



MASELLO
SALON SERVICES
OF NEW ENGLAND
800.828.0030
401.736.9350



FALL 2016
CALENDAR

NEW CLASS TERMS AND POLICIES

REGISTER

Information Needed to Register

- Masello Customer Account # (if applicable)
- Salon Name
- Salon Address
- Salon Phone Number
- Number of Attendees
- Attendees Full Names & Correct Spelling
- Email Address
- Valid Credit Card

How to Register

Classes must be paid in full with a check or credit card at the time of registration.

www.masellobrothers.com

Register and pay for classes online at www.masellobrothers.com

Sales Representative

Register directly through your Masello Sales Representative

Call: Education Department

Toll Free: 800.828.0030

Local: 401.736.9350

Email

Please send all registration information to: education@masello.com

IMPORTANT

For your financial protection, please do not provide any credit card information via voicemail or email

POLICIES

Cancellation by Masello

Full refund to be issued to customer in the original form of payment.

Cancellation by Customer

Masello education credit to be issued to customer only. No refund.

Customer No Show

No refund or credit will be issued to customer.

TERMINOLOGY

Theory

All classes will include theory / demonstration.

Mannequin Included

Students will be supplied with a mannequin to keep.

Mannequin Supplied

Students will be supplied with a mannequin for classroom use only.

LOCATIONS

Rhode Island

RI-A Crowne Plaza
801 Greenwich Avenue
Warwick, RI 02886

RI-B Toni & Guy: Cranston
1400 Oaklawn Avenue
Cranston, RI 02920

Connecticut

CT Bella Professional
825 Cromwell Avenue
Rocky Hill, CT 06067

New Hampshire

NH Masello Salon Services
55 Hamel Drive
North Side Plaza
Manchester, NH 03104

Massachusetts

MA-A Toni & Guy: Braintree*
727A Granite Street
Braintree, MA 02184

MA-B Hyatt Place - Braintree
50 Forbes Road
Braintree, MA 02184

**Location subject to change*

Must be a licensed cosmetologist



TOOL LIST

If a class is marked with this symbol:

tools required

You must bring the appropriate tools to class with you, as tools will not be supplied.

COLOR/FOIL

- Extension Cord
- Power Strip
- Notebook & Pen
- Towels
- Water Bottle
- Blow Dryer w/ Nozzle
- Curling Iron (all sizes)
- Flat Iron
- Assorted Round Brushes
- Paddle Brush
- Denman Brush
- Tail Comb
- Apron
- Gloves
- Sectioning Clips
- 2-3 Color Bowls
- Color Brushes (all sizes)
- Applicator Bottle
- Foil
- Foil Alternative
- Highlighting/Foiling Board

FINISHING/UP-STYLING

- Extension Cord
- Power Strip
- Notebook & Pen
- Towels
- Water Bottle
- Blow Dryer w/ Nozzle
- Diffuser
- Curling Iron (all sizes)
- Flat Iron
- Texture Iron
- Hair Elastics
- Sm./Lrg. Closed Fasteners (Bobby Pins)
- Sm./Lrg. Open Fasteners (Hair Pins)
- Hook Fasteners
- Sectioning Clips
- Duck Bill Clips
- Assorted Combs
- Tail Comb
- Assorted Round Brushes
- Denman Brush
- Paddle Brush
- Mason Pearson Brush
- Lacing (Teasing) Brush
- Hair Needle Thread
- Hot Rollers

CUTTING

- Extension Cord
- Power Strip
- Notebook & Pen
- Towels
- Water Bottle
- Blow Dryer w/ Nozzle
- Flat Iron
- Shears (cutting & texturizing)
- Razors (w/ extra blades)
- Feather Razor
- Cutting Combs - various lengths
- 10-12 Sectioning Clips
- Duck Bill Clips
- Blow Dryer w/ Nozzle
- Curling Iron (all sizes)
- Flat Iron
- Assorted Round Brushes
- Paddle Brush
- Denman Brush

MEN'S CUTTING

- Extension Cord
- Power Strip
- Notebook & Pen
- Towels
- Spray Bottle
- Detachable Blade Clipper
- Adjustable Blade Clipper
- Trimmer/edger
- Shears
- Straightening Iron
- Hair Razor/Feathering Razor
- Cutting, Taper, & Clipper Combs
- Large Paddle Brush
- Small Cushion Brush
- Sectioning Clips
- Styling Brush
- Blow Dryer w/ Nozzle
- Neck Brush

Please also bring any other tools you would use while performing a service on your client.

MASELLO SALON SERVICES IS NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.



**SUNDAY
OCTOBER 16 • 9AM-5PM**

**MONDAY
OCTOBER 17 • 9AM-4PM**

FEE - 1 DAY PASS

EARLY BIRD \$29.95 (Deadline: September 5th)

STYLIST RATE \$40.00

DOOR RATE \$60.00

PURCHASING TICKETS*

MASELLO SALON SERVICES 800.828.0030
OR 401.736.9350

HAIRLINES 800.922.2310

**THE RHODE ISLAND
CONVENTION CENTER**

1 SABIN STREET PROVIDENCE, RI 02903
3RD FLOOR: EXHIBIT HALLS B-D

- * TICKETS ARE NON-REFUNDABLE
- ONLY CERTIFIED COSMETOLOGISTS
 - MUST HAVE VALID COSMETOLOGY LICENSE
 - NO ONE UNDER THE AGE OF 16 PERMITTED (INCLUDING INFANTS AND TODDLERS)
 - NO CARTS OR STROLLERS PERMITTED

NEXT LEVEL
THE ULTIMATE EDUCATIONAL EXPERIENCE

2016





MONDAY, OCTOBER, 3RD 2016

12:30PM - 1:00PM
EVENT REGISTRATION
1:00PM - 5:00PM
CUTTING/COLORING/SESSION DEMOS
5:00PM - 6:00PM
COCKTAIL RECEPTION

THE LOADING DOCK

THE INDUSTRIAL PARK AT
375 FAIRFIELD AVENUE
STAMFORD, CT 06902
(203) 357-7400

FEATURING
HEATH GROUT
RICHY KANDASAMY
& EZIO DIAFERIA

INVESTMENT = \$179.00



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www.nylnedu.com





ART OF BRIDAL

Hands-On/Mannequin Supplied

\$99

finishing tools required

PLEASE REFER TO THE TOOL LIST

Crafting beautiful updos is a true art. This bridal class is a great way to further your styling knowledge and build your expertise. From the consultation to the end look, take away tips and tricks to ensure success. Learn how to achieve both classic and fashion-forward looks using Moroccanoil hair care and styling products.

In this class you will learn:

- Bridal consultation and business
- The ultimate glamorous, classic and romantic bridal looks
- Long-lasting finishing techniques for bridal hair

Date	Time	Location
Sep 26	10:00am – 4:00pm	MA-A
Oct 3	10:00am – 4:00pm	CT
Nov 21	10:00am – 4:00pm	RI-B

TRANSITIONING TEXTURE

Featuring the New Moroccanoil Texture Line

Hands-On/Mannequin Supplied

\$99

finishing tools required

PLEASE REFER TO THE TOOL LIST

Moroccanoil is proud to release its new Texture Collection: a series of signature styles that incorporate Moroccanoil texture products. Stylists will explore the texture collection of products while creating consumer-friendly looks and transitioning them into high-fashion looks. Learn to enhance hair's texture with volume, waves and body.

In this class you will learn:

- To gain enhanced product knowledge and application tips
- How to transition from different hairstyles
- To create 6 distinct looks using Moroccanoil Texture Products

Date	Time	Location
Sep 19	10:00am – 4:00pm	CT
Nov 7	10:00am – 4:00pm	RI-B
Nov 8	10:00am – 4:00pm	NH

SMOOTHING CERTIFICATION

Demo/Theory/Hands-In

\$35

note book and pen required

Discover what makes Keratin Complex the leader in smoothing! This hands-in class provides a primer on hair physiology and differentiates Smoothing Therapy from traditional straightening techniques, then gives students the step-by-step instructions for the Smoothing Therapy options offered by Keratin Complex. Students will also explore the unique portfolio of Keratin Complex products and discuss the importance of a maintenance regimen.

Date	Time	Location
Sep 12	10:00am – 1:00pm	CT
Sep 19	10:00am – 1:00pm	RI-B
Oct 24	10:00am – 1:00pm	RI-B
Oct 31	10:00am – 1:00pm	NH

LIGHTEN UP LIFE

Hands-On/Mannequin Included

\$125

color tools required

PLEASE REFER TO THE TOOL LIST

Gain the knowledge and skill set of strategic Balayage placement. Understand the history of Balayage and why the use of “It’s A Blonde Thing” lightener is key in the creation process due to its stay moist, non-swelling attributes, as well as its keratin infused benefits. Learn the Keratin Complex inspirational balayage technique to customize the look and help grow your balayage business.

Date	Time	Location
Sep 20	10:00am – 4:00pm	CT
Oct 3	10:00am – 4:00pm	MA-A
Oct 31	10:00am – 4:00pm	RI-B





HAIRCOLOR TRENDS – BABYLIGHTS

Hands-On/Mannequin Included

\$125

color tools required

PLEASE REFER TO THE TOOL LIST

Want to stay on top of the trends? Prepare yourself to do something different in this class. Break the rules and open your mind to new ideas in creative hair color placements and techniques. Explore relevant and fashion forward hair color techniques and formulas. Reinvent applications, hair color patterns and combine Redken hair color lines to get there. Your most demanding, trend shifter clients will be stopped in the streets showing off their #redkenready hair.

Date	Time	Location
Oct 24	10:00am – 4:00pm	MA-B
Oct 25	10:00am – 4:00pm	CT
Nov 7	10:00am – 4:00pm	NH
Nov 14	10:00am – 4:00pm	RI-A

DESIGN TRENDS

Hands-On/Mannequin Included

\$125

cutting tools required

PLEASE REFER TO THE TOOL LIST

Step out of your comfort zone and into your trend zone! This class unlocks the innovation that lies behind the trends you see around the globe! You'll focus on creating every day, runway, and on-the-street trends in a modern approach. Create fashion with every cut of your shear!

This class is for stylists grounded in the fundamentals of Principles of Design, looking to advance their skills to the next level.

Date	Time	Location
Sep 26	10:00am – 4:00pm	NH
Oct 3	10:00am – 4:00pm	RI-A

PURE TREND EXPRESSIONS

Hands-On/Mannequin Supplied

\$125

finishing tools required

PLEASE REFER TO THE TOOL LIST

Life-style looks for the girl-on-the-go! Learn how to recreate the latest collection of seasonal Pureology trends specifically designed to spotlight the beauty of colour-treated hair. In this trend-focused class, you'll strengthen your finishing skills while creating unique, head-turning flawless finishes, and experiment with the newest product launches.

Date	Time	Location
Sep 26	10:00am – 4:00pm	RI-A
Sep 27	10:00am – 4:00pm	CT
Oct 3	10:00am – 4:00pm	MA-B

PUREOLOGIST CERTIFICATION TRAINING

\$99

finishing tools required

PLEASE REFER TO THE TOOL LIST

Experience a one-day interactive hands-in workshop exploring the world of Pureology and our complete range of colour care systems and stylers. Dive into the 5 part Consultation Service and how to offer your colour-treated clients regimens specific to their needs. Experience two new Finishing Techniques, numerous styling tips and newfound expertise to boost your business behind the chair.

Date	Time	Location
Nov 21	10:00am – 4:00pm	MA-B





oligo
PROFESSIONNEL

BALAYAGE: THE ART OF FREEHAND COLOUR

Hands-On/Mannequin Included

\$125

color tools required

PLEASE REFER TO THE TOOL LIST

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. Stylists will practice trendy techniques on mannequin heads.

Date	Time	Location
Sep 12	10:00am – 4:00pm	NH
Oct 3	10:00am – 4:00pm	RI-B
Nov 14	10:00am – 4:00pm	MA-A
Nov 28	10:00am – 4:00pm	CT



TIGI®

TIGI COLLECTION BLONDES

Hands-On/Mannequin Included **\$125**

color tools required

PLEASE REFER TO THE TOOL LIST

At TIGI we understand that clients want tailored services for their individual needs and lifestyles. Custom Collection Blondes class offers on-trend lightening techniques to empower you to personalize your clients' colour and deliver the ultimate colour service supported by TIGI's bespoke consultation model, Creative Consultation. Custom Collection Blondes will enable you to create truly personalized colour effects to inspire and delight your clients.

Date	Time	Location
Sep 19	10:00am – 4:00pm	RI-B

MEN'S GROOMING

Hands On/Mannequin Included **\$149**

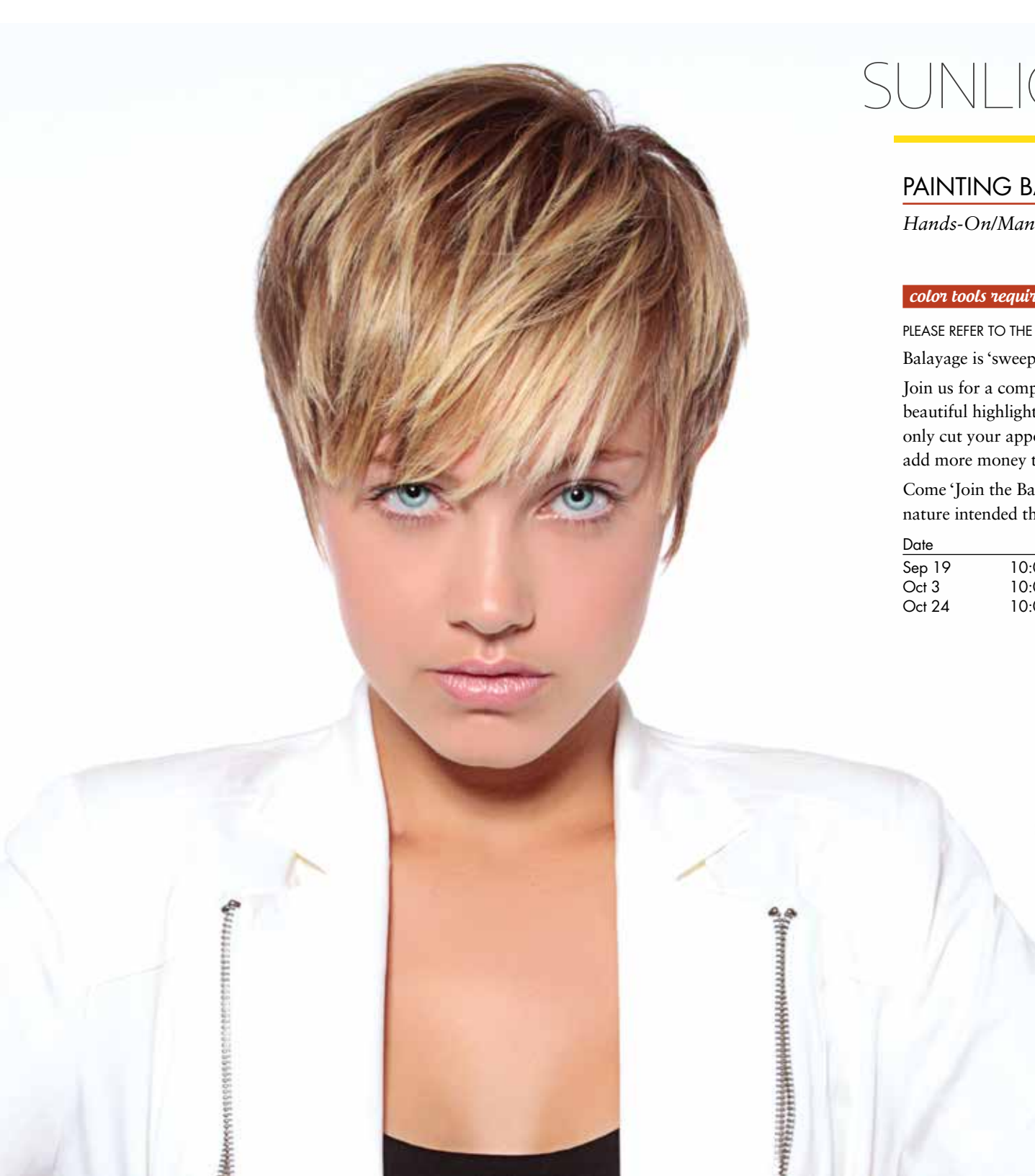
men's cutting tools required

PLEASE REFER TO THE TOOL LIST

Men's Grooming is a Demonstration, Theory and Hands-On workshop that familiarizes the attendees with TIGI's methodology relevant to male hairdressing. Conducted by our TIGI Education Team specializing in men's work, the course covers scissor over comb, clipper cutting, texturizing, thinning scissors, and razors alongside styling & finishing techniques utilized in men's grooming.

Date	Time	Location
Oct 25	10:00am – 4:00pm	MA-B
Nov 15	10:00am – 4:00pm	CT
Nov 21	10:00am – 4:00pm	RI-B





SUNLIGHTS® *balayage*

PAINTING BALAYAGE!

Hands-On/Mannequin Included

**\$125
or FREE**
with purchase of THE BALAY BOX*

color tools required

PLEASE REFER TO THE TOOL LIST

Balayage is 'sweeping' the Nation by Storm!

Join us for a comprehensive 'Balayage Basics' course, and 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!

Come 'Join the Balayage Revolution' and let's paint highlights the way nature intended them to be!

Date	Time	Location
Sep 19	10:00am – 1:00pm	NH
Oct 3	10:00am – 1:00pm	RIB
Oct 24	10:00am – 1:00pm	MA-A



Contact your Masello Sales Representative or Call 800-828-0030 for inquires on THE BALAY BOX. Must be purchased at time of registration.



JUSTIN JAMES

BLENDING THE LINES

Hands-On/Mannequin Included **\$99**

men's cutting tools required

PLEASE REFER TO THE TOOL LIST

Justin is the owner of Head Rush Salon and Shave. With over 10 years of barbering experience and 4 years as a hair stylist, he found his niche in men's clipper cutting education for the salon-based stylist. What makes Justin an ideal instructor is the combination of his expertise in barbering, knowledge of hair-dresser lingo, and patience as an educator. His unique ability to "blend the line" of hairdressing and barbering makes him a highly recruited secret weapon for any stylist trying to sharpen their clipper skills.

In this class you will learn:

- What questions to ask for a proper consultation
- Consistency and efficiency
- A understanding head shape and outline
- The art of tapering
- Miscellaneous tricks of the trade

Date	Time	Location
Sep 19	10:00am – 4:00pm	RI-A
Oct 24	10:00am – 4:00pm	NH
Oct 31	10:00am – 4:00pm	MA-A
Nov 21	10:00am – 4:00pm	CT





evo[®]

CUT YOU UP

Demo (AM)

\$35

Demo & Hands-On (All Day)

\$149

cutting tools required

PLEASE REFER TO THE TOOL LIST

Back in our day a man was a man, a basket of kittens was a basket of kittens, and the internet was a telephone. Things have changed, but a bloody good cut is still a bloody good cut, at Evo we believe in simplifying your job, and hand-delivering the tools personalizing everyday cuts (condensing sections and precision cutting) that will make you hummingbird fast.

Date	Time	Location
Demo Only		
Sep 26	10:00am – 12:00pm	RI-B
Oct 4	10:00am – 12:00pm	CT
Nov 14	10:00am – 12:00pm	NH
Demo & Hands-On		
Sep 26	10:00am – 4:00pm	RI-B
Oct 4	10:00am – 4:00pm	CT
Nov 14	10:00am – 4:00pm	NH



evo[®]
FABULOSO
pro™

we'll make it together

FABULOSO PRO PALETTE

Hands-On

**\$49
or FREE**

with the purchase of a fabuloso pro intro deal ✨

tools required

SEE BELOW

assorted combs and brushes, assorted styling irons, sectioning clips, and blow dryer*

**evo comb & brush set highly recommended for this class*

Want to push the boundaries with your fabuloso pro formulations? this session will help build your repertoire of tones, showing you how to create all the colours in nature (and some that aren't). using mood boards, you will explore the creative explosion that is fabuloso pro and finish with new, current and personalized formulations that you can put to use on the salon floor, or even better, your client's hair. it's now, it's a state of mind...it's f-a-b-u-l-o-s-o pro.

Date	Time	Location
Sep 12	10:00am – 1:00pm	RI-B
Sep 26	10:00am – 1:00pm	CT



Contact your Masello Sales Representative or Call 800-828-0030 for inquires on the fabuloso pro intro deals or evo comb & brush sets

FINE & THINNING HAIR CUTTING TECHNIQUES

Demo Only (AM) **\$35**
Demo & Hands-On (All Day) **\$99**

cutting tools required

PLEASE REFER TO THE TOOL LIST

Fine, thinning, aging hair needs a little TLC. If your clients are experiencing aging hair and hair fall, their first thought may be to accept the cards they've been dealt and adjust to life with it or try to ignore it altogether. The good news is that they don't have to accept aging hair without a fight.

Join us and discover the right cuts, healthy hair lifestyle tips, styling tricks and product system of clinically tested active ingredients that will allow you to address all your clients' needs and change their lives for the better.

Date	Time	Location
Demo Only		
Sep 19	10:00am – 12:00pm	MA-A
Sep 20	10:00am – 12:00pm	NH
Nov 7	10:00am – 12:00pm	RI-A
Nov 8	10:00am – 12:00pm	CT
Demo & Hands-On		
Sep 19	10:00am – 4:00pm	MA-A
Sep 20	10:00am – 4:00pm	NH
Nov 7	10:00am – 4:00pm	RI-A
Nov 8	10:00am – 4:00pm	CT



Alex Anthony

CURL SYSTEM

THE STYLISTS' SOLUTION FOR ALL THINGS CURLY.

Demo/Theory

\$35

This course is an introduction to the latest technology in curly hair, The Alex Anthony Curl System.

Are you looking to bring in more revenue and new clients to your salon?

Did you know that 70%-80% of men and women have a form of curly hair?

Do your clients complain that the few curly hair products that are out there are just not "doing it" for them, and you have no alternative to offer?

Behold the solution!

Alex, founder and creator, has combined a skincare and scientific approach to develop not only a product line, but also a cutting and styling technique for curly hair.

What this course will provide:

- Introduction to Curl theory
- Client consultation
- Demonstration of the Alex Anthony Signature Cut, which includes the puzzling technique
- Alex Anthony Curl System Product Knowledge
- A step-by-step curly hair Styling demo, which combines our products along with our finger combing technique
- Tools to market yourself as a curly hair stylist
- Information on how the Alex Anthony Signature Cut brings added revenue to your salon

This Class is a great for all seasoned stylist as well as beginners.

Date	Time	Location
Sep 12	1:30pm – 4:30pm	CT
Oct 24	1:30pm – 4:30pm	RI-B
Nov 14	10:00am – 1:00pm	RI-B
Nov 21	10:00am – 1:00pm	NH



BENEFITS OF BECOMING A MEMBER:

- Purchase product at any Masello store location
- Place an order with our friendly Customer Service Department
- Have your orders shipped directly to your salon
- Work with a Sales Representative to help build your business
- Take advantage of all of our educational classes and events
- View current promotions online
- Browse through our introductory offers
- Sign-up for and track our various rewards programs
- Receive email blasts with special promotions, new product announcements, up-coming events and education, and much more!

HOW TO REGISTER:

1. Fill out and submit the Masello Membership Application form which can be found at the bottom of the Membership page of www.masellobrothers.com
2. Click on the Login/Sign up button located in the top-right of www.masellobrothers.com
3. Enter the email address that you provided in the Masello Membership Application and create a password. Then click GO. This email address and password will be your log-in credentials once you have been approved. Once Masello has received both the completed Masello Membership Application and your log-in credentials, we will either approve or deny your membership. To be approved you must be a licensed cosmetologist and have an active account with Masello Salon Services of New England.

DON'T HAVE AN ACCOUNT ALREADY?

Call 800.828.0030 to open a Masello Account.

**BECOME A MEMBER
BY DECEMBER 1, 2016
AND RECEIVE**

10% OFF

ANY ONE CALENDAR CLASS!





FOLLOW US

TO STAY CONNECTED AND RECEIVE THE LATEST UPDATES IN THE SALON INDUSTRY!



www.masellobrothers.com



<https://www.facebook.com/MaselloSalonServicesNE>



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