

2017

EDUCATIONBOOK

教育册子

L'ORÉAL  
PROFESSIONNEL  
PARIS







## UNLEASH THE STAR IN YOU

In 2017, L'Oréal Professionnel is proud to present the 5 STAR PATH. The first universal made-to-measure education program.

Open to all hairdresser, it answers everyone's needs and is permanently supported by an always on content in order to be available 24/7.

3 main pillars compose this programme:

### ◆ *The Shows and Events*

With the L'Oréal Professionnel Style & Colour Trophy, the Oscars of hairdressing, with its international grand final @ the L'Oréal Professionnel Business Forum for +2 500 hairdressers from 68 countries during 3 inspirational days.

### ◆ *The Trends and Services*

Learn the latest colouring techniques and the hottest step-by-step looks through the seasonal Hair Trends sessions.

### ◆ *The Skills and Expertise*

With a clear 3-step career path to go further on the professional know-how, to be certified and recognised.

3 pillars to be by your side everyday of your career.

As a true partner, we want to take care of you and your teams to fight against the Musculo-skeletal Disorders. With The 15' Coach, a free mobile application, is now available on App Store and Google Play, can help you improve your overall wellness.

***If you want to look good, you have to feel good. This is our mission.***

## 释放您的天赋才能

在2017年，欧莱雅专业美发荣誉呈献前所未有的量身定制5星教育历程。所有美发师皆可参加这项全天候的计划以达成每个人的需求。

此课程有三大支柱：

### ◆ 发型秀与活动

欧莱雅专业美发造型色彩成就奖犹如美发界的奥斯卡金像奖。这项振奋人心国际大决赛是在三天商业论坛举行的。超过2500名来自68个国家的美发师参加。

### ◆ 潮流与服务

通过季节时尚发型课程，掌握最新的染发技巧和最潮的造型步骤。

### ◆ 技能与专长

提升专业知识，利用三步骤的职业前途获得认证与认可。

身为一个美发师必须具备这三大支柱。

作为伙伴，我们也关心您和您的团队，对抗肌肉骨骼失调。运用免费流动应用程序 - 15' Coach - 现在能在App Store和Google Play下载，以保持您的身心健康。

**外形棒来自内心感觉美好。这是我们的使命。**



# OVER A CENTURY *of innovation* 超过一世纪创新



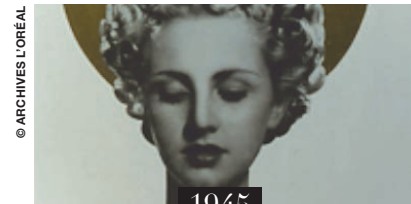
© ARCHIVES L'ORÉAL  
**1909**  
**EUGÈNE SCHUELLER**  
 created the "Société Française des Teintures Inoffensives pour Cheveux".



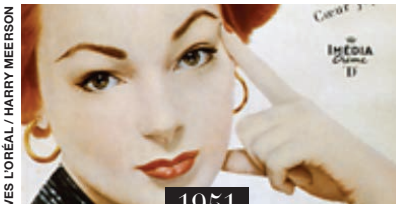
© ARCHIVES L'ORÉAL / ALL RIGHTS RESERVED JEAN-CLAUDE  
**1925**  
**L'ORÉAL D'OR**  
 for blond colour.



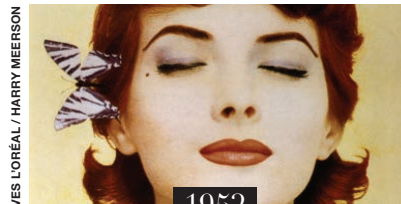
© ARCHIVES L'ORÉAL / © 1916 AD&P FOR CHIRLES LOUPOT  
**1929**  
**IMÉDIA**  
 the 1st quick oxidation hair colour, L'Oréal Blanc, the secret for platinum blondes.



© ARCHIVES L'ORÉAL  
**1945**  
**ORÉOL**  
 the 1st cold-wave permanent.



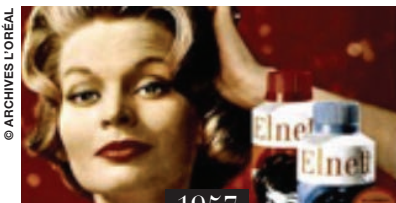
© ARCHIVES L'ORÉAL / HARRY MEERSON  
**1951**  
**IMÉDIA CRÈME D**  
 one-step bleach and colour.



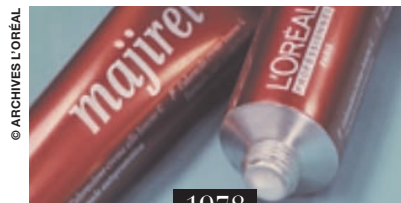
© ARCHIVES L'ORÉAL / HARRY MEERSON  
**1952**  
**RÉGÉ COLOUR**  
 direct colour.



© ARCHIVES L'ORÉAL / ALL RIGHTS RESERVED PATRICK MOLINARD  
**1955**  
**PLIX**  
 for lasting perms.



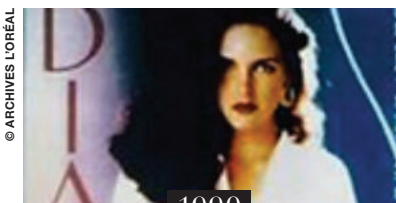
© ARCHIVES L'ORÉAL  
**1957**  
**ELNETT**  
 launch of Elnett hair lacquer.



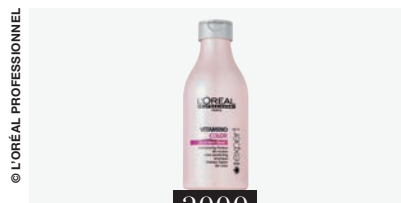
© ARCHIVES L'ORÉAL  
**1978**  
**MAJIREL IONÈNE G**  
 the L'Oréal Professionnel cream colour.



© ARCHIVES L'ORÉAL  
**1980**  
**DULCIA**  
 the first perm solution with Ionène-G™.



© ARCHIVES L'ORÉAL  
**1990**  
**DIACOLOUR**  
 tone-on-tone, a new colouring technology for hairdressers.



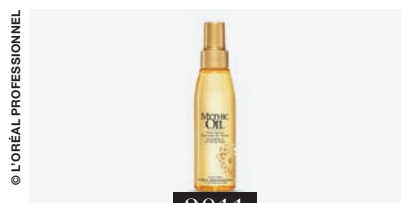
© L'ORÉAL PROFESSIONNEL  
**2000**  
**SÉRIE EXPERT**  
 the professional hair care line.



© FABIEN SARAZIN  
**2004**  
**TECHNI.ART**  
 the most complete professional styling toolbox.



© L'ORÉAL PROFESSIONNEL  
**2009**  
**INOA**  
 new ODS breakthrough technology for a new haircolour standard.



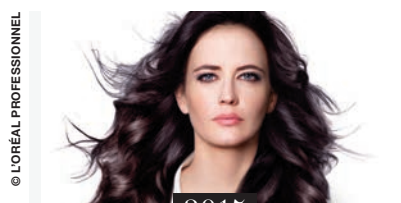
© L'ORÉAL PROFESSIONNEL  
**2011**  
**MYTHIC OIL**  
 the premium oil-based haircare brand by L'Oréal Professionnel.



© L'ORÉAL PROFESSIONNEL  
**2012**  
**STEAMPOD**  
 a high performance hair straightener that utilizes the power of steam for sublime hair shine.



© THIBAUT DE SAINT CHAMAS  
**2014**  
**INFINIUM**  
 the finest professional hairspray and icon of fashion weeks.



© L'ORÉAL PROFESSIONNEL  
**2015**  
**PRO FIBER**  
 the first ever long-lasting repair treatment.

# OVER A CENTURY *of partnerships* 超过一世纪合伙



## Education is the core OF L'ORÉAL PROFESSIONAL DNA 教育是欧莱雅专业美发的基因核心

1910 The first Colouration Academy  
 首个染发学院



1939 L'Oréal is a company of scientific researches and professional training  
 欧莱雅是一间进行科学研究和提供专业教育课程的公司



1940 The technical academy of arts and hairstyle  
 艺术和美发学院



2018 ★★★★★  
 STAR PATH Revolution  
 革命性的5星历程



L'Oréal Professionnel with you against **MSDs**  
欧莱雅专业美发与您一起对抗肌肉骨骼失调

**MUSCULO-SKELETAL DISORDERS (MSDs) REPRESENT 75% OF PROFESSIONAL OCCUPATIONAL DISORDERS AND AFFECT MUSCLES, TENDONS, NERVES AND JOINTS.**

MSDs are responsible for:

- Work loss due to absenteeism secondary to pain and limited function
- Pre-mature retirement due to chronic pain and activity limitation

肌肉骨骼失调 (MSDs) 占专业职业疾病的75%，会影响肌肉，几间，经络和关节。

肌肉骨骼失调 (MSDs) 的祸害包括：

- 病痛而造成缺勤损失
- 慢性疼痛、肢体活动受到限制而造成提早退休



**WE PROPOSE TO YOU 15 MINUTES PER DAY TO FIGHT MSDs IN ALL L'ORÉAL PROFESSIONNEL TRAININGS**

- 5 minutes to warm-up your body for activity at the start of the day
- 5 minutes to practise good posture
- 5 minutes to stretch and relax your muscles at the end of the day

在所有欧莱雅专业美发的课程，我们会建议您抽出15分钟以对抗肌肉骨骼失调

- 5分钟热身：在一天开始前，进行热身运动
- 5分钟练习：正确的姿势
- 5分钟伸展：在一天结束前，舒缓您的肌肉



**GLOBAL ALLIANCE FOR MUSCULO-SKELETAL HEALTH (G-MUSC)\***

- An organization that brings together experts from all continents and all health disciplines
- Promotes musculo-skeletal health to keep people moving and free of pain
- Actively works with the World Health Organization (WHO)
- Raises awareness of MSDs and its impact on people in their work and daily lives



**全球联盟对抗肌肉骨骼失调**

- 各行各业的专业人士和医学界所组织的一个集团
- 推广肌肉骨骼健康方法以免除疼痛，手脚灵活
- 不余遗力地与世界卫生组织合作
- 提高人们对肌肉骨骼失调的认识，了解该疾病对日常生活和工作的影响

\*G-MUSC is supported by UN and works with WHO to promote musculoskeletal health. 联合国支持G-MUSC，并与世界卫生组织协力推广肌肉骨骼健康。



*mobile application*  
流动应用程序

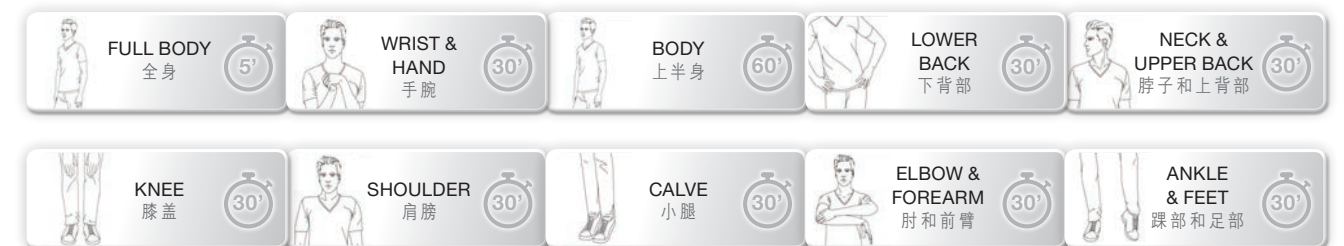
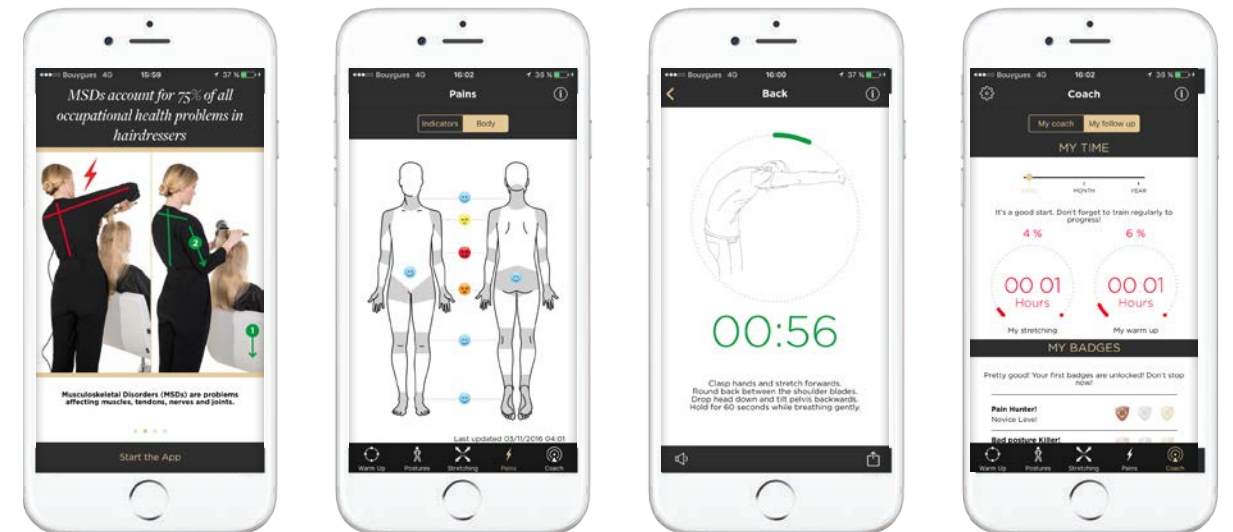
**NEW 全新**

**THIS FREE MOBILE APPLICATION IS AVAILABLE AROUND THE WORLD FOR EVERY HAIRDRESSER. OUR GOAL IS TO HELP ALL BEAUTY PROFESSIONALS TO TAKE CARE OF THEIR TEAMS TO HAVE A LONG AND HEALTHY CAREER.**

*If you want to look good, you got to feel good!*

每位美发师可免费下载这项流动应用程序。  
我们的目标是帮助所有的美发界专才与团队，拥有长久和健康的事业。

外形棒来自内心感觉美好！



DOWNLOAD FREE APP 免费下载





# 2,500

*educators*  
*around the world*

名导师遍布全球各地

L'Oréal Professionnel works with an outstanding team of Artists and Education Consultants, each of whom specialises in delivering amazing education.

欧莱雅专业美发与顶尖的美发师和教育专家团队合作，致力于提供优质教育。



## INTERNATIONAL L'ORÉAL PROFESSIONNEL *comes to you*

国际性欧莱雅专业美发呈献给您

**THE L'ORÉAL PROFESSIONNEL ID ARTIST PROGRAM HAS ONE GOAL**

To find, nurture and develop talented individuals who could be the future stars of the hairdressing industry.

欧莱雅专业美发ID美发师计划的目标是：

发掘、培养并发展天资优良的人才。他们将是下一个美发行业之星。



**William Chang**  
Formula Cut

**Gary Chew**  
Salon Vim

**Jason Sim**  
Salon #1

**Irene Chai**  
NK

It is with immense pride that we introduce some of the world's greatest hairdressers, stylists and artists and a superbly talented team of education consultants. Together this group of exceptional individuals bring a totally unique educational offering to L'Oréal Professionnel. Working with you and your salon we will create a bespoke solution to perfectly fulfil all of your educational needs.

我们为引进一些世界上超一流的发型师、造型师、美发师以及天资卓越的教育专家团队感到无比自豪。

这个由杰出人才组成的团队一起为欧莱雅专业美发提供了别具一格的教育资源。

我们将与您和您的发廊一起，为您量身定制一个满足您所有教育需求的解决方案。



L'ORÉAL PROFESSIONAL PRESENTS



# 5 STAR PATH

THE 1<sup>ST</sup> UNIVERSAL MADE-TO-MEASURE EDUCATION PROGRAM

欧莱雅专业美发呈献5星历程  
前所未有的量身定制教育课程



### SKILLS & EXPERTISE

Reach your goal with your own certified professional path

#### 技能与专长

依您个人专业历程以获得认证，达成您的目标



### TRENDS & SERVICES

Keep in touch with the latest service innovations and the hottest trends

#### 潮流与服务

关注最创新的服务，紧跟时尚潮流的步伐



### SHOWS & EVENTS

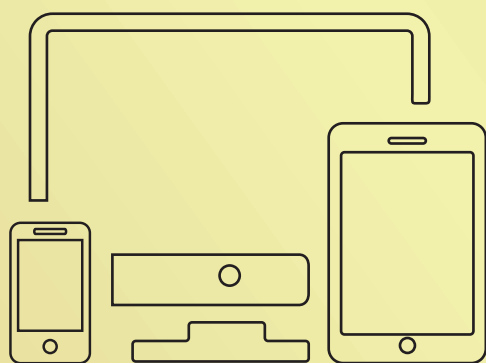
Be inspired by the widest artists community

#### 发型秀与活动

最广大的美发集会能激发您的创意灵感

## CHOOSE YOUR PATH TO EMPOWER YOUR SKILLS

选择您的历程以提升您的技能



### JOIN THE STAR PATH COMMUNITY WITH OUR DIGITAL PLATFORM WITH:

- 24/7 e-learning modules
- Always available from your mobile and direct access to register online
- On mobile first

### 通过数码平台，参与我们的星历程集会：

- 全天候的电子教学
- 无时无刻可通过手机直接线上注册
- 只供手机使用



# YOUR EDUCATION

## 教育 *MENU* 历程表

### SKILLS & EXPERTISE

Improve your technical knowledge and master services fundamentals

#### ▶ COLOUR FUNDAMENTALS

Value your know-how and provide made-to-measure services to your clients

#### ▶ HIGHLIGHTING FUNDAMENTALS

Discover the fundamental techniques of highlighting hair to intelligently 'speed lighten' your clients' hair

#### ▶ CUT & STYLING

Build a solid foundation in cutting skills and equip yourself with customised techniques of cut & styling. 3 times a year

#### ▶ 3D TEXTURE

A different way to look at texture service

#### ▶ SALON BUSINESS

Build a strong relationship with your client and leave a lasting impression after every hair services. Take up these interactive and hair salon-oriented training programmes to improve your salon business

### TRENDS & SERVICES

Keep in touch with the latest service innovations and the hottest trends

#### ▶ HAIR TRENDS

The colour is a new make-up

#### ▶ SERVICE DEVELOPMENT

One day of intense hands-on training to provide made-to-measure services to your clients

#### Colour

DIA / INOA / Majirel

#### Texture

Dulcia Advanced / Curlia / X-Tenso Moisturist

#### Haircare

Pro Fiber / Serioxyl / Smartbond

### SHOWS & EVENTS

#### ▶ INTERNATIONAL EVENTS

Be inspired by the widest artists community  
L'Oréal Professionnel Business Forum  
L'Oréal Professionnel Style & Colour Trophy

### 技能与专长

提升您的技能知识和掌握基本服务技巧

#### ▶ 颜色基础

重视您的专业技能和提供您顾客量身定制的服务

#### ▶ 挑染基础

发掘挑染的基本技巧，巧妙迅速地染浅您顾客的秀发

#### ▶ 剪裁与造型

在裁剪技能建立深厚的基础与掌握定制化的裁剪与造型技巧。一年3回

#### ▶ 3维烫发

以另一种角度看待烫发服务

#### ▶ 发廊业务

与您顾客建立美好的关系，在每次服务后留下深刻的印象。参加可提高发廊营业额，以发廊为主的互动培训课程

### 潮流与服务

关注最创新的服务，紧跟时尚潮流的步伐

#### ▶ 头发趋势

发彩能增添脸妆的风采

#### ▶ 服务发展

一日为顾客量身定制服务的实习工作坊

#### 染发

DIA / INOA / Majirel

#### 烫发

Dulcia Advanced / Curlia / X-Tenso Moisturist

#### 护发

Pro Fiber / Serioxyl / Smartbond

### 发型秀与活动

#### ▶ 国际活动

最广大的美发集会能激发您的创意灵感  
欧莱雅专业美发商业论坛  
欧莱雅专业美发造型色彩成就奖



# SKILLS & expertise

A MADE-TO-MEASURE PROGRAM WITH 3 LEVELS OF CERTIFICATION. CHOOSE YOUR OWN PATH TO REACH YOUR EXPECTATIONS.

## 技能与专长

3级量身定制的课程证书供您选择个人的历程以达成目标。



AVAILABLE IN 2018  
2018年后开始

**3**

L'ORÉAL PROFESSIONNEL PARIS

**STAR**  
★★★★★

2018

DMI ASSESSMENT WEEK  
DMI 评定周

COMING SOON 即将来临

★ ON-STAGE PERFORMANCE  
舞台演出

★ PUBLIC SPEAKING  
演讲艺术

COMING SOON 即将来临

★ TRAIN THE TRAINER  
培训专家

★ PHOTO SESSION TRAINING  
摄影窍门

★ GET TO 20K FOLLOWERS  
赢得两万忠实追随者

**2**

L'ORÉAL PROFESSIONNEL PARIS

**EXPERT**  
★★★★★

2017

DIGITAL & HANDS-ON ASSESSMENT  
数码和实习评定

COMING SOON 即将来临

**EXPERT COLOUR**  
染发专家  
★ COLOUR CONTOURING  
色彩轮廓

**EXPERT CUT**  
裁剪专家  
★ REVISITED & TIMELESS CUTS 2  
重返与永恒 裁剪法2

**EXPERT BUSINESS**  
商务专家  
★ TEAM MANAGEMENT  
团队管理  
★ SALON EMOTION  
发廊情感体验

COMING SOON 即将来临

**EXPERT COLOUR**  
染发专家  
★ COLOUR CRUSH  
色彩迷恋  
★ TIMELESS COLOURS  
色彩永恒  
★ HAIR LIGHTENING  
发色染浅

**EXPERT CUT**  
裁剪专家  
★ CUT & COLOURS  
裁剪与染发  
★ EDITORIAL LOOKS  
杂志造型风格  
★ STYLING FUND 2  
造型玩法2

**EXPERT HAIRCARE**  
护发专家  
★ SCALP EXPERTISE  
头皮专家  
★ MASSAGE EXCEL  
按摩专才  
★ SERVICE MASTERY 1  
服务精通1  
★ SERVICE MASTERY 2  
服务精通2

**EXPERT TEXTURE**  
烫发专家  
★ HOT PERM  
热烫  
★ SHAPE MASTER  
塑形大师  
★ CURLS EXPERT  
卷发专家  
★ NEO STRAIGHT  
NEO直烫

**EXPERT BUSINESS**  
商务专家  
★ MERCHANDISING KEYS  
销售窍门  
★ DIGITAL EXPERT  
数码专家

**1**

L'ORÉAL PROFESSIONNEL PARIS

**TALENT**  
★★★★★

2017

DIGITAL ASSESSMENT  
数码评定

COMING SOON 即将来临

★ COLOUR KEYS  
色彩之旅

★ COLOUR CHANGE  
色彩改变

★ COLOUR SOLUTION  
色彩解决方案

★ CONTRAST KEY  
挑染对比

★ REVISITED & TIMELESS CUTS 1  
重返与永恒 裁剪法1

★ 3D TEXTURE  
3维烫发

★ DIGITAL TALENT  
数码才能

COMING SOON 即将来临

★ STYLING FUND 1  
造型玩法1

★ HAIRCARE ESSENTIALS  
基本护发

★ TEXTURE CREATION  
质感创新

★ CLIENT EXPERIENCE  
顾客体验

IN ALL YOUR TRAININGS  
所有的课程包括

GET BIGGER WITH DIGITAL BY L'ORÉAL  
欧莱雅数码社交媒体 开阔您的视野

Instagram Facebook YouTube

WITH YOU AGAINST MSDs 欧莱雅专业美发与您一起对抗肌肉骨骼失调 BY L'ORÉAL PROFESSIONNEL

15' PER DAY PROGRAM 每日15分钟的运动



# COLOUR *FUNDAMENTALS* 颜色基础

## VALUE YOUR KNOW-HOW AND PROVIDE MADE-TO-MEASURE SERVICES TO YOUR CLIENTS

重视您的专业技能和提供您顾客量身定做的服务

TALENT  
★★★★★

### COLOUR *KEYS*

An essential training that every colour professional must attend. The simple, interactive, and student-friendly approach will help you develop your skills without ever feeling bored.

- Colourimetry
- Numbering system
- Lightening process
- Oxidative colour principles

### 色彩之旅

这项课程是每一个色彩专业必须学习的基本培训。简单，互动和学生友好交流的方法，将帮助您开发无限的技艺才能，绝不令人感到厌倦。

- 比色法
- 编号系统
- 漂染过程
- 氧化染发原则

WORKSHOP 工作营 / 2 DAYS 天 / \$300

TALENT  
★★★★★

### COLOUR *CHANGE*

Training for professionals who do not accept compromise with the quality of their clients' colour.

- Position yourself as an expert in colour change
- Advise and guide your clients in their choices, and realize all the colour changing techniques (immediate take through, exfoliating, cleansing, long roots, natural hair, colour ascension & pre-colouring)

### 色彩改变

此培训为不轻易放弃且坚守顾客色彩优良素质的专业人士。

- 此课程将帮助您定位自己成为改色专家
- 在您的顾客的选择上提供咨询和指导，并实现所有色彩改变技巧(立即带过，去角质处理，洗色，长发根，自然头发，色彩提升和色素打底)

WORKSHOP 工作营 / 2 DAYS 天 / \$200

TALENT  
★★★★★

### COLOUR *SOLUTION*

Simple solutions for everyday challenges

- Focuses on commercial, fast, and effective methods on colour correction
- Quick colourimetry solution to solve challenges of in-salon colouring

### 色彩解决方案

解决每日面临挑战的方法

- 专注于商业，快速有效的色彩校正方法
- 采用快速比色法面对在发廊染色的挑战

WORKSHOP 工作营 / 1 DAY 天 / \$150



# HIGHLIGHTING *FUNDAMENTALS*

## 挑染基础

### DISCOVER THE FUNDAMENTAL TECHNIQUES OF HIGHLIGHTING HAIR TO INTELLIGENTLY 'SPEED LIGHTEN' YOUR CLIENTS' HAIR

发掘挑染的基本技巧，巧妙迅速地染浅您顾客的秀发

TALENT  
★★★★★

### CONTRAST *KEY*

Highlights and balayage are 'genuine cornerstones' of professional colour services.

- Provide high quality highlighting and balayage in order to generate positive word of mouth and loyalty among existing clients
- Learn how to achieve different highlighting techniques to satisfy your trendiest clients

### 挑染对比

挑染和渐层染发是专业染发服务‘真正的基石’。

- 提供高质量的挑染和渐层染发服务以传播正面口碑并提高现有顾客的忠诚度
- 学习如何实现不同的挑染技术以满足最时尚顾客的需求

WORKSHOP 工作坊 / 1 DAY 天 / \$150

EXPERT  
★★★★★

### COLOUR *CONTOURING*

Advise and offer personalised highlighting effects to enhance your clients' face shape for the most personalized service.

- Identify your clients' face shape
- Look proposition diagnosis
- Create a personalised colour technique to reveal her beauty
- Propose cut, colour, haircare, styling and home maintenance

### 色彩轮廓

提供建议并达到个性化的挑染效果来改善顾客的脸型以迎合最个性化的服务。

- 识别您顾客的脸型
- 造型主题分析
- 创造个性化的染色技术以展现她的美
- 提出剪发、染发、护发、造型以及居家护理的建议

WORKSHOP 工作坊 / 2 DAYS 天 / \$250



## CUT & *STYLING* 剪裁与造型

### BUILD A SOLID FOUNDATION IN CUTTING SKILLS & EQUIP YOURSELF WITH CUSTOMISED TECHNIQUES OF CUT & STYLING

在裁剪技能建立深厚的基础与掌握定制化的裁剪与造型技巧

TALENT  
★★★★★

NEW 全新

#### REVISITED & *TIMELESS CUTS* 1 LEVEL 1

Revisited timeless cuts thanks to efficiency, simplicity and universality Bertram K cut method.

- Master the creation of 5 iconic looks that cover 70% of women in salon
- Learn the fundamental of cutting techniques
- 5 haircuts structure and sectioning
- 5 simple and efficient look styling
- 4 different fringe styles

#### 重返与永恒裁剪法1

第一级

利用 Bertram K 所创的即有效又简单普遍的裁剪法。

- 掌握70%女顾客5个标志性的造型
- 学习裁剪的基础技巧
- 5种裁剪构造和分区法
- 5种简单和有效的造型
- 4种不同刘海风格

WORKSHOP 工作营 / 2 DAYS 天 / \$300

EXPERT  
★★★★★

NEW 全新

#### REVISITED & *TIMELESS CUTS* 2 LEVEL 2

Revisited timeless cuts thanks to efficiency, simplicity and universality Bertram K cut method.

- Understand what a client wants in terms of cut
- Practice cut techniques
- Work on different types of model
- Realize a perfect consultation and diagnosis
- Create a perfect timeless cut service
- Prescribe the perfect home care follow up

#### 重返与永恒裁剪法2

第二级

利用 Bertram K 所创的即有效又简单普遍的裁剪法。

- 了解顾客对裁剪的要求
- 练习裁剪技术
- 在不同模特儿做练习
- 取得完美的咨询和诊断
- 创建完美永恒的裁剪服务
- 制定完美的居家护理良方

WORKSHOP 工作营 / 2 DAYS 天 / \$300





## 3D TEXTURE 3维烫发

### A DIFFERENT WAY TO LOOK AT TEXTURE SERVICE

以另一种角度看待烫发服务

TALENT  
★★★★★

### HAIR SCULPTING: *FACE SHAPING*

Create hair designs according to the clients' needs and face shape.

- Diagnose your clients' texture needs to choose the right product and its intensity level
- Recommend the suitable texture in line with your clients' facial feature
- Use the diamond form to give 3 dimensional form and movement to the clients' hairstyle

### 重塑发型：塑脸

按照顾客的需求以及脸型为她打造发型。

- 诊断出顾客所需的质感并选出正确的产品及其强度
- 向顾客推荐适合她脸型轮廓的直或卷烫发型
- 利用菱形以塑造出即立体又富动感的发型

WORKSHOP 工作营 / 1 DAY 天 / \$150





## SALON BUSINESS 发廊业务

**BUILD A STRONG RELATIONSHIP WITH YOUR CLIENT AND LEAVE A LASTING IMPRESSION AFTER EVERY HAIR SERVICES. TAKE UP THESE INTERACTIVE AND HAIR SALON-ORIENTED TRAINING PROGRAMMES TO IMPROVE YOUR SALON BUSINESS**

与您顾客建立美好的关系，在每次服务后留下深刻的印象。  
参加可提高发廊营业额，以发廊为主的互动培训课程

### SALON EMOTION

Do you want to re-enchant the clients' emotional journey in your salon?

Whether you are a startup or a long time salon owner, you will discover in this workshop how to:

- Transform your clients' in-salon journey, at each of the 7 steps of the visit
- Create a new salon concept and re-enchant your clients' in-salon experience

### 发廊情感体验

想重新点燃顾客在您发廊情感体验的火花吗？不论您的发廊是刚刚起步还是已经经营很长时间在这个工作营您都会发掘如何：

- 在七个发廊体验步骤中的每一步都使您顾客焕然一新
- 建立发廊新概念，给您顾客留下深刻的发廊体验

WORKSHOP 工作营 / 1 DAY 天 / \$200

### YOUR SALON BUSINESS

Beef up your skills in the management of your salon as a business, and identify drivers for development!

- Assess your salon's results of the salon and areas for improvement
- Create your dashboard
- Devise a development plan for your salon

### 您的发廊业务

提高您经营发廊业务的管理技能，找出发展的驱动力！

- 评估您发廊的业绩以及需要改善的领域
- 创建仪表盘
- 为您发廊制定一个发展计划

WORKSHOP 工作营 / 1 DAY 天 / \$200

### TEAM MANAGEMENT

Manage and motivate your team. Create conditions conducive to well-being at work!

- Establish a motivational team management
- Conduct all kinds of interviews with staff members
- Set your managerial action plan

### 团队管理

管理并激励您的团队。创建一个愉快的工作环境！

- 建立激励机制团队管理
- 开展各类员工面谈
- 建立您的管理行动计划

WORKSHOP 工作营 / 1 DAY 天 / \$200





## CLIENT COMMUNICATION

Customer relations are at the heart of your profession. Learn how to decipher and adapt to everyone's mood and character. All your communication efforts will run more smoothly.

- Analyse your clients' communication style
- Diagnose your own characteristic communication patterns
- Effectively adapting your way of communication to every client



## CLIENT EMOTION

My client, my salon... and I

- Stand out your salon from competitors
- Get a fresh view on your salon & your salon experience
- Be perceived by your clients as an advisor, not a salesperson
- Offer a memorable experience in your salon
- Address the 7 universal client expectation in your salon
- Conduct a full consultation, from diagnosis to prescription



## DIGITAL TALENT

Get bigger with digital! Show and share your salon expertise to your clients. Become visible on social media.

- Create your salon profile on Google My Business
- Know Professional usages of social media
- Base on L'Oréal Professionnel apps, guide your client to more choices
- Use the L'Oréal Professionnel content to promote your salon activity
- Build the editorial calendar to post your publication



## 顾客沟通技巧

与顾客建立良好的关系是您专业重点。学习解读每个顾客的情绪和性格能助您与顾客有良好的沟通。

- 分析出顾客的沟通类型
- 诊断出您自己的独特沟通模式
- 有效地适应每一个顾客的沟通方式

WORKSHOP 工作坊 / 1 DAY 天 / \$200

**NEW 全新**

## 顾客情感体验

我的顾客，我的发廊...和我

- 您的发廊从竞争对手中脱颖而出
- 了解您发廊和其体验
- 被顾客视为顾问，而不是销售人员
- 塑造顾客难忘的体验
- 满足7项顾客的需求
- 进行从诊断到开出良方的完整咨询服务

WORKSHOP 工作坊 / 1 DAY 天 / \$200

**NEW 全新**

## 数码才能

数码社交媒体开阔您的视野! 向您顾客展示和分享您发廊的专业知识以在社交媒体闯出名堂。

- 在 Google My Business 建立您发廊的资料
- 掌握社交媒体的专业用法
- 根据欧莱雅专业美发应用程序让您顾客有更多选择
- 运用欧莱雅专业美发内容以宣传您的发廊活动
- 建立编辑日历以发布您的宣传信息

WORKSHOP 工作坊 / 1 DAY 天 / \$200





## SHOWCASE YOUR *expertise* 展现您的专长



### CERTIFICATION: STEP-BY-STEP

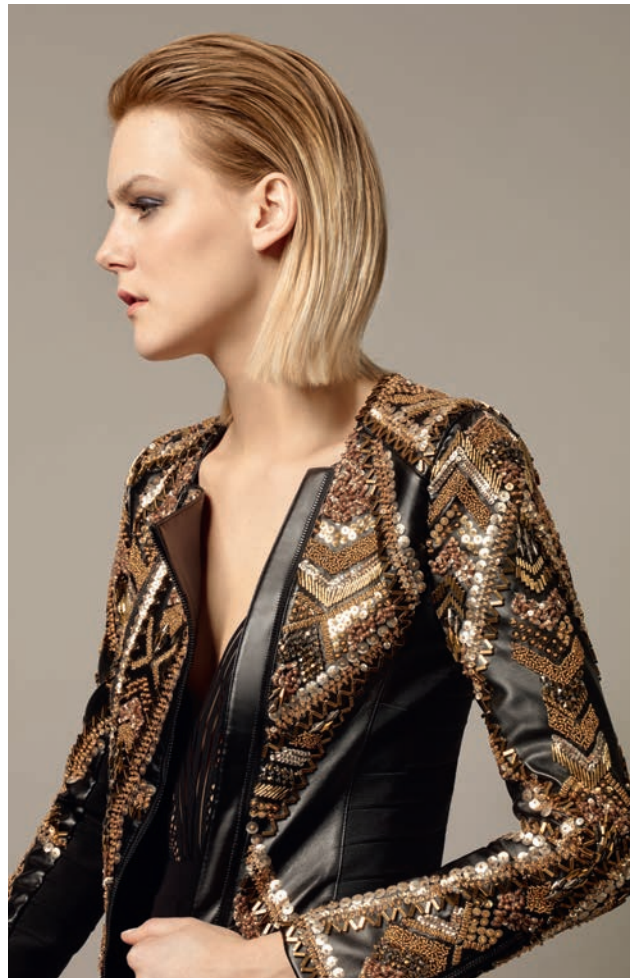
1. Check the online content and choose your own path
2. Register for your seminars following your own choice
3. Attend the live training with hands-on sessions, group exchanges, and real case studies
4. Validate your knowledge via a quick wrap-up questionnaire on your mobile
5. Win a star online for each questionnaire successful passed
6. Once your 5 stars registered, attend the certification day to showcase your skills with a digital and practical session in academy
7. Get certified and receive your personal name plaque to showcase your expertise in your salon

### 认证：步骤

1. 在线上选择您自己的历程
2. 注册您心仪的研讨会
3. 参加现场实习课程，小组交流和实际方案
4. 通过手机上的快速总结问卷以测试您的知识
5. 每答对一个问卷可获得一颗星
6. 一旦你的5星被注册，参加美发学院举办的认证日，展示您的数码和实习技能
7. 获得证书和奖牌后，在您发廊展示您的荣誉和成就







## HAIR TRENDS 头发趋势

### THE COLOUR IS A NEW MAKE-UP

发彩能增添妆容的风采

Live a full fashion experience with the hair trends. 4 looks with hands-on sessions and free technical tutorial to support you in the look creation.

Autumn / Winter and Spring / Summer workshops are essential to know-how to offer and create the hottest looks. This fashion sessions are made of:

- The L'Oréal Professionnel consultation to start the in-salon service
- The cutting and colouring techniques with the brands innovative new services
- The recommendation for the home routine for each look
- How to communicate your fashion attitude on the social network

体验最时尚的头发趋势。实习课程和免费技术教程能帮您打造4款造型。

秋/冬和春/夏工作坊传授最热门造型的方法。该工作坊包括:

- 欧莱雅专业美发咨询介绍发廊服务
- 创新的剪裁和新品牌染发技巧服务
- 推荐每款造型的居家护理
- 如何在社交网络上发表你的时尚见解

WORKSHOP 工作坊 / 2 DAYS 天 / \$300



To help women choose or find inspiration, L'Oréal Professionnel has launched the very first app that allows you to test all possible looks on your own face. Free to download, Style My Hair also allows you to stay tuned to the latest hair trends all year long, share virtual looks with friends and find your nearest salon wherever you are.

为了帮助女性找到灵感，欧莱雅专业美发推出了首个应用程序，让您测试属于您的造型风格。免费下载 Style My Hair 寻路探秘最热门的美发趋势，与朋友分享虚拟造型和发廊定位能找出最近的发廊。



## SERVICE DEVELOPMENT 服务发展

### HALF DAY OF INTENSE HANDS-ON TRAINING TO PROVIDE MADE-TO-MEASURE SERVICES TO YOUR CLIENTS

一日为顾客量身定制服务的实习工作营



#### LOW COMMITMENT WITH DIA

- This training will bring you all the rules relative to the use and the offering of **DIA** services to satisfy the clients who want low commitment with reflects

#### 半永久性 使用DIA

- 学习所有DIA染发的使用方法，以满足喜欢半持久性的发彩顾客群



#### NO AMMONIA COLOURATION BY INOA

- This training is essential to know all about the different ranges of **INOA** and satisfy to clients who want the best of without ammonia of colouring

#### 无氨染发 使用INOA

- 学习所有INOA系列的知识，以满足喜欢无氨染发的顾客群



#### THE BEST OF CLASSIC COLOURING BY MAJIREL

- This training is essential to know all about the different ranges of **Majirel** and satisfy to clients who want the best of classic colouring

#### 最佳经典染发 使用Majirel

- 学习所有Majirel系列的知识，以满足偏爱经典染发的顾客群



#### TEXTURE THE HAIR WITH DULCIA ADVANCED & CURLIA

- The training for texture unconditionals with **Dulcia Advanced** and **Curlia** to satisfy clients who want lasting curls

#### 卷烫 使用Dulcia Advanced和Curlia

- 学习Dulcia Advanced和Curlia的功能，以满足喜爱持久卷曲的顾客群



#### STRAIGHT THE HAIR WITH X-TENSO MOISTURIST

- The training to learn the use of **X-Tenso Moisturist** and the different straightening techniques to satisfy clients who want to control their volume

#### 直烫 使用X-Tenso Moisturist

- 学习使用X-Tenso Moisturist和不同的直烫技巧，以满足渴望控制蓬松的顾客群

WORKSHOP 工作营 / 1/2 DAY 天 / \$100





## HAIRCARE SERVICES *DEVELOPMENT*

### 护发服务发展

EXPERIENCE A PREMIUM HAIRCARE SERVICE.  
EXTEND THE WELL-BEING AT HOME.

体验独特的护发服务延长福利。



### LONG-LASTING HAIRCARE WITH PROFIBER

"Before, all treatments were eliminated by shampoos..." And then the L'Oréal labs invented **Pro Fiber** – the most innovative hair repair science, exclusively for hair salons. Understand the APTYL 100 technology, practice the eye-opening digital consultation, master the product application, discover the unprecedented business opportunity..., and get Pro Fiber-certified during this energizing three-hour training-show. Professionalize your consultation in salon with the diagnosis apps Pro Fiber.



### 持久护发 使用 PRO FIBER

"以前，所有的护发是以洗发水作为消除的。"直到欧莱雅研究室发明的 Pro Fiber – 最具创新性，专为发廊而设的头发修复科学。了解 APTYL 1000 科技，实践探查咨询方法，精通产品的应用，发现前所未有的商机以及在此活力十足的3小时的训练中，获得 Pro Fiber 的认证。

WORKSHOP 工作坊 / 1/2 DAY 天 / \$50



### ANTI-THINNING SERVICE WITH SERIOXYL

**Serioxyl** is a new range from L'Oréal Professionnel to create beautiful thicker and denser hair. Develop professional haircare services to match your clients needs.

### 抗稀疏发服务 使用 SERIOXYL

欧莱雅专业美发全新 Serioxyl 系列，让秀发更加美丽浓密。拓展专业头发护理服务来满足您的客户需求。

WORKSHOP 工作坊 / 1/2 DAY 天 / \$50



### PROTECT & STRENGTHEN WITH SMARTBOND

**Smartbond** is a unique system that protects and strengthens the hair during chemical services (such as bleach and hair colour) by preventing damage to hair bonds. With Smartbond, you can dare all colour transformations for your clients without worry of hair breakage and damage.

### 保护和强化 使用 SMARTBOND

Smartbond 独特的系统能在烫染服务时(如：漂白和染发)，保护强化秀发以避免头发结构遭受破坏。有了 Smartbond，您不再担忧秀发会断裂受损，可尽情为顾客大胆发挥发彩创意。

WORKSHOP 工作坊 / 1/2 DAY 天 / \$50





# INTERNATIONAL *EVENTS* 国际活动

BE INSPIRED BY THE WIDEST ARTISTS COMMUNITY

最广大的美发集会能激发您的创意灵感

L'ORÉAL  
PROFESSIONNEL

PARIS

BUSINESS FORUM

商业论坛

## SEVILLE 2017

October 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>

A three-day event of Master classes, seminars, and shows with International Guest artists and Business speakers, to motivate and inspire hairdressers, and share the keys to run a successful salon. This Global event for L'Oréal Professionnel is the opportunity to network and exchange ideas.

**BUSINESS** Solutions to meet your client's needs **TECHNICAL** Optimize your service offer  
**ARTISTIC** Inspiration to develop your creativity.

这是为期三天的活动，包含有国际客座艺术家和商业发言人参加的大师课程，研讨会和发型秀，以激励和启发美发师，共享成功发廊的运营奥秘。为欧莱雅专业美发举办的这个全球盛会是——一个绝佳的拓展人脉和交流意见的机会。

商业：满足您客户需求的解决方案 技术：优化您的服务 艺术：激发您创造力的发展

UPLOAD THE APP:  
L'Oréal Professionnel Business Forum  
上载APP: 欧莱雅专业美发商务论坛



#lorealpro #LPBF2017





L'Oréal Professionnel  
**Style & colour**  
trophy

#### FIRST INTERNATIONAL WINNERS 2016 首批国际得奖者

Overall Winner 总体得奖者: Aoife Bradley & Jenny Dawson, Dylan Bradshaw Salon, Ireland

## INTERNATIONAL EVENTS 国际活动

### BE INSPIRED BY THE WIDEST ARTISTS COMMUNITY

最广大的美发集会能激发您的创意灵感

L'Oréal Professionnel  
**Style & colour**  
trophy 2017 欧莱雅专业美发  
造型色彩成就奖

The first global contest which brings you from your salon to the world's stage.  
An international hairdressing contest with different categories:

- ★ **Style & Colour Trophy Award** ★ **Cut & Style Award** ★ **Colour Award**
- ★ **Young Talent Award** ★ **People's Choice Award** ★ **Men's Image Award**

Dare to enter the Style & Colour Trophy and unleash the star in you!

首个全球性的比赛把您推上国际舞台。该美发比赛包括以下不同的奖项：

- ★ **造型色彩成就奖** ★ **成就和造型奖** ★ **色彩奖** ★ **新人奖** ★ **人气奖** ★ **男性造型奖**

踊跃参加造型色彩成就比赛，释放您的天赋才能！

## Did you know?

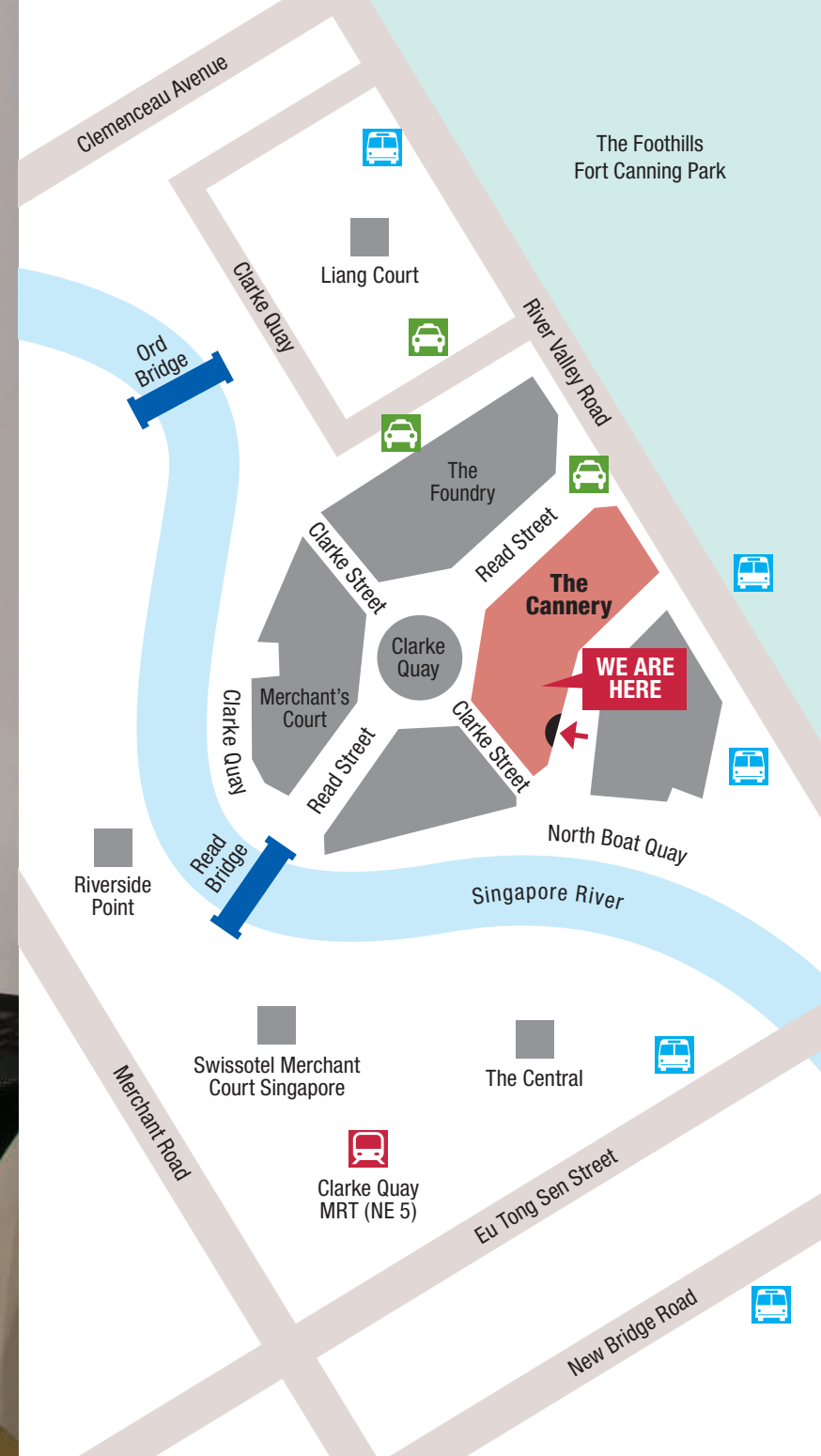
The L'Oréal Professionnel Style & Colour Trophy is the longest running live hair competition in the world. First launched in the UK in 1954 and focused only on colour, it has spread globally, from Canada to New Zealand, Taiwan to Argentina, and has been extended to styling since 2016 to reward the top experts in this field. The competition was first created to shine a light on the important work of hair colourists or technicians, who in the 1950's were very much "behind the scenes", and it has always stressed the importance of not only showing technical expertise in ensuring the hair is kept in great condition, but also the importance of creating an **on-trend total look** (with hair colour, cut & style, make-up and clothes complementing the model). In recent years the theme has been "**Hair Inspired by Fashion**" to encourage hairdressers to create looks their clients will want to visit their salons for. The L'Oréal Professionnel Style & Colour Trophy continues to inspire the hairdressing Industry and gives new salons and hair teams the opportunity to show their work.

## 您知道吗？

欧莱雅专业美发的造型色彩成就奖是全球最长寿的现场美发比赛。在1954年，首次在英国推出，并专注于发彩。如今已全球化，扩展到加拿大至新西兰，台湾至阿根廷。自2016年，加入造型成就奖，以奖励该顶尖人才。起初，这项成就奖是为了突显1950年在幕后的染发师或技术人员。除了保持健康秀发，同时该比赛也强调采用发彩，裁剪造型，化妆以配搭时髦服装，打造一个时尚完美的造型。近年来，主题是‘美发灵感源自流行趋势’，以激发美发师创造出不同的造型，吸引顾客重回发廊。欧莱雅专业美发造型色彩成就奖不断激励美发界，和给予新发廊及团队机会，以展现他们的才华。

#lorealpro #SACT





# MY contacts 联络

*Sales Representative* 销售代表

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*Salon Development Trainer* 发廊发展培训师

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Like us on Facebook

[www.facebook.com/lorealacademysingapore/](http://www.facebook.com/lorealacademysingapore/)



3C River Valley Road The Cannery, #02-01, Singapore 179022

Nearest MRT: North East Line Clarke Quay Station  
 Clarke Quay Bus Station ( River Valley Road ): 32, 54, 195  
 Clarke Quay Bus Station ( Central ): 2, 12, 33, 51, 54, 61, 63, 80, 124, 145, 147, 166, 174, 174e, 190, 19, 7, 851 and 961



# How to **BOOK**

如何预定

## HOW TO SIGN UP

Ask your representatives about the terms and conditions.

## CONFIRMATION

Our educator will call you to reconfirm the booking.

## CANCELLATION POLICY

L'Oréal Professionnel reserves the right to cancel if the number of participants is insufficient.

## TECHNICAL ADVICE HOTLINE

**+65 6227 5366**

## 如何参加

请向您的美发销售代表询问有关的条款。

## 确认预定

我们的教育导师会拨电以确认您的课程预定。

## 取消课程决策

当报名人数不足，欧莱雅专业美发可全权取消课程。

## 美发技术指导热线

**+65 6227 5366**

DATE

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all year long*

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