

Education Directory 2024

KÉRASTASE
PARIS

As professional stylists we want to ensure that we offer the very best service to our clients. Kérastase is a world leader in luxurious professional haircare with award winning products since 1979.

We offer to our stylists the very best in education to elevate your haircare expertise and enable you to showcase your professional edge with personalised haircare routines for all clients needs with the indulgence of the Kérastase luxury experience.

For 2024 we offer a blend of education to suit all team members, allowing you to build an education journey to suit you. With hands on education, online tutorials, E-Learnings and live webinars, giving you the opportunity to always have education available at a time that suits you.

As your salon partner, we invite you to browse the directory and book our education via our L'Oréal Access Education platform.

Let's start learning together.



Education for everyone

Kérastase Care Coach

Audition to become a Kérastase Care Coach. You will be upskilled on how to elevate your client experience, increase in salon services and retail, create engaging content for your social media channels, as well as being part of a global Kérastase community.

3

Kérastase Specialist program

Take your knowledge of Kérastase to the next level and be introduced into the world of skinification and Trichology.

2

Kérastase Expert program

Discover the Kérastase brand and our haircare portfolio with this online and hands-on education program.

1



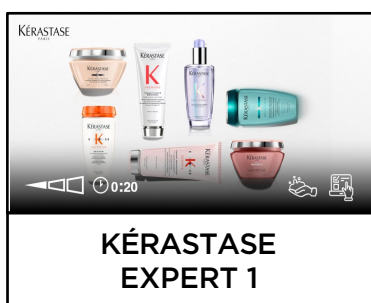
Education

Expert Collection

KÉRASTASE
PARIS

Whether you are new to Kérastase, an apprentice, front of house or a stylist wanting to refresh your knowledge, the Kérastase Expert collection has been upgraded to give you all the product knowledge and confidence to carry out a detailed diagnosis and recommend a personalised regime for your client at a time and pace that suits you best.

Complete the full Kérastase Expert Online and Offline Collection to become certified as a Kérastase Expert.



Online

Obtain all the knowledge you need about our Essential Kérastase ranges and instant in salon exclusive treatments. Formatted in concern-based chapters to enable bitesize learning. Also gain insight into how to implement each product into both in salon and at home rituals.



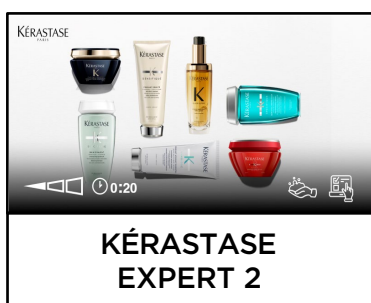
CLICK HERE



CLICK HERE

1 day

Complimentary



Online

Acquire an understanding of our more specialist Kérastase ranges and the concerns they can remedy. Gain confidence of the product, the key ingredients and how to prescribe to clients in salon and to take home.



CLICK HERE



CLICK HERE

1 day

Complimentary



Offline

Get hands on with all of the Kérastase ranges as well as being immersed in the art of bespoke diagnosis and luxury experience in a day of live model workshops.



CLICK HERE



CLICK HERE

1 day

Complimentary



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Education

Specialist Collection

KÉRASTASE
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This is the ultimate Kérastase course for anyone who loves to take their knowledge to that specialist level. With expert guest speakers, you will learn in depth knowledge about the science of the hair, skin & scalp, deep dive into the ingredients within the Kérastase products and be introduced to the world of Trichology.

3 days

£220/€250

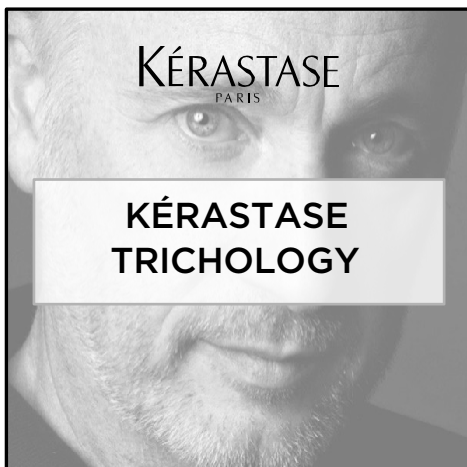
PLEASE NOTE: YOU MUST HAVE COMPLETED THE KÉRASTASE EXPERT ASSESSMENT TO ATTEND.



[CLICK HERE](#)



[CLICK HERE](#)



This interactive day will cover all the basics of trichology to help you identify the different types of hair and scalp disorders and what to recommend or who to refer to if necessary.

NEW

£220/€250



[CLICK HERE](#)



[CLICK HERE](#)

You can find these courses at the following venues:

L'Oréal London Academy

Andrew Mulvenna, Belfast

L'Oréal Dublin Academy

Russell Eaton, Leeds

Charlie Miller Salon, Edinburgh

Head to lorealaccess.com for all dates and to book your courses.



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Introducing Kérastase Care Coach...

Do you want to take your love for Kérastase to all new heights? Kérastase Care Coach is an exclusive community of brand advocates and future industry talent.

This year long program will provide you with upskilling that goes BEYOND the product - elevating your client's in-salon experience, boosting your salon business as well as giving you exclusive brand opportunities.

Auditions now closed for 2024. Keep your eyes peeled for content and 2025 information

NEW

Booking your course

To book your course head to **lorealaccess.com**.

For further information on courses speak to one of your Kérastase representatives or contact course bookings on:



0800 028 3448

or coursesuk@loreal.com



01-604-5913

or dublinacademy@loreal.com

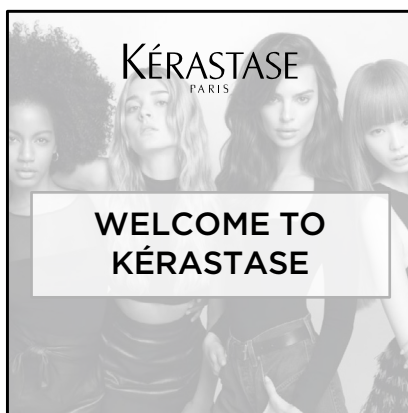


Education

Kérastase Regional Clinics

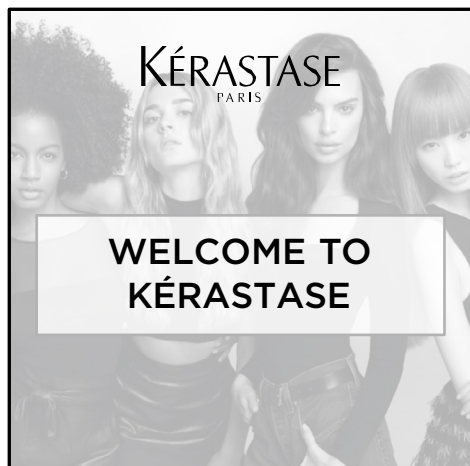
KÉRASTASE
PARIS

Kérastase clinics are a collection of bite sized, hands-on, immersive sessions formatted to take place at a salon near you. Delivering our incredible education to a most suited place and time.



Booking your course

Further details on these sessions are below and for details on how to join contact your **Business Partner** or **Education Executive**.



Kérastase welcomes you

Be immersed in the world of Kérastase where you will learn about the brand's heritage, what makes us who we are and take a look at our core ranges. There will be a chance to get hands-on with the products.

Whether you are brand new to Kérastase or you are wanting to learn more about our culture and refresh on core range knowledge, we very much look forward to welcoming you.

½ Day



Give your clients a bespoke experience

A Kérastase diagnosis is the ideal way to give personal prescriptive care to your clients.

Understand how to perform an in-depth Kérastase diagnosis and how to read the results to ensure you prescribe the correct, tailor-made in-salon and after-care regime.

½ Day



Join us as we focus on all things Kérastase Serums

Discovering all the offerings we have within our ranges to help with a variation of hair and scalp needs. We will cover ingredients, diagnosis and what to prescribe to each concern.

Whether you are new to Kérastase or are an expert in your brand knowledge, this clinic gives you the opportunity to discover the trending power of serums in haircare.

½ Day



Do you want to become a Fusio-Dose Expert?

Gain all the knowledge you need about our exclusive in salon treatment, Fusio-Dose.

We will cover all you need to know, from introducing your client to our skincare-inspired active ingredients, from diagnosis to how to apply, and of course you will get hands-on with the products.

½ Day



Learn advance scalp knowledge to support your clients

Gain all the knowledge you need about the different scalp concerns your clients may have, how to recognise them and how to carry out a full scalp analysis.

You will also learn about all Kérastase scalp ranges and get hands on with the products.

½ Day



Discover Première - our latest innovation

Join our Kérastase education team to introduce to our brand-new range.

This is an amazing opportunity to deep dive into the revolutionary technology, products and have the chance to get hands on with an immersive live model workshop.

½ Day

EDUCATION IN THE PALM OF YOUR HAND 24/7

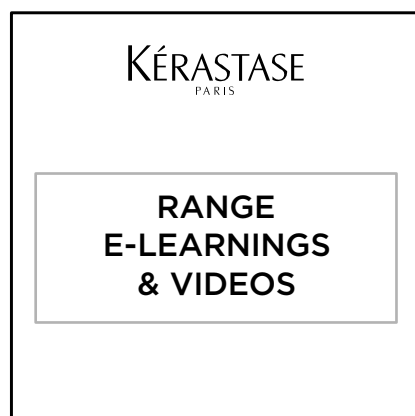
L'Oréal Access will provide you with complimentary e-learnings, live webinars, education tutorials and downloadable resources to upskill you at a time that suits you.



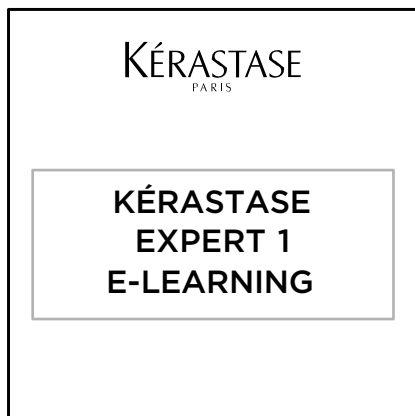
Discover everything you need to know about a range in this short video series.



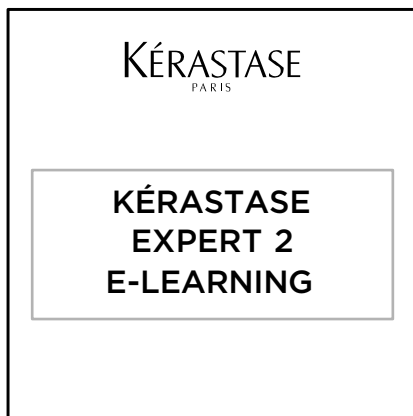
Join us for our live studio webinars to learn from our education team.



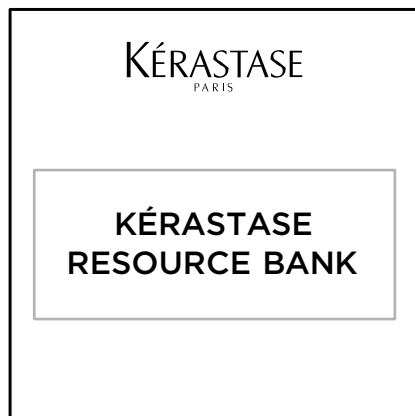
Deep dive into each individual Kérastase range with these short E-learnings & videos.



Learn about the core Kérastase ranges and instant backwash treatments in this E-learning.



Discover the more specialised Kérastase ranges and scalp treatments in this E-learning.



Find all educational materials here for you to download.

**REGISTER HERE OR HEAD TO
LOREALACCESS.COM TO ENROL**



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Online
Course Guide

KÉRASTASE
PARIS

KÉRASTASE TV SERIES



KÉRASTASE TV
FUSIO-DOSE



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KÉRASTASE TV
CHROMA ABSOLU



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KÉRASTASE TV
BLOND ABSOLU



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KÉRASTASE TV
CURL MANIFESTO



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GENESIS



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KÉRASTASE TV
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KÉRASTASE TV SERIES



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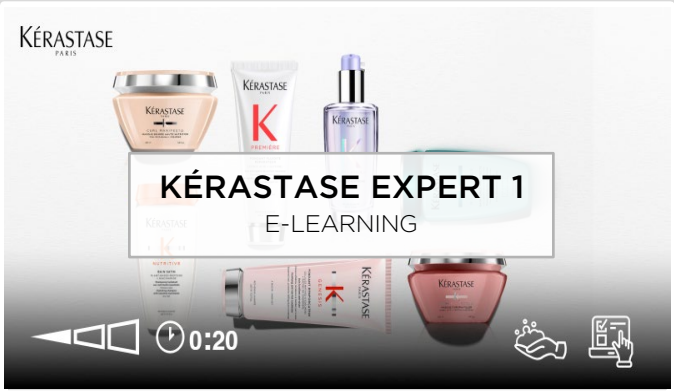


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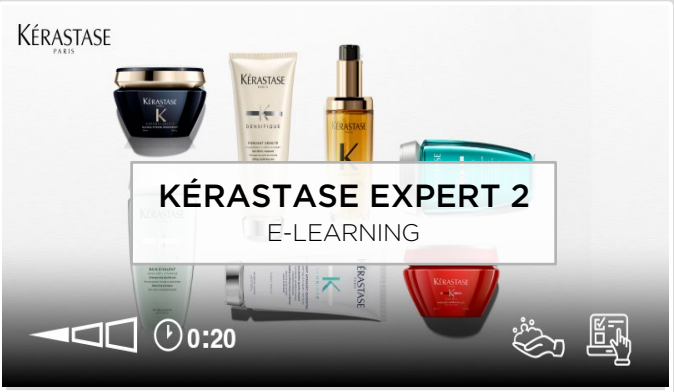
KÉRASTASE E-LEARNINGS



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Online

Course Guide

KÉRASTASE
PARIS

KÉRASTASE RESOURCE BANK



Here you will be able to find our product guide, staffroom poster, COSHH information and our product recap sheets all available for you to download.



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UPCOMING EDUCATION DATES

L'ORÉAL ACADEMY
LONDON

KÉRASTASE EXPERT 3
KÉRASTASE SPECIALIST

2ND JULY
16TH OCTOBER

CHARLIE MILLER
EDINBURGH

KÉRASTASE EXPERT 3
KÉRASTASE SPECIALIST

23RD SEPTEMBER
8TH JULY

ANDREW MULVENNA
BELFAST

KÉRASTASE EXPERT 3
KÉRASTASE SPECIALIST

9TH SEPTEMBER
16TH OCTOBER

RUSSELL EATON
LEEDS

KÉRASTASE EXPERT 3
KÉRASTASE SPECIALIST

8TH JULY

L'ORÉAL ACADEMY
DUBLIN

KÉRASTASE EXPERT 3
KÉRASTASE SPECIALIST

4TH SEPTEMBER
16TH OCTOBER



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