

SHISEIDO  
PROFESSIONAL



EDUCATION PROGRAM 2011  
美发教育课程

SHISEIDO  
PROFESSIONAL

# Together with Hair designers

SHISEIDO Professional promotes  
contemporary Asian Beauty.

## Designing

The knowledge, skill and presentation  
ability needed to create designs

## Creativity

The latest techniques produced by  
Japan's leading creative hair artists

## Omotenashi

An outstanding system of education  
that nurtures the spirit of hospitality

协同专业美发师  
SHISEIDO Professional  
为您呈现亚洲时尚感的潮流

## 美发设计

美发知识，技术与呈现方式  
的学问

## 创意

由日本优势的美发师所创造  
的最新技术

## Omotenashi

一项培养好客精神的  
系统





# EDUCATION PROGRAM 2011

(Exclusive for Contracted Customers)

# 美发教育程序

(专署合约顾客)

The Shiseido Professional Educational Program 2010 comprises three graded programs – “Essential”, “Advanced” and “Master” – to suit your needs as a stylist. Based on a curriculum uniquely developed by Shiseido, these programs cover all stages of learning, from basic knowledge and skills, to design ability and creativity. Through these, program participants learn about original and innovative styling techniques.

Shiseido Professional 的美发教育含三种分级 – ‘初级’, ‘中级’和‘高级’ – 适合作为美发设计师的需求。按资生堂所成立的独特课程, 以上的分级包括了所有的学习阶段, 从基本知识和技术到设计和创造能力。从以上课程中, 参学者能学习正宗并创新的造型技术。

## Essential Texture Expert Program

初级 – 烫发专家

A program designed to equip your apprentices with the basic knowledge and techniques essential for a professional stylist.

Requirement :  
Assistant stylist with less than 3 years experience

一项专为学徒而设的课程, 让参学者拥有如专业美发师的基本知识和技术。

参学者条件: 助理, 一至三年经验

## Advanced Texture Expert Program

中级 – 烫发专家

A series of hands-on texture programs designed to boost your ability in perm designing.

Requirement :  
Stylist with less than 3 years experience

一系列的烫发操作课程, 促进美发师对卷发设计的创意能力。

参学者条件: 美发师, 一至三年经验

## Master Program

高级课程

An educational program unique to Shiseido participants learn the original and innovative styling techniques created by Shiseido Creative Team.

Requirement :  
Stylist with more than 3 years experience

资生堂所创造的独特课程, 让美发师学习资生堂正宗的美发技巧。

参学者条件: 美发师, 三年以上经验



# Essential Texture Expert Program

## 初级 – 烫发专家



# Essential Texture Expert Program

## 初级 – 烫发专家

### ● Hair Cosmetic Science 头发知识入门

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A program mainly focused on basic knowledge about hair.

一项专注在基本的头发知识。

- Structure of hair and scalp
- Scalp diagnosis
- Causes of hair damage
- Hair diagnosis
- 头发和头皮的结构
- 头皮诊断
- 头发受损的因素
- 头发诊断

### ● Hair Care 头发护理

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Participants learn about product characteristics through practical experience, enabling them to give accurate advice to customers as professionals.

参学者能亲身体验产品的性质，并且为顾客提供专业的推荐。

- Causes of hair damage and how to combat
- Product characteristics and ingredients
- Practical use of products
- 头发受损的因素和如何克制它
- 产品的性质和成份
- 如何使用产品

# Essential Texture Expert Program

## 初级 – 烫发专家

### ● Perm 烫发

#### Essential I Cold 基本冷烫

Hands-on learning of hair science, perm science, basic winding techniques, cold perm solutions, and selection standards.

头发知识，基本烫发的操作及如何挑选烫发剂。

- |  |            |
|--|------------|
| ■ Hair science                           | ■ 头发知识     |
| ■ Hair diagnosis                         | ■ 头发诊断     |
| ■ Perm science                           | ■ 烫发知识     |
| ■ Characteristics of cold perm solutions | ■ 冷烫药剂的性质  |
| ■ Hair types suited to cold perms        | ■ 如何挑选烫发剂  |
| ■ Basic perm processes                   | ■ 烫发操作     |
| ■ Practice in basic winding techniques   | ■ 基本烫的卷杠排法 |
| ■ Troubleshooting                        | ■ 问题解答     |

#### Essential II Hot 基本热烫

Provides hands-on learning of hot perm solutions and selection standards.

热烫操作及如何挑选烫发剂。

- |   |               |
|---|---------------|
| ■ Characteristics of hot perm solutions | ■ 热烫药剂的性质     |
| ■ Hair types suited to hot perms        | ■ 诊断发质与挑选热烫发剂 |
| ■ Confirmation of basic perm processes  | ■ 挑选该程序       |
| ■ Practice in basic techniques          | ■ 基本热烫操作      |
| ■ Troubleshooting                       | ■ 问题解答        |

#### Essential III Straight 基本直烫

Provides hands-on learning of straight perm solutions, selection standards and ironing treatment.

直烫操作及如何挑选直烫剂。

- |  |               |
|--|---------------|
| ■ Characteristics of straight perm solutions | ■ 直烫发剂的性质     |
| ■ Straight perms and hair types              | ■ 诊断发质与挑选直烫发剂 |
| ■ Practice in basic operation of the iron    | ■ 如何使用直烫夹     |
| ■ Troubleshooting                            | ■ 问题解答        |

# Advanced Texture Expert Program

## 中级 - 烫发专家





# Advanced Texture Expert Program

## 中级 – 烫发专家

### ● Cold Perm designing 冷烫设计

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Boost your ability to create perms to reproduce Tokyo's latest hairstyle trends.

如何运用冷烫知识和技术来创造东京最时尚的发型。

- Tokyo trend information
- Cutting techniques for perm design
- Perming processes for perm design
- Rod formations for perm design
- Styling techniques for reproducibility
- Troubleshooting
- 东京时尚潮流
- 适于冷烫的剪发技巧
- 烫发设计的操作
- 卷杠的排法
- 造型技术
- 问题解答

### ● Hot Perm designing 热烫设计

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Boost your ability to create perms to reproduce Tokyo's latest hairstyle trends.

如何运用热烫知识和技术来创造东京最时尚的发型。

- Tokyo trend information
- Cutting techniques for hot perm design
- Perming processes for hot perm design
- Rod formations for hot perm design
- Styling techniques for reproducibility
- Troubleshooting
- 东京时尚潮流
- 适于热烫的剪发技巧
- 热烫设计的操作
- 热烫设计的卷杠排法
- 造型技术
- 问题解答

### ● Straight Perm designing 直烫设计

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Boost your ability to create perms by learning the knowledge and techniques of straight perms, cuts and styling, to reproduce Tokyo's latest hairstyle trends.

如何运用直烫知识和技术来创造东京最时尚的发型。

- Tokyo trend information
- Cutting techniques for straight perm design
- Processes for straight perm design
- Ironing techniques for straight perm design
- Styling techniques for reproducibility
- Troubleshooting
- 东京时尚潮流
- 适于直烫的剪发技巧
- 直烫设计的操作
- 直烫发夹的操作
- 造型技术
- 问题解答

# Master Program

## 高级课程



# Master Program

## 高级课程

### ● Tokyo Salon Style 东京发廊的潮流

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Ginza, Harajuku, Shibuya Omotesando, Daikanyama – places with their own unique culture, where the latest trends and fashions are spawned. Learn Tokyo salon styles created by famous salons in these areas.

日本各城市的文化与潮流。学习东京领先发廊所创造的时尚发型。

Trend techniques can be learnt in workshop, with instruction given by top stylists from famous salons.

时尚发型操作，由顶尖发廊的美发师呈现。

### ● SHISEIDO New Hair Line

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Trend hair styles for "Spring-Summer" and "Autumn-Winter" demonstrated by top stylists.

走在最前端的时尚潮流 – 春夏季和秋冬季 – 由领先的美发设计师呈现。

Trend techniques can be learnt in workshop, with instruction given by Shiseido Creative Team members.

由 Shiseido Creative Team 呈现以上的操作程序。

### ● Best Matching 美发配搭

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Participants study the "Shiseido Best Matching Hair Science" uniquely developed by the Shiseido Institute of Beauty Sciences. Ultimately, they learn to analyze the face shape and overall mood of each individual and create a wide variety of hair designs to suit the customer.

参学者将学习 Shiseido Institute of Beauty Sciences 所独创的美发配搭，如何分析脸型并为顾客创造广泛的美发设计。

- The rules of best matching hair
- Know the taboos
- Inner line and outer line
- Principles and rules of styling techniques

- 美发配搭的规则
- 了解避忌的知识
- 线条与曲线
- 造型的原理





# Education Calendar

## 教育课程日历

August – November 2011  
8月 – 11月 2011

### AUGUST 8月

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 C + D + E	2	3	4 J	5	6
7	8	9 NATIONAL DAY	10	11 K	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30 HARI RAYA PUASA	31			

### SEPTEMBER 9月

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 A + B	6	7	8	9	10
11	12 C + D + E	13	14	15	16	17
18	19-23 MASTER PROGRAM 高级课程					24
25	26	27	28	29	30	

### OCTOBER 10月

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1 NOV				1
2	3	4 A + B	5 J	6	7	8
9	10 C + D + E	11	12 K	13	14	15
16	17	18	19	20	21	22
23	24	25	26 DEEPAVALI	27	28	29

### NOVEMBER 11月

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	31 OCT	1	2	3	4	5
6 HARI RAYA HAJI	7	8 J	9 K	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**PLEASE NOTE :**

- All classes are subjected to confirmation and may change due to unforeseen circumstances.
- All interested parties are required to register before class commencement.
- All registrants will be notified of the class status before the scheduled commencement date of class.

**注：**

- 所有课程须经确认后开课；若因预料不到的情况下，课程日期将会更改。
- 有兴趣者须在开课前提前报名参加。
- 开课前提前，报名者将接获通知。

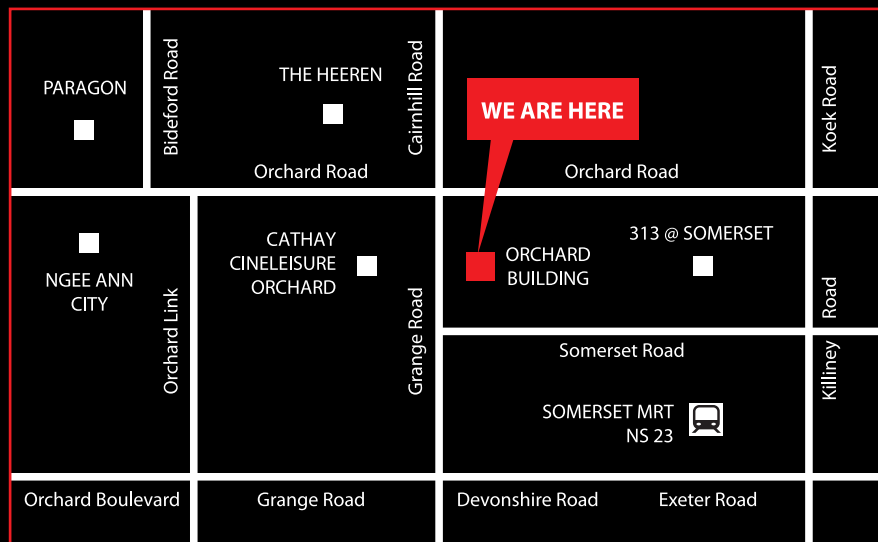
# Information

## 资讯



For more information, please contact our Salon Division Educators  
欲知详情，请与我们的发廊部门的教育人员联络

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Beauty Innovator