



MALY'S

Dedicated to the Salon Professional

regional education calendar

SPRING 2010

DATE	TIME	COURSE TITLE	COST
Akron 25 Ghent Rd., Fairlawn, OH 44333 Ph: 330.835.3992			
February 8, 2010	9am-4pm	Pureologist Certification Training Wksh	\$99
March 8, 2010	10am-1pm	Sexy Hair Trend Cutting Wksh	\$75
April 12, 2010	10am-4pm	Redken Creative Design and Color Wksh	\$125
April 19, 2010	8am-12n	Mizani The Straight on Texture Demo	\$25 or 2 N/C tickets w/\$200 purchase
April 19, 2010	1pm-5pm	Mizani Haircutting and Advanced Styling Demo	\$25 or 2 N/C tickets w/\$200 purchase
April 26, 2010	10am-1pm	Redken Foil Placement Wksh	\$125
May 10, 2010	10am-12n	Satin Smooth Facial Waxing Demo	\$30 or \$50-both classes in same day
May 10, 2010	12:30pm-2:30pm	Satin Smooth Full Body Waxing Demo	\$30 or \$50-both classes in same day
May 17, 2010	9am-12n	Rusk Sizzling Hot Mod Shapes Demo	\$35
May 17, 2010	1pm-3pm	Rusk The Art of Deepshine Color Demo	\$35
May 24, 2010	10am-4pm	Matrix Cut and Color Inspiration Wksh	\$95/kit
June 7, 2010	10am-2pm	OPI Axxium Soak-Off Wksh	\$50/gift
June 21, 2010	10am-3pm	Farouk Demo Day	N/C
June 21, 2010	10am-5pm	Mirabella Pro Day	\$25
August 9, 2010	9am-4pm	Pureologist Certification Training Wksh	\$99
Canton 3986 Fulton Dr. NW, Canton, OH 44718 Ph: 330.497.7300			
January 18, 2010	10am-5pm	Mirabella Pro Day	\$25
Chillicothe 1220 North Bridge Street, Unit C, Chillicothe, OH 45601 Ph: 740.772.1904			
February 22, 2010	10am-1pm	Sexy Hair Trend Cutting Wksh	\$75
June 14, 2010	10am-1pm	Mirabella Trend Techniques	\$30
June 14, 2010	2pm-5pm	Mirabella Advanced Makeup Application	\$30
Cincinnati 8776 Colerain Avenue, Cincinnati, OH 45251 Ph: 513.385.6737			
February 22, 2010	10am-2pm	Redken Creative Design Wksh	\$125
March 15, 2010	10am-1pm	Sexy Hair Trend Cutting Wksh	\$75
March 29, 2010	9am-12n	Rusk Sizzling Hot Mod Shapes Demo	\$35
May 3, 2010	10am-12n	Satin Smooth Facial Waxing Demo	\$30 or \$50-both classes in same day
May 3, 2010	12:30pm-2:30pm	Satin Smooth Full Body Waxing Demo	\$30 or \$50-both classes in same day
May 10, 2010	9am-4pm	Pureologist Certification Training Wksh	\$99
May 17, 2010	8am-12n	Mizani The Straight on Texture Demo	\$25 or 2 N/C tickets w/\$200 purchase
May 17, 2010	1pm-5pm	Mizani Haircutting and Advanced Styling Demo	\$25 or 2 N/C tickets w/\$200 purchase
May 24, 2010	10am-2pm	OPI Axxium Soak-Off Wksh	\$50/gift
May 24, 2010	10am-5pm	Mirabella Pro Day	\$25
June 7, 2010	10am-1pm	Redken Foil Placement Wksh	\$125
October 11, 2010	9am-4pm	Pureologist Certification Training Wksh	\$99
Columbus North 8485 Sancus Boulevard, Columbus, OH 43240 Ph: 614.785.0362			
February 15, 2010	10am-3pm	Farouk Demo Day	N/C
March 15, 2010	10am-1pm	Sexy Hair Trend Cutting Wksh	\$75
March 22, 2010	10am-1pm	Sexy Hair Up-Style Wksh	\$50
April 5, 2010	10am-1pm	Redken Haircolor Collection Demo	\$35
April 12, 2010	10am-5pm	Mirabella Pro Day	\$25
April 26, 2010	10am-4pm	Matrix Cut and Color Inspiration Wksh	\$95/kit
May 10, 2010	10am-12:30pm	American Culture Simply Straight Demo	\$50 or 2 N/C tickets w/\$300 purchase
May 17, 2010	10am-2pm	OPI Axxium Soak-Off Wksh	\$50/gift

DATE	TIME	COURSE	TITLE
Dayton 976 Miamisburg–Centerville Rd., Centerville, OH 45459 Ph: 937.291.4234			
March 1, 2010	10am–12n	Redken Principle Based Design Demo	\$55
March 22, 2010	10am–3pm	Farouk Demo Day	N/C
April 5, 2010	10am–1pm	Redken Foil Placement Wksh	\$125
June 7, 2010	10am–1pm	Mirabella Trend Techniques	\$30
June 7, 2010	2pm–5pm	Mirabella Advanced Makeup Application	\$30
Gahanna Village Square Cherry Bottom, 1370 Cherry Bottom Rd., Gahanna, OH 43230 Ph: 614.476.9042			
March 15, 2010	10am–1pm	Mirabella The Basics of Makeup Artistry	\$30
March 15, 2010	2pm–5pm	Mirabella Trend Techniques	\$30
April 19, 2010	10am–3pm	Farouk Demo Day	N/C
May 3, 2010	10am–1pm	Sexy Hair Up–Style Wksh	\$50
May 10, 2010	10am–4pm	Redken Creative Design and Color Wksh	\$125
Lima 3219 Elida Road, Lima, OH 45805 Ph: 419.991.9303			
February 15, 2010	10am–1pm	Mirabella The Basics of Makeup Artistry	\$30
February 15, 2010	2pm–5pm	Mirabella Restoring Beauty	\$30
February 22, 2010	10am–1pm	Sexy Hair Trend Cutting Wksh	\$75
March 22, 2010	9am–12n	Rusk Sizzling Hot Mod Shapes Demo	\$35
May 10, 2010	10am–4pm	Matrix Cut and Color Inspiration Wksh	\$95/kit
May 24, 2010	10am–3pm	Farouk Demo Day	N/C
Mentor 8758 Mentor Ave., Mentor, OH 44060–6255 Ph: 440.974.1320			
February 15, 2010	10am–1pm	Sexy Hair Trend Cutting Wksh	\$75
Montgomery Sycamore Center, 11935 Montgomery Rd., Cincinnati, OH 45249 Ph: 513.677.0982			
March 22, 2010	10am–1pm	Mirabella The Basics of Makeup Artistry	\$30
March 22, 2010	2pm–5pm	Mirabella Trend Techniques	\$30
Toledo North 5201 Monroe Street, Toledo, OH 43623 Ph: 419.841.1401			
January 11, 2010	10am–1pm	Bioelements Crash Course Professional Use Only Products	\$25 or N/C to Partnership Salons
January 11, 2010	2pm–5pm	Bioelements Complete Surface Peeling	\$25 or N/C to Partnership Salons
March 29, 2010	10am–1pm	Redken Haircolor Collection Demo	\$35
May 10, 2010	8am–12n	OPI Pedicure Wksh	\$50/kit
May 10, 2010	1pm–5pm	OPI Manicure Wksh	\$50/kit
June 7, 2010	10am–12n	Satin Smooth Facial Waxing Demo	\$30 or \$50–both classes in same day
June 7, 2010	12:30pm–2:30pm	Satin Smooth Full Body Waxing Demo	\$30 or \$50–both classes in same day
Toledo South 5122 Heatherdowns Blvd., Ste 8, Toledo, OH 43614 Ph: 419.381.8275			
February 15, 2010	10am–5pm	Mirabella Pro Day	\$25
March 15, 2010	10am–2pm	Redken Creative Design Wksh	\$125
March 22, 2010	10am–2pm	OPI Axxium Soak–Off Wksh	\$50/gift
April 12, 2010	10am–1pm	Mirabella Marketing Your Makeup Line	\$30
April 12, 2010	2pm–5pm	Mirabella Bridal Basics	\$30
April 19, 2010	10am–1pm	Sexy Hair Trend Cutting Wksh	\$75
April 26, 2010	8am–12n	Mizani The Straight on Texture Demo	\$25 or 2 N/C tickets w/\$200 purchase
April 26, 2010	1pm–5pm	Mizani Haircutting and Advanced Styling Demo	\$25 or 2 N/C tickets w/\$200 purchase
May 10, 2010	10am–2pm	Redken Color Correction w/Revenue thru Retailing Demo	\$65
May 17, 2010	10am–4pm	Matrix Cut and Color Inspiration Wksh	\$95/kit
Zanesville 935 Putnam Avenue, Zanesville, OH 43701 Ph: 740.450.8052			
February 8, 2010	10am–1pm	Sexy Hair Trend Cutting Wksh	\$75
March 22, 2010	10am–5pm	Mirabella Pro Day	\$25
April 12, 2010	10am–4pm	Matrix Cut and Color Inspiration Wksh	\$95/kit
April 19, 2010	10am–3pm	Farouk Demo Day	N/C
May 17, 2010	10am–1pm	Mirabella Bridal Basics	\$30
May 17, 2010	2pm–5pm	Mirabella All About Eyes	\$30

C O U R S E S

American Culture Simply Straight Demo: Please join American Culture for a demonstration on a new salon service that will create new revenue for your salon, Simply Smooth, a formaldehyde free Brazilian Keratin treatment. Learn the art and technique of transforming frizzy, damaged, unruly hair into smooth, healthy, manageable hair by using Simply Smooth, an exclusive Maly's product line. It will keep the hair frizz free and smooth, up to 16 weeks, leaving no line of demarcation.

Bioelements Crash Course - Professional-Use-Only and Custom Blending: Discover how to use the Bioelements Professional-Use-Only line in your treatment room. Learn the science behind the formulations and how to custom blend personalized treatments for maximum results.

Bioelements Complete Surface Peeling: Confused about which exfoliant to use on a client? This class is for you! This class covers all of the Bioelements professional exfoliants; peels, enzymes and Pumice Peel. Learn how these products affect the skin, the difference between chemical and physical exfoliation and contradictions and precautions for surface peeling treatments. Learn how to select the best treatment for maximum results with minimum risk using Bioelements Skin Reading. Mini demonstration of Pumice Peel and Lactic Plus Peel included—9 treatments for you to try!

Farouk Demo Day: Farouk Systems educator does an educational demonstration day. The educator is there to demonstrate on a mannequin, show Chi tools and color techniques using Chi and Biosilk products. Stylist can set up individual time or "just drop in" as they learn new things to take back to the salon.

Matrix Cut & Color Inspiration Workshop – Dream Age, Dream Color, Dream Coverage & Dream Care: From consultation to creation, the Socolor Dream Age Collection allows style conscious women the freedom to choose multi-reflective tones and achieve rich, pigmented color with 100% grey coverage. Join the Dream Color revolution and attain complete modern coverage with complete care and complete confidence. Step into another dimension of personalized service! Tools to bring: gloves, cape, color bowl, tint brush, 3 towels, shears, razor, combs, brushes, blow dryer, tail comb, foil, and water bottle.

Mirabella Advanced Makeup Application: Creating a look that brings out the individual beauty of each client takes knowledge and practice. This class will provide you with practical advanced techniques that will take your makeover from basic to WOW! Tools to bring: pre-cleaned brushes. No model required. Please do not wear makeup to the class.

Mirabella All About Eyes: Participants in this class will learn to create stunning eyes using techniques developed from fashion and movie industry professionals. This course also covers eye and brow shapes, understanding color selection and corrective eye makeup techniques. Tools to bring: pre-cleaned brushes. No model required. Please do not wear makeup to the class.

Mirabella The Basics of Makeup Artistry: The Basics of Makeup Artistry class helps you develop confidence in makeup application. You'll learn to interpret a consultation questionnaire, explore cosmetic color theory and review basic makeup application techniques. **NEW!! Learn the science behind selecting the perfect foundation for your client with The Fitzpatrick Skin Type Test. In this NEW Basics of Artistry class, you will be introduced to Mirabella's NEW foundations: Skin Tint Crème and Skin Tint Cream to Powder.** Tools to bring: pre-cleaned brushes. No model required. Please do not wear makeup to the class.

Mirabella Bridal Basics: Learn how to create and promote a successful bridal business with proven marketing strategies, tools, tips and techniques. Interpret a bridal consultation questionnaire to meet expectations of the bride and explore ideas for makeup on location and for photography. Class also includes three makeup applications for brides-to-be. Tools to bring: pre-cleaned brushes. No model required. Please do not wear makeup to the class.

Mirabella Marketing Your Makeup Line: Learn how to successfully market makeup. Course includes discussions on marketing, setting goals, obstacles to success and Mirabella Top Ten marketing tips.

Mirabella Pro-Day: Pro-Day is a 6-hour sales event devised to introduce individual clients through a custom one hour booking (6 appointments available) about the features, benefits and personalized application techniques that each participant can benefit from. Either for personal use or professional purposes, this hour of instruction and hands-on teaching will enhance each client's level of understanding when it comes to current trend and application. Since it is a personalized session with a professional Mirabella educator, participants will receive custom education when it comes to any questions they may have about choosing colors, matching foundations, best application tips and other helpful guidelines. Last appointment will start at 4:00pm. (The educator will not take any bookings between 12n and 1:00pm). Please do not wear makeup to the appointment.

Mirabella Restoring Beauty: Learn to design the mature face. The 40+ woman is hitting her stride in her career and social life and wants to put her best professional face forward. This class teaches the proper corrective application techniques to combat the aging process and give clients a more youthful appearance. Tools to bring: pre-cleaned brushes. No model required. Please do not wear makeup to the class.

Mirabella Trend Techniques: This class teaches tips and techniques for applying the latest makeup trends taken straight from the runway. Learn how to make the newest trends work for your clients. Tools to bring: pre-cleaned brushes. No model required. Please do not wear makeup to the class.

Mizani The Straight on Texture Demo: As a result of this class interaction, the participant will learn the technical steps in performing a successful chemical relaxer and thermal non-chemical straightening service. The participant will be introduced to advanced styling techniques to include thermal styling for curly hair using the Mizani Thermasmooth System of products. They will be able to confidently re-shape the fabric of curly hair chemically or non-chemically while easily working with a client's lifestyle and activities. Using the Mizani natural curl key, the participant will gain tips on recognizing different curl patterns and the unique products associated with each hair type.

Mizani Haircutting and Advanced Styling for Textured Hair Demo: As a result of this class interaction, the participant will be able to recognize elements of hair sculpting as they relate to shapes, proportions, angles and visual relationship to the individual client. This class will help you gain understanding of various curl patterns and show advanced hair cutting techniques for curly and excessively curly hair types. Advanced styling techniques will be introduced that will focus on the specific needs of the curly client.

OPI Axxium Soak-Off Gel Lacquer Workshop: OPI led the color revolution with OPI Nail Lacquer. Now, OPI leads the gel revolution with Axxium Soak-Off Gel Lacquer – an advanced formula soak-off gel lacquer system featuring the top selling OPI Nail Lacquer shades. Polish on similar to nail lacquer, then UV-cure for color that lasts up to two weeks! Learn new gel lacquer services for natural nails and nail enhancements and quick re-lacquer services, color changes and removal techniques. Also, see how to expand your pedicure service menu with longer lasting color. Tools to bring: gel lamp, gel brushes and files. Attendees should come with one hand free of product.

OPI Manicure Workshop: Give your clients younger looking hands! Manicure by OPI transforms your manicure service into a soothing spa experience with an easy to use, four step system that exfoliates, revitalizes, renews and protects hands with results that are nothing short of sensational. You will learn the ultimate spa manicure and how to promote new mani-pedi services with products to increase your profits. Keep clients coming back for more with the OPI spa massage and longer lasting manicures with the Axxium Soak-Off Gel Lacquer System. Tools to bring: tooling implements, a two-quart glass or stainless steel manicure bowl, files and a terry towel.

OPI Pedicure Workshop: OPI makes pampering profitable with this program designed to give you a wealth of ideas for putting more ahhh in your services. You don't have to be a "spa" to make your clients feel pampered and leave them glowing with appreciation. All you need is a little TLC and OPI's spa friendly product systems. Learn how to hit all the right spots by elevating your pedicure service techniques. You will learn the ultimate spa pedicure and how to promote new mani-pedi services with products to maximize profits. Keep clients coming back for more with the OPI spa massage and longer lasting pedicures with the Axxium Soak-Off Gel Lacquer System. Tools to bring: tooling implements, foot tub, files and two terry towels.

DESCRIPTIONS

Pureology Certification Training Workshop: Immerse yourself in the philosophy of Pureology premium colour care. Learn the story behind the company, the best way to reach the luxury consumer and two formal finished styles. This hands-on certification prepares stylists to use Pureology's high-performance systems at the back bar and styling stations, with an emphasis on professional treatments and styling tips – all designed to nourish hair and maximize colour retention. Explore how Pureology colour care can help you grow your business and build salon loyalty through support programs, and how providing a unique salon experience can increase stylist success. Tools to bring: pen, bobby pins, hair pins, rubber bands, single prong pins, clips (for sectioning), French lacing brush, soft brush (Mason Pearson style), tail comb and towel. A tri-pod is optional - clamp on mannequin head stands will be provided.

Redken Color Correction w/Revenue thru Retailing Demo: The answers you need when a client needs help with their hair color! This class focuses on solving color challenges with proven methods from consultation to creative correction techniques. Whether it's too brassy, overly highlighted, the wrong tone, fading or the client wants to restore a natural hair color, you'll find strategies and solutions that work. Learn how color correction can be simple and fun with the right tools! Would you like to better understand the true purpose of retailing? Selling retail tools can be a big money making opportunity in the salon. Learn an easy and systematic approach to retailing that will increase earning power as well as client retention. This systematic approach will help you to solve your client's problems by helping them to reproduce their look at home which will have a positive impact on your business.

Redken Creative Design Workshop: Step out of your comfort zone and into your creative zone! This class unlocks the innovation behind Redken's Principle Based Design system! You'll focus on creating everyday, runway and on-the-street trends with modern techniques and tools. Learn to maximize the use of your shears, razors and texturizing shears! Tools to bring: water bottle, shears, texturizing shear, thinning shear, combs, clips and 3 towels.

Redken Creative Design and Color Workshop: Step out of your comfort zone and into your creative zone! This class unlocks the innovation behind Redken's Principle Based Design system! You'll focus on creating everyday, runway and on-the-street trends with modern techniques and tools. Learn to maximize the use of your shears, razors and texturizing shears! Gotta stay on top of the trends? Prepare yourself to do something different in this class. Break the rules and open your mind to new ideas in creative color placement. Explore out of the box color techniques and formulas. Reinvent applications, color patterns and combine Redken color lines to get there. Your most demanding, trend-starting clients will be asking for more! Tools to bring: water bottle, shears, texturizing shear, thinning shear, clips, 4 towels, color brush, color bottle, gloves, color apron and combs.

Redken Design Principles Demo: Redken's exclusive Principle Based Design system explores the intricate art of design from the foundation to the finish. Once you've experienced this start-up session, you'll be able to quickly analyze and assess your client's hair, re-create any cut and shape and clearly communicate the steps you've taken to achieve your desired design.

Redken Foil Placement Workshop: Freestyle, chunky, single strand! Believable, blazing or beyond! Modern highlighting is an intricate art and this class takes you light years ahead. You'll explore the 3 lines of color placement – horizontal, vertical and diagonal and see how each creates movement in hair. Choose product, placement and patterns to meet any need. Bring your highlighting skills to new heights! Start raising your income and learn better, earn better, live better! Class includes...Foil placement, patterns and Redken hair color lines. Tools to bring: 4 salon towels, water bottle, clips (8-12), foils, foiling comb, foiling board (optional), color bottle, color bowl, color brush, gloves and color apron.

Redken Haircolor Collection Demo: Color clients come in with all hair types and personal styles...from those who start the trends to those "regular retouches" who want a perfect match. So why should you rely on one color line? This class will show you the palette of choices that Redken has available. Learn the facts, discover new formulas and see the visual differences in Shades EQ, Color Fusion, Shimmer One and Color Gels. You'll be a committed Redken colorist in no time!

Rusk Art of Deepshine Color Demo: Can you imagine if you were allowed to use only one color to create a beautiful piece of art? Rusk realizes that to complete the artistry of our profession, we also need to add color to our creations. Rusk once again has harnessed the most advanced technology in the hair color market and is excited to introduce you to Deepshine Advanced Marine Therapy Pure Pigments Conditioning Cream Color and Deepshine Demi Ammonia Free Tone-on-Tone Cream Color. Learn about the refinement of pure pigments, which offer unlimited color options and Bio-Marine Therapy's unsurpassed conditioning and luminous shine benefits that give stylists unlimited possibilities! During this interactive demo you will familiarize yourself and gain confidence with all components of Rusk color and maximize the stylist's comprehension for color usage, formulation and timing. Tools to bring: 2 color bowls, 2 color brushes, gloves, towel, color timer, water bottle and measuring beaker.

Rusk Sizzling Hot Mod Shapes Demo: Open your mind and expand your Rusk cutting expertise to include and integrate all established Rusk cutting methods in a variety of ways. This class demonstrates the workability of four Rusk techniques and combines them for the creation of one fashionable Rusk hybrid design. Experience the tools that will simplify your work and help express your true creative vision. During this class you will master Beyond the Fringe for perfect, beveled graduation and weight distribution. Also learn the Halo Layering for straightforward layering with balance and control. You will also create irregular layering with the Ponytail Method and cut layered shapes that do not conform to head shape with the Rotation Method. Tools to bring: pen and paper.

Satin Smooth Facial Waxing Demo using Pot Wax, Hard & Roll-On Wax: Attend a Satin Smooth waxing class that will be all about facial waxing. Pot, hard and Roll-On wax will be demonstrated. Satin Smooth has the tools for customizing your waxing services. Learn how to choose the correct wax for skin and hair types, how to shape eyebrows and how to wax nose and ears with hard wax. You will also cover how to sell facial waxing services, why sanitation is so important and why a client record card is important. This class will take your facial waxing services to the next level by introducing you to new techniques. Please come with facial hair as we will use attendees as models. By attending this class you will receive a certificate of achievement from Satin Smooth. Class criteria requires a minimum of 10 attendees.

Satin Smooth Full Body Waxing Demo using Pot Wax, Hard & Roll-On Wax: Attend a Satin Smooth full body waxing class that will be fun and educational. Pot, hard and Roll-On wax will be demonstrated. You do not have to be using the Roll-On system to come to this class. Satin Smooth is the leader in the industry about customizing waxing services. This class will be about what you need to make yourself successful in the salon or spa. You will learn how to choose a wax for skin and hair types, how to use Roll-On and hard wax and learn techniques that are comfortable for the customer. You will also cover how to market your waxing services, why sanitation is so important and how to use a client record card. Bikini waxing will be shown if we have a model. No Brazilian waxing will be shown at this class. Satin Smooth has a state of the art cleaning system for the roller heads. Please come with hair on your body as we will use models from the attendees. By attending this class you will receive a certificate of achievement. Class criteria requires a minimum of 10 attendees.

Sexy Hair Trend Cutting Workshop: Sexy Hair's 2010 Spring styles reflect this trend with the Metrik collection, reinventing asymmetry with a modern twist, recreating a classic style. Metrik combines strong, straight lines with a contoured crown for a soft, playful vibe emulating the various roles of the modern woman. Tools to bring: shears, comb, clips, blow dryer, water bottle, brushes and 3 towels.

Sexy Hair Up-Style Workshop: This class will give you the fundamentals you need to create the on-trend looks that your clients crave. Learn time-saving techniques, including Michael O'Rourke's signature Stroke of Five Blow Dry and two 5 Point Up Styles. You'll learn the latest in Red Carpet glamour along with casual, star-quality styles, it's the best way to "go Hollywood." Tools to bring: assorted bobby pins, hair pins, rubber bands, clips, combs, upstyle brush, towel, flat iron and/or curling iron.

OHIO

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