

ALFAPARF
MILANO
PROFESSIONAL



Education

2025

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**.



Explore the world of Alfaparf Milano Professional seminars

Discover seminars designed specifically for you.

Each program is crafted to offer unique educational experiences, allowing you to expand your knowledge and refine your skills with our 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**.



Growth path

MASTER

Achieving
excellence

ADVANCED

Acquiring the ability
to **customize** the proposal

INTERMEDIATE

Acquiring autonomy and **increase** your professionalism

FOUNDATION

Acquire the skills upon which to **build** a solid career

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**



ONLINE

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!



ONLINE

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



ONLINE

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.



NEW!

New Color



DURATION
1 DAY

A seminar dedicated to discovering ALFAPARF MILANO PROFESSIONAL's new color line, designed for clients who love staying up-to-date with the latest market trends.



INTERMEDIATE

Shape seminars



NEW!

Keratin Therapy Lisse Design



DURATION
1 DAY

Discover the new Keratin Therapy Lisse Design services: learn about these innovative products and advanced techniques that make hair smoother and silkier, for professional and long-lasting 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.



NEW!

Beauty Rituals



DURATION
1 DAY

An opportunity for hairstylists to update themselves on the latest hair care trends and offer a complete beauty experience in their salon, using high-performance products.

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!



NEW!

Blonde Influencer



DURATION
4 DAYS

A seminar that explores the technical and digital skills necessary to become a true Blonde Influencer.



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



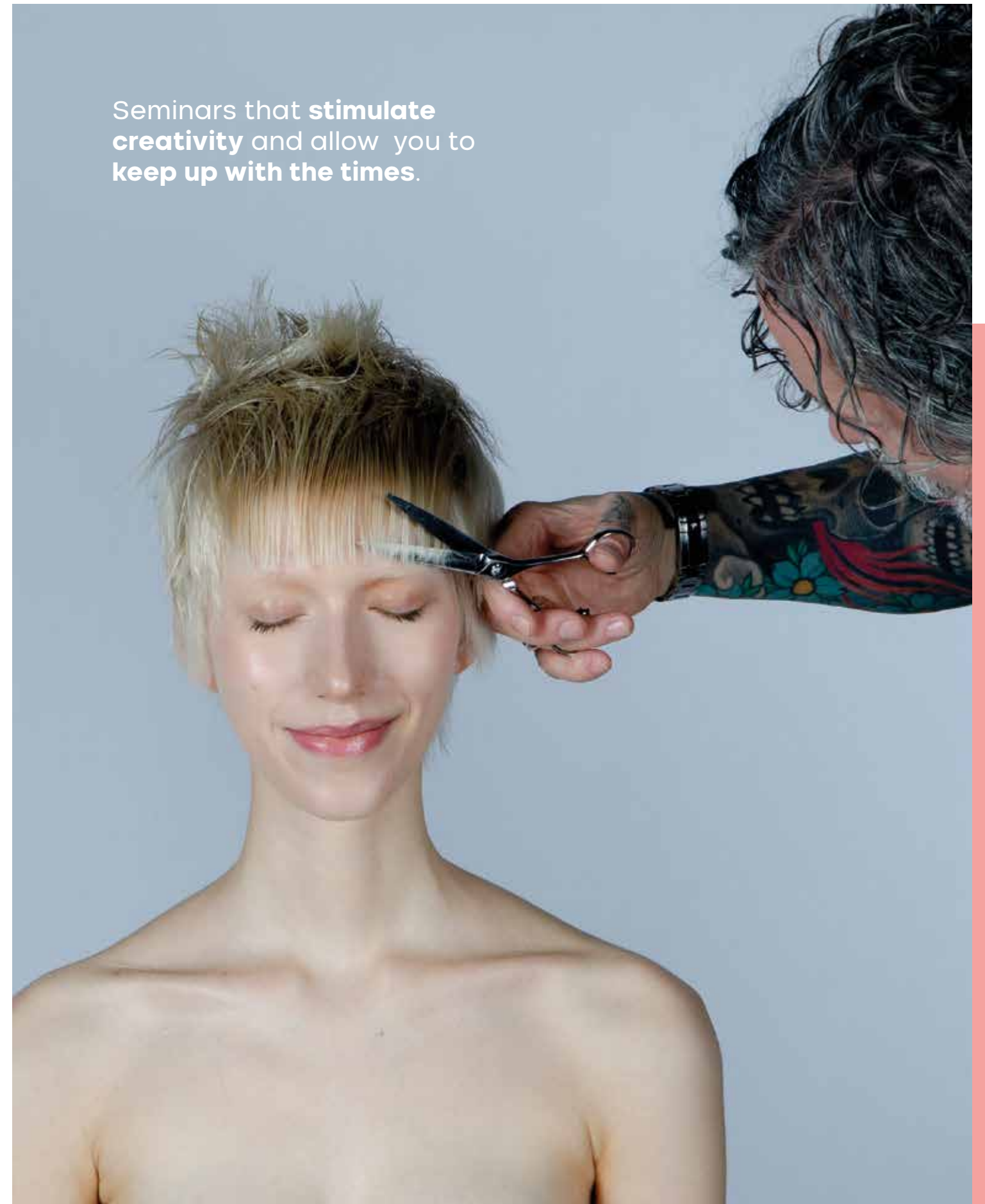
DURATION
1 DAY

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°.



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

6 DAYS

- With Vivica Davies, specialist educator -

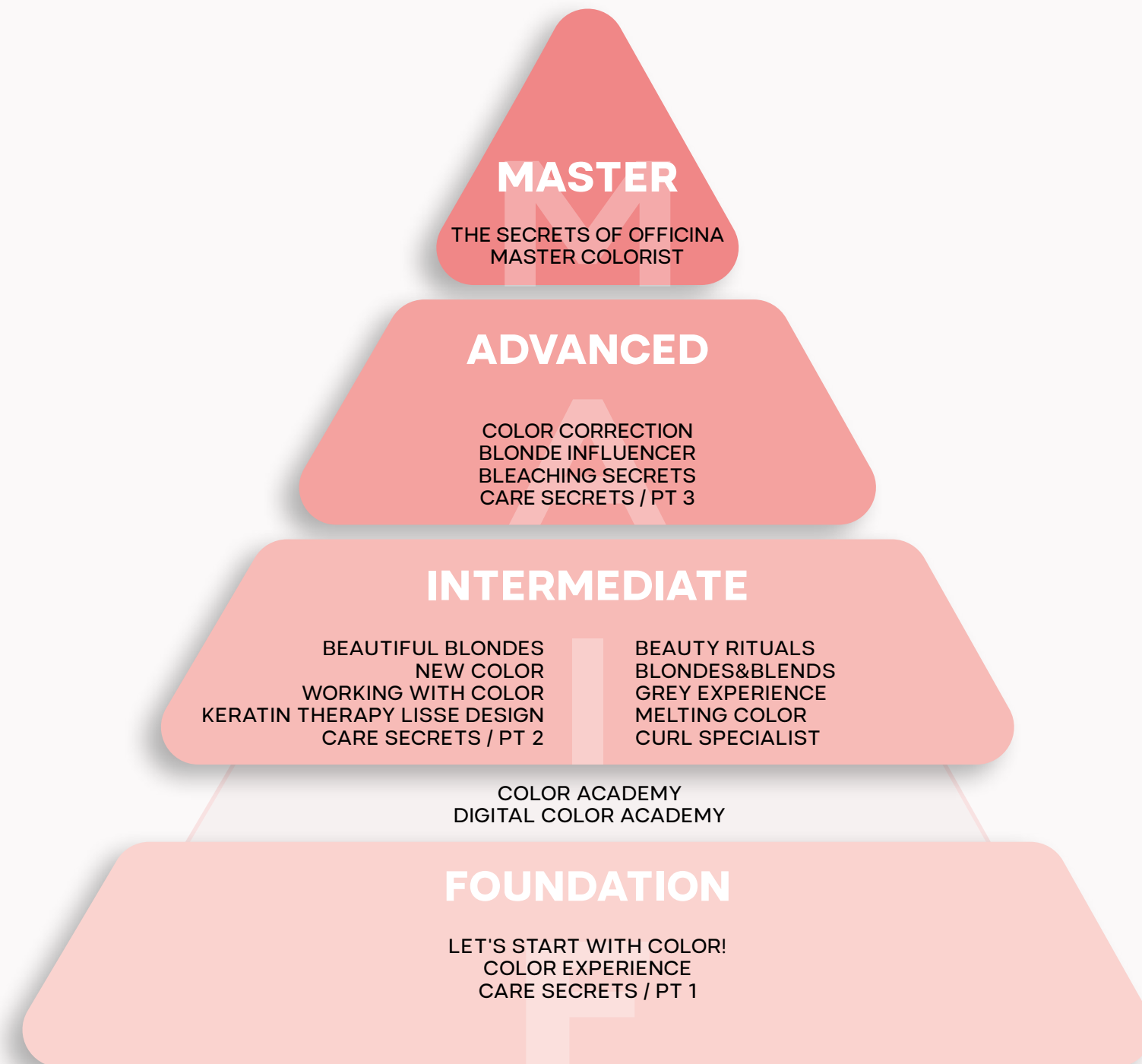
The advanced certification of <color problem solving> signed by ALFAPARF MILANO PROFESSIONAL.

An in-depth course that allows those who already use ALFAPARF MILANO PROFESSIONAL color, to become a true **Master Colorist**.



Growth path

Alfaparf Milano Professional seminar summary



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

Exceptional Alfaparfpeople: Our **Global** **Ambassadors**

Our network of Global Ambassadors is constantly evolving and filled with talented people chosen from the #alfaparfpeople.

From Italy to Mexico, via Australia, our Ambassadors are spokespeople for our shared vision, beauty partners for their fellow hairstylists and the community. Their contributions are central to building Alfaparf Milano Professional projects.



At Home... in the World: **Our International Academies**

MILAN

Synonymous with trends between fashion, art, and design. Alfaparf Milano Professional Academy can be found in this remarkable city, where an inspirational journey begins, guiding our clients through an unparalleled experience.

ROME

The Alfaparf Milano Professional Academy is located in the heart of the eternal city. In this splendid location, the MOD team presents their unique and contemporary style (in Piazza di Spagna).

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.



At Home... in the World: **Our International Academies**

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. The Alfaparf Milano Professional Academy is the ideal source of inspiration for expressing creativity, transforming the training experiences of hairstylists around the world.

DUBLIN

The Dublin Academy offers an environment that blends contemporary excellence in hairstyling with the city's millennial history. Here, professionals can refine their skills in a setting that fosters unique connections in the beauty world.



Our International Events

Alfaparf Milano wouldn't be the same without its hairstylists, its ALFAPARFPEOPLE! Being together and building a team is in our DNA. Every year, we organize brand events, participate in industry fairs around the world, and actively take part in the most important hair industry events. We look forward to seeing you at the next event!



📍 PUERTO VALLARTA



📍 IBIZA



📍 LONDON



📍 GUATEMALA



📍 BOLOGNA



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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