



MASELLO
SALON SERVICES
OF NEW ENGLAND

800.828.0030
401.736.9350

SPRING

2018

HairColor

NEW ENGLAND

MONDAY, APRIL 23, 2018
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
1 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.



NYLN: *noun* "ny.lon"

Strong, tough resilient fibers that mold together to create a powerful bond that can't be broken and can fashion something new!

EXAMPLE:

- (1) Masello Salon Services is a strong, resilient family that stays on top of the latest trends in education and has launched the NYLN program to inspire stylists with the latest trends and techniques in the hair industry.
- (2) NYLN is inspired from the latest trends and techniques derived from the New York and London runways!

CREATIVE CUTTING TECHNIQUES WITH JONATHAN WILLIAMS

"How to creative strong, beautiful shapes".

\$179 (demo & hands-on) / **\$69** (demo only)

10:00am – 12:00pm (demo only)

10:00am – 4:00pm (demo & hands-on)

Mar 19 10:00am – 4:00pm Woburn, MA

Apr 9 10:00am – 4:00pm Braintree, MA

May 14 10:00am – 4:00pm Cranston, RI

ARTISTIC COLOR CONCEPTS WITH DEB GAVIN

"See, think and communicate color differently".

\$249 (demo & hands-on) / **\$69** (demo only)

10:00am – 12:00pm (demo only)

10:00am – 4:00pm (demo & hands-on)

Apr 30 10:00am – 4:00pm Hartford, CT

NY | LN
HAIR EDUCATION

Unbranded Education



NYLN @nylnedu



@nylnedu



@nylnedu

Call Masello Salon Services at 800-828-0030 or speak with your Sales Rep for more information.

www.nylnedu.com



HOTHEADS®
HAIR EXTENSIONS

HOTHEADS PRO CERTIFICATION

Certification / Hands On

\$269 Deal Includes:

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

\$239 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

tools required

PACK OF HOTHEADS HAIR EXTENSIONS
HAIR CLIPS
RAT TAIL COMB
NOTEBOOK & PEN

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
Mar 5	10:00am – 4:00pm	CT
Mar 19	10:00am – 4:00pm	MA-A
Mar 26	10:00am – 4:00pm	RI-B
Apr 16	10:00am – 4:00pm	RI-B
May 7	10:00am – 4:00pm	MA-A
May 21	10:00am – 4:00pm	RI-B
June 11	10:00am – 4:00pm	MA-A
June 11	10:00am – 4:00pm	CT



ADVANCED BALAYAGE

Hands-On/Mannequin Included

\$159

tools required

BRUSHES FLAT IRON
COMBS BLOW DRYER
CLIPS SHEARS
COLOURING BRUSHES BALAYAGE BOARDS

Welcome to the world of Balayage! For those who have attended our Balayage & Co class, 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 12	10:00am – 4:00pm	RI-B
Mar 19	10:00am – 4:00pm	CT

BLONDE INSPIRATION

Hands-On/Mannequin Included

\$159

tools required

BRUSHES FLAT IRON
COMBS BLOW DRYER
CLIPS SHEARS
COLOURING BRUSHES BALAYAGE BOARDS

Enter the world of blonding with the innovative Blacklight System. Master the delicate art of creating luscious one step and two step blondes, in depth formulation, correction, white coverage and toning in two easy steps with CALURA pastel series to create the most long lasting and shiny blondes. Visit all aspects of pre-lightened blondes, corrective colouring and Quadraplex!

Date	Time	Location
Apr 30	10:00am – 4:00pm	MA-A
May 14	10:00am – 4:00pm	CT
June 11	10:00am – 4:00pm	RI-A



Ouidad

THE CURL EXPERTS®



OIDAD EXPERIENCE

An overview of who we are, what we do and our portfolio with an interactive brand perspective that will enhance your understanding of Ouidad within the salon. Experience for yourself why our systems, techniques and products are the right choice for you, your stylists and your salon!

Product Knowledge/Theory

\$35

notebook and pen required

Date	Time	Location
Apr 2	10:00am – 1:00pm	MA-A
Apr 9	10:00am – 1:00pm	RI-B
May 7	1:30pm – 4:30pm	CT





ART OF BRIDAL

Hands-On: 10:00am – 3:00pm **\$129**
(limited spaces available)

Demo Only: 10:00am – 12:00pm **\$69**

tools required

WATER BOTTLE BOBBY/HAIR PINS
BLOW-DRYER W/ DIFFUSER HAIR ELASTICS
CURLING IRON ASSORTED COMBS
FLAT IRON ASSORTED ROUND BRUSHES
VARIOUS HAIR CLIPS

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

Date	Time	Location
Mar 5	10:00am – 3:00pm	RI-B
Mar 26	10:00am – 3:00pm	CTB*

*Sheraton Hartford South Hotel, 100 Capital Blvd, Rocky Hill, CT 06067

SIGNATURE CUTTING: TRENDING NOW

Hands-On/Mannequin Included **\$169**

tools required

WATER BOTTLE SHEARS
DETANGLING COMB BLOW-DRYER
CUTTING COMB BOAR BRISTLE
STYLING CLIPS CLASSIC BRUSH

Updated biannually, our Signature Cutting: Trending Now course is an introduction to Moroccanoil Cutting terminology and methodology. Current haircutting techniques are interpreted and perfected through consultation and craftsmanship.

Date	Time	Location
Apr 9	10:00am – 1:00pm	RI-B
May 7	10:00am – 1:00pm	CT
May 21	10:00am – 1:00pm	MA-A





REDKEN

5TH AVENUE NYC

BOMBSHELL BRUNETTES

Hands-On/Mannequin Included

\$159

tools required

SALON TOWELS MEASURING CUP
 CLIPS COLOR BRUSHES (ASSORTMENT)
 BOX OF FOILS GLOVES
 FOILING COMBS COLOR APRON
 FOILING BOARD PLASTIC BAGS
 COLOR BOTTLE WATER BOTTLE
 COLOR BOWLS

Be Bold, Beautiful and Be the Brunette that you have always wanted to be. Cool it off, warm it up ... we have it covered.

Beautiful, robust, velvety, full-bodied brunettes are gorgeous! You are never going to hear the word “mousy” in front of brown again. Learn how to formulate, apply and maintaining that brunet tone with our new haircolor brands. Do it right the first time ... from 1 to level 5 you will love the results.

Date	Time	Location
Mar 26	10:00am – 4:00pm	MA-A

HIGH VOLTAGE BLONDES

Hands-On/Mannequin Included

\$159

tools required

SALON TOWELS MEASURING CUP
 CLIPS COLOR BRUSHES (ASSORTMENT)
 BOX OF FOILS GLOVES
 FOILING COMBS COLOR APRON
 FOILING BOARD PLASTIC BAGS
 COLOR BOTTLE WATER BOTTLE
 COLOR BOWLS

Choose Your Voltage ... 3 Voltage Levels of Blondes by Redken

Everyone can be blonde regardless of hair length, texture, skin tone. Learn all 3 Voltage Levels so clients can have minimum, medium or maximum blonde looks. Learn proper all over bleach and tone formulas and techniques to achieve hottest trend shades for all hair textures and skin tone. We will discover what product is best for the blonding and toning process along with proper treatments to keep that mega blonde gorgeous and healthy.

Date	Time	Location
Apr 16	10:00am – 4:00pm	RI-A
Apr 30	10:00am – 4:00pm	CT



DRESS IT UP

Hands-On/Mannequin Supplied

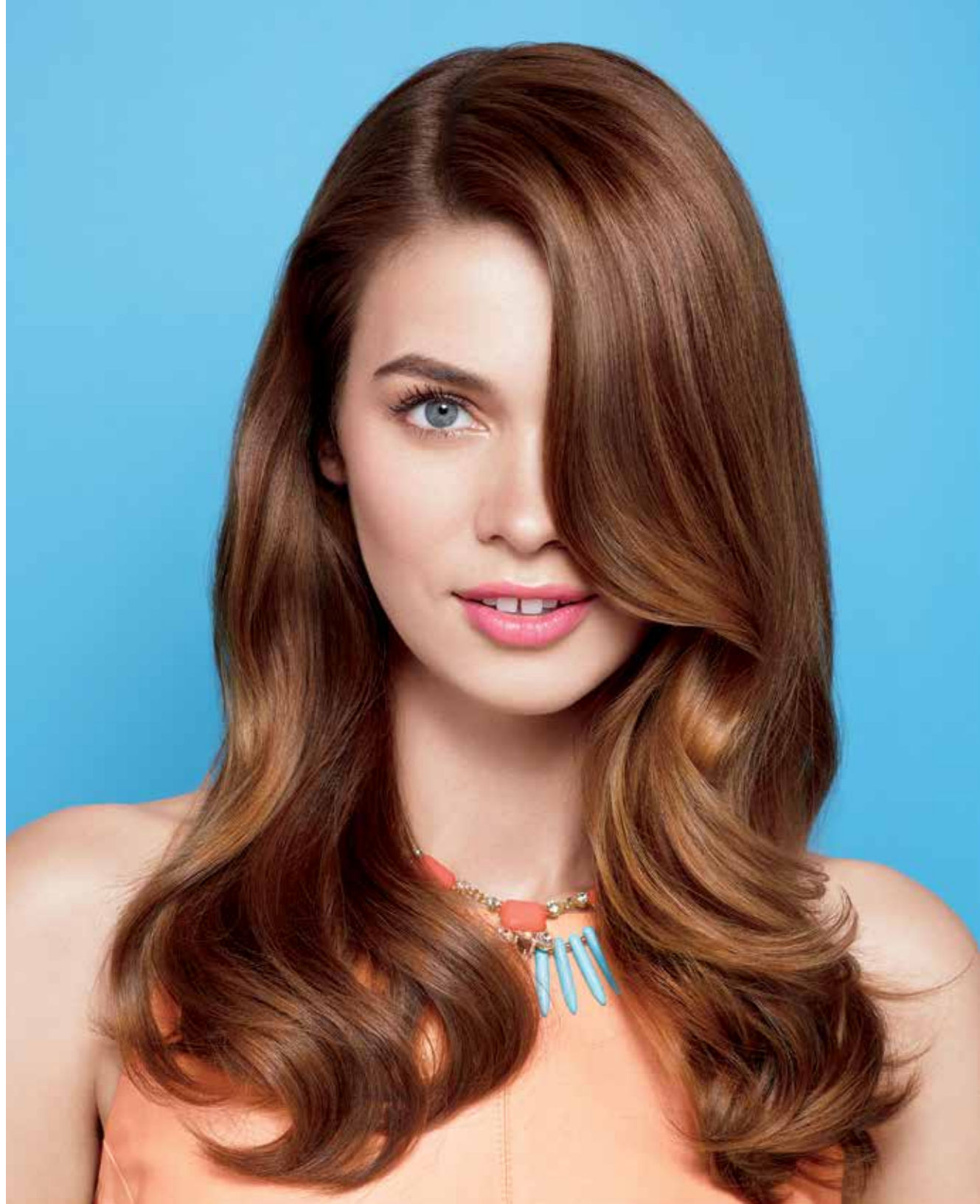
\$129

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

Dress It Up will introduce stylists to an elegant yet chic collection of versatile, fashion-forward formal hairstyles, created exclusively by brand ambassadors Ruth Roche and Wendy Belanger. We offer a dedicated, customized class on how to consult and execute various formal trends and techniques from classic, to Bohemian, to trendy. Learn essential timesaving tips and techniques to aid you as you express your artistry on a client's special day.

Date	Time	Location
Apr 16	10:00am – 4:00pm	MA-A
May 7	10:00am – 4:00pm	RI-B





men-ü

CONTEMPORARY HAIRDRESSING FOR MEN

At men-ü we want to share our knowledge to help lift the profile and skills in men's hairdressing, while introducing our male clients to "Quality Men's Grooming."

Everything we do is 'DIFFERENT TO MAKE A DIFFERENCE', as can be seen in our education program, as well as our knowledge in all things hair and skin related. We look forward to welcoming you to one of our courses offered by Masello Salon Services.

The class covers correct tool selection & usage as well as in-depth sectioning patterns. We will focus on male specific cutting techniques, using core tools including shears and clippers.

Hands-On/Mannequin Included

\$189

tools required

CLIPPERS W/ATTACHMENTS
THINNING SHEARS
CUTTING COMB
BARBERING COMB
HAIR CLIPS
FLAT VENT OR DENMAN STYLE BRUSH
BLOW DRYER
WATER BOTTLE

Date	Time	Location
Mar 12	10:00am – 4:00pm	MA-A
Apr 9	10:00am – 4:00pm	CT
Apr 30	10:00am – 4:00pm	RI-A

KERATINCOMPLEX®

SMOOTHING CERTIFICATION

Demo/Theory

\$35

note book and pen required

A comprehensive smoothing class that goes over all 3 Keratin Complex Smoothing Systems, Natural Keratin, Express Blow Out and Personalized Blow out! This class is designed to enhance the stylists understanding, skills and knowledge of Keratin Complex smoothing treatments. Learn how to choose the best smoothing treatment for your client's hair type!

Date	Time	Location
Feb 26	10:00am – 2:00pm	CT
Mar 12	10:00am – 2:00pm	MA-A
Apr 2	10:00am – 2:00pm	RI-A
May 14	10:00am – 2:00pm	MA-A
June 18	10:00am – 2:00pm	RI-A





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

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. 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.

MASELLO SALON SERVICES
IS NOT RESPONSIBLE FOR
TYPOGRAPHICAL ERRORS.

LOCATIONS

Rhode Island

RI-A Masello Salon Services
20 Sharpe Drive
Cranston, RI 02920

RI-B Crown Plaza Warwick
801 Greenwich Ave
Warwick, RI 02886

Connecticut

CT Bella Professional
825 Cromwell Avenue
Rocky Hill, CT 06067

Massachusetts

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

New Hampshire

NH Please call 800-828-0300
for more information.

**Location subject to change
Must be a licensed cosmetologist*



[facebook.com/
MaselloSalonServicesNE](https://facebook.com/MaselloSalonServicesNE)



@MaselloOfNE

OUR BRANDS:



COLOR WOW

EPROUVAGE

FRAMAR

GRANDE COSMETICS

GOOME

HOTHEADS

ITS A 10

KERATIN COMPLEX

LADIBUGS

MEN-Ü

MOROCCANOIL

OLIGO

QUIDAD

PULP RIOT

PUREOLOGY

REDKEN

R+CO

SALON CLUB

SAM VILLA

SMITH & CULT

TANGLE TEEZERS

TIGI

VERB

WET BRUSH



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Artists use it to create masterpieces.



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