

2018-2019

NORTH AMERICAN
EDUCATION
PROGRAMS



Color Artist Career Path

1. **ITELY Hairfashion stylist** | We want to encourage every stylist to pursue professional development with ITELY Hairfashion by participating in classes outlined in this manual and continue developing with their Distributors.
2. **ITELY Hairfashion Advocate** | Continue professional development with ITELY Hairfashion as an Advocate. Advocates develop valuable experiences with ITELY products in the salon, during shows and by assisting Regional educators. The Advocate can test to become a Certified Educator.
3. **Regional Team member - Certified Educator** | Certified Educators are an integral part of the company who typically support the Distributor directly during shows & classes.
4. **National Team Member - ITELY Hairfashion ARTISAN** | National Team members design programs, influence and deliver trends while setting the standard for the future of beauty in the world. Join our team and grow with ITELY as you develop as an artist, and as a professional.



share the future of beauty in the world @ItelyHairUs

EDUCATION MANUAL RESOURCES

- 2 CAREER PATH
- 3 TABLE OF CONTENTS
- 4 PROGRAM REQUEST FORM

SHOWS EVENTS & PROGRAMS

COLOR

- 6 OUTRAGEOUS & GORGEOUS BLONDS
- 7 BABYLAGE (BALAYAGE)
- 8 SHADES OF WISDOM
- 9 RECONSTRUCTIVE /
CORRECTIVE HAIRCOLORIST
- 10 COLORIST TO COLORIST

REGIONAL PROGRAMS

- 19 SIMPLICITY OF COLOR
- 20 TECH FOR A DAY

CUTTING

- 11 MASTER SCULPTING DEMO
- 12 MASTER RAZOR CUTTING

CONTINUING EDUCATION

- 16 ADVOCATE PROGRAM
- 17 CERTIFICATION TRAINING

TEXTURE

- 13 TEXTURE - FABRIC OF ITELY
- 14 BEACHWAVE PERMING
- 15 RELAXARE BOARDING

TEAM MEMBERS

- 21 NATIONAL TEAM
- 23 NATIONAL SUPPORT TEAM



#ItelyHairUs #itelyhairfashionusa #futureofbeauty

PROGRAM REQUEST FORM

1. Program requested:

2. Please Provide Event Details:

Event name _____

Date of Event _____ Time _____

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:



SHOWS EVENTS & PROGRAMS

OUTRAGEOUS & GORGEOUS BLONDS



Outrageous & Gorgeous blonds delivers a complete understanding of ITELY blonding products and their proper intent and use. Learning about how to decide which product best suits the clients needs & wants will be thoroughly discussed. Work with a model.

- Lecture & Demo
- 4-6 hour class
- Unlimited participants
- Delivered by National Team members & Support Team members



BALAYAGE & BABYLAGE

Explore a multitude of possibilities with Balayage & Babylage. This class encourages participants to create beautiful & stylish colors using a variety of ITELY Hairfashion products and techniques. Work with mannequins or models.

- Lecture & Demo or Hands-on
- Available as 4 hour demo or 8 hour hands on class
- 8 hour class, attendees to bring tools
- Unlimited lecture participants / 12-20 hands-on participants
- Delivered by all National Team members
- Hands-on should be held in a salon



SHADES OF WISDOM

Discover the most effective techniques in gray coverage using a variety of ITELY Hairfashion lines and products. Shades of Wisdom is especially designed for applying red color formulas to cover gray hair.

- Lecture & Demo
- 4 hour class
- Unlimited participants
- Delivered by National Team members



RECONSTRUCTIVE AND CORRECTIVE HAIRCOLOR

Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep. 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 and corrective work. Lecture / demo, 2 models. Hands-on, 1 model: 5 students

- Lecture & Demo *and* Hands-on
- 4 hour lecture, 8 hours hands-on class
- Attendees to bring tools for hands-on class
- Unlimited lecture participants / 12-25 participants hands-on
- Delivered by all National Team members
- Hands-on attendees to work in groups



COLORIST TO COLORIST

Let's talk shop. Learn how to incorporate colors that are not currently in your repertoire. Explore the entire color palette so your colors will stand above and beyond others to create referable hair. Cultivate the ability to "read" the hair for better results. Color correction is covered. Create formulas and simple application techniques that will make your finished results extra-ordinary. The next step to becoming an ITELY Hairfashion master colorist.

- Hands-on
- 8 hour class / 2 day class
- Attendees to bring blow dryers
- 50 participants
- Delivered by Education Director Gary Tenore



MASTER SCULPTING

Learn about “All in one” cutting techniques. This lecture and demonstration will excite any serious stylist that wants to take their skill-set to the next level. This class is great for inspiring stylists, provides motivation and targets the serious professional.

- Lecture & Demo
- 4 hour class
- Unlimited participants
- Delivered by Daniel Ruidant



MASTER RAZOR CUTTING

This haircutting class will elevate your skills to the max. Your haircuts will have a tighter finish to them... the cut will look cleaner and retain its shape better as it grows. Your clients will rave about your work!

- Hands-on
- 2 day class
- Attendees to bring tools
- 25 participants
- Delivered by Daniel Ruidant



TEXTURE: FABRIC OF ITELY

Explore the chemistry, techniques and effects of ITELY Hairfashion's PROSHAPE line. Using mannequins, discover and practice wrapping techniques (without actually perming).

- Lecture, Hands-on
- 4 hour class
- Delivered by Stephe Sturman
- Up to 12 participants
- Attendees to bring texture tools



BEACHWAVE PERMING

Get ready for everything you need to know about perming - especially the beach waves technique. This class also includes various additional valuable perming techniques and methods.

- Lecture, Hands-on
- 8 hour class
- Delivered by Stephe Sturman
- Up to 12 participants
- Attendees to bring texture tools

RELAXARE BOARDING



Take in an introductory theory session about the chemistry behind the relaxing process using PROSHAPE products from ITELY Hairfashion - then put your new found knowledge to use! Each stylist will leave with a better understanding of how to avoid common pitfalls & problems associated with relaxing hair.

- Lecture, Hands-on
- 8 hour class
- Delivered by Stephe Sturman
- Up to 20 hands-on participants
- Attendees to bring texture tools



BEYOND THE CHAIR

Take the opportunity to get to know North American Artistic Director Nick Trombetta as you engage in discussions about the salon and beauty industry. Topics include: motivation, client attraction & retention, building your business and more!

- Lecture
- 4 hour engagement
- Attendees to bring notepad / pen
- 20 participants
- Delivered by Nick Trombetta

The ITELY Hairfashion Advocate (2 day program)

Salons and stylists will benefit from the abilities gained in the Advocate program. This comprehensive program will cover all technical aspects of ITELY Hairfashion hair color products. Leave with a new sense of accomplishment, technical ability, and inspiration. This program enables professionals to create more dimensional work while preparing the stylist for Certification.

ITELY HAIRFASHION Certification (3 day program)

Developing local educators to deliver education and presentations in the salon boosts sales and provides immense value with personal support for your ITELY Hairfashion customers. Contact us to discuss details about delivering a Certification Training Seminar.

ITELY HAIRFASHION Color Artist Career Path

1. **ITELY Hairfashion stylist** | We want to encourage every stylist to pursue professional development with ITELY Hairfashion by participating in classes outlined in this manual and continue developing with their Distributors.
2. **Advocate - ITELY Hairfashion** | Continue professional development with ITELY Hairfashion as an Advocate. Advocates are in a transition period of developing valuable experience with ITELY products, assisting Regional educators and studying for Certification.
3. **Regional Team member - Certified Educator** | Certified Educators are an integral part of the company who typically support the Distributor directly during shows and classes.
4. **National Team Member - ITELY Hairfashion ARTISAN** | National Team members design programs, influence and deliver trends while setting the standard for the future of beauty in the world. Join our team and grow with ITELY as you develop as an artist, and as a professional.

ADVOCATE & CERTIFICATION



REGIONAL PROGRAMS

SIMPLICITY OF HAIRCOLOR

FORMERLY COLORLY 101 & 102



Designed to instill basic color knowledge, theory, & application process of fundamental hair color for new users. The stylist will have the confidence to create multiple shades of blonds. User will know when to decolorize, or color to create the ultimate blond. Learn two-step application with the application of toners. Two models necessary, 1 gray coverage model, 1 red tone model.

- Lecture
- 4+ hour class
- Attendees to bring color artistry tools
- Unlimited participants
- Delivered by Regional Educators
- Paid for by Distributor

TECH FOR A DAY



Tech for a day supports the salon professional in the color conversion process. Introduce proper use of the entire ITELY HAIRFASHION system and support products. Participants will work along with local Certified Team Members in practical setting, learning best practices in working with ITELY HAIRFASHION products. Work with salon clients / models.

- Hands-on
- 8 hour class
- Unlimited participants (in-salon)
- Delivered by Regional Educators
- Paid for by Distributor

NATIONAL TEAM MEMBERS

We create the Future of Beauty in the World - together! Meet our North American National Team.



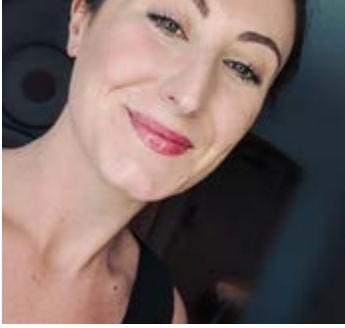
DIRECTOR OF EDUCATION GARY TENORE @garytenore

As one of the most experienced, skilled and well traveled international Master Educational representatives of ITELY HAIRFASHION, Gary has earned the respect and heartfelt acclaim of global beauty professionals the world over. Gary's work has been featured and published in virtually every relevant style and fashion media on a consistent and ongoing basis. He has incorporated his extensive frame of reference to expand the technical knowledge and creative boundaries of aspiring novices and seasoned experts alike with the universal message of his practical approach, creative command and inviting personal presence.



ARTISTIC DIRECTOR NICK TROMBETTA @nicktrombettausa

For over 30 years, Nick has shared his passion and inspiration for precision artistry among his peers. Nick's innovative techniques have been featured in international forums & magazines. He was bestowed the honor of "Best Hair Colorist of Westchester County" in New York, by The Westchester Magazine. Awards and accolades aside, Nick's distinction is his innate ability to fuse the inner and outer beauty by earning the trust and confidence of his audience. Nick's other passions include music, art and writing. An accomplished pianist and singer since childhood. His artistry and passion is blended with everything he does.



LIA ELIZABETH HALL @liaelizabeth

Born in Liverpool England, Lia grew up spending time in her mum's hair salon where she gained beauty business experience. At the age of 19, she became Global Keratin's darling & became a platform artist leading to an opportunity to create the brands image through photo shoots & NBC television appearances. Lia demonstrated how to create "MAD MEN" inspired hairstyles at home. Owner of Pure Beauty Concepts and Creative Director of Capelli D'Oro Fifth avenue salon in NYC and her passion for perfection shows in her work.



DANIEL KEANE @dikeane32

Daniel Keane is an internationally celebrated colorist, stylist, platform artist and teacher as well as a successful business owner of Serenza Spa and Salon. Daniel is also a founding and current member of the H.O.T. Style Council for Helen of Troy and a National Team Member for ITELY Hair Fashion. He has appeared regularly on local television talk shows, such as Northwest Afternoon, and where he created hair and make-up for international celebrities including Kitty Dukakis, Julia Child, Martha Plimpton, and Julie Harris.



STEPHE STURMAN

A national educator with ITELY Hairfashion since 1999, Stephe has appeared on stage and in classrooms internationally. He has served as director for New York State Cosmetology Association's Artistic Design Team and National Cosmetology Association's Hair America, and is certified by the American Board of Certified Haircolorists. His work has appeared in book, poster, technical and video form.



DANIEL RUIDANT

Study with the only 2 time world haircutting champion Daniel Ruidant and come away with a new found excitement for haircutting. The only one in recorded history to the world Olympic three time gold champion in all categories. At one time, individual, overall in team. Recognized by the "Hollywood Guild" as master of all masters. Inducted into the national Barber museum Hall of Fame in 2017.

NATIONAL SUPPORT TEAM MEMBERS

We are the Future of Beauty in the World!



Kariann Powell has been a regional educator for Itely Hairfashion for several years throughout New England. As a colorist/stylist for over 25 years, she continues to share her passion with stylists & clients at her salon, Market Hair Studio in beautiful downtown Newburyport, Ma. Devoted to education in the industry Kariann is thrilled to be a part of the Itely Hairfashion National Education Team.



Kerri M. Spencer, born and raised in the Midwestern state of Indiana. Kerri has been practicing and sharing with others for over 30 years. Kerri believes, the greatest legacy of her professional career, is the “success” of those she has been able to touch through her experience, education, and, personal journey.



Erin started her career in Texas, where she was fortunate to work with 2-time European World Champion, Daniel Ruidant, at Daniel’s Coiffure. She was recently invited to become part of the newly formed National Support Team, and is looking forward to sharing time with clients!



After cosmetology training, Erin began working with various beauty companies in training and education. She specializes in melding color and design work to create the perfect looks for her clients. Continuing her education is extremely important to her. She now calls Itely Hairfashion home and family in this industry and can’t wait to share it all with you!



Kim's love for the beauty industry began as an assistant over 25 years ago. Kim is a Pittsburgh area native who understands the unique inner workings of the business. Kim currently specializes in corrective color work and works closely with ITELY Hairfashion in multiple aspects of the business. Kim's diverse approach to her career and passion for the industry makes her a welcome addition to ITELY Hairfashion's National Support Team!



Nannette Peters is a color educator, stylist, and hair artist with an excess of 25 years experience. She is the owner operator of Classic Couture Hair Studio, a successful upscale salon located in Wheeling West Virginia. Nannette's expertise and innovation has not gone unrecognized as she is a National Educator for world renowned Itely Hairfashion, a global trend setting hair color and styling product company.



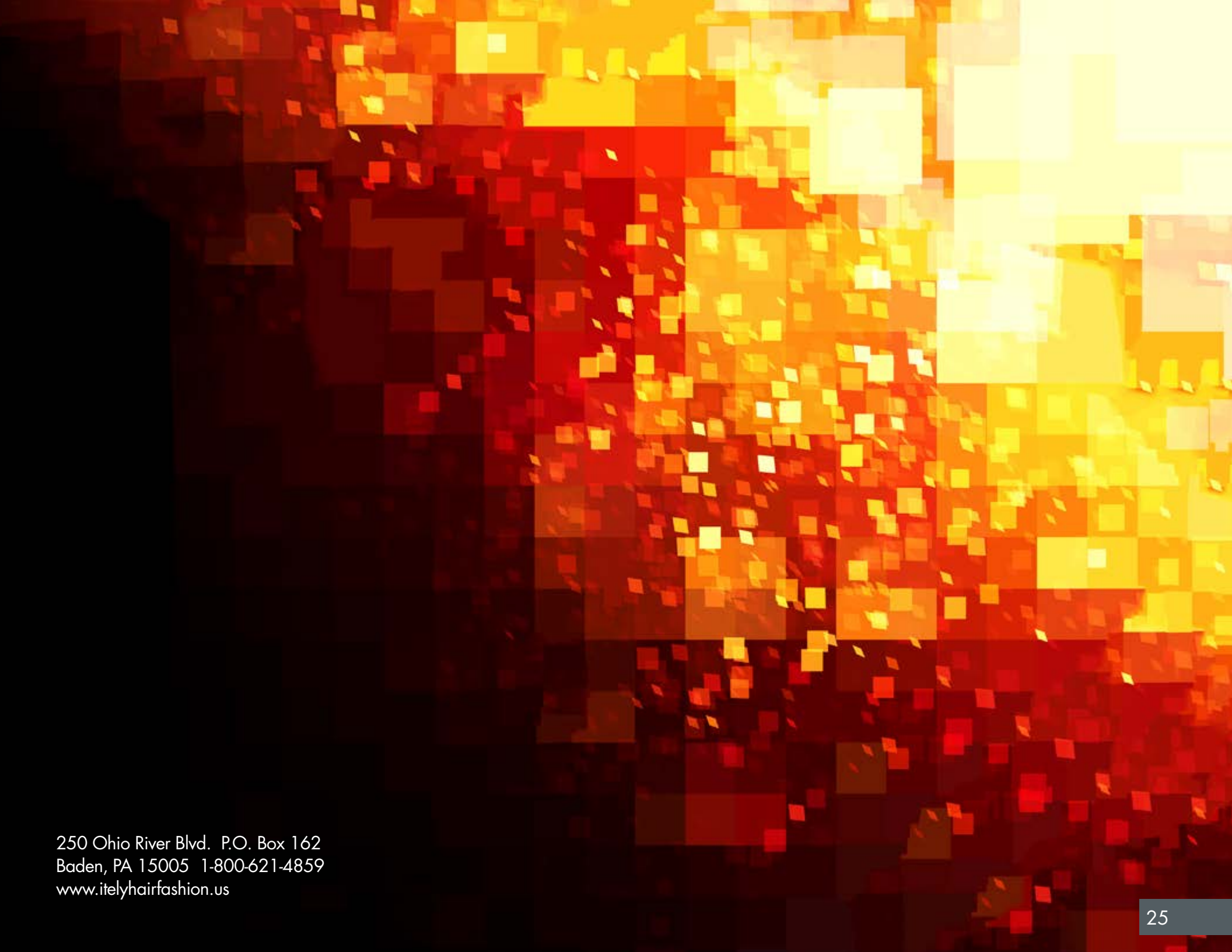
Heather Gordon, owner and hair designer of HG Salon in Michigan. Her dedication & commitment to the hair industry has led to the extreme success of HG Salon. She is co author in the International best seller, Empowering Women To Succeed and was involved in the operation of the Mrs. United States Beauty Pageant. She is currently studying to become a board certified colorist.



Imelda Gomez believes that no matter how you feel, get up, dress up, show up and never give up! My passion for beauty started in my early teens, will to do everybody's hair. I've been in this industry for more than 20 years and one of my goals is to make my clients look and feel beautiful. "Their smile is like the cherry on top of a cake!"



April Bean-Anderson is a former salon owner and current booth renter with over 20 years experience. Color is my specialty. I have trained with Redken, Farouk, Wella, Retro Hair, Beth Manardi, Crew, Aquage, Matrix and Itely Hairfashion. Continually working behind the chair allows me to experience the advantages of using Itely Hairfashion products.



250 Ohio River Blvd. P.O. Box 162
Baden, PA 15005 1-800-621-4859
www.itelyhairfashion.us