

HAIR COLOR

EDUCATION

PROGRAMS

MMXXIII 2023

IT&LY[®]
HAIRFASHION

ITELY HAIRFASHION is an Italian manufacturer of dynamic, dependable, and innovative hair color products. Our strength lies in color while offering a wide range of methods & solutions that protect the hair & scalp that enhance the natural brilliance of healthy hair.



share in the future of beauty in the world @ItelyHairUs

ITELY HAIRFASHION provides authentic Italian ingredients, style, and a legacy of unparalleled tradition in every aspect of our family of premium brands. Our standards for performance and perfection are expressed through artistry on a global scale, creating an elegant & sustainable Future of Beauty in the World.

#ItelyHairUs #itelyhairfashion #futureofbeauty

FUTURE

PROGRAM REQUEST FORM

1. Program requested:

2. Please Provide Event Details:

Event name_____

Date of Event_____

Location/Address_____

Contact_____

Is this Program part of a larger event? YES NO

If YES, which event?_____

Technician Requested_____

(2nd) Technician?_____

Local Educator(s) to assist/attend?_____

Confirmed Date_____

Photo/Bio needed? YES NO

Marketing support from ITELY? YES NO

Marketing Due Date_____

Model Call

Location (address)_____

Date & Time_____

Phone Number_____

3. Distributor Information:

Name_____

Phone_____

Nearest Airport_____

Contact_____

Email_____

4. Hotel Information:

Name_____

Address_____

City/State/Zip_____

Phone_____

Website_____

Confirmation Number_____

5. Educational Allowance:

Please call to inquire about educational rebates.

6. Booking your program(s):

- Program requests due minimum of 90 days in advance.
- Use this form for one event.
- If scheduling programs for multiple events, please make copies of this form for each additional event.

Please email this completed form to:

april.dean@itelyhairfashion.us

Please contact ITELY HAIRFASHION to ensure receipt of your request. 1-800-621-4859

7. Notes:

MMXXIII

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HEART COLOR

LEVEL 1

FUNDAMENTAL COLOR EDUCATION



FUNDAMENTAL COLOR EDUCATION - Level 1 Introduction to ITEL Hairfashion Hair Color

This level of education offers a basic introduction into our 3 color lines. Classes can range between 2-4 hours and will include a model with basic formulation and application. Introductory classes are designed for new users looking to better understand the ITEL Brands of hair color.

1. Colorly Optimus Permanent Color
2. Aquarely Permanent Color
3. Delyton Demi-Permanent Color

INTRODUCTION



LEVEL TWO

DEEPER COLOR EDUCATION

SIMPLY DEEPER COLOR EDUCATION - Level 2 **LIGHTENING, BLEACHING & TONING**

In this course, participants will explore all aspects and understanding of lightening and toning hair. This program will introduce the Oh My Blonde line of decolorizing products along with using and understanding the Hi-Lift SS Series and OMB Toners. This program can be held in a salon, a distributorship, or a hotel setting. Zoom classes are also an option. This class is designed for participants looking to advance their knowledge in ITELY lightening products through theory along with a hands-on approach.

STYLING AND FINISHING



STYLING AND FINISHING

This level of education offers a basic introduction into Styling & Finishing techniques with current fashion trends. It is a one-day program designed with theory, demonstration and hands-on applications using mannequins or a live model.

The purpose of this class is designed to introduce attendees to styling and finishing techniques using ITELY HAIRFASHION's PURITY DESIGN Masterpiece Styling Products and other ITELY products to the salon. Also, attendees will be introduced to various styling and finishing tools such as brushes, combs, irons, and other miscellaneous items to use when finishing hair.



PERFECT GREY COVERAGE

PERFECT GREY COVERAGE

Discover techniques through theory and a hands-on approach about the most effective techniques in grey coverage using a variety of ITELY Hairfashion lines and products. This course is designed to include applying red color formulas to cover grey hair.

COVERAGE

CORRECTIVE HAIR COLOR



CORRECTIVE HAIR COLOR

CORRECTIVE

The best techniques to apply in order to provide the most effective corrective work. This class encompasses permanent, demi-permanent and semi-permanent color in conjunction with de-colorizing products with a focus on technique - foils, plastic wrap, balayage, etc. applied to reconstructive & corrective work.



CERTIFIED SALON TECHNICAL COURSE

CERTIFIED SALON TECHNICAL COURSE A FOUR PART SERIES

The Certified Salon Technical Course is a 4 part program that contains four sessions that introduce the salon to expert level training of the complete range of ITELY Hairfashion products.

SESSION ONE: ITELY Lightening Products

SESSION TWO: ITELY Hair color

SESSION THREE: ITELY Textures, Perms and Relaxares

SESSION FOUR: The Final Exam

CERTIFIED



TECH

FOR A DAY

TECH FOR A DAY

ITELY Hairfashion Advocates provide expertise within the salon during the color conversion process and assist with solving color related concerns. The Technician will introduce proper use of ITELY HAIRFASHION systems and support products while spending time to provide personalized attention.

Contact ITELY Hairfashion for more details about hosting a Tech for a day.

TEXTURE

PERMS & RELAXARES



TEXTURE - PERMS & RELAXARES

This program is designed to provide a better understanding, experience and management all of the ITELY Hairfashion Texture Brands included in PROSHAPE. Discover Ondasoft, Relaxare, Preonda, Plusonda, Thermoflat & more.

SWATCH AND LEARN



SWATCH AND LEARN

Swatch and Learn is a fun and interactive way to introduce Stylists and Salon Owners to the colorful experience that the ITALY HAIRFASHION Color Brands offer. Attendees will enjoy a hands-on approach, coloring swatches and learning about the unique features & benefits available in each of the color brands.

LEARN

A large, stylized graphic of the Roman numerals MMXX. The characters are rendered in a bold, sans-serif font. The 'M' and 'X' characters are a light gray color, while the 'M' and 'X' characters are a darker gray color. The background is a dark blue gradient with a pattern of small, light blue squares.

250 Ohio River Blvd. Baden, PA 15005

1-800-621-4859 www.itelyhairfashion.us

ITLY-001 LITERATURE EDUMENU