

LA BIOSTHETIQUE®
PARIS

EDUCATION 2017

*Unless you try to do something
beyond what you have already
mastered, you will never grow.*

-Ralph Waldo Emerson

LA BIOTHETIQUE®
PARIS

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 2017 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!

Colour Express Masterclass

This masterclass is a theory colour course that has been designed to condense as much LA BIOSTHETIQUE colour knowledge and information into one day as possible! Ideal for any colourists new to LA BIOSTHETIQUE TINT & TONE ADVANCED, or simply those wishing to refresh their knowledge and boost their confidence. Each delegate will be given a solid overview of our unique colouring system, in-depth product knowledge as well as covering the fundamental principles of colouring and the methodology behind it.

Student profile: Beginner/Intermediate

Duration: 1 day

COLOUR



LA BIOSTHETIQUE

Colour Essential

Learn the fundamental principles of colour with LA BIOSTHETIQUE. 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 BIOSTHETIQUE TINT & TONE ADVANCED colour.

Student Profile: Beginner/Intermediate

Duration: 1 day

COLOUR



LA BIOSTHETIQUE



COLOUR

Balayage & Freehand Colour Expert

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

LA BIOSTHETIQUE



COLOUR

Colour Contouring *NEW for 2017!*

La Biosthetique Color Contouring is a new and exciting colouring concept for 2017.

This beautiful and uplifting colouring technique has been inspired by the make-up technique "Face Contouring", creating attractive accents in the hair, from natural to expressively bold.

Hair colour is personalized to each client using their natural face contours, giving colourists the ability and skill to harmonize the dimension, brightness and colour depth with stunning results.

Student Profile: Intermediate

Duration: 1 day

Colour 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

Student Profile: Beginner/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

Colour Correction

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 BIOTHETIQUE 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

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

Are you ready to be inspired?

This one day course will push student's creative boundaries allowing them to use the latest fashion-led techniques to grow confidence and really expand their technical ability. The practical session and demonstrations will inspire and motivate, whilst strengthening and perfecting contemporary cutting skills to give delegates the cutting edge over their competitors.

Student profile: Intermediate/Expert

Duration: 1 day

LA BIOSTHETIQUE



CREATIVE

Paris Trends

LA BIOSTHETIQUE's beautiful and stylish Académie in Paris plays host to the exciting unveiling of the LA BIOSTHETIQUE 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 BIOSTHETIQUE 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 Cutting Expert Courses are at the very core of LA BIOSTHETIQUE’s educational programme for 2017. 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”

Cutting Expert Foundation

Perfect classic cutting techniques, build your confidence and refine techniques with this one day course focusing on the foundation principals of cutting.

- Confidence and understanding of precision cutting
 - Sectioning and pattern techniques
 - The engineering of classic cutting
 - Understanding terminology
 - The internal structure
 - Perfecting one length cutting
- Horizontal and diagonal graduation principles and techniques

Student profile: Beginner/Intermediate/Expert

Duration: 1 day

Cutting Expert Progressive

Using foundation knowledge and classic cutting principles this course progresses delegates on to new and exciting techniques needed to enhance their creativity and confidence whilst developing strong cutting skills.

- Sectioning and pattern techniques
- The engineering of classic cutting
 - Understanding terminology
 - The engineering of classic cutting
- The structure and techniques of vertical graduation
- Principles of short round layering and connection techniques
- Adaptation of the outline shape and how to personalise

Student profile: Intermediate / Expert

Duration: 1 day

CREATIVE





Cutting Expert Advanced

Take the LA BIOTHETIQUE pathway to excellence with this advanced cutting course that will give you the skills and confidence to become an exceptional designer. This course is ideal for qualified and senior stylists that are passionate about advancing their skills and building confidence with new techniques or stylists wanting a refresher.

This course will cover:

- Explore a range of commercial and creative techniques
- Confidence and understanding of precision cutting
 - The engineering of undercutting and overcutting
 - Razor cutting
 - Shape, proportion and design
- Build your knowledge and create styles that reflect the current trends

Student profile: Intermediate/Expert

Duration: 1 day

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 clippering, 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



LA BIOSTHETIQUE



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

Hair and Scalp Specialist

Hair and scalp care is the very backbone of LA BIOSTHETIQUE 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 and confidence to become an expert in hair and scalp evaluation and treatment using unique LA BIOSTHETIQUE tools and products. Incorporating the Dino-lite – a unique digital microscope that provides powerful, microscopic inspection of the scalp – students will be guided through:

- Customer profiling
 - Consultation
 - Analysis
 - Diagnosis
 - Treatment
- In-depth product knowledge of the Methodes

Student profile: Intermediate/Expert

Duration: 2 days

SPECIALIST



LA BIOSTHETIQUE



SPECIALIST

Scalp Diagnostic and Solutions

A specialized 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

LA BIOSTHETIQUE



THE CULTURE OF TOTAL BEAUTY

What our salons think...

“This year our team have participated in many great LA BIOSTHETIQUE 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 BIOSTHETIQUE.”

- **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**

“It’s great that I’ve found a brand that delivers education to this high standard! The LA BIOSTHETIQUE team is so professional, supportive and highly skilled.”

- **Alex Walker, Kaboodles, Torquay**

LA BIOSTHETIQUE



Sandra Kear

As Director of Education, Sandra is dedicated to delivering the highest quality education, training and support to LA BIOSTHETIQUE salons. Along with running the UK education team, Sandra teaches colourists and stylists both LA BIOSTHETIQUE 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 16 years and has personally trained hundreds of colourists in that time.



Jane Gay

Celebrating 30 years in our wonderful industry this year, Jane is a LA BIOSTHETIQUE colour aficionado- there really is no problem she cannot fix! Her love of colour started in earnest when she began working with 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.



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 BIOSTHETIQUE is delighted to offer cutting courses with Beverley in 2017. 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.



Karen Grove

Karen's career in hairdressing has been filled with so much diverse experience. From being a salon manager 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.



Nicola McFayden

Nicola is an experienced colourist, working as a salon manager in Perth for 15 years as well as training La Biosthetique 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.

LA BIOSTHETIQUE UK EDUCATOR TEAM



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.



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.



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.



Alex Walker

An award winning Company Director of successful salon Kaboodles in Torquay with a considerable résumé of delivering original, artistic and creative seminars all across Europe, Alex is the epitome of an inspirational educator. He describes himself as "being driven by the ever changing industry that we are lucky enough to be a part of. The constant evolution of hairdressing excites me and motivates me to continually learn new skills, develop my work and pass that on to others through education".

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Terms & Conditions

EDUCATION POINTS

To make LA BIOSTHETIQUE education even more affordable, education points are awarded at the end of each calendar month and are calculated on your total spend excluding VAT. To find out how many points you have please call our education support team on 01296 611731.

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 Aylesbury Academy and require overnight accommodation, please call 01296 611731 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 BIOSTHETIQUE do not include travel, transfers or accommodation.

THE CULTURE OF TOTAL BEAUTY



HOW TO BOOK

Booking a LA BIOSHETHIQUE course couldn't be simpler. Just choose the courses you would like to attend and call us on 01296 611731.

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®

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