



L'ORÉAL PARIS
PROFESSIONNEL

EDUCATION CALENDAR JUL - DEC 2008

Dream. Excel. Succeed... Together

一起梦想、卓越、成功



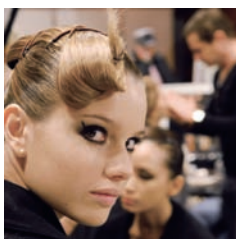
ALL DIFFERENT:
EACH UNIQUE

IN THE SALONS OF THE WORLD'S GREATEST HAIRDRESSERS

梦想

DREAM

Construct your dream to build the future
筑建您的梦想以成就未来



FASHION
流行时尚

Color Collection
最新换季系列

Haute Couture Shows
高级定制服装秀

Haute Coiffure Française
法国高级发型设计协会



THE EVENTS
盛会

L'Oréal Color Trophy
色彩成就奖

The Shows
展览盛会

卓越

EXCEL

To excel, you must progress and
surpass yourself
卓越是达到自我成功及超越自我



PRODUCTS
产品

Advanced technology
先进科技

Innovative products
革新产品



SERVICES
服务

Continuously adapted
new services
不断地适应新服务

Education
培训课程

成功

SUCCEED

Success is accomplishment
成功是拥有成就感



COMMUNICATION
沟通

Support the biggest events
of the profession 支持盛会

BUSINESS
生意经营手法

Develop your business
商业发展



MERCHANDISING
商家产品销售

Enhance your showcase in
the salon
加强展示柜的效果

PROPOSING
TOOLS 行销建议

Innovate and offer
new services
创新及提供新的服务

一起

TOGETHER

Staying by your side
始终支持您



L'Oréal Professionnel is the
brand at the service of the
Hairdressing market. L'Oréal
Professionnel aims to stay
by your side in order to:

- Train in the key fields of
your activity
- Develop the artistic
aspect
- Teach and inform
- Listen

L'Oréal Professionnel 是美发服
务市场的品牌。L'Oréal
Professionnel 与您一起:

- 首要的营业培训
- 提升艺术水平
- 教育及资讯传达
- 聆听

STANDING by you

L'Oréal Professionnel partner salons grow faster than the global salon market. One of the major challenges of education is to share the goals for success and development of the entire profession by expanding our know-how. We are committed to being the partner of hair salons worldwide.

L'Oréal Professionnel 的伙伴发廊比全球发廊市场更快成长。其中一个最大的教育培训挑战是一起与客户成功及增加知识以提升商业发展。我们许下承诺成为全球发廊的伙伴。



Educating hairdressers has always been one of the credos of L'Oréal Professionnel. This team of Educators embodies this commitment.

我们的美发培训专才是 L'Oréal Professionnel 的信约之一。这组培训师为这项使命具体做出贡献。



Tien



Dylan



Hazel

TECHNICAL ADVICE HELP LINE

Do you have questions about our products?

Do you need more information about a mix that you need to prepare?

Do you have doubts about product compatibility?

Do you need to solve a technical problem right away?

A team of specialists is available to help you.

Call our technical support helpline at: [▶ 65-6227 5366](tel:65-6227-5366)

技术咨询热线

您对我们的产品有任何疑问吗？

您需要知道更多有关混合的资料吗？

您产品的兼容性有任何疑问吗？

您需要即刻解决任何技术问题吗？

专业组将能解决您以上问题。

请拨热线: [▶ 65-6227 5366](tel:65-6227-5366)

For Technical Queries, Booking or Reservation

查询详情，订位或预约，敬请联络

Technical Centre 技术中心 : 65-6227 5366

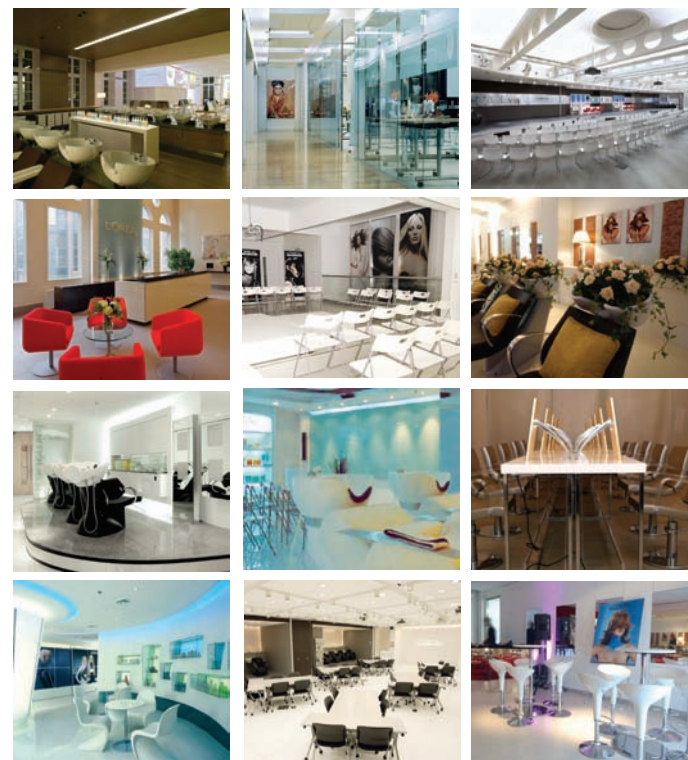
Main Line 公司主线路 : 65-6738 3113

Technical Team 技术员工 : Tien Goh Hp 9385 2335

Dylan Sew Hp 8127 9409

Hazel Lim Hp 9183 5501

Joining more than 100 academies worldwide...
加入世界各地100所以上的学院。。。



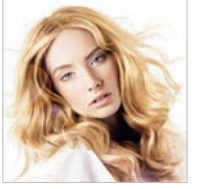
L'ORÉAL académie SINGAPORE

In the heart of Singapore, at the junction of Neil Road and Tanjong Pagar Road, the L'Oréal Professional Products Division opens Singapore's largest centre for professional hairdressing education: L'Oréal Académie Singapore. At 4,000 square feet, it houses the 4 brands under the division, namely, L'Oréal Professionnel, Kérastase, Redken and Matrix, all under one roof. The L'Oréal Académie Singapore will welcome more than 8,500 stylists from all over Singapore to learn, exchange and interact through robust education programmes offered by the 4 brands.

位于新加坡的城市中心，在尼路和丹戎巴葛路的交叉路，L'Oréal Professionnel 产品部门开创新加坡最大规模的专业美发学院：L'Oréal Académie Singapore。占地4,000平方英尺，容纳4大品牌：L'Oréal Professionnel, Kérastase, Redken 和 Matrix。我们热烈欢迎8,500位以上的本地美发师来报名参加4大品牌具震撼性的教育课程。让我们一起梦想，卓越，成功。

EDUCATION PROGRAM 2008

Technical 技术
Artistic 艺术



technical 技术

artistic 艺术

ESSENTIAL EDUCATION
基础

ADVANCED EDUCATION
进阶

EXPERT EDUCATION
专家

COLOR
发色

Color Key*
色彩之旅*

Color Change*
色彩改变*

Color on Color*
创意染色配搭*

Made-to-Measure
Blonds*
量身订造的金色

Color Dimension*
创意色彩学

Color Story
色彩故事

HIGHLIGHTS
挑染

Light Expert
挑染专家

TEXTURE & CUT
质感及剪发

Essential Texture*
质感精华篇*

Fashion Texture*
潮流质感*

PRODUCTS
产品

Retail Care Expert
护理零售专家

Scalp Expert
头皮专家

SPECIFIC ACTIONS
特别专有

Client Communication*
客户沟通技巧*

New Service Feature Workshop*
零售座谈会

TRENDS & EVENTS
时尚及盛会

Autumn Winter
Collection Seminar
秋冬系列展示会

French Art of Hair
Cut & Style Collection
H3 Seminar
法式发艺
Cut & Style Collection
H3 展示会

New Service Feature
Seminar
新近服务展示会



Color



Color Key

OBJECTIVES

- Know how to conduct a diagnosis:
- Assess a shade level
- Identify the reflections
- Foresee the result of color
- Choose a suitable shade

THREE-DAY PROGRAM

- Lightening process
- The primary and secondary colors
- Pigments & level of shades
- Oxidation coloring
- Coverage of grey hair

色彩之旅

目标

- 了解如何进行诊断:
- 评估色度
- 确定色调
- 对所形成发色的先知先觉
- 选择合适的色度

3天的课程包括

- 调浅的过程
- 主要及次要色彩
- 色素及色度
- 氧化染发
- 遮盖白发

PRICE \$300

Texture & Cut

Essential Texture

OBJECTIVES

- Understanding the theories and the principles on hair perm.
- Acquire techniques and communication skills to propose changing your client's look by using different texturizing techniques

TWO-DAY PROGRAM

- Theory of perming
- Guide to winding of curlers
- Principles of lotion applications
- Learn the 6 winding techniques: waterfall, halo, pincurl, partial, twisted spiral and directional (digital)
- To create from a style support to total change of shape

质感精华篇

目标

- 了解烫发的理论和原则
- 使用不同的质感技术及沟通技巧向客户建议变换发型

2天的课程包括

- 烫发理论
- 卷杠指导
- 烫发液应用的原则
- 学习6种卷发技巧: 水流式, 环圈式, 湿发固定式, 分开式, 扭转式及定向式(指状)
- 创造新发型或完全改变发型

PRICE \$200

Color



Color Change

OBJECTIVES

- Advise and guide your clients in their color choices
- Assess the compatibility of reflects
- Choose and perform all appropriate color change techniques for each client
- Using Majirel Incell, etc

TWO-DAY PROGRAM

- Identification of the needs of the customer and detailed hair analysis
- Color change techniques: pre-softening, stripping, cleansing, bringing out color and pre-coloring

色彩改变

目标

- 劝导客户对她们发色的选择
- 评估色调配搭
- 为每名客户选择及进行各种合适的发色变换技巧
- 采用Majirel Incell染发品等

2天的课程包括

- 辨别顾客的需要及头发分析详情
- 色彩改变技巧: 染色技巧, 拆开, 洗净, 让发色突出及色度打底

PRICE \$200

Color



Color on Color

OBJECTIVES

- Develop the coloring service
- Acquire the reflex of offering services
- Master creative techniques

ONE-DAY PROGRAM

- Work session on positioning colors around the face and throughout the hair
- Execution of creative techniques: two-tone, three-tone
- Offering services and attitude toward the customer
- Review of product knowledge

创意染色配搭

目标

- 制定染发服务
- 取得所提供服务的反响
- 掌握创意技巧

1天的课程包括

- 在脸上部周边及整个头部之发色定位研习课
- 创意技巧的完成: 2种色调, 3种色调
- 对顾客提供的服务和态度
- 重新温习产品的知识

PRICE \$100

Color



Made-to-Measure Blonds

OBJECTIVES

- Develop highlights and balayage service
- Acquire the reflex of offering services
- Master the 'go blond' effect techniques

ONE-DAY PROGRAM

- Work on variations of desired results: from bleach blond to copper blond
- Work on sketches of three techniques and hands-on practice on models
- Diagnosis, dialogue, proposing services (case studies)

量身订造的金色

目标

- 制定挑染及用手挑染的服
- 取得所提供的服务反响
- 掌握‘全金发’的技巧

1天的课程包括

- 在研习课, 取得从金色漂染至铜金色的不同效果
- 在模特儿研习课, 应用3种技巧
- 诊断, 对话, 建议该提供的服务(个案)

PRICE \$100

Texture & Cut

Fashion Texture

OBJECTIVES

- Discover the essential knowledge needed to understand 'How to' make an application of texture 'Volume Up' or 'Volume Down'
- Develop 'Cut and Texture' service inspired from music cultures

TWO-DAY PROGRAM

- Know where to place texture in haircut to enhance client's face shape
- Know the texture products and their capabilities
- Develop essential talking texture communication skills
- Link fashion techniques Volume-Up and Volume-Down to music cultures
- Learn to add texture using the shape of the haircut as a base
- How to 'talk texture' to clients
- Ideal for any fashion conscious hairdresser

潮流质感

目标

- 发掘重要知识以了解‘如何’应用Volume-Up或Volume-Down的质感
- 通过音乐的陶冶激发以提供‘剪发及质感’的服务

2天的课程包括

- 了解在剪发时哪里需要有质感以突显客户的脸型轮廓
- 了解质感产品及其功能
- 掌握重要的沟通技巧
- 利用音乐陶冶之联想做Volume-Up及Volume-Down技巧
- 学习采用以发型为主并增添头发质感
- 如何向您客户‘讲解质感’
- 适合对潮流触觉敏锐发型师

PRICE \$200

Highlights



Light Expert

OBJECTIVES

- To enhance the skill of stylists or color technicians to create a 3-D effect on client's hair

ONE-DAY PROGRAM

- Learn the techniques to tailor-made a more creative highlight for client
- Acquire the knowledge and the applications of the different coloring products
- To understand the correct color placement according to hair design

挑染专家

目标

- 提升发型师或发色技师的技术为您的客户发色创造立体效果。

1天的课程包括

- 学习为客户量身定制以达到更有创意的挑染
- 获得不同染发产品的知识及应用
- 根据发型设计以了解正确的发色处理

PRICE \$100

Color



Color Story

OBJECTIVES

A powerful tool to show you the way to find out the colors of a person that compliments the skin tone as well as vibrates with one's personality

ONE-DAY PROGRAM

- Color talks
- Forms of colors
- Use of colors
- The diagnosis of colors
- Colors and 4 seasons

色彩故事

目标

为您辨别各人色彩的有效方法，这有助于对肤色及个性的了解

1天的课程包括

- 色彩讲解
- 色彩的形式
- 色彩的使用方法
- 色彩分析
- 色彩及四季

PRICE \$100

Products

Retail Care Expert

OBJECTIVES

- To understand the needs of different types of consumers and how to communicate effectively using appropriate selling techniques
- Acquire knowledge to secrets to maintain and care for the needs of different types of hair

ONE-DAY PROGRAM

Learn hair structure - Retail product's technology - Customer behavior - Consultation - How to use different shampoos, conditioners and treatments to address the needs of colored hair, permed hair and various scalp conditions - Learn methods of product use - Highlight features and benefits of every product in the range

护理零售专家

目标

- 了解不同类型顾客的需要同时采用合适的销售技巧及采取有效的沟通方式
- 了解不同发质的保养护理所需应有的知识及窍门

1天的课程包括

学习头发的结构 - 零售产品的科技 - 顾客行为 - 咨询 - 在染发、烫发及护理头皮等情况下，强调如何使用不同的洗发乳，护发素及保养护理 - 产品使用的方法 - 对一系列各种产品强调其特性及好处

PRICE \$100

50% of course fee payable before start of lesson 开课须付50%学费*

Color

Color Dimension

OBJECTIVES

To enhance the skill of colorists' angle placement of colors to define haircuts and bring out facial features

ONE-DAY PROGRAM

- Color services
- Diagnostic dimensions
- Aesthetical rules

创意色彩学

目标

提升染发师对发色的角度处理技能，让修剪具曲线及突出脸部特点

1天的课程包括

- 染发服务
- 分析范围
- 审美标准

PRICE \$100

Specific Actions

Client Communication

OBJECTIVES

Learn to communicate differently with customers to optimise the promotion of services and increase salon business

ONE-DAY PROGRAM

- Analysis of communication behaviour
- Reflection on the language of colors in communication
- Assimilate behaviour to colors to better communicate with the consumer
- Use this method to offer appropriate services

客户沟通技巧

目标

学习如何向客户用不同方式交流，以使服务之促销奏效，令发廊生意更兴隆

1天的课程包括

- 对沟通交流的行为加以分析
- 色彩之话语
- 对色彩行为融会贯通，以便和客户作更有效交流
- 采用正确方法提供适当服务

PRICE \$100

Products

Scalp Expert

OBJECTIVES

Discover the scalp universe and develop your new field of expertise

ONE-DAY PROGRAM

- Types of scalp problems
- Scalp care technology and solutions
- Consultation procedures
- Massage techniques

头皮专家

目标

探讨头皮，为您开拓新的专业领域

1天的课程包括

- 各种头皮问题
- 头皮护理科技及解决方法
- 咨询程序
- 按摩技巧

PRICE \$100

Specific Actions

New Service Feature Workshop

OBJECTIVES

- Presentation of the new service
- Learn and understand a new salon service to add to your service menu
- Know how to promote the new service

ONE-DAY PROGRAM

- Understand the theory behind the new salon service
- Demonstration and hands-on practice on your model

零售座谈会

目标

- 展示最新服务
- 学习及认识新的发廊服务，并加入在您的服务表
- 学习推销此服务

1天的课程包括

- 了解该服务的理论
- 现场示范，并实际练习在您模特儿身上

PRICE \$100

Ad-hoc basis, schedule to be advised. 若有安排以上课程，将会预先通知。

Autumn Winter Collection Seminar

OBJECTIVES

- Be inspired by the most updated Color Collection by L'Oréal Professionnel, right off the catwalks of Paris and top fashion capitals of the world
- Think about, discuss, integrate the seasonal trends

ONE-DAY PROGRAM

- Presentation of the new collection and the season-specific techniques
- Understand how the Color Collection was developed and the inspirations behind it
- Learn how to promote the collection in the salon

秋冬系列展示会

目标

- L'Oréal Professionnel激发您的创意灵感：在巴黎盛展台及世界顶尖的时尚流行趋势所展现的最新发色精选
- 思考，讨论，融合四季时尚趋势

1天的课程包括

- 展示最新发色精选及该季节独特的技巧
- 了解发色精选的灵感来源及过程
- 学习如何在发廊推销此发色精选

French Art of Hair Cut & Style Collection H³ Seminar

OBJECTIVES

- Learn international hairstylist cutting techniques
- Increase your skills and sales in styling
- Develop your knowledge in styling products, and how to use them
- Learn the latest international cutting techniques

ONE-DAY PROGRAM

- A seminar, animated by ID Artists, in which demonstration of the current Collection looks, and exchange sessions are included

法式发艺Cut & Style Collection H³ 展示会

目标

- 掌握国际美发师的裁剪技巧
- 提升您的技术及增加您造型的营业额
- 增加您对造型产品的知识并学习如何运用
- 学习最新的国际裁剪技巧

1天的课程包括

- 由风范才艺家所呈献目前最时尚的发色精选以及交流时段的展示会

New Service Feature Seminar

OBJECTIVES

- Learn and understand the various new salon services in the market

ONE-DAY PROGRAM

- Understand and learn how by using new or existing products, you can launch new services in your salon, thereby expanding and enriching your service menu offering

新近服务展示会

目标

- 认识市场上多种崭新发廊服务

1天的课程包括

- 增加您对新或目前拥有的产品知识，并在您发廊开创新服务，因此能扩展您的服务范围

Ad-hoc basis, schedule to be advised. 若有安排以上课程，将会预先通知。



Do you want to be a Master Colorist? Be an absolute expert in color.

L'Oréal Professionnel has developed its first Master Color Program - complete with a range of educational color offerings that help you to explore advanced applications to strengthen your skills that lead to success as a master colorist.

Whether new or an experienced colorist, you will master an understanding of color theory, designing with dark and light shades to refine facial shapes and how L'Oréal's innovative technologies influence your product choices.

In this course, you will increase your haircolor knowledge, enhance your skills and build your career. You will access new information, share creative ideas with other salon professionals and work with educational experts.

You will also learn effective techniques to maximize your time in the salon! All in all, you will be inspired to grow your color business to new levels.

Don't wait! Join the Master Color program now!
Be the Absolute Master Colorist and win \$10,000 worth of incentives!

\$10,000 worth of Prizes & Benefits

The Absolute Master Colorist will

- Receive a prestigious certificate and plaque to display for your clients
- Be admitted as a member of ID Artist
- Feature articles of your attainment on selected L'Oréal Professionnel publicity materials
- Be entitled for a free educational trip worth \$6,000

COURSE FORMAT

You are required to complete the 6 courses namely:

1. **Color Key - 3 days**
2. **Light Expert - 1 day**
3. **Color Change - 2 days**
4. **Color-on-Color - 1 day**
5. **Made-to-Measure Blonds - 1 day**
6. **Color Story - 1 day** (to be taken after passing the Preliminary Tests)

Two preliminary tests will be carried out to assess your skills and knowledge through both written and practical evaluations. Next, you will sit for the final examination conducted by examiners from overseas.

Graduation ceremony will be held for all candidates. The winner will emerge and be entitled the \$10,000 prizes and benefits.

COURSE ELIGIBILITY

Applicants, who have 3 years or more hairdressing experience, and working in Salons in partnership with L'Oréal Professionnel are welcomed to enrol in the Master Color Program.

COURSE FEE \$500

您想成为发色专家吗?

成为一位在发色方面有绝对了解的专家。

L'Oréal Professionnel 首次提供发色专家课程 – 完成一系列能让您探讨先进用法以加强技能, 成为成功的发色专家的色彩课程。

不论是经验丰富的或新手, 都能了解的色彩理论。利用深浅色调以突出脸型轮廓, L'Oréal Professionnel 的创新科技将决定你在产品方面的选择。

您不但会对发色有更多的知识, 也能加强技能和建立事业。同时, 可接受最新的咨询, 和其他发廊专业人士分享创意及心得, 而且有机会与教育专家一起合作。

把有效的技巧运用在工作上, 可令生意蒸蒸日上。

不要再犹豫了, 现在就报名参加! 成为绝对的发色专家, 并赢得价值\$10,000的奖励!

价值\$10,000的奖金及好处

绝对发色专家将:

- 获得能向您客户展示的证书一张及奖牌一个
- 成为风范才艺家的组员
- 您的成就将会刊登在 L'Oréal Professionnel 的宣传杂志
- 享有一次价值\$6,000的免费教育之旅

课程包括

您必须完成以下的6种课程:

1. 色彩之旅 - 3天
2. 挑染专家 - 1天
3. 色彩改变 - 2天
4. 创意染色搭配 - 1天
5. 量身订造的金色 - 1天
6. 色彩故事 - 1天 (在初级测验及格后必上的课程)

将进行两个回合写作及实际的初级测验以评估您的技术及知识。然后再由国际主考者进行期终考试。

所有考生都可出席毕业典礼。优胜者将能获得 \$10,000的奖品及好处。

资格条件

凡是在L'Oréal Professionnel 伙伴发廊工作, 并拥有3年以上的理发经验者, 欢迎报名发色专家课程。

课程收费 \$500

报名详情

报名初级测验:

- 携带首5项课程的合格证书
- 申请者须付\$150 (无退还)
- 从2008年10月1日开始皆可报名
- 2008年10月底进行初级测验

报名期终考试:

- 考生可在初级测验及格后, 即刻报考期终考试
- 携带发色专家护照
- 申请者须付\$350 (无退还)
- 在实际的考试时, 携带您个人的模特儿

REGISTRATION DETAILS

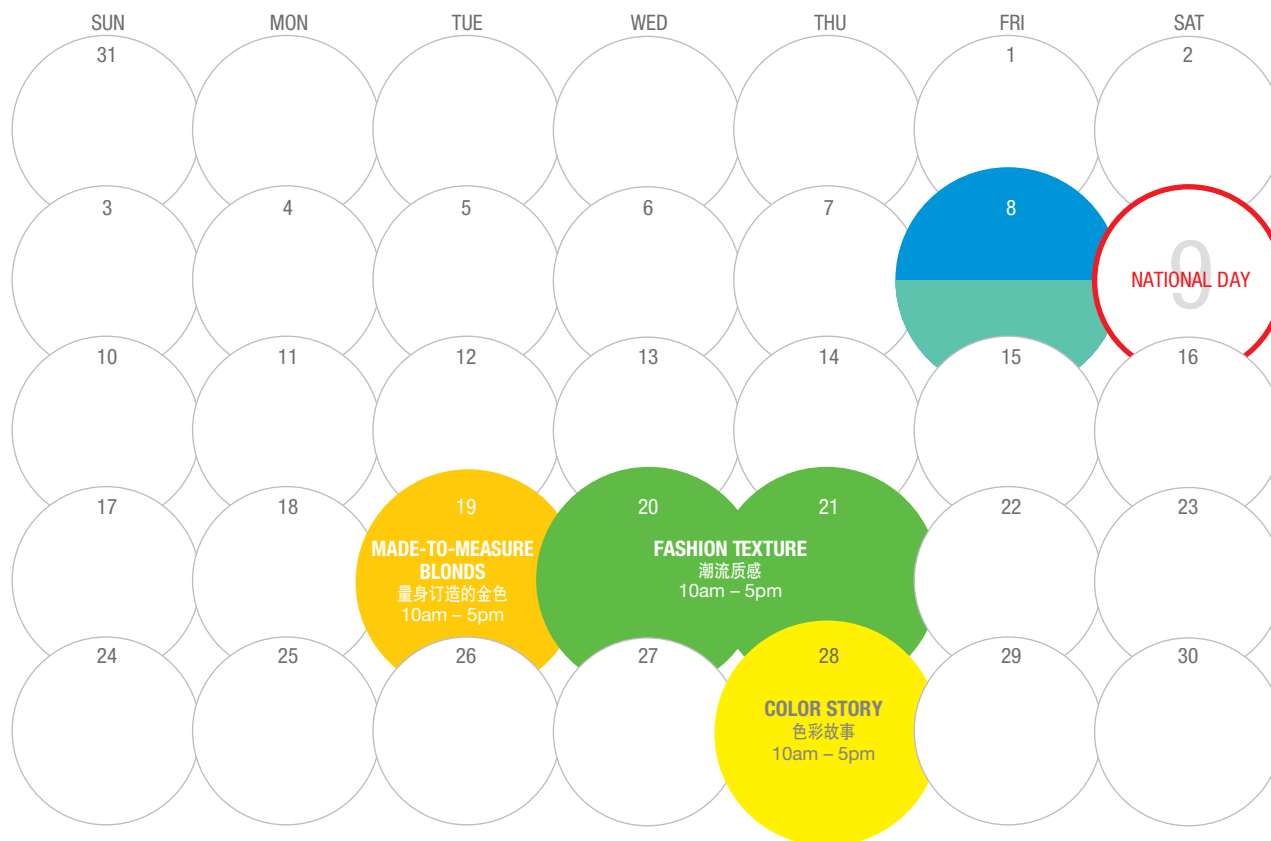
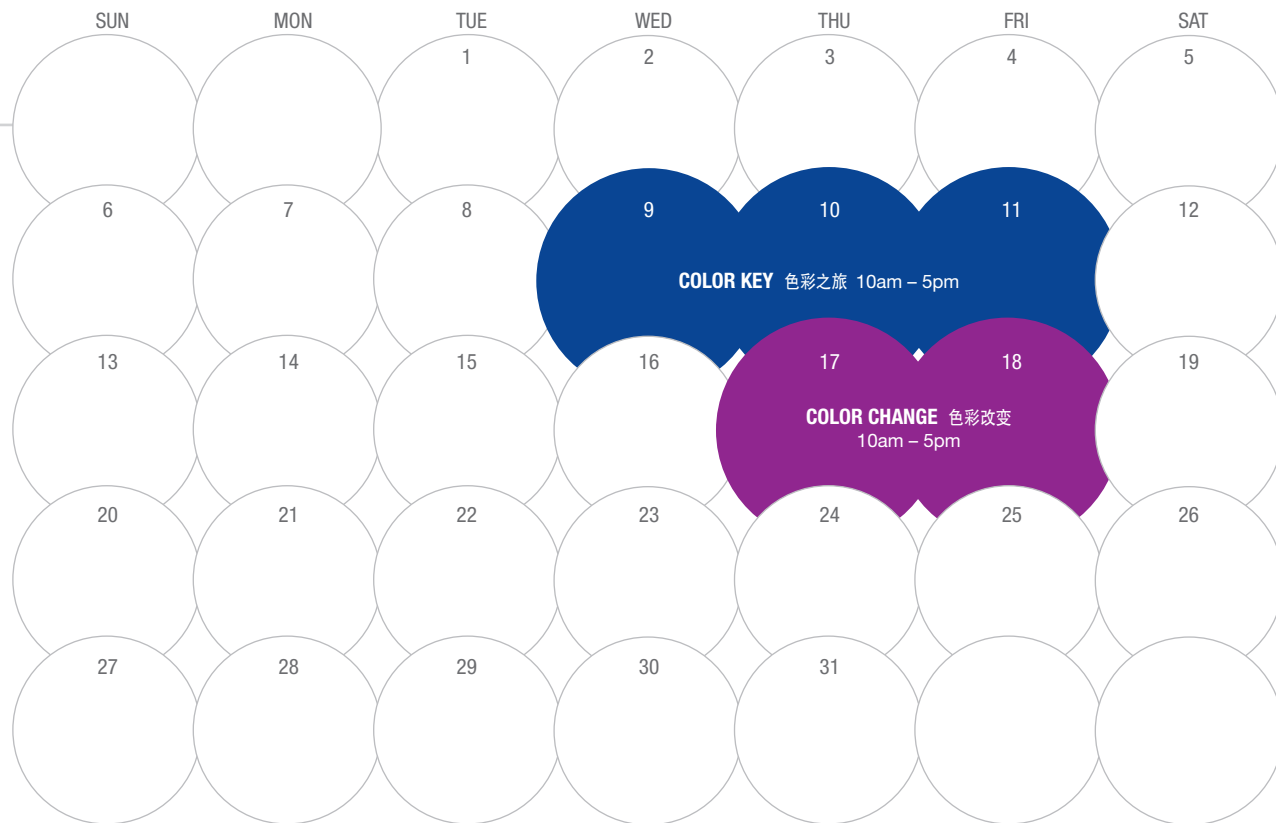
Registration for Preliminary Tests

- Please bring along the certificates to show your participation in the first 5 courses mentioned
- Applicant will need to pay a **non-refundable charge of \$150** upon registration
- Registration opens in 1st October 2008
- Preliminary Test will take place by end of October 2008

Registration for Final Examination

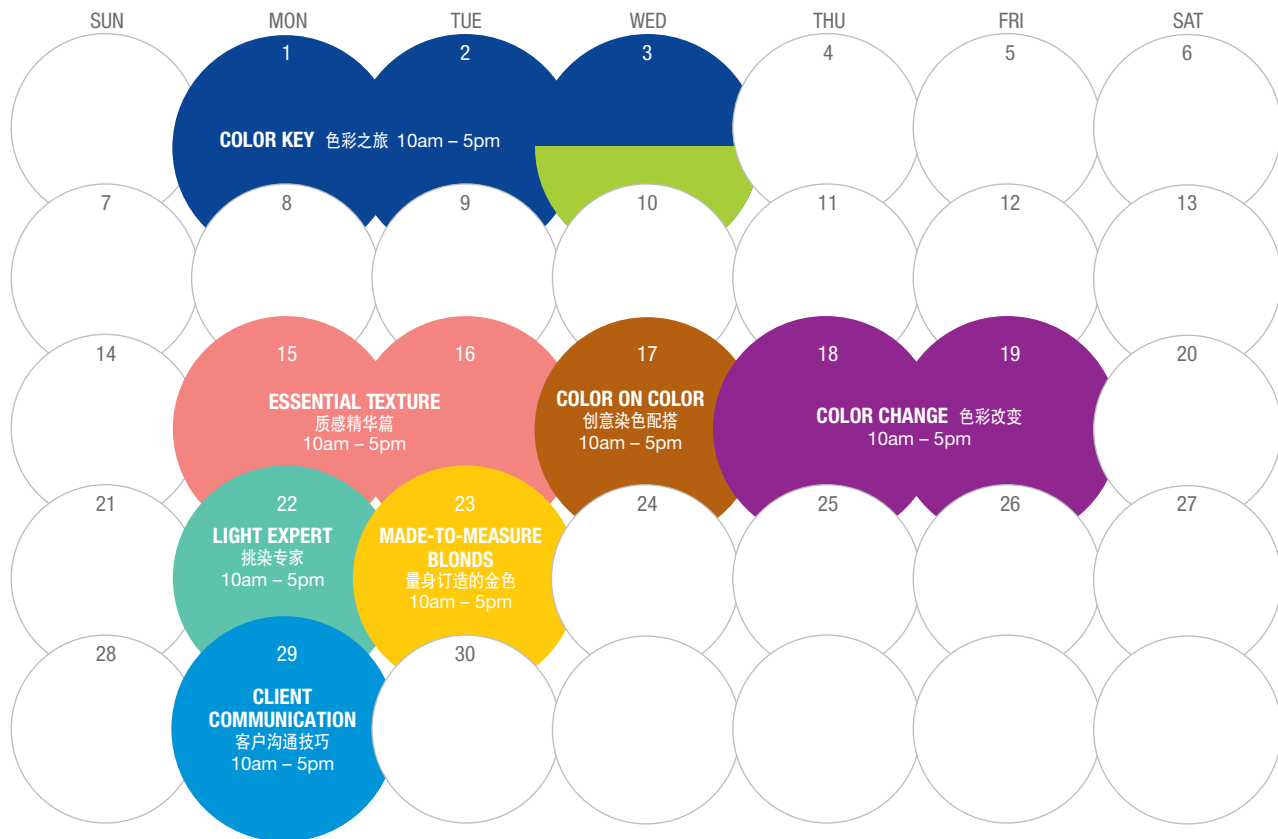
- The registration for the final examination is opened immediately for candidates who passed the preliminary tests
- Please present your Master Color Passport upon your registration for the final examination
- Applicant will need to pay a **non-refundable charge of \$350** upon registration
- Please bring along your own model for your practical exam

july2008



august2008

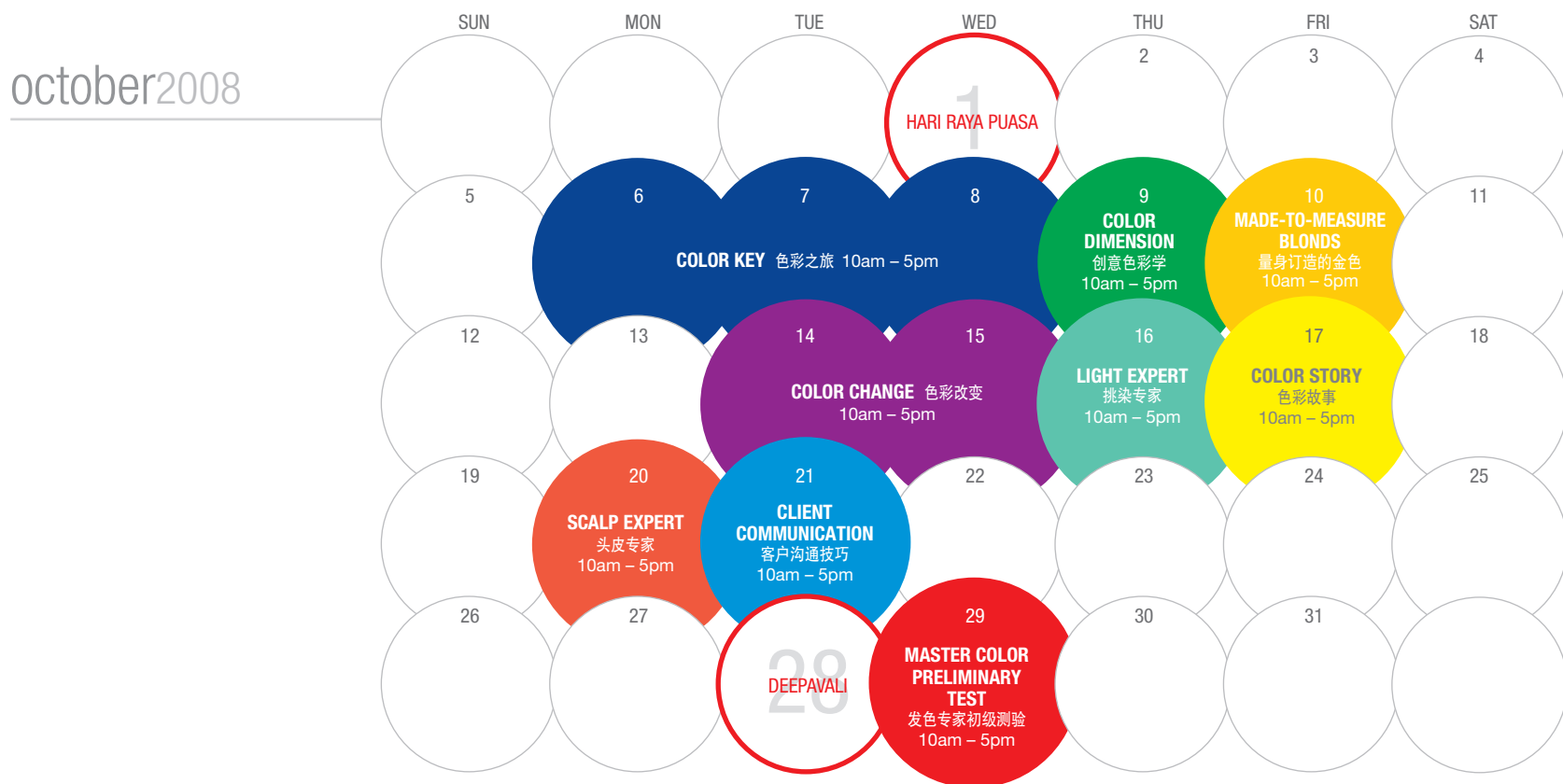
- 8 AUG **CLIENT COMMUNICATION**
客户沟通技巧
10am - 5pm
- 8 AUG **LIGHT EXPERT**
挑染专家
10am - 5pm



september2008

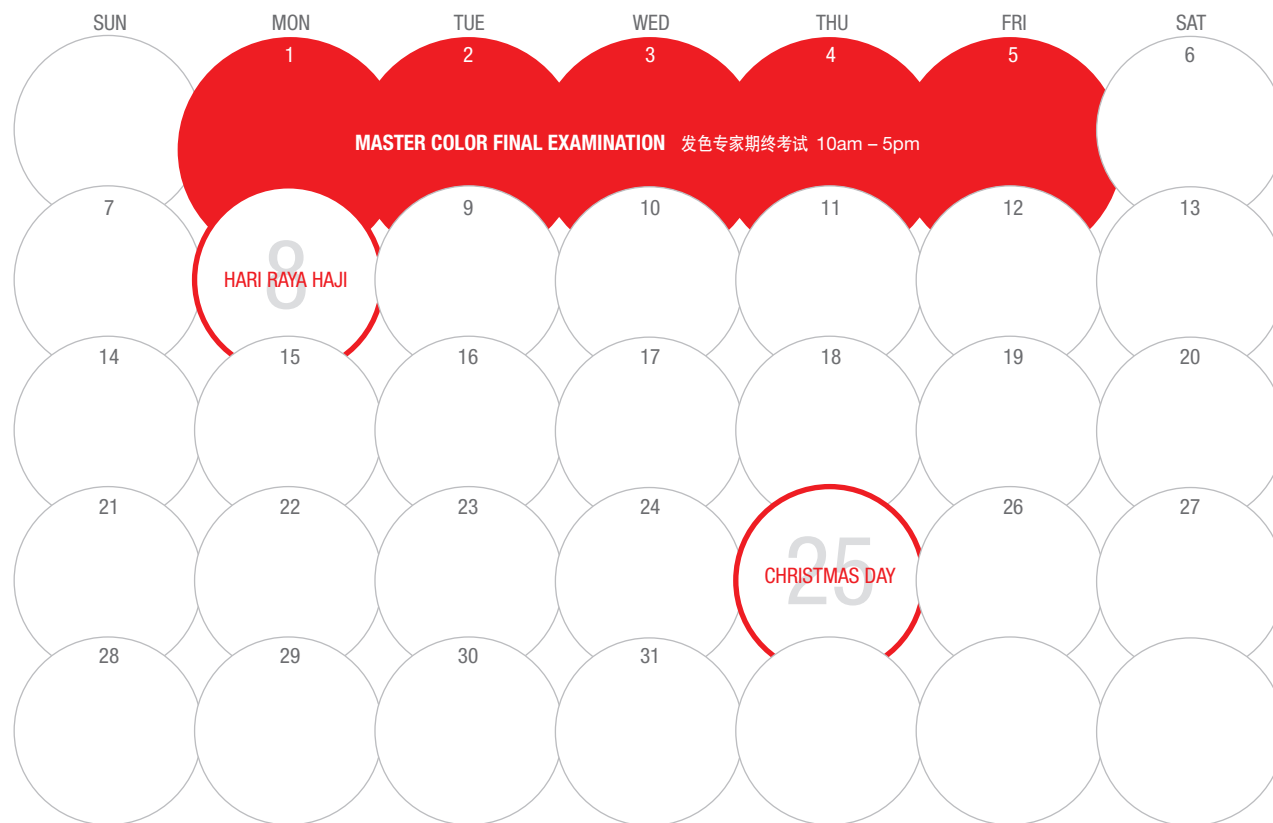
1-3 SEP **COLOR KEY**
色彩之旅
10am – 5pm

3 SEP **RETAIL CARE EXPERT**
护理零售专家
10am – 5pm



october2008

november2008



december2008





HOW TO GET TO THERE

By MRT

Take the MRT to EW15 Tanjong Pagar station and turn left after coming out of Exit B (Maxwell Road). Walk along the Red Dot Design Museum until you reach the junction outside Maxwell Market. Cross the Tanjong Pagar Road traffic light pedestrian crossing.

By Bus

 Bus 80, 145
 Bus 61, 166, 197

By Car

- › Take the CTE Exit Havelock Road
- › Take the East Coast Parkway Expressway (ECP) Exit 18

Parking Spaces

- › Maxwell Market public carpark (Erskine Road)
- › Dickenson Hill Road public carpark
- › Fairfield Methodist Church underground carpark

L'ORÉAL
académie SINGAPORE

1 Neil Road (diagonally opposite Maxwell Market) #02-02/03 Singapore 088804

Tel: +65 6227 5366 Fax: +65 6221 5601

Closed on Saturday, Sunday and Public Holidays