



IN-SALON EDUCATION 2026



COLOR DEMO

Format: Demo

Duration: 3 Hours

- Overview for salons to be introduced and excited by Mask with Vibrachrom, A New Colour or The Present Time
- Share the complete support through performance, sustainability, and education of Mask with Vibrachrom, A New Colour or The Present Time

Salon Requirements: Model, mannequin, or hair swatches

Model - Medium length and medium density for a single process color with up to 1 inch of outgrowth. No color correction.

Mannequin - Light brown Emma from Hairart \$70

Hair Swatches - \$20.33 from Amazon. Purchase [here](#).

COLOR PLAY

Format: Interactive Hands-on

Duration: 4 Hours

- Overview for salons who are exploring Mask with Vibrachrom, A New Colour or The Present Time
- Experience color in a fun and interactive way through hands-on with your team

Salon Requirements: 3 models

Models - Medium length and medium density for a single process color. No color correction.

1 - For Grey coverage

1 - Red

1 - Blonde

DISCOVER PERMS

Format: Demo

Duration: 1 Hour

- Product knowledge on the Balance & Boucle Perms

DISCOVER A BLOW DRY

Format: Demo

Duration: 2 Hours

- Discover principles of blow-drying
- Learn sustainable body positioning and different approaches to styling and finishing

Salon Requirements: Model or mannequin

Model - Model with Medium length and medium density hair

Mannequin - Shoulder length hair mannequin



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DISCOVER MASK WITH VIBRACHROM, A NEW COLOR OR THE PRESENT TIME

Format: Demo

Duration: 3 Hours

- Discover the artistry and innovation behind Mask with Vibrachrom, A New Colour or The Present Time
- Dive into the advanced technology that enhances depth, shine, and tonal precision
- Watch a live demo highlighting performance, luminosity, lift, and seamless grey coverage

Salon Requirements: Model, mannequin, or hair swatches

Model - Medium length and medium density

Mannequin - Light brown Emma from Hairart \$70

Hair Swatches - \$20.33 from Amazon. Purchase [here](#).

DISCOVER THE CENTURY OF LIGHT

Format: Demo

Duration: 2 Hours

- Discover The Century of Light bleaching system
- Learn key features and benefits

Salon Requirements: Mannequin or hair swatches

Mannequin - Medium Brown Emma from Hairart \$70

Hair Swatches - \$19.97 from Amazon. Purchase [here](#).

DISCOVER THE CENTURY OF LIGHT & VIEW

Format: Demo

Duration: 3 Hours

- Discover The Century of Light bleaching system & View
- Learn key features and benefits

Salon Requirements: Model, mannequin, or hair swatches

Model - Model with level 7 or lighter hair with minimal previous color

Mannequin - Medium Brown Emma from Hairart \$70

Hair Swatches - \$19.97 from Amazon. Purchase [here](#).



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DISCOVER VIEW

Format: Demo

Duration: 1 Hour

- Discover View, tone-on-tone colour line
- Learn key features and benefits
- Discuss usage and performance

Salon Requirements: Model, mannequin, or hair swatches

Model - Based on consultation with Educator

Mannequin - Olivia from Hairart \$75

Hair Swatches - \$19.97 from Amazon. Purchase [here](#).

DISCOVER CIRCLE CHRONICLES, OI, LIQUID SPELL, OR FINEST PIGMENTS & ALCHEMIC

Format: Demo

Duration: 30 Minutes

- Learn key features and benefits
- Discuss usage and performance

DISCOVER ESSENTIAL HAIRCARE

Format: Demo

Duration: 2 Hours

- Discover the Essentials hair care families and their connection to the Slow Food Presidia
- Introduction to daily ritual shampoo and conditioner
- Experience how to use and recommend to salon guests

DISCOVER MORE INSIDE

Format: Demo

Duration: 2 Hours

- Learn how to use the More Inside product range to support any style you desire
- Review principles of blow drying



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DISCOVER MORE INSIDE HANDS-ON

Format: Hands-on

Duration: 2.5 Hours

- Learn how to use the More Inside product range to support any style you desire
- Review principles of blow drying
- Attendees use products on each other

DISCOVER THERE MUST BE AN ANGEL

Format: Demo

Duration: 1 Hour

- Learn the key features & benefits

DISCOVER NATURALTECH

Format: Demo

Duration: 2 Hours

- Overview of each family and their basic function
- Introduction to all the tools that are available to assist with professional treatments

DISCOVER NATURALTECH HANDS-ON

Format: Hands-on

Duration: 4 Hours

- Experience the benefits you can achieve with Naturaltech treatments
- Create a plan to introduce treatments into the salon
- Attendees use products on each other

DISCOVER NATURALTECH TAILORING

Format: Demo

Duration: 2 Hours

- Learn Naturaltech Tailoring and its benefits
- Introduction to all the tools that are available to assist with professional tailoring treatments
- Introduction to the digital consultation tool



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IMMERSE NATURALTECH TAILORING

Format: Hands-on

Duration: 3 Hours

- Discover the benefits and customizable results you can achieve with NaturalTech Tailoring Treatments
- Learn how to seamlessly incorporate NaturalTech and NaturalTech Tailoring into your service offerings
- Get introduced to the Digital Consultation Tool to enhance client consultations and personalize treatments

NATURALTECH TAILORING HANDS-ON

Format: Hands-on

Duration: 4 Hours

- Experience the benefits and customizable results of NaturalTech Tailoring Treatments
- Review the fundamental principles of effective blow-drying techniques
- Get hands-on as attendees practice using the products on each other

SPECIALIZED FORMULATION CLASS

Format: Interactive Hands-on

Duration: 3 Hours

- Understanding of how color works & color theory
- Learn how to personalize and customize to each guest

Salon Requirements: Hair swatches

Hair Swatches - \$19.97 from Amazon. Purchase [here](#). (1 ring per attendee)

Pre-requisite: A discover color class is required prior to taking the formulation class

IMMERSE PERMS

Format: Hands-on

Duration: 4 Hours

Investment: \$500

- Discover the two perms Davines offers, Balance & Boucle
- Learn key factors about the two different perms, along with their features & benefits, usage & performance
- Practice a standard wrapping technique



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IMMERSE CLASSES

DEMO ONLY

Duration: 3 Hours

Investment: \$300 (unless otherwise noted)

Salon Requirements: Model, mannequin, or hair swatches

Model - Based on consultation with Educator

Mannequin - Light brown Emma from Hairart \$70

Hair Swatches - \$19.97 from Amazon. Purchase [here](#).

HANDS-ON

Duration: 6 Hours

Investment: \$800 (unless otherwise noted)

Salon Requirements: Mannequin, product, tripods, lunch, minimum of 5 attendees

Mannequin - TBD based on class selected

COLOR NATURAL HAIR WITH CONFIDENCE

- Explore the science of working on natural hair with Mask with Vibrachrom and View
- Review of color theory and hair analysis
- Learn how to formulate with permanent and demi-permanent color for predictable results
- Discover how the perfect color application can guarantee success

LIGHTEN NATURAL HAIR WITH CONFIDENCE

- Explore the science of lightening natural hair with The Century of Light, Progress, Alchemic and Finest Pigments
- Review of color theory and hair analysis for ideal lift
- Learn how to use choose the appropriate bleach to achieve your desired end result

COVER GREY HAIR WITH CONFIDENCE

- Discover the cause of grey hair
- Understand which products are best to select when addressing your clients' specific grey coverage needs
- Learn how formulation and application will empower you to face any grey hair coverage challenge



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BLONDE WITH CONFIDENCE

- Discover the many approaches to blonde services
- Understand which products are best to select when addressing your guest's specific blonde requests
- Learn how formulation and application will empower you to face any blonde challenge

FOILING WITH CONFIDENCE

- Explore efficient and effective foiling techniques
- Learn clean and purposeful foil placement

FREEHAND WITH CONFIDENCE

- Elevate your freehand painting skills
- Learn efficient freehand techniques that you can recreate each time your client returns

STYLING WITH CONFIDENCE

- Styling approaches inspired by Tom Connell.
- Learn how to create volume with the Davines 90's Blowout, Low Tide Waves, and a versatile Up-Do.
- Learn how to pair the right Davines More Inside products with specific styling techniques to create customized styles for every client.

COLLECTION CLASS A BLONDE STORY

- Innovative techniques for obtaining the perfect blonde
- Experience coloring techniques from the collection: Sculptoning, Shadowing, and Graduated Blonde
- Discover collection looks with salon appeal: Draped Blonde, Blended Blonde, A Single Tone, and Crescent Blonde

COLLECTION CLASS: SUNLIGHT HOURS

- Discover how to create the influence of light with color
- Experience an introduction to Sculptoning and Graduated Blonde
- Learn how to enhance a cut with innovative color placement

ADVANCED FOILING

- Explore how to achieve desired lift, control, and effective toning with Foiling
- Learn how to personalize and customize your placement and technique

ADVANCED FREEHAND

- Explore highly customizable, seamless and beautiful approaches to Freehand Painting
- Learn new sectioning, placement, and application techniques



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BUSINESS CLASSES

RETAIL SCIENCE LAB

Format: Demo

Duration: 2.5 Hours

- Why connect to retail
- How to engage
- Inspire change with goals

TREATMENT SUCCESS LAB

Format: Demo

Duration: 2.5 Hours

- Why connect to treatments
- How to engage
- Inspire change with goals