

06.10.2023

JOICO Blonde Life Masterclass

HELSINKI

JOICO
the **joy** of healthy hair



WE INVITE YOU TO ATTEND A MASTERCLASS ON BLONDE HAIR TECHNIQUES FROM THE PROFESSIONAL HAIR CARE LINE JOICO!

Joico is a professional hair care brand that stands for healthy hair!

There is no doubt that hair care requires specific skills and continuous training to keep up to date with the latest techniques and technologies. Achieving the right shade of blonde without sacrificing good hair condition can be challenging, so once you find a trusted hairdresser, clients will stay loyal for years or even forever, so it pays to train! At Joico, our goal is to provide only the highest quality hair care. Blonde Life lightening and tinting products can overcome any challenge and help you help your clients achieve their desired blonde shade safely and quickly. Get inspired to create lighter shades and treat blonde hair.

PROGRAM:

- 9:30** Morning coffee and gathering.
- 10:00** Introduction, introduction of the trainers.
 - „JOICO story: a journey for healthy hair
 - „The colourful world of JOICO's Blonde Life.
 - „Consultation, the theory of bleaching and the technical products needed for it.
 - „Workshop (on mannequin heads)
- 13.30** Lunch
- 14:15** Workshop continues
 - „Coloring
 - „Trendy cut
- 16:00** Closing of the training day

EDUCATORS



David Murray

*JOICO EMEA Senior Creative
Artist Team Member*

Coming from Ireland, David has achieved 'Irish Hairdresser of the Year' 4 times. As an established salon owner of @21 David goes above and beyond when it comes to satisfaction of his clients and his team. He is known for both his precision haircutting and Avant Garde work. His love of shape and form inspires his progressive vision for how hair can be manipulated. David has said that he truly believes that can change not only how someone looks but more importantly the way they FEEL. This him this is more than a haircut, it's a superpower.



Katrina Kelly

*Color Specialist at JOICO EMEA Senior
Creative Artist Team*

Dublin based Cut Social salon owner Katrina has won many awards over the years. Her style of hairdressing is feminine yet technical - in truth a master colorist. Katrina loves exploring new techniques and learning the chemistry side of hair coloring, along with the ingredients. As an educator, Katrina is dynamic and creative, she likes to understand how her students learn and adapts her teaching methods to suit their needs. Her intuition allows her to quickly zone in on the needs of others, ensuring every session is really engaging and relevant.

WHEN:

06.10.2023 10:00 - 16:00

WHERE:

YHTEYSTIEDOT | Koulutus-Center
Kalevankatu 12, 00100 Helsinki, FINLAND

PRICE:

PARTICIPATION FEE
189 €* + 0% VAT

* Includes mannequin head

* Includes breakfast and lunch at place

REGISTRATION:

