



HAIR BY: DEE FORTIER - EUFORA ARTISTIC DIRECTOR

eufora[®]
ADVANCED TRAINING
ACADEMY



THE BEST WAY *to predict your* FUTURE

is to
CREATE IT

-ABRAHAM LINCOLN

WELCOME TO A PLACE FOR LEARNING

The beauty business begins and ends with you, the salon professional. It's you who shoulders the responsibility of driving the industry forward, so why just show up? Whether you are an industry veteran or new behind the chair, there is always room to learn, change and grow.

Now is the time to take control of your business and capture all the value you create. The Eufora Advanced Training Academy is the place to fuel inspiration and master your skills.

Join us at our flagship Academy located at Eufora Headquarters or visit one of our convenient North America Satellite Academy locations. Wherever you choose to go, you will find a diverse portfolio of technical, business, and creative courses that empower you to Live Your own unique Beauty with renewed passion and purpose.

KNOWLEDGE
IS *Beautiful*





HAIR BY PHILLIP CARREON - FOR EUFORA

ALWAYS
a student
never a MASTER

- Don Bewley Co-Founder,
Eufora International

& Creative

P R E C I S I O N C U T T I N G

ATTENDEES WILL LEARN:

- A systematic way of cutting
- Blunt precision
- Graduation
- Layering
- Business building skills

ATTENDEES WILL LEARN:

- Layering
- Texturizing
- Dry cutting
- Business building skills

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Licensed Stylist | Intermediate | Advanced

"Best Academy I've been to! Can't wait to get back into the salon and cut hair with the VIA system!"

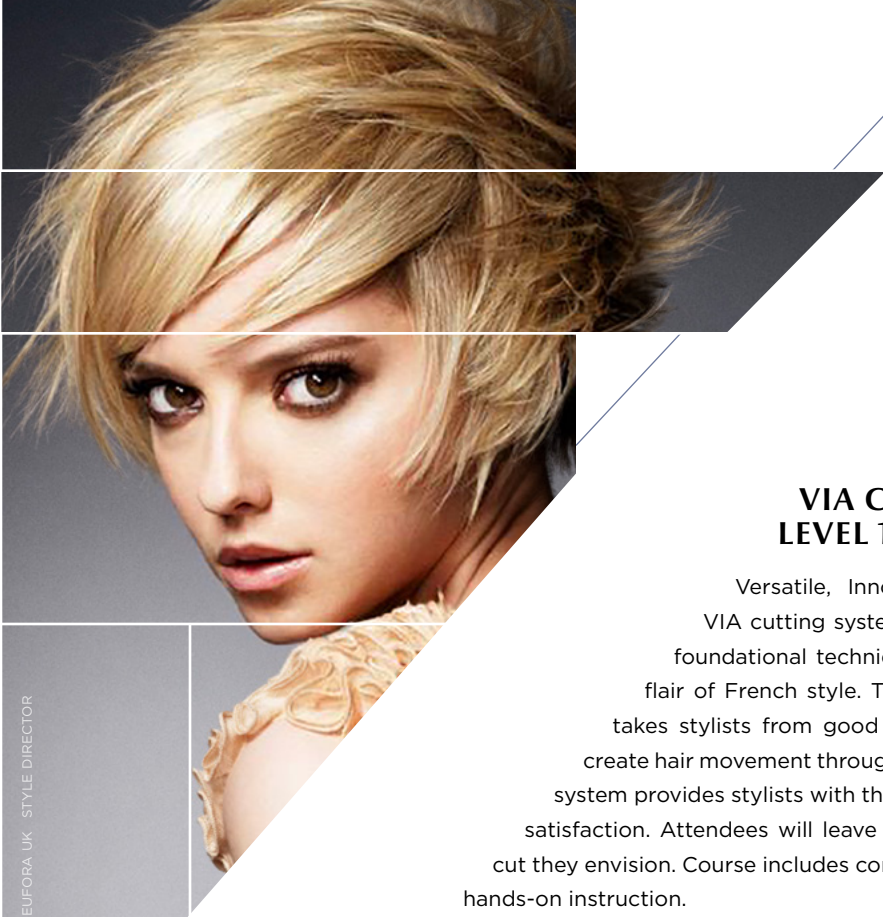
- Shenna Knight | Albion, IN

CORE SHAPES | | 3 DAY COURSE

(Formally Foundations I) Horizontal perimeter shapes, blunt lines and graduation are the foundation of classic British style precision cutting. These advanced concepts serve as the core to all great creative haircuts and styles. The Precision Cutting: Core Shapes course provides inspiration and skill advancement for all levels of stylists, from recent school graduates to seasoned veterans. Course includes comprehensive theory, demonstration, hands-on instruction and business building strategies.

SHAPE SHIFTING | | 3 DAY COURSE

Stretch beyond the core British cutting techniques learned in Core Shapes with Shape Shifting to advance artistic freedom. Experiment with interior shapes through directional and switch layering, combined with vertical cutting, dry cutting and texturizing to achieve modern silhouettes with precision and ease. Course includes comprehensive theory, demonstration and hands-on instruction.



"This was the best cutting course I have attended. Reminded me of the importance of structure and helped me with my confidence."

- Katie Amezquite | Phoenix, AZ

VIA CUTTING SYSTEM LEVEL 1 | ✂✂ | 3 DAY COURSE

Versatile, Innovative and Architectural (VIA). The VIA cutting system incorporates the precision of British foundational technique with the elegant drape, grace and flair of French style. This systematic approach to haircutting takes stylists from good to great with cutting techniques that create hair movement through the cut, not the finish. The VIA cutting system provides stylists with the ultimate in speed, accuracy and guest satisfaction. Attendees will leave confident in their ability to create any cut they envision. Course includes comprehensive theory, demonstration and hands-on instruction.

ATTENDEES WILL LEARN:

- Confidence in creating designs with structure and purpose
- A deeper understanding of how hair moves
- A systematic way of cutting with speed and accuracy
- How to create shapes in the cut, not the style

VIA CUTTING SYSTEM LEVEL 2 | ✂✂ | 3 DAY COURSE

This course reinforces and expands on the technique and strategy taught in VIA Cutting System Level 1. Attendees will elevate their confidence in this advanced skill while maximizing the VIA Cutting System techniques to the fullest potential. VIA cutters will progress from the core combination of British Technique and French Artistry, to advanced combinations of technique, strategy and creative execution. Course includes comprehensive theory, demonstration and hands-on instruction.

ATTENDEES WILL LEARN:

- How to elevate core techniques from VIA Level 1
- How to leverage ultimate artistic cutting
- Expanded techniques to achieve versatility behind the chair
- To create designs with limitless possibilities



HAIR BY: PHILLIP CARREON - FOR EUFORA

HAIR BY: NEIL SMITH - EUFORA UK - STYLE DIRECTOR



HAIR BY: LISA VANN - FOR EUFORA

& Creative

THE RAZOR SYSTEM | | 3 DAY COURSE

Expect a refreshing take on a classic cutting tool. This advanced technical course incorporates systematic precision cutting techniques using the razor to create modern shapes and designs. The small class size and one-on-one instruction provides students with an optimal learning experience for utilizing the razor to execute the entire cut while creating flawless movement and consistent and reproducible results. Course instructors will guide you through the precision techniques, forms, and designs to elevate your skills to use the razor confidently and creatively in all of your hair cut designs.

"It has motivated me to the next level. I was stale, now I'm on fire to learn more!"

- Christopher Cook | Patchogue, NY

ATTENDEES WILL LEARN:

- A systematic way to design and execute the entire haircut with the razor
- How to achieve the same result each time the client returns
- How to maximize their productivity while enhancing creativity
- To forever eliminate the fear of the razor and gain confidence using this unique tool

CREATIVE CHAOS

| 3 DAY COURSE

Expand and explore ultimate creativity, then run wild with it. You will learn to dissect inspiration, comprehend it, and make it your own with the consideration of gravity, head shape, and balance. Once you've created your vision, all of your skills will be put to the test as you experiment with the journey from vision to creation.

ATTENDEES WILL LEARN:

- 16 different views of the head to understand true balance
- To understand and combine bi-levels, geometric cutting, disconnection, overlays, debulking, infrastructures, lines, and undercutting
- How to eliminate fear to create nontraditional haircuts with confidence
- The art of true craftsmanship
- To have confidence in creating designs with structure and purpose



REFORM - ADVANCED TEXTURE DESIGN | ✂️ ✂️ | 3 DAY COURSE

68% of all women and men have some form of texture, curl or wave in their hair. Understanding the complexities and diversity of texture will give you the confidence to expand your clientele. Eufora introduces a new advanced training course designed to help you master the art of cutting and styling textured hair to create and manipulate texture and curl pattern. You will learn techniques and systems for working with naturally curly and chemically treated hair in an atmosphere that encourages you to experiment, be inspired and fall in love with texture in all its forms. Learn the theory of textured hair from cutting, color and finishing to working with the Eufora Aloeplex Permanent Waving System to create and control any curl pattern.

ATTENDEES WILL LEARN:

- Comprehensive knowledge of textured hair
- The rules for texture haircutting and coloring
- To create various types of textures
- How to achieve balance in curl, wave and all types of textured hair

MASTER FINISHING | ✂️ | 3 DAY COURSE

A great finish and the ability to instruct your guests on proper tool usage and styling products are just as important to your reputation as the cut and color. This course is designed to help you take command of the systematic blow dry techniques and the tools required to complete your creative vision while saving time. With this disciplined system you will learn ergonomic body position awareness and energy saving practices. Discover how to use different types of brushes and WHY! Course includes comprehensive theory, demonstration and hands-on instruction.

ATTENDEES WILL LEARN:

- Systematic techniques to fully achieve their creative vision
- Proper body position to save energy and decrease fatigue
- How to decrease time behind the chair, while increasing the quality of their work
- Proper tool usage to achieve their desired designs
- Blow dry techniques to remain in control

EDITORIAL SESSION STYLING | ✂️ ✂️ | 3 DAY COURSE

Empower yourself to dive into Editorial/Session work. This dynamic 3-day course will cover a range of techniques to boost your skill level and build confidence behind the chair and on set. This course will teach you the art of the set to create a style the camera will love. You will master any genre from the “undone” look to an elaborately intricate design. Discover the tricks to creating Avant-Garde textures that showcase your design and build your ability to master any updo from bridal to red carpet. Course includes comprehensive theory, demonstration, and hands-on instruction.

ATTENDEES WILL LEARN:

- Time-saving systems for setting and re-setting hair with hot tools
- Fashion Week techniques that will create efficiency behind the chair
- How to increase their productivity for wedding parties and formal styles
- First-hand knowledge of how to build and promote their portfolio
- Tips for creating any style for photo shoots or events



Live Your Beauty

“

*“This course was everything
I was looking for and more.
I’ve been to A LOT of
education programs.
Not one ever covered
everything like this course.”*

*– Denise Amila
Cleveland, OH*

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“This is the best course I’ve attended in ages! Loaded with useful and inspiring information. I am very impressed with Eufora as a company. Thanks!”

*– Michelle Lathrop
Fort Collins, CO*

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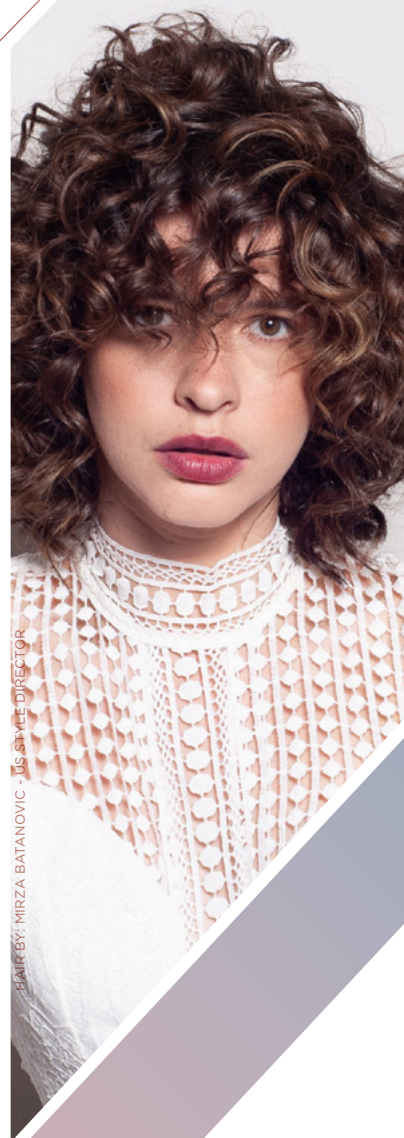
HAIR BY: DANA CASCHETTA - EUFORA NATIONAL TRAINER

“

This is my first time using a razor without a guard. I learned so much! I can’t wait to get back to my salon...I’m amazed!”

*– Mary Hill
Campbell, CA*

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HAIR BY: MIRZA BATANOVIC - US STYLE DIRECTOR

ADVANCED

Color Artistry

EUFORACOLOR

*"It's a comfortable learning environment
with an amazing culture."*

- Tamra Egolf | Chattanooga, TN

PLACEMENT AND TECHNIQUES | ✂️ | 3 DAY COURSE

Explore the architecture of design through the analysis of head, face, and body shape and dimension. Create unique, signature hair designs through precision color placements. Understand how to use light and shadow to create illusions that enhance the features of your guests. Execute quick and easy balayage techniques, sharpen your foiling skills and explore directional placement. Learn to use the guest consultation as a diagnostic tool to take your guests experience over the top! Course includes theory, demonstration and hands-on instruction.

BLONDING MASTERY | ✂️ ✂️ | 3 DAY COURSE

Build your book with Beautiful Blondes! Explore the full spectrum of EuforaColor Blondes from natural blondes to strawberry blondes and the entire palette in-between. Advanced color theory and precision formulation will allow you to master single and double processed blondes with ease. Learn to lift and tone with confidence, understanding how to manipulate dye load and the EuforaColor technologies to create beautiful long-lasting tone and shine. Say goodbye to the fear of color corrections with a step-by-step strategic approach to corrective color. Course includes theory, demonstration and hands-on instruction.

ATTENDEES WILL LEARN:

- Design with purpose - understanding facial dimensions and symmetry
- Light and shadow - using each to create the illusion you need
- How to foil, foilage and balayage like a master
- Shortcuts and techniques to improve results

ATTENDEES WILL LEARN:

- How to use lightener as a tool to precisely control lightness for blondes
- How to design precision toners
- To use skin tone, eye color and color categories to create predictably harmonious results
- The art of micro-toning to expand your toning possibilities.



Licensed Stylist



Intermediate



Advanced

HAIR BY: DEE FORTIER - EUFORA ARTISTIC DIRECTOR
COLOR BY: JOANNE REMPEL - EUFORACOLOR DEVELOPMENT SPECIALIST

BEYOND THE BASICS | ✂️ ✂️ | 3 DAY COURSE

(Formerly Advanced Color) Journey deeper into the technologies of EuforaColor, how color works and how to use color theory to design precision, signature formulas for every guest. Expand your knowledge of the guest consultation allowing you to formulate with considerations for skin tone and eye color, creating a harmonious blend of shades. Enhance your color results with Floating Artisan, the ultimate in shine and tonal reflection. Course includes theory, demonstration and hands-on instruction.

"All the Eufora Education is so inspiring but to get so in depth with Academy courses is invaluable. So excited to be a better stylist with more classes"

*– Debbie Hardacre
Shingle Springs, CA*



ATTENDEES WILL LEARN:

- Exceptional formulation skills with advanced color theory
- To easily create exceptional Grey Coverage, Radiant Reds, Bold Brunettes and Beautiful Blondes
- To perfectly diagnose the right color palette
- To bring theory to life with hands-on experience





Men's Grooming

"This Advanced Academy really solidified my confidence in my Men's [grooming] skills. I feel more refined in the areas I really needed to update."

–Jaclyn Moorhouse | Alberta, Canada

FLAWLESS FADES | | 3 DAY COURSE

From a low taper to a high fade, clipper cutting requires detail and precision. Learn how to master your clippers and achieve flawless fades. Combining classic techniques allow for customization that will take your style to the next level. Course includes theory, demonstration and hands-on instruction.

PRECISION CUTTING

Men's Techniques | | 3 DAY COURSE

Today's hottest styles combine strong shapes with movement. Learn the core techniques necessary to create the looks most coveted by male guests. Course includes theory, demonstration and hands-on instruction.

"I just know that I'm leaving a better, more confident stylist. Knowledge is power."

– Emily Michalik | Ferndale, CA

ATTENDEES WILL LEARN:

- 5 fundamentals of fades
- Tapering and fading techniques
- Power tool breakdown
- Core barbering techniques
- Razor texturizing
- Facial hair design

ATTENDEES WILL LEARN:

- Core barbering techniques
- Razor cutting techniques
- Strong masculine shapes in long, medium and short hair
- Interior layering
- Square silhouettes
- Styling and finishing



BUSINESS

Building

"I feel like I have a better understanding of my business as a whole and have so many areas to grow. In areas I thought I was good in, I realize the limitless potential."

– Jaclyn Cosh, Salon Owner | New Platz, NY

BUSINESS INTELLIGENCE | 4 DAY COURSE

Designed to bring about positive, permanent shifts in the quality of your business – and life- EUFORA BUSINESS INTELLIGENCE™ is a 4-day, interactive business success workshop that provides you with the education systems, concepts and tools needed to bring accelerated, permanent change to your business. Whether you are new to salon ownership or an industry veteran EUFORA BUSINESS INTELLIGENCE is grounded in a model of transformative learning, designed to meet you exactly “where you are” and advance you forward with breakthrough momentum. You will leave with resources, workbooks, blueprints, and timelines that are specific and unique to your business needs. This unique methodology ensures true accountability, best practice implementation and transformation that will last. It's time to roll up your sleeves and dive into a fresh approach to creating success in the critical areas of every salon business.

PRE-REQUISITE: Eufora Partner Salon Owner and Manager. (2 salon member team)

ATTENDEES WILL LEARN:

- Systematic goal-setting and true accountability
- How to implement best practices for long-term success
- To advance their business forward as a new salon owner or industry veteran



Embrace the CHALLENGE

*to first start
with the goal*

to finish
STRONG.

— ANDY ANDREWS

Course Attendance

ENROLLMENT

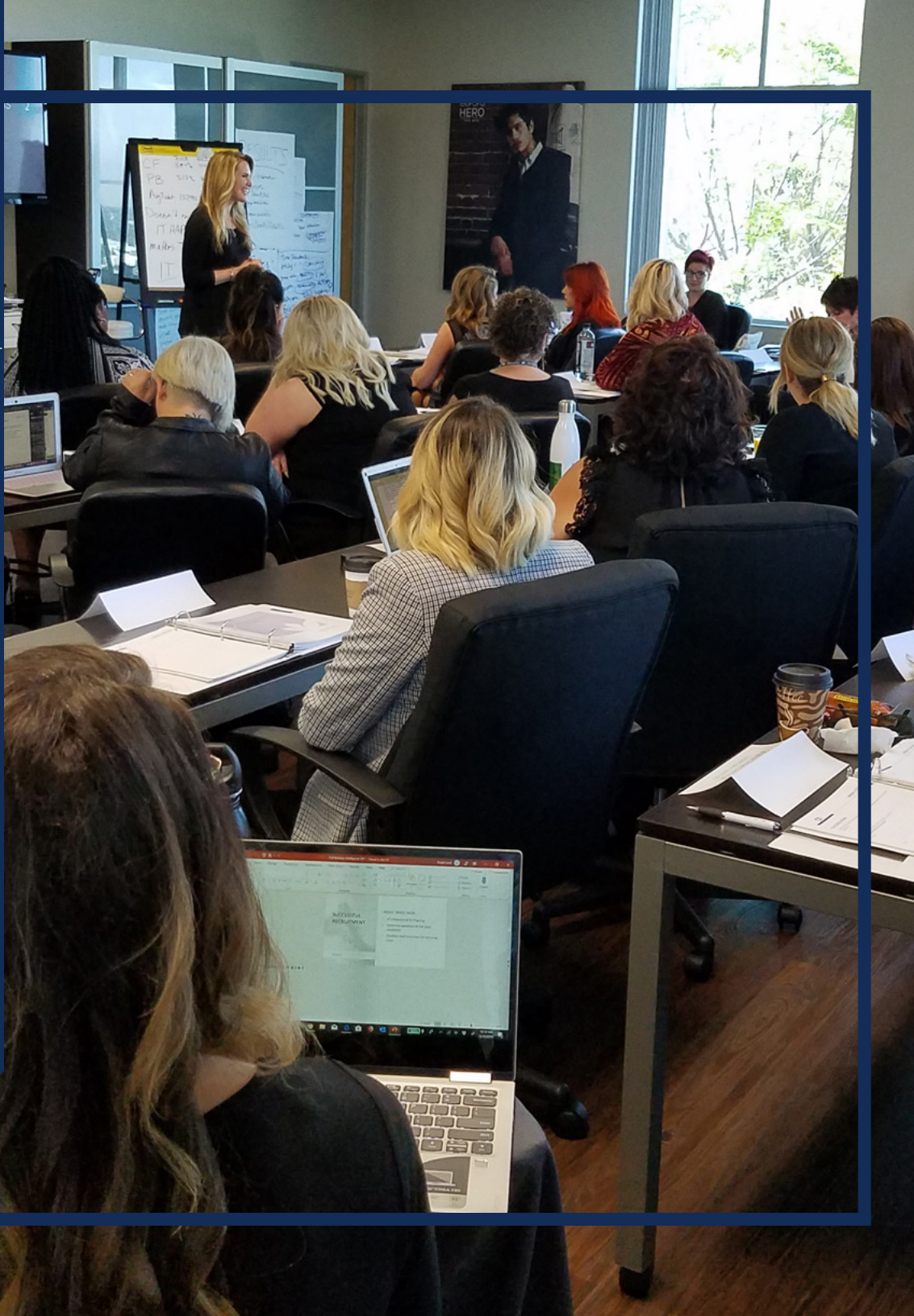
Academy courses are offered throughout the year. Technical courses offer an attendee to instructor ration of 8 to 1. **VISIT WWW.EUFORA.NET** for the most current course schedule, Academy locations, travel information, and to complete your online registration.

TUITION POLICY

A 50% deposit is required to register. The balance of the course fee is due no later than 30 days prior to the date of the course. Deposits are non-refundable. Tuition includes: mannequin heads, product and instruction manuals. Each student will need to bring their own cutting and styling hardware.

LOCATION

The Eufora Advanced Training Academy is located at Eufora corporate headquarters in beautiful and sunny North County San Diego, California. Courses are also offered at satellite locations across North America. Visit www.eufora.net for details.



“Education is the key to dream fulfillment. It motivates us to do better, inspires us to learn more, and provides a foundation for achieving greatness.”

– Don Bewley, Co-Founder,
Eufora International

eufora®

