CALENDAR

SPRING 2019

MASELLO SALON
SERVICES
OF NEW ENGLAND LLC

800.828.0030
401.736.9350

HairColor
NEW ENGLAND

MONDAY, APRIL 8, 2019
9:00am-4:00pm

An all-day educational event featuring the latest color trends in the industry presented by Masello's most innovative haircolor brands. Each haircolor brand will present their latest and greatest color techniques on live models. Each attending stylist will leave with step by step formulas of how to recreate the trending looks presented on stage. Stylists will also have the opportunity to purchase pre-packed color kits that are equipped with the tools needed to recreate the looks on the formula cards. Our goal is to send each stylist back to their chair inspired and educated on the latest color trends and techniques!

THE RHODE ISLAND
CONVENTION CENTER
I SABIN STREET PROVIDENCE, RI 02903

FEES
Regular Rate: $69
At the Door Rate: $89

TO PURCHASE TICKETS
Contact your Masello Sales Representative
or call 800-828-0030

Purchase tickets online at
www.masello.com with Paypal.

LASH AFFAIR®

J. PARIS

LASH CERTIFICATION

Hands-On / Certification **$995**
Student Kit included in price.

Why should you offer lash extensions?

- Eyelash Extensions are the fastest growing service in the beauty industry
- High demand for trained professionals
- Create a consistent schedule with clients booking every 2-3 weeks
- Add variety to your service menu

What's Included in the class:

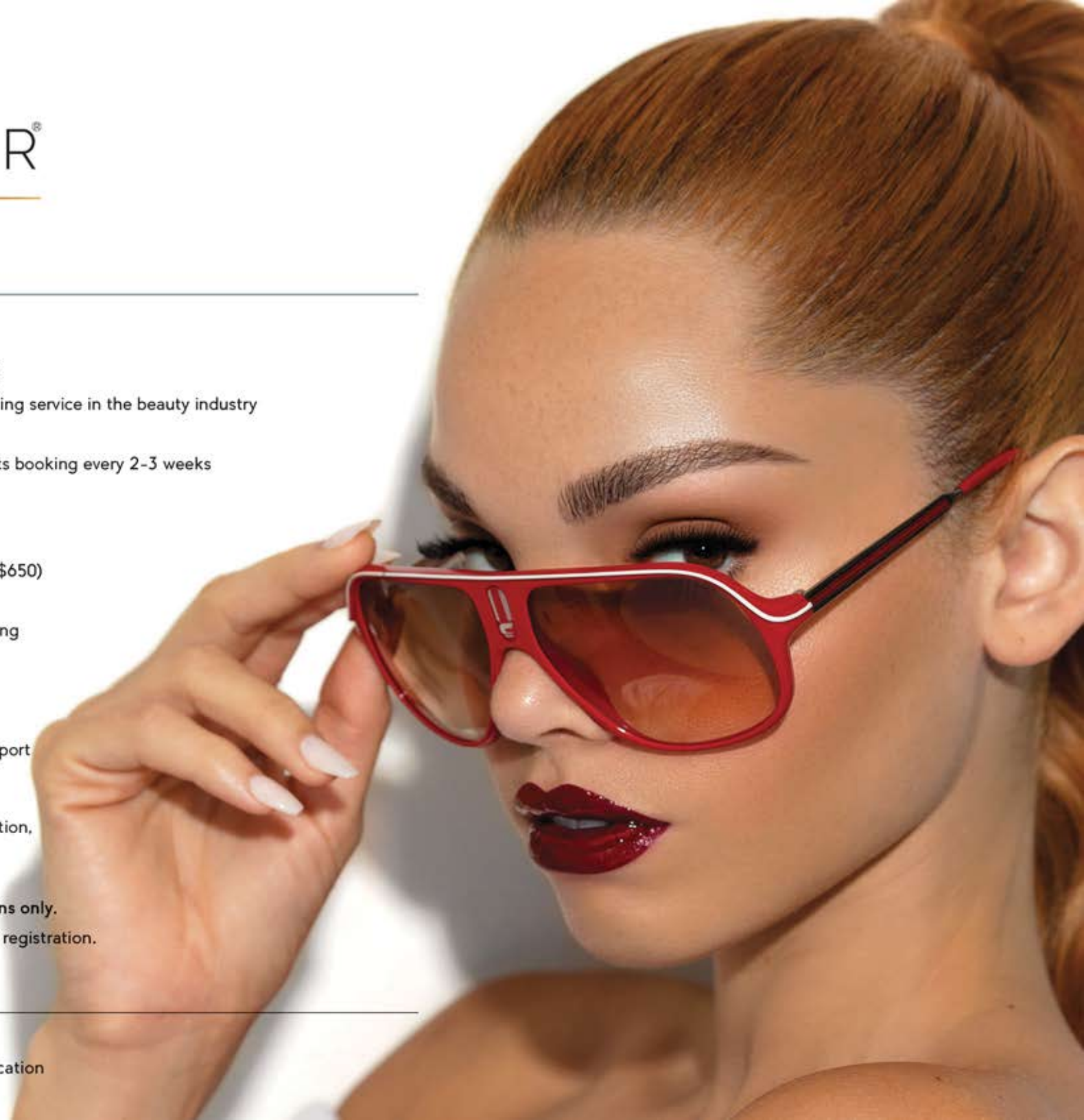
- Lash Affair Product Kit (valued at over $650)
- Comprehensive Manual
- Client Consultation and Business Building
- Ongoing Mentoring
- Complimentary Refresher Classes
- Official Certificate
- Over 100+ hours per week of phone support

Details & disclaimers:

- For the practical portion of the certification, attendees will work on one another.
- Lunch will be provided for both days.
- **Licensed cosmetologists and estheticians only.**
- Must provide copy of license at time of registration.

Date	Time	Location
Mar 3 & 4	9:00am-5:00pm	RI-A

*Must attend both days to complete certification



COLOR WOW

FOR COLOR-TREATED HAIR

POWER OF WOW

Look & Learn Demo **$49**

Take a deeper dive into Color Wow's groundbreaking innovation and discover new prescriptions and techniques designed to give you a competitive edge. This interactive 2-hour class gives you a fresh new take on the industry and is guaranteed to inspire and excite.

Class Objectives:

- An in-depth look at how advanced technology has impacted color-treated hair
- Learn how to recommend products prescriptively to clients in order to achieve:
  1. Healthier hair
  2. Improved styling results
  3. Increased sales

Date	Time	Location
Mar 18	11:30am-1:30pm	RI-A
Mar 18	2:30pm-4:30pm	RI-A
Mar 19	10:00am-12:00pm	CT-A
Mar 19	1:00pm-3:00pm	CT-A

TOOLS REQUIRED: Notebook & Pen

R+Co

TEXTURED BOB

Demo/Theory **$75**

Inspired by Howard, this class will teach cutting and styling techniques that express your clients' personal style. Through a demonstration, students will learn how to create a collar bone to chin length modern bob using a razor or scissor. The right product choices and application will show clients the versatility of their cut and allow them to change their style to suit their mood. Students will learn how to manipulate looks using hand-styling finishing techniques and how to take their consultation to the next level.

Key Takeaways:

- Shear Depth: Short, Medium or Deep
- Producing Lift and Volume
- Creating Movement
- Weight Removal Options
- R+Co Product Knowledge

Date	Time	Location
Mar 11	10:00am-1:00pm	CT-B
Apr 29	10:00am-1:00pm	RI-A
May 6	10:00am-1:00pm	MA-TBD*

TOOLS REQUIRED: Notebook & Pen

HOTHEADS®
HAIR EXTENSIONS

HOTHEADS PRO CERTIFICATION

Certification / Hands-On

MUST PURCHASE ONE OF THE FOLLOWING:

$289 Deal Includes:
(1) pack 18-20" Original / Hotheads Solvent / extra tape tabs / mini swatch ring / fee of class

$259 Deal Includes:
(1) pack 14-16" Original / Hotheads Solvent / extra tape tabs / mini swatch ring / fee of class

$99 *To qualify for this price, stylists MUST supply their own pack of hair, tape tabs and Hotheads solvent.

Hotheads Hair Extensions are human hair, adhesive weft extensions that are applied without the need for tools or heat. Our goal was to create a revolutionary product for the salon professional that was simple ... fast ... and extraordinary; we have done just that. For clients, our products have completely changed the way their hair looks and how they feel about themselves. For stylists, this has completely evolved their extension business.

In this certification class, stylists will learn the history of Hotheads, product innovations, marketing, as well as proper consultation techniques. You will be certified on the application of Hotheads products ranging from Originals, Ultimate's, and Micro Strands. You will also learn how to accurately blend, remove and reapply Hotheads Hair Extensions!

Date	Time	Location
Feb 18	10:00am-4:00pm	RI-A
Feb 25	10:00am-4:00pm	MA-A
Feb 25	10:00am-4:00pm	CT-A
Mar 25	10:00am-4:00pm	CT-B
Apr 22	10:00am-4:00pm	RI-A
May 6	10:00am-4:00pm	CT-A
May 20	10:00am-4:00pm	MA-A
Jun 3	10:00am-4:00pm	RI-A
Jun 3	10:00am-4:00pm	CT-A

TOOLS REQUIRED: Pack of hotheads hair extensions, Hair clips, Sectioning comb/rat tail comb, Notebook & pen

oligo PROFESSIONNEL

ADVANCED BALAYAGE

Hands-On/Mannequin Included **$179**

Welcome to the world of Balayage! This course will offer you maximum creativity and control for successfully achieving any balayage result for all of your salon guests. You will learn how to refresh your existing balayage application, how to create colour melts and learn about contouring for balayage, highlights and colouring techniques.

Date	Time	Location
Mar 11	10:00am-4:00pm	RI SALON PROV, PROVIDENCE
Mar 18	10:00am-4:00pm	MA-A
Apr 1	10:00am-4:00pm	CT-B
Apr 22	10:00am-4:00pm	MA-A
Apr 29	10:00am-4:00pm	CT-A

TOOLS REQUIRED: Brushes, Combs, Clips, Coloring brushes, Flatiron, Blow dryer and shears, Balayage boards

LOCK & LOADED

FUSION CLASS: BRIDGING THE GAP BETWEEN MALE HAIR DRESSING & BARBERING

Hands-On/Model required **$250**

Price includes 3 of each product!

In this 6-hour hands on class we will work through our proven 10 step fusion system that bridges the gap between male hairdressing and barbering. This will allow the stylist to navigate from point A to Z in a more efficient and consistent manner, all while building confidence. With application and practice of our system, users will see guaranteed improvement in their work. This education is game changing for those looking to build their own men's grooming business.

LIVE MODEL IS REQUIRED! *Please see your email confirmation for model requirements!

Date	Time	Location
Mar 10	10:00am-4:00pm	VT
Mar 11	10:00am-4:00pm	NY
May 5	10:00am-4:00pm	CT-B
May 6	10:00am-4:00pm	CT-B
Jun 2	10:00am-4:00pm	ME-TBD*
Jun 3	10:00am-4:00pm	MA-TBD*

TOOL LIST: Clippers w/ an adjustable lever, Detachable guard numbers 1/16th, 1, 1 1/2, and 2, Trimmers, Scissors, Texturizing scissors, Sculpting comb, Blow-dryer, Cutting cape, Spray bottle

KERATINCOMPLEX®

Your color, imagined.

ENHANCING THE PALETTE

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

Know the rules and how to bend them. Walk away with customized techniques and formulations that will make any hair color the ultimate fashion accessory.

Keratin Complex Artists will:

- Guide you through a hands-on workshop
- Exploring the latest techniques and trends in color placement
- Share with you how to incorporate face shape, bone structure and color placement for truly customized results.

Date	Time	Location
Jun 17	10:00am-4:00pm	CT-A

TOOLS REQUIRED: Brushes, Combs, Clips, Coloring brushes, Flatiron, Blow dryer, Shears

ELEMENTS OF COLOR

Demo/Theory **$35**

Explore and Experience the color and performance of Keratin Complex Color

Keratin Complex Artists will:

- Be your guide on an interactive session exploring the different components of Keratin Complex Color
- Share formulation guidelines to achieve precise results every time
- Lead you through real world scenarios for complete gray coverage, rich brunettes, vibrant reds and perfect blondes.

Date	Time	Location
Apr 1	10:00am-1:00pm	MA-A
Apr 15	10:00am-1:00pm	CT-A

TOOLS REQUIRED: Notebook & Pen

MASTERING SMOOTHING TECHNIQUES

Demo/Theory **$35**

Amplify your earnings and become an expert problem solver and by learning NEW Techniques and uses for your favorite Keratin Complex treatments that go beyond frizz removal and curl reduction.

Keratin Complex Artist will:

- Identify new services for your clients that impact your bottom line
- Help you create the ideal canvas for perfect color outcomes
- Share how to customize treatments for multi-textured hair
- Pair treatments with other services for increased revenue per client
- Attract new clients with unique customizable services and techniques that set you apart

Date	Time	Location
Feb 11	10:00am-2:00pm	CT-A
Feb 25	10:00am-2:00pm	RI-A
Mar 11	10:00am-2:00pm	MA-A
Apr 1	10:00am-2:00pm	CT-A

TOOLS REQUIRED: Notebook & Pen

MOROCCANOIL®

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

ART OF BRIDAL

Hands-On/Mannequin Supplied **$129**

Updated annually, our Art of Bridal course includes the practical application of three relevant bridal looks. Each look is achievable behind the chair in under 30 minutes. This course will enhance and expand your understanding of the Moroccanoil styling portfolio.

Date	Time	Location
Mar 18	10:00am-2:00pm	CT-A
Apr 15	10:00am-2:00pm	RI-A
Apr 29	10:00am-2:00pm	MA-A
May 13	10:00am-2:00pm	CT-A

TOOLS REQUIRED: Water bottle, Blow-dryer w/ diffuser, Curling iron, Flat iron, Various hair clips, bobby/hair pins, hair elastics, Assorted combs, Assorted round brushes.

TIGI®

COPYRIGHT YOUR STYLE:

Hands-On/Mannequin Included: 10:00am - 4:00pm **$149**
Demo Only: 10:00am - 12:00pm **$49**

Get inspired with six new looks from the TIGI Copyright Collection. These customizable looks will drive your artistry and meet each client's individual hair goals.

- Learn about the artistry of customization using Creative Consultation Tool
- Explore personalized cutting techniques from diffused bob to a transient inversion
- Insight on TIGI Copyright Care Products

Date	Time	Location
Mar 25	10:00am-4:00pm	RI-A

TOOLS REQUIRED: Hands-On = Brushes, Clips, Combs (cutting & wide tooth), Scissors, Blow dryer with nozzle, Round brushes, Styling brush, Denman brush

NY | LN
HAIR EDUCATION

ADVANCED HAIRCOLOR FORMULATION FEATURING DEB GAVIN

Hands-On / Mannequin Included **$249**

See, think and communicate color differently! Have you ever stood in the mixing area, contemplating grey coverage challenges, brassy blondes, fadage, or how to create a durable surreal shade? Deb will share concepts that will tackle successful formula updates that will create the solutions for the common hair color challenges. Move past brand knowledge and create confidence in all your corrective and daily color work!

Date	Time	Location
Apr 1	10:00am-4:00pm	RI-A

TOOLS REQUIRED: Blow-dryer, Assorted Brushes, Various Combs, Color Smock & Gloves, Clips/Sectioning Clips, Color Brushes (all sizes), Foils, Notebook & Pen

CREATIVE CUTTING TECHNIQUES FEATURING JONATHAN WILLIAMS

Hands-On / Mannequin Included **$179**

How to creative strong, beautiful shapes. Education is an ever-changing journey for all stylists. This course is tailored towards today's hairdressing needs. You will learn the Architecture of Hair, building foundations from the ground up, expanding from classics to contemporary styles! Using three basic hair cutting techniques, you will take these shapes to the next step for a stronger, sustainable and versatile shape.

Date	Time	Location
Mar 4	10:00am-4:00pm	CT-A
Jun 17	10:00am-4:00pm	RI-A

TOOLS REQUIRED: Various Brushes/Combs, Shears, Hair Clips, Blow Dryer, Curling Iron, Flat Iron, Spray Bottles, Towels, Notebook & Pen

NYLN @nylnedu @nylnedu

www.masello.com/NYLN

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DESIGN.ME

HEMPBEAUTY

THE ORIGINAL
OLAPLEX.

BALMAIN
PARIS
HAIR COUTURE

J&L
LOCK & LOADED

NEW CLASS TERMS AND POLICIES

REGISTER

How to Register

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

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

Sales Representative
Register directly through your Masello Sales Representative

Call: Education Department
Toll Free: 800.828.0030
Local: 401.736.9350

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

Must provide email for confirmation and tool list!

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 Masello Salon Services
Underground
20 Sharpe Drive
Cranston, RI 02920

Massachusetts

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

Connecticut

CT-A Bella Professional
825 Cromwell Avenue
Rocky Hill, CT 06067

CT-B Work Station Salon
977 Rear Farmington Ave
West Hartford, CT 06107

Other

VT Studio M Salon
26 Hinesbury Road
South Burlington, VT 05403

*Please note that dates, locations, class formats and times are all subject to change.

MASELLO SALON SERVICES IS NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.

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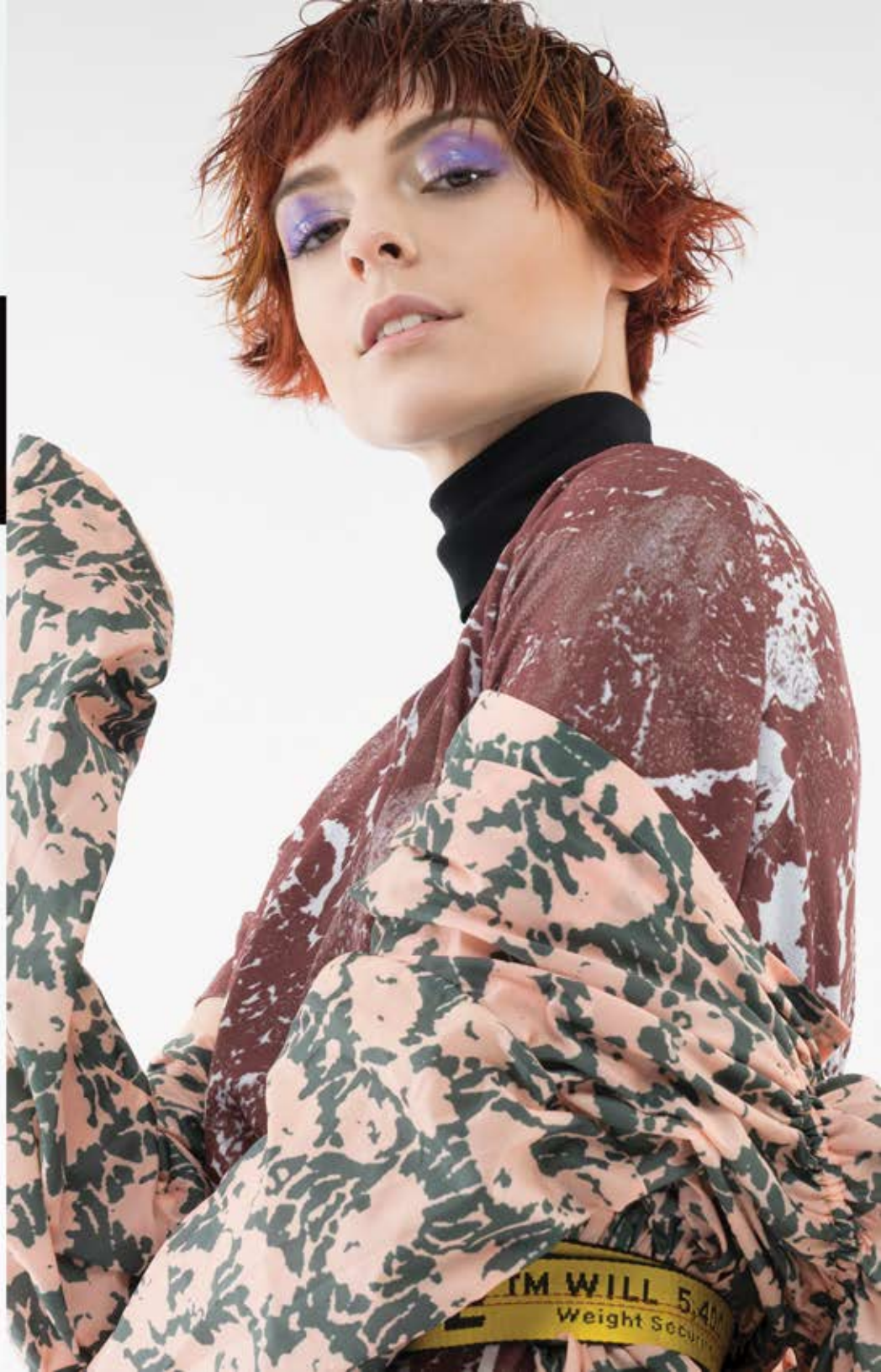
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