

TONI&GUY
ADVANCED HAIRDRESSING ACADEMY



ELEVATING THE INDUSTRY
ONE HAIRDRESSER AT A TIME

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2011
ADVANCED
COURSES



TONI&GUY
ADVANCED HAIRDRESSING ACADEMY

OFFERING A
HIGHER EDUCATION
IN HAIRDRESSING



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"We are committed to creating real hair for real people, collections that wow and motivate, and programs that cultivate skills applicable to the everyday. We give hairdressers insight into the possibilities of this industry and help them to build their own distinct path to reach that next level in their career."

+ ZAK MASCOLO



ADVANCED LOCATIONS

DALLAS, TX | 2810 Trinity Mills, Ste 145 Carrollton, TX 75006
REGISTRATION 866.559.8444 / AHUNTER@TONIGUY.COM

Dallas' new slogan, "Live Large. Think Big." describes the essence and vitality of a city built on big dreams, freshly blazed trails and an attitude that all things are possible. This richly diverse city offers a thriving culinary scene, leading arts district, countless luxury accommodations, trendy entertainment districts and endless shopping opportunities. Whether this is your first time to visit Dallas or you are a regular, there are plenty of places to explore while you are in town.

SANTA MONICA, CA | 1358 5th St., Santa Monica, CA 90401
REGISTRATION 866.559.8444 / AHUNTER@TONIGUY.COM

Santa Monica is the quintessential urban L.A. beach community, just minutes from Beverly Hills and Hollywood. This new location is bigger and better to serve our West Coast advanced education client base.

INTRODUCTION

We have chosen a curriculum of the best TONI&GUY education and focused it into two, four, five and ten day courses to target the specific needs of working beauty professionals.

- + Develop your salon staff with techniques and specific terminology to communicate their work.
- + Increase your knowledge and confidence of cutting and colouring.
- + Learn how to personalize your work to your client's lifestyle and appearance.
- + Focus on the challenges of graduation.
- + Learn how to put hair up in a variety of ways and open up a whole new avenue in gaining clientele.
- + Experience motivation and inspiration in the newest trends, techniques, and tools.

Visit us online at
TONIGUY.COM.

REGISTER
TODAY
LEARN
SKILLS FOR
TOMORROW



FOUNDATION

These courses are the perfect entry into TONI&GUY Advanced Education. Having strong foundational skills can be a “make or break” in the real world behind the chair. It is important, no matter where you are in your career, to remove bad habits, build skill and confidence, and return to the knowledge that will help you create your own success.

+ MODERN CLASSICS

This challenging 4-day course concentrates on cutting skills only and builds confidence through the foundation of all TONI&GUY terminology, technology, and methodology, with updated New Classic Cuts looks created by the International Creative Team. Structure is stressed here with a combination of technical demonstration / break-downs and hands-on workshops tailored to the individual needs of the student. Video presentation is used to ensure all students receive consistent, proper delivery of TONI&GUY methodology and terminology.

4 DAYS / \$1000

2 DAYS / \$650 (Santa Monica only)

+ MODERN CLASSICS: COLOUR

This 4-day program is a combination of colour theory and our TONI&GUY New Classic Colouring techniques, which will guide you in mastering the fundamentals in colouring and highlighting techniques. *Modern Classics: Colour* is structured to help you gain the confidence and knowledge needed to meet all your client's colour requests. All colour techniques and placements are presented in a format that can be used immediately in your salon with the colour line of your choice.

4 DAYS / \$1000

+ CLASSIC IMMERSION

This 10-day program is ideal for the stylist who has just completed a cosmetology program, or is re-entering the profession. The course extends our *Modern Classics* and *Custom Cut & Colour* courses to five days each. You can feel comfortable to progress at your own pace as coaching will be tailored to fit your specific needs.

10 DAYS / \$2200

KNOWLEDGE
BUILDS
CONFIDENCE



INTERMEDIATE

Maybe you already have a strong foundation. Maybe what you need is to learn how to move classic shapes into advanced looks, taking your technical abilities to a new level by combining visual craft. Perhaps you want to focus your skills with concentrated precision. You are the perfect candidate for TONI&GUY Intermediate advanced coursework.

+ PROGRESSIONS

The 5-day Progressions program combines three of the most valued TONI&GUY programs into one complete educational experience. This class is the perfect overview of TONI&GUY Advanced Education and is loaded with information, knowledge, and the guidance needed to grow your creative side.

Days 1 & 2: Concentrate on strong foundational cutting skills only.

Day 3: Includes texturizing techniques, ideas in graduation and the conversation of colour. Students are encouraged to follow their inspiration during the hands-on workshop time for the rest of this course.

Days 4 & 5: Move into advanced cutting and colouring ,showcasing techniques from the latest collection.

Progressions connects the dots between good technique and forward creativity, helping hairdressers to both trust their skills and free up their artistry.

5 DAYS / \$1200

+ CUSTOM CUT & COLOUR

With this 4-day program, learn how to tailor your work so that each client can have an individualized style in both cutting and colouring. Focus is placed on the “how, when and why” of texturizing techniques that personalize your salon work. Colouring techniques are pushed beyond the classic highlight to progress your repertoire. Recognize the value of creating a total look and build your client loyalty!

4 DAYS / \$1000

COMBINE
CRAFT
AND PRECISION

+ GRADUATION SKILLS

Many haircuts require it, but graduation remains one of the most challenging concepts in hairdressing to grasp. We encourage you to sharpen your precision cutting skills and master the technical art of graduation, one of the greyest areas in technique for many hairdressers. TONI&GUY has simplified all the keys relevant to graduation to help you create flawless salon styles, from bobs to texturized layers. This exciting program is for professionals who want to continue to be the best they possibly can. For this 4-day hands-on course, we recommend *Modern Classics* as a prerequisite.

4 DAYS / \$1000

2 DAYS / \$650 (Santa Monica only)

+ MEN'S CUTS

This 2-day intensive class takes you from the fundamentals of classic men's cutting techniques into the newest fashion-forward ideas in men's hairdressing. Day one focuses on foundational techniques, such as scissor-over-comb and square layering, from our New Classics Cuts collection. Day two opens the door to creativity as you explore techniques from our latest collections. Develop the skill set needed to help you diversify your clientele.

2 DAYS / \$750

+ HAIR 'DRESSING'

This exciting 4-day program brings together the skills you will need to meet your clients' wedding, prom and special event requests. Build foundational skills and master the three keys to a successful up-do: backcombing, smoothing and pinning. Be inspired with new ideas during the demonstration and hands-on workshops. Take yourself to new creative heights in hair 'dressing'.

4 DAYS / \$1000

SHARPEN SKILLS
WITH
ARTISTRY

ADVANCED

TONI&GUY is an educational leader famous for the incredible amount of creativity, inspiration, and motivation our team shares with hairdressers all over the world. The best way to experience this is to attend one of our most advanced academy courses. Maybe you need that shot in the arm, that dose of creativity, to regain your sanity. Maybe your clients want the most current fashion looks. This is the place to spend some quality studio time with like minds who want to share and encourage your talent.

+ FASHION FORECAST

Fashion Forecast shares the most fashion-forward ideas and concepts from our latest collection. This energetic and motivational program is the place to learn TONI&GUY's most current trends in a format that includes live model presentations and cutting demonstrations. Every day is yours during this hands-on studio; students follow their inspiration under the guidance of some of the best educators in the industry. You may choose to follow your inspiration by concentrating on cutting or colouring for 4 days, or mix the two up on a daily basis to enhance your educational experience.

2 DAYS / \$750 | 4 DAYS / \$1200

+ TEACHING TECHNIQUES

A 5-day course designed specifically for the salon owner, educator or art director, this course guides you through the TONI&GUY Classic Cutting system and how to implement training in your own salon, helping to guarantee the highest standard of work from all salon staff. For *Teaching Techniques*, the prerequisite is *Modern Classics* and all students should have a working knowledge of TONI&GUY techniques, methodology, and terminology. With payment of tuition, registrants will receive in advance (with letter of confirmation) a copy of TONI&GUY's *New Classic Cuts* DVD set and companion book (at no charge) to prepare for the program.

5 DAYS / \$2500

EXPLORE
TALENT
CREATIVELY



THE 2011 ARTISTIC TEAM

The TONI&GUY Artistic Team represent the creativity, innovation and endless possibilities of a career in the world of hairdressing. Celebrated professionals in cutting, technical, editorial, runway and avante garde they share their expertise with thousands of hairdressers every year. Each artist has been a member of the TONI&GUY family for over 10 years and together they are a star-studded group with multiple NAHA and industry award wins.

Come experience a higher education in hairdressing.
Come be a part of TONI&GUY.



01. **AARON SESKIN**
Art Director
Atlanta, Georgia

02. **LAURA BETH WILSON**
Regional Technical Director
Dallas, TX

03. **DALINDA ARIAS**
Regional Technical Director
Dallas, TX

04. **DARIAN BISHOP**
Academy Educational Director
Atlanta, GA

05. **JOSEPH MARZIOLI**
Advanced Academy Director
Santa Monica, CA

06. **ZAK MASCOLO**
Creative Director, USA
Santa Monica, CA

07. **WHITNEY BLISHCKE**
Editorial Director
Hoboken, NJ

08. **MAYRA RODRIGUEZ**
Regional Education Director
Dallas, TX

09. **LINDSAY BAKER**
Art Director
Newport Beach, CA

10. **AARON WATKINS**
Art Director
Phoenix, AZ

11. **SAMANTHA FINLEY**
National Technical Director
Dallas, TX

12. **AUSTIN FINLEY**
Art Director
Dallas, TX

2011 COURSE CALENDAR

DALLAS, TX | 2810 East Trinity Mills, Ste 145 Carrollton, TX 75006
 REGISTRATION 866.559.8444 / AHUNTER@TONIGUY.COM












SANTA MONICA, CA | 1358 5th St., Santa Monica, CA 90401
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JANUARY							FEBRUARY							MARCH						
M	T	W	TR	F	S	S	M	T	W	TR	F	S	S	M	T	W	TR	F	S	S
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31																				

APRIL							MAY							JUNE						
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 MODERN CLASSICS	\$1,000	 PROGRESSIONS	\$1,200	 TEACHING TECHNIQUES	\$2,500
 MODERN CLASSICS: COLOUR	\$1,000	 GRADUATION SKILLS	\$1,000	 HAIR'DRESSING'	\$1,000
 CUSTOM CUT & COLOUR	\$1,000	 FASHION FORECAST - 2 day	\$750	 MEN'S CUTS	\$750
 CLASSIC IMMERSION	\$2,200	 FASHION FORECAST - 4 day	\$1,200		

JANUARY							FEBRUARY							MARCH						
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APRIL							MAY							JUNE						
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JULY							AUGUST							SEPTEMBER						
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OCTOBER							NOVEMBER							DECEMBER						
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24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

 MODERN CLASSICS - 2 day	\$650	 MEN'S CUTS	\$750
 GRADUATION SKILLS - 2-day	\$650	 FASHION FORECAST - 2 day	\$750

REGISTRATION & POLICIES

TONI&GUY advanced education courses are developed for licensed hairdressers only. Unless otherwise stated, all courses are taught in English. Hair cutting and colouring workshops are conducted on mannequins.

All courses must be PAID IN FULL at the time of booking. We accept payment by check, debit/credit card, cash and travelers cheque. Please make checks payable to TONI&GUY. Confirmation of registration will not be given until payment has been confirmed. Deposits are not accepted. Course registration is accepted on a first-come, first-served basis. Therefore it is strongly recommended to book your reservation as early as possible to ensure your preferred dates. TONI&GUY reserves the right to change course dates and prices without notice.

Cancellation Penalties: Cancel 21 days or more prior to the date of course, TONI&GUY will retain \$100 of prepaid tuition amount. Cancel less than 21 days prior to date of course, TONI&GUY will retain 50% of prepaid tuition amount. All refunds will be made within 30 days of confirmed cancellation. Call now to book your reservation. See above for contact numbers.

Questions / comments may be made in writing to: TONI&GUY Advanced Education, 2311 Midway Road, Carrollton, TX 75006