

SHISEIDO

PROFESSIONAL

EDUCATION PROGRAM 2015
美发教育课程

FOR CONTEMPORARY ASIAN BEAUTY

亚洲当代美学



SHISEIDO PROFESSIONAL 资生堂

Brand Mission

We are 100% committed to develop the salon community and will strive to offer to our customers world class, high quality products and innovative services to develop their business. Our quest will be to go beyond merely selling products and to offer real service solutions to support our clients development.

品牌使命

我们倾全力赋予顾客世界顶级、高品质的产品和推荐创新服务，以扩展发廊的业务。除了产品零售，我们的任务是提供有效的服务支援以提升美发界的专业水平。

Education Mission

Through our training programs, we help all professional hairdressers become successful beauty innovators and hair salons to be filled with such beauty innovators, which in turn help the hair salons deliver satisfaction and delight to their guests and achieve business success.

教育使命

我们的教育培训可使专业的美发师成为成功的美发创意达人，具备了这些人才的发廊能让顾客满意和充满喜悦，令发廊迈向成功之道。

FOUR CORE VALUES 核心价值

DESIGN

Seminars to help improve coloring and perming skills, which are essential for stylist who aim to improve their professionalism. These seminars' content improves stylist's skills that are directly useful in salon work hence increasing their sales.

美发设计

成为一个专业的美发师必上的课程，不但能提升您的染发和烫发技巧，同时能增加发廊销售额。

TIMELESS BEAUTY

Seminars designed to develop skills to create beauty for each customer from a standpoint of total beauty including hair, scalp and face.

无尽完美

学习为顾客营造完美无瑕的整体造型，包括健康的头发头皮和亮丽的脸蛋。

OMOTENASHI

Seminars designed to help salons improve their customer services to ensure customer satisfaction through the concept of OMOTENASHI and consultation expertise that have been established by Shiseido over many years.

以心至诚

它是资生堂多年来秉持的概念，能改善发廊服务素质，并确保满足顾客的需求。

CREATION

Seminars designed to develop the sensitivity needed for hair designers and to improve 'creation skills' including the Season Trend Seminar provided by Shiseido artists and seminars on 'creation & photo-shooting'.

创意

可提高美发师的敏锐思维，经由资生堂美发师所指导的季节流行趋势和创作摄影课程，从中获益。

Enrich oneself, growing step by step to become a SHISEIDO PROFESSIONAL EXPERT

充实自己，逐步成为一位资生堂的专业美发师

With direct guidance by top hair professionals, makeup artists and creative stylists whose work centers on global fashion collections.

由引领全球时尚潮流系列的顶尖美发师，化妆师和创意美发师直接传授。

CREATION 创意



Master 高级

- Shiseido Professional Season Trend Color Collection
资生堂季节流行发色系列
- Photoshoot Creation
创意摄影
- Perm Season Trend Collection
烫发的季节流行系列

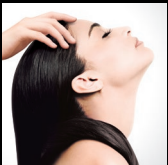
OMOTENASHI 以心至诚



Advance 中级

- Omotenashi
以心至诚

TIMELESS BEAUTY 无尽完美



Advance 中级

- THC Therapist Head Spa
THC Therapist 护理与按摩专家
- THC Therapist Consultation & Retail
THC Therapist 咨询销售达人

Essential 初级

- Hair Cosmetic Science
头发知识入门

DESIGN 美发设计



COLOR
染发

Master 高级

- Primience Enrich Personal Color Design Workshop
个人发型色彩设计

Advance 中级

- Skin Tone Matching Consultation
肤色配搭咨询
- Hair Color Design Theory
染发设计理论

Essential 初级

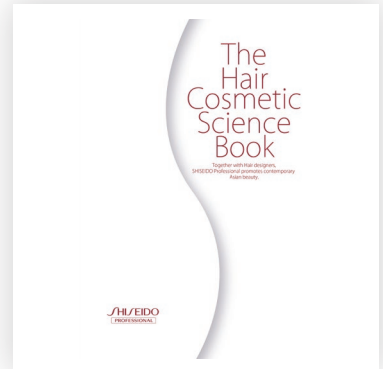
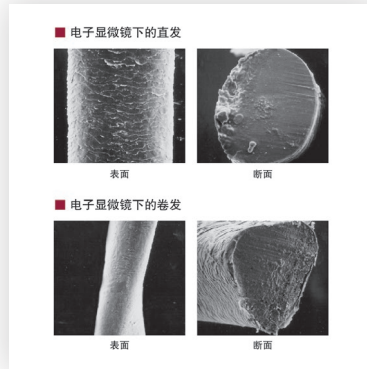
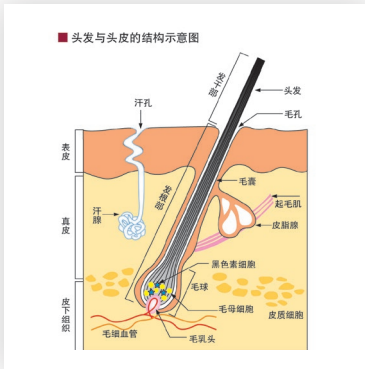
- Ichigan Creative Color
创意灵感
- Color workshop
染发工作坊



PERM
烫发

Essential 初级

- Perm Essential (Straight & Curl)
基本烫发 (直烫和卷烫)



Hair Cosmetic Science 头发知识入门 FEE 价钱: \$100

A program mainly focused on knowledge of the scalp and hair. Including the causes of scalp problems and effects of hair damage. Participants will be able to apply their hair science knowledge for successful product recommendation to their customers.

一项专注在基本头皮与头发知识的课程。同时也包括了解头皮问题与损坏发质的因素。参与者将能够掌握所学的知识在发廊成功的为客户推荐产品。

- Structure of hair and scalp 头皮与头发的结构
- Scalp and hair problems diagnosis 头皮与头发问题诊断

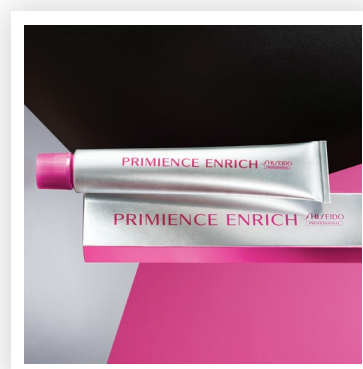
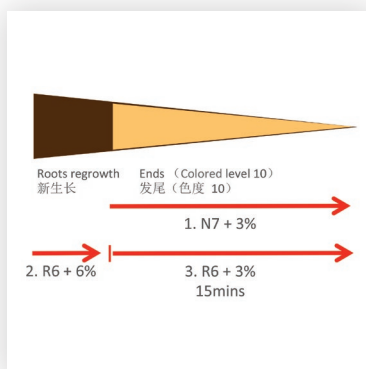
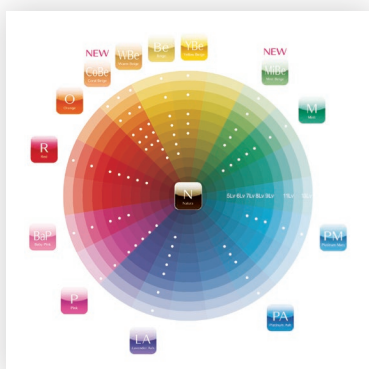


Texture Essential 基本烫发 FEE 价钱: \$100

Seminar designed for those who are new to texture services. Learn specialized knowledge and techniques.. Participants can acquire practical experience through live model hands-on session in straightening and hot perm.

适合首次接触直烫和热烫的参与者。掌握专业知识与技巧。现场为模特儿进行直烫和烫发技巧。

- Characteristics of CRYSTALLIZING STRAIGHT and CREATOR CURL 直烫和热烫发剂的特性
- Diagnosis of hair condition and selection of correct product 准确的诊断发质并选择适当的烫发剂

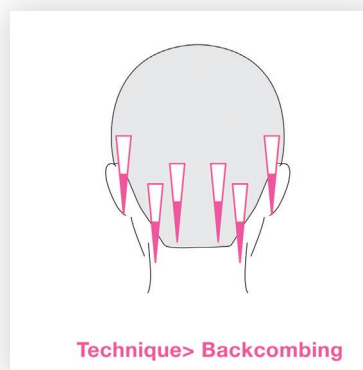


Color Workshop 染发工作坊 FEE 价钱: \$100

In an easy to understandable structure, learn characteristics of hair coloring through hands-on session, this seminar improves trainees' coloring skills by mastering fundamental theories essential for color manipulation.

通过易于理解的染发实习课程，学习头发在染发时的特性和每种的发色的属性。采用基本理论以控色提升学徒的染发技巧。

- Understanding a standard color theory to hair colors
辨别和利用标准的色彩理论染发
- Understanding correct coloring technique to achieve different hair color desire of client
了解正确的染发技巧以取得顾客的理想发色

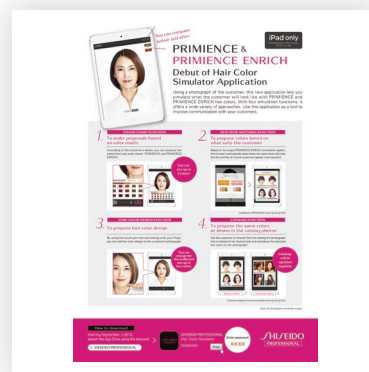
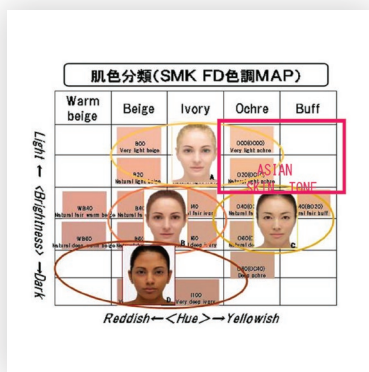


Ichigan Creative Coloring 创意灵感 FEE 价钱: \$100

Seminar to learn practical techniques that are essential to salon works, such as lightness adjustment, tone adjustment, and toners. Participants can also acquire overall abilities to control colors.

着重在真正能应用在发廊的实际操作技巧，全面的控制颜色的效果。

- How to control brightness and color tones 如何掌握发色的深浅明暗度与色调
- Learn fast and creative coloring techniques 学习快速和创造性的染色技术

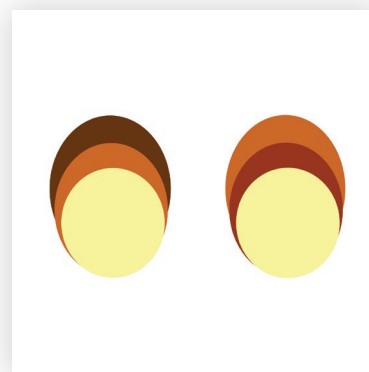
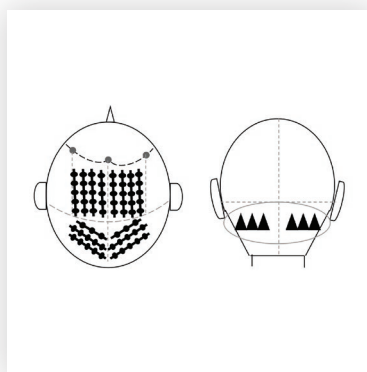
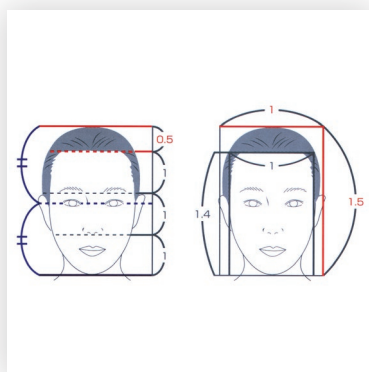


Skin Tone Matching Consultation 肤色配搭咨询 FEE 价钱: \$200

Shiseido's original seminar about the consultation process that matches the ideal hair color (using Primience & Primience Enrich) with client's skin tone.

资生堂特设的咨询理论, 使用 PRIMIENCE 和 PRIMIENCE ENRICH, 让染发与肤色巧妙配搭。

- Skin Tone Matching Theory
肤色配搭理论
- How to choose the correct color to compliment your clients' skin tone
巧用发色与顾客的肤色配搭



Hair Color Design Theory 染发设计理论 FEE 价钱: \$200

Seminar on design theories and techniques for the effective embodiment of face shape and the Skin Tone Matching Consultation Theory using PRIMIENCE. This seminar should be taken after Skin Tone Matching Consultation Theory.

善用肤色配搭咨询理论与技巧, 配合 Primience 以突显脸型轮廓。必须先上肤色配搭咨询理论课程。

- Shiseido's 4 female images and their characteristics
资生堂四张女性图片和她们的特征
- Design and color techniques based on different skin tones and face shapes
按不同肤色和脸型而设计与采用染发的技巧



SHISEIDO
PROFESSIONAL
THE HAIR CARE



THC Therapist Program 1: Consultation & Retail 课程1：咨询销售达人

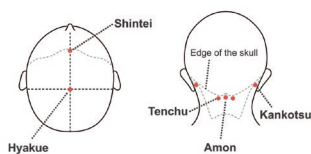
FEE 价钱：
\$200

Participants learn about THE HAIR CARE product characteristics. Through practical experience, enabling them to give professional advice to customers.

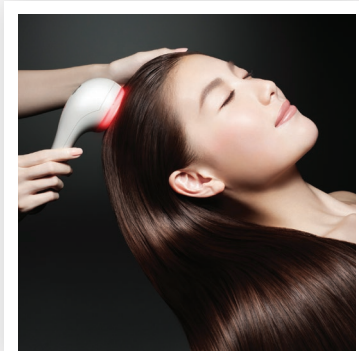
了解产品特性，丰富的护发理论知识可增加顾客对自己的信心。通过动手实践经验能够更好的向客户提供专业意见。

- Product characteristics and ingredients 产品的成分解说及特征
- THE HAIR CARE scalp scanner consultation 使用扫描仪器头皮
- Important tips on salon treatment application 着重于在发廊护理产品的贴士及应用分量
- How to proposal for home care products to customers 如何专业的向客户推荐护理产品

Tusbo points and their functions



Scalp Care
100 Expert
Years



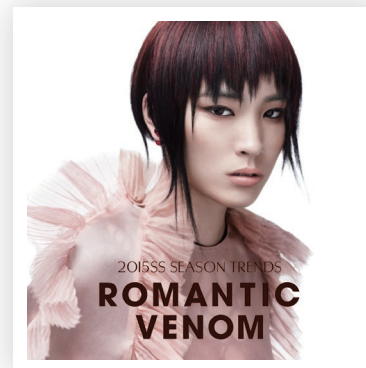
THC Therapist Program 2: Head Spa 课程2：护理与按摩专家

FEE 价钱：
\$200

Seminar to learn the head massage techniques original to Shiseido Professional. Participants will master scalp problem services and hospitality skills to make customers feel relaxed and satisfied.

掌握源自于资生堂专业美发头部按摩技术。学习头皮按摩的正确方法及待客技巧，使顾客感到轻松和宾至如归。

- Identifying scalp problems and the appropriate scalp treatment services 头皮问题分析和适当的头皮治疗服务
- Relaxation and tsubo pressure points 放松及穴位指压法
- Practical training on the head massage technique 头皮按摩的实务操作



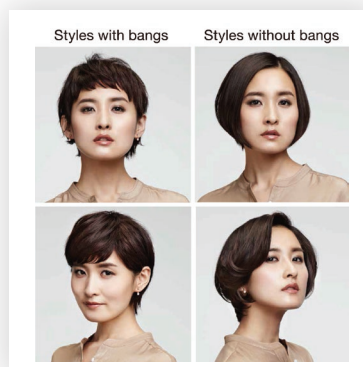
Shiseido Professional Season Trend Color Collection 资生堂季节流行发色系列

FEE 价钱:
\$300

'Season Hair Seminar' created by the Shiseido Creative Team, which is engaged in backstage works for hair and make-up behind the fashion world collections.

'季节发型课程'是由资生堂创意团队呈现的。他们是国际流行系列的幕后美发和化妆人才。

- Information on the New York, Paris and Tokyo Collections 纽约, 巴黎和东京发色系列的资讯
- Latest information on hair trends 最新的美发资讯
- Proposals of salon styles that incorporate the Shiseido season trend 在发廊应用资生堂的季节流行技巧
- Seasonal color themes presented by PRIMIENCE PRIMIENCE的季节流行色彩主题
- Coloring techniques based on the seasonal colors 季节色彩的染发技巧
- Explanation and demonstration of cutting techniques shown in the technical book 技术手册里裁剪技巧的解释和示范



Front design	Recommend hair style
Above the eyebrows	Fresh style
Full bangs	Cute style
Covering the eyebrows	Natural style
Partially exposing eyebrows	Smart style
Side-swept bangs	
Fully exposing eyebrows	

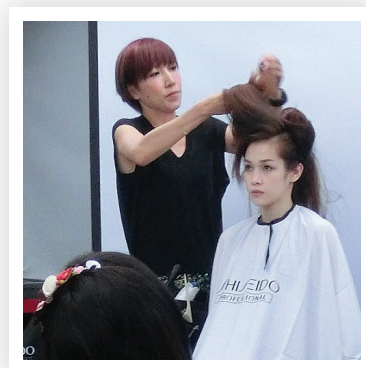
Primience Enrich Personal Color Design Workshop 个人发型色彩设计

FEE 价钱:
\$300

Image and style consultation to make mature women look more attractive by using PRIMIENCE ENRICH. Achieve your customer's desire image with the selection and design of hair color and hair cut.

通过形象和风格咨询, 使用 PRIMIENCE ENRICH 让熟龄女性更美丽。使用发色选择和发型设计, 达到客户所要的形象。

- How to effectively select colors and haircut styles depending on the image desired 如何有效地选择颜色和发型设计, 达到客户所要的形象
- The objectives and effects of foil work on different hair styles 铝箔纸的使用方法与效果
- Hands-on session for hair cut and coloring techniques 动手剪发和染色技术实习

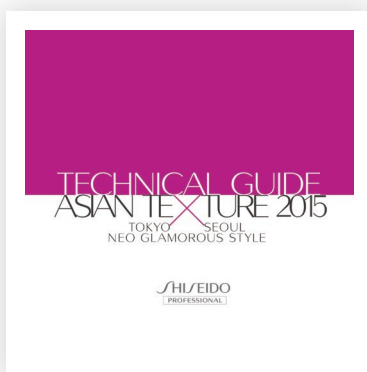


Photoshoot Teach-In & Know-How Seminar 摄影研讨会 FEE 价钱: \$300

Learn how to create a hairstyle and save it as a photo.

塑造发型与专业摄影。

- Tips on how to develop a concept for a hairstyle and how to incorporate the concept in a hairstyle
设计发型概念的贴士和实际应用
- How to select a make-up style and fashion that comprehensively enhance the quality of a hairstyle work
如何选择最适当的彩妆和服饰以突显发型
- How to communicate with photographers, the model and other team members
与摄影师, 模特儿和团员的沟通技巧



Perm Season Trend Collection 烫发的季节流行系列 FEE 价钱: \$300

Seminar to learn about perm styles that can solve customers' problems with their hairstyles.

Creating beautiful waves for every Asian woman.

运用不同的烫发风格以解决顾客目前所面对的造型问题。为亚洲女性所创的精美卷曲。

- How to select agents by hair type 按不同发质选择烫发剂
- How to create perm and cutting styles 如何设定烫和裁剪的风格
- Selection of rods by style and formation 选择适当的卷杠与排法

SHISEIDO'S UNIQUE HOSPITALITY OMOTENASHI

资生堂の独家客道精神



Seminar designed to help salons increase customers' satisfaction and encourage revisits to your salon.

Omotenashi 以心至诚

FEE 价钱:
\$200

Introduce OMOTENASHI to salons' daily operations, improving salons' service standard and growing your business. Practice successful business strategy by understanding customer's psychology and expectations.

掌握以心至诚服务的知识，提升顾客的满意度与吸引他们重返光临发廊。通过了解客户的心理和期待，实行成功的商业策略。

- What is OMOTENASHI? 什么是以心至诚?
- Key points in offering OMOTENASHI services 以心至诚服务的重点
- Professional ethics during interaction with customer 以客户沟通时的专业态度

SHISEIDO PROFESSIONAL EXPERT PROGRAM 专业课程

Be a master of what you live,
breath and do day to day

昼夜掌控您的行住坐卧



Join our
Expert Programme

by

SHISEIDO PROFESSIONAL ACADEMY

and be recognized!

Completed all Essential and Advance
seminars and graduate
with a certificate of participation
and a recognition plaque.



被认证吧！

加入资生堂专业学院的

专家节目

完成所有初级中级课程

毕业生将获取证书和毕业奖杯。



GLOW WITH PRIMIENCE 莹亮发色

DISCOVER 激发 . CREATE 创意 . SHARE 传艺 . OUTSHINE 超越

Join the club and get exclusive privileges. Experience
THE ULTIMATE CREATIVITY & COLORING SKILLS
with Shiseido Professional

加入ICHIGAN俱乐部, 获得专属特权。和资生堂专业美发体验无限的创造力和染发技能

Ichigan Color Club is a community for hairdressers to share their work and color creation
Unleash the power of your skills, discover new coloring techniques and
together influence the hair scene in Singapore.

Sign up to get tickets to ICC party events, free seminar and workshop, by submitting your weekly creation.

这一个专为美发师所举办的俱乐部, 让大家分享工作心得, 染发和的创作的平台。
释放您的创意, 发觉新的染发技术并一起带动新加坡的潮流。

加入后, 每周提交您的作品并可获得聚会门票和免费的研讨会。



How it works?

1. Upload your image to SHISEIDO PROFESSIONAL ICC Facebook page
2. Caption your image with your color recipe

参加规则?

1. 将您的作品上载到SHISEIDO PROFESSIONAL ICC面书网页
2. 相片标题清楚的列出你的颜色配方



Best color creation at the end of the year will be crowned

ICHIGAN GRAND WINNER 2015

Prize: A fully sponsored COLOR COLLECTION photoshoot, with media and advertorial exposure

最佳颜色作品将成为2015的冠军
赢取色彩专集摄影, 媒体和平面广告全力赞助





SHISEIDO PROFESSIONAL CELEBRATES 100 YEARS OF SCALP EXPERTISE

Since the launch of our first scalp care tonic FLOWLINE in 1915, Shiseido Professional has continuously committed its efforts to bringing the best of Asian solutions for scalp care. Introducing a revolution in scalp care, Shiseido Professional is proud to present its most innovative and luxurious line of scalp treatment – THE HAIR CARE (THC) FUENTE FORTE and ADENOVITAL.

资生堂专业美发欢庆头皮护理学100周年。自从1915推出第一个头皮精华素——FLOWLINE，本公司就不间断地研发更新更优良的亚洲头皮护理产品。如今，资生堂专业美发已成功研发出本公司最新最奢华的头皮护理系列——THE HAIR CARE (THC) FUENTE FORTE and ADENOVITAL。



THE HAIR CARE THERAPIST PROGRAM 专业美发顾问 培训课程

With the launch of a full scalp care range, Shiseido Professional introduces THE HAIR CARE THERAPIST PROGRAM. Curated to ensure the presence of a trained stylist who is able to conduct professional consultations and services for consumers using the very best treatments from Shiseido Professional's THC range. This will not only boost the professionalism of your salon and services offered, it will also boost hair care business for your salon.

与此同时，本公司即将推出最新的 THE HAIR CARE THERAPIST PROGRAM——一项高级美发教育课程，让美发师能够运用资生堂专业美发 THC 系列为顾客提供专业的美发头皮会诊及护理服务，增加发廊生意良机。

GET CERTIFIED AS A THC THERAPIST 成为被认证的 THC 顾问

STYLIST COMMITMENTS

- 5 types of education trainings throughout the year:
 - Hair Cosmetic Science
 - THC Therapist Program 1: Consultation & Retail
 - THC Therapist Program 2: Head Spa
 - THC Launch Seminars
 - Omotenashi – The True Art of Japanese Service for Salons

课程内容：

- 5项全年教育课程：
 - 头发知识入门
 - THC Therapist 课程1: 咨询销售达人
 - THC Therapist 课程2: 护理与按摩专家
 - 产品上市研讨会
 - 以心至诚

FOR STYLISTS

- Official Shiseido Professional THC Therapist Certification Endorse by Shiseido Professional Academy, Tokyo, Japan
- Official Shiseido Professional THC Therapist Name Cards
- Official Shiseido Professional THC Therapist Badge

美发师将获得：

- 资生堂专业美发东京学院 THC Therapist 证书
- THC Therapist 名片
- THC Therapist 徽章

FOR SALONS

- Official THC Salon Mirror Decal
- Potential Advertisement Listing for THC Salons, featuring the expertise from THC Therapists

发廊将获得：

- THC 发廊证明标签
- THC 广告机会

BEAUTY INNOVATOR AWARD COMPETITION

美发创意达人比赛



BEAUTY>INNOVATOR>AWARD



One of Asia's largest hair design photo competitions. Held simultaneously in Japan and 7 Asian countries.



To discover next generation of hair leaders capable of communicating the future of BEAUTY together with SHISEIDO PROFESSIONAL.



This photo competition seeks creative works that are not just about hair styles but comprehensive expressions encompassing make-up and costume as well.

比赛在日本和七个亚洲国家同步举行，是亚洲一项最大的美发设计摄影比赛。

发掘能与资生堂一起设计未来美发创作的新一代领导人才。

这项比赛注重整体的美观，因此创意也包括适当的彩妆与服饰。



SHISEIDO PROFESSIONAL

BEAUTY CREATIVE TEAM JAPAN 日本创意美发团队

Hair &
Make-Up
Artist
美发与
彩妆师



Jun
Nakamura



Yoshiyuki
Takahashi



Ikuko
Shindo



Hirofumi
Kera



Joji
Taniguchi



Yuka
Ishiduka

SHISEIDO PROFESSIONAL

BEAUTY ARTISTIC TEAM SINGAPORE 新加坡艺术美发团队



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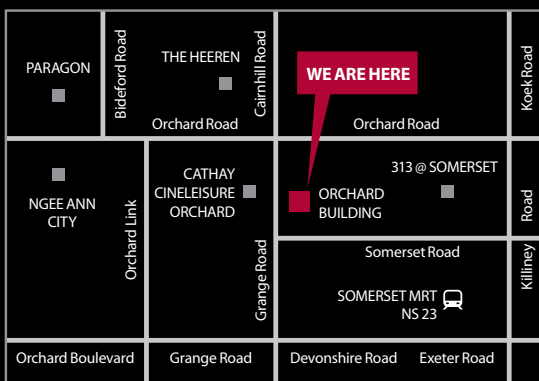
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