



**Fanola**  
CREATIVITY TO SHARE

**EDUCATION  
PROGRAM  
2024**

**Let's think different,  
go and be creative  
and make them say  
WOW.**



# COLOR

*color authority  
vitality  
wow effect*

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expression of vitality,  
amazing effects,  
technical skill

# SHARING

*social inspired  
democratic  
global*

---

democratic trademark  
inspired by the world  
of social media

# CREATIVITY

*inspired  
unconventional  
trend setter*

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unconventional  
creative expression

# CREATIVITY TO SHARE

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Creativity as the expression of the innovation that the brand offers in the development of its products and places at the disposal of its hairstylists, offering the guarantee of being able to experiment with colour and techniques while fully respecting hair.

This creativity is that of our hairstylists who propose new and amazing effects on a daily basis, taking the concept of beauty one step further every day and that we love to share the results of, to inspire and be inspired by the global context, that one can use to express themselves through social media.



## COLOR MIXOLOGY

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Color is the foundation of our work; it lets you express yourself and gives full rein to your imagination every day. These seminars will provide the necessary knowledge and confidence to manage core aspect of our day to day work confidently and professionally.

**p. 9**

## BLONDE IDENTITY

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Method and imagination are the key elements for expressing creativity and giving your customers the result they're looking for. Through this course, participants will discover all the secrets for achieving perfect, unique blondes whilst guaranteeing healthy hair and assured results.

**p. 13**

## CARE NECESSITY

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Treatments as a secret for the hair care and beauty. Knowing how to recognize the needs of scalp and hair in order to recommend the ideal treatment for every need in the salon and as maintenance at home. Always new and effective solutions that aim the complete health of the hair.

**p. 17**

## TRENDS DISCOVERY

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Taking and reworking inspiration from different sources to create exclusive, trendy-setting styles to propose to customers. A course providing guidelines for hairdressers on how to create haute couture or ready-to-wear looks.

**p. 19**

## SMART SALON DELIVERY

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New perspectives, ideas and inspirations to help you carry out your work in a smart, creative way. These seminars will give participants the opportunity to discover ready-to-use techniques to ensure maximum results in minimum time.

**p. 23**

## FANOLA SPECIAL EXPERIENCE

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Exciting and engaging encounters to discover the Fanola range. Through visual or hands-on work on models, you will gain first-hand experience of the processing steps and the achievable results with Fanola.

**p. 26**

# TRAINING LEVELS

## ESSENTIAL

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- Training for those wishing to learn the basics and take their first steps into the world of hairstyling or those seeking to extend and consolidate existing knowledge.
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## ADVANCED

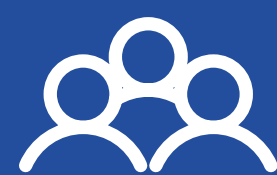
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- Training that requires basic knowledge and enables participants to extend their expertise by gaining a deeper understanding of the world of fashion and advanced techniques.
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## EXPERT

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- In-depth, stimulating training providing professional growth through hands-on experience of the most avant-garde hairstyling techniques.
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## IN-PERSON TRAINING COURSES

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In-person training will be held at the distributor's headquarters, with a minimum of 15 participants.

After signing up for the training course, we will send a course description with full details of each day's activities (detailed program, materials required, etc.).

All courses contain a theory and practice introduction presented by the Brand Ambassador, followed by a workshop where participants will be able to practise on models/poupette.

**FILL IN THE FORM AND  
REQUEST YOUR TRAINING »**



## ONLINE TRAINING

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Fanola's digitization doesn't stop! That's why we've designed all our in-person training so that it can be carried out online by adapting the program. Online training lasts 60 minutes and will be available in Italian, English and Spanish.

Would you like the webinar in another language?

Write to us at [education@fanola.it](mailto:education@fanola.it)

**DOWNLOAD THE  
WEBINAR CALENDAR »**





# COLOR MIXOLOGY

- COLOR ADDICTED
- OBSESSED WITH COLOR
- GLOSS ME UP



# COLOR ADDICTED

In-depth knowledge of the color world

## COURSE AIMS

- Use coloring products in the most correct way
- Know the basic rules
- Achieve perfect coverage, lightening and gloss results

## DURATION

1 day

## TARGET

Expert hairdressers and colorists, collaborators, apprentices

## FORMAT

Theoretical and workshop on models

## TOOLS REQUIRED

Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs

## CONTENTS

- Basic colourimetry, hair, ph, color families and hydrogen peroxide
- Correct analysis and diagnosis
- Fanola color ranges: characteristics, use, mixing, correct application of color, special tips
- Discussion and solutions to problems
- Participants practise on models



# OBSESSED WITH COLOR

Discovery of color mixes matched with fashion

<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Deepen your knowledge of colorimetry and coloring products</li><li>• Create color mixes in line with current trends</li><li>• Create ideal color mixes for neutralizing unwanted tones</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert colorists and hairdressers, collaborators
<b>FORMAT</b>	Theoretical and workshop on poupette
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Correct color consultancy</li><li>• In-depth exploration of Fanola color ranges</li><li>• Creating unusual mixes</li><li>• Neutralization of unwanted tones</li><li>• Repigmentation</li><li>• Discussion and solutions to problems</li><li>• Practical demonstration by the Brand Ambassador</li><li>• Participants practise on poupette</li></ul>



# GLOSS ME UP

Extra glossy tonalization

<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Get to know the rules for creating the right application bases</li><li>• Exploration of the tonalization products</li><li>• Create application techniques for full, bright and extremely glossy color effects</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert colorists and hairdressers, collaborators
<b>FORMAT</b>	Theoretical and workshop on poupette
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Introduction to the theory of lightening</li><li>• In-depth exploration of the Fanola totalizing range</li><li>• Explanatory diagnoses</li><li>• Practical demonstration by the Brand Ambassador</li><li>• Participants practise on poupette</li></ul>



# BLONDE IDENTITY

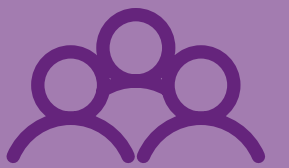
- BLONDE ADDICTED
- BLONDE ME UP
- AIRTOUCH EXPERIENCE



# BLONDE ADDICTED

In-depth understanding of the world of lightening

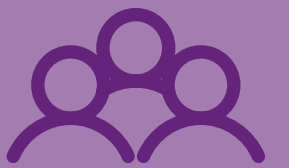
<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• In depth study of the basic rules</li><li>• Gain confidence in the selection of lightening services</li><li>• Discover how to create light, bright and pure colors</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert hairdressers and colorists, collaborators, apprentices
<b>FORMAT</b>	Theoretical and workshop on models
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Hair and melanins, types (ethnic groups)</li><li>• Families of colors, super-lighteners and bleaches, characteristics, use and mixes, hydrogen peroxide, Fiber Fix</li><li>• Examples and applications of lightening and bleaching products</li><li>• Participants practise on models</li></ul>



# BLONDE ME UP

The different lightening techniques

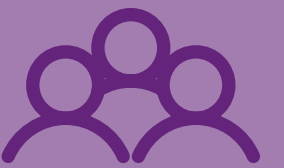
<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Discover all the secrets to achieve perfect blond</li><li>• Deepen knowledge of lightening products and their technology</li><li>• Discover how to achieve precise and crazy effects</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert colorists and hairdressers, collaborators
<b>FORMAT</b>	Theoretical and workshop on poupette
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Advanced colorimetry</li><li>• A deeper understanding of the Fanola lightening ranges</li><li>• Creating extreme lightening and toning to deliver unique, highly fashionable effects</li><li>• Practical demonstration by the Brand Ambassador</li><li>• Participants practise on poupette</li></ul>



# AIRTOUCH EXPERIENCE

New tools for natural lightening

<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Approach the world of lightening from a new point of view</li><li>• Discover an alternative and fun use of the hair dryer</li><li>• Deepen understanding of separation techniques to achieve natural results</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert colorists and hairdressers
<b>FORMAT</b>	Theoretical and workshop on models
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Basic rules of lightening</li><li>• Characteristics of lightening products</li><li>• Basic airtouch technique</li><li>• Separation techniques</li><li>• Practical demonstration by the Brand Ambassador</li><li>• Participants practise on models</li></ul>





# CARE NECESSITY

- CARE ADVISOR



# CARE ADVISOR

The ideal treatments for scalp and hair

<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Recognize the needs and characteristics of scalp and hair</li><li>• Recommend the ideal treatment for all requirements</li><li>• Propose effective and innovative solutions for complete health of the hair and scalp in the salon and at home</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert hairdressers and colorists, collaborators, apprentices
<b>FORMAT</b>	Theoretical and workshop on models
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Theoretical introduction (shampoos, masks, conditioners, leave-ins, ingredients and characteristics), pH scale, trichology hints</li><li>• Correct diagnosis to identify the abnormality to be treated</li><li>• Rules for proper cleansing</li><li>• Treatment ranges for scalp and hair</li><li>• Explanatory diagnoses</li><li>• Participants practise on models</li></ul>



# TRENDS DISCOVERY

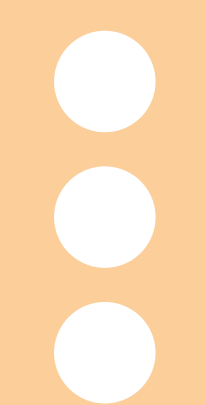
- COLLECTION DAY
- COLLECTION DISCOVERY
- CURL ME UP



# COLLECTION DAY

Discovering the new Fanola Collection - CUT WORKSHOP

<b>COURSE AIMS</b>	Discover about fashion trends and gain a deeper understanding of the step-by-step cutting techniques that inspired the Fanola collection
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert hairdressers
<b>FORMAT</b>	Theoretical and workshop on poupette
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, scissors, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Presentation Fanola Collection</li><li>• Explanation of the 3 coloring techniques on poupette by the Brand Ambassador</li><li>• Explanation of the 3 cutting techniques on poupette by the Brand Ambassador</li><li>• Realization of the 3 cutting techniques on poupette by the participants</li></ul>



# COLLECTION DISCOVERY

Presentation of the new Fanola Collection · LOOK & LEARN WITH MODELS

<b>COURSE AIMS</b>	Discover about fashion trends and gain a deeper understanding of the step-by-step cutting and coloring techniques that inspired the Fanola collection
<b>DURATION</b>	2 days (1 day of preparation and 1 day dedicated to the event)
<b>TARGET</b>	All those who wish to discover the Fanola collection
<b>FORMAT</b>	Theoretical and Visual on models
<b>CONTENTS</b>	<p><b>DAY 1</b></p> <ul style="list-style-type: none"><li>• Model preparation</li></ul> <p><b>DAY 2</b></p> <ul style="list-style-type: none"><li>• Presentation Fanola Collection</li><li>• Explanation of the 3 coloring techniques on models by the Brand Ambassador</li><li>• Explanation and realization of the 3 cutting techniques on models by the Brand Ambassador</li></ul>



# CURL ME UP

All facets of curls

## COURSE AIMS

- Know the basic rules for achieving perfect waviness
- Discover the ideal products for a defined, shiny and long-lasting curl
- Delve into simple, high-performance wave techniques

## DURATION

1 day

## TARGET

Expert hairdressers and collaborators

## FORMAT

Theoretical and workshop on poupette

## TOOLS REQUIRED

Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs, perm rods, perm soft rollers

## CONTENTS

- Introduction to theory (hair structure and type)
- Characteristics of modification products
- Fanola modification lines
- Fanola treatment lines
- Practical demonstration by the Brand Ambassador
- Participants practise on poupette



# SMART SALON DELIVERY

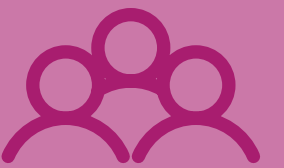
- QUICK COLOR
- QUICK STYLE



# QUICK COLOR

Fast color techniques for unique and exclusive results

<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Learn a new way to approach the world of coloring</li><li>• Find out how innovative products and rapid techniques</li><li>• Create new nuances in line with fashion trends</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert colorists and hairdressers, collaborators
<b>FORMAT</b>	Theoretical and workshop on models
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• The importance of consultancy</li><li>• Correct diagnosis to ensure the correct solution</li><li>• Practical advice and creating unique and exclusive nuances</li><li>• Practical demonstration by the Brand Ambassador</li><li>• Participants practise on models</li></ul>

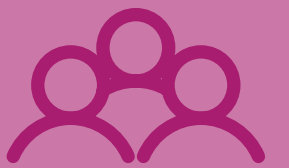




# QUICK STYLE

Quick styling techniques for 'Wow!' results

<b>COURSE AIMS</b>	<ul style="list-style-type: none"><li>• Interpreting the salon as the backstage of the most important fashion shows</li><li>• How to get maximum visual impact in the shortest possible time</li><li>• Learn styling and updo techniques to ensure a guaranteed “wow” effect</li></ul>
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert hairdressers, collaborators
<b>FORMAT</b>	Theoretical and workshop on poupette
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs, elastics, hairpins, bobby pins, hair doughnuts
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• The importance of consultancy</li><li>• Correct diagnosis to ensure the correct solution</li><li>• Specific solutions for cleansing, conditioning, styling and finishing products</li><li>• Practical demonstration by the Brand Ambassador</li><li>• Participants practise on poupette</li></ul>



# FANOLA SPECIAL EXPERIENCE

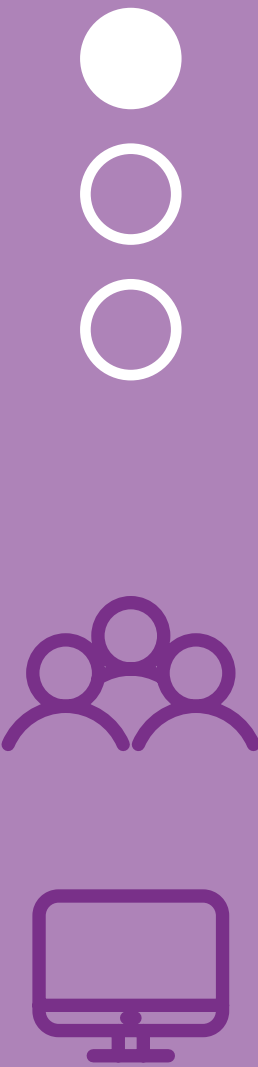
- FANOLA WORLD LOOK & LEARN
- FANOLA WORLD WORKSHOP



# FANOLA WORLD - LOOK & LEARN

Discovery of the Fanola world - visual with models

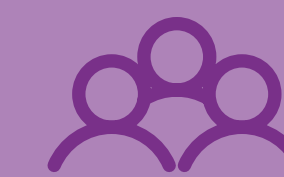
<b>COURSE AIMS</b>	To get to know all the Fanola product lines with a special focus on the new launches to discover the features and achievable results through practical work on stage
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert hairdressers, collaborators, apprentices
<b>FORMAT</b>	Theoretical and visual on models
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• The Fanola world (presentation of all Fanola product lines)</li><li>• Focus on the latest Fanola novelty</li><li>• Questions and answers dedicated to the Fanola world</li><li>• Technical diagnosis and presentation</li><li>• Practical demonstration by the Brand Ambassador on models</li><li>• Presentation of work performed with step by step explanation</li></ul>



# FANOLA WORLD - WORKSHOP

Discovery of the Fanola world · workshop

<b>COURSE AIMS</b>	Get to know all the Fanola product lines with a special focus on the new launches by immersing yourself in the in-depth of the products with workshop of different cases
<b>DURATION</b>	1 day
<b>TARGET</b>	Expert hairdressers, collaborators
<b>FORMAT</b>	Theoretical and workshop on models
<b>TOOLS REQUIRED</b>	Clips, beak clips, hair dryer, brushes, combs, styling irons, curling tongs
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• The Fanola world (presentation of all Fanola product lines)</li><li>• Focus on the latest Fanola novelty</li><li>• Questions and answers dedicated to the Fanola world</li><li>• Technical diagnosis and presentation</li><li>• Participants practise on models</li><li>• Presentation of work performed with step by step explanation by the participants</li></ul>



# INTERESTED IN TRAINING?

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To request a course and determine the most appropriate training course for the needs of your customers, ask your area manager.

**FILL IN THE FORM AND  
REQUEST YOUR TRAINING »**



**Fanola**  
CREATIVITY TO SHARE

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