

LA BIOSTHETIQUE®
PARIS

EDUCATION 2018

THE CULTURE OF TOTAL HAIR AND BEAUTY

*Tell me & I forget.
Teach me & I remember.
Involve me & I learn.*

-Benjamin Franklin

LA BIOSTHETIQUE®
PARIS

LA BIOSTHETIQUE



LA BIOSTHETIQUE

Discover together

At LA BIOSTHETIQUE UK we understand the importance and value of education. We are immensely proud of both our educational courses and our dedicated, professional team of educators and Artistic Associates. They all share a passionate philosophy that continual learning in this ever-evolving industry is a necessity for success.

For 2018 our educational aim is to help salons strive for excellence by developing, inspiring and growing talented hairdressers of all skill levels. The LA BIOSTHETIQUE education team have put together a curriculum of outstanding courses based on your feedback, combining this with their knowledge and expertise on new industry techniques and trends.

We limit delegate numbers on our courses to ensure students receive exceptional, personalised training that is guaranteed to leave you and your team feeling confident and motivated whilst having fun at the same time.

Welcome to a new way of learning – we can't wait to see what you can achieve!

LA BIOSHETHIQUE

Art of Colour

Learn the fundamental principles of colour with LA BIOSHETHIQUE. This one day course is a must-have for all colourists using TINT & TONE ADVANCED and will impart a strong foundation of knowledge to ensure your clients feel comfortable knowing you are an expert in your field. Root application, global colour and refreshing mid lengths and ends will be covered along with the importance of professional colour preparation and scalp protection. The experience you take away with you at the end of this day will leave you feeling assured of your skills and confident in your ability to deliver unique, professional colour services in your salon. This education course is great for beginners or for those who wish to refresh their knowledge in LA BIOSHETHIQUE TINT & TONE ADVANCED colour.

Student Profile: Beginner/Intermediate

Duration: 1 day

COLOUR



LA BIOSTHETIQUE



COLOUR

Art of Balayage

Balayage and freehand colour application is the most popular hair colouring request in UK salons today.

These colour must-have's create depth and dimension that leaves clients with beautiful sun-kissed and completely individual looks. Learning and perfecting freehand techniques will allow you to create these popular effects with great success and without the need for guesswork, allowing you to achieve fabulous results every time.

Student Profile: Beginner/Intermediate/Expert

Duration: 1 day

Art of Perfect Blonde

Achieving the perfect blonde colour every time takes skill, knowledge and confidence. This exclusive LA BIOSTHETIQUE course gives delegates an insight into the specific needs of blonde clients. Students will learn the theory, techniques and science of colour selection enabling them to undertake any blonde colouring service in their own salon assured of their proficiency.

This course will cover:

- Highlifting
- Decolouring
 - Toning
- Balancing
- Pastelization

Student Profile: Beginner/Intermediate/Expert

Duration: 1 day



LA BIOSTHETIQUE



COLOUR

Cut & Colour Contouring *NEW for 2018!*

This course will cover corrective face shaping with the use of cut and colour. Harmonising cut and colour to create attractive accents in the design. Build your knowledge of shape, proportion and design. Understanding face and body shape. How to adapt the design lines of your haircut to contour the face and work effectively with colour.

"The haircut writes the melody and the colour plays the tune "

Student Profile: Intermediate/Expert

Duration: 1 day

Trend & Fashion Colour Expert

Join an expert member of the LA BIOSTHETIQUE Colour Team for this inspirational one day course. Be guided through the very latest fashion and trend colouring techniques allowing delegates to unleash their own creative process and develop bespoke signature colour work.

Enrich your creativity with new and original ideas that will expand the services you can offer your clients.

Your day will consist of a combination of expert demonstrations, theory and practical education that include:

- Dimensional colouring according to client needs and current fashions
 - Colour placement
 - Sectioning
 - Colour consultation
 - Creative colour mixes
- Devising your own creative services

Student Profile: Intermediate/Expert

Duration: 1 day

COLOUR



LA BIOSTHETIQUE



COLOUR

Art of Colour Change

Colour Correction is an advanced skill and something that all colourists need to deal with on a weekly basis. This two day course is designed to give you in-depth knowledge on the rules of colour correction and colour change. Students will explore all the possibilities available to transform and correct client's existing hair colour and get perfect results every time. The education is designed to inspire experienced colourists and stylists as well as give you total confidence with TINT & TONE ADVANCED colour, allowing delegates to return to their salons as stronger team members.

LA BIOSHETIQUE Colour Correction combines both theory and practical work across the two days and covers:

- Neutralization
- Re-pigmentation
- Removing unwanted colour
- Corrective services and trouble shooting

Student Profile: Intermediate/Expert

Duration: 2 days

LA BIOSTHETIQUE



COLOUR

Colour Moods

Are you looking for new inspiration, innovative colour looks and creative colour techniques?
Would you like to unfold your potential as a colourist and embrace the market trends in the hair color service?

This one-day class shows you how to develop your skills in a structured way, giving you the ability to work with creative hair colours and hair shape.

The course will incorporate La Biosthetique colour harmony and colour contouring concept, and take a look at trend driven colour formulations.

This day will be a hands-on workshop so please bring along your hairdressing equipment.

Student Profile: Intermediate/Expert

Duration: 1 day

LA BIOSTHETIQUE

Colour Genius

Our Colour Genius Diploma is a unique four part course for experienced colourists and stylists who have a passion for what they do and aspire to be at the top of their game.

This prestigious diploma is an intensive course that will broaden and strengthen every delegate's colour knowledge and skills both technically and creatively. At LA BIOSTHETIQUE we are great believers in a full understanding of the science behind colour as well as developing strong practical skills, both of which will make them leaders in the art of colouring.

As a grand finale to the Colour Genius Diploma we invite you to Pforzheim, the research and production centre of La Biosthetique on the outskirts of the Black Forest in Germany. You will be invited to a unique artistic experience at the La Biosthetique Academy, staying at the grand Parkhotel with a celebration dinner and tour of the La Biosthetique facilities where you can experience the state of the art research and manufacturing processes which combine to create exclusive La Biosthetique products. Please note that delegates attending the course in Pforzheim are responsible for their own travel and transfers during their stay. Accommodation and meals will be provided for this trip.

Student profile: Expert

Duration: 8 days



LA BIOSTHETIQUE



CREATIVE

Trend & Fashion Cutting Masterclass

Be a leader in your field -

This highly artistic fashion led masterclass will strengthen and perfect contemporary cutting skills whilst pushing creative boundaries.

A nod to the trends keeps our clients interested and excited - with new cuts and colours from the latest collection, stylists can inspire and motivate clients to evolve their look. Learn how to adapt the latest designs and expand your technical ability.

Student profile: Intermediate/Expert

Duration: 1 day

LA BIOSTHETIQUE



CREATIVE

Paris Trends

LA BIOSHETIQUE's beautiful and stylish Académie in Paris plays host to the exciting unveiling of the LA BIOSHETIQUE International Trend Collections.

Nestling in the stylish and elegant eighth arrondissement at the heart of the world famous Parisian 'city triangle' of the Eiffel Tower, Arc de Triomphe and Louvre – the perfect setting for creativity and inspiration! LA BIOSHETIQUE is extremely proud of their trend collections. Our dedicated and highly skilled international team create looks that are up-to-the-minute in creative hairdressing twice a year. Be amongst the first salons in Europe to see the latest collection first hand.

This two day event will include the Trend Collection showcase and demonstration on the first day followed by a hands-on workshops on how to create the looks yourself on the second day. Please note that delegates are responsible for their own travel, transfers, meals and accommodation.

Student profile: Intermediate/Expert

Duration: 2 days

LA BIOSTHETIQUE



“The Art of Cutting Courses are at the very core of LA BIOSTHETIQUE’s educational programme for 2018. Our cutting philosophy is essential for every stylist as it gives you the confidence, focus, knowledge and tools to marry classic cutting techniques with core precision skills necessary for a successful career”

CREATIVE

Art of Cutting 1, 2 & 3

"The difference between ordinary hairdressing and personal designing "

Taking talent from good to exceptional, this series of courses covers everything a stylist needs to know to be able to engineer designs from classic to commercial and trend. At the very core of the la Biosthetique philosophy the 'why' as well as the 'how ' is fundamental to the success of the stylist .

Approaching every haircut with advanced technical knowledge added with a stylists' personal creative flavour will ensure a consistency and quality for every client visit.

The ability to produce standout haircuts in the marketplace helps to produce a strong competitive lead. Learn the rules like a professional and break them like an artist
This three part course takes you from the fundamentals of classic cutting through to trend led creative techniques.

Student profile: Beginner/Intermediate/Expert

Duration: 6 days

Classic Cutting Masterclass

A Cutting Course that's guaranteed to boost your confidence and take away your fears and doubts!

The really good news is that it doesn't matter whether you've been cutting hair for years or are just learning at the moment, if your confidence needs a boost, the La Biosthetique Cutting Masterclass is the perfect course for you.

Over six days you'll learn, step by step, how to confidently create 12 amazing haircuts that take you from the basics right through to the very latest trend collection styles. You can think of this course like a confidence boosting sat-nav that guides you through the world of hair cutting!

- The La Biosthetique Cutting Masterclass presented by Stephen McCartney is run 1 day each month for six months from his Salon in Perth.
 - On each day you will develop an in-depth understanding of two haircuts
- The twelve haircuts you'll learn have been carefully chosen to teach every technique you'll ever need to confidently create any style in future
 - The pace of each day is kept relaxed so you'll find it easy to learn
- We will be cutting using high quality block heads so you don't need to find any models!

Student profile: Beginner/ Intermediate / Expert

Duration: 6 days

CREATIVE



Modern Man Masterclass

This one day course offers delegates the chance to train exclusively in gents cutting, styling and finishing. Students will develop their own creativity and broaden their confidence with creative barbering, honing their knowledge and techniques. The Modern Man Masterclass is a trend-led, fashion-focused course suitable for those wishing to update their skills or graduate designers and upwards who would like to move into male hairdressing.

On this course you will:

- Build a solid understanding of foundation techniques
- Learn trend inspired barbering techniques and how to incorporate them into modern haircuts
 - How to undertake clippers, scissors over comb and precision cutting with confidence
 - Create and adapt styles that reflect the current trends
 - Develop new cutting and design skills

Student profile: Intermediate/Expert

Duration: 1 day

CREATIVE



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CREATIVE

Blow-Dry & Express Styling Masterclass

The blow dry is back in fashion and ever present in salon life! As is our clients desire to have their hair perfectly styled as quickly as possible. This creative course combines express styling, such as simple hair-up techniques, with fashion led blow drying to give stylists the skills and confidence needed for today's fast paced salon environment. This one day workshop will show students how to:

- Quickly change and transform clients hair with clever styling techniques
- Understand the process of building hair-up and breaking down looks
 - Use fashion led blow drying techniques
 - Shape and style the hair to perfection
 - Give clients blow dry longevity
 - Perfect finishing and refining skills

Student Profile: Beginner/Intermediate

Duration: 1 day

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CREATIVE

Hair-up Masterclass

The hair up masterclass is tailored to give the modern stylist the tools needed to create elegant yet stylish shapes.

Looking at both fashion led styles and classics with modern twists.

Student Profile: Beginner/Intermediate/ Expert

Duration: 1 day

Hair and Scalp Specialist

Hair and scalp care is the very backbone of La Biosthétique and we are proud to offer unique bespoke education that continues to set our salons apart from all others.

This intensive two day course will give students the knowledge, practical experience and confidence to become an expert in hair and scalp evaluation and treatments using unique LA BIOSTHETIQUE tools and products. The two days will incorporate the Dino-lite – a unique digital microscope that provides powerful, microscopic inspection of the scalp – students will be guided through:

- In depth product knowledge of the Methodes
 - Customer profiling
 - Consultation
 - Analysis & Diagnosis
- Treatment & Applications techniques
 - Bespoke Head Massgae

Student profile: Intermediate/Expert

Duration: 2 days

SPECIALIST



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SPECIALIST

Scalp Diagnostic and Solutions

A specialised one day course aimed at supporting delegates who have previously completed the two day Hair & Scalp Specialist course.

This refresher course is a great opportunity for Biostheticians to bring along their case studies and any technical questions to work through with our scalp experts. Consultation, application and treatment will also be revisited giving delegates complete confidence and reassurance to diagnose and treat their clients scalp issues effectively.

Student profile: Expert

Duration: 1 day

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THE CULTURE OF TOTAL BEAUTY

What our salons think...

"This year our team have participated in many great LA BIOSHETIQUE courses from colouring and cutting to styling. We have found the content invaluable, the educators professional and most importantly, the whole experience such fun. Our team left equipped with new skills and knowledge that translated directly to our salon. We are looking forward to training during the coming year with the team at LA BIOSHETIQUE."

- **Madeline Norman, M.A.D., Hertfordshire**

"The Colour Genius Diploma has taken my colour knowledge to a whole new level. The standard of education I received throughout the course was exceptional and the icing on the cake was the amazing weekend in Paris – a truly wonderful experience"

- **Victoria Laws, The Avenue, Sheffield**

"I feel completely refreshed after our course – with colour and products! My team and I had a valuable two days and gained all the knowledge we needed to take back to the salon. Our educator was so professional but also fun and made everything easy to understand!"

- **Ange Jones, Trims, Shrewsbury**

"The training session we had on Monday was fantastic !! Beverley the educator who took the day has a very unique way of training that made it so easy to absorb. The whole day was a great update not only on cutting technique but also gave me great inspiration and new ideas on how to train my own team. Thank you!"

- **Philip Mills, Phillip Mills Hair Design, Wareham**

LA BIOSTHETIQUE



Sandra Kear

As Director of Education, Sandra is dedicated to delivering the highest quality education, training and support to La Biothétique salons. Along with running the UK education team, Sandra teaches colourists and stylists both La Biothétique hair colour and hair and scalp care. Her knowledge of TINT & TONE ADVANCED colour is unrivalled in the UK – she has been working with it for over 18 years and has personally trained over hundreds of colourists in that time. Equally she also feels passionate to share her knowledge of Scalp Specialisation, to enable the salons to treat and provide even more wellness and care for their clients today.



Jane Gay

Jane is a La Biothétique colour aficionado. With over 30 years in our wonderful industry there really is no problem she cannot fix! Her love of colour started in earnest when worked alongside internationally renowned Guy Kremer. A passion for training and education soon followed as Jane established herself as salon colour trainer followed by becoming a tutor at Castle College.



Lena Zurloh

With over a decade's international experience of La Biothétique's brand, philosophy and complete product range, Lena has successfully trained over 1,000 colourists, stylists and educators across 250 salons and academies in Europe and the UK.

Since joining the UK team she regularly visits the La Biothétique's International academy in Germany to bring home the latest knowledge and techniques. Lena thrives on applying her creative mind and engaging training approach to ensure salons are equipped to succeed, and with an attention to detail that is second to none she never leaves anything to chance.



Beverley Bates

The extensive list of Beverley's industry awards, accolades and accomplishments for her artistry, coaching and business skills are an impressive testament to her talent. With a firm focus on creativity, education and innovation, Beverley consistently pushes the boundaries, striving for excellence in all that she does.

La Biothétique is delighted to offer cutting courses with Beverley in 2018. Her innate ability to combine precision cutting, on-trend looks and traditional techniques make her training seminars extremely popular with our salons and very much in demand.



James Boswell

James is a people person through and through and has used his fantastic can-do attitude to earn his reputation as an elite educator in male hairdressing and barbering. James' Modern Man Cutting Masterclass's are always extremely popular. His ability to cover modern, fashion-focused looks alongside more traditional techniques enables students to feel confident taking their newly learned skills straight back to the salon.

LA BIOSTHETIQUE UK EDUCATOR TEAM



Karen Grove

Karen's career in hairdressing has been filled with so much diverse experience. From being a salon manger to performing on stage at national hair shows, to being a judge for a prestigious under 25 UK colour competition – Karen has done it all. She is creative, passionate, inspiring and has a natural way of teaching which immediately puts students at ease and boosts their confidence.



Stephen McCartney

With over three decades of industry experience his true passion is precision cutting. He hones his craft to perfection both in his own salon, The Cutting Room in Perth and also on stage at national hair shows as well as running educational seminars. Stephen is a natural educator - students love his honest, approachable teaching style which allows them to develop at their own rate without feeling rushed or forced.



Nicola MacFadyen

Nicola is an experienced colourist, working as a salon manger in Perth for 15 years as well as training La Bioesthetique salons to achieve beautiful, salon-friendly colour results. She is immensely passionate about education; passing on skills, techniques, knowledge and problem solving are what drives her to excel as a trainer. Nicola has been taught by International Colour Director Andrea Bennett, and uses her creative colouring skills to take students through the very latest on-trend colouring looks and techniques with her warm and friendly teaching style.



Jamie Ruddy

As a LA BIOSTHETIQUE colour expert, Jamie uses his industry expertise in areas such as catwalk, hair shows and education courses as well as working with clients in his own beautiful salon, Alchemy, in County Durham. His enthusiasm is both inspiring and infectious and his vast technical colour knowledge allows him to impart colouring skills that are original and stunningly creative. Jamie has an engaging, fun and contemporary teaching style which makes him a very popular educator with all students.

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Terms & Conditions

EDUCATION POINTS

To make La Biosthétique education even more affordable, education points are awarded on a quarterly basis and are calculated on your total spend excluding VAT. To find out how many points you have please call our education support team on 03330 142444.

IN-SALON EDUCATION

In-salon education and training can be provided for all of our salons. The price of this education is on a bespoke basis depending on a number of factors such as type of training, educator's fee, mileage and accommodation. Education points cannot be used towards the cost of in-salon training.

HOTEL ACCOMMODATION

If you are attending a course at The Academy, Lymington and require overnight accommodation, please call 03330 142444 for information on local hotels. All delegates are required to make their own accommodation arrangements directly with the hotels.

Accommodation and meals for those attending the Colour Genius Diploma will be provided during their stay in PFORZHEIM only. Colour Genius students will be responsible for their own travel and transfers to Pforzheim. All other courses provided by La Biosthétique do not include travel, transfers or accommodation.

THE CULTURE OF TOTAL BEAUTY



HOW TO BOOK

Booking a LA BIOSTHETIQUE course couldn't be simpler. Just choose the courses you would like to attend and call us on 03330 142 444.

TERMS AND CONDITIONS

1. Cancellations will be accepted up to 14 days prior to the course date, and a full refund given.
2. Cancellations made 13 days or less before the course will not be refunded and any education points used towards payment will not be reimbursed.
3. No refunds will be given for non-attendance but substitutions can be made at any time.
4. Bookings will be acknowledged with a VAT invoice.
5. Places are not confirmed until the course fee is received in full.
6. The course fee must be received in full before the course date.
7. We reserve the right to cancel any course due to insufficient numbers or for any other reason.
8. Some courses will require you to bring your tools with you. You will be advised of this when your place is confirmed.

LA BIOSTHETIQUE®

PARIS

The Academy,
800 Wellworthy Road,
Ampress Park,
Lymington,
Hampshire,
SO41 8JY

03330 142 444
info@biosthetique.co.uk
www.biosthetique.co.uk

 /labiosthetiqueuk

 @BiosthetiqueUK

 @biosthetiqueuk