



eLECTRA
permanent hair color cream with silk & cocoa butter

COLOR ACADEMY

JANUARY 22nd - 24th, 2020

Immerse yourself in a three day educational event.
Enhance your creativity and advance your technical skills
with a health conscious brand.



COLOR ACADEMY

"Putting the integrity of hair first."

Step inside the world of ELECTRA Hair Color, and discover the distinct methods and techniques that make it outshine the competition. The ELECTRA Color Academy offers an exciting selection of hairdressing short courses. In these courses you will learn hair-cutting techniques that will empower your creativity and advance your technical skills. Color is probably the most relative medium in art and our courses will help expand skills to take your color to the next level! We'll discuss anything from basic color principles to advanced color applications with emphasis on color manipulation. These courses are not brand specific and all stylists will benefit from the courses, regardless of the hair color line they use. The learned techniques will increase the performance of your hair color line and will help you conquer even the most complicated hair color challenges. If you're an aspiring hair stylist or colorist student, or a professional who wants to advance your hair styling and coloring skills, the ELECTRA Color Academy is the place for you!

ACADEMY INCLUDES

CERTIFICATION
HOTEL
TRANSPORTATION
FOOD
FULL L.A. EXPERIENCE

PAYMENT PLAN - \$1,100

\$550 (Non-Refundable Deposit) - Due by **November 8, 2019**

\$550 (2nd Payment) - Due by **January 3, 2020**

Payment can be made by credit card.
Call (323) 201-6280 to make your payment.

FLIGHTS

Flights to Los Angeles should arrive no later than 12:00 PM
Return flight should be booked for departure no earlier than 9:00 PM

For registration or more information please contact Evelyn Oceguera
E-mail: eoceguera@coloredgehaircare.com • Direct: (323) 201-6280, Ext. 216

DAY 1 - Jan. 22nd

Arrival in Los Angeles - 12pm
Airport Pick Up - 1pm
Destination Welcome
Reception
Guest Speaker - 5pm

DAY 2 - Jan. 23rd

Breakfast
Introductions
Product Knowledge
Hair Fundamentals
Lunch
Electra Way of Color
Application
Color Melt, Shadow Root
Technique by Guest Stylist

DAY 3 - Jan. 24th

Pick Up from Hotel
Breakfast
Educator Facilitation
Workshop
Blow Drying & Finishing
Techniques by Guest Stylist
Product Knowledge

INTERNATIONAL SALON & SPA EXPO - LONG BEACH

JANUARY 25-27, 2020

If interested in attending, please book accommodations and
purchase your admission ticket.