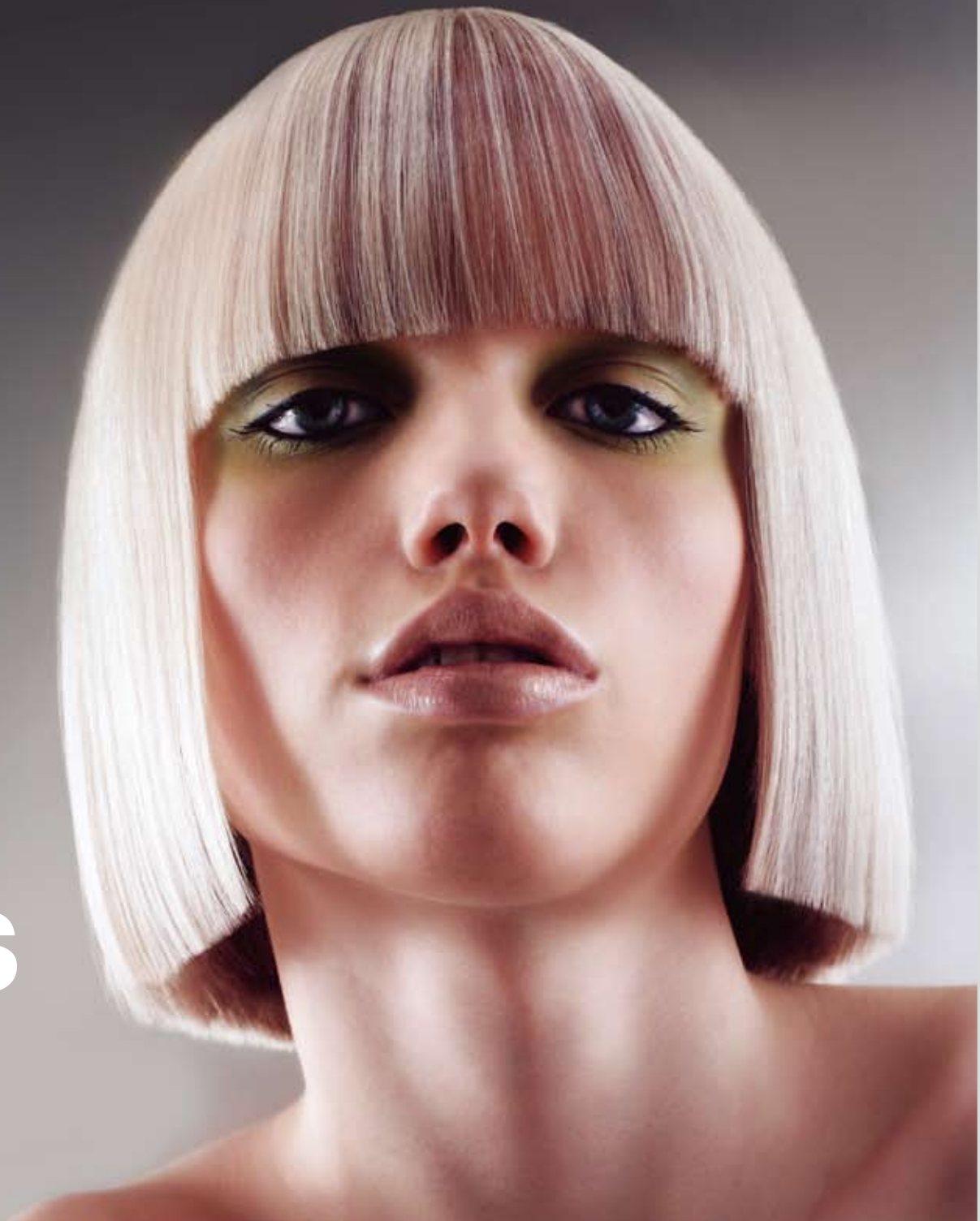


TONI&GUY™

Beginner's Course



Beginner's course

Our Beginner's course is for anyone with a dream to become a great hairdresser. At TONI&GUY we specialize in the area we work in. This means that we have specialist cutters and specialist colourists. We believe that it is one of the keys to our success. It makes us true experts, specialists in our chosen fields. TONI&GUY were first in the world to adopt this way of working and this has become more and more popular amongst other salons.

Our Beginner's course is an industry must for anyone wanting to learn the core techniques of hairdressing.

Previous hairdressing experience is not required as we will teach you all the skills you will need to be the best hairdresser you can be, however you must bring along vision, flair and bags of enthusiasm.

The course is highly concentrated and aims for students to achieve junior stylist level at Toni&Guy standard.

TONI&GUY educated hairdressers are amongst the most sought after and attractive hairdressers around. Come and be part of what makes TONI&GUY the world's most awarded and successful hairdressing company.

This comprehensive 30 week course consists of a combination of theory work, written tests, project work, demonstrations and workshops. Practical work will initially be on blocks before moving onto real models.

All techniques are based on the world famous TONI&GUY Future classics. A collection of TONI&GUY's 14 signature techniques created by TONI&GUY over 45 years as leaders of the hairdressing industry. You will also learn the key to creating your own image and interpreting fashion into hair. The course will be held in both Swedish and English, but theory classes and Future classics are presented in English.

Cuts breakdown

- Fundamental cutting techniques form the basis of hair cutting. These techniques can be adapted to suit different lengths and textures.
- Precision cutting create strength through the perimeter edge of a shape and are worn above shoulder level.
- Transient cutting techniques create textured lengths, internally and through perimeter edges. They are fluid, personalised shapes which allow adaptability and versatility.
- Mens cutting techniques create strong masculine shapes on varying lengths and textures.

Programme

The course covers:

- Consultation and client care
- Health and safety
- Understanding your equipment
- Communication
- The art of shampooing
- Understanding Face shapes and head shapes
- Suitability
- Lifestyle
- Team work
- Philosophy
- History
- Building a clientele
- Career building
- Current fashion
- Understanding Service
- Reception
- Understanding the fundamentals of hair
- Fundamental cuts
- Precision cuts
- Mens cuts
- Finishing & blow-drying
- Texturizing techniques
- Hair-up/session work
- Temporary colour
- Semi colour
- Quasi colour
- Tint application
- Permanent winding
- Prediction hair styling for photographic shoots
- Forthcoming trends in session and hairdressing
- Interpretation of catwalk hair
- Concept development and the study and appreciation of both long hair and shorter cuts from a fashion aspect
- How to put together a photo shoot including how best to work with a photographer and make-up artist in order to gain the best results
- Final Photoshoot with professional team to capture your ultimate image

Assessment

There is no final examination, instead students will be continuously assessed using a range of methods; observation and practical work, oral questions, projects and portfolio evidence to demonstrate understanding. The programme is for 40 hours per week plus private study.

Minimum attendance required to achieve the TONI&GUY diploma is 95% together with completion of all assessments.

Material

When you start your course, together with your stationary, each student will receive their own complete TONI&GUY working kit which includes:

- Scissors
- Combs
- A selection of brushes
- Hairdryer

TONI&GUY

Your head teacher

Maria Raby

– Academy Artistic Director
& Head of Beginners Education

Launching TONI&GUY's legendary 'Beginner's Course' at the Stockholm Academy, aspiring hairdressers from across Scandinavia will now be able to have the very best start in hairdressing and gain that all important TONI&GUY educational certificate, which is recognised the world over and has launched the career of many, including Maria herself.

Maria's career at TONI&GUY spans over 15 years and started with her move to London to complete a TONI&GUY beginner's course at our world famous Academy. Maria's enthusiasm and creative talent did not go unnoticed and she was soon working for the company at their Wimbledon salon before moving quickly through the ranks to Staff Trainer. Incredibly patient and emphatic, she excelled in teaching and was soon promoted to heading the Beginner's course in London. Then she progressed onto becoming Artistic director of the company salon in Covent Garden.

"I am incredibly passionate about hairdressing. What better way to express myself than to teach newcomers to the industry the fundamentals to this amazing industry!" says Maria. *"Getting the right start in hairdressing is a must for any budding hairdresser and I am delighted to be able to bring the same amazing educational offering that created the foundation of my career, back to my native Sweden".*

Jenny Blom

– Head of Beginners Technical

Internationally trained by TONI&GUY, Jenny's 6 year experience makes her the perfect person to lead the technical training within the Beginner's course. She also runs our in-house technical training and is involved in the art team, shows and seminars.

With her positive and clear approach, together with lots of patience, she is a great asset to our team.

The Team

Academy Art Director

Maria Raby

Art Team & Educators

Jenny Blom

Ana Pinto De Moura

Sara Ekstrand

Daniel Puh Huynh

Hanna Rydén

Sara Shafiei

Dates & timetable

Autumn 10 Course

Start Monday the 8th of November 2010 to 17th of June 2011.

Full time

Monday to Friday 8.45-16.30

A.M 08.45 -12.00

Lunch 12.00- 13.00

P.M 13.00-16.30

Price & financing

116 250 + vat per student.

For more information about payment plans and financing, please call us using the contact details below:

Toni&Guy Academy Stockholm

Hornsgatan 5

118 46 Stockholm

Tel +46 8 714 56 57

E-mail: info@toniandguy.se

www.toniandguy.se

Through our relationship with  **Wasa Kredit AB** we are happy to be able to offer a special payment plan.

For further information please contact TONI&GUY.

Beginner's Course Application

Term applied for:



Autumn 10 Course

Start Monday the 8th of November 2010.

Name: _____ Telephone number: _____

Street and Street number: _____

Postal code: _____ City: _____

E-mail: _____

Do you have any allergies, if so please specify?

Together with your application, please attach:

- Personal letter to us
- School grades

Please be advised the information on this application and the attached documents does not guarantee that you will be accepted on this course. Part of our application process includes a personal interview with our head of Beginners Education, Maria Raby. Interesting applicants will be contacted by us using the details you provide.

DATE

SIGNATURE

FULL NAME

Send your application to:

Toni&Guy
Hornsgatan 5
118 46 Stockholm
Sweden

Please mark: Beginner's Course Application

TONI&GUY™

Toni&Guy har rätt att ställa in kursen om det inte blivit tillräckligt antal deltagare. Ställs en kurs in har du rätt att återfå betald kursavgift. Om du är under 18 år måste din målsman godkänna din kursanmälan och köpevillkoren. När köpevillkoren accepteras bekräftas att du har målsmans godkännande.

Toni&Guy have the right to cancel the course if not enough students. If the course is cancelled you have the right to retrieve the course fee. If you are under 18 your legal guardian must approve your course entry and the conditions of purchase. When the conditions of purchase are accepted it is confirmed that you have the guardians approval.