



2020 Class Descriptions

Topchic & Colorance Revealed: Experience the world of Topchic & Colorance. Gain confidence to use demi & permanent hair color effectively within the Goldwell Service Cycle. Learn the tips and tricks that make Goldwell the perfect partner to all your hair color needs.

Blonde Ambition: Highlighting, decolorizing and toning services: we have it covered. Learn about the endless ways to create the perfect blonde using Goldwell's blonding portfolio.

Blonde Ambition Next Level – Creative Blonde Toning: An experience designed specifically for salon professionals who want to learn how to grow their blonding business through creative formulation and techniques.

NEW Topchic & Colorance Revealed – Grey Coverage: Explore grey coverage options that are as diverse as your salon clients. Discover the differences in coverage options, techniques, and customizable formulations for stubborn grey. Join us to expand your color knowledge and feel confident in achieving the perfect grey.

Topchic & Colorance Revealed - Color Challenges Solved: Professional salon solutions for turning color challenges into thrilling results. From removing color, coloring darker, filling, tinting back, to overcoming color fading.

NEW Style Sign Revealed – Upstyle Perfection: Discover styling choices, tools, and techniques inspired by artists from around the country through the Goldwell Styling Portfolio.

NEW Goldwell Revealed – Why Goldwell: Looking to know more about what we have to offer? Join us in this conversation of a top line overview of our innovative portfolio.

NEW Goldwell Color Systems Revealed: THE DIMENSIONS OF GOLDWELL COLOR SYSTEM » Your toolbox to bring your creative color ideas to life. The Goldwell color brands offer you unlimited opportunities when combined with the System products for Creativity, Solutions, Balance and Color Remover. Gain confidence in innovative products that perform to perfection every time. Goldwell's System assortment gives you the tools you need to achieve any client wish and elevate your artistry.

Elumen Revealed - Elumen Paintbox: Expand your pursuit to learn how to achieve brilliant color results with exceptional shine and durability with Elumen. This technology allows you to enhance your creativity and offer new, brilliant, long-lasting color results for your clients.

“To be the best, you have to learn from the best”

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TOPCHIC & COLORANCE REVEALED	BLONDE AMBITION	BLONDE AMBITION NEXT LEVEL – CREATIVE BLONDE TONING	TOPCHIC & COLORANCE REVEALED – GREY COVERAGE
Monday 10/5 8AM	Monday 10/5 10AM	Wednesday 10/7 1PM	Tuesday 10/6 11AM
Tuesday 10/13 10AM	Tuesday 10/13 8AM	Wednesday 10/14 12PM	Wednesday 10/14 10AM
Tuesday 10/20 4PM	Wednesday 10/21 2PM	Wednesday 10/21 11AM	Monday 10/19 11AM
Wednesday 10/28 1PM	Monday 10/26 8AM	Monday 10/26 10AM	Tuesday 10/27 9AM



TOPCHIC & COLORANCE REVEALED – COLOR CHALLENGES SOLVED	STYLE SIGN REVEALED - UPSTYLE PERFECTION	GOLDWELL REVEALED – WHY GOLDWELL	GOLDWELL COLOR SYSTEMS REVEALED
Tuesday 10/6 9AM	Tuesday 10/6 1PM	Wednesday 10/7 11AM	Wednesday 10/7 3PM
Monday 10/12 11AM	Tuesday 10/13 2PM SPECIAL KMS QUICK START	Monday 10/12 9AM	Wednesday 10/14 2PM
Wednesday 10/21 9AM	Monday 10/19 9AM	Tuesday 10/20 10AM	Tuesday 10/20 12PM
Tuesday 10/27 2PM	Wednesday 10/28 11AM	Wednesday 10/28 3PM	Tuesday 10/27 11AM

All class times are listed in Eastern Standard Time. Use this [link](#) to convert the time to your city.

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TOPCHIC & COLORANCE REVEALED	BLONDE AMBITION	BLONDE AMBITION NEXT LEVEL – CREATIVE BLONDE TONING	TOPCHIC & COLORANCE REVEALED – GREY COVERAGE
Monday 11/2 8AM	Monday 11/2 10AM	Wednesday 11/4 1PM	Tuesday 11/3 11AM
Tuesday 11/10 10AM	Tuesday 11/10 8AM	Wednesday 11/11 12PM	Wednesday 11/11 10AM
Tuesday 11/17 4PM	Wednesday 11/18 2PM	Wednesday 11/18 11AM	Monday 11/16 11AM
Wednesday 11/25 1PM	Monday 11/23 8AM	Monday 11/23 10AM	Tuesday 11/24 9AM



TOPCHIC & COLORANCE REVEALED – COLOR CHALLENGES SOLVED	STYLE SIGN REVEALED - UPSTYLE PERFECTION	GOLDWELL REVEALED – WHY GOLDWELL	GOLDWELL COLOR SYSTEMS REVEALED
Tuesday 11/3 9AM	Tuesday 11/3 1PM	Wednesday 11/4 11AM	Wednesday 11/4 3PM
Monday 11/9 11AM	Tuesday 11/10 2PM SPECIAL KMS QUICK START	Monday 11/9 9AM	Wednesday 11/11 2PM
Wednesday 11/18 9AM	Monday 11/16 9AM	Tuesday 11/17 10AM	Tuesday 11/17 12PM
Tuesday 11/24 2PM	Wednesday 11/25 11AM	Wednesday 11/25 3PM	Tuesday 11/24 11AM

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Tuesday 12/8 10AM	Tuesday 12/8 8AM	Wednesday 12/9 12PM	Wednesday 12/9 10AM
Tuesday 12/15 4PM	Wednesday 12/16 2PM	Wednesday 12/16 11AM	Monday 12/14 11AM



TOPCHIC & COLORANCE REVEALED - COLOR CHALLENGES SOLVED	STYLE SIGN REVEALED - UPSTYLE PERFECTION	GOLDWELL REVEALED – WHY GOLDWELL	GOLDWELL COLOR SYSTEMS REVEALED
Monday 12/7 11AM	Tuesday 12/8 2PM SPECIAL KMS QUICK START	Monday 12/7 9AM	Wednesday 12/9 2PM
Wednesday 12/16 9AM	Monday 12 /14 9AM	Tuesday 12/15 10AM	Tuesday 12/15 12PM

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