

### YOU - In Demand

Creating unconditional client loyalty - for salon owners, managers, and stylists

What you will learn:

- How to master the most important factor in client loyalty
- Understanding truly the "WIFM" factor
- The shocking truth about why clients leave and why they stay
- What every customer wants you to know

**Date:** February 13      **Cost:** \$175

### Hero - Men's Cutting Workshop

The male clientele continues to grow in hair salons - but great men's hair requires its own unique approach. Stylists who incorporate classic barbering skills with their own technical experience can own a bigger part of this growing market.

**Date:** April 1      **Cost:** \$175

Contact your local sales consultant or Sarah at (403)253-8556 for registration. Find us on Facebook at 'ESP Salon Sales - Calgary' for more information on everything ESP!

### YOU INSPIRE

#### Foundations I

In this 3-day course, seasoned stylists as well as recent beauty school graduates learn that excellence in this core haircutting system is a critical component of success behind the chair. Course includes theory, demonstration and hands-on instruction and business building strategies.

**Dates:** April 15 to 17

**Cost:** \$675

#### Advanced Haircutting With Micky Hatoum

Always in demand and en vogue, the classic precision cuts adapted for current trend appeal are winners with all ages of clientele. Stylists will learn a contemporary cut inspired by the elements of the blunt, graduation and asymmetrical techniques.

**Date:** May 28      **Cost:** \$175

### SURFACE

HAIR HEALTH ART

#### GlamRock!

A 4 hour, trend based cutting workshop based on vintage 1950's fashion - experience why Surface is a celebrity favourite!

**Cost:** \$125

**Date:** June 18

### O.P.I

The World Leader in Professional Nail Care

#### GelColour

Colour at the speed of light! Iconic OPI colors and weeks of glossy wear will make GelColor by OPI your new signature service.

**Cost:** \$40

**Date:** April 9

#### Best of Sexy Hair

This class is a compilation of the best Sexy hair has to offer. Learn how to use Structure in Motion™ to personalize your clients looks!

**Cost:** \$125      **Date:** May 14

#### Cinematic

Capture the moment with SexyHair's newest haircut collection: Cinematic, in this 4-hour cutting workshop!

**Cost:** \$125      **Date:** March 5



Cosmetics Inc.

#### Spring Collection

SST is back again with a brand new collection. This themed workshop teaches everything you want to know about it!

**Cost:** \$100      **Date:** April 29

#### Wedding Makeup & UpDo

The worlds of hair and makeup collide together in this unique course designed specifically for wedding season!

**Cost:** TBD      **Date:** June 25