for you and identify the biggest trends in haircuts, colors, and styles so you never have to guess. These seminars are updated as quickly as the trends change to always give you the latest movements.

*20% off for seminars when purchased in one transaction.*



**\$800**

## WELLA PROFESSIONALS TREND MOVEMENT

- 2 days

Discover the latest techniques and services by Wella Professionals inspired by trends from around the world.

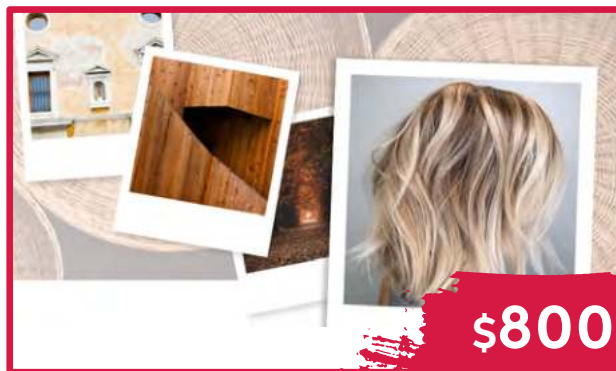


**\$800**

## SEBASTIAN CREATIVE IMMERSION

- 2 days

The Creative Immersion is the ultimate Sebastian education experience designed to go beyond the classic methodologies pushing the boundaries with our principals of hair design.



**\$800**

## #TRENDING CUT & COLOR

- 2 days

Give your clients what they're asking for with the latest #trending cut & color. Through live demonstration & a hands on workshop, you'll learn how to combine cuts & colors of the moment for a high impact total look.



**\$800**

## LOVE YOUR CURLS with CLAIROL PRO Elective Class

- 2 days

Trending easy-to-create color techniques for Wavy/Curly Hair of all lengths and types. Join one of our Top Artists for tips and tricks that will ensure your clients keep coming back for more!



# Trend Expert



Join the global community of Top Stylists elevating the industry image and expertise!  
Understand how to reach the highest level of Trend mastery, for total confidence in creativity and client satisfaction to keep them coming back for more!



**\$2,000**

## TREND EXPERT

- 4 days

It's one thing to pick up on the latest trends and be able to execute them, it's another to be the trendsetter!

Train your eye to recognize the elements that make up a captivating image then learn how to create them for yourself.

We will not only cover the techniques needed to create the perfect look but how to capture it for a scroll-stopping image.

Turn your craft into a piece of art that shows the world that you can not only provide the looks of the moment but also have the vision to see what's next!

## Curl Program



**INSIDER**

Virtual

- ✓ Virtual Curl Basics
- ✓ Virtual Curl Business
- ✓ *Instagram 101 Virtual*

**SPECIALIST**

Virtual or Face 2 Face

- ✓ Curl Craft I
- ✓ Curl Craft II
- ✓ Curl Craft III
- ✓ Curl Barber\*

**EXPERT**

Face 2 Face

- ✓ Curl Expert

# Curl Insider



The Curl Insider Series is a collection of virtual seminars based on foundational expertise of Curl Basics along with an exploration of Instagram to promote your professional expertise. The sessions are hosted live through Zoom and guided by one of our professional experts to allow you to interact and ask questions.



**\$75 Value**

## VIRTUAL CURL BASICS

- 60 mins

This virtual seminar will guide you through the history of curls and their origin, provide the basics of curly hair, such as the different types of curls and coils, and discuss proper consultation techniques.



**\$75 Value**

## VIRTUAL CURL BUSINESS

- 60 mins

Building on Curl Craft Virtual I, this seminar will guide you through fun activities and challenging discussions to help you understand how to grow your business.



**\$75 Value**

## INSTAGRAM 101 VIRTUAL

- 90 mins

An Instagram Guide for hair professionals. If you're looking to build your clientele, fill your classrooms, or seeking to grow your salon business, this class is designed to develop your entire Instagram plan.

# Curl Specialist



With an estimated 65% of the U.S population having curly, coily, or wavy hair, men and women are embracing their natural hair!

The Curl Craft Specialist Series give you the tools and knowledge you need to take your skills to the next level and serve every guest walking through your doors. You will deep dive into Curl Basics, Consultation, Dos & Don'ts and acquire all the technical skills to care, color, cut, and style all curls and coils.

*20% off for seminars when purchased in one transaction.*



**\$460**

## CURL CRAFT I

- 1 day

The Curl Craft I seminar will cover foundational curl concepts, such as hair structure, curl types, and proper terminology. You will learn how to execute proper hair cleansing, care treatment and at-home techniques.



**\$800**

## CURL CRAFT II

- 2 days

In Curl Craft II, we will cover how to approach and achieve proper coloring, cutting, and styling techniques for your curly-haired client's that will keep them coming back with confidence!



**\$460**

## CURL CRAFT III

- 1 day

The Curl Craft III Seminar will cover basic Protective Styles concepts such as consultation, types of protective styles, and proper terminology. You will learn how to execute proper two-strand twists, flat twists, on-scalp braids, and knotless braids.



**\$460**

## CURL CRAFT BARBER *Elective Class*

- 1 day

Curl Craft Barber covers all things barbering & Grooming (history, tools, cutting and grooming theory, consultation, and chair-side manner) with attention to clients with curly and coily hair, including a hands on workshop.

# Curl Expert



**\$2,000**

## CURL EXPERT

- 4 days

Stylists who understand curls are in high demand!

We have developed a program to help you achieve the confidence and expertise necessary to excel in this rapidly growing part of the hair industry.

Hone your curl skills in the Curl Expert Seminar:

- Discover how to customize color placement for various wave patterns.
- Learn how to cut the perfect shape based on your client's texture, density, and head shape.
- Take your styling to the next level with innovative styling techniques.
- Understand how to install wigs and refine your braiding skills.

In the Curl Expert program, you will learn how to make each of your curly, coily, and zagged clients' hair look and feel their best.



# Nail Program



Virtual

Virtual or Face 2 Face

Face 2 Face

✓ OPI Virtual

✓ OPI Service Esssential  
Virutal

✓ OPI Instagram 101  
Virtual

✓ Gel Color  
Craft

✓ Powder Perfection  
Craft

✓ Absolute Acrylics  
Craft

✓ Nail ends\*

✓ Nail Expert

# Nail Insider



The Nail Insider Series is a Collection of virtual seminars based on product knowledge and foundational expertise of the OPI brand. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions .



**\$75 Value**

## OPI VIRTUAL

- 90 mins

A product knowledge overview of OPI. Help identify the appropriate nail product for your clients from all of our professional systems. Throughout the seminar you can you can ask questions to our professional experts!



**\$75 Value**

## OPI SERVICE ESSENTIAL

- 60 mins

Now more than ever, it's important to make sure you and your clients stay safe and healthy through your sanitation and disinfection protocols. This seminar will cover the impact of germs, levels of decontamination, and protective measures you can implement in your salon. Learn how to keep you and your clients safe with OPI's top sanitation products and in-salon service recommendations.



**\$75 Value**

## OPI INSTAGRAM 101 VIRTUAL

- 60 mins

If you're looking to build your clientele, an educator trying to fill your classrooms, or a salon owner seeking to support your employees to grow the salon business, this class is designed to develop your entire Instagram plan. Throughout the seminar you can you can ask questions to our professional experts!

# Nail Specialist



With OPI, Color Is The Answer! In our Nail Specialist Series, you will learn about all of the OPI professional products and services you can offer to your clients for long lasting and always perfect nails. From our reliable GelColor to Powder Perfection systems and show-stopping Absolute Acrylics drama, you will be able to offer unlimited nail design options and add to your service menu.

20% off for seminars purchased as a Suite.



## GEL COLOR CRAFT

- 1 day

Learn what makes the OPI GelColor line unique and gain confidence recommending a gel polish regimen to meet your client's needs based on their nail type and lifestyle.



## POWDER PERFECTION CRAFT

- 1 day

Learn the benefits of OPI Powder Perfection and why clients crave this quick enhancement system with built-in color, strength and durability. Discover the tips and tricks that will make your services stand out among the rest.



## ABSOLUTE ACRYLICS CRAFT

- 1 day

Clients are craving nails with added length and dramatic shapes. Discover how OPI's Absolute Acrylic system can help you offer clients tailored enhancements through this hands-on workshop.



## NAIL ART TRENDS Elective Class

- 1 day

Discover DESIGNSCAPE - the systematic approach that helps you master and market nail art services and give your clients show stopping nails through this hands-on Nail Art Trends class featuring looks from our latest collections.

# Nail Expert



Join the global community of Top Nail Artists elevating the industry image and expertise!  
Understand how to reach the highest level of Nail mastery, for total confidence in creativity  
and client satisfaction to keep them coming back for more!



**\$2,000**

## NAIL EXPERT

- 4 days

It's one thing to pick up on the latest trends  
and be able to execute them, it's another  
to be the trendsetter!

Train your eye to recognize the elements that  
make up a captivating image then learn how  
to create them for yourself.

We will not only cover the techniques  
needed to create the perfect look but how to  
capture it for a scroll-stopping image.

Turn your craft into a piece of art that shows  
the world that you can not only provide  
the looks of the moment but also have the  
vision to see what's next!

# We Support

## ARMY OF EDUCATORS

With Wella, a helping hand is never out of reach. Take advantage of training and support offered by our team of North American educators.

## WELLA STUDIO

Whether your goal is to improve fundamental skills, learn a new technique or GROW YOUR BUSINESS, our world-renowned studio teams are the perfect partner to help you achieve those goals and foster a sense of community in the industry.

## WELLA REWARDS

Global Elite is a program designed to reward our loyal customers. We're committed to driving the success of our hairdressers.

## SCHOOL PARTNERS

Together with a foundation of education, Wella partners with schools to elevate the industry. Wella partners with schools of all sizes to accelerate the future of our industry, one student at a time.

## OUR APP

Our education app complements our industry-leading face-to-face training programs with seminars and certifications at your fingertips. Designed for licensed professionals, you have access to all of our education content for hair and nails.

## SALON SAVVY

We have carefully selected business partners in the salon industry who are specialists at what they do.

## WELLAED.COM

Introducing our NEW WELLA ED Experience - our full range of education seminars and programs in one easy place. We have something for everyone, at every stage of your beauty career.





## **WELLA STUDIO LOS ANGELES**

Whether your goal is to improve fundamental skills, learn a new technique or grow your business, The Wella Studios are world-class training destinations, dedicated to providing the best in beauty education.

Led by our industry-recognized Signature Artists and offered year-round, the Studio provides personal, transformational learning experiences to help you achieve goals and foster a sense of community in the industry.

Situated on over 20 acres, our Calabasas campus is home to both our Wella Company North America headquarters and our Los Angeles Studio, making it the perfect place for your education retreat.

Immerse yourself in all that Los Angeles has to offer and enjoy education where it's always 75 degrees and sunny!

WELCOME TO

# Wella Rewards Program

**WELLA REWARDS IS A PROGRAM DESIGNED TO REWARD OUR LOYAL CUSTOMERS. WE'RE COMMITTED TO DRIVING THE SUCCESS OF OUR HAIRDRESSERS.**

**Redeem points for benefits we have curated for you to grow your salon business, increase client retention and strengthen our partnership such as:**

## **EDUCATION BENEFITS**

Get inspired with everything the Wella brands have to offer by using your Wella Reward Points to learn from the leaders of our industry

- Choose from a selection of courses that let you explore everything from the foundational skills to master & trend inspiration to simple sophistication

- Design your own in-salon seminar with our tailor-made offerings

## **BUSINESS / BACK BAR BENEFITS**

Our business benefits provide opportunities for salon owners to!

- Increase your retail sales and maximize your profit potential with our comprehensive back bar program

- Create your own strategies for driving your retail business

## **COMMUNITY BENEFITS**

As a Wella Rewards member, salon owners can be reimbursed for your professional memberships for organizations such as Intercoiffure and Professional Beauty Association.

Speak with your Wella sales representative to sign up today!

# WELLA Education

---

We are driven by empowering beauty professionals with education that unleashes potential, sparks creativity and supports aspirations.

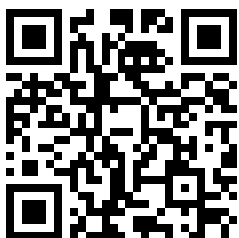
We do this with exceptional education and authentic personal relationships that bring together a community united by the passion for our craft.

Together, we can shape our beauty industry.

## FOLLOW US



@WellaEducation



Visit [www.WellaEd.com](http://www.WellaEd.com) to start your journey to mastery!

---