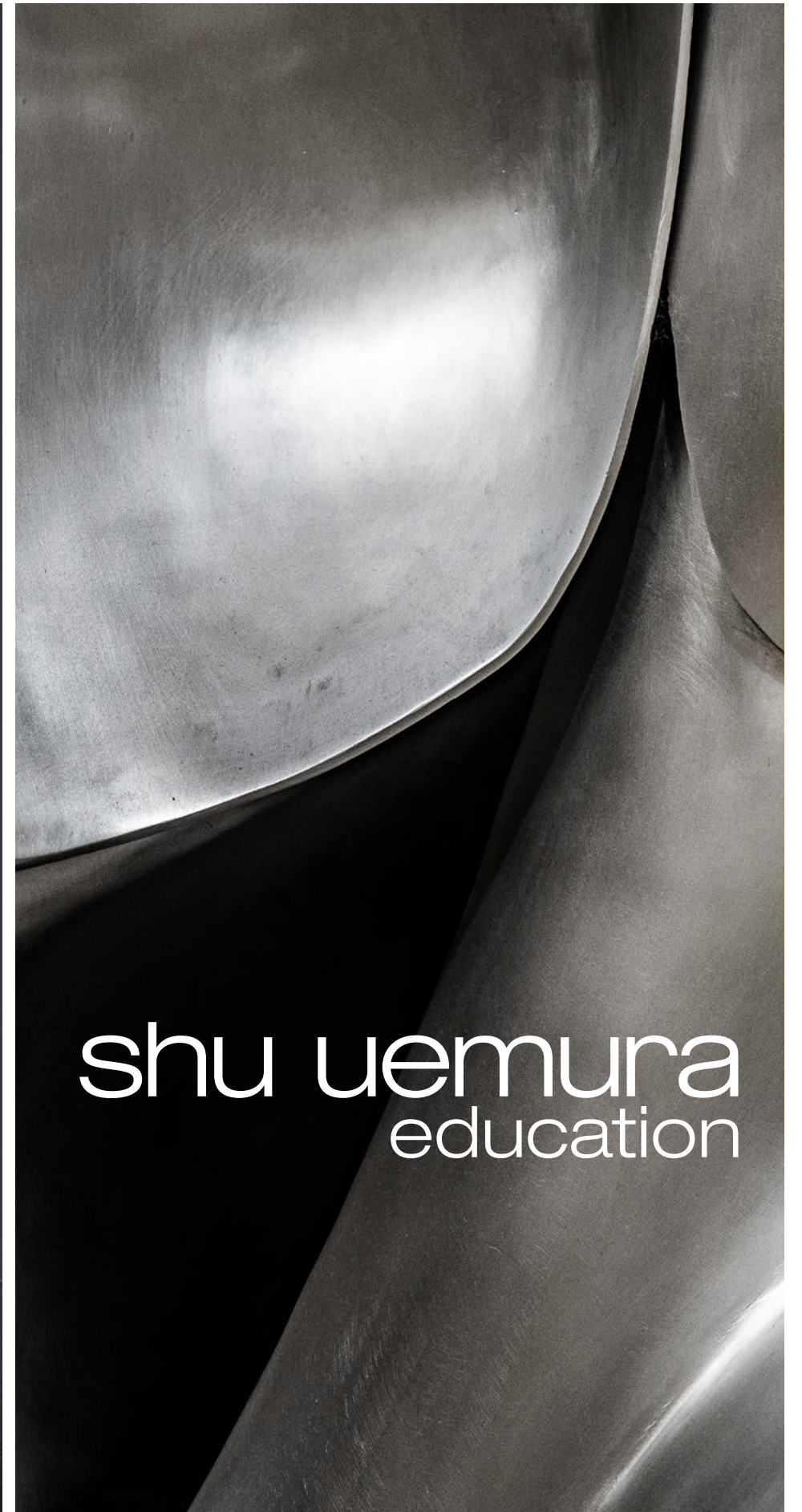




shu uemura
education



Never stop thinking,
improving, innovating.

Shu Uemura.

challenge | create | expand

this lookbook offers a variety of carefully
curated education offerings that will expand
your creative horizons.

highlights include celebrity stylists sessions,
in-salon technical training and social media
classes.

regardless of what your salon team may
need, shu uemura art of hair education has a
perfectly tailored menu to elevate stylists at all
levels of their career.

shu uemura education offerings



live & virtual events

exclusive stylist events

online | offline

in-salon classes

creative:

- 3 hour hands on module with styling or cutting focus
- 1.5 hour look & learn module with styling focus

getting social programs:

leverage the power of social media and maximize the full potential of your business

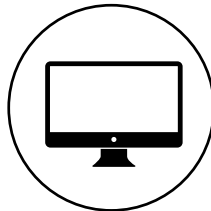
access digital education

- develop hairstylists' skills – product knowledge, technical & digital
- offer simple, on-the-go training content that is educational and highly engaging

shu education at a glance

programs – live

programs – live & virtual

in-salon classes		digital education	
level 3	creative classes • new art of control (styling) • new art of disconnection (cutting) • new art of graduation (cutting) \$2,320 or 154,670 points getting social programs 2.0 - social media programs \$3,450 or 230,000 points 3-5 hour class virtual program: \$1200 or 80,000 points		
	formation classes • new art of red carpet (styling) • art of perfectly undone (styling) • art of blow dry (styling) \$2,185 or 145,670 points- 3hr hands on virtual program: \$750 or 56,670 points salon emotion - for the entire salon team \$1570 or 104,670 points - 3 hour interactive virtual program: \$750 or 56,670 points		
level 2	access portfolio national immersion product knowledge guide		
level 1	product knowledge session (with artist hands-on support to bdm) \$2,500 or 166,670 points virtual program \$300 or 20,000 points		
icon key: 1 - great for those that are new to the brand 2 - perfect for stylists looking to build on their technical skills and improve their services 3 - ideal for experienced stylists seeking advanced classes		- all points and dollars for programs cover artist cost and their travel and expenses only. - all programs redeemable through level loyalty or payment must be made 30 days in advance by credit card payment. - contact your business development manager for more details.	

in-salon

+

virtual education



in-salon classes

creative & formation:

- 3 hour hands on module with styling or cutting focus
- 1.5 hour look & learn module

\$2,875 or 191,670 points

\$3450 or 230,000 points 2.0(5 hrs)

Virtual \$850 or 56,670 points

getting social programs:

leverage the power of social media
and maximize the full potential of
your business



access digital education

- develop hairstylists' skills – product knowledge, technical & digital
- offer simple, on-the-go training content that is educational and highly engaging

in-salon classes

creative

foundational classes
that teach styling,
refine skills and
perfect the craft of
hairstyling

**\$2,320 or
154,670 points**



new art of control (styling)

this program translates the
japanese art of folding and knot
tying into picture-worthy sculpted
looks your clients will love

discover:

- utilizing elastic for twisting techniques
- maintaining control with the appropriate use of product
- creating sculpted looks with a partner

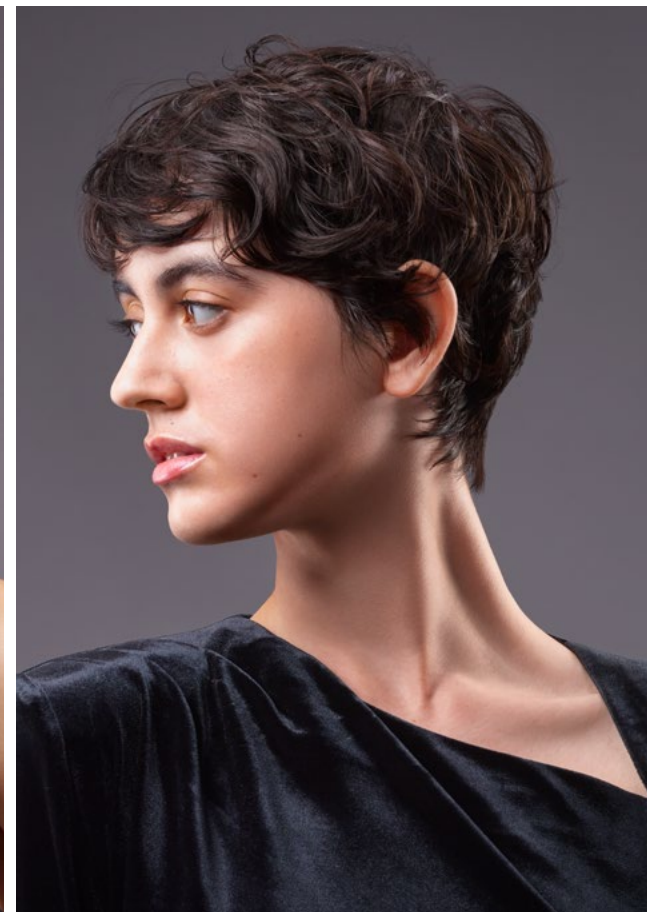


new art of disconnection (cutting)

versatile mid-length cut with
face framing fringe utilizing
disconnection and various
personalizing techniques

discover:

- how to create a piecey fringe with reverse layering
- highlighting features of the face
- the benefits of disconnection



new art of graduation (cutting)

using creative sectioning,
graduation and layering, sharpen
your short hairstyling skills and
expand your creative repertoire for
hair with movement and texture

discover:

- maintain softness in the hairline
- learn to eliminate bulk around the ears
- detailing techniques with the use of a razor

new!
art of control

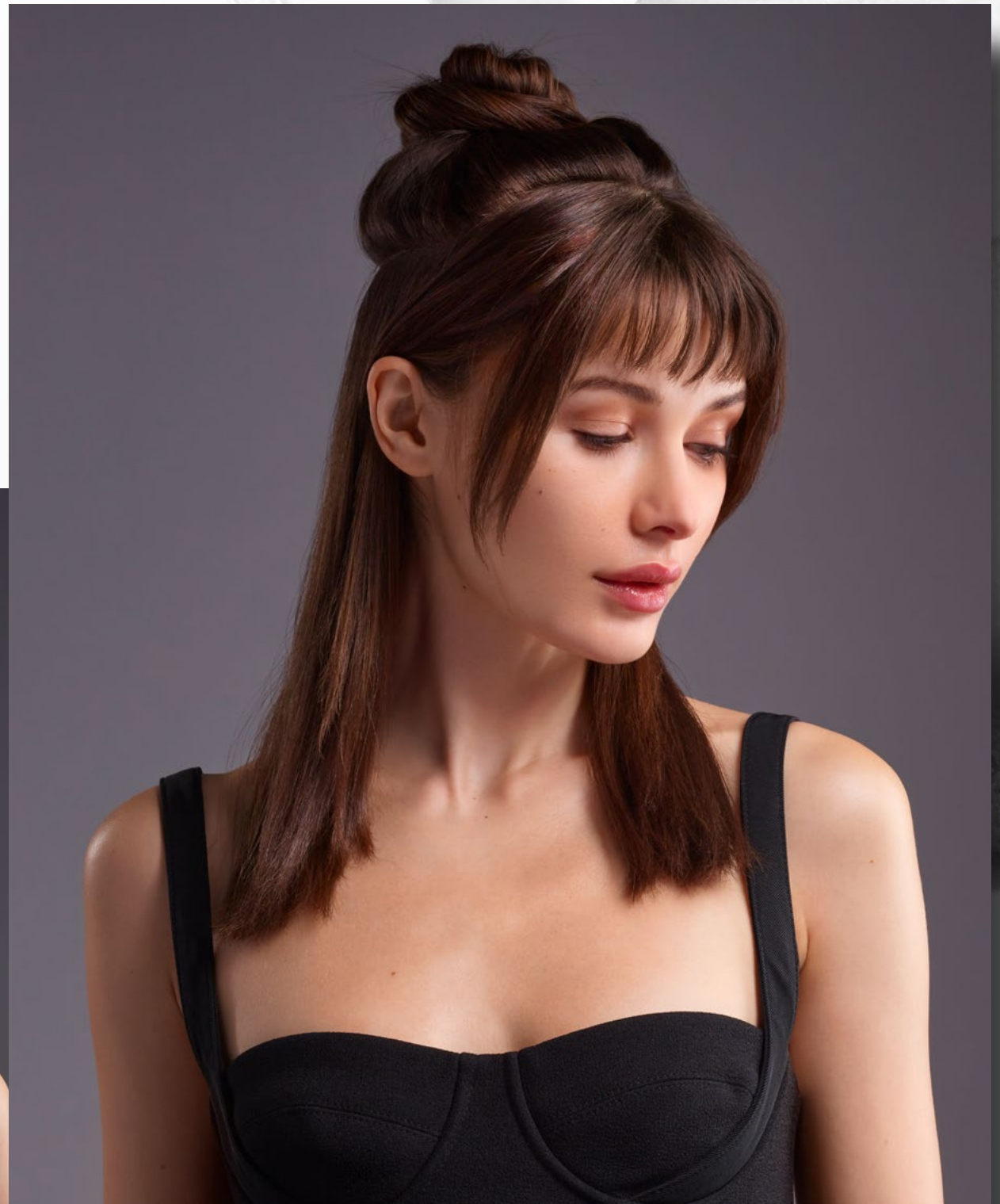


shu uemura
education

learn more



new! art of
disconnection



new! art of
graduation



in-salon classes

formation

foundational classes
that teach styling,
refine skills and
perfect the craft of
hairstyling

**\$2,185 or
145,670 points**



56,670 points



art of blow dry

sleek or voluminous?
shu uemura shares invaluable
techniques to create the
most requested service in
your salon — the blow dry.

discover:

- proper product usage
and application
- finishing tips
- technical sectioning



new art of red carpet

advance your skills with
different setting and pinning
techniques for longevity and
hold. Build a soft, secure and
ethereal look then transition
from one shape to another

discover:

- Creative iron work
- Infinity braid fundamentals
- Twisted knots that will hold
all night



art of perfectly undone

learn how to create one of the
most requested styles: lived-in
hair, from modern styles to
beachy textured waves.

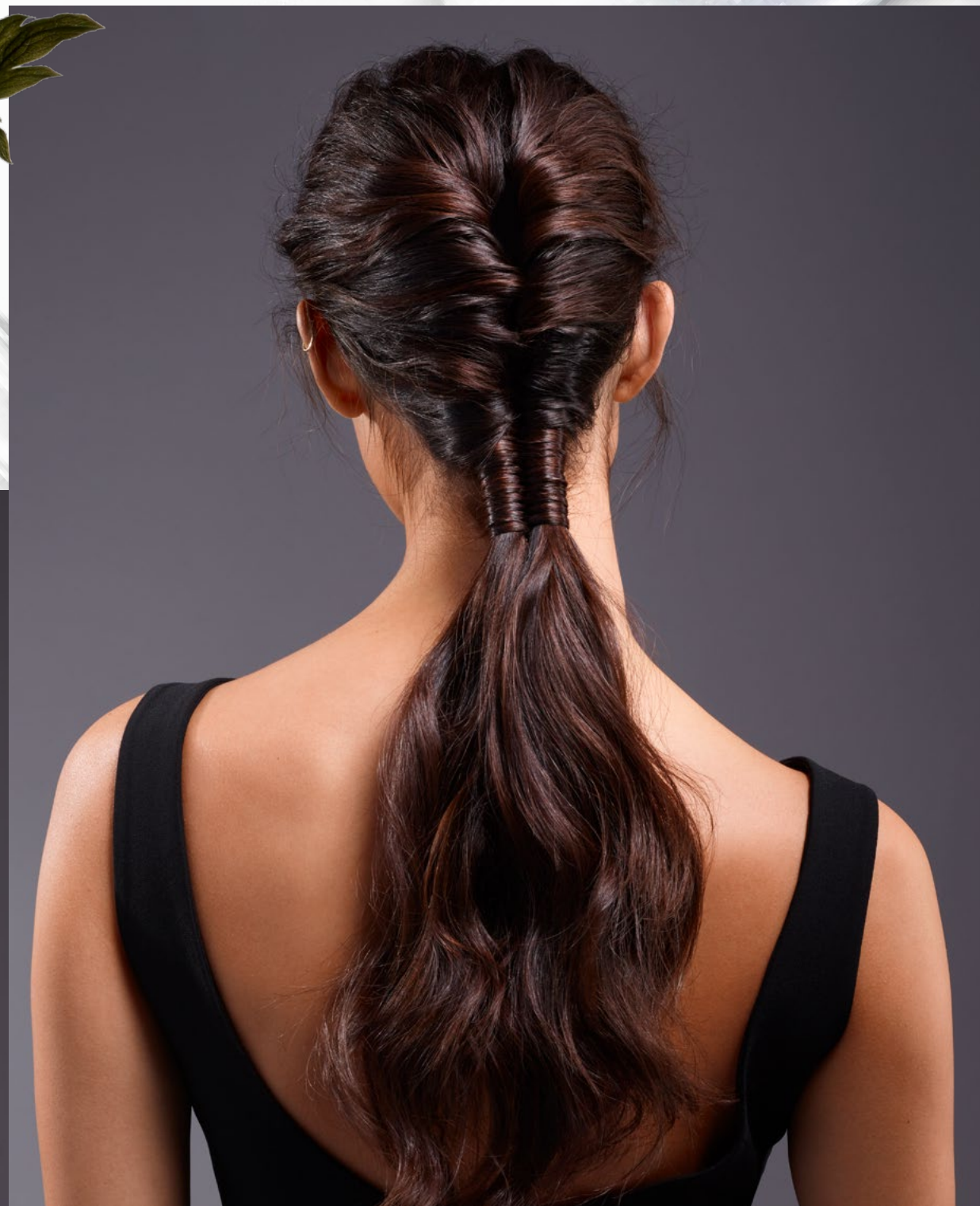
discover:

- varying textures with
multiple products
- craft hair with finger styling
and diffusing
- contemporary iron techniques
and minimal-to-no brush use

art of blow dry



new! art of
red carpet



learn more



art of perfectly
undone



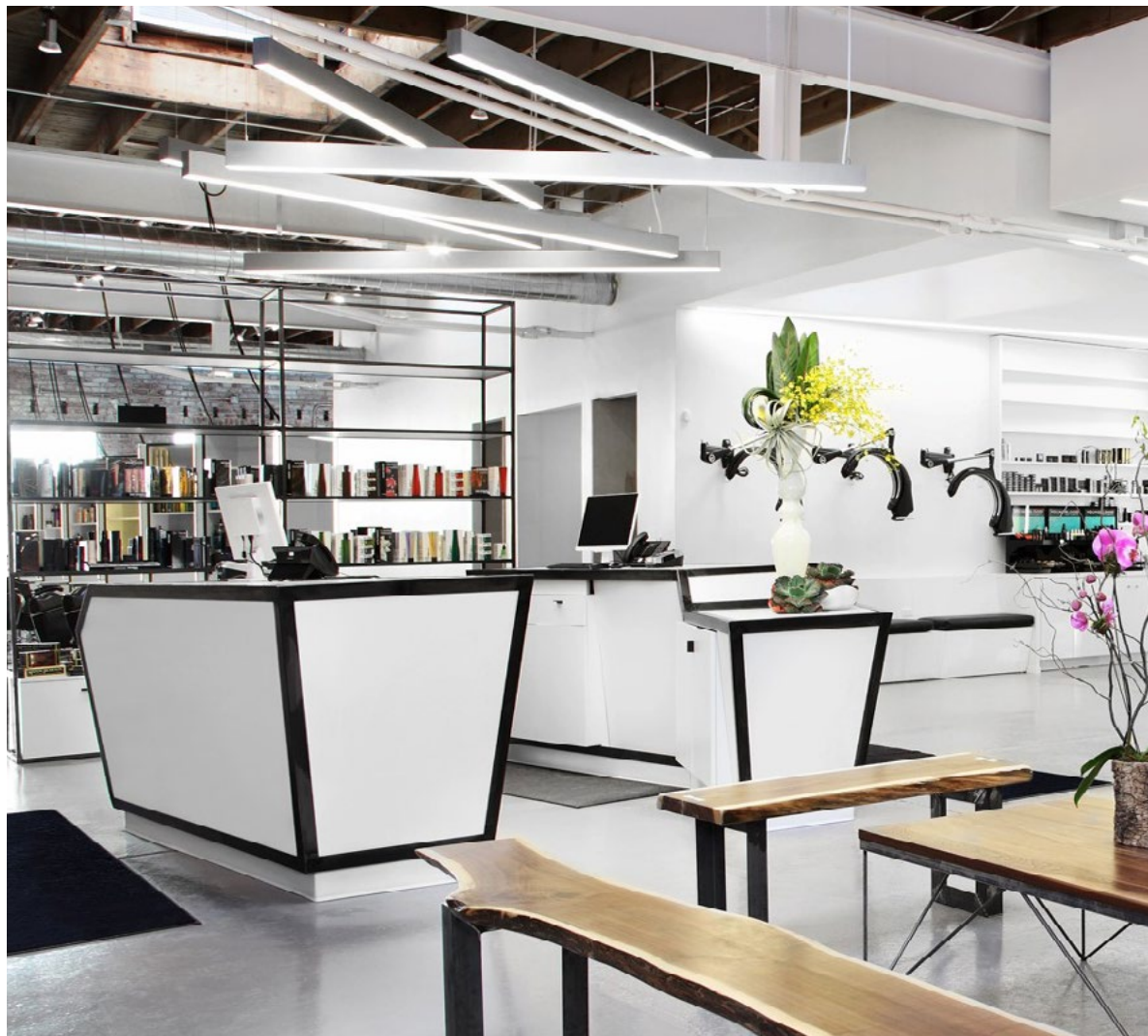
learn more



art of perfectly
undone



shu uemura
education
learn more



salon emotion class

offer your client the most unforgettable journey in your salon:

reinventing the client's emotional journey, where one thing leads to another



live in-salon cost:
\$1570 or 104,670 points



virtual cost:
\$850 or 56,670 points (up to 2 hours)





national product knowledge 2024 calendar



register here

join us for our monthly shu uemura virtual immersion. this education hour will be hosted live by one of our national shu uemura artists. you will be immersed in all the rare and precious ingredients that make shu uemura so special! please reach out to your business development manager for the link to join.

art of haircare

12:00 pm-1:00 pm est
9:00 am-10:00 am pst

- january 8th
- march 4th
- may 6th
- july 8th
- september 9th
- november 4th

art of styling

12:00 pm-1:00 pm est
9:00 am-10:00 am pst

- february 12th
- april 8th
- june 10th
- august 12th
- october 28th
- december 2nd

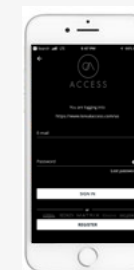
shu uemura
education



digital education

access digital education

- customized learning paths to develop hairstylists' skills – product knowledge, technical & digital
- offer simple, on-the-go training content that is educational and highly engaging



find L'Oréal Access
in app store

download and register
as new user