

SALON PROMOTIONS EDUCATION

2024

NEAL WOLF

OLAPLEX.

ALTERNA®

FABRIQ

HOT TOOLS

DIVA
PRO STYLING

Silky

CLOUD NINE

PROCARE®

FRAMAR™

KENT.SALON
PURELY PROFESSIONAL

PAPER
NOT FOIL

PROFESSIONAL
easydry

TABLE OF CONTENTS



What We Offer 3-12



In-Salon Training.....13-17



Academy Courses18-31



Online Education32-35



Lecturers & Colleges36-37



What We Offer

ABOUT US

At Salon Promotions, we take immense pride in our commitment to exceptional customer service and our unwavering dedication to delivering top-tier education and knowledge. Our educational aim is to help salons strive for excellence by inspiring, developing and growing talented hairdressers of all skill levels.

The Salon Promotions Education Team, in collaboration with our esteemed Guest Artistic Associates, have put together an outstanding portfolio including tailored colouring, cutting and foundational workshops. These immersive learning experiences are designed to breathe life into education, set in an inspiring environment that showcases the latest industry products and techniques.

We want our educational opportunities accessible to all, regardless of the size or location of your business. To achieve this, we offer a diverse range of online and complimentary educational resources.

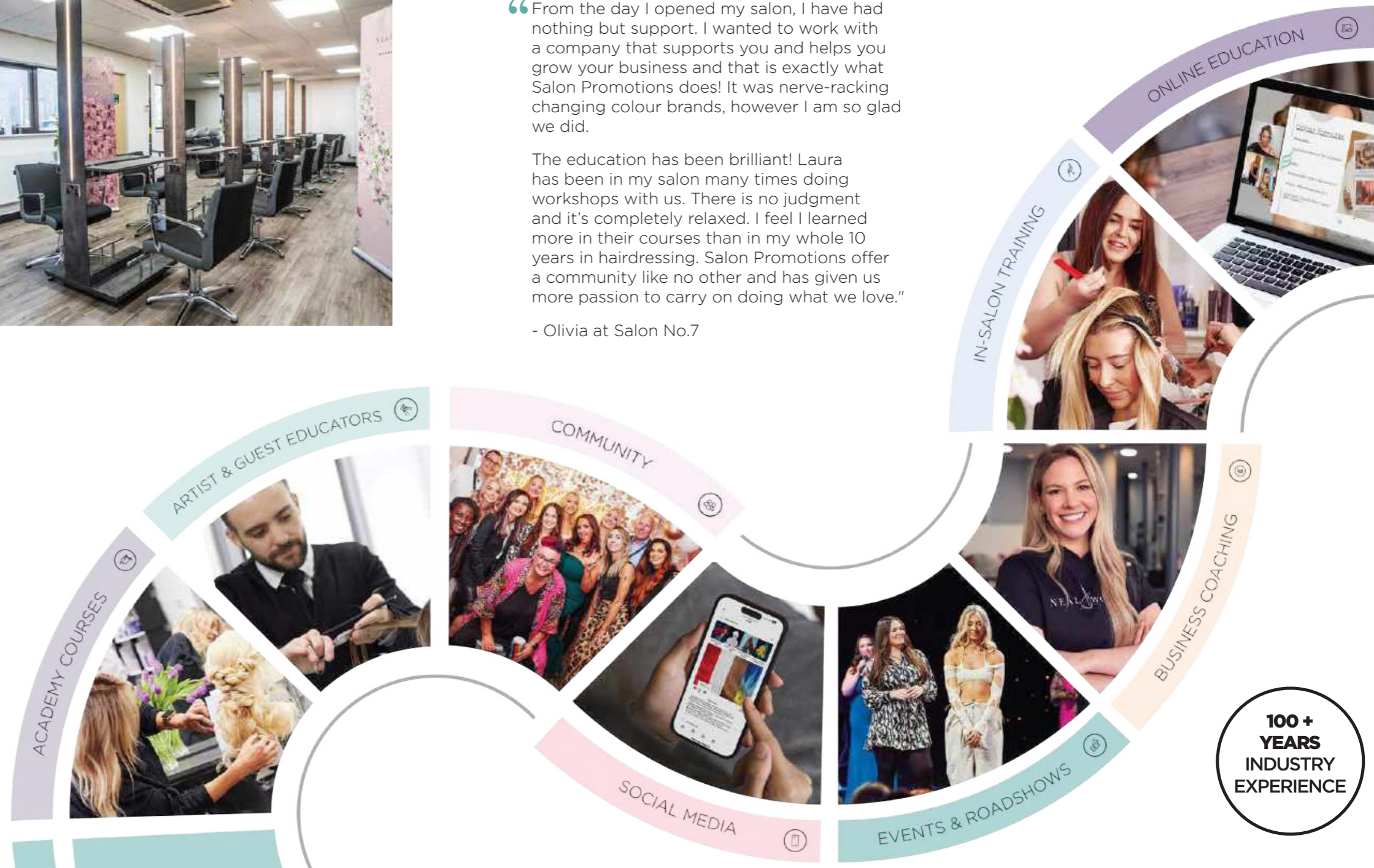
Our mission is to support you in realising your full potential, boost your profits and provide your customers with exceptional experiences.



“From the day I opened my salon, I have had nothing but support. I wanted to work with a company that supports you and helps you grow your business and that is exactly what Salon Promotions does! It was nerve-racking changing colour brands, however I am so glad we did.

The education has been brilliant! Laura has been in my salon many times doing workshops with us. There is no judgment and it's completely relaxed. I feel I learned more in their courses than in my whole 10 years in hairdressing. Salon Promotions offer a community like no other and has given us more passion to carry on doing what we love.”

- Olivia at Salon No.7



**100+ YEARS
INDUSTRY
EXPERIENCE**

MEET THE TEAM

When you meet our Education Team, you know you're in expert hands; they live and breathe hairdressing, with a collective 100+ years of industry experience, you are guaranteed to receive first class education.

We've also hand-picked an elite selection of exceptional guest stylists to bring you a diverse and exciting year of courses.

From colour corrections to skilful cutting - we have a course for everyone. Join us and take your skills to the next level!



Neil Capstick
Managing Director

OUR EDUCATORS



SCAN THE QR CODE TO SEE THEIR WORK!



LAURA ELLIOTT
Head of Education

"Laura is so knowledgeable and we learn so much from her! She keeps it real and relevant to a salon environment. She helped build our confidence and shape our skills with no judgement! She always gives us the boost we need."
- Natalie Stuart @ Leyland



LYNDSEY SLINGER
Educator

"Inspiring, fun and engaging is how we would describe Lyndsey! We love having her in salon as she makes learning fun, giving us the confidence and skills to support us as a business."
- Headhunters



KELLY HEWITT
Educator

"Kelly is truly inspirational. She meets all our needs, incorporates new ideas and techniques and always ensures we have completely got to grips with not only the practical training but our theory too."
- Studio 11



DEBRA NESBIT
Educator

"Debra was absolutely fantastic and showed us lots of tips & tricks. She assured us that she is only ever a phone call away. We absolutely loved the session and the product results are phenomenal."
- Stephen @ Monroes



CHLOE WHITTLE
Educator

"Chloe is amazing! Ultra professional, incredible knowledge and our team loved the session!"
- Audrey @ Wilson's



KATIE MASON
Educator

Katie is our newest Educator with over 20 years hair experience! She is creative, enthusiastic and loves sharing her knowledge through teaching.



REASONS TO TRAIN WITH US

- 1** Our passionate and experienced educators share a wealth of knowledge and expertise.
- 2** Collaborate with handpicked guest stylists who are at the top of their game.
- 3** You work both in guided groups and independently to ensure you get the most from your learning experience.
- 4** You will have access to all of the fantastic brands we supply and have the opportunity to try them.
- 5** Work in a brand new, state-of-the-art academy designed specifically with everything you need to excel.
- 6** Opportunity to network with and learn from peers attending the course.
- 7** Ability to order new tools and products to take home on the day at discounted prices.

WHERE DO I BEGIN?

SPECIALIST COLLECTIONS

Save **20%** by booking one of our curated specialist collections.



LEVEL **COURSES** **SPECIALIST COLLECTIONS**

New Colourist



- Colour with Confidence
- Correct with Confidence
- Create with Confidence
- Consultation Is Key 'Let's Talk'
- Fundamental of Socials

The Confidence Collection
The Online Colour Collection

New Stylist



- Bridal Hair Beginners
- TikTok Tips
- Bridge the Gap
- Consultation Is Key 'Let's Talk'
- Create the Look
- Fundamental of Socials

The Cutting Collection

Senior Colourist



- Balayage Masters
- Blonde Perfection
- Colour Masters

The Styling Collection
The Trending Colour Collection
The Online Colour Collection

Senior Stylist



- Bridal Hair Advanced
- Advanced Cutting
- Create the Look

The Cutting Collection
The Online Colour Collection

**Manager/
Owner**



- The Art of Salon Business
- The Business of Socials

The Business Collection

Feeling stuck with where to begin on your education journey? Wanting to find the best course/specialist collection for you? Use our guide to navigate through your career with us. We have courses for everyone, no matter where you are on your journey.

- 1 Find your career level
- 2 Browse our courses and specialist collections
- 3 Contact your account manager for further information or call 01282 444 900

The Cutting Collection

- Paul Thompson TikTok Tips
- Paul Thompson Advanced Cutting
- Paul Thompson Bridge the Gap

Courses Worth **£597.00**

Collection Price **£477.60**

Saving **£119.40**

The Styling Collection

- Bridal Beginner
- Bridal Advanced
- Create the Look - Braids
- Create the Look - Hollywood Waves

Courses Worth **£587.00**

Collection Price **£469.60**

Saving **£117.40**

The Confidence Collection

- Colour with Confidence
- Correct with Confidence
- Create with Confidence

Courses Worth **£797.00**

Collection Price **£637.60**

Saving **£159.40**

The Trending Colour Collection

- Blonde Perfection
- Balayage Masters

Courses Worth **£598.00**

Collection Price **£478.40**

Saving **£119.60**

The Business Collection

- Fundamentals of 'Socials' Beginners Guide to Social Media
- The Business of 'Socials' - Social Media/ The Next Level
- Consultation is Key 'Let's Talk'
- The Art of Salon Business

Courses Worth **£516.00**

Collection Price **£412.80**

Saving **£103.20**

The Online Colour Collection

- Colour With Confidence (Online Masterclass)
- Correct With Confidence (Online Masterclass)
- Blonde Perfection (Online Masterclass)

Courses Worth **£375.00**

Collection Price **£300.00**

Saving **£75.00**

LEVELS OF EDUCATION



MASTERY
Stylists / Salon Owners with confidence in every aspect of a working salon.



ADVANCED
Suitable for stylists confident in most aspects of the salon floor.



INTERMEDIATE
Suitable for someone new to the salon floor, newly qualified or returning to the industry.



EVERYONE
Suitable for all levels of ability.





New to Neäl & Wølf?



Key 1 - Experience Colour

A first look into Neal & Wolf Colour. In this 3 hour session, you will experience the results of Neal & Wolf Permanent, GLAZE Demi-Permanent and Reboost Semi-Permanent, whilst working alongside one of our specialist educators. Immerse yourself with coppers, reds, brunettes, and blondes like never before!

Key 2 - Neäl & Wølf Explore

Delve into the history, technology, and brand of Neal & Wolf Colour. In this 3 hour session, our expert team will help with all things conversion, including colour theory, formula's and troubleshooting.

Key 3 - Neäl & Wølf Expand

Expand your creativity and build your confidence, utilizing our full colour range. Time to get creative! This 3 hour session will be based around hair trends, techniques, new launches and maximizing the full Neal & Wolf Colour Portfolio.

Already Using Neal & Wolf?

Neäl & Wølf Explore

A theory session personally tailored to your salon.

Neäl & Wølf Expand

A practical workshop personally tailored to your salon.

Please contact your account manager for further details and availability.



IN
SALON
SESSION



@opulencehairdressing

New to Fabriq?

This session will cover product knowledge, tips, techniques, and after-care. You will perform a step-by-step of Fabriq's RESET & QUICK FIX treatments. You will also learn about the smoothing system market and why your salon will benefit from offering Fabriq treatments.



Scan to download the Fabriq RESET and QUICK FIX Quick Reference Guides.



Please contact your account manager for further details and availability.

IN
SALON
SESSION





OLAPLEX.



New to Olaplex?

FACT! Nothing can beat Olaplex with its original patented and protected chemistry!

Since its creation in a garage in Santa Barbara in 2014, Olaplex has become a global phenomenon. Find out why Olaplex really has changed the world of hairdressing forever, helping hairdressers push the boundaries to deliver the best results possible.

We cover what Olaplex does, how it works and all the ways in which it can be used. We'll explain how to sell to clients, how much to charge per service, and how to make Olaplex work for you and your salon in order to get the very best results and profits.

New to Alterna?

This session will cover Alterna's brand, products, and technology. You will delve into each range and experience luxury treatments, exploring how Alterna can benefit your salon.

Alterna as a product is next level! It's all about beauty, science, luxury, experience and performance. When your salon invests into this luxury hair care brand, you not only have the excitement of stocking your shelves with a stunning product, you will receive bespoke business education from your account manager including how to retail, maximising profit and motivating your team. An in salon session with our educators will take you through the history, science, technology, key ingredients and family breakdown. We will show you how to introduce luxury treatments at the backwash and show you the all important results for yourself. You will leave you with the inspiration, knowledge and excitement to become the newest addition to the Alterna family.

Please contact your account manager for further details and availability.

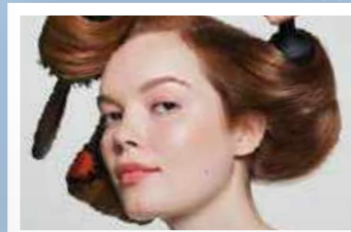


Scan to download the Olaplex Training Manual.



Please contact your account manager for further details and availability.

IN SALON SESSION



IN SALON SESSION





OUR ACADEMY

Unveiled in 2018, the Salon Promotions Academy provides the perfect environment to push your boundaries as you take your creativity to an extra dimension and develop your existing knowledge whilst gaining confidence.

In our state-of-the-art, interchangeable space we offer world class education for our unique mix of revolutionary brands and you and your team are invited to join us at our many seminars. We guarantee you'll have lots of fun and will leave feeling confident, inspired and motivated.

We also offer Discovery Day's featuring Neäl & Wølf, Olaplex and Fabriq in pop up Academy's across the country including Adrian Allen, Inizio's and more. Ask your account manager for more details.



Academy Courses



take the tour



*6 years
of academy
courses*



COLOUR WITH CONFIDENCE

CONSULTATION AND COLOUR CHOICE

Our essential Colour with Confidence course is fun, interactive, and aimed to inspire you to explore colour further. This is the perfect course if you are new to the industry or new to Neäl & Wølf. On this course you will dive deeper into colour theory, the chemistry behind the products, why PH is so important and the hair structure. Our aim is to help you use the Neäl & Wølf Colour portfolio to its full potential and achieve amazing results, enabling you to become more confident with your product choices and formulations.

“The Colour with Confidence course was excellent. I learned so much and now feel really confident using Neäl & Wølf Colour.” - Studio 47

“The Colour with Confidence course has completely settled my nerves switching colour brands and was really helpful. They gave me all the information I needed to be able to use the range successfully and confidently. Thanks so much” - Hays

COLOUR



WHAT YOU WILL LEARN:

- The key differences within hair structure and composition, including hair characteristics, classifications.
- An understanding of protein and bonds.
- PH levels, how we measure them and the impact it has on the hair.
- The full lowdown on peroxides/ammonia and MEA.
- How different chemical processes affect the hair.
- How to improve your colouring skills and become more confident in formulating.
- Full day working with the Education Team on live models, putting all the theory into practice.

If you are confident with colour theory, we suggest taking Correct with Confidence course.

Save 20%
by booking The Confidence Collection. See Page 11

Online Masterclass available.
See page 33

ONLY £299
EXCLUDING VAT SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ Everyone

Capacity: 10

Time: 10am - 4.30pm

Duration: 2 days

Dates: 8th - 9th April or 22nd - 23rd July

Kit: Full working kit needed

Course Perks: Models provided, luxury free gifts, lunch included, free parking, corporate hotel rates.



CORRECT WITH CONFIDENCE

RECIPES FOR GOING DARK TO LIGHT/ LIGHT TO DARK

When you master the skill of colour correction and can solve any colour challenge, you are guaranteed a long-lasting client relationship. This course combines theory with a hands-on workshop to change the way you look at colour correction forever.

This course is the natural progression for those who are fully comfortable with the Neäl & Wølf Colour portfolio and can choose colour independently. We will look at who our corrective clients are, discover unique recipes for taking clients from dark to light and light to dark, learn how to remove bands, how to get rid of unwanted tones and how to map out a correction to reduce panic.

“The educators are amazing with a huge amount of knowledge about colour and hair!” - Victoria Witherington @ The Elysium Hair Boutique.

WHAT YOU WILL LEARN:

- The processes of colour correction and discover how fun it can be.
- Gain confidence and select the best product for each problem.
- Learn how to tackle all colour correction issues.
- Removing colour bands.
- Lightening previously darkened hair.
- Correcting the wrong tone.
- Pre-pigmentation - when and why?
- How to avoid chemical reactions.
- Develop a step-by-step approach to planning a long-term journey for the client.
- Managing expectations.
- Pricing.

If you are confident with corrective theory, we suggest taking our Create with Confidence Course.

Save 20%
by booking The Confidence Collection. See Page 11

Online Masterclass available.
See page 33

ONLY £299
EXCLUDING VAT SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ ☆ Intermediate

Capacity: 10

Time: 10am - 4.30pm

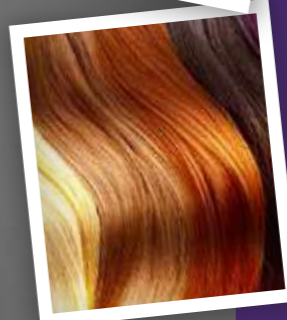
Duration: 2 days

Dates: 13th - 14th May or 19th - 20th August

Kit: Full working kit needed

Course Perks: Models provided, luxury free gifts, lunch included, free parking, corporate hotel rates.

COLOUR





CREATE WITH CONFIDENCE

FORMULATIONS AND COLOUR PLACEMENT

Are you fed up with using the same technique and formulations? Always following the latest trends but never nailing the look? Want to become more creative and confident but don't know where to start? Then we have the perfect course for you! Create with Confidence explores colour placement, the secrets behind the educators' favourite mixtures and how to utilise the full colour portfolio for the best results. You will be going back to the salon charged with a new colour booklet full to the brim of exciting and on-trend colour cocktails. Let's get you out of your comfort zone and exploring your creativity. It's time to challenge yourself!

“Ultra professional, incredible knowledge and the team loved the session.” - Audrey @ Wilson's

WHAT YOU WILL LEARN:

- Placement with purpose.
- How to approach creative colour working on hue, saturation and pastelisation.
- Decoding clients inspiration pictures.
- Working on new season colour palettes and understanding trend collections.
- Interpreting micro-trends and helping you to create a fashion look.
- Bespoke colour pallets created from the Neal & Wolf portfolio.
- Step by step head sheets.
- Express techniques.

BLONDE PERFECTION

BLEACHING/HIGH LIFT/TONING

Blondes are big business! Create knock-out bespoke blondes and feel inspired! Develop your existing knowledge and gain confidence in achieving this highly desired colour using lighteners, high lifts and toners. You will learn how to protect and strengthen the hair during the colouring process and learn how to keep blondes bright between visits.

“Very good course, and was delivered brilliantly by the Educators! Will be coming back for another course.” - Rebecca

“I found this course extremely knowledgeable, packed with fun and great activities. Fantastic educators!” - Cheryl

WHAT YOU WILL LEARN:

- Develop a thorough understanding of depth + undertone and know which level to lift the hair to and why.
- Understand the key differences of hair characteristics and classifications and how they can influence your end results.
- Discover how the chemistry of bleach works on the hairs structure and how to make the correct product choice for each client.
- Explore common bleaching and toning issues and learn how to prevent and rectify them.
- Identify the most suitable methods of application such as large regrowth, virgin head, highlight conversions.
- Confidently create custom formulations for each individual client.
- How to integrate aftercare as part of the consultation process.



Save 20%
by booking The Confidence Collection. See Page 11

ONLY £199
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ ☆ Intermediate

Capacity: 10

Time: 10am - 4.30pm

Duration: 1 day

Dates: 17th June or 16th September

Kit: Full working kit needed

Course Perks: Headblocks included, luxury free gifts, lunch included, free parking, corporate hotel rates.



COLOUR

Save 20%
by booking The Trending Colour Collection. See Page 11

Online Masterclass available.
See page 33

ONLY £299
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ ☆ ☆ Advanced

Capacity: 10

Time: 10am - 4.30pm

Duration: 2 days

Dates: 18th - 19th March or 24th - 25th June

Kit: Full working kit needed

Course Perks: Models included, luxury free gifts, lunch included, free parking, corporate hotel rates.



COLOUR



BALAYAGE MASTERS

FREE HAND/ROOT TAPPING/FACE FRAME/MONEY PIECE BLENDING/BALAYAGE

The word balayage is now as well known as the iconic bob and it's not going anywhere! This technique has adapted and evolved over the years with so many different terminologies, applications, and methods. Confused with it all? Well don't be, we've got you! Taking the 'money-piece' to a whole new level, we aim to help you create chunky face-frames, baby-lights, tease-lights, slices, herringbones, foliage, Braided Balayage and whatever else you are seeing on Insta!

We will break down the techniques, exploring why and when to choose them. Create smoother blends with our EDD methodology, lifting from dark to light, creating stunning dimension, big & brave transformations, or subtle points of difference. Knowing how to choose the correct product for your client, result and hair type will be dissected to make the colour choice much simpler. We will delve into how to price, profit & losses, utilising social media and managing clients expectations.

WHAT YOU WILL LEARN:

- Terminology
- The Neäl & Wølf Balayage Methodology
- Pricing
- Social media
- Colour and product choice
- How to nail the blend
- Perfecting dimension
- Express techniques
- On trend techniques
- Formulations
- Becoming the Balayage specialist

“Felt like VIP's. It was great to be treated as a valued customer.” - Debbie & Becky @ Studio 11

Save 20%
by booking The
Trending Colour
Collection. See
Page 11

ONLY
£299
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆☆☆☆ Mastery

Capacity: 10

Time: 10am - 4.30pm

Duration: 2 days

Dates: 15th - 16th April or
15th - 16th July

Kit: Full working kit needed

Course Perks: Models provided, luxury free gifts, lunch included, free parking, corporate hotel rates.



@blushsalon.uk



COLOUR MASTERS

COLOUR SCIENCE/BIOLOGY/CHEMISTRY

Join the colour elite and become the ultimate colour expert in salon with this fantastic programme at our Training Academy at Salon Promotions Head Office. The Colour Master's is all about the science behind the product. What is in a tube of tint? Why we all see colour differently. Where does colour pigment come from? The Master's is a perfect programme for those who love colour theory and want to stretch their skills and knowledge even further. During the programme you will experience challenges and workshops to stretch your skills and understanding, all the while being fully supported through every step by our professional and inspirational education team. By the final stage, you will be among a small group who have completed the programme and have been awarded the accolade of 'Neäl & Wølf Colour Masters'.

“Colour Masters is one of the most challenging courses you can do, however the in-depth colour knowledge you learn makes you look at and understand colour in a different way. I would recommend it to all colourists to take your hairdressing to the next level.” - Renew

WHAT YOU WILL LEARN:

- Neäl & Wølf full colour knowledge
- Full corrective recipes
- Pricing
- Social media
- Colour chemistry, PH levels & Light Physics
- Natural colour pigmentation & colour breakdown
- Ammonia & PPD/PTD
- How Diet & Hormones affect the hair
- Colour formulating
- Social Media & Business
- An inspiration talk on what's next with our founder Neil Capstick

Due to the intensity of this programme, you must have: Attended our Colour with Confidence, Correct with Confidence and Create with Confidence courses as well as have a minimum of 5 years salon floor experience. A non-refundable deposit of £500 is required when booking. Full payment must be made 4 weeks before the start of the programme.

ONLY
£1,999
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆☆☆☆ Mastery

Capacity: 10

Time: 10am - 4.30pm

Duration: 10 days

Dates: 3rd - 4th June
8th - 9th July
5th - 6th August
9th - 10th September
7th - 8th October

Kit: Full working kit needed

Course Perks: Headblocks & models included, luxury free gifts including an exclusive Colour Masters Apron, lunch included, free parking, corporate hotel rates.



COLOUR

COLOUR



BRIDAL MASTERCLASS BEGINNERS

BRAIDING/PREPARATION/ACCESSORIES

Whether you are new to Bridal work or want to be inspired, there is something for everyone on this course. Learn how to start building a bridal reputation through social media, consultation, prep, timings, products, and accessories, all whilst learning the most up to date bridal trends.

The essential elements of bridal styling are crucial to be able to create beautiful designs for wedding and occasion hair. Preparation is paramount and forms the basis for all types of long hair styling.

Learn to how get to grips with all aspects of hair prep before practising and perfecting the key skills and techniques you need to produce artistic, yet commercial hairstyles.

WHAT YOU WILL LEARN:

- Essential styling prep skills and recommended tools and products for your kit
- Curling techniques including pin curls and barrel curls for different hair types and lengths.
- Working with different face shapes, proportion, and balance.
- How and when to use backcombing and how to make it work for you.
- Trending techniques made simple.
- Basic plaiting techniques and how to incorporate them into your hair styles.
- When to use padding and extra hair.
- Working with different Hair Accessories, Veils and Flowers.

“The looks we created on this course were incredibly detailed, absolutely gorgeous but made simple! The course is a must for all skill levels and is thoroughly enjoyable!”

- Declan @ Scots

BRIDAL MASTERCLASS ADVANCED

BRIDAL BUSINESS/NETWORKING/BRIDAL LOOKS

Become a bridal hair stylist expert with Salon Promotions and take your bridal business to the next level. We will help you learn how to be successful in creating hair that you love and finding your signature style whilst building relationships within the industry.

Learn how to navigate and build your bridal reputation and portfolio through the power of social media and watch your bridal business flourish.

“I thoroughly enjoyed the courses. It's good to meet other stylists of all ages and see how they work. The educators are brilliant, down to earth, non-judgemental and really helpful. The courses are really good value for money.” - Vicky Foster @ Studio 28

WHAT YOU WILL LEARN:

- How to adapt styles to suit different hair types.
- Choosing correct products and tools to create your desired look.
- Develop confidence when working with accessories.
- Exploring new techniques and inspiration.
- Step-by-step guidance on how to master bridal looks based on current and future trends.
- Breaking down client's inspirational pictures.
- How to take the perfect picture for social media.
- Building your bridal portfolio.
- How to have a successful bridal trial.
- How to streamline your booking process and checklist



Save 20% by booking The Styling Collection. See Page 11

Online Masterclass available. See page 33

ONLY £249 EXCLUDING VAT SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ Everyone

Capacity: 10

Time: 10am – 4.30pm

Duration: 1 day

Dates: 11th March

Kit: Full working kit needed

Course Perks: Headblocks provided for use on the day & kits including grips, elastics, loops & brush included, luxury free gifts, lunch included, free parking, corporate hotel rates.



Save 20% by booking The Styling Collection. See Page 11

Online Masterclass available. See page 33

ONLY £249 EXCLUDING VAT SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆☆☆ Advanced

Capacity: 10

Time: 10am – 4.30pm

Duration: 1 day

Dates: 29th July

Kit: Full working kit needed

Course Perks: Headblocks provided for use on the day & kits including grips, elastics, loops & brush included, luxury free gifts, lunch included, free parking, corporate hotel rates.



THE ART OF SALON BUSINESS

A GUIDE TO BUSINESS DEVELOPMENT

The Art of Salon Business Series will navigate us through the ever-changing business landscape of our industry and thus enable us to plan and prioritise for now and the future.

Opportunities are limitless for the modern salon that is equipped and has solid commercial plans to capitalize and maximise their market share in every key area of the business.

Through the rise of the digital age, the 21st century consumer is more conscious and has far more choices that in turn raise the expectation bar to new levels.

WHAT YOU WILL LEARN:

- Economic and monetary aspects of running a business
- Developing your vision and strategy
- The Pricing model and price vs demand
- The Marketing Mix
- Profit & Loss
- Leading & training your team
- Coaching & Motivation
- Recruitment & Performance Management
- Methods of communication
- Selling Products and services
- Financial Forecasting
- Marketing & Digital Advertising
- Team allocating & goal setting
- Business modelling for growth

PAUL THOMPSON - TIKTOK TIPS

VIRAL CUTTING TRENDS

We all are guilty of scrolling through our phones watching reels and finding quirky TikTok tips.

Well now you have a chance to learn all the viral tips & tricks during our TikTok Tips Course.

Join Paul, Elevation H U.K.'s Creative Director and hair cutting expert as he brings the trends to life.

Go from watching on your phone wondering how on earth you start, to being able to do these tricks on the salon floor daily.

Paul has worked with some of the biggest stars in the world so don't miss out this amazing opportunity.

You never know, the next viral sensation could be you!

WHAT YOU WILL LEARN:

- From the perfect curtain bangs to a fringe with a twist.
- Master different ways to create heavy layered hair cuts with one section.
- A graduated bob made easy with tricks you can use every time.
- A modern blunt bob, done in 4 sections.
- How to create bounce, body and movement in 4 snips of your scissors.

“I have learned so many new and exciting things. The way Paul explains everything just makes it seem so simple and easy. I can't wait to get back to work and put everything into practice.” - Evie Wilson Firth



Save 20%
by booking The
Business Collection.
See Page 11

ONLY
£249
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆☆☆ Mastery

Capacity: 15

Time: 10am - 4:30pm

Duration: 1 day

Dates: Please see our website for available dates

Kit: No kit required

Course Perks: Lunch included, free parking, corporate hotel rates



Save 20%
by booking The
Cutting Collection.
See Page 11

ONLY
£199
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ Everyone

Capacity: 10

Time: 10am - 4.30pm

Duration: 1 day

Dates: 22nd of April or 10th of June

Kit: Full working kit needed

Course Perks: Headblocks included, luxury free gifts, lunch included, free parking, corporate hotel rates



PAUL THOMPSON ADVANCED CUTTING

CUTTING CONSULTATIONS / MODERN CUTS / PERFECT BANGS / FACE FRAMING / MODERN SHAG / MULLETT / PIXIE / BIXIE

Join Paul, Elevation H U.K.'s Creative Director on his incredible Advanced Cutting Course.

As a hair stylist you have to be ready for any request to walk through your door so this course will allow you to run towards the cuts you feared rather than running away. Paul's aim is to eliminate the fear of hair cutting completely.

Paul challenges you to ask him anything during the day. He believes that it doesn't always have to be a full hair cut that helps you, it could be the bespoke finishing touches. Paul helps you refine and bring out the detail with texturising and quirky tips.

As trends come and go Paul will allow requests on the day to help you get as much out this session as possible.

GUEST ARTIST



WHAT YOU WILL LEARN:

- How to perform in depth consultations and adapt for long or short hair cutting.
- Modern hair cuts like pixies, bixies and all the current trends.
- How to cut the perfect bangs.
- Face framing made easy

“ I have been on 3 of Paul Thompsons courses and every single time I have learned something new to adapt my skills. Very impressed.” Renew Hair & Beauty

“ Today was brilliant, probably one of the most informative and best courses I've ever been on. I feel like I've come away with so much knowledge to take into the salon!” - Niamh.

Save 20%
by booking The Cutting Collection.
See Page 11

ONLY
£199
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆☆☆ Advanced

Capacity: 10

Time: 10am - 4.30pm

Duration: 1 day

Dates: 29th of April or 23rd of September

Kit: Full working kit needed

Course Perks: Headblocks included, luxury free gifts, lunch included, free parking, corporate hotel rates.



PAUL THOMPSON BRIDGE THE GAP

BRIDGING THE GAP BETWEEN TRAINING AND BEING SALON READY

Paul is the U.K. Creative Director for Elevation H, global hair education company.

The purpose of elevation H is to bridge the gap between qualified and salon ready. Elevation H specialises in apprenticeship programmes.

This is a wonderful opportunity to come and spend the day with an international educator.

Paul will eliminate the fears of being newly qualified and show you how to become profitable on the salon floor.

Don't miss this amazing day, have the chance to learn detailed hair cutting but made easy.

WHAT YOU WILL LEARN:

- An in depth consultation (long and short hair).
- Hair cutting theory and tool selection.
- Mastering the perfect bob.
- How to layer and texture all hair types.
- Pixie cuts and the transition from long to short hair.
- Fringes, bangs, face framing made easy.
- A hands on session where Paul allows you to ask him anything about hair cutting. Paul always wants each individual attendee to leave feeling the world is yours for the taking.

“ We had an amazing day with Paul. He made us feel completely at ease from the start. His knowledge was fantastic. We took so much away from his class. Nothing was too much trouble. Would highly recommend”. - Zig Zag Hair

Save 20%
by booking The Cutting Collection.
See Page 11

ONLY
£199
EXCLUDING VAT
SUBJECT TO AVAILABILITY

Where: Salon Promotions Academy

Level: ☆ Everyone

Capacity: 10

Time: 10am - 4.30pm

Duration: 1 day

Dates: 20th of May or 1st of July

Kit: Full working kit needed

Course Perks: Headblocks included, luxury free gifts, lunch included, free parking, corporate hotel rates.

GUEST ARTIST





ONLINE MASTERCLASS

Want to further your education without the need to travel? Immerse yourself in the world of online learning from home, hosted by our team of world-class Educators with over 100 years of combined experience in hairdressing. Unlock your creative potential with our Online Masterclasses, from learning the art of colouring to expanding your social media knowledge, these courses leave no strand unturned.



Online Education



<p>Colour With Confidence </p> <p>Level: Everyone Capacity: Unlimited Time: 10am-4:30pm Duration: 1 day Date: 25th March or 12th August</p> <p>£125</p> <p>Please see page 20 for course details.</p>	<p>Correct With Confidence </p> <p>Level: Everyone Capacity: Unlimited Time: 10am-4:30pm Duration: 1 day Date: 23rd April or 2nd September</p> <p>£125</p> <p>Please see page 21 for course details.</p>	<p>Blonde Perfection </p> <p>Level: Advanced Capacity: Unlimited Time: 10am-4:30pm Duration: 1 day Date: 30th April or 11th June</p> <p>£125</p> <p>Please see page 23 for course details.</p>
<p>Bridal Masterclass Beginners </p> <p>Level: Everyone Capacity: Unlimited Time: 10am-4:30pm Duration: 1 day Date: 12th March</p> <p>£125</p> <p>Please see page 26 for course details.</p>	<p>Bridal Masterclass Advanced </p> <p>Level: Advanced Capacity: Unlimited Time: 10am-2:30pm Duration: 1 day Date: 30th July</p> <p>£125</p> <p>Please see page 27 for course details.</p>	<p>Create The Look </p> <p>Level: Everyone Capacity: Unlimited Time: 9:30am - 12:30pm - Lived In Braids 1:30pm - 4:30pm - Hollywood Waves Duration: 1 day Date: 18th June</p> <p>£89</p>
<p>Fundamentals of 'Socials' </p> <p>Level: Everyone Capacity: Unlimited Time: 9:30am - 12:30pm OR 1:30pm - 4:30pm Duration: 1/2 day Date: 2nd July</p> <p>£89</p> <p>Scan QR code for course details.</p>	<p>The Business of 'Socials' </p> <p>Level: Everyone Capacity: Unlimited Time: 9:30am - 12:30pm OR 1:30pm - 4:30pm Duration: 1/2 day Date: 21st October</p> <p>£89</p> <p>Scan QR code for course details.</p>	<p>Consultation is Key 'Let's Talk' </p> <p>Level: Everyone Capacity: Unlimited Time: 9:30am - 12:30pm OR 1:30pm - 4:30pm Duration: 1/2 day Date: 15th October</p> <p>£89</p> <p>Scan QR code for course details.</p>

Look and Learn

Grab a headblock and join in or look and learn



THE ONLINE EXPERIENCE

FREE



DOWNLOADABLE TRAINING GUIDES

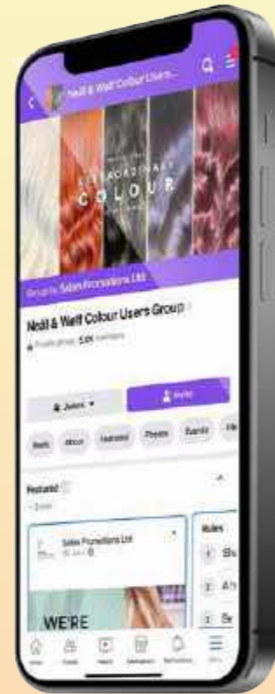
Explore our wide array of downloadable educational material to upskill you and your salon. From technical brochures to step-by-step application guides, all available at your fingertips.



A sense of community

Connect with other hairdressers

Social media content



Ask our educators

Exclusive tips & tricks

JOIN OUR SUPPORTIVE COMMUNITY

At Salon Promotions we are passionate about building online communities of supportive colourists, stylists and salon owners. Join our Neál & Wølf Colour Users Group and connect with over 5,000 like-minded individuals, share your victories, and be inspired.

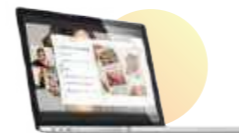
THE LIVE LOUNGE

Born in lockdown, the Facebook Live Lounge has become a salon staple. Join us every other month, from wherever you are, to discover new trending techniques, learn about exclusive product launches and get involved in our live Q&A's!



LIVE LOUNGE CALENDAR

JANUARY							FEBRUARY							MARCH							APRIL									
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT			
		1	2	3	4	5	6					1	2	3						1	2			1	2	3	4	5	6	
7	8	9	10	11	12	13	4	5	6	7	8	9	10	3	4	5	6	7	8	9	7	8	9	10	11	12	13			
14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20			
21	22	23	24	25	26	27	18	19	20	21	22	23	24	17	18	19	20	21	22	23	21	22	23	24	25	26	27			
28	29	30	31	25	26	27	28	29	24	25	26	27	28	29	30	28	29	30												
													31																	
MAY							JUNE							JULY							AUGUST									
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT			
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5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10			
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19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24			
26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30	31							
							30																							
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER									
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT			
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15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21			
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29	30	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31														



Scan the QR code to download our 2024 Live Lounge Calendar.





THE NEXT GENERATION

Educating the next generation of hair professionals is deeply important to us here at Salon Promotions.

We offer Lecturers & Colleges a wide variety of educational opportunities to help grow and develop their skills. These opportunities can vary dependent on what the college requires.

Our education team offer bespoke training session, delivering theory and practical troubleshooting, inspiring workshops and live model demonstrations.

Each college and learning/training provider will receive four 3 hour sessions a year.

These are to be used at the colleges discretion, however we would encourage using these for students studying at Level 2 & 3. At least 1 session must be saved for staff CPD on colour.

“Engaging, relevant and to a high standard. Excellent overall!”- Leigh College



Accrington & Rossendale College



Middlesbrough College



Nelson & Colne College



Preston College



Lecturers & colleges

HOW TO BOOK / TERMS & CONDITIONS

Book online at

www.salonpromotions.co.uk or call **01282 444 900**.

If you would like further information, please contact your Account Manager or a member of our Head office education team and we will be happy to help.

Office hours: 8.30am-5.15pm Monday to Thursday and 8.30am-4.00pm on Friday (excluding bank holidays).

Full details of our Terms and Conditions of Sale, Cancellation, Transfer & Refund Policies are available on request or can be found on our website at www.salonpromotions.co.uk. We ask that you read these before placing your course booking.

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Booking Hotline

01282 444 900

Education Address:

Salon Promotions Ltd

Prospect House, West Craven Business
Park, West Craven Drive, Earby, Lancashire
BB18 6JZ

T: 01282 444 900

E: info@salonpromotions.co.uk

W: salonpromotions.co.uk

   SalonPromotions

Where to Find Us



