

EDUCATION 2022

MOROCCANOIL.







WELCOME TO MOROCCANOIL EDUCATION

As a leading creative and education-driven brand for salons and hairdressers, MoroccanOil is committed to maintaining long-term, meaningful dialogue with the professional stylist. At MoroccanOil, creativity is our business. Global MoroccanOil Education encompasses both our signature programs and business education, to fully support stylists at every step of their career—and it all begins at the MoroccanOil Academy.

Located in the heart of New York City, this state-of-the-art, 8,500-square-foot facility is designed to provide hands-on, customized education to stylists. All of our Academy courses are taught by MoroccanOil Global Educators and renowned stylists, who work with attendees on the critical skills necessary for success while incorporating innovative MoroccanOil Education.

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SIGNATURE STYLING

Moroccanoil Signature Styling is the foundation of the Moroccanoil blow-dry, braiding, and updo portfolio. These courses challenge hairdressers to create visual art, using the canvas of hair, to complement each person's unique beauty.

IN-SALON EDUCATION

01

PRODUCT EXPLORED

Suggested Prerequisites: Finishing Explored
Duration: 3 hours | **Format:** Hands-in

Product Explored is an introduction to the Moroccanoil haircare and styling portfolio. You will experience the essentials of our oil-infused product line and the nuances of its usage. Hands-in exercises and expert advice are combined to create a skill-centric experience.

Course Focus:

Moroccanoil product knowledge and usage • hands-in activities • blow-dry and iron techniques • new product focus

02

FINISHING EXPLORED: SIGNATURE BLOW-DRY

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 3 hours | **Format:** Hands-in

Our Finishing Explored course builds on the foundation established in Product Explored and showcases smooth, volume, and texture blow-dry techniques ideal for achieving behind-the-chair-friendly finishes that complement each client's unique beauty.

Course Focus:

Moroccanoil product knowledge and usage • hands-on activities • demonstrations • new product focus

03

CURLS INSPIRED

Suggested Prerequisite: Product Explored & Finishing Explored
Duration: 3 hours | **Format:** See-do

As more clients embrace and celebrate their curls, demand is ever-increasing for haircare and styling to enhance their natural beauty. This class will highlight styling techniques to bring out the best in all curl types, including wavy, curly, and coily hair formations.

Course Focus:

Moroccanoil product knowledge and usage • demonstrations • hands-on styling • new product focus

04

STYLING INSPIRED

Suggested Prerequisite: Product Explored & Finishing Explored
Duration: 3 hours | **Format:** See-do

Elevate your styling portfolio in this class, where you will master head-turning styles for special events and detailed looks that incorporate knotting and braiding. Styling Inspired showcases the critical techniques used to create boutique looks sought after by a fashion-aware clientele.

Course Focus:

Moroccanoil product knowledge and usage • hands-on cutting and styling • new product focus • demonstrations

NYC ACADEMY CLASSES

01

DESIGNER BOOTCAMP

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 2 days | **Format:** See-do

Designer Bootcamp spotlights the critical techniques used to prep hair prior to styling and the methods honed by runway and editorial stylists to create truly stunning and polished hair. Technical discipline and artistic vision combine to enhance your skill portfolio and ability to create sought-after, sellable hair.

Course Focus:

demonstrations • hands-on perfecting prep work • hands-on technical and artistic styling



SIGNATURE CUTTING

Moroccanoil Signature Cutting embraces unconventional cutting techniques designed to increase efficiency behind the chair. Learn systematic and incremental changes in technique in order to improve the quality of your design services.

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IN-SALON EDUCATION

01

TRENDING NOW

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 2 hours | **Format:** See-do

The Trending Now course is an introduction to Moroccanoil Cutting terminology and methodology. Current haircutting techniques are interpreted through consultation and perfected through craftsmanship. Designed for effortless implementation behind the chair.

Course Focus:

*Moroccanoil product knowledge and usage • demonstrations
• hands-on cutting and styling • new product focus*

02

CUTTING EXPLORED

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 3 hours | **Format:** See-do

Proper cutting methodology is the foundation of hairstyling and an essential complement to color service. This hands-in class will provide a strong focus on technique while showcasing dynamic haircuts from our Moroccanoil Revolution 2022 Collection.

Course Focus:

*Moroccanoil product knowledge and usage • demonstrations
• hands-on cutting and styling • new product focus*

NYC ACADEMY CLASSES

01 FOUNDATIONS EXPLORED

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 1 day | **Format:** See-do

Foundations Explored showcases unconventional notching techniques, product usage, and styling techniques designed to harmonize with each haircut they are paired with. Scissors-up, Scissors-down, and Square Layering are interpreted and perfected for immediate use behind the chair.

Course Focus:
3 haircuts • demonstrations • hands-on cutting and styling

02 ACADEMY COLLECTION

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 2 days | **Format:** See-do

The Academy Collection is a portfolio of signature Moroccanoil haircuts brought to life through unconventional haircutting techniques. Line, layering, and graduation are examined and perfected. Each technique is designed to complement the client's lifestyle, career, and unique beauty.

Course Focus:
6 haircuts • demonstrations • hands-on cutting and styling

03 CUTTING MASTERY INSPIRED

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 3 days | **Format:** See-do

The Cutting Mastery Inspired course builds on the foundations of our cutting methodology with a focus on creating disconnection, mastering razor work, texture cutting, and carving for curly hair. The cutting techniques shared are designed to elevate a behind-the-chair-friendly cutting portfolio.

Course Focus:
disconnection, razor work, texture cutting, and carving for curly hair • demonstrations • hands-on cutting and styling





SIGNATURE COLOR

Moroccanoil Signature Color showcases our core lightening and haircolor methodologies, including techniques that are designed to complement our design work and advance the Moroccanoil Haircolor journey.

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IN-SALON EDUCATION

01 COLOR EXPLORED

Suggested Prerequisites: Product Explored
Duration: 3 hours | **Format:** See-do

Explore the latest in the Moroccanoil Professional Haircolor portfolio. Perfect for stylists and colorists who are new to Moroccanoil permanent and demi-permanent haircolor and lighteners, this class emphasizes product knowledge, consultation techniques, and a range of color and lightening services. You will leave with the confidence to recommend color services tailored to the specific needs of each individual client in your salon.

Course Focus:

Moroccanoil product knowledge and usage • consultation techniques • demonstrations

02 COLOR INSPIRED

Suggested Prerequisites: Product Explored
Duration: 3 hours | **Format:** See-do

Get creative with Moroccanoil Professional Haircolor. Discover the nuances of Color Rhapsody Permanent Color, Color Calypso Demi-Permanent Color, and Blonde Voyage Powder and Clay Lighteners, along with signature techniques you can use behind the chair. This class will also showcase exciting haircolor trends and how to incorporate them into your salon services.

Course Focus:

Moroccanoil product knowledge and usage • consultation techniques • demonstration and hands-in techniques

NYC ACADEMY CLASSES



03 BLONDING INSPIRED

Suggested Prerequisites: Product Explored
Duration: 3 hours | **Format:** See-do

Explore the latest blonding trends used with Moroccanoil Blonde Voyage Powder and Clay Lighteners and Color Calypso Demi-Permanent Color. Gain mastery of foiling techniques as well as best practices for balayage and color correction. You will leave with fresh inspiration for your clients seeking blonding services, and the technical know-how to create flawless results.

Course Focus:

Moroccanoil product knowledge and usage • consultation techniques • demonstration and hands-in techniques



01 COLOR MASTERY INSPIRED

Suggested Prerequisites: Product Explored
Duration: 3 days | **Format:** See-do

Gain mastery of the Moroccanoil Professional Haircolor Collection in the dynamic learning environment of the Moroccanoil Academy. Our expert educators and facilitators will share advanced technical and artistic instruction on using our Color Rhapsody Permanent Color, Color Calypso Demi-Permanent Color, and Blonde Voyage Powder and Clay Lighteners. With a focus on top trends and customized results, participants will refine their skills for color services that truly stand out.

Course Focus:

Moroccanoil product usage • hands-on coloring, cutting, and styling • color placement techniques • color correction, post-color services, and post-lightening services

02 SEAMLESS BLONDING INSPIRED

Suggested Prerequisites: Product Explored
Duration: 2 days | **Format:** See-do

Enhance the artistry of your blonding services with this class focused on handpainting techniques with Blonde Voyage Lighteners. You will refine the skills to create seamless gradients and dimensional effects, as well identifying which clients are best suited to this in-demand service.

Course Focus:

open-air highlighting techniques • toning • dimensional blending • blow-dry styling

03 STRATEGIC FOILING INSPIRED

Suggested Prerequisites: Product Explored
Duration: 2 days | **Format:** Hands-in

Achieve seamless highlighting with this class focused on foiling techniques with Blonde Voyage Lighteners. Master techniques for blended versus contrasted results, face-framing effects, foil placement for maximum coverage, and more.

Course Focus:

foil highlighting techniques • post-lightening services • blow-dry styling



SIGNATURE WORKSHOPS

Moroccanoil Signature Workshops are advanced, specialized programs featuring some of the beauty industry's leading designers and haircolorists. Each workshop is an intimate experience for attendees, harnessing the New York City vibe in the exclusive Moroccanoil Academy.

NYC ACADEMY CLASSES

01

MOROCCANOIL REVOLUTION COLLECTION 2022

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 3 days | **Format:** See-do

The MoroccanOil Revolution is a collection of 9 signature looks that exemplify the brand's current creative vision and dedication to technical mastery. In this hands-on class, you will perfect 3 color, 3 cut, and 3 styling creations, while also refining the techniques used to achieve them. You will leave with an enhanced skill set and an elevated portfolio of in-demand, on-trend styles.

Course Focus:

hands-on cutting, coloring, and styling • 3 haircuts, 3 color techniques • advanced color placement

02

BEHIND THE LENS

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 2 days | **Format:** Styling Workshop

Behind the Lens delivers the skills needed to successfully bring an editorial vision to your craftsmanship behind the chair. This course is presented by an editorial stylist with working knowledge of the medium. You will participate in a photo shoot with professional models and work with an editorial photographer to create professional-grade photos that will immediately boost the look of your portfolio and add value to your services.

Course Focus:

editorial styling • professional photo shoot with models • images for your portfolio

03

TEXTURE TALK: CURLS & COILS INSPIRED

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 2 days | **Format:** See-do

Understanding the foundation—the canvas—is the most important component of creating any great structure or work of art. Texture Talk is designed to improve the comfort level of all hairstylists when providing color services and building highly technical and artistic designs on a wide range of hair texture foundations. Hairstylists will gain an appreciation and understanding for crafting and marketing services for clients with varying hair textures. The class also covers proper product use, techniques for haircolor placement and blending, and selecting the right tools, ensuring stylists understand all without additional investments.

Course Focus:

MoroccanOil methodologies • curl formation terminology • hands-on cutting and styling

04

MOROCCANOIL EXPERT CERTIFICATION

Suggested Prerequisites: Product Explored & Finishing Explored
Duration: 3 days | **Format:** See-do

MoroccanOil Expert Certification is a skills-based course for salon trainers. It focuses on facilitation skills, MoroccanOil methodologies, and technical capabilities, including color service, that will allow every trainer to elevate their salon and its staff. Designed to cultivate a community of like-minded professionals, our MoroccanOil Expert Certification program will prepare you to serve as a facilitator, coach, and the go-to advocate for everything MoroccanOil in your salon. Newly expanded to 3 days, this course will feature a full-day focus on training methodologies for the complete MoroccanOil Professional Haircolor Collection. Upon completion of the course, your salon will be highlighted on the MoroccanOil Salon Locator as an Expert Salon.

Course Focus:

MoroccanOil Professional Haircolor product usage • essential MoroccanOil methodologies • facilitation skills



SIGNATURE BUSINESS

Unique to the industry, our Signature Business programs take a 360-degree approach to delivering comprehensive business strategies to salon owners, managers, and stylists. Through a series of interactive presentations and tools, our outside-the-box approach emphasizes proactive methods for competing effectively in today's ever-changing retail and service landscape.

IN-SALON EDUCATION

01

EFFECTIVE RETAILING

Duration: 1.5 hours | Format: Workshop

Overcome the hurdles to selling products and services. In today's competitive marketplace, online shopping can be a significant challenge to a salon's business. In Effective Retailing, you'll learn how to mirror online retailers' strengths by bringing powerful tools to your salon chair and salon culture. Walk away with more confidence in selling.

Course Focus:

methodologies to overcome selling hurdles • tools that mirror online retailing • group discussion

02

TAKE CHARGE

Duration: 1.5 hours | Format: Workshop

Technical skill is crucial behind the chair, but stylists also need the proper tools to develop long-lasting relationships with their clients. This starts with understanding who you truly are as a stylist, identifying each client's personality type, then leveraging both to create a service experience that will set you apart—and keep your clients coming back!

Course Focus:

identify and leverage personality strengths • develop deeper relationships with clients • build staff and peer loyalty

NYC ACADEMY CLASSES

03 UNDERSTANDING THE RETAIL CLIENT MINDSET

Duration: 1.5 hours | **Format:** Workshop

Work smarter, not harder, in the salon. On any given day, a variety of clients with a variety of buying behaviors (Hello, rewards collector!) will enter the salon. Learn about the different types of retail clients in your salon and develop some easy-to-adopt strategies for each one of them, leading to more retail sales and a better understanding of client buying behavior.

Course Focus:

client buying behaviors • retail strategies • group discussion

04 MAXIMIZE YOUR COLOR BUSINESS

Duration: 1.5 hours | **Format:** Workshop

Color service can be a significant driver of your salon's business, generating repeat customers and boosting profits. With a focus on in-demand services, selling strategies, and more, this class will help you identify areas of opportunity within your color business.

Course Focus:

service strategies • selling strategies • growth opportunities • group discussion

05 MOROCCANOIL MINDS

Format: Workshop, See-do

MoroccanOil Minds is a peer-to-peer mentoring think tank that will help like-minded salon professionals solve salon challenges and share best practices. With limited class size, MoroccanOil Minds focuses on business education, business planning, retail strategies, community building, and more. Classes meet quarterly, with individual follow-up to ensure focus on growth. In addition, attendees receive a complimentary MoroccanOil Academy class, online education subscription, new product launches, strategic calls with Mastermind facilitators, and a gift bag of MoroccanOil products or tools valued at \$300.

1 full day each quarter

Dates Available:

February 7

May 2

August 29

November 7

Course Focus:

business planning • goal setting • artistry instruction • peer-to-peer learning • group discussion • individualized follow-up

01 BUSINESS CERTIFICATION

Suggested Prerequisites: Any of our in-salon business education classes

Duration: 3 days | **Format:** Business Workshop

Our Business Certification course is an interactive program for salon owners, managers, and stylists. It focuses on retailing, marketing, merchandising, leadership skills, building financial acumen, staff training and advancement, and more. We share how to obtain measurable financial success, cultivate a strong client base and a loyal staff, create a memorable salon experience, and achieve growth that is sustained year after year. Each attendee will learn tools and methodologies that integrate easily into an existing salon structure. You'll be empowered to create a salon experience that inspires clients and boosts your business.

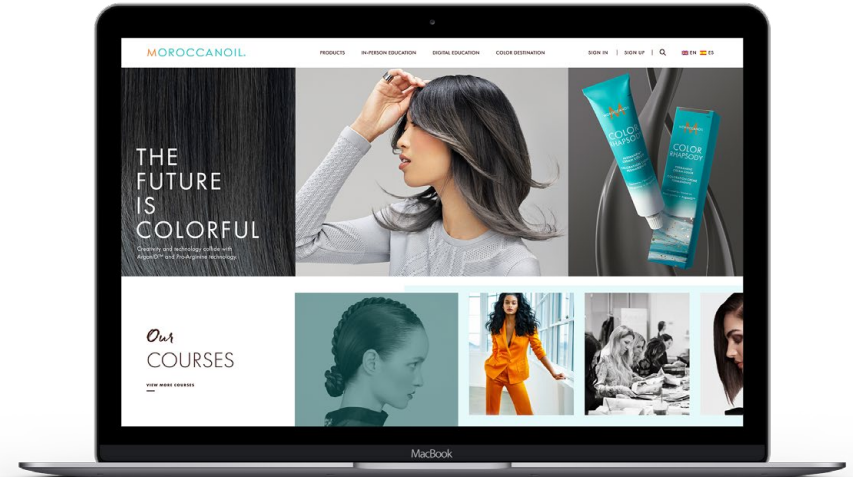
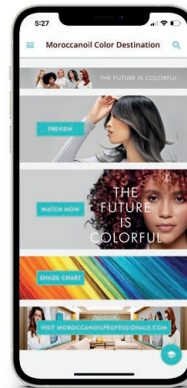
Course Focus:

retailing and marketing • salon systems and services • staff training and advancement • robust workbook to reference skills learned in class

DIGITAL EDUCATION

In today's ever-changing landscape of education opportunities, there has been a tremendous shift to digital learning. Moroccanoil is expanding its digital education offerings to enhance brand engagement, while allowing a more personalized and collaborative learning experience.





01 LIVE DIGITAL EDUCATION

Accessible to all hairdressers, our live digital education sessions utilize MoroccanOil social media platforms. Sessions are hosted by MoroccanOil Artistic Team Members and Educators. Product-centric education from the MoroccanOil Field Education Platform and other artistic, specialized content is showcased and shared during our live sessions and education summits.

02 DIGITAL IN-SALON EDUCATION

Offered to salon accounts, these 1-hour, live digital education sessions utilize a salon's social media platforms and are hosted by a MoroccanOil Education Team Member. All product-centric content from MoroccanOil's In-Salon Education Offerings is available to be showcased and shared during live sessions.

03 PROFESSIONAL WEBSITE

MoroccanOilProfessionals.com

Accessible to all hairdressers, our digital education sessions utilize all MoroccanOil digital platforms. Sessions are hosted by MoroccanOil Artistic Team Members and Educators, and encompass product education, business tutorials, artistry, and more.

04 MOROCCANOIL COLOR DESTINATION

The MoroccanOil Color Destination App is a comprehensive haircolor resource and community hub for colorists. A complete self-guided learning experience allows stylists to gain knowledge and expertise in every aspect of the MoroccanOil Professional Haircolor Collection.

The app includes in-depth color theory, usage instructions, detailed information on products and technology, color conversion charts, service guides, technique videos, and so much more. Discover a true community platform with a forum for open discussion and opportunities to "ask the experts."

2022 NYC ACADEMY CALENDAR

SIGNATURE STYLING

DESIGNER BOOTCAMP 2 Days	June 20–21 October 3–4	\$600 / 600 LD
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SIGNATURE CUTTING

FOUNDATIONS EXPLORED 1 Day	February 22 August 22	\$300 / 300 LD
ACADEMY COLLECTION 2 Days	January 31–February 1 May 3–4 August 29–30	\$600 / 600 LD
CUTTING MASTERY INSPIRED 3 Days	February 14–16 May 16–18 July 25–27	\$850 / 850 LD

SIGNATURE COLOR

COLOR MASTERY INSPIRED 3 Days	March 7–9 April 18–20 June 27–29 September 19–21 October 31–November 2	\$1,000 / 1,000 LD
SEAMLESS BLONDING INSPIRED 2 Days	March 21–22 May 23–24 August 8–9	\$800 / 800 LD
STRATEGIC FOILING INSPIRED 2 Days	March 28–29 July 18–19 August 15–16	\$800 / 800 LD

SIGNATURE WORKSHOPS

MOROCCANOIL REVOLUTION COLLECTION 2022 3 Days	March 14–16 April 25–27 May 9–11 June 13–15 November 7–9	\$1,000 / 1,000 LD
BEHIND THE LENS 2 Days	February 7–8	\$1,500
TEXTURE TALK: CURLS & COILS INSPIRED 2 Days	January 24–25 April 11–12 August 1–2	\$600 / 600 LD
MOROCCANOIL EXPERT CERTIFICATION 3 Days	February 28–March 2 July 11–13 September 12–14	\$1,000 / 1,000 LD

SIGNATURE BUSINESS

BUSINESS CERTIFICATION 3 Days	April 4–6 October 24–26	\$850 / 850 LD
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