



Schwarzkopf
PROFESSIONAL

ASK
Education
FOR HAIRDRESSERS

TORONTO ASK ACADEMY

FALL/WINTER 2015 CALENDAR

TORONTO ASK ACADEMY

Overview

Beautifully situated in the heart of Toronto's Entertainment District, the Schwarzkopf Professional ASK Academy draws energy from the vibrant activity of Queen Street West. This area of Toronto is renowned for its shopping and restaurant venues, which merge with the chic vibe of the neighbouring trendy Fashion District. The ASK Academy is imaginatively designed, with airy classrooms and calm, uncluttered workspaces. It is remarkable for successfully blending its prestigious appearance with an intimate atmosphere.

Prices include HST. Registration begins at 9:00am.
All seminars start at 9:30am unless otherwise posted.

Consultation

Seminar	Duration	Date	Investment
Royal Master Academy Module 1	4 Days	05 Oct	\$830
Module 2	3 Days	18 Jan*	\$625
Module 3	3 Days	14 Sep 04 Apr*	\$625
Module 4	2 Days	21 Sep 30 Nov	\$420
Blonde Expert	3 Days	05 Oct	\$395
Corrective Color	2 Days	19 Oct	\$295

*2016 dates

Creative

Seminar	Duration	Date	Investment
Art of Barbering with <i>Matty Conrad</i>	2 Days	22 Nov	\$650
Art of Blow-Drying with <i>Feisal Qureshi</i>	1 Day	22 Nov	\$250
Cutting & Styling with <i>Tyler Colton</i>	2 Days	08 Nov	\$600
Damien Carney CUTS	1 Day	23 Nov	\$500
Creative Cut & Color with <i>Jean-Sébastien Lacombe</i>	2 Days	09 Nov	\$600
From the Studio to the Darkroom with <i>Damien Carney and Rossa Jurenas</i>	2 Days	15 Nov	\$1250
Long Hair Styling	1 Day	30 Nov	\$250
MEKKA Creative Program with <i>Kathy Simon</i>	3 Days	15 Nov	\$1000
MEKKA Salon Contemporary with <i>Kathy Simon</i>	3 Days	28 Sep	\$1000
Men's Essentials with <i>Paul Pereira</i>	1 Day	20 Sep	\$300
Modern Bride	1 Day	29 Nov	\$250
New Outlooks with <i>Rossa Jurenas</i>	1 Day	21 Sep	\$400
Street Style with <i>Joey Marchese</i>	1 Day	04 Oct	\$250
Up Close and Personal with <i>Alain Pereque</i>	2 Days	18 Oct	\$700



ESSENTIAL LOOKS

Seminar	Duration	Date	Investment
ESSENTIAL LOOKS	1 Day	04 Oct	\$300

Essential Skills*

Seminar	Duration	Date	Investment
Essential Skills: Color Module 2	2 Days	28 Sep	\$675

*Certificate will be granted upon the completion of all modules.

Business

Seminar	Duration	Date	Investment
ASK Money Matters & Marketing	1 Day	09 Nov	\$200
ASK Team for Owners & Managers	1 Day	10 Nov	\$200

Consultation

Blonde Expert

This intense three-day seminar focuses on creating the perfect blonde. Gain specialized expertise and endless inspiration to create beautiful, iconic blondes of every type. Blonde Expert will provide you with ideas to increase your blonde services in the salon.

Target Group

Suitable for stylists of any level seeking a niche expertise in perfecting blondes.

Corrective Color

Few client interactions are as sensitive as a corrective color process: it is technically challenging, emotionally charged and professionally (and financially) rewarding. Confidence and product knowledge are essential to effective color correction. This two-day workshop simplifies the corrective color process, ensuring well-informed decisions using the IGORA color range to meet any client's needs.

Target Group

Suitable for stylists with a minimum of two years experience.

Creative

Art of Barbering

with Matty Conrad

ESSENTIAL LOOKS Artist and Contessa winner for Men's Hairstylist of the Year 2014 and Fan Favorite 2015, Matty Conrad leads this seminar which focuses on an important and growing client base in the salon: men. This two-day seminar not only brings the history of barbering to light, but goes through trend assessment and technical demonstration. Apply comb and clipper techniques, learn classic cutting composition, styling, and technical tips, all of which will empower you to feel more confident with men's barbering.

Target Group

Suitable for stylists of any level.

N NEW Seminar

Art of Blow-drying

with Feisal Qureshi

Using the innovative Nature Series and Magnesium Curling Series from RAINCRY Brushes, a styling seminar that will teach you the lost art of blow-drying. Join the creative director and founder of RAINCRY Brushes, Feisal Qureshi, as he takes you on a journey through this season's hottest looks. Learn how to achieve voluminous curls through the use of brushes and create ultra-smooth hair using the latest blow-drying techniques in conjunction with the Schwarzkopf Professional OSIS+ styling range.

Target Group

Suitable for stylists of any level.

Cutting & Styling

with Tyler Colton

As one of Hollywood's most sought after top stylists for the last twelve years, Tyler brings a wealth of experience and unique creativity to the who's who of celebrities in film, television, fashion, and music. Tyler's work is also represented on the covers of, and featured in, top national and international publications, including Vanity Fair, Rolling Stone, Elle, GQ, In-Style and Maxim, to name just a few! With a signature style and unique approach that combines clean, easy glamour with a touch of edginess, Tyler brings a fresh and creative approach to hair styling with personality.

Target Group

Suitable for stylists with two years experience, with a specialized interest in creative cutting.

Damien Carney CUTS **N**

A One-Day Advanced Cutting Seminar Strengthen and refresh your skills with this advanced cutting seminar. Damien will show you the best haircuts suitable for all face shapes. With a focus on fashion as the inspiration, you will experience haircutting and finishing in a whole new light. This hands-on seminar will allow you to stretch and fine tune your existing techniques and skills. Damien will demonstrate two looks that are both salon friendly and creative at the same time.

Target Group

Suitable for stylists with two years experience.

Royal Master Academy

Be the best ... know it all! The Schwarzkopf Professional ROYAL EXPERT is innovative in its approach to learning. Each module represents a holistic attitude to acquire color knowledge. Absorb and comprehend the entire IGORA color spectrum. Acquire a 360° view of color and understand how it becomes an intrinsic part of our individual expression, which is vital to spotting trends and translating fashion into wearable styles that correspond with clients' personalities and lifestyles. Our experts will take you on a color journey to inspire, challenge, and ultimately expand your color business. This seminar will prove career transforming for stylists and colorists alike. **Certificate will only be granted upon the completion of all four modules.**

Module 1 – Foundations (4 days)

- The meaning of color
- How color works
- Principles and impact of color
- The color circle
- Color products
- Essential skills

Module 2 – Essentials (3 days)

- IGORA
- Successful coloring
- Color worlds
- Color corrections

Module 3 – Experts (3 days)

- My color consultation
- The creative world of color
- Grow my color business

Module 4 - Certification (2 days)

- Theoretical and practical
- Presentation
- Photoshoot
- Celebration

Special Offer: purchase all modules and receive a 30% savings = \$1,750 total

Target Group

Experienced stylists, colorists, color expert or master seminar achievers.



Creative Cut & Color

with Jean-Sébastien Lacombe

With over 10 years on stage as an ESSENTIAL LOOKS artist and 20 years as a salon owner, Jean-Sebastian Lacombe will inspire and motivate you in every aspect of the industry. Be inspired with effective commercial and edgy looks which includes cutting and coloring techniques. Jean Sebastien will execute a step by step commercial cut each morning followed by a color placement and styling variations in the afternoon. You will leave with quick and effective styling tips that will benefit you and your clients.

Target Group

Suitable for stylists with two years experience, with a specialized interest in creative cutting.

From the Studio to the Darkroom **N**

A 2 Day Photoshoot Seminar with Damien Carney and Rossa Jurenas

Schwarzkopf Professional North American Creative Director, and multiple award winner Damien Carney, with Schwarzkopf Professional North American Color Director, and 2015 Contessa Master Colourist Rossa Jurenas join forces to stimulate, and inspire you with this uniquely interactive seminar. Experience the A-Z process of cutting, coloring, and finishing with these two award winning masters. During this Look & Learn seminar they will share essential tips, and tricks to finish hair for the photoshoot process. Rossa and Damien recently worked with the international team to create the 2015 Spring/Summer Schwarzkopf Professional ESSENTIAL LOOKS collection in Germany. Take the opportunity to experience what happens behind the scenes.

Target Group

Suitable for stylists of any level.

Long Hair Styling

with Jerry Decicco

Learn classic, iconic up-dos, as well as simple, modern styles for long hair. Demonstrations range from elegant evening works of art to commercial applications for everyday styles. Raise comfort levels working with hair of any length with a special focus on the longest of tresses.

Target Group

Suitable for stylists of any level, looking to develop their skills in long hair styling.

MEKKA Salon Contemporary

with Kathy Simon

This seminar will present different salon contemporary styles that are modern and wearable, created by using multiple fundamental cutting patterns that are adapted and modified to suit your creative needs.

Prerequisite

Students who have taken a minimum of five days of MEKKA System Education.

MEKKA Creative Program

with Kathy Simon

This program is created for both artistic and technical development resulting in bold and creative impressionistic work through blending of Mekka fundamental shapes and various freehand applications using "Mosaic" patterns. This seminar is perfect for those familiar with the Mekka system and wanting to push their creative cutting and finishing skills. Recommended for Educators & Artistic Directors looking to elevate their show and photo work.

Prerequisite

Students who have taken a minimum of five days of MEKKA System Education

Men's Essentials

with Paul Pereira

NAHA (North American Hairstyling Awards) winner for Best Men's Hairstylist of the Year 2014, Paul Pereira, ESSENTIAL LOOKS Artist, will take you through the essentials of what men really want. A seasonal trend based workshop, takes inspiration from men's fashion trends. This one-day workshop will touch on the essentials from fashion, skin care, men's coloring, customized haircuts (for thinning hair, face shapes, hair type, facial hair) and a strong emphasis on styling. To start the day, Paul will demonstrate live cuts to explore men's essentials. Hands-on portion to follow.

Target Group

Suitable for stylists of any level.

Modern Bride

with Jerry DeCicco

Acquire valuable skills in the art of styling today's modern bride. During this seminar, experience a live model presentation complete with a fashion show. Jerry will demonstrate how to create each look and how to perfect the use of accessories. A must-have seminar in preparation for the upcoming wedding season!

Target Group

Suitable for stylists with two years experience looking to develop their skills within the bridal or formal hair industry.

New Outlooks

with Rossa Jurenas

Schwarzkopf Professional North American Color Director and 2015 Contessa Master Colorist & Editorial Stylist of the Year, Rossa Jurenas's seminars are in high demand. Rossa's passion for hair is prevalent in her work on the international stage, magazine publications like Elle, Flare, Marie Claire and Fashion Magazine. Rossa's passion, expert eye and creative inspiration will help you bring your vision to life by analyzing face shapes, skin tone and styling when designing your desired look. Rossa will take you through journey of being creative through colors and cuts. Live cut models provided.

Target Group

Suitable for stylists with two years experience, with a specialized interest in creative cutting.

Street Style

with Joey Marchese

This seminar is inspired by street trends and draws styles from everything around us. Take street trends and give them a professional finish in both cut and color while maintaining the street inspiration. ESSENTIAL LOOKS Artist, Joey Marchese, keeps this seminar edgy and fun with interactive exploration of what we are seeing on the streets.

Target Group

Suitable for stylists with two years experience.

Up Close and Personal

with the Best of the Best:

Alain Pereque

2014 NAHA Stylist of the Year, 2015 Contessa Elite Master Hairstylist, and finalist in several award categories. Alain Pereque will share his secrets, knowledge, and inspiration that made him one of the industry's top award-winning hairstylists in North America. In this hands-on seminar, Alain will demonstrate precision cutting and finishing techniques that will enhance your everyday creativity. He will share his knowledge, and experience that is sought after by many. This is a unique opportunity to learn from the Best of the Best hairstylists in North America.

Target Group

Suitable for stylists with two years experience, with a specialized interest in precision cutting.



Alain Pereque
Education & Creative
Director for Saco
North America

Alain's career started in the early 70's at Salon Biba – Montreal's premier salon owned and directed by the English duo Peter Sent (Sassoon) & Jason Kearns (Harold Leighton). These two individuals personally taught Alain, and in doing so instilled his love and passion for precision haircutting.

Alain has an unlimited passion for his work and a tireless work ethic, which has kept him at the forefront of his craft for so many decades, and has earned him numerous prestigious awards and accolades throughout his career.

ESSENTIAL LOOKS

ESSENTIAL LOOKS

This seasonal trend-based seminar draws inspiration from international runways and translates them into wearable looks for clients through the ESSENTIAL LOOKS Collection. Led by a member of the Canadian ESSENTIAL LOOKS Artistic Team and a Schwarzkopf Professional Technical Advisor, you will learn the best in trend-driven cutting and coloring techniques, and gain a thorough understanding of the fashion inspiration behind each trend.

Target Group

Suitable for stylists of any level.



Essential Skills

Essential Skills: Color **N**

This inspiring seminar covers five key color modules - uniform, multi-tone, effect, placement, and graduation. Plus, you will learn essential coloring techniques designed to fill the gap between basic and creative hair color. Mannequins and models are provided.

Diploma will only be granted upon completion of all modules.

Target Group

Suitable for recent hairstyling graduates and new hairstylists looking to achieve a collection of coloring techniques.

Business

ASK Money Matters & Marketing

with Rowena Berry

This combined Money & Marketing seminar will give you financial clarity and marketing tactics to stand out from the competition and take your business to the next level.

Target Group

Salon owners and managers.

ASK Team for Owners & Managers

with Rowena Berry

As Owners and Managers your success is dependent on your ability to grow and develop your team. Your people "are your business." Finding them, managing them, motivating them and knowing when and how to let them go, will have a profound effect on the success of your business. Learn how to encourage positive teamwork and build a strong salon team that is in line with your vision and values.

Target Group

Salon owners, managers and team.

Damien Carney

North American Creative Director



*“I couldn’t be more thrilled to represent and partner with Schwarzkopf Professional as **Creative Director for Schwarzkopf Professional North America.**”*

Extraordinary. Visionary. Breathtaking.

These are just a few of the adjectives often used to describe the creative genius of Damien Carney. Undeniably one of the most accomplished hairstylists in the last 20 years, Damien has elevated hairstyling into an art form through an impressive body of work.

Damien has amassed a portfolio reflecting a virtual “Who’s Who” in fashion and beauty. Music and film stars such as Ryan Gosling, Grace Jones, Olivia Munn, Krysten Ritter, super models including Abbey Lee, Magdalena Frackowiak, Liberty Ross, Jodie Kidd and Karen Mulder.

Damien’s high notes include Winner of the British Hairdressing Award, “Men’s Hairdresser of the Year”; Canadian Mirror Awards International Stylist of the Year 2012.



Rossa Jurenas

North American Color Director

2015 Contessa Master Colorist.

Rossa Jurenas is no stranger to the hair industry. Over 15 years, Rossa Jurenas has become a multi award winning hairstylist, make-up artist and industry educator. She has been featured internationally for her innovative approach to styling and design. Rossa’s work has been featured across numerous media outlets including CityLine, Breakfast Television, Canada AM, Flare, Elle, Wedding Bells, Reader’s Digest, Salon Magazine and Canadian Hairdresser.

Rossa Jurenas is an industry leader and best exemplifies the Schwarzkopf Professional mantra “Together. A passion for hair.”

Paul Pereira

Essential Looks Artist

***2015 and 2014 NAHA
(North American
Hairstyling Award)
winner for Men's
Hairstylist of the year.***



Over 20 years of experience in various sectors of the field, currently a national educator and platform artist for Schwarzkopf Professional whereby he travels across Canada training future stylists in the art of hairdressing. Paul's other professional accomplishments include having owned and operated a successful salon in the fashionable Yorkville district of Toronto, and working currently as a contributing stylist at Solo Bace, also located in Yorkville. Paul has participated in and styled for Betsey Johnson, Lucian Matis, David Dixon and Greta Constatine during Toronto Fashion Week. His professional accreditations include having been the recipient of the International Beauty Services award, the Contessa award and the Mirror award.

Paul Pereira made appearances for specialty segments on television shows such as City TV's CityLine, The Steven and Chris show, The Marilyn Denis Show and Revamped Season II. He is currently working with The Social on CTV. He also made piece contributions to popular industry publications including Flare, Fashion Magazine, Elevate, and Salon.

Paul Pereira is a talented businessman, gifted hairdresser and educator. Throughout his professional career he has maintained his involvement in many sectors of the beauty industry while seeking to motivate, help and share his successes with others. Those who know him best will attest to his friendly, energetic and articulate demeanor and that he loves nothing better than an adventurous clientele or student to incite him to push the boundaries of hair design.



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Toronto ASK Academy

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mySKP
www.myskp.com

Driving Directions

From the East

Take the Gardiner Expressway west, exit at Spadina Ave., and drive north. Turn right at Queen St., turn left at John St. 171 John St., 2nd Floor.

From the West

Take the Gardiner Expressway east, exit at Spadina Ave., and drive north. Turn right at Queen St., turn left at John St. 171 John St., 2nd Floor.

From Pearson Airport


Take highway 427 South to the Gardiner Expressway east, exit at Spadina Ave., and drive north. Turn right at Queen St., turn left at John St. 171 John St., 2nd Floor.

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