



PUREOLOGY®

PROFESSIONAL COLOR CARE

shon washington

PUREOLOGY ARTIST, LEVEL 1

WASHINGTON, DC

Shon Washington, a Tennessee native with over 15 years of professional hairstyling experience, is dedicated to making "Great Hair Everyone's Reality." She began her journey in the beauty industry after training at Pivot Point Cosmetology School, followed by further education in Maryland and the Washington DC area. Shon's innovative styling and collaboration with makeup artists and photographers have expanded her portfolio. She now serves as an educator for L'Oréal Pureology

Level Loyalty Value= 90,000



Scan to visit Shon's Instagram



vincent godinez

PUREOLOGY ARTIST, LEVEL 1

WEST HOLLYWOOD, CA

Vincent Godinez is an esteemed LA-based haircare expert with 18+ years of experience, a celebrity clientele, and a passion for educating emerging stylists. His work has graced both elite salons and national television.

Level Loyalty Value= 90,000



Scan to visit Vincent's Instagram



alexis reynolds

PUREOLOGY ARTIST, LEVEL 1

LOS ANGELES, CA

Alexis, a veteran hairstylist with 21+ years of expertise and owner of Halo Salon in Roseville, CA, is dedicated to mentorship and education within the haircare industry. An advocate for Pureology, her renowned styling has graced the Sacramento Royal Court and earned accolades including Roseville's Best Bridal Hair in 2021..

Level Loyalty Value= 90,000



Scan to visit Alexis's Instagram



jennifer mitchell

PUREOLOGY ARTIST, LEVEL 1

LAUREL, DE

A professional in the haircare sector, having honed her skills at Delmarva Beauty Academy before enhancing her craft at Bumble & Bumble University. Specializing in wig customization, men's hairpieces, bridal styling, and multidimensional color, she holds certifications in Brazilian Blowout and Martin Parson's Formal Styling and is a recognized Redken specialist. Committed to client satisfaction and education, Jennifer excels as a Level 5 Summit Salon Educator and is esteemed as a Pureology National Artist, embodying a unique commitment to beauty and style excellence.

Level Loyalty Value= 90,000



Scan to visit Jennifer's Instagram



alyse moreau

PUREOLOGY ARTIST, LEVEL 1

PERRYSBURG, OH

Alyse is a seasoned licensed stylist and salon owner with over 15 years in the hair care industry. She excels in precision/texture cutting, finishing, and bridal/session styling. Alyse's dedication to Pureology's clean hair care products led her to become a Pure Artist. She brings extensive knowledge and expertise to further the brand's mission of eco-friendly, socially responsible hair care. Beyond her work, Alyse enjoys yoga, fitness, and contributing to the Humane Society.

Level Loyalty Value= 90,000



nicole schroeder

PUREOLOGY ARTIST, LEVEL 1

SAGINAW, MI

Nicole is an experienced haircare professional specializing in dimensional color and hand-tied extensions, dedicated to elevating industry standards through continuous education and client empowerment.

Level Loyalty Value= 90,000



Scan to visit Nicole's Instagram



camille parmenter

PUREOLOGY ARTIST, LEVEL 1

SPRINGVILLE, UT

As a 21-year veteran in the beauty industry, Camille has experience as a salon owner, educator and mentor. Camille betters herself by continual education in quality products like Pureology as well as professional skills behind the chair. Camille's passion for continuing education and environmental sustainability brought her to Pureology as a national educator. She has a desire to make the beauty industry better, one stylist at a time. As a salon owner and now, a top stylist in a salon team, Camille teaches skills in professional styling and promotion of the top products. She has mentored 100's of stylists throughout Utah and across the country. She believes in the all-important balance between hard work and personal development and puts that center-stage in her instruction.

Level Loyalty Value= 90,000



Scan to visit Camille's Instagram



elizabeth flynt

PUREOLOGY ARTIST, LEVEL 1

ELVERTA, CA

Elizabeth Flynt is a dedicated Pure Artist, Hairstylist, and Design Educator at Halo Salon and Day Spa. With nine years of hairstyling experience, she finds fulfillment in educating fellow stylists and boosting clients' self-confidence. Beyond the salon, Elizabeth enjoys outdoor activities with her husband and three children.

Level Loyalty Value= 90,000



evan simon

PUREOLOGY ARTIST, LEVEL 1

NORTH PORT, FL

Evan Simon, a licensed professional with seven years of experience, is passionately committed to delivering top-tier hair care across all hair types and textures. His career thrives in a multicultural salon that prioritizes education and cultural diversity. Evan's mission is to inspire personal growth and excellence in others.

Level Loyalty Value= 90,000



jennifer erickson

PUREOLOGY ARTIST, LEVEL 1

PLACERVILLE, CA

Jen Erickson has a salon in a California Goldrush town in the Sierra Nevada Foothills that harbors artists and musicians. Her artistry is hair and has loved and nurtured it being in this business of beauty for 20+ years. Learning, teaching and mentoring with earth-friendly and high-performance brands has led her to land comfortably with Pureology. Her style of teaching is engaging and fun. Her experience exists behind the chair, where she makes people feel cherished because she truly cares for others. This gives her insight that she cannot wait to share

Level Loyalty Value= 90,000



Scan to visit Jennifer's Instagram



casey jo laviolette

PUREOLOGY ARTIST, LEVEL 2

ATHENS, GA

With more than 20 years in the industry, as a design and color artist, she also had a newfound passion for education, which lead her to Pureology. Being able to give back to the industry as well as simply adding value to everyone she encounters is a burning desire that lives within her soul. Allowing others into her world of Pureology gives them the opportunity to fall in love with the brand just as she did! To be able to connect with the room on such a small scale, but could potentially be almost life changing, is what continuously fills her cup. Education, artistry, and the love she has for others all around her is what sets her individuality. You are guaranteed to have a lasting impression and an outlook greater than before, on the beauty industry, Pureology, and the well-being of your own life and circumstances.

Level Loyalty Value= 90,000



Scan to visit Casey Jo's Instagram



meg hopkins

PUREOLOGY ARTIST, LEVEL 2

AUSTIN, TX

Meghan, a seasoned hairstylist since 2004 and salon owner, excels in advancing haircare education. With top certifications and Vogue Italy features, she equips stylists with innovative techniques, ensuring their creative and professional growth in the ever-evolving world of hair design

Level Loyalty Value= 90,000



Scan to visit Meg's Instagram



kellie ferraro

PUREOLOGY ARTIST, LEVEL 2

MANHATTAN, IL

Kellie Ferraro is an owner and stylist at the Mane Studio in the South Suburbs of Chicago. She has been a stylist for over 18 years and an educator for over 10. Kellie is passionate about education and enjoys receiving and giving education to others. She is a Northern American Hairstylist Award winner, also known as (NAHA) along with America's Global Image award winner. Kellie has been published in Modern Salon Magazine. She is inspired by her family and enjoys the outdoors, such as hiking and gardening. "Be Kind" are words that Kellie chooses to live by.

Level Loyalty Value= 90,000



Scan to visit Kellie's Instagram



sabrina gahafer

PUREOLOGY ARTIST, LEVEL 2

LOUISVILLE, KY

Sabrina Gahafer is a Pureology loving, sustainably mindful artist from Louisville Kentucky. As an extrovert she thrives off human connection and making others feel like their best selves. With a passion for people and a true love for hair, education and working behind the chair, this is only the beginning of the positive impact she's going to make on the industry!

Level Loyalty Value= 90,000



Scan to visit Sabrina's Instagram



tamar slaughter

PUREOLOGY ARTIST, LEVEL 2

PHILADELPHIA, PA

Tamar Slaughter, a global hairstylist, is renowned for her expertise from high-profile fashion weeks to leading industry shoots. A contributor to Essence and a beauty educator, she emphasizes the art and science of haircare, advocating for holistic treatment from root to tip for optimal coloring results. Her career journey and passion for hairstyling reflect her dedication to the craft and education within the haircare industry.

Level Loyalty Value= 90,000



Scan to visit Tamar's Instagram



heather parker crabtree

PUREOLOGY ARTIST, LEVEL 2

CUYAHOGA FALLS, OH

Heather, a Pureology Artist since 2009, excels in hair design and finishing. As an Education Director and Associate Trainer with 12 years' experience, she specializes in short cuts, bridal styling, and is Redken-certified in design and color.

Level Loyalty Value= 90,000



Scan to visit Heather's Instagram



helena caldwell

PUREOLOGY ARTIST, LEVEL 2

SEATTLE, WA

Helena Caldwell, a seasoned hairstylist and educator with 15 years of industry experience, specializes in special occasion styling and color. Based in Seattle, Washington, she finds fulfillment in education, connecting with professionals nationwide to foster growth and expertise within the hair care industry.

Level Loyalty Value= 90,000



brenda mcgann

PUREOLOGY ARTIST, LEVEL 2

BOSTON, MA

Brenda excels in haircare education, skill enhancement, and editorial styling, with 16+ years in the salon industry. Her expertise spans Pureology products, precision cutting, and bridal hairstyles, inspiring stylists with easy-to-follow principles and creative finesse.

Level Loyalty Value= 90,000



Scan to visit Brenda's Instagram



matthew green

PUREOLOGY ARTIST, LEVEL 3

NEW YORK, NY

Matthew Green, an accomplished hair artist with a decade of experience, specializes in creative styling for a diverse clientele. Trained at the Aveda Institute in New York City, he is dedicated to enhancing natural beauty and boosting confidence through his craft. Matthew's collaborative approach with clients results in customized looks that inspire self-assurance. He stays at the forefront of fashion trends, continually evolving as a hairstylist. His impressive portfolio includes collaborations with renowned designers and appearances in various media. Matthew's passion lies in the artistry of hair and fostering self-confidence in every individual he serves.

Level Loyalty Value= 90,000



katie may blount

PUREOLOGY ARTIST, LEVEL 3

FEDERICK, MD

Katie May, a stylist since 2007, excels in bridal and curly hair with a robust client base and deep expertise in color, cut, and styling. A Graham Webb alumna, she's passionate about sharing her knowledge and the benefits of Pureology, aligning with its vegan, sustainable ethos to enhance the craft of fellow stylists.

Level Loyalty Value- 90,000



Scan to visit Katie May's Instagram



alyssa patty

PUREOLOGY ARTIST, LEVEL 3

CLEVELAND, OH

With two decades of expertise, Alyssa is a dedicated Pureology advocate and well-versed stylist, focused on fostering growth and sharing knowledge within the haircare industry as a respected national educator.

Level Loyalty Value= 90,000



Scan to visit Alyssa's Instagram



trang nguyen

PUREOLOGY ARTIST, LEVEL 3

STOCKTON, CA

Trang Nguyen, a dynamic Pureology Artist for 12 years, excels in advancing salon education and showcasing her expertise at global events like Paris and New York Fashion Weeks. Committed to philanthropy, she supports various charities while balancing life as a mother and salon owner.

Level Loyalty Value= 90,000



Scan to visit Trang's Instagram



sandra joseph

PUREOLOGY ARTIST, LEVEL 3

PITTSBURGH, PA

Pennsylvania based Pureology Artist of 15 years, Sandra Joseph is a Summit Salon owner, Certified Colorist Redken, Global Mentorship Program Graduate, Tearsheet Graduate and Educator for 20 years.

She specializes in working with National and Chain accounts, presenting in small and large groups Nationally as well as working shows and events.

Sandra has also participated in Fashion week NY, Pittsburgh PA, Washington DC

Level Loyalty Value- 90,000



Scan to visit Sandra's Instagram



hillary uhler

PUREOLOGY ARTIST, LEVEL 3

SUMNER, WA

With a robust start post-high school, Hillary rapidly honed her craft in design before joining Pureology as a PureArtist. As a salon owner and an advocate for professional development, she's enhanced her expertise with Bellamy ProExtensions certification, contributing significantly to international fashion events and stylist education.”.

Level Loyalty Value= 90,000



Scan to visit Hillary's Instagram



davina allen

PUREOLOGY ARTIST, LEVEL 3

NORTH PORT, FL

Davina, a seasoned hair expert and Pureology national educator, leverages 21+ years of industry experience. She owns a salon and spa, contributes to major fashion weeks, and was a 2022 Colorist of the Year finalist. Her greatest pride lies in mentoring stylists to reach their fullest potential.

Level Loyalty Value= 90,000



Scan to visit Davina's Instagram



angela noreck

PUREOLOGY ARTIST, LEVEL 3

NEW JERSEY

Angela, a hairstylist with 23 years of experience, possesses extensive knowledge and expertise in hair care. She holds Redken color certifications and Pureology training, enriching her skill set. As a salon owner, operator, and Pureology Artist, Angela's passion for educating and mentoring stylists has inspired many. Her specialties encompass precision hair cutting, custom balayage, and masterful blonde transformations. Angela now dedicates her passion to enhancing wellness and health for beauty professionals, emphasizing the importance of self-care for inner and outer prosperity.

Level Loyalty Value= 90,000



frank goforth

PUREOLOGY ARTIST, LEVEL 3

HOLLAND, OH

In ten years of industry experience Frank Goforth has made quite a name for himself.

Some of his accomplishments include working backstage at New York Bridal Fashion Week, New York Fashion Week, Miami Swim week and Redken Symposium.

He is Redken color and design certified and prides himself on always delivering a high energy, educational experience that nourishes the artist and their art.

The goal always being to add tools to every Artist's tool belt while helping while feeding into their passion!

Level Loyalty Value= 90,000



Scan to visit Frank's Instagram



alicia brown

PUREOLOGY ARTIST, LEVEL 3

CORVALLIS, OR

With 15 years of experience in dynamic hair care, Alicia is an acclaimed hairdresser, known for her expertise in creating dimensional color, personalized cuts, and extension solutions. Owning two award-winning salons, she's a dedicated educator shaping sustainable styling careers, with a focus on the synergy between professional growth and work-life harmony.

Level Loyalty Value= 90,000



Scan to visit Alicia's Instagram



thomas stoops

PUREOLOGY ARTIST, LEVEL 3

COLORADO SPRINGS, CO

Thomas, with years shaping the haircare industry as a stylist and Pureology PureArtist, innovates in salon wellness. Creating the 'Inner Peace, Outer Prosperity' program, he advocates for stylist self-care. Furthering his impact, he studies Psychology and Counseling to enhance holistic well-being within the beauty sector.

Level Loyalty Point Value= 90,000



Scan to visit Thomas' Instagram



samantha berry

PUREOLOGY ARTIST, LEVEL 3

HOUSTON, TX

Samantha, a master stylist, has honed her precision cutting skills at San Francisco's esteemed diPietro Todd Salon & Academy. Now in Houston, she leads cutting education, and delights clients with bespoke, contemporary styles, embodying lifelong learning and excellence in her craft.

Level Loyalty Value= 90,000



Scan to visit Samantha's Instagram



rachelle hawkins

PUREOLOGY ARTIST, LEVEL 4

MIAMI, FL

Rachelle is a highly experienced and skilled hair stylist with over 18 years of experience in the industry. She has worked on numerous TV and film productions, bringing characters to life through her creativity and expertise.

In addition to her work in the entertainment industry, Rachelle is also an accomplished bridal stylist. She has a particular talent for creating beautiful, timeless styles that make brides feel confident and radiant on their special day. She's worked with a wide variety of special clients in her salon, including celebrities and high-profile individuals.

As an educator with L'Oreal for over 12 years, Rachelle is passionate about sharing her knowledge and experience with aspiring hair stylists.

Throughout her career, Rachelle has built a reputation for providing exceptional service and delivering stunning results. Her dedication to her craft is evident through everything she does whether she's teaching, on set or behind the chair.

Level Loyalty Value= 140,000



kyla huckabay

PUREOLOGY ARTIST, LEVEL 4

FEDERAL WAY, WA

Kyla is known for her passion, energy, and love for all thing in our industry. She believes that education is the key to all success and that the only source of knowledge is experience. With this as her inspiration, Kyla has dedicated her career to Pureology and bringing their message to life! This combined with skill, technique, and a desire to share her passion with others has been the driving force in her 22-year career.

When not traveling the country, you can find Kyla servicing her own guests or inspiring and training her team at her studio, Pure Salon, in Seattle, WA.

Level Loyalty Value- 140,000



Scan to visit Kyla's Instagram

jayson morgan

PUREOLOGY ARTIST, LEVEL 4

EASTON, PA

Fresh and Magnetic, Jayson is known for facilitating cutting edge techniques that deliver the understanding of the “WHY” behind each haircutting and styling idea he shares with his audience .

A seasoned stylist of 30 years and a salon owner for 12 years. Jayson is aware of the challenges that stylist face in a daily basis and can help offer solutions that will take your team to the next level.

His passion is contagious as it shines through each program he facilitates

Level Loyalty Value- 190,000



Scan to visit Jayson's Instagram

courtney romano

PUREOLOGY ARTIST, LEVEL 4

BRAINTREE, MA

Courtney holds education at a high value, knowing the latest techniques and being on point with today's fashion is essential to amazing hair. As a platform artist with Pureology, Courtney educates and shares her passion with her own salon team as well as stylist across the country. She specializes in design cutting and formal finishing. Being an educator with a brand that is the leader in luxury hair care has given her some unbelievable opportunities, such as working on celebrities at the CFDA Award show to behind the scenes at New York Fashion week. While she travels the country for these experiences, as a salon owner and stylist, she always makes the time to work behind the chair to take care of her salon guest. Courtney's mission as an educator is to share techniques and give stylist the tools to elevate their careers.

Level Loyalty Value- 140,000



Scan to visit Courtney's Instagram

tab salsman

PUREOLOGY ARTIST, LEVEL 4

AUSTIN, TX

Tab Salsman, a seasoned hair educator and stylist in Austin, TX, inspires hairdressers to blend discipline with creativity. With 20 years of experience, he promotes confidence and new methods for unique styles, emphasizing the importance of finishing cuts to perfection. Tab celebrates the beauty industry's camaraderie and, outside work, loves capturing images of hair and people.

Level loyalty- 190,000



Scan to visit Tab's Instagram

april allen

PUREOLOGY ARTIST, LEVEL 4

VANCOUVER, WA

April Allen, a dedicated stylist and salon owner with two locations, excels in haircare education and artistry. Celebrated for her L'Oréal Style Trophy Awards second-place finish, she commits to advancing hair skills and business acumen. Based in Washington state, April's expertise is sought after nationally.

Level Loyalty Value- 90,000



Scan to visit April's Instagram

elyse clark

PUREOLOGY ARTIST, LEVEL 4

MONTGOMERY, IL

Elyse, with a decade as a salon owner and 15 years of hands-on expertise, is a fervent advocate for top-tier color care and sustainable practices in haircare. She empowers stylists through cutting-edge education, fostering growth and excellence. Committed to innovation, Elyse's tailored programs ensure stylists remain at the industry's forefront.

Level Loyalty Value- 90,000



Scan to visit Elyse's Instagram



nanette guild

PUREOLOGY ARTIST, LEVEL 4

HENDERSON, NV

As a strong facilitator and leader, Nanette brings her passion for hair education and the Pureology brand to life with every program. She is both an experienced stylist behind the chair and part owner of a successful salon in Henderson, NV. Serving, paying it forward and growing others in our beauty industry is one of her greatest joys.

Level Loyalty Value- 90,000



Scan to visit Nanette's Instagram



yureesh hooker

GLOBAL DIRECTOR OF DEVELOPMENT

NEW YORK, NY

Yureesh Hooker has been in the beauty industry for over 20 years and serves as the Global Director of Development For Pureology. In this capacity he develops and facilitates Customized Haircutting Education and Systems and is responsible for the Pureology team's growth as Educators and Facilitators. He also works with the various brands within L'Oreal Professional Products Division facilitating and designing customized 'Train The Trainers,' Business and Personal Development programs, and 'Salon Emotion' events.

Yureesh still works behind the chair serving clients as a Master Stylist and Director of Haircut Education at Broome Street Society Salon in NYC. His roots in education run deep, serving as Assistant Director of his last salons In Salon Training Program, and Director of Haircutting Education for their National Academy as well. Yureesh's passion and purpose is to serve individuals and teams, assisting them in realizing their full potential in work and in life.

Level Loyalty Value- 270,000



Scan to visit Yureesh's Instagram

