



PAUL  
MITCHELL

# EDUCATION GUIDE 2024

THREE  
SIX  
FIVE.

SALON GROUP

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# WELCOME

At the core of our ethos is an unwavering passion for creativity, driving us to forge fresh paths of inspiration for fellow artisans. We staunchly believe that the cornerstone of success in any creative venture is profound education. Thus, we offer unparalleled service and guidance from mentors groomed on international terrains, empowering artists to unveil their utmost potential. Explore our curated array of programs and courses, and embark on a journey to elevate your craft, today.

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365 SALON GROUP  
EDUCATION



# WHAT WE DO

## Tailored Educational Journeys with 365 Salon Group

Every stylist's journey is unique, which is why we work closely with salon owners to craft bespoke yearly education plans. Whether you're just starting out or looking to refine your mastery, our team of elite educators is here to elevate your artistry and inspire new avenues of creativity.

## Your Salon's Personal Support Team

Think of our highly-skilled Technical Educators as your on-call salon allies. Ready to step in and assist, we offer real-time guidance and training right in your salon space. From unveiling the latest formulations to mastering modern colour and styling techniques, we're here to unleash your full potential.



## Ignite Your Creativity with Our Inspirational Seminars

Yearning for a creative boost? Our exclusive seminars, helmed by top-tier haircare experts, are designed to ignite your passion. Witness live demonstrations on hair models, showcasing the freshest techniques and trends up-close.



## Digital Mastery at the eLearning Academy

For salons committed to excellence with Paul Mitchell Professional Hair Colour, we offer complimentary access to our eLearning platform. Delve into the rich world of Paul Mitchell, customising your digital curriculum and diving deep into hair colour dynamics whenever inspiration strikes.



## Paul Mitchell Colour Expert Certification

Dive into an enriching 3-part program to become a certified Paul Mitchell Colour Expert. This comprehensive training blends online digital classes with engaging in-salon sessions and motivational in-person seminars. Successfully completing the program not only bestows upon you the prestigious title of a Paul Mitchell Colour Expert but also awards your salon with the distinguished recognition as a Paul Mitchell 'Colour Expert Salon'.

## Elevate Your Business Acumen with 365 Salon Group

Recognising the value of expert collaborations, 365 Salon Group is proud to announce its affiliation with Salon Owners Collective. This industry-leading coaching group provides actionable, pragmatic advice and consistent support to salon owners who are keen on engaging with structured business development programs. Through this partnership, salon businesses, their owners, and team members will gain access to an enhanced level of support, armed with the latest resources to navigate and triumph over the unique challenges faced by Australian businesses in today's market.



## Empowerment at Your Fingertips: 24/7 Knowledge Hub

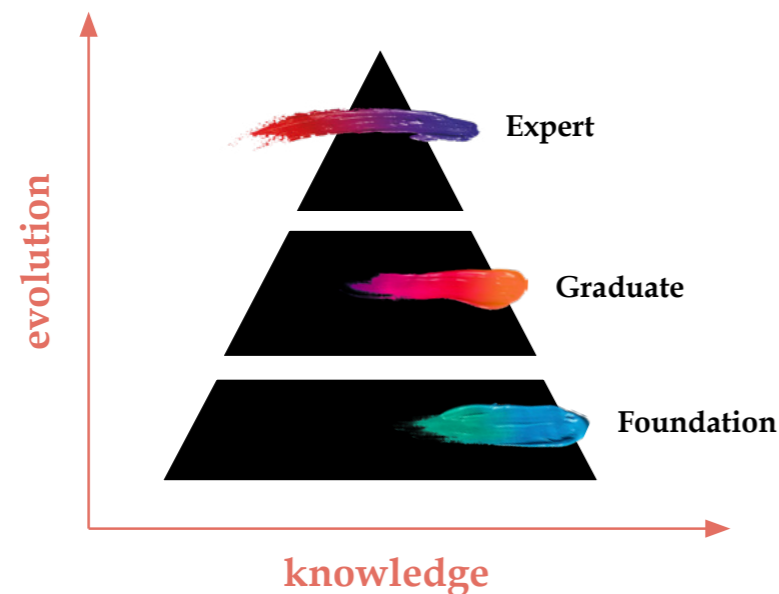
Have every query addressed with our comprehensive education hub, your go-to resource for all things 365 Salon Group. Empower your expertise with a wealth of knowledge right at your fingertips.

# PROFESSIONAL DEVELOPMENT PROGRAMS



## Discover Your Journey in Hairdressing with 365 Salon Group

The world of hairdressing, with its vibrant and ever-changing nature, calls out to those with a creative spirit. With 365 Salon Group Education, chart a clear path for your personal and professional development, tailored for hairstylists at all levels of expertise. Begin by building a robust foundation with our online Colour Foundations modules, grounding you in the essentials of hairdressing. Progress through the Colour Graduate Program to further solidify your skills. And when you're ready to reach the heights of your craft, embark on the journey to become a certified Paul Mitchell Colour Expert, marking your ascent to the top of your profession.



## Colour Expert Certification

This comprehensive program empowers stylists to confidently tackle any colour challenge, correction, or client vision. Attain the revered title of a Paul Mitchell Colour Expert by conquering all three tiers of this structured pyramid. The journey weaves together the diverse educational tapestries of digital learning, an immersive in-salon session, and an advanced workshop lead by industry icon – Vincent Nobile.

## Colour Graduate Program

Kickstart your transformative journey with the Colour Graduate Program, designed for hairdressers evolving from novices to adept experts. Dive into foundational insights through the Paul Mitchell online modules, all at your own pace. Culminate your learning with hands-on in-salon workshops, with class options detailed on pages 20 - 23. This flexible, self-paced program sets the stage for your ongoing professional development.

## Colour Foundation Program

Mastering the basics is the first step to unlocking a world brimming with creative potential. With our Colour Foundations program, delve into the realms of hair colour artistry through Paul Mitchell's eLearning Academy. This platform offers you continuous access to a comprehensive understanding of the entire hair colour process, from analysing hair to expert formulation. The modules are consistently updated to incorporate the latest in Paul Mitchell product technologies and new releases. Combine this rich online learning experience with practical, hands-on colour application in your salon, and you'll soon be colouring hair with confidence and flair.

[BOOK NOW](#)



# TECHNICAL SUPPORT

Our goal is to work closely with your team and salon guests, offering guidance, mentorship, and empowerment to help you reach your highest potential. Think of us as an integral part of your in-salon team. Our skilled Technical Educators will become a part of your daily environment, offering valuable insights and igniting creative sparks in a wide range of subjects and methods.

## In-Salon Education Highlights:

- ▶ Unveiling New Product Launches
- ▶ Delving into Semi/Demi-Permanent Hues
- ▶ Mastery in Permanent Hair Colour
- ▶ Expertise in Blending Systems
- ▶ Craft of Creative Colour
- ▶ Colour Expert Replenish
- ▶ Foiling Foundations
- ▶ Comprehensive Grey Coverage
- ▶ Art of Red Formulation
- ▶ Nuances of Colour Correction
- ▶ Salon Retail & Product Recommendation Mastery
- ▶ Enhancing the Salon Guest Experience





# IN-PERSON EVENTS

In collaboration with industry-leading experts, 365 Salon Group presents tailored learning experiences for the Australian Hairdressing Community. Choose from in-person classes suitable for group settings or the intimacy of your own salon, ensuring an environment that resonates with your learning preference.

Embrace your unique approach to growth through our adaptable formats. Opt for 'look & learn' sessions for observational insights or dive into hands-on workshops for a tactile learning journey. Join us and evolve into the epitome of salon excellence.



SEE THE EVENTS





 **EXPERT**  
 **\$595 (INCL. GST)**

# VINCENT NOBILE COLLABORATES WITH PAUL MITCHELL

In his exceptional education class, Vincent Nobile unveils the secrets of his unique approach to red hair colouring, drawing upon techniques perfected over decades. Participants will delve into the art of creating on-trend red hues, learn specialised colour correction methods for red hair, and gain a fundamental understanding that empowers them to confidently create any red hair colour.

Key takeaways from this class include gaining confidence in executing various shades of red hair colouring, understanding

the fundamentals and formulations, and staying ahead with the latest red hair trends. Vincent will guide learners through modern colouring and correction techniques, offering insights into key considerations for successful red hair colouring. Additionally, the class covers vital business and pricing strategies, home care, and maintenance tips for red hair, ultimately equipping participants to become specialists in red hair colouring. This comprehensive learning experience is an opportunity to elevate your expertise and stand out in the dynamic world of hair colouring.

MONDAY 24TH JUNE 2024

BOOK MELBOURNE

MONDAY 29TH JULY 2024

BOOK SYDNEY

MONDAY 12TH AUGUST 2024


BOOK BRISBANE

COLOUR DIRECTOR


HEADCASE HAIR

VINCENT NOBILE

 [headcasehair.com.au](http://headcasehair.com.au)

 [vincentnobile.com](http://vincentnobile.com)

 [@headcasehair](https://www.instagram.com/headcasehair)

 [@vincentnobile.headcasehair](https://www.instagram.com/vincentnobile.headcasehair)

**Introducing Vincent Nobile, a renowned figure in the world of hair colouring and the visionary Co-owner and Colour Director of Headcase Hair salons.**

With over twenty years of rich experience, Vincent stands as an authority in luxury editorial hair colouring, combining technical mastery with deep product knowledge and a keen eye for trending styles. His esteemed career includes roles as the Australian colour ambassador for luxury haircare brands, highlighting his substantial influence and expertise in the field. Vincent has shared his wealth of knowledge through numerous global colour seminars, including

over 60 visits to New York. His celebrity clientele, like Florence Welch and Meg Mac, whose transformation to her signature red look was his doing, speaks volumes of his skill. Frequently sought after for his insights on colour trends and hair care, Vincent's expertise has graced the pages of leading magazines such as Elle, Harper's BAZAAR, and Vogue.



# EDUCATION IN-SALON

## **Elevate Your Craft In-Salon with 365 Salon Group.**

Discover the pinnacle of hairdressing education right at your doorstep. Our Technical Educators, experts in the esteemed Paul Mitchell brand, bring world-class teachings directly into your salon. Engage in hands-on training with live models or mannequin heads for a truly immersive and practical learning experience.

Offered in our partnering salons across Australia, these in-person classes are expertly crafted for the GRADUATE level. Participating in these sessions will not only sharpen your skills but also support your journey through the Colour Graduate and Colour Expert Programs.

Partner salons of 365 Salon Group are eligible for complimentary in-salon education classes, depending on their level in our Salon Partner Program. Our team is eager to tailor a unique program that meets the developmental needs of your team.

Join us on this transformative educational journey, designed to empower and inspire.



**SEE THE CLASSES**





## Unveiling New Product Launches

Stay at the forefront of hair care innovation by exploring the newest offerings from Paul Mitchell. This course equips you with the knowledge to not only identify which clients will benefit from these latest products but also how to seamlessly integrate them into both salon services and home haircare routines.

### Who Should Attend?

This is an essential class for all stylists and colourists who use Paul Mitchell products in their salon, looking to stay updated and skilled with the latest advancements.

Join us to be in the loop with the latest Paul Mitchell products, ensuring your services remain innovative and top-tier.

 **3 HOURS**  **GRADUATE**  **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** Pre-cut model or mannequin head


## Delving into Semi/Demi-Permanent Hues

Embark on your journey as a hair colourist with an in-depth exploration of semi/demi-permanent hair colours. Learn how to skilfully utilise these versatile, non-committal shades and introduce them effectively to your salon guests.

### Who Should Attend?

This course is perfectly suited for those new to the colourist role or those seeking to expand their expertise in the realm of semi/demi-permanent hair colour.

Join us to deepen your understanding and proficiency in semi/demi-permanent hair colours, opening up new avenues for creativity and client satisfaction.

 **3 HOURS**  **GRADUATE**  **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** Pre-cut model or mannequin head



## Mastery in Permanent Hair Colour

Explore the transformative power of permanent hair colour, a skill that can revolutionise both a haircut and the overall aesthetic for your salon guests.

### Who Should Attend?

This class is ideal for those who have mastered semi/demi-permanent colour techniques and are ready to advance to permanent colour applications.

Step into this class to elevate your colouring skills and offer more dynamic, lasting transformations for your clients.

 **3 HOURS**  **GRADUATE**  **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** Pre-cut model or mannequin head

## Expertise in Blonding Systems

Are you eager to refine your blonding skills? This class is tailored for you. Learn the intricacies of enhancing existing blonde shades or skilfully lightening your clients' hair to their dream blonde.

### Who Should Attend?

This course is designed for hair colourists with a foundational knowledge of blonding services, aiming to elevate their skills and techniques to an expert level.

Step into this session to master the art of blonding, ensuring each salon guest leaves with their ideal blonde transformation.

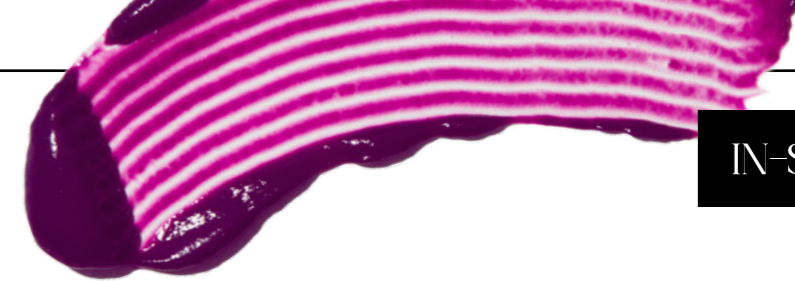
 **3 HOURS**  **GRADUATE**  **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** Pre-cut model or mannequin head

IN-SALON CLASSES





## Colour Expert Replenish Program

Attaining expert status in hair colouring is a remarkable achievement. As hairdressers, staying ahead of beauty and fashion trends is crucial, as they shape the expectations of salon guests. Our in-salon class is designed to keep Colour Experts abreast of the latest trends, beneficial for both those currently pursuing certifications and those already recognised as experts.

### Who Should Attend?

This class is specifically tailored for stylists who are recognised as Paul Mitchell Colour Experts, ensuring they remain updated with the latest trends, techniques, and technologies. For stylists completing the program this year, this class serves as a perfect opportunity to get up-to-date and refine skills in preparation for the expert-level seminar led by Vincent Nobile.

Join this session to maintain and elevate your status as a Colour Expert, staying in step with the evolving world of hair colouring.

**3 HOURS** **EXPERT** **\$195 (INCL. GST)**

**Composition:** An integrated mix of theoretical instruction, demonstrations, and hands-on practice

**Requirements:** A pre-cut model or mannequin head is needed for participation

## Comprehensive Grey Hair Colouring

Unravel the nuances of grey hair colouring — from seamless concealing and covering to sophisticated enhancement. Prepare to:

- Master the most effective products and placement techniques.
- Hone your skills in proposing professional colour solutions to salon guests.

### Who Should Attend?

This course is ideal if you're already versed in basic colour application and are eager to delve deeper into the specific artistry of grey hair colouring.

Step into this course and refine your expertise in the world of grey hair colouring.

**3 HOURS** **GRADUATE** **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** A grey-haired model



## Craft of Creative Colour

Are you in search of inspiration and new techniques to enhance your colouring repertoire? Join our team of Technical Educators as they take centre stage in your training session, unveiling the latest application techniques and methods developed by Paul Mitchell's International Artistic Directors.

### Who Should Attend?

This class is a must for experienced stylists eager to stay at the forefront of evolving trends and innovative colouring techniques. Step into this session to expand your creative horizons and bring cutting-edge colouring techniques to your salon's repertoire.

**3 HOURS** **GRADUATE** **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** A model or mannequin head for practice

## Art of Red Formulation

Delve into the captivating world of red hair colouring. Whether your clients are seeking a subtle auburn hue or an eye-catching bright red, this class will explore the intricacies of perfect formulation, application techniques, and essential tips for home care and maintenance.

### Who Should Attend?

Ideal for hairdressers who are already engaged in colouring services and are looking to enhance their confidence and skills specifically in the realm of red hair colour.

Join us to master the artistry of red hair colouring and offer your salon guests a range of stunning red shades with assurance and expertise.

**3 HOURS** **GRADUATE** **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** A pre-cut model or mannequin head

## Foiling Foundations

Expand your colouring skills by mastering the sought-after technique of foil highlights, perfect for guests desiring varied and vibrant looks.

### Who Should Attend?

This course is tailored for those who have begun their journey with foil application but find the prospect of half or full head applications daunting.

Join us to refine your foiling techniques and confidently cater to a broader range of guest preferences.

**3 HOURS** **GRADUATE** **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** A model or mannequin head for practice

## Nuances of Colour Correction

In the dynamic world of hairdressing, embracing change is key. A lack of confidence in navigating hair colour transformations can hinder a stylist's ability to recommend exciting changes, potentially leading clients to seek new experiences elsewhere. This class focuses on building your confidence and skill in the art of colour correction.

### Who Should Attend?

This course is tailored for salon professionals who have a solid grasp of basic hair colour theory and application. It's perfect for those ready to confidently undertake significant hair colour changes and reinvent their clients' looks.

Embark on this journey to become adept at colour correction, ensuring you can offer your clients the transformative looks they desire.

**3 HOURS** **GRADUATE** **\$195 (INCL. GST)**

**Composition:** A blend of theory, demonstrations, and hands-in practice

**Requirements:** A pre-cut model or mannequin head



## Salon Retail & Product Recommendation Mastery

Enhance your understanding of the diverse range of products available through 365 Salon Group. This class focuses on effective merchandising techniques and how to confidently recommend these products to your salon guests, ensuring their needs are met with the perfect product solutions.

### Who Should Attend?

Ideal for all stylists who wish to boost their confidence in understanding the unique benefits of various products and how to effectively communicate these advantages to their clients.

Join us to become a master in salon retail and product recommendations, enhancing both client satisfaction and your salon's retail success

1 HOUR ALL LEVELS \$95 (INCL. GST)

**Composition:** A blend of information and interactive activities

**Requirements:** None

## Enhancing the Salon Guest Experience

The essence of unforgettable salon experiences lies in the details of each interaction and moment within your salon's environment. Our Technical Educators are ready to guide you through an insightful exploration of these critical touchpoints, teaching you how to enhance and maximise them to create an exceptional experience for every salon guest.

### Who Should Attend?

This class is perfectly suited for salon owners, team members, and independent stylists who aspire to complement their technical expertise with unparalleled guest service.

Join us to transform every salon visit into a memorable journey, enriching the overall experience of your valued guests.

1 HOUR ALL LEVELS \$95 (INCL. GST)

**Composition:** A blend of information and interactive activities

**Requirements:** None



Paul Mitchell Online Academy

# JOIN THE E-LEARNING PROCESS



As a busy hair care professional, we know that you are forever upskilling. This is why Paul Mitchell has created a new eLearning program, to make your online learning experience as fun and engaging as possible! Salon owners and stylists alike will love immersing themselves in these high-quality virtual classes and digital courses. Designed specifically for the needs of hair care specialists, see your learning reach new heights through this beautifully tailored program.



## Content available to you:

- ▶ Navigation Tutorials
- ▶ New Launches
- ▶ Our Culture
- ▶ Product Knowledge
- ▶ Collections
- ▶ Hair Colour
- ▶ Texture
- ▶ Style
- ▶ Haircutting

**START LEARNING**

# SALON COACHING PROGRAMS BY Salon Owners *Collective*

We offer two specialised support programs, each crafted to fit the unique needs of your salon business: **the Salon Mastery Program and The Momentum Program.**

SEE THE PROGRAMS



## Meet Larissa Macleman – Your Salon Mastery Coach and CEO of Salon Owners Collective

Larissa Macleman, an experienced Salon CEO and Business Mentor, offers expert guidance in leading salon owners to success and mastery in business. Her transformative journey from a small salon to a multi-million-dollar enterprise, growing her team from 2 to 30, has honed her skills in developing growth strategies and frameworks for salons. With over two decades of experience,

including national and international business accolades and a background in digital marketing and salon technology, Larissa now focuses on coaching salon owners. Her Salon Mastery and The Momentum programs are designed to empower owners to become adept CEOs, scale their businesses effectively, achieve substantial profits, and build strong teams while maintaining personal freedom.



## Salon *Mastery*

**PAY UP FRONT  
AND RECEIVE  
OVER 2 MONTHS  
MEMBERSHIP  
ACCESS FREE!**

This program is ideal for innovative salon owners aiming to excel as Salon CEOs. It's suited for teams of 4-15 members and offers a detailed roadmap and personalised support to enhance team performance and profitability, without the risk of burnout. It has already propelled hundreds of salon owners in Australia, New Zealand, and worldwide towards realising their dream businesses and financial independence.

**Special Price: \$12,500**

or a Monthly Plan: \$1297 x 12 months

**SCHEDULE A CONSULT**

## The *Momentum* Program

Designed for salon owners looking to grow their team, attract new clients, and boost income without losing precious time. This program offers practical tactics and action plans to confidently overcome growth plateaus. The Momentum Program is centred around the 3-Part Momentum Method, targeting a \$2K weekly increase in sales. It focuses on client attraction, fostering a winning culture, and assembling an excellent team.

**EXCLUSIVE TO 365  
SALON CUSTOMERS.  
3-MONTH MOMENTUM  
PROGRAM, NOW  
WITH 9 ADDITIONAL  
MONTHS FREE!**

**Annual Access: \$1297 for 12 months**

**JOIN THE PROGRAM**



# PRICING & BOOKINGS

## For Your Professional Growth

At 365 Salon Group, we understand the diverse needs of stylists at different stages of their careers. Whether you're a seasoned stylist refining your expertise or a newcomer eager to make your mark in the industry, we offer a variety of packages designed

to suit your aspirations. Choose from individual sessions or comprehensive bundled experiences to find the perfect match for your professional journey. Embark on these educational pathways with us and elevate your hairdressing skills to new heights.



### Colour Expert Certification Program



**EXPERT**

**\$ \$695 (INCL. GST)**

- ▶ Experience an in-person seminar with the renowned Vincent Nobile for inspiration and insights.
- ▶ Take part in the Colour Expert Replenish in-salon program, including a hands-on workshop led by a 365 Salon Group Technical Educator.
- ▶ Gain access to the Paul Mitchell eLearning Academy to begin your foundational courses and expand your knowledge.

### Colour Graduate Program



**GRADUATE**

**\$ \$295 (INCL. GST)**

- ▶ Engage in two tailored in-salon workshops, focusing on areas key to your development, conducted by a 365 Salon Group Technical Educator.
- ▶ Build a strong foundation with access to the Paul Mitchell eLearning Academy, enhancing your understanding of core hairdressing principles.

# CONNECT WITH US

