



SALON PROMOTIONS

education 2020

NEAL WOLF
INDULGENCE REDEFINED

OLAPLEX.

ALTERNA®
CAVIAR
ANTI-AGING

CLOUD NINE™

HOT TOOLS

KeraStraight®

KENT.SALON
PURELY PROFESSIONAL

Silky

PASTISS

Nouvelle
new generation

PROCARE®

WAHL®
PROFESSIONAL

ikoo
your hair will love it

Welcome...

to The Salon Promotions 2020 Education Portfolio!

At Salon Promotions we pride ourselves on customer service along with committing to bring you the best in education and knowledge. For 2020, our educational aim is to help salons strive for excellence by inspiring, developing and growing talented hairdressers of all skill levels. The Salon Promotions education team along with Guest Artistic Associates have put together an outstanding portfolio including tailored colouring, cutting and foundational workshops bringing learning to life in an inspirational setting whilst showcasing new industry products and techniques. With over 30 years' experience in the industry we travel the world in search of the very best brands, mixing the established and cutting edge with new and innovative brands. Alterna, Cloud Nine, Kent Salon, Silky, Procure, KeraStraight, Olaplex, Hot Tools and Neal & Wolf's boutique range, mens, home and professional colour.

We want to pass on these years of research to educate your salons, to help you to reach your potential, to boost your profits and provide your customers with the exceptional service.

We look forward to seeing you at our events!



Neil Capstick
Managing Director

Love of
BEAUTY
is taste

Creation of
BEAUTY
is art

Ralph Waldo Emerson

MEET THE TEAM



From left to right: Lyndsey, Chloe, Laura and Craig

When you meet our team of educators, you'll know you're in expert hands. With a combined 75 years industry experience, the Salon Promotions Education Team live and breathe hairdressing and the passion is never more evident than when they are sharing that experience with other stylists.

We've also handpicked an elite selection of exceptional guest stylists to bring you a diverse and exciting year of courses. From unique hair extensions and styling to colouring and business development, we're sure to have the right course for you.

Join us and take your hairdressing to the next level!

7 REASONS TO VISIT US:

- 1 Our passionate and experienced educators share a wealth of knowledge and expertise.
- 2 Collaborate with handpicked guest stylists who are at the top of their game.
- 3 You work both in guided groups and independently to ensure you get the most from your learning experience.
- 4 You will have access to all of the fantastic brands we supply and have the opportunity to try them.
- 5 Work in a brand new, state-of-the-art academy designed specifically with everything you need to excel.
- 6 Opportunity to network with and learn from peers attending the course.
- 7 Ability to order new tools and products to take home on the day at discounted prices.

SALON PROMOTIONS ACADEMY



Be
INSPIRED
Be
MOTIVATED
Be
EDUCATED



Unveiled in 2018, the Salon Promotions Academy provides the perfect environment to push your boundaries as you take your creativity to an extra dimension and develop your existing knowledge whilst gaining confidence.

In our state-of-the-art, interchangeable space we offer world class education for our unique mix of revolutionary brands and you and your team are invited to join us at our many seminars. We guarantee you'll have lots of fun and will leave feeling confident, inspired and motivated.



OUR COURSES

THE LAW OF COLOUR



Don't break the law... The law of colour is a course designed to help fully get to grips with assessing all aspects of the hair. This day will give each individual full confidence with colour choice, underlying tones and colour wheel. Hair structure is the main focus and how to follow a step by step consultation plan for each client. The day will end by putting your new found confidence into practice in a workshop with a live model.

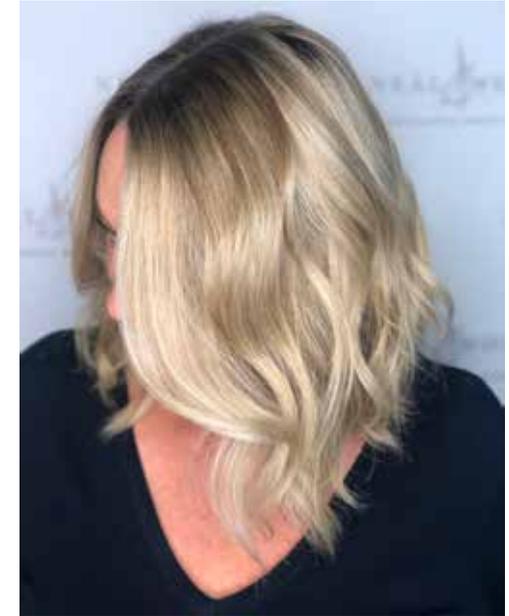
Duration: 1 Day

Dates: 27th January, 26th May & 17th August

Venue: Salon Promotions Academy

Price: £150

ULTIMATE BLONDE AMBITION



Blondes are big business! Create knock out bespoke blondes and leave feeling inspired as we present a mesmerizing array of "blondes" from the coolest, silvery, pink infused shades to creamy, buttery and honey tones. Develop your existing knowledge and gain confidence in making the right colour, bleach, high lifts and toning choices to achieve this highly desired look every time. Hints and tips on how to showcase your work on social media, how to protect and even strengthen hair during the colouring process and how to keep platinum white hair perfectly bright between visits.

Duration: 1 Day

Dates: 17th February, 8th June & 7th September

Venue: Salon Promotions Academy

Price: £150



COLOUR COCKTAIL



Colour Cocktail is a course designed for those who are extremely confident in colour and want to take their creativity even further. This course is for stylists and colourists who already have a full understanding of our whole colour portfolio and will be competent in executing corrective colour recipes.

The attendees will start to stretch the boundaries of colour knowledge and will take their mixtures to the next level, we will look at colour placement, creative terminology, expectations and social media.

Duration: 1 Day

Dates: 16th March, 13th July & 5th October

Venue: Salon Promotions Academy

Price: £150

BALAYAGE BLENDS



Perfect your existing Balayage skills with trend lead colour placement techniques. Push your creative boundaries and discover new approaches and ideas to master Freehand Colouring, Foils, Advanced Colour Placement, Root Smudge and speed techniques for when you're running behind during this practical, hands-on training session.

With so many different techniques used to create totally different looks with colour, we'll also identify the difference between Balayage, Ombré and Baby Lights and how to confidently create the perfect blend on every application.

Duration: 1 Day

Dates: 9th March, 22nd June & 21st September

Venue: Salon Promotions Academy

Price: £150



BRAID ME



This is a must have in your portfolio. Throughout the duration of this course you will learn different techniques such as twists and knots, working with hair extensions and fundamental disciplines of braiding along with handy hints and tips to help you achieve head-turning salon friendly looks, editorial, photographic and even competition styles will be covered including classic and advanced braiding techniques all whilst boosting your product knowledge and learning how you can grow your services through session styling.

Duration: 1 Day

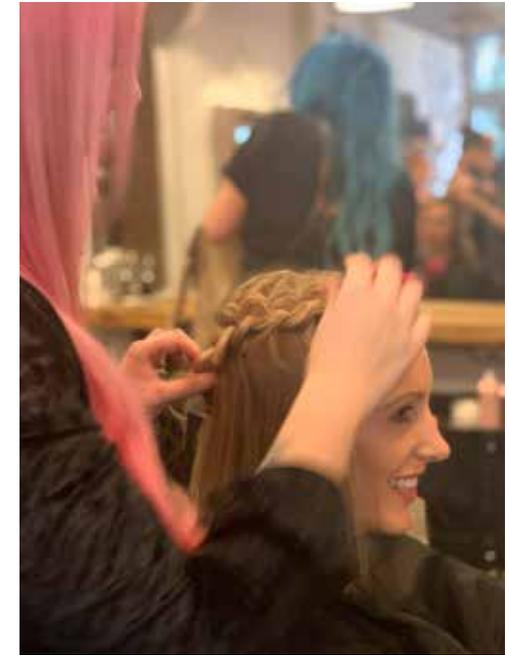
Dates: 18th May, 27th July & 19th October

Venue: Salon Promotions Academy

Price: £150



PREP IT! STYLE IT!



This 2 day workshop has been designed for those wanting to master the art of dressing hair. Throughout the duration of this course you will learn the basic foundations of styling hair, techniques, product choice and application and use of different tools.

You will explore current trends from runways, celebrities, social media and be able to translate into salon viable looks.

Duration: 2 Day Course

Dates: 6th & 7th April
26th & 27th October

Venue: Salon Promotions Academy

Price: £250

DISCOVERY SESSIONS

NEAL & WOLF

Join us as we celebrate the 1st Birthday of Neal & Wolf Colour and learn all about its journey from launch to now. This course will tell you all about how to use our colours based on theory and the colour wheel. This will give you the ultimate foundation to get the very best results. We'll also cover bespoke colour combinations, glossing services and how and when to use our different bleaches.



ALTERNA

Alterna has been a pioneer in luxury haircare with state-of-the-art technology and key natural ingredients since 1997. They believe there shouldn't be a choice between clinically proven, salon-tested results and pure ingredients, and so do we.

You'll have to opportunity to see and try the entire range and learn about the Alterna Colour Hold, eco-friendly formulas, Enzymetherapy and Age-Control Complex amongst many other technologies that are at the heart of the Alterna brand ethos. Learn how to recommend the prescriptive range to your clients and how to get the very best results from them for you, your salon and your customers.



OLAPLEX

From its roots being developed in a Santa Barbara garage, to worldwide phenomenon... we discover why Olaplex really will change the world of hairdressing forever.

We cover what Olaplex does, how it works, all the ways it can be used, how to sell to clients, how to charge and how to make Olaplex work for you and your salon to get the best results and the best profits.



KERA STRAIGHT

The session will cover product knowledge, tips, techniques, aftercare and you'll see a live step by step demonstration of the Ultimate Treatment and have the opportunity to have/or apply an Intense Boost treatment too.

We'll also give you all the information you'll need to get you started and guarantee you'll be leaving the Academy as a KeraStraight specialist!



Dates: Please contact the Education Team or your Sales Consultant for more information, dates and availability.

COLOUR MASTERS

Join the colour elite and become the ultimate Colour Expert with this brand new and exciting course. We are excited to be able to offer this course at our Brand New Training Academy at Salon Promotions Head Office.

From the moment you arrive at our beautiful academy your passion for colour will be ignited, this fabulous course will challenge everything you think you know about colour giving you a new insight into the way we see and execute exceptional colour transformations.

This 4 stage program will run 2-3 days per month for 5 months, as you progress through each stage you will experience colour theory, science, workshops and projects all the while being fully supported through every step by our professional, inspirational education team;

Stage 1 (2 days) - Set the Tone

Learn about the consultation process, assessing the hair, colour application and product knowledge.

Stage 2 (6 Days) - The Science Bit

Learn how light affects the eye, what is in a tube of colour and how pigments work. Take part in workshops and projects to stretch your boundaries and knowledge.

Stage 3 (2 Days) - Get more in-depth

Study the whole fabric of hair, look in depth at the hair structure and building blocks of hair and learn how hormones and diet affect the hair.

Stage 4 (2-3 Days) - Share what you have learnt

Take part in the 'Ultimate' Test!!

All of this will followed by an evening celebrating your success and new found ability and confidence whilst receiving your official Salon Promotions Colour Masters Diploma.

Price: £2000

Dates: Please contact the Education Team or your Sales Consultant for more information, dates and availability.



TONY CAVALLO

COMMERCIALISED CREATIVE CUTTING



This course is more than just a creative cutting course. Unlike other creative courses, you will learn more than just techniques, you will learn how to envision creativity and how to take your day to day cuts and elevate them. This is less about angles and sections and more about getting a feel for what the hair needs and enhancing your clients overall salon experience. This isn't about creating catwalk ready hair that you can't make use of in the salon. This is a course where you will learn stage work, cutting skills, and techniques but be able to use them in a commercialised way.

This is the perfect course for stylists who want to have one up on local competition and be able to give clients that extra wow factor while still giving them confidence that they can maintain the style at home. You will also learn new ways in which you can get the best out of your products to create that magazine finish look.



Throughout the day you will see 3 live cutting demonstrations - long, medium and short length hair. Hints and tips on colour placement and product knowledge and will also have the time to create your very own creative cut to put your new found knowledge and techniques into action!

You are required to be a level 3 for this course and already have a basic knowledge in cutting and styling.

Duration: 1 Day

Dates: 10th February & 4th May

Venue: Salon Promotions Academy

Price: £175

CUTTING & BARBERING COURSES COMING SOON!



We will be running an additional selection of cutting and dressing courses featuring superb guest stylists throughout the year!

Keep up to date by following us on our social media pages for the latest announcements.

SABRINA DIJKMAN

STRINGS ATTACHED



The most coveted course of 2019 is back with the fabulous Sabrina Dijkman, Ambassador for Alterna Europe. You won't want to miss this one!

Featuring Alterna Braids Basic and Advanced; braids are back with a vengeance. We saw it on all the runways as well as red carpets and now you can learn quick easy braids that can be worn alone or incorporated into a chic up-style. From the classic braids to organic braids that use no pins or bands, 4 strand braids, flower braids, waterfalls and many more. Learn how to create pin-less up-styles by using braids as well as adding texture to braids.

Duration: 1 Day

Dates: 23rd September

Venue: Salon Promotions Academy

Price: £200

DAVID DREW

MAXIMISE PROFIT



For salon owners and managers; Many salon owners and managers believe an hour spent cutting hair is more important than an hour spent managing and promoting their business! This is short-term thinking.

Salons rarely fail because of poor hairdressing, but MOST salons fail because of poor management!

Prioritising what's best for salons business success is vital. During this highly interactive and informative day, David will uncover the secrets behind every successful hairdressing salon business and successful salon owner and manager working 'on' their business and not just 'in' the salon, to unleash the money and profits achieving power within you.

Duration: 1 Day

Venue: Salon Promotions Academy

Price: £195



SAM GATELEY

BRIDAL MASTERCLASS

Bridal Hair By
Sam Gateley & Co



Join 2017/2018 award wedding winning hair stylist, Sam Gateley in this Bridal Masterclass.

What you will learn:

- How to prep hair
- My award winning styles
- What styling tools I love
- The hints and tips I have picked up along the way
- How to get your brand known
- How to maximise social media
- How to secure a booking
- How to plan your Brides schedule
- How to run the trial
- How to combat problems
- How to deliver 100%
- Potential revenue & pricing

Duration: 1 Day

Dates: 11th March, 12th June & 9th September

Venue: Salon Promotions Academy

Price: £150



EMMA JACKSON

MASTERS OF MICRO RINGS



The Hair Alchemist is a multi-award-winning team of hair extension experts. Founder and Managing Director, Emma Jackson is a qualified instructor, has trained and worked across Europe and people travel from as far as Mexico and Bahrain to experience her team's handmade Virgin Slavic hair. Their hair extensions have appeared on celebrity big brother, the BBC, Channel 4, Channel 5 and Netflix. Their 12 strong team of hair extension specialists, Trichologists, Hairdressers and Master wigmakers have been voted one of the top 3 hair extension salons in England.

The course: There are many 'academies' offering 5 methods in one day but this 2 day course, the only course of its kind and the first Trichology led hair extension course in the UK, will show learners how to master the art of micro- rings. Emma will share the benefit of her experience and teach you how to master hair extensions and quickly outshine your competitors.

We will show you why this is the safest, most profitable application method for hair extensions. You will learn how to expertly apply, remove and maintain hair extensions. You'll see how to conduct consultations,

fittings and how to cut, razor cut, blend and style so your extensions always look natural and this is the only course that will teach learners all this and how to provide the best aftercare including dealing with any complaints or trouble shooting you might face, but more importantly you'll learn how to prevent problems before they even happen in line with National Hairdresser Federation guidelines.

As an added extra, candidates who attend 'Mastering micro rings' will receive FREE training on nano rings and a discount on their tape-in extension course should they wish to progress to more complex methods.

You will receive an ABT Accreditation Certificate which fully are insurance compliant so you can start advertising straight away and learners will receive a full starter pack (worth £180) including an extensive supplier list and huge trade discounts on our coveted hair extensions.

Day 1: Mastering Micro rings:
consultation, colour matching, contra-indications application, maintenance, removal.

Day 2: Nano rings:
Troubleshooting and growing a client base fast: handling complaints, common issues, aftercare, product advice, suppliers, common hair extension problems and how to solve them, correcting work from others, how to handle complaints, social media management.

Price: £670

Dates: 20th & 21st January

ADRIAN ALLEN

SMASH THE BOX

Have you ever heard the term 'think outside the box'? Well what if you could smash the box forever?

Smash the box is an amazing 2 day course that will teach you how to look at a haircut in a completely different way when adding colour. It will leave you inspired and ready to take your work to a whole new level.

Cut and colour should be a marriage of great design and suitability; this course will add a new level of value to the service you deliver in your salon. Learn how to look at the cut as a design, feel the emotion and add a personality to each and every cut.

Duration: 2 Day

Dates: Please contact the Education Team or your Sales Consultant for more information, dates and availability.

Venue: Adrian Allen Academy, Rotherham

Price: £300



BEGIN AGAIN

If you're new to hairdressing or in need of a refresher, this inspirational cutting workshop is for you! Strengthen and improve your core cutting techniques, reinforce your confidence and expand your repertoire through a combination of interactive demonstrations and practical learning. "Begin Again" will boost and develop your current cutting skills and knowledge with hairstyles and trends that will ensure your clients return again and again.

Duration: 4 Day

Dates: Please contact the Education Team or your Sales Consultant for more information, dates and availability.

Venue: Adrian Allen Academy, Rotherham

Price: £800



TYRO TRAINING

EMERGENCY FIRST AID AT WORK



You'll learn:

- The role of emergency first aider / legislation / equipment
- Chain of survival
- Incident management
- Unresponsive casualty – primary survey / secondary survey / *recovery position / CPR
- Choking
- Shock
- Wounds and bleeding inc. cuts (fingers/ ears)
- Seizures
- Burns inc. straighteners/heat tools
- Reaction to peroxide or hair colour PPD
- Minor injuries inc. slipping on hair/water on the floor

On successful completion of this course, you will receive an FAIB approved Emergency First Aid at Work Certificate, which is valid for three years.

Duration: 1 Day

Dates: 13th January, 1st April, 8th July & 7th October

Venue: Salon Promotions Academy

Price: £71

This course combines theory with hands-on practical exercises in First Aid. You will gain the knowledge and confidence to deal with incidents requiring medical assistance within the workplace. This training has been designed to cover all aspects of salon life and what to do in the event of an emergency.

This course meets the requirements as laid down in the Health and Safety (First Aid) Regulations, 1981.

Tyro is approved to deliver First Aid training by the First Aid Industry Body (FAIB), approval number 099 | 97 (283).





**SALON
PROMOTIONS**
REVOLUTIONARY BRANDS
FOR INDEPENDENT SALONS

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How to Book/Terms & Conditions

Book online at www.salonpromotions.co.uk or call 01282 444900. If you would like further information, please contact your Sales Consultant or a member of our office team and we will be happy to help. Office hours: 8.45am-5.15pm Monday to Friday (excluding bank holidays)

Full details of our Terms and Conditions of Sale, Cancellation, Transfer & Refund Policies are available on request or can be found on our website at www.salonpromotions.co.uk. We ask that you read these before placing your course booking.

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