

\*Information will be copied for State | RDA & SalonCentric franchises unless otherwise notified.

## 2024 CLASS MENU

| BUSINESS                 | CUTTING & DESIGN                                                                | PRODUCT KNOWLEDGE                                         | STYLING & FINISHING                                                                               |
|--------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| THE ART OF HAIR WELLNESS | CUTTING: TRENDS IN MOTION<br><br>CUTTING: THE MOVEMENT AND CREATIVITY OF LAYERS | INTRO: CREATING PRODUCT LOYALTY<br><br>INTRO: BACKBAR ART | STYLING: SECRETS OF VOLUME<br><br>STYLING: EFFORTLESS STYLING<br><br>STYLING: THE EVENT, THE HAIR |

## 2024 IN-SALON GUIDELINES

Purchase class:

Please contact your SalonCentric Education Assistant Manager for class price based on artist selected

Attendee Minimum:

6+ stylists for In Salon class

Earned Education:

Local BIOLAGE Artist (demo artist) based on availability within local market.

If no availability of local BIOLAGE Artist, you can redeem for below:

Private In-Salon Digital Demo

### In Salon Programs

Salons responsible for all working products and stylists / facilitator mannequins indicated by educator

### Support Artist

Look & Learn (1) Support Artist needed every 20 attendees for demonstration class

Workshop Class (1) Support Artist needed for every 15 attendees for hands in or hands on workshop class

Redeem through earned education or booked on PPD Level Loyalty site to use level loyalty points

## 2024 CLASS DETAILS

### In-Salon Guidelines

- Class Length: 2 hrs/ look and Learn, 4 hrs/Hands- On
- Complimentary: Refer to Biolage Complimentary Guidelines table or Book through PPD Level Loyalty Points
- Purchase: Contact your SalonCentric Business Partner for pricing
- Salon Responsible For: product, mannequins, tools, models for hands-on

### Store Guidelines

- Class Length: 2 hrs/ Look and Learn, 4 hrs/Hands- On

### Digital / Show & Event Guidelines

- 1 – 1.5 Hour Digital Look and Learn
- 3 Hour Digital Hands-On

## 2024 EARNED EDUCATION

| PURCHASE LEVEL                                               | ACCESS | VIRTUAL CLASS | IN SALON CLASS |
|--------------------------------------------------------------|--------|---------------|----------------|
| NEW USER KIT<br>MINIMUM PURCHASE<br>OF \$1000                | ✓      | UNLIMITED     | 1*             |
| \$1-\$4999<br>(Bronze LEVEL)                                 | ✓      | UNLIMITED     |                |
| \$5000- \$19,999<br>(Silver LEVEL)                           | ✓      | UNLIMITED     | 1*             |
| \$20,000 + Black LEVEL<br>Salons (\$10K min)<br>(Gold LEVEL) | ✓      | UNLIMITED     | 2*             |

\*Local Biolage Artist (demo artist) based on availability within local market.  
If no, local Biolage Artist, you can redeem for Private Digital In-Salon Class



### Class Name:

## CUTTING: THE MOVEMENT AND CREATIVITY OF LAYERS

| Class Format                                                               | Class Type                                                                                                                                        |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-On | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital<br><input type="checkbox"/> Events |

### Class Description:

Layering is about creating separation. Multiple pieces of hair move independently to create motion and beauty. Join us for an experience of understanding all forms of layering and how to animate the hair with original techniques.

### Top 3 Class Takeaways

- Learn the key techniques for creating movement
- Gain confidence executing layers in haircuts
- Know the products to help support your haircuts

### Class Name:

## CUTTING: TRENDS IN MOTION

| Class Format                                                               | Class Type                                                                                                                                        |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-On | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital<br><input type="checkbox"/> Events |

### Class Description:

Looks don't change completely, but rather evolve from season to season and year to year. This class will take you through the now and future of design trends and give you salon ready tips to keep your clientele ahead of the curve

### Top 3 Class Takeaways

- Innovative techniques to create custom looks based on current trends
- Help stylists to elevate their cutting skills while demonstrating the correct tools and techniques
- Understand the products to help support your haircuts

### Class Name:

## STYLING: THE SECRETS OF VOLUME

| Class Format                                                               | Class Type                                                                                                     |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-On | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital |

### Class Description:

When it comes to styling, volume will continue to be asked for time and again by our clientele. Experience the must-know techniques that will allow you to turn the volume up on any hair type and any pattern of hair.

### Top 3 Class Takeaways

- Innovative techniques to create volume in the hair using blow dryers, irons, rollers and more
- Help stylists to elevate their styling skills while demonstrating the correct tools and techniques
- Understand the products to help support your looks

### Class Name:

## INTRO: CREATING PRODUCT LOYALTY

| Class Format                          | Class Type                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital |

### Class Description:

Clients who know Biolage, love Biolage. Learn how to create the foundation of brand loyalty within a client to not only the products, but you as a Biolage stylist. Create the long-term hair plans that show you want to grow with your client and support their hair at all points in their life.

### Top 3 Class Takeaways

- Learn how to change the guest experience
- Engage the stylists with empathy and genuine concern for the guest
- Learn how to enhance each area of the salon for a truly customized experience.

### Class Name:

## INTRO: BACKBAR ART

| Class Format                                                                                                    | Class Type                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-In<br><input type="checkbox"/> Hands-On | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital |

### Class Description:

Biolage has a long history of embracing the backbar as the sanctuary for them and their client. Learn about creating additional services to maximize the clients time at the backbar and create more income potential for yourself.

### Top 3 Class Takeaways

- Create the best back bar experience for your clientele
- Become grounded in scalp care and maintenance
- Cater to clients needs by recommending the right treatments for their end- result

### Class Name:

## BUSINESS: ART OF HAIR WELLNESS

| Class Format                          | Class Type                                                                                                     |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital |

### Class Description:

The sights, the sounds, the smell and much more are a big part of what your client pays for when they join you in your salon or suite. Learn how each sense plays a role in the overall client experience and how to maximize this to create your point of difference

### Top 3 Class Takeaways

- Learn how to change the guest experience
- Engage the stylists with empathy and genuine concern for the guest
- Learn how to enhance each area of the salon for a truly customized experience.

### Class Name:

## STYLING: EFFORTLESS STYLING

| Class Format                                                               | Class Type                                                                                                                                        |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-On | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital<br><input type="checkbox"/> Events |

### Class Description:

From Straight to Wavy, Curly to Coily, natural styling has become a mainstay in salons. Get in on the foundations of how to naturally style all hair patterns and let your work speak its own voice.

### Top 3 Class Takeaways

- Innovative techniques to create custom looks with little effort, looking like it took no time to create
- Help stylists to elevate their styling skills while demonstrating the correct tools and techniques
- Understand the products to help support your looks

### Class Name:

## STYLING: THE EVENT, THE HAIR

| Class Format                                                               | Class Type                                                                                                                                        |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Look & Learn<br><input type="checkbox"/> Hands-On | <input type="checkbox"/> In-Salon<br><input type="checkbox"/> Store Studio<br><input type="checkbox"/> Digital<br><input type="checkbox"/> Events |

### Class Description:

From anniversaries to weddings, clients are looking to celebrate these times with a special look. The art of finishing is coming back and be ready to celebrate with these clients by learning the foundations and trends of hairstyling.

### Top 3 Class Takeaways

- Techniques to create custom formal looks
- Help stylists to elevate their styling skills while demonstrating the correct tools and techniques
- Understand the products to help support your looks