

ALFAPARF
MILANO
PROFESSIONAL

Education
2024

Our Values

We believe that beauty should always be a source of pleasure, and we believe that learning is a process that has no end.

Building mastery, learning together.

We believe that **training** is a journey towards the heart of things, not a set of predefined rules. We want to **enrich your knowledge** so that you can **acquire a method, practice what you have learnt and bring all your creativity to life.**

We are Italian, but we like to consider you as **one of the family**. We are here when trends run too fast and you need someone **to help you keep up.**

We are here when you smile in the mirror, **satisfied** with your **technical and creative work.**

We offer a wide selection of programs, whether in person or online where you can engage in a dialogue and learning process with our **educators, hairstylists and ambassadors**, at our **academies around the world.**



Carrier path

DISCOVERY

Half-day sessions, which will allow you to discover all ALFAPARF MILANO products and their correct use.
Are you ready to discover our wide range of products?

KNOWLEDGE

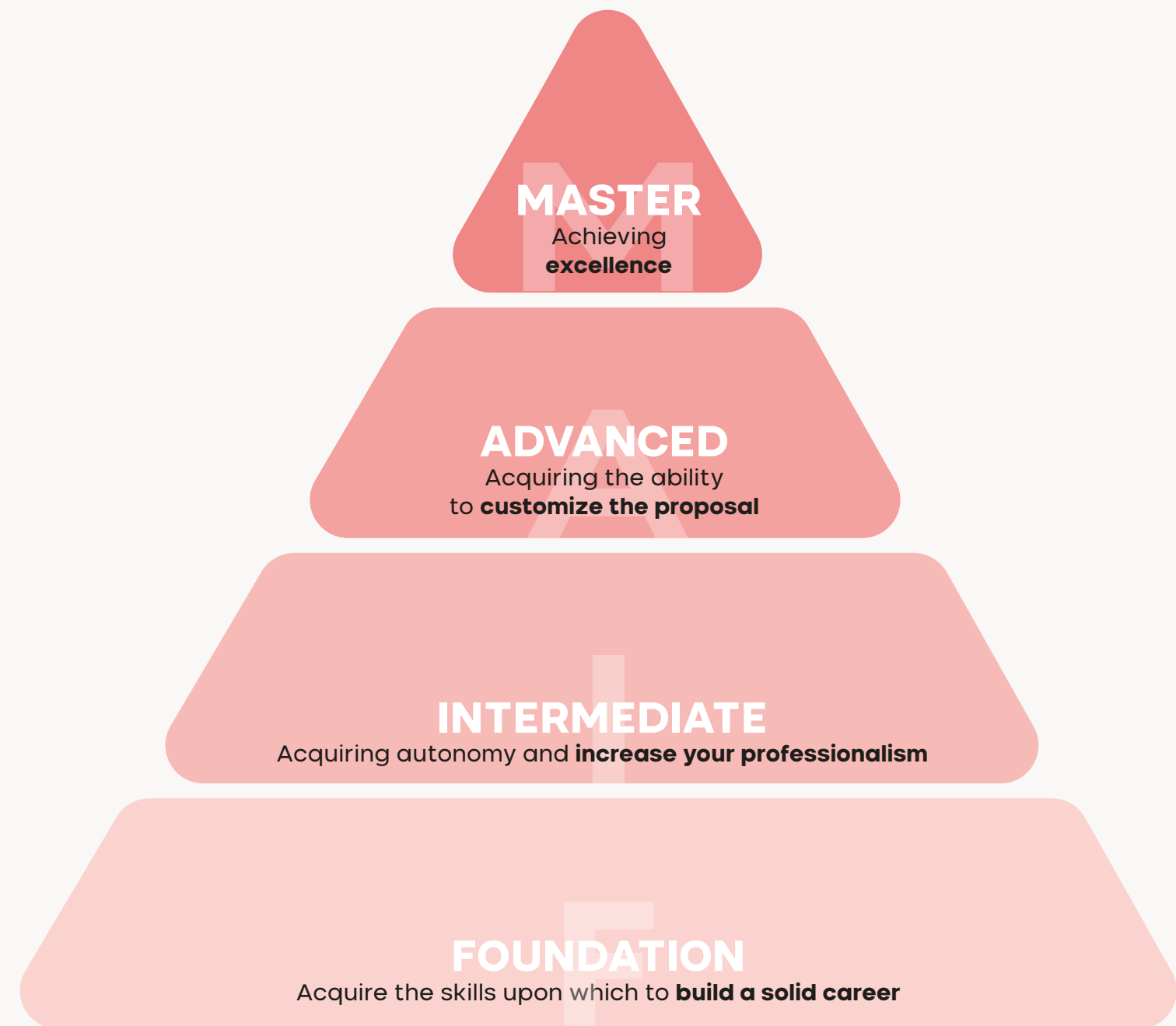
We have years of experience and we are looking forward to pass on all our knowledge to you.
A broad and technical knowledge is necessary to build a solid foundation.
We will walk along with you, step by step, to make you a real master.
Discover our academies and color and care seminars.

CREATIVITY

What would the world be without creativity? It's good to know and follow rules, but at the same time it's nice to create new directions.
Discover cut, shape, color and styling seminars and find your own way.

OFFICINA

An **exclusive path** for the customers of **OFFICINA DEL COLORE**.
Feel part of our big family and **discover ad hoc services**.



DISCOVERY

Are you a new client?

Learn **formulations, ingredients** and **methods of use** of all ALFAPARF MILANO PROFESSIONAL products.

Half-day sessions.



- SEMI DI LINO DISCOVERY
- EVOLUTION OF THE COLOR DISCOVERY
- COLOR WEAR DISCOVERY
- KERATIN THERAPY DISCOVERY

... and many more!



SUSTAINABILITY

Sustainability is not just a trend, but a new way of living. Clean beauty, Green, Vegan... let's try to clarify and understand how each of us can make a difference.



KNOWLEDGE

Academies and courses that help you enrich **your knowledge**, from the world of **color** to the world of **care**, in order to **build more and more mastery**.

Academies

UNIQUE GROWTH PATHS



Color Academy

A path that takes you from the **FOUNDATION level to the INTERMEDIATE level**



DURATION

7 DAYS – 3 WEEKENDS

A one-of-a-kind path to becoming a true ALFAPARF MILANO PROFESSIONAL Certified Color Designer. A method from welcoming the customer to color application to the roots/lengths and ends of all types of colors. A focus on hair, science of color, placement of highlights, reading the color and diagnosis.



Digital Color Academy

A path that takes you from the **FOUNDATION level to the INTERMEDIATE level**



DURATION

5 TWO-HOUR-MEETINGS (WEBINAR)

A one-of-a-kind path, completely online. Learn the method and discover all the secrets to becoming an ALFAPARF MILANO PROFESSIONAL certified color designer.



FOUNDATION

Color seminars



Let's start with color!



DURATION

1 DAY
2 TWO-HOUR MEETINGS (WEBINAR)

A journey to the discovery of color and all types of dyes. The color wheel, melanin residues, complementary colors and how a cosmetic color works.



Color experience



DURATION

1 DAY
2 TWO-HOUR-MEETINGS (WEBINAR)

An in-depth look at the essential steps to achieve the perfect color result: targeted advice and customized results.

FOUNDATION

Care seminars



Care Secrets / FIRST STEP



DURATION

1 DAY
An in-depth look at the basics of trichology and at ALFAPARF MILANO PROFESSIONAL care response, Scalp dimension. The Fiber and Shape dimensions can also be deepened.



Choose your pathway to becoming a true master with exclusive **OFFICINA DEL COLORE** seminars.

INTERMEDIATE

Color seminars



Beautiful Blondes



DURATION

1 DAY

How to get perfect blondes using ALFAPARF MILANO PROFESSIONAL color and bleach lines.



Working With Color



DURATION

1 DAY
2 TWO-HOUR-MEETINGS
(WEBINAR)

A creative perspective on the theory of color. How art can be inspiring and how colors can create different results.



INTERMEDIATE

Care seminars



Care Secrets / SECOND STEP



DURATION

1 DAY

An in-depth look at the hair diagnosis according to ALFAPARF MILANO PROFESSIONAL. To best meet the demands of customers and their beauty path.

ADVANCED

Color seminars



Color Correction



DURATION

2 DAYS

A seminar dedicated to color correction, a process that allows the transition from one cosmetic color to a new one, without mistakes!



Bleaching Secrets



DURATION

2 DAYS

A bleaching service represents a challenge for the salon, as well as an essential tool. Only knowledge of the correct use of the product leads to perfect results.



ADVANCED

Care seminars



Care Secrets / THIRD STEP



DURATION

1 DAY

An in-depth look at the correct reading of the INCI and ingredients of cosmetic haircare products.



CREATIVITY

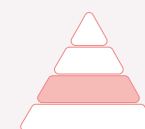


Seminars that **stimulate creativity** and allow you to keep **up with the times**.



INTERMEDIATE

Color seminars



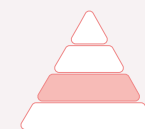
Blondes&Blends



DURATION
2 DAYS

Four innovative lightening and toning techniques, to meet the needs of both blondes and brunettes:

- Nordic sea (northern lights)
- Violet Mediterranean (blue/violet)
- Oceanic (white/ice)
- Caribbean (warm blondes)



Melting Color



DURATION
1 DAY

Non-conventional color, techniques that break the mold. Stimulates creativity and imagination with 2 new color proposals.



Grey experience



DURATION
1 DAY

Grey hair will have no more secrets. From creation to maintenance, to meet the needs of every customer.



INTERMEDIATE

Cut & Color seminars



Curl Specialist



DURATION
3 DAYS

BE CURL CUT METHOD techniques dedicated to curly hair. Tailored-made color techniques, Semi di Lino care treatments, styling and blow drying suggestions to enhance the hair's natural beauty. Discover the world of curls at 360°.



Men



DURATION
1 DAY

New men's cut proposals combined with styling looks, and suggestions for the most popular men's color techniques on the market.



OFFICINA DEL COLORE

Join hairdressers around the world who, like you, share the same **passions** and **dreams!** In addition to a dedicated educational offer, you will find **exclusive** communication **materials** and **practical and innovative technical materials.**

MASTER

Color seminars

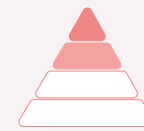


The Secrets of officina



DURATION
1 DAY

An intense in-depth look dedicated to the world of color, with a focus on ALFAPARF MILANO PROFESSIONAL formulas. A seminar developed thanks to the collaboration of our R&D department.



Master Colorist

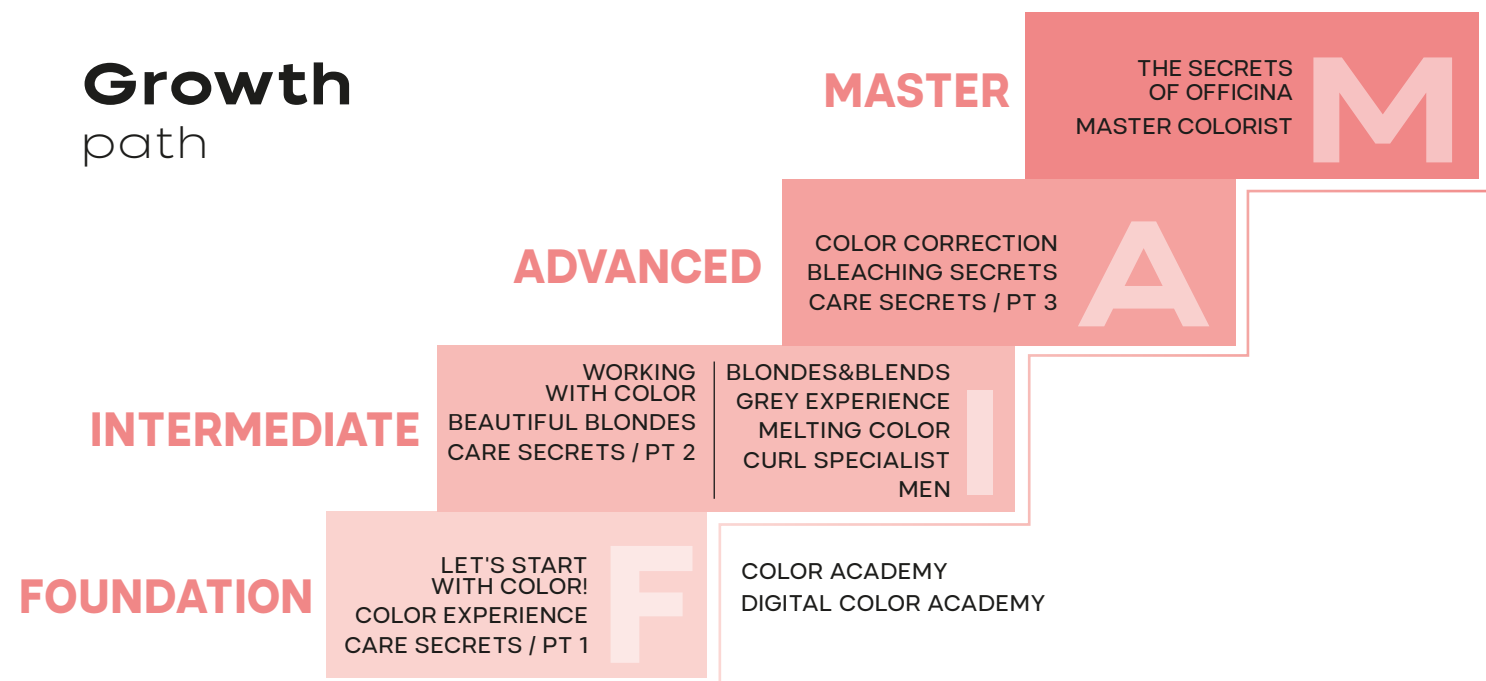


DURATION
7 DAYS

- With Vivica Davies, specialist educator -
The advanced certification of <color problem solving> signed by ALFAPARF MILANO PROFESSIONAL.
An in-depth course that allows those who already use ALFAPARF MILANO PROFESSIONAL color, to become a true **Master Colorist.**



Growth path



RUDY MOSTARDA, GLOBAL CREATIVE DIRECTOR ALFAPARF MILANO PROFESSIONAL



Founder and international creative director of Extrema Hair, vice-president of the Alternative Hair Show and a leading name in the global hairdressing scene, since 2022 **Rudy Mostarda** has been bringing to **Alfaparf Milano Professional** great experience and his unique creative vision. His words are our commitment.

Words from #alfaparfpeople:

"Believe me, what I most want is to make myself completely available to the hairdressers. Inform them, train them, stimulate them to become true image consultants, in order to nurture creativity and growth of the salon".

Seminars for Officina del Colore clients (Italy and abroad)

Collezione - Cut&color

2 DAYS (SUN/MON)

Target: salon owners and staff

20/30 students

Tailoring education in salon

2 DAYS (SUN/MON)

Target: salon owners and staff

- Create a tailor-made look for every customer
- Customized consultation: hair/make up/styling
- Targeted education for the staff to enhance each member's skills

Personal Trainer in salon

2 DAYS (WEEKDAYS)

Target: salon owners and staff

- Hands-on with salon customers
- How to welcome the customers
- Customized consultation for a tailor-made look
- New services

Group coaching

(2 DAYS AT THE ACADEMY)

Target: salon owners

- Suggestions on how to make a business flourish

Visual show

Dedicated to those who want to discover the world of Alfaparf Milano Professional

Attendees: 150/200

Our Global Ambassadors

Our network of Global Ambassadors is **constantly evolving** and **filled with talented** people chosen from the **#alfaparfpeople**. From **Italy** to the **United States**, through **Argentina, Australia, Mexico** and **Brazil**, our Ambassadors are the **spokespeople** of our common vision, partners in beauty for their fellow hairstylists and for the community, and actively contribute in the construction of Alfaparf Milano Professional projects.

FROM ITALY

- LORENZO MARCHELLE** @lorenzomarchelle
- GIANNI RANDO** @giannirando_
- ANTONELLA ROMITA** @alkimia_hair_lab
- MIMMO LASERRA** @mimmolaserra
- EMANUELE VONA** @emanuelevonahair
- FRANCESCO ARANCIO** @aranciofrancesco

FROM AUSTRALIA

- BILL TSIKNARIS** @tsiknarishair

FROM USA

- CASSANDRA MCGLAUGHLIN** @cassandraplatinum

FROM ARGENTINA

- WALTER HERRERO** @walterherrero_ok

FROM BRAZIL

- MIRÒ RODRIGUEZ** @mirorodriguesoficial

FROM MEXICO

- WALTER GONZALEZ** @walterzohan
- SAMUEL LUNA** @samuellunatecpa



Antonella Romita



Lorenzo Marchelle



Gianni Rando



Walter Herrero



Walter Gonzalez



Mimmo Laserra



Emanuele Vona



Cassandra McGlaughlin



Bill Tsiknaris



Francesco Arancio



Mirò Rodriguez



Samuel Luna

At Home... in the World: **Our international excellences**

MILAN

Synonymous with the trend, between fashion, art and design. In this unique city stands the Alfaparf Milano Professional Academy where it starts a true inspirational journey that will take our customers by the hand towards a unique experience. The purpose is to offer them new skills and project their creative vision forward.

ROME

The Alfaparf Milano Professional Academies are located in the heart of the eternal city. In this splendid location, the Mod team (in Piazza di Spagna) and Mimmo Laserra (inside the majestic Palazzo Taverna) offer us their unique styles and abilities to keep up with the times.

ORLANDO

Experience the Italian House of Beauty at the Alfaparf Milano Professional Academy in sunny Orlando, Florida: a city designed to inspire the imagination. A space overlooking the lake and flooded with natural light is the perfect environment for technical excellence and artistic flair to thrive. Located at In Style Hair, one of Orlando's top salons, the academy is just a few minutes away from Universal Studios, Disney World and more.

LONDON

In Europe's most cutting-edge city, the seminars offered are aimed at recreating looks that fully embody the dynamic, alternative and futuristic mood of this metropolitan city.

MEXICO CITY

Cosmopolitan, eclectic, full of history and tradition. It is the ideal source of inspiration to express creativity, transforming and innovating hairdressing education, reaching the whole world from the Alfaparf Milano Professional Academy.

BARCELONA

Discover the Alfaparf Milano Professional Spanish Academy at the center of the city of wonders, where modernity meets the revolutionary Catalan tradition.



Our international dates



Alfaparf Milano Professional will collaborate with the Alternative Hair Show in:

OCTOBER 2024:
LONDON - ALTERNATIVE HAIR SHOW

NOVEMBER 2024:
CANCUN - ALTERNATIVE HAIR SHOW

NOVEMBER 2024:
HONG KONG - ALTERNATIVE HAIR SHOW

**SAVE
THE
DATE!**



The Talent Show

is a brand new way to introduce the hairdressing profession to the general public through a series of creative challenges



Keep in touch with us

Follow us on our official channels:
ALFAPARF MILANO PROFESSIONAL
and stay updated on all the news.

**Join our community,
become #ALFAPARFPEOPLE!**

Ask your sales rep for **FAST VIDEO SEMINARS**,
to keep you up-to-date on the correct
use of the new ALFAPARF MILANO
PROFESSIONAL products.



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