EDUCATION FORMATS

MMXXIII 2023

IT&LY
HAIRFASHION
MILANO 1987

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IT&LY®
HAIRFASHION

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PROGRAM: _____ DATE: _____

INSTRUCTOR: _____

NAME	PHONE	EMAIL ADDRESS

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.

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.

This manual is intended to provide the most up-to-date methods & solutions of the proper application of ITELY Hairfashion products for professional stylists and hairdressers.

LIVE: IN-SALON DEMO

COLORLY OPTIMUS
AQUARELY& delyTON

LIVE: IN-SALON DEMO
COLORLY OPTIMUS / AQUARELY / delyTON

The purpose of this Demo is designed to quickly introduce ITELY Haircolor to a salon. You'll do a brief Introduction, product feature and benefit, then a model. This program should not be more than 1 - 1 ½ hours in the salon, unless the salon needs or wants more time. The salon is responsible for the model. An acceptable model is a slight color change, or simple grey coverage. No Corrective work, foils, decolorizing or tint backs.

The goal is to: show easy formulations, show great product performance, and to open dialogue with the stylist that leads to further conversations and opening a new door.

Adjust your presentation based on a Colorly Optimus, Aquarely or Delyton Presentation.

Introduce yourself and have the attendee(s) Introduce themselves

• How many years you've been working with ITELY Hair Color
• Why you use, love and continuing using ITELY Hair Color
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What do they need to learn about ITELY during this class and write this down

Introduce attendees to ITELY HAIRFASHION, tell the story of the company

• Started in 1987
• Professional only
• Consistent evolution, keeping up with new technologies as they arise
• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy (from A/C) and even more.

LIVE: IN-SALON DEMO
COLORLY OPTIMUS / AQUARELY / delyTON

Quick overview of COLORLY OPTIMUS

• 96 Shades / 23 series
• COLORLY OPTIMUS is smooth, creamy and easy to mix and apply (fast application)
• COLORLY OPTIMUS not only has an amazing base but now contains technological advancements and ingredients from the Circular Economy, supporting sustainability.
• E-PLEX Bond Repair added to every shade! Bonds of the hair are restructured and protected when needed!
• Mediterranean Blend is new technology created by a mix of Organic Italian fruit and plant extracts (grape, apple, lemon and wheat bran) for skin renewal, greater hair beauty and more color longevity.
• All plant derived!
• Mediterranean Blend prepares the hair to accept hair color with great efficacy, allowing COLORLY OPTIMUS to contain an even LOWER percentage of Ammonia 0.5 - 2.2% for even less damage and less fadage.
• Mediterranean Blend also Seals the cuticle after the color reaches its target level, for even greater color longevity and keeps mineral deposits from entering the hair shaft between services!
• Circular Economy ingredients a production and consumptions model that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible.
• Perfect color accuracy and balance due to the Molar Formulation for an even more brilliant final end result root to ends
• Color Base Key (use slide or paper version to explain)
• 100% VEGAN, Paraben-Silicone-SLES-Phthalate and cruelty FREE, Heavy Metal-Nickel and Dermatologically tested
• Mixing ratio 1:1 High Lift series 1:1.5

5 steps to Formulation
(explain each step in as much detail as needed) *Use Technical Reference Guide as a visual reference*

1. Determine the Natural Level – Clients natural level using the swatch chart
2. Determine the Desired Level – Does the client want to be darker, lighter or the same level
3. Determine the proper developer to use – Show the developer usage chart and how to utilize
4. Identify the natural color contribution at the desired level – Does the client want to be warm, cool or neutral? Then determine if you need to refine/neutralize or enhance/intensify this natural color contribution
5. Determine the percentage of gray – Show the gray percentage swatches and determine if the client is over 50% gray and formulate accordingly. If over 50% ½ the formula must be an N, NI or TN series to compensate for the lack of pigment in gray hair.

LIVE: IN-SALON DEMO
COLORLY OPTIMUS / AQUARELY / delyTON

Model formulation (salon provided)

Formulate model with stylist(s): ensure the model fills out a model release form

SHOW Equalizer Spray – Use Equalizer on the hair explaining the benefit of evening out porosity.

SHOW Derma Shield – Use Derma shield around the hairline explaining the benefit of using to prevent color staining on the skin during the application process.

Mixing and Application on Model – Show attendee how to mix the color by placing the color in the bowl, emulsifying it, then adding developer. Show how easy it is to mix our cream based color.

Have the Attendee(s) apply color to the model. Let them experience the ease of application, the pleasant fragrance etc., answering questions and making sure applications are applied well. Assist with application if needed. Process the model for the required time.

While model is processing:
Introduce COLORLY OPTIMUS, AQUARELY or DelyTON features and benefits

Teach Client Consultation Steps
1. Listen – Guest desires for their hair
2. Share – Repeat back to the client what you heard them tell you they desire
3. Clarify – That you are correct in what you heard
4. Ask for Permission
5. Proceed

Introduce the attendees to the other IHF lines
1. delyTON
2. Oh My Blonde
3. Riflessi
4. Wondhairful
5. Masterpiece
6. Procolorist

LIVE: IN-SALON DEMO
COLORLY OPTIMUS / AQUARELY / delyTON

Model Completion
When model is completed explain the benefit of finishing the service with:

1. After Color Shampoo
2. Revivor Pro
3. Color Cleaner

Have attendees style the model(s) using Xtraordinhair, Masterpiece etc.

Closing
• Thank everyone, leave a card
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying
  you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial

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2023 Live Demo Class Format
PROGRAM: Live in salon Demo (Colorly Optimus, Aquarely or DelyTON)

This Live in Salon Demo will be done while the salon is open, during regular business hours.
The Demo will generally be done with you; and, either the owner, or a senior employee who you can
communicate with. Since you will not be making a typical presentation, it is imperative that you
know your information and are prepared to answer any question. Be confident in your presentation.
The Distributor will do their best to predetermine what color(s) and accessories you will need to use
on the model prior to your arrival at the salon. The Salon may already be an ITELY Salon and have
product for you to use on the model.

Literature Needed:
• 2-4 Product Catalogs
• 10-12 Colorly Optimus, Aquarely or Delyton Technical guides
• 1-each Colorly Optimus , Aquarely and Delyton Swatch Chart
• 1- Your complete class kit (if you have one)

Working Product Needed; Distributor or ITELY to provide:
• Model Release form for live model(s)
• Class Kit (if available)
• Predetermined working product

Attendees will need to bring the following:
• 1 Model

Certified Salon Technical Course: 4 Part Series

Certified Salon Technical Course: 4 Part Series

The Certified Salon Technical Course is a 4 part program and will have 4 different sets of required items needed for each class. Based on the number of attendees, you will need the following. If you are doing this program for a local Distributor, the Distributor is responsible for everything needed to perform this program.

If ITELY HAIRFASHION Corporate assigned you to do this program, ITELY will provide all items to perform this program. You, as the ITELY Educator are responsible to have ALL POWER POINT PRESENTATIONS, with you. If you do not have all of the Power Point Presentations please contact: John Davis at john.davis@itelyhairfashion.us or 1-800-621-4859 EXT. 2014.

DOWNLOAD EDUCATION PRESENTATIONS AT
www.itelyhairfashion.us/resources

Part 1: ITELY Lightening Products

Literature Needed:
• 25-50 Product Catalogs
• 25-50 Oh My Blonde Technical Guides
• 2-4 Oh My Blonde Swatch Charts
• 2- Colorly and Aquarely Swatch Charts
• Power Point Presentation: Oh My Blonde, Easily Blonde, Aquarely Blonde Compact, SS Series and Developers

Working Product Needed; Distributor or ITELY to provide
• 1-2 each Oh My Blonde Decolorizers
• 1-2 each Developer
• 2 each Oh My Blonde Toners
• 2- each SS Series
• 1-2 Easily Blonde and Aquarely Blonde Compact
• 2- each Light and Passion Toners
• Bowls, brushes, beakers, scale
• Mannequin for each attendee
• Model Release form for live models

Attendees will need to bring the following:
• Combs, sectioning clips
• Gloves
• Blow Dryer

Certified Salon Technical Course: 4 Part Series

Part 2: ITELY Hair Color

Literature Needed:
• 25-50 Product Catalogs
• 25-50 Aquarely Technical Guides
• 2- Colorly, Aquarely & Delyton Swatch Charts
• 25-50 Colorly Optimus Technical Guides
• 25-50 Delyton Technical Guides
• Power Point Presentation for Colorly Optimus, Aquarely, Delyton & Developers

Working Product Needed; Distributor or ITELY to provide
• 1-2 each Colorly, Aquarely & Delyton
• Bowls, brushes, beakers, scale
• Model Release form for live models
• 1-2 each Developers
• Mannequin for each attendee

Attendees will need to bring the following:
• Combs, sectioning clips,
• Gloves
• Blow Dryer

Part 3: ITELY Texture Perms and Relaxares

Literature Needed:
• 25-50 Product Catalogs
• 25-50 Proshape Technical Guide
• Power Point Presentation for PROSHAPE Perms / Relaxers

Working Product Needed; Distributor or ITELY to provide
• 1-2 each Onda Soft # 1 and Onda Soft 2
• 1-2 each Proshape Relaxer
• 1-2 each Preonda
• 1-2 each Plusonda
• 1-2 each Thermoflat
• 1-2 Curl Definer Mousse
• Bowls, brushes
• Mannequin for each attendee
• Model Release form for live models

Attendees will need to bring the following:
• Combs, sectioning clips
• Gloves
• Blow Dryer

Certified Salon Technical Course: 4 Part Series

Part 4: The Final Exam

Literature Needed:
• The written Test

Working Product Needed; Distributor or ITELY to provide
• 1-2 each Colorly, Aquarely, Delyton
• 1-2 each Developer
• 1-2 each Oh My Blonde Decolorizers
• 1-2 Easily Blonde and Aquarely Blonde Compact
• 1-2 each Proshape Perms / Relaxers

Attendees will need to bring the following:
• Combs, sectioning clips
• Gloves
• Blow Dryer

Certified Salon Technical Course: 4 Part Series
Part 1: ITELY Lightening Products

CERTIFIED SALON TECHNICAL COURSE
PART ONE: ITELY Lightening Products

This course is dedicated to those salons that want to fully embrace, understand and introduce the entire ITELY HAIRFASHION Line of lightening Products into their salon. This course is a technical, theory based course with an opportunity for hands on experience with mannequins and live models.

This course spans over 4 Mondays and runs from 10:00 am until 4:00 pm. Use your best judgment for breaks and a lunch period.

Introduce yourself and have the attendee(s) introduce themselves
(and tell a little about themselves)

• How many years you've been working with ITELY HAIRFASHION
• Why you use, love and continuing using ITELY
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What is the most important information they want to learn about ITELY during this class and write this down

Introduce attendees to ITELY HAIRFASHION, tell the story of the company

• Started in 1987
• Professional only
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• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy (from A/C) and even more.

CERTIFIED SALON TECHNICAL COURSE
PART ONE: ITELY Lightening Products

During this first day, attendees will become familiar with, and better understand all ITELY HAIRFASHION's Lightening Products. The morning sessions will consist of theory about all of the lightening products and the afternoon session will consist of a hands on workshop. The workshop will give attendees the chance to see, feel, mix and experience every lightening product on a mannequin.

Morning Session
Products to be covered:

• Oh My Blonde Bleaches and Toners (use Power Point Presentation)
- F & B, Mixing, Developer usage and timing,
- Choosing the ideal decolorizer
- Toner F & B, how to choose the right toner, Developer usage and timing

• Easily Blonde
- F & B, mixing, developer usage and timing
- When and why to use Easily Blonde

• Aquarely Blond Compact
- F & B, mixing, developer usage and timing
- When and why to use Aquarely Blonde Compact

• SS High Lift Series (Colorly and Aquarely)
- Available shades
- Mixing ratio and developer usage and timing
- When and why to use

• Light and Passion Toners
- Available Shades
- Mixing ratio and developer usage
- When and why to use

CERTIFIED SALON TECHNICAL COURSE
PART ONE: ITELY Lightening Products

Afternoon Session:
Basic set up will include

1. Each attendee will have a mannequin
2. Get appropriate literature prepared. (digital and print)
3. Have display product, working product and Swatch Charts ready.
4. Have enough bowls, brushes, beakers, scales, and developers
4. Ensure electronic devices are charged and ready. (speakers, mic, laptops, etc.)
5. Make sure your working area is ready.

Each attendee will have the opportunity to sample and work with each Decolorizer, Toner and Developer. The idea is to let them work at their leisure with each product, applying it to the mannequin. This allows them for an experience with the full range of products and results.

While the attendees are working, you will observe and engage each attendee and answer any questions they may have about the products.

Closing

• Thank everyone, leave a card. Get the card of the salon owner
• Remind the attendees of date & times for the 2nd part of the Salon Certification Program.
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Contact your Distributor and inform them how the program went and how long you were there.

Certified Salon Technical Course: 4 Part Series
Part 2: ITELY Hair Color

CERTIFIED SALON TECHNICAL COURSE
PART TWO: ITELY Hair Color

This course is dedicated to those salons that want to fully embrace, understand and introduce the entire ITELY HAIRFASHION Line of hair color Products into their salon. This course is a technical, theory-based course with an opportunity for hands on experience with mannequins and live models.

This course spans over 4 Mondays and runs from 10:00 am until 4:00 pm. This is Part 2 of the 4 part Series. Use your best judgment for breaks and a lunch period.

Introduce yourself and have the attendee(s) introduce themselves
(and tell a little about themselves)

• How many years you've been working with ITELY HAIRFASHION
• Why you use, love and continuing using ITELY
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What is the most important information they want to learn about ITELY during this class and write this down

Introduce attendees to ITELY HAIRFASHION, tell the story of the company

• Started in 1987
• Professional only
• Consistent evolution, keeping up with new technologies as they arise
• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy (from A/C) and even more.

CERTIFIED SALON TECHNICAL COURSE
PART TWO: ITELY Hair Color

The second part of the program is dedicated to better understand, experience and manage all of the Hair Color Brands that ITELY has to offer. The morning is dedicated to theory and in-depth conversation on each brand and a trainer demonstration. In the afternoon participants will have an opportunity to put into practice what was discussed during the morning session.

**Morning Session
Products to be covered:**

• Colorly Optimus
- Follow the outline in the Power Point Presentation
- Review the Technical Guide
- Swatch Chart

• Aquarely
- Follow the outline in the Power Point Presentation
- Review Technical Guide
- Swatch Chart

• Delyton
- Follow the outline in the Power Point Presentation
- Use Swatch Chart

• Developers
- F & B's
- Timing and when to use each volume

After the theory portion of the program the educator will demonstrate one or more color lines on a model or a mannequin. An acceptable model is a slight color change, or simple grey coverage.
No Corrective work, foils, decolorizing or tint backs.
It's ok to say "no" to a model that you know will not work. You need to ensure a positive reflection on you and the product. The goal is to show easy formulations, great product performance and easy dialogue with the Stylist that could lead to further conversations and more education.

CERTIFIED SALON TECHNICAL COURSE
PART TWO: ITELY Hair Color

Afternoon Session

The afternoon session will allow each attendee to experience mixing, formulating, and applying all 3 ITELY color lines on mannequins.

Basic set up will include

1. Each attendee will have a mannequin
2. Get appropriate literature prepared. (digital and print if needed)
3. Have display product, working product and Swatch Charts ready.
4. Have enough bowls, brushes, beakers, scales, and developers
4. Ensure electronic devices are charged and ready. (speakers, mic, laptops, etc. if needed)
5. Make sure your working area is ready.

Additional suggestions:

• Attendees can section the hair in 4 – 6 sections
• Each section should have a different brand of color
• Use various strengths of developer
• Attendees can use foils or highlight papers if they wish

Closing

• Thank everyone, leave a card. Get the card of the salon owner
• Remind attendees of date and times for the 3rd part of the Salon Certification Program and the date
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Contact your Distributor and inform them how the program went and how long you were there.

Certified Salon Technical Course: 4 Part Series
Part 3: ITELY Texture, Perms and Relaxares

CERTIFIED SALON TECHNICAL COURSE
PART THREE: ITELY Texture, Perms and Relaxares

This course is dedicated to those salons that want to fully embrace, understand and introduce the entire ITELY HAIRFASHION Line of Texturizing Products into their salon. This course is a technical, theory based course with an opportunity for hands on experience with mannequins and live models.

This course spans over 4 Mondays and runs from 10:00 am until 4:00 pm. This is Part 3 of the 4 part Series. Use your best judgment for breaks and a lunch period.

Introduce yourself and have the attendee(s) introduce themselves
(and tell a little about themselves)

• How many years you've been working with ITELY HAIRFASHION
• Why you use, love and continuing using ITELY
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What is the most important information they want to learn about ITELY during this class and write this down

Introduce attendees to ITELY HAIRFASHION, tell the story of the company

• Started in 1987
• Professional only
• Consistent evolution, keeping up with new technologies as they arise
• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy (from A/C) and even more.

CERTIFIED SALON TECHNICAL COURSE
PART THREE: ITELY Texture, Perms and Relaxares

The third part of the program is dedicated to better understand, experience and manage all of the ITELY Texture Brands included in PROSHAPE. The morning is dedicated to theory and in-depth conversation about each product accompanied by a demonstration. In the afternoon, participants will have the opportunity to put into practice what was discussed during the morning session.

Morning Session
Products to be covered:

• Ondasoft Perms
- Follow the Power Point Presentation
- Features & Benefits
- How to determine the correct product to use

• Relaxare
- Follow the Power Point Presentation
- Features & Benefits
- How to determine the correct product to use

• Other Products
- Preonda
- Plusonda
- Thermoflat
- Curl Definer Mousse

After the theory portion of the program, the educator will demonstrate some of the PROSHAPE Products on a model or a mannequin. An acceptable model is one that has hair in fairly good shape and can be colored or natural. If hair is colored, it should have been colored at least 15 days prior to a Relaxare being used.

It's ok to say "no" to a model that you know will not work. You need to ensure a positive reflection on you and the product.

The goal is to show great product performance and easy dialogue with the Stylist that could lead to further conversations and more education.

CERTIFIED SALON TECHNICAL COURSE
PART THREE: ITELY Texture, Perms and Relaxares

Afternoon Session

The afternoon session will allow attendees to experience PROSHAPE Products on mannequins.

Basic set up will include

1. Each attendee will have a mannequin
2. Get appropriate literature prepared. (digital and print if needed)
3. Have display product, working product and swatch charts ready.
4. Have enough bowls, brushes, beakers, scales, and neutralizers
5. Ensure electronic devices are charged and ready. (speakers, mic, laptops, etc. if needed)
6. Make sure your working area is ready.

Additional suggestions:

• Attendees can section the hair in 4 – 6 sections
• Each section can be used to try several PROSHAPE Product.

Each attendee must be informed and prepared for the 4th and final part of the Course. Please inform the attendees:

• They will be required to bring a model or they can use a mannequin and perform any service in full of their choice: **Hair Color**, **Lightening**, **Texture**

• A short presentation on the service they chose and the products they are using

• A final exam will be given

Closing

• Thank everyone, leave a card. Get the card of the salon owner
• Remind attendees of date and times for the 3rd part of the Salon Certification Program and the date
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Contact your Distributor and inform them how the program went and how long you were there.

Certified Salon Technical Course: 4 Part Series
Part 4: The Final Exam

CERTIFIED SALON TECHNICAL COURSE
PART FOUR: The Final Exam

The final part of this course is dedicated to those salons and stylist that have attended all 4 portions of the program. Part 4 of the program allows each attendee to showcase the education they received by demonstrating their newly developed skills on a live model.

Introduce yourself and welcome everyone to the final chapter of the course

• Start a general conversation about what today is all about
• Ask them their thoughts about the program as a whole
• Maybe have a short question and answer period
• Ask them what was the most important thing they learned

Agenda: Move as Quickly or Slowly as needed

• Each attendee will come up and present their model and the service they will perform
  - Encourage questions
• Each attendee will talk about the products they intend to use and why
  - Encourage questions
• Take a written test
• Present the finished model

Closing

• Thank everyone, leave a card. Get the card of the salon owner
• Remind attendees of date and times for the 3rd part of the Salon Certification Program and the date
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Contact your Distributor and inform them how the program went and how long you were there.

IT&LY
HAIRFASHION
MILANO 1987

SIMPLY BASIC COLOR EDUCATION
LEVEL - 1

ISO 22716
BUREAU VERITAS
Certification

ISO 9001
BUREAU VERITAS
Certification

SIMPLY BASIC COLOR EDUCATION - Level 1

Based on the Color Line being taught, and the number of attendees, you will need the following. If you are doing this program for a local Distributor, the distributor is responsible for everything needed to perform this program. If ITELY HAIRFASHION Corporate assigned you to do this program, ITELY will provide all items necessary to deliver this program. You, as the ITELY Educator are responsible to have ALL POWER POINT PRESENTATIONS with you. If you do not have the Power Point Presentations, please contact John Davis: john.davis@itelyhairfashion.us, 1-800-621-4859 EXT 2014.

DOWNLOAD EDUCATION PRESENTATIONS AT
www.itelyhairfashion.us/resources

Literature needed:
• Colorly Optimus, Aquarely and Delyton Swatch Charts
• Power Point Presentation for the line you are teaching
• 25-50 Colorly Optimus Technical Guide
• 25-50 Aquarely Technical Guide
• 25-50 Delyton Technical Guide
• 25-50 Product Catalogs

Attendees will need to bring the following:

• Combs, sectioning clips, gloves
• Foils, highlighting papers (optional)
• Blow dryer, brushes

Working Product needed: Distributor or ITELY to provide:
• 1 each tube of Colorly , Aquarely, or Delyton
  (depending on the type of class)
• Bowls, brushes, tube keys, flasks or scales
• 1-Revivor Conditioner, retail size
• Mannequin heads for each attendee

• 1-2 each developer
  (depending on number of attendees)
• 1-After Color Shampoo, retail size
• 1- Color Cleaner
• Model Release Form
  (if live models are used)

SIMPLY BASIC COLOR EDUCATION - Level 1

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. Intro Classes can be held in a salon, a distributorship, or a hotel setting. Zoom classes are also an option. Introductory classes are designed for new users looking to better understand the ITELY Brands of HairColor.

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

This format can be used for a basic intro class for Colorly, Aquarely or DelyTON. You will change the Power Point Presentation based on the color line you are teaching.

Basic set up for this program will include:

1. Arrive at least 20 minutes prior to the start of the class for set up
2. Get appropriate literature prepared. (digital and print)
3. Have display product and swatch charts available
4. Ensure electronic devices are charged and ready (speakers, mic, laptops, etc.)
5. Make sure your working area is ready
6. Have model arrive and available 30-45 minutes after the start of the class

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Class Format is as follows:

The purpose of this class is designed to introduce ITELY Haircolor to a salon. You'll deliver a brief introduction including the product features and benefits, then a model. This program should run 2-4 hours in the salon unless the salon wants more time. The Salon is responsible for the model.

An acceptable model is a slight color change, or simple grey coverage. No Corrective work, foils, decolorizing or tint backs.

It's ok to say "no" to a model that you know will not work. You need to ensure a positive reflection on you and the product.

The goal is to show easy formulations, great product performance and easy dialogue with the Stylist that could lead to further conversations and more education.
Adjust your presentation based on a Colorly Optimus, Aquarely or DelyTON Presentation.

SIMPLY BASIC COLOR EDUCATION - Level 1

Introduce yourself and have the attendee(s) introduce themselves
(and tell a little about themselves)

• How many years you've been working with ITELY HAIRFASHION
• Why you use, love and continuing using ITELY
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What is the most important information they want to learn about ITELY during this class and
  write this down

Introduce attendees to ITELY HAIRFASHION, tell the story of the company
• Started in 1987
• Professional only
• Consistent evolution, keeping up with new technologies as they arise
• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village
  featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium
  Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy
  (from A/C) and even more

SIMPLY BASIC COLOR EDUCATION - Level 1

OVERVIEW of COLORLY OPTIMUS (Aquarely or Delyton)
(This would be the time to use the Power Point Presentation for the specific line you are teaching)

• 96 Shades / 23 series
• COLORLY OPTIMUS is smooth, creamy and easy to mix and apply (fast application)
• COLORLY OPTIMUS not only has the amazing base of our Colorly 2020 but now contains
  technological advancements and ingredients from the Circular Economy for sustainability.
• E-PLEX Bond Repair added to every shade! Bonds of the hair are restructured and protected!
• Mediterranean Blend is new technology created by a mix of Organic Italian fruit and plant extracts
  (grape, apple, lemon and wheat bran) for skin renewal, greater hair beauty and more color longevity.
  All plant derived!
  - Mediterranean Blend prepares the hair to accept hair color with great efficacy, allowing
    COLORLY OPTIMUS to contain an even LOWER percentage of Ammonia 0.5 - 2.2% for
    even less damage and less fadage
  - Mediterranean Blend also Seals the cuticle after the color reaches its target level, for even
    greater color longevity, keeps mineral deposits from entering the hair shaft between services!
• Circular Economy ingredients a production and consumptions model that involves sharing,
  lending, reusing, repairing, reconditioning and recycling existing materials and products for as
  long as possible.
• Perfect color accuracy and balance due to the Molar Formulation for an even more brilliant
  final end result root to ends
• Color Base Key (use slide or paper version to explain)
• 100% VEGAN, Paraben-Silicone-SLES-Phthalate and cruelty FREE, Heavy Metal-Nickel and
  Dermatologically tested
• Mixing ratio 1:1 - High Lift series 1:1.5

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5 steps to Formulation (explain each step in as much detail as needed)
(Applies to Colorly and Aquarely)

1. Determine the Natural Level – Clients natural level using the swatch chart
2. Determine the Desired Level – Does the client want to be darker, lighter or the same level
3. Determine the proper developer to use – Show the developer usage chart and how to utilize
4. Identify the natural color contribution at the desired level – Does the client want to be warm, cool or
   neutral? Then determine if you need to refine/neutralize or enhance/intensify this natural color
   contribution.
5. Determine the percentage of gray – Show the gray percentage swatches and determine if the client
is over 50% gray and formulate accordingly. If over 50% ½ the formula must be an N, NI or TN series
to compensate for the lack of pigment in gray hair. Talk about basic Grey Coverage applications and
solutions during this time.

SIMPLY BASIC COLOR EDUCATION - Level 1

Model formulation (salon provided)
Formulate model with stylist(s) and make sure the model fills out a model release form

SHOW Equalizer Spray – Use Equalizer on the hair explaining the benefit of evening out porosity

SHOW Derma Shield – Use Derma shield around the hairline explaining the benefit of using to prevent color staining on the skin during the application process

Mixing and Application on Model – Show attendee how to mix the color by placing the color in the bowl, emulsifying it and then adding developer. Show how easy it is to mix our cream based color.

Have the Attendee(s) apply the color to model. Let them experience the ease of application, the pleasant fragrance etc. answering questions and making sure applications are good. Assist with application if needed. Process the model for the required time.

When model is processing:
Teach Client Consultation Steps

1. Listen – During the initial consult, really listen to the Guest and what they desire for their hair
2. Share – Repeat back to the client what you heard them tell you they desire from the service
3. Clarify – That you are correct in what you heard
4. Ask for Permission
5. Proceed

Introduce the attendees to the other IHF lines
(briefly tell them about the other lines we offer)

1. delyTON
2. Oh My Blonde
3. Riflessi
4. Wondhairful
5. Masterpiece
6. AVANTI Program
7. Procolorist

SIMPLY BASIC COLOR EDUCATION - Level 1

MODEL COMPLETION
When model is completed explain the benefit of finishing the service with:

1. After Color Shampoo
2. Revivor Pro
3. Color Cleaner

Have attendees style the model(s) using Xtraordinhair, Masterpiece etc.

Closing
• Thank everyone, leave a card. Get the card of the salon owner
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying
  you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Contact your Distributor and inform them how the program went and how long you were there.

SIMPLY DEEPER COLOR EDUCATION
LEVEL - 2

SIMPLY DEEPER COLOR EDUCATION - Level 2

Lightening, Bleaching and Toning Course

Based on the number of attendees, you will need the following. If you are doing this program for a local Distributor, the distributor is responsible for everything needed to perform this program. If ITELY HAIRFASHION Corporate assigned you to do this program, ITELY will provide all items to perform this program. ITELY Educators are responsible to have ALL POWER POINT PRESENTATION, with you. If you do not have all of the Power Point Presentations please contact John Davis: john.davis@itelyhairfashion.us 1-800-621-4859 EXT 2014.

DOWNLOAD EDUCATION PRESENTATIONS AT
www.itelyhairfashion.us/resources

Literature Needed:
• Oh My Blonde Toner Swatch Chart
• 25-50 Oh My Blonde Product Guide
• Colorly and Aquarely Swatch Chart
• 25-50 Product Catalogs

• 25-50 Oh My Blonde Technical Guide
• Oh My Blonde Power Point Presentation
• Colorly and Aquarely Power Point Presentation
  - Use the Easily Blonde and Aquarely portion
    of the presentation

Working Product Needed: Distributor or ITELY to provide
• 1- each Oh My Blonde Decolorizers
• 1- each Oh My Blonde Retail Product Line
  - Shampoo, Conditioner, Blonde Sealer, pH Modulator,
    Cool Blonde Spray
• 1-2 Easily Blonde
• 1-2 Aquarely Blonde Compact
• 2- each SS Series for Colorly and Aquarely
• 2- each Oh My Blonde Toners
• 2- each Light and Passion Toners
• 2- each developer including 5 Vol.
• Bowls, brushes, tube keys, flasks or scales
• Mannequin for each attendee
• Model Release form for live models

Attendees will need to bring the following:

• Combs, sectioning clips, gloves
• Foils highlighting papers (optional)
• Blow Dryer, Brushes

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.

Products and Topics learned in this class:

1. Oh My Blonde Lighteners
2. Easily Blonde, Aquarely Blonde Compact
3. SS - series
4. Oh My Blonde Toners / Neutralizing unwanted tones
5. Determining when to use each lightener and why

When and Where:

This is an 8 hour (1 day) program.
This can be a 2 day program (Sun-Mon):
Sunday 10:00 am until 4:00 pm - Theory,
Monday 10:00 am until 4:00 pm - Hands-on portion with manniquins.

Hands on portion requires a minimum of 6 attendees with a max of 12.
Can be held in the distributorship or hotel or salon.

Who is this designed for:
New and current users

Participant Material needed: (if a second day)
Hair Dryer, Irons, brushes, clips, combs, water bottle, foils

SIMPLY DEEPER COLOR EDUCATION - Level 2

Class Format

The purpose of this class is designed to introduce or update ITELY HAIRFASHION Blonding Products to a salon.

SUNDAY: Sunday will include a brief Introduction, product feature, benefits and usage and 1 model. Utilize break times as needed and a lunch break. Depending on attendee interaction, the program could end earlier or run a little later.

MONDAY: Monday's program will include a quick review and a question and answer period relating to Sundays program. Work on mannequins can begin. The goal of the day is to have attendees try each lightener, learn mixing & formulation and product placement. Use, formulate, and experiment with the Oh My Blonde Toners.

The goal is to show easy formulations, great product performance and easy dialogue with the Stylist that could lead to further conversations and more education.

Basic set up for this program will include:

1. Arrive at least 20 minutes prior to the start of the class for set up
2. Get appropriate literature prepared. (digital and print)
3. Have display product and Swatch Charts available
4. Ensure electronic devices are charged and ready. (speakers, mic, laptops, etc.)
5. Make sure your working area is ready.
6. Check that all working product for Monday's session is at the location

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Product needed for the Monday session includes: (Sunday Model)

2 - each SS-series shade, Colorly and Aquarely
1 - each delyTON
1 - each OMB toner
1 - each Lightener
2 - each Developer
• Bowls, brushes, flasks - equal to the number of attendees
• Swatch charts including OMB Toner Chart
• Foils, Highlighting papers

SIMPLY DEEPER COLOR EDUCATION - Level 2

Introduce yourself and have the attendee(s) introduce themselves
(and tell a little about themselves)

• How many years you've been working with ITELY HAIRFASHION
• Why you use, love and continuing using ITELY
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What is the most important information they want to learn about ITELY during this class and write this down

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Introduce attendees to ITELY HAIRFASHION, tell the story of the company
• Started in 1987
• Professional only
• Consistent evolution, keeping up with new technologies as they arise
• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy (from A/C) and even more

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Quick overview of the ITELY Lighteners
(This would be the time to use the Power Point Presentation for the specific line you are teaching)

• Easliy Blonde
• Aquarely Blonde Compact

• Oh My Blonde (OMB) Lighteners include:
 - Iconic Blonde   - Dely Blonde
 - Clay Blonde   - Silky Blonde
 - Sunlight Oil   - OMB Toners

• Oh My Blonde Auxillary products:
 - pH Modulator   - 5 Volume Developer
 - Cool Blonde Spray   - Shampoo / Conditioner

• SS Series Hi-Lift Blonding:
 - Colorly SS Series   - Aquarely SS Series

• Developers:
 - 10, 20, 30, 40 and their usage

SIMPLY DEEPER COLOR EDUCATION - Level 2

Review the 7 stages of lightening
Hair bleaches are designed to decolorize hair. They contain ingredients that break down the melanin (pigment) in the hair. Hair must be pre-lightened to the proper stage to achieve true, desired results.
• Utilize Charts in the Power Point or Technical Guides

Developers
Review the developers that ITELY has and when to use them for your desired result.
• 10, 20, 30, 40 volumes

Toning
Toning is how we neutralize or enhance tones in the hair after we decolorize. Not all hair will need to be toned after it is decolorized.
• We tone level on level when a natural / warm results are desired
• When cooler results are desired, we lighten 1 level lighter than the desired level, then tone

Toning: Hair Damp vs Dry
• Best results are when the hair is at least 70% dry.
• When hair is towel dried (not dripping wet) it allows the toner to move easily through the hair and creates a sheer finish using less product , equalizes porosity and creates more even results.
• Toning on hair that is at least 70% dry, creates a more dense and accurate final result

Toning: Permanent vs Demi-Permanent
• Both are good options
• Demi Colors as Toners may be more reflective, and are ammonia free.
• Permanent Color may have a denser finish, because there is ammonia present, you may experience a little base break on hair that has not been lightened.

SIMPLY DEEPER COLOR EDUCATION - Level 2

Model formulation (salon provided) (or mannequin)

Formulate model with the stylist(s) and make sure to have the model fill out a model release form. Talk with attendees and decide on a simple technique and Decolorizer to use on the model. Something easy and not too time consuming.

Remind attendees of the importance of using and mixing the product properly and that all of the ITELY Powder Lighteners are "off the scalp" and require "No Heat".

SHOW Equalizer Spray – Use Equalizer on the hair explaining the benefit of evening out porosity

Mixing and Application on Model – Show attendee how to mix the lightener by placing the product in the bowl, and then adding developer. Show how easy it is to mix and blend the product.

Have the Attendee(s) apply lightener to the model. Let them experience the ease of application. Answer questions and make sure applications are good. Assist with application if necessary. Process the model for the required time based on the developer used.

When model is processing:
Review Client Consultation Steps

1. Listen – During the initial consult, really listen to the Guest and what they desire for their hair
2. Share – Repeat back to the client what you heard them tell you they desire from the service
3. Clarify – That you are correct in what you heard
4. Ask for Permission
5. Proceed

Introduce the attendees to the other IHF lines
(briefly tell them about the other lines we offer)
1. delyTON
2. Oh My Blonde
3. Riflessi
4. Wondhairful
5. Masterpiece
6. AVANTI Program
7. Procolorist

SIMPLY DEEPER COLOR EDUCATION - Level 2

Model Completion

When model is completed explain the benefit of finishing the service with:
1. Oh My Blonde Shampoo
2. Oh My Blonde Conditioner
3. Blonde Sealer

Have attendees style the model(s) using Xtraordinhair, Masterpiece etc.

Closing
• Thank everyone, leave a card. Get the card of the salon owner
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying
  you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Prepare for Day 2
• Contact your Distributor and inform them how the program went and how long you were there.

Day 2 - Hands on Training *if applicable*

• Start program with review and question and answer period
• Ensure each attendee has a mannequin
• Create one designated area where attendees can gather the product they need
• Remember, this is a program designed for attendees to try each product and see how they perform.

Additional Suggestions:

• Divide the hair into 4 - 6 sections
• Try each product in a different section
• Identify the sections where a toner will be applied
• Use various developers
• Take before and after photos
• Attendees will take the manniquins with them at the end of the program

This is a work shop style hands-on event: be creative and informative.

SIMPLY DEEPER COLOR EDUCATION - Level 2

Day 2 - CLOSING

• Thank everyone, leave a card. Get the card of the salon owner
• Let attendees know the ITELY HAIRFASHION North America and personal Instagram Name saying you and the company would love to keep in touch. @itelyhairus and @itelyhairfashionofficial
• Make sure the salon or event space is clean
• Contact your Distributor and inform them how the program went and how long you were there

STYLING & FINISHING

STYLING & FINISHING

Based on the number of attendees, you will need the following. If you are doing this program for a local Distributor, the distributor is responsible for everything needed to perform this program.
If ITELY HAIRFASHION Corporate assigned you to do this program, ITELY will provide all items to perform this program. You, as the ITELY Educator are responsible to have ALL POWER POINT PRESENTATION, with you. If you do not have all of the Power Point Presentations please contact John Davis john.davis@itelyhairfashion.us 1-800-621-4859 EXT 2014.

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Literature Needed:

• 25-50 Product Catalogs
• 25-50 Master Piece Product Brochure

Working Product Needed; Distributor or ITELY to provide

• 3-6 each Master Piece Product
• 2-4 each Wonderhairful Product
• Mannequin for each attendee
• Model Release form for live models

Attendees will need to bring the following:

• Combs, sectioning clips
• Variety of brushes including, round and flat
• Blow dryer, curling iron, flat iron

STYLING & FINISHING

This level of education offers a basic introduction into Styling & Finishing techniques with current fashion trends. It is a 1 day program designed with theory, demonstration and hands-on applications using mannequins or a live model. The class will run from 10:00 am until 4:00 pm. The program can take place in a salon, a distributorship or hotel, based on the number of attendees.

Basic set up for this program will include:

1. Arrive at least 20 minutes prior to the start of the class for set up
2. Get appropriate literature prepared. (digital and print)
3. Have display product and products to use available
4. Ensure electronic devices are charged and ready. (speakers, mic, laptops, etc.)
5. Make sure your working area is ready.
6. Have model arrive and available 30-45 minutes after the start of the class
7. If using mannequins, make sure there are enough for everyone attending.

Attendees will need to bring the following:

• Styling combs, wide-tooth comb
• Round brush, (multiple sizes), flat paddle brush, thermal brushes (if you have them),
• Blow dryer, irons, (flat and round)
• Sectioning clips

Class Format is as follows:

The purpose of this class is designed to introduce attendees to styling and finishing techniques using ITELY HAIRFASHION's Master Piece 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. You'll do a brief Introduction, product feature and benefit and then a model. The Salon is responsible for the model. An acceptable model is one that will be able to demonstrate various looks.

It's ok to say "no" to a model that you know will not work. You need to ensure a positive reflection on you, the product and the techniques.

The goal is to show easy techniques, great product performance that promotes easy dialogue with the Stylist that could lead to further conversations and more education.

STYLING & FINISHING

Introduce yourself and have the attendee(s) Introduce themselves

• How many years you've been working with ITELY.
• Why you use, love and continuing using ITELY Products.
• How long have they been a stylist
• Have they tried or used ITELY in the past
• What is the most important information they want to learn about ITELY during this class
 write this down
• Introduce attendees to ITELY HAIRFASHION, tell the story of the company
  (use the Power Point Presentation)
• Started in 1987
• Professional only
• Consistent evolution, keeping up with new technologies as they arise
• Manufactured in one of the most environmentally friendly buildings called the BioLife Beauty Village
  featuring: 99% production waste recycled, Rain water collected and recycled as gray water, Titanium
  Dioxide floors than absorb carbon monoxide, Solar panels, Heat regulating curtains to save energy
  (from A/C) and even more.

Quick overview of Master Piece Products (use the Power Point Presentation)

• Present each product
• How and when to use each product
• Sizes available

Begin Demonstration on Model or Mannequin
Based on technique(s) to be shown:

• Thoroughly explain the technique(s)
• Show tools and products being used
• Review proper handling of blow dryer and irons
• Explain how each tool can deliver different results
• Demonstrate proper sectioning
• Begin demonstration
• How to properly flatten hair with various tools
• How to create volume with various types of Irons and brushes
• Why it's important to properly section hair
• Which product to use for the desired result
• Finishing

STYLING & FINISHING

After the demonstration, attendees can begin work on their model or mannequin.

While the attendees are working, you should :
• Walk around the room observing and assisting the attendees
• Answer any questions they may have
• Ask questions about what haircolor they currently use and why
• Casually talk about other ITELY products such as , Colorly Optimus, Aquarely and Delyton
• Try to engage with the attendees about what other types of classes would interest them
• Talk about industry trends and directions

Introduce the attendees to the other IHF lines
(briefly tell them about the other lines we offer)

1. delyTON
2. Oh My Blonde
3. Riflessi
4. Wondhairful
5. Masterpiece
6. AVANTI Program
7. Procolorist

Closing

• Thank everyone, leave a card. Get the card of the salon owner
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