



EDUCATION BOOK 2024

THE HEART OF PROFESSIONAL BEAUTY



***“At MHB education
is the heart of everything we do!”***

We believe Hairdressing is an art and a craft that needs to be celebrated. That's why we elevate Hair & Nail professionals to achieve their full potential. We inspire and support you with maximum impact education through every step of your career, helping you achieve your aspirations. We are a tight-knit community where we teach and learn from one another, constantly inspire each other and embrace our creative impulses together.

Wella Company works with international trend experts, global creative artists and passionate colourists to define upcoming colour, care, style and industry trends.

Everything from runways to street style and most importantly you, our #MHBfamily, are a source of inspiration which we share to professionals around the globe through our powerful Social Media Community.

Colour is at the core of Modern Hair & Beauty. 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 to delight your clients. That is why we offer the full breadth and depth of seminars you need. We believe colour and care must fully complement each other, so our broad portfolio of care and styling brands work hand in hand with colour to truly meet your client needs and grow your business. Modern Hair & Beauty understands the challenges of the hairdressing industry today and that technical craft and mastery alone are not enough to be a successful professional, so we also support you via exceptional digital education too.

Elizma Crous



National Education Manager

EDUCATION IS AT THE HEART OF EVERYTHING WE DO



No matter what you hope to achieve in your career in 2024, MHB has the training opportunities you need to achieve your goals.



CONTENT 2024

Introducing the **Color BLOCKING**

By Wella Professionals



In Studio **WORKSHOPS**

By Sweet Professional



Virtual **CLASSROOM**

By Modern Hair & Beauty



Become a certified **COLOR CRAFT** Specialist

By Wella Professionals



Color Craft **SPECIALIST
PROGRAM SEMINARS**



Kadus
PROFESSIONAL

PROFESSIONAL
SEBASTIAN™


SYSTEM
PROFESSIONAL

NIOXIN.

**SEB
MAN**
PROFESSIONAL
SEBASTIAN

O.P.I
PROFESSIONALS

MHB
Online



Swish

GLOW

REUZEL™



WELLA COLOR BLOCKING

Hair colour becomes the tool for self-expression.

Personalised colour blocking looks, created with **ultra-precise placement**, from **subtle to bold contrasts** that are right for each client.

Created by icons of the industry, the service consists of expert lightening and toning to add depth and contrast, inspiring you to live your contrasts in colour – with a touch of **positive irreverence**.

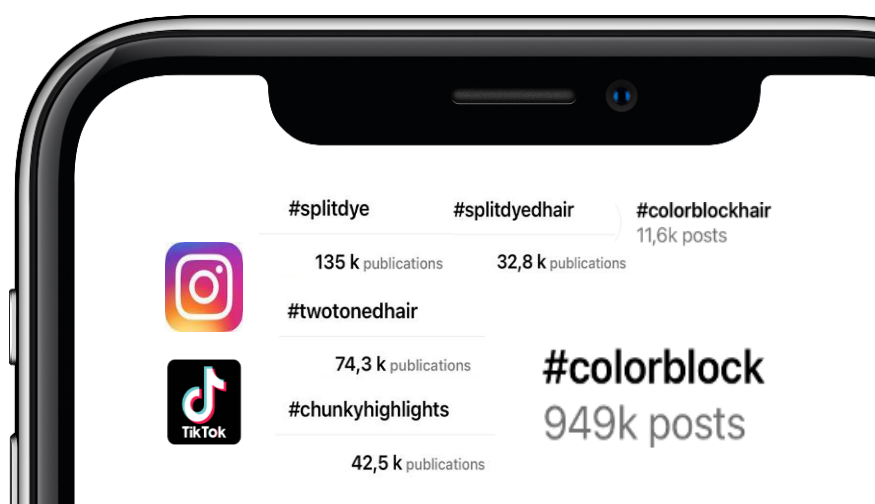
TREND INSIGHTS

Gen Z is leading the way!

They are looking for a way to break out of the digitalised face sculpture app that gives everyone the “sameness” in their look—and are ready to inform the world that each of us are unique, diverse and confident about who we really are.

COLOR BLOCKING TREND

A movement with sub trends all over social, inspiring fashion, hair, make up, design.



WELLA COLOR BLOCKING

We are thrilled to invite you to join us on an exciting journey into the world of personalised colour expression through our exclusive Color Blocking Trend Seminar.

If you're eager to be part of this dynamic trend and aspire to acquire the knowledge and confidence to bring it to life in your workspace and for your clients, we encourage you to explore the details below:

Seminar Dates:

Cape Town & Johannesburg:

April 15 & 16, 2024

Durban:

April 14 & 15, 2024

Price:

R1750.00 Excluding VAT

Day 1 & 2 compulsory

No payment plans available

Seminar Agenda:

Day 1:

Color Blocking Look and Learn

Day 2:

Practical Application on a Model

Model Requirements for Day 2:

- ✓ Hair colour: Level 6 or lighter (minimal to no existing colour)
- ✓ Great condition for an optimal canvas
- ✓ Models will be provided with a working lunch

Seminar Inclusions:

- ✓ Expert lightening and toning techniques
- ✓ Access to necessary products during the seminar
- ✓ Lunch provided on both days

Additional Notes:

- ✓ Please bring your toolkit. Styling tools, brushes, combs, clips, scissors etc.
- ✓ Phone for capturing fabulous before and after shots
- ✓ More detailed information will be shared by your regional senior educator.

Let's embark on this trend together and create memorable experiences that celebrate the artistry of hair colour. We look forward to having you at our Color Blocking Trend Seminar!

Bookings:

Johannesburg: Sheila.d@modernhairbeauty.com

Cape Town: Mariska.r@modernhairbeauty.com

Durban: Sybil.j@modernhairbeauty.com



JOIN OUR SWEET PROFESSIONAL STUDIO WORKSHOPS

What You'll Master:

- Product Knowledge & Theory: Dive into the world of hair products, understanding their magic!
- Boost Confidence: Learn to select the BEST products for each client, making them shine!
- Pro Application Techniques: Get hands-on practice with the latest styling methods.
- Expert Consultation: Guide your clients like a pro to their perfect hair goals.
- Real-Life Experience: Gain valuable practical skills to excel in your styling career!

What to Bring:

- Aprons to unleash your inner stylist
- Hairdryer, hairbrush, combs, clips, grips, and hot tools for your toolkit
- Phone for capturing fabulous before and after shots
- Your own model (arrival time to be confirmed)

What We Provide:

Sweet Professional products to work wonders on your styling creations!

Price:

FREE of charge!

Refreshments:

Enjoy our delightful coffee station throughout the day.

Choose your preferred date:

Cape Town, Johannesburg & Durban:

18 March '24 / 20 May '24

Duration:

10:00 AM to 3:00 PM

Don't miss out! Reserve your spot now and join us on an unforgettable "Sweet" journey!

Bookings:

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



VIRTUAL CLASSROOM

FREE ONLINE CLASSES

Our programme may change due to unforeseen circumstances.

Topics:

Dates/Times:

Wella Colour Code:

Wella Professionals
Online Colour Portfolio Journey

19 February

10:00-12:00

The Retail Blueprint:

Wella Professional
Portfolio Success Formula

18 March

10:00-12:00

Kadus Colour Code:

Kadus Professional
Online Colour Portfolio

22 April

10:00-12:00

Retail Revolution:

Kadus Professional
Portfolio Power-Up

20 May

10:00-12:00

***Part 1: Digital Unleashed:**

Embrace the "Insta" Revolution

10 June

10:00-12:00

***Part 2: Digital Transformation:**

Elevate Your "Insta" Game

24 June

10:00-12:00

***Part 1 unlocks Part 2**

Email Cassandra @ Cassandra.b@modernhairbeauty.com
to secure your spot!

Booking is ESSENTIAL

Max 16 clients per class

2-hours per class

Fully Booked!



BECOME A CERTIFIED COLOR CRAFT SPECIALIST



Join our 5-day Color Craft Specialist course:

Elevate your hair colour knowledge with our groundbreaking foundation program. Gain essential insights, hands-on practice, and receive expert guidance to elevate your colour skills and up your social media skills. Embrace the journey of becoming the best version of yourself! Don't miss the opportunity to pave the way towards a successful and rewarding career in hair colouring!

****This seminar is also your pre-requisite for the prestigious Wella Color Expert Program.***

****All 5 days compulsory***



STUDIO SEMINAR
5Days

Bookings:

Johannesburg: Sheila.d@modernhairbeauty.com

Cape Town: Mariska.r@modernhairbeauty.com

Durban: Sybil.j@modernhairbeauty.com



IS COLOR CRAFT SPECIALIST FOR YOU?



Embarking on your colourist career?

Our empowering program ensures you master every colour situation. Stay in control, conquer challenges, and keep common problems at bay. Join us to become a colour expert with confidence, fun, and flair!

Experienced in colour but new to Wella?

Elevate your techniques and unlock amplified colour results with our exclusive Wella products, insider techniques, and well-kept secrets! Join us for a fun-filled journey of colour mastery and unleash your true potential!

Dates:

Day 1 12 February 2024
Day 2 4 March 2024
Day 3 8 April 2024
Day 4 6 May 2024
Day 5 3 June 2024

Price:

R3500 for all 5 days
excluding VAT
Save 25%
*5-month payment plan available
*All 5 days compulsory

Location:

Cape Town
Johannesburg
Durban

Bookings:

Johannesburg: Sheila.d@modernhairbeauty.com
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COLOR CRAFT ESSENTIAL

COURSE CONTENT

What to expect:

Day 1: Colour Craft Essentials

Discover the secrets of colour theory and cultivate a solid basic colour foundation.

**No model required*

Day 2: Instagram and Styling

Learn to shine on social media! Elevate your styling game to complement your colour masterpieces.

**Model needed for styling: Shoulder length or longer. (Please note no colour will be done)*

COLOR CRAFT CORRECTION & Grey coverage

COURSE CONTENT

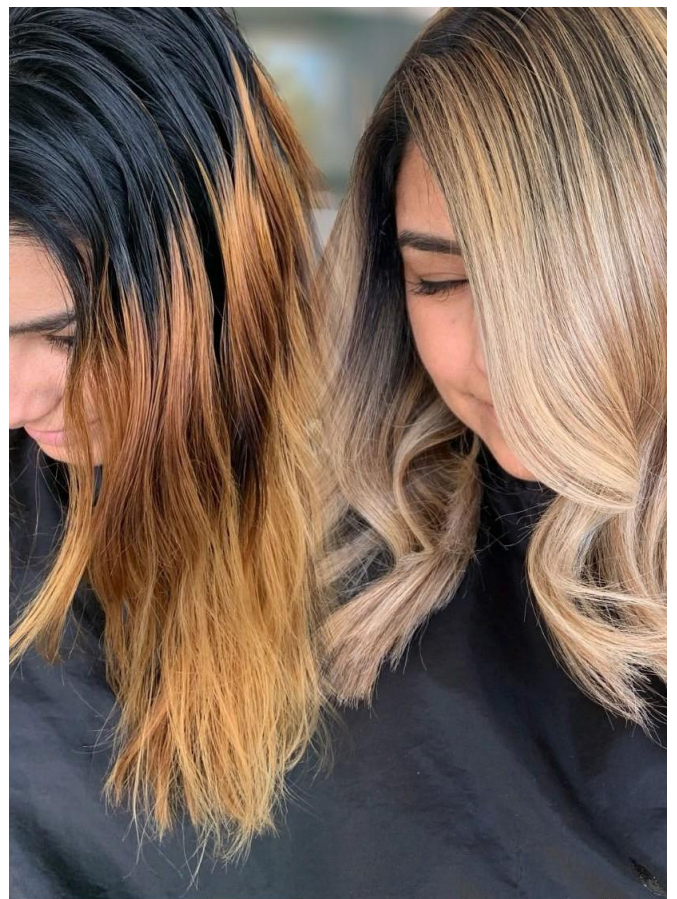
What to expect:

Day 3: Colour Corrections & Grey Coverage

Become a colour wizard!

Tackle challenges like a pro and master grey coverage.

**Grey coverage model (at least 2cm regrowth or longer)*



COLOR CRAFT HIGHLIGHTS

COURSE CONTENT

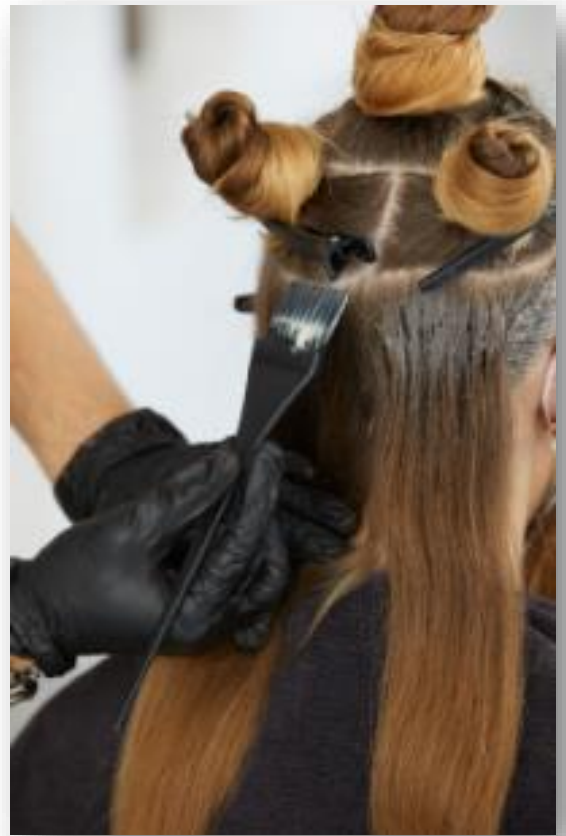
What to expect:

Day 4: Highlights and Model Magic

Add depth and dimension with highlights.

Practice on real models under expert guidance!

**Highlight model*



COLOR CRAFT WET-BALAYAGE

COURSE CONTENT

What to expect:

Day 5: Freehand Balayage and Wet Balayage

Embrace your artistic freedom!

Create soft, beautiful balayage effects with ease.

**Balayage model*

Need to know:

Once you've booked,
all requirements will be communicated



Bookings:

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Durban: Sybil.j@modernhairbeauty.com





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Modern Hair & Beauty



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