

ECRU[®]

NEW YORK

BEAUTY BAR TRENDS WORKSHOPS

► Effortless Updos*

Get creative with the classic, everyday upstyle. Learn quick and easy techniques that will take your look from basic to glam in just a few minutes. From classic to textured and whimsical, this class will take you to your pure self-expression of fashion and style.

Key Learnings:

- Quick techniques that any level stylist can immediately incorporate into their daily salon services
- Simple twists, braids and roping techniques that create intricate styles that can be completed in minutes
- Creating the looks that your client is looking for from the red carpet to runway and editorial

Sun 9/24 10am to 3pm Glen Mills, PA \$125.00

Mon 10/9 10am to 3pm Fair Lawn, NJ \$125.00

* (Lunch & Mannequin Head provided for use in class only.)



► The Modern Bride*

After the big white dress, it's the next big decision – hair! This course will equip every level of stylist with the techniques, time saving tips and tricks to expertly dress beautiful bridal hair. From soft flowing hair to intricate braided updos, learn the perfect hairstyle that will best suit each modern-day bride.

Get ready to learn time saving tips and tricks to expertly dress beautiful bridal hair. Learn about both the business and service side of any bridal booking. In this workshop, you will cover all potential bridal needs from the trial appointment to the last finishing touches.

Key Learnings:

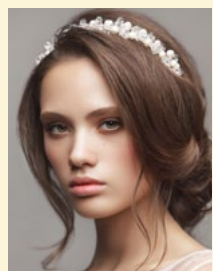
- Creating a Seamless Bridal Consultation
- Choosing the Perfect Style using time saving tips and tricks to expertly dress beautiful bridal hair
- How to achieve various curl types from loose bohemian waves to perfect curls that will last for days
- Hair Preparation Timeline Prior to the Big Day
- Accessorizing & Achieving the Finished Look for Photos
- How to Create a Look Book
- How to Build a Bridal Business

Mon 10/16 10am to 3pm Glen Mills, PA \$125.00

Mon 10/30 10am to 3pm Levittown, NY \$125.00

Mon 11/13 10am to 3pm Fair Lawn, NJ \$125.00

* (Lunch & Mannequin Head provided for use in class only.)



Required Tools:

- Blow Dryer
- Flat Iron
- Crimper (not mandatory)
- Sectioning Clips
- Bobbi Pins/Hair Pins
- Diffuser
- Curling Iron (various sizes)
- Styling Brushes
- Combs
- Elastic Bands (small and large)

CREATIVE CUTTING

► Anthony Edge's Hands-On Creative Cutting

Combining ECRU New York's haircare collections and the talents of Anthony Edge, join us for a hands-on informative Creative Cutting Workshop. Includes Lunch and Mannequin Head

Sun 9/17 10am to 5pm Fair Lawn, NJ \$250

Mon 9/18 10am to 5pm Fair Lawn, NJ \$250

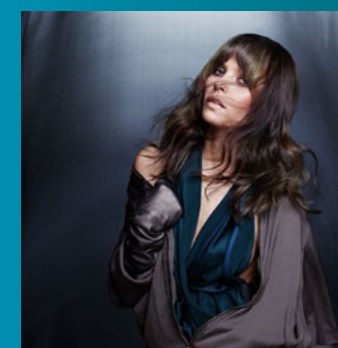
Sun 10/22 10am to 5pm Fair Lawn, NJ \$250

Mon 10/23 10am to 5pm Fair Lawn, NJ \$250

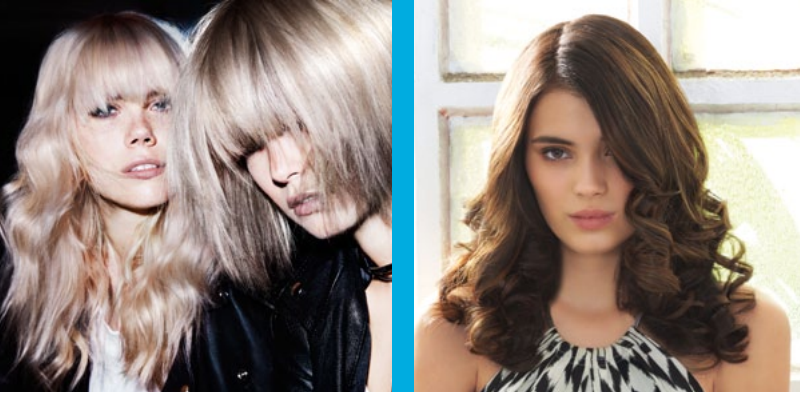
* \$200 for ECRU VIP ACCOUNTS.



de pasquale
SALON SYSTEMS



EDUCATION 2017



ALTERNA

► Bamboo Bohemian Braids; Hands-On Workshop

A capsule braid collection inspired by the free-spirited summer festival-goer. She is: Unconventional. Undefined. Unconstrained. Exclusive professional education & promotions help salons take advantage of this growing trend & turn it into sales using best-selling Alterna stylers. (Mannequin Head Provided)

Mon	10/2	10am to 1pm	Levittown, NY	\$125.00
Mon	10/9	10am to 1pm	Glen Mills, PA	\$125.00
Sun	11/5	10am to 1pm	Fair Lawn, NJ	\$125.00

LAKME

► Designing The Brown Blonde Workshop

Branding is one of the biggest celebrity trends and this class will show you how to create multiple, eye catching shades from levels 3 to 6. You will be introduced to three different highlighting techniques and designed to specifically for darker hair to enhance illumination, as well as tips to create beautiful dimension and eliminate unwanted warmth.

Mon	9/25	10am to 4pm	Fair Lawn, NJ	\$200.00
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► Corrective Coloring Solutions For The Every Day Salon Client

Seeing is believing and this full day look and learn focuses on what you need to go from good to great. Attendees will gain years of essential knowledge in one day by learning skills such as making the best first impression on every new client to transforming bad hair color in one visit. Come get the answers to all of the questions that you didn't even know you had. Master the entire process of successful salon services and interactions in this one essential class.

Sun	10/1	10am to 4pm	Fair Lawn, NJ	\$75.00
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► Building A Better Blonde and Redefining Reds

Achieving perfect reds and blondes, especially on gray hair it can be a challenge. In this class you will discover how to remove unwanted warmth and understand when it's necessary to add it. Learn the progression process, from dark tints to light blondes, blondes to browns, fashion reds, and how to create true to life, natural tones in both shades.

Mon	10/2	10am to 4pm	Glen Mills, PA	\$200.00
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► Pure Collection: Natural Charm

Pure by LAKME is inspired by the innate beauty of women, radiant in any situation in their daily lives. Pure advocates beauty without established canons, to bring out the natural charm of each woman. A pure woman who does not resort to contrivances, who flees from exaggerated sophistication and wants to emphasize her femininity and elegance.

Mon	10/16	10am to 4pm	Fair Lawn, NJ	\$250.00
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► Color Clinic

This is an intensive 2 day workshop in all things Lakme. Every stylist will leave this course with the expert knowledge and understanding of Lakme, giving you the ability to formulate for every situation. This will maximize your creative confidences.

Sun/Mon	12/3 & 12/4	10am to 4pm	Fair Lawn, NJ	\$200.00
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LIVING PROOF

► SMART Cutting

You won't want to cut this class and miss our signature SMART Cutting Methodology that demonstrates Living Proof's new life-changing techniques for cutting hair. It's so brilliant; it will enhance any cutting system. Finished styles included. How SMART is that?!! (Mannequin and Lunch Provided)

Sun	10/1	10am to 3pm	Glen Mills, PA	\$200
Mon	10/2	10am to 3pm	Fair Lawn, NJ	\$200
Sun	11/5	10am to 3pm	Levittown, NY	\$200
Mon	11/6	10am to 3pm	Rocky Hill, CT	\$200

OLIGO

► Balayage & Co; Look & Learn (*receive an Oligo Sample Gift Bag)

Taking an innovative and creative approach to foil and colour placement through classic balayage hair painting techniques. Learn the ins and outs of creative techniques, colour blending, hair painting and colour foil placements using the Oligo Blacklight Lightening System.

Mon	8/7	10am to 1pm	Fair Lawn, NJ	*\$25
Mon	8/14	10am to 1pm	Levittown, NY	*\$25
Mon	8/28	10am to 1pm	Glen Mills, PA	*\$25

► Mindful Colour Placement; Hands-On Workshop

Oligo Professionnel International Colour Director Misael Aponte's innovative all day class begins with a journey through the world of Calura hair colour. Then we delve into the art of colour placement and analyze the architecture of the haircut to create an intimate connection between colour and cut. Finally, Misael's hands-on demo guides you through how to allocate colour precisely to the shape of the cut and fine-tune your hair colour delivery!

Sun	9/24	10am to 5pm	Fair Lawn, NJ	\$250
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► Inside Out; Hands-On Workshop

In his new Inside Out advanced hands-on class, Oligo Professionnel International Colour Director Misael Aponte will showcase how to use interior colour work to influence the overall exterior colour result. In this technique we take advantage of the fact that hair thins as it grows downwards, allowing us the opportunity to visually showcase multiple surfaces at the same time. We'll explore all of the many advantages of interior to exterior colour placement, while cautioning what pitfalls to avoid. Misael's Inside Out will enlighten you on the endless creative possibilities in hair colour by demonstrating how to use ALL available surfaces to show both interior and exterior tones to create the greatest visual impact for your salon clients!

Mon	9/25	10am to 5pm	Fair Lawn, NJ	\$250
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► Cut Focus; Hands-On Workshop

This class begins with our current inspirations and an overview of all of our Signature Looks techniques. Stylists will then perform two Signature Looks haircuts. One selected long look in the morning and one short look in the afternoon. These are selected from our Signature Looks and stylists will work on mannequin heads. They will be assisted by Oligo Professionnel Artistic team members in a step-by-step, hands-on teaching process. Finishing workshop after each cut will showcase the features and benefits of working with Calura Care & Styling products.

Sun	10/29	10am to 5pm	Fair Lawn, NJ	\$250
Mon	10/30	10am to 5pm	Fair Lawn, NJ	\$250

PAI-SHAU

► Glam Squad Essentials; Hands-On Stylist Workshop

Get ready for behind the scenes of the life of a Glam Squad Pro, learn and practice the most requested trending red carpet and special-event looks. Practice and perfect pro tips and tricks when timing is tight to keep A-List client's red carpet and special occasion fabulous! (Mannequin Head & Lunch Provided)

Sun	10/29	10am to 4pm	Glen Mills, PA	\$200
Mon	10/30	10am to 4pm	Fair Lawn, NJ	\$200

PERFECTRESS

► Transformation Connections

With the latest technology at hand we have created a completely re-usable hair extension system which can be re-used up to three times after the first application. This means your client can wear them for up to one year with proper care and maintenance, thus making them more affordable and very attractive.

Mon	7/31	10am to 4pm	Glen Mills, PA	\$149
Sun	9/17	10am to 4pm	Glen Mills, PA	\$149
Mon	11/6	10am to 4pm	Fair Lawn, NJ	\$149

► Multi/Link Weft

A new Dimension to Salon Services – The Multi Weft is the future of high end hair extensions. This innovative product allows for 3 installation options within one unique system. The options are interchangeable, but re-usable as well.

Mon	7/10	10am to 4pm	Rocky Hill, CT	\$149
Mon	8/14	10am to 4pm	Fair Lawn, NJ	\$149

ST.TROPEZ

► Tan Ambassadors' Insights; The Master of Tanning Trends

You're invited to attend a sassy and insightful look into the latest trends in the faux tanning industry with an on-stage demonstration presented by our Tan Ambassador from St Tropez. Learn backstage tips and high fashion touches from the industry's best. Learn how to spray tan in a fun, interactive environment with our "Tan Ambassador" Shauna Jean...

Mon	7/31	10am to 1pm	Fair Lawn, NJ	*Complimentary
Mon	8/7	10am to 1pm	Levittown, NY	*Complimentary
Mon	8/21	10am to 1pm	Rocky Hill, CT	*Complimentary
Mon	9/11	10am to 1pm	Fair Lawn, NJ	*Complimentary
Mon	10/2	10am to 1pm	Fair Lawn, NJ	*Complimentary
Mon	11/13	10am to 1pm	Fair Lawn, NJ	*Complimentary

SUNLIGHTS BALAYAGE

► Painting Balayage! Hands-On Workshop

Balayage is 'sweeping' the Nation by storm! Join us for a comprehension 'Balayage Basics' course, & learn how to paint beautiful highlights with the stroke of your brush. Hair painting will not only cut your appointment times by more than half, it will actually help you add more money to your bottom line! (*Receive a Balay Box, Mannequin Head & Light Lunch provided)

Mon	7/17	10am to 2pm	Fair Lawn, NJ	\$200*
Mon	9/18	10am to 3pm	Glen Mills, PA	\$200*
Sun	10/15	10am to 2pm	Fair Lawn, NJ	\$200*

LOCATIONS

Fair Lawn	Glen Mills	Rocky Hill	STYLING CLASSES	CUTTING CLASSES
DSS 21-21 Broadway Fair Lawn, NJ 07410 800-724-4247	Joseph Anthony's Retreat Spa & Salon 243 Baltimore Pk Glen Mills, PA 19342 610-459-4663	Bella Professional 825 Cromwell Ave Rocky Hill, CT 06067 19342 860-563-0388	• Brushes & Combs • Pins • Teasing Combs • Clips • Blow Dryer • Flat Iron • Curling Iron • Model	• Shears • Combs & Brushes • Texturizing Razor • Clips • Water Bottle • Texturizing Thinning • Blow Dryer
Freehold Spa Bella Hair Lounge 843 Park Ave. Freehold, NJ 07728	Long Island Nail & Skin 3709 Hempstead Tnpk Levittown, NY 11756		COLOUR CLASSES • Foil Combs • Aprons • Color Capes • Blow Dryers • Finishing Tools	

REGISTRATION GUIDELINES

PRE-REGISTRATION - Pre-Registration is required for all classes. All phone registrations require Visa, MasterCard, American Express, or Discover in order to be registered immediately. No deposits or reservations. Manufacturer incentives may be used towards classes. (Max 2 per class)

To register please call 1-800-724-4247 X231or 262, email education@depasqualeco.com, or online at depasqualesalonsystems.com.

MAIL TO: Attn: Education Department, 21-21 Broadway, Fair Lawn, NJ 07410

PAYMENT TO SALES REPRESENTATIVE - You may register with your sales representatives, to register you must hand in payment at time of registration. We reserve the right to cancel or reschedule any classes due to circumstances beyond our control.

CLASS CANCELLATION POLICY - An attendee must cancel no later than one week prior to the class event, they may transfer funds to another event up to one year. All others forfeit class payment.

AVAILABLE FOR NJ ACCOUNTS ONLY

GOLDWELL

► Foundation I & II: Colorance & Topchic

This course is the starting point for anyone that is new to working with GOLDWELL Colorance. The course focuses on Demi-permanent coloring with the Colorance range including COLORANCE, COLORANCE COVER PLUS and COLORANCE EXPRESS TONING service options and working methods. Designed to cover all aspects of GOLDWELL Permanent Haircolor, the course is perfect for anyone that is new to GOLDWELL Topchic Hair Color. Covered in the program are the Topchic 2-10 series and Colorance Color balancing systems, as well as all associated in-salon and home products.

Tues	7/18	10am to 3pm	Fair Lawn, NJ	Complimentary**
Tues	9/19	10am to 3pm	Fair Lawn, NJ	Complimentary**
Tues	11/21	10am to 3pm	Fair Lawn, NJ	Complimentary**

**These classes are support classes for our Goldwell Accounts & recommended for new staff & anyone that wants to be refreshed.

► Foundation III & IV: Blonding & Elumen

This will help you expand on the Goldwell Haircolor System. This class reviews all of the Goldwell Blonding/Lightening lines. Also this class will introduce to your Elumen Haircolor and the benefits of the unique technology and products.

Tues	8/22	10am to 3pm	Fair Lawn, NJ	Complimentary**
Tues	10/24	10am to 3pm	Fair Lawn, NJ	Complimentary**
Tues	12/12	10am to 3pm	Fair Lawn, NJ	Complimentary**

**These classes are support classes for our Goldwell Accounts & recommended for new staff & anyone that wants to be refreshed.

► The Power of Pure Tones

Join us in this hands-on workshop while we go in depth into the world of color melting with fashion colors. Utilizing the best portfolio in hair color and some of Goldwell's signature formulation and application techniques, don't miss the opportunity to take these latest trends to the next level. (Lunch and Mannequin Provided)

Mon	9/25	10am to 4pm	Fair Lawn, NJ	\$200.00
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KERATIN COMPLEX

► Smoothing Therapy; Demo/Certification

Learn the fundamentals of Keratin Complex Natural Smoothing Treatment, Express Blow Out, Intense Rx, and Infusion Therapy; the Services of Keratin Complex. Course attendees will depart the course with an understanding of the Keratin Complex Natural Smoothing Treatment, its usage, application, safety and results and will view a complete application, including flat iron techniques to prepare them for proper application.

Mon	7/17	10am to 2pm	Freehold, NJ	\$25*
Mon	9/11	10am to 2pm	Fair Lawn, NJ	\$25*
Mon	9/25	10am to 2pm	Freehold, NJ	\$25*
Mon	11/13	10am to 2pm	Fair Lawn, NJ	\$25*

*Complimentary w/purchase of intro.

► Personalized Blow Out; Demo/Certification

Keratin Complex again revolutionizes the beauty industry with Personalized Blow Out Same Day Keratin Treatment! This customizable, zero-downtime treatment is powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids. Personalized Blow Out caters to today's trend of embracing one's own natural hair texture by offering different finish options — from straight to smooth to curly. This class will demonstrate how Personalized Blow Out can take your smoothing business to the next level!

Mon	7/10	10am to 2pm	Fair Lawn, NJ	\$25*
Mon	8/7	10am to 2pm	Freehold, NJ	\$25*
Mon	8/21	10am to 2pm	Fair Lawn, NJ	\$25*
Mon	10/9	10am to 2pm	Fair Lawn, NJ	\$25*
Mon	10/16	10am to 2pm	Freehold, NJ	\$25*
Mon	12/4	10am to 2pm	Fair Lawn, NJ	\$25*

*Complimentary w/purchase of intro.