



**EDUCATION
BOOK 2022**

the heart **OF PROFESSIONAL BEAUTY**

At Modern Hair & Beauty, we believe in education that sparks creativity, unleashes your full potential and supports your aspirations to make you and your salon grow.

We believe that hairdressing is an art and a craft that needs to be celebrated and elevated. That's why we treat hairdressers as artists. We teach and learn from one another, constantly inspire each other and embrace our creative impulse together.

Colour is at the core of Modern Hair & Beauty's business. We understand that colour is the most creative expression for a hairdresser which requires precision and skill. Through our colour education, we aim to elevate your artistry and mastery. Our broad portfolio of brands will support you with care and styling products suitable for your clientele.





Kadus
PROFESSIONAL

NIOXIN®

PROFESSIONAL
SEBASTIAN

SEB
MAN
PROFESSIONAL
SEBASTIAN

SYSTEM
PROFESSIONAL

O·P·I

Sweeto
professional

Swish

REUZEL®

take a look
AT OUR MOST WANTED

**LOOKING FOR SOME COURSE INSPO?
HERE'S SOME OF OUR HOTTEST
CHOICES RIGHT NOW**



Color Craft SPECIALIST PROGRAM SEMINARS

- Color Craft ESSENTIAL** 2 Days
- +
- Color Craft HIGHLIGHTS & Balayage** 2 Days
- +
- Color Craft CORRECTION** 1 Day

MASTER COLOUR
programme



DIGITAL DISCOVERY
classes



In studio workshops



5-DAY KADUS COLOUR JOURNEY



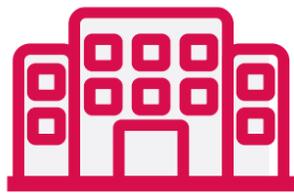
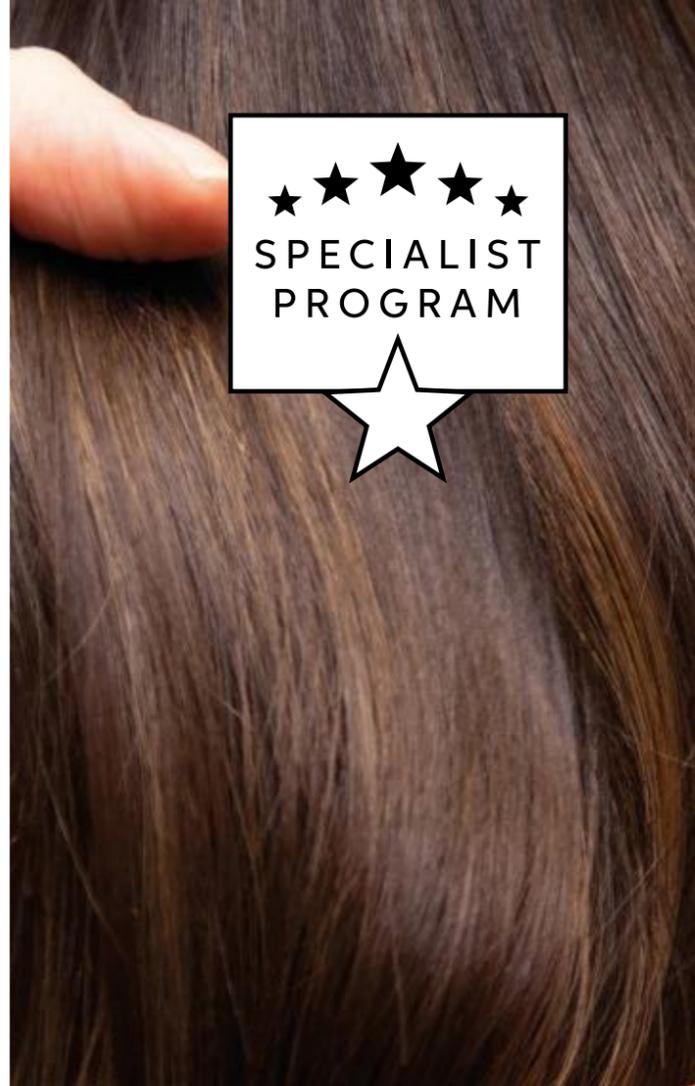
Monday Night Lives on



BACK IN HIGH DEMAND!

BECOME A CERTIFIED *Color Craft* SPECIALIST

Build the strongest foundation for your colour service to achieve expert-level results, every time. These seminars are a **pre-requisite for the Master Color Expert program.**



STUDIO SEMINAR
5Days

Color Craft SPECIALIST PROGRAM SEMINARS

Color Craft
ESSENTIAL 2 Days

+

Color Craft
HIGHLIGHTS
& Balayage 2 Days

+

Color Craft
CORRECTION 1 Day

*2 Month payment plan available

*All 5 days compulsory, no individual classes



IS *Color Craft* SPECIALIST FOR YOU?



Are you starting your colourist career?

This empowering program has been developed to make you master any colour situation, so that you keep all common problems out of your way and always stay in control!

Are you experienced in colour but new to Wella Professionals?

Time to elevate your techniques and achieve amplified colour results with Wella products, techniques and secrets!

PRICE
R2750 for
all 5 days
excluding
VAT

SAVE
25%

DATE
July-August
2022

LOCATION
Johannesburg
Durban





Color Craft

ESSENTIAL

COURSE CONTENT

- + Day 1 Wella Professionals Theory
Make confident choices about the ideal colour product for each client
- + Day 2 Instagram Master Class
Developing an Instagram Strategy, Creating the right account & measuring your success
- + Day 2 Grey Coverage
Discover the secrets of perfect colour application

DATE

24-25 July 2022
Durban

25-26 July 2022
Johannesburg

HOURS

14hrs

Day 1 10am-5pm

Day 2 10am-5pm

BRING Personal Toolkit & Model for Day 2
PROVIDED WP Products, Workbook & Lunch

Color Craft

HIGHLIGHTS & Balayage

COURSE CONTENT

- + Day 1 Wella Professionals Theory & Techniques
Make confident choices about the ideal colour product and technique for each client
- + Day 2 Highlights/Balayage
*Discover the secrets of perfect highlight & balayage application/techniques

DATE

14-15 August 2022
Durban

15-16 August 2022
Johannesburg

HOURS

14hrs

Day 1 10am-5pm

Day 2 10am-5pm

BRING Personal Toolkit & Model for Day 1 & 2
MODEL: Hair level 6 or lighter, little to zero colour, shoulder length or longer. **No colour corrections.**
PROVIDED WP Products, Workbook & Lunch



Color Craft CORRECTION

Does the idea of performing bold colour transformations on your clients leave you unsure where to start? Colour correction challenges happen in salons daily... Imagine being fully capable of working miracles for your most anxious clients, offering them the best colour possible?



COURSE CONTENT

- + Gain confidence and select the best product for each problem
- + Learn how to tackle all issues, including removing bands, lightening previously darkened hair etc.
- + Plan a long-term journey for the hair

DATE

29 August 2022
Johannesburg
Durban

HOURS

7hrs
10am-5pm

PRICE

R2750 for all 5 days
Excluding VAT

BRING Personal Toolkit

PROVIDED WP Products, Workbook & Lunch

Bookings:

Johannesburg Sheila.d@modernhairbeauty.com

Durban Sybil.j@modernhairbeauty.com



MASTER COLOUR programme



MASTER
COLOUR
EXPERT

JOIN THE COLOUR elite

BRINGING OUT THE BEST IN YOU

Wouldn't it be fantastic to have the confidence to master any colour situation and become the colour specialist that colleagues and clients rely on in salon? Make it happen with the Wella Professionals **Master Colour Programme** that have changed the lives of thousands of hairdressers world wide, but not only growing their professional skill and business, but also their confidence, motivation and inspiration.

WHAT IS THE MASTER COLOUR PROGRAMME?

Our highest accreditation in colour! So much more than a training programme, the **Master Colour Programme** will change your life! From day one, your colour skills will be reignited, and you'll be able to lead colour consultations with confidence. Your commitment will be high and so will your reward! Ready to upskill?

WHO SHOULD ATTEND?

Hairstylists that have qualified more than five years ago and want the opportunity to increase their knowledge to include new techniques.

your journey TO BECOMING A MASTER COLOUR EXPERT

Master Colour Programme

Stages:

Stage 1 Wella Standards, Wella Professionals colour fundamentals, How to see colour, Consultations, Hair & Scalp, Creative day

Stage 2 Colour Science, The origin of pigment, Chemical composition of colour

Stage 3 Hydrogen peroxide, MEA & Ammonia, Persulphate lightening, PH levels of hair and colour, Head Block Challenge

Stage 4 Written assessment, Practical Assessment, Graduation

Dates

Johannesburg:

5-6 Sep, 10 Oct, 7 Nov, 6-7 Feb, 6-7 March, 8-9 May, 5-6 June, 3-4 July

Cape Town:

12-13 Sep, 17 Oct, 14 Nov, 13-14 Feb, 13-14 March, 15-16 May, 12-13 June, 16-17 July,

Durban:

18-19 Sep, 24 Oct, 21 Nov, 19-20 Feb, 19-20 March, 21-22 May, 25-26 June, 9-10 July

Price:

R22500 for all 14 days + Graduation Excluding VAT

***9 Month payment plan available**

Take the first step to becoming a **Master Colour Expert** and contact our Field Educational Manager @ Mariska.r@modernhairbeauty.com





DIGITAL DISCOVERY

classes

FREE ONLINE CLASSES

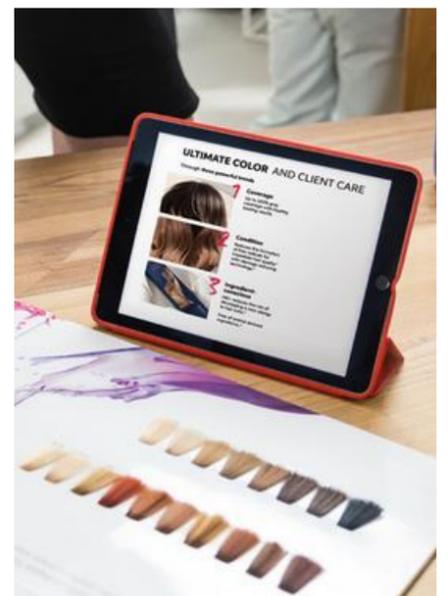
This programme may change due to unforeseen circumstances. Always check our social pages for updates.

MHB

- + Optimize your service offerings:
Treatment menu planning
- + Discover the world of Wella & Kadus retail
- + Elemental Beauty (free from ranges)
- + Art of selling retail & client segmentation
- + World of blonde care: Best retail & treatment options

Date & Time

- + 11 July 10am
- + 13 July 10am
- + 18 July 10am
- + 20 July 10am
- + 25 July 10am



Check our social pages for details on Aug-Nov updates

*Booking is **ESSENTIAL**
Max 16 clients per class
*2 hours per class

Email Jane @ Jane.a@modernhairbeauty.com for bookings



MAX 8 PAX
BOOKING IS ESSENTIAL

Sweet
professional

Who should attend

Stylists, all levels.

What will you learn

- + Product Knowledge - Theory
- + Gain confidence and select the best product for each client
- + Application techniques
- + Consultation
- + Practical experience

Dates

Cape Town & Johannesburg

18 July 22 Aug 19 Sep 24 Oct 21 Nov

Durban

1 Aug 3 Oct 28 Nov

Duration

10h-15h

Requirements

Apron, two point plug adapter, hairdryer, hair brushes, combs, clips, grips, hot tools, phone for before/after shots.

Own model, arrival time TBC.

Provided

Sweet Professional products
Lunch will not be provided

PRICE

Free of charge

Bookings:

Cape Town Mariska.r@modernhairbeauty.com
Johannesburg Sheila.d@modernhairbeauty.com
Durban Sybil.j@modernhairbeauty.com



5-DAY KADUS COLOUR JOURNEY

Who should attend

Junior and senior stylists who would like to learn more about the Kadus Colour Portfolio.

What you will learn

Learn about the world of Kadus and gain a deeper technical understanding of the Kadus brand. Theory and practical sessions on colour, blonding, grey coverage, colour corrections and balayage techniques that include placement, blending, merging, melting and more.

Day 1: Foundation colour

Day 2: Basic colour, grey coverage. Own model required (pm)

Day 3: Blonding. Own model required (full day)

Day 4: Colour correction

Day 5: Balayage. Own model required (full day). A professional make-up artist will help you create the perfect look for your “after” photographs.

Own model on days

2,3 & 5 with suitable wardrobe for photoshoot on day 5.

Model requirements

Day 2: Visible grey regrowth of at least 2-5cm.

Day 3 & 5: Hair level 6 or lighter, little to zero colour, shoulder length or longer. **No colour corrections.**

Price

R3450 for all 5 days
Excluding VAT

4 Month payment
plan available

Duration

7hrs
10am-5pm

All 5 days are
compulsory.

Location

Cape Town
Johannesburg
Durban

Date

Day 1: 27 Feb
Day 2: 27 March
Day 3: 17 April
Day 4: 29 May
Day 5: 19 June

Bookings:

Cape Town Mariska.r@modernhairbeauty.com

Johannesburg Sheila.d@modernhairbeauty.com

Durban Sybil.j@modernhairbeauty.com



Modern Hair & Beauty Monday Night Lives

“Emotional Intelligence – Mygrow Journey”

“Quarterly Business Reviews”

“The aftermath of Covid19”

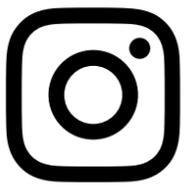
This programme may change due to unforeseen circumstances. Always check our social pages for updates.



Check our
social pages for
monthly notification
of upcoming guests
and topics



Email Mariska @
Mariska.r@modernhairbeauty.com if you
are interested in hosting a live



mhb_sa
mhb.online



@WellaSouthAfrica
Modern Hair & Beauty



www.modernhairbeauty.com



Modern
HAIR & BEAUTY