

HAIRDRESSING

as a Career

Artistic, creative, satisfying and financially rewarding are some of the words that qualified stylists use to describe their careers. Arguably, hairdressing is one of the most 'Fun' careers that you can opt for.

Running your own salon, being part of a salon, working behind the scenes for glamorous films, creating hair designs for magazine shoots and working in the international fashion arena are just a few of the career paths that trained hairdressers can choose from.

The opportunities open to hair stylists rely on their personal dedication and quality of training. Training with L'Oréal Professionnel's **'Absolute Route to Hairdressing' (ARTH)** course ensure that you are educated on the best possible curriculum taught by professional trainers who themselves have been trained by the L'Oréal Professionnel team.





CUTTING EDGE

Learning Experience

The **ARTH** course is the ultimate introduction to hairdressing. This course is for everyone who ever dreams of becoming a great hairdresser.

This course has been created by L'Oreal Professionnel in collaboration with some of the world's best hairdressers and teaches you the latest cutting, colouring and styling techniques as well as empowers you with great inter-personal and retail skills which separates YOU from the rest.

Your fast track to success, all you need to bring with you is vision, creativity and the enthusiasm to learn. So enjoy the excitement, be inspired by the passion and take control of your future!



COURSE

Explained

Cutting & Styling Techniques

At the heart of our beginners programme is the 'Cut & Styling' curriculum, developed by one of the world's greatest hairdressing Artist - BERTRAM K, exclusive to L'Oréal Professionnel. The totally unique and cutting edge techniques have been created based on the philosophy that "Great Hairdressing needs to be simple and fast, yet creative and ingenious."



Coloration Techniques

Learn the science of colour and the foundations of creative colouring techniques – abundant to make you the perfect colourist.

Metamorphosis of Hair – Science & Composition:

The ARTH curriculum aspires hairdressers to learn and understand hair structure, life-cycle of hair, different hair types and the causes of various hair & scalp concerns.



Communication:

This session encourages students to broaden their skills in listening, speaking for effective consultation, diagnosis & customer care. It includes understanding customer requirements, importance of a good attitude, body language and proficiency in handling customer grievances.

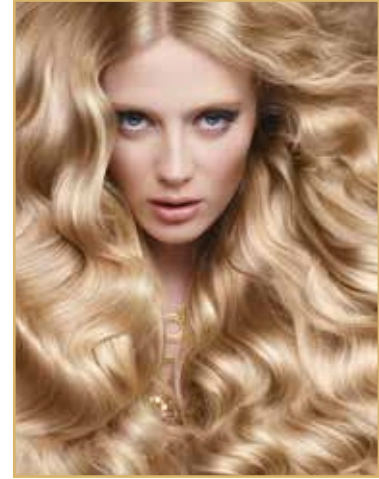
Digital:

Awareness of different digital platforms available to boost your business and showcase your talent.



Hair Care & Treatments:

With the ARTH curriculum, you will learn compatibility of hair care products for different hair types – their composition and reactions of molecules on hair and how to manage scalp and various hair concerns.



Hair Texture:

With the immense diversity of natural hair shapes, you can learn Perm & Straightening Basics through product knowledge, composition, technologies used and a range of techniques that will enable you to transform a customer's look.

(Hair Care, Colour, Styling, Perming & Straightening seminars will be taught by a L'Oréal Professionnel technician and you will receive additional certification from L'Oréal Professionnel on successful completion of this module.)