



MOROCCANOIL®

COURSE CATALOG
2023

NEW YEAR,
NEW EDUCATION

CLASS IS
IN SESSION



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.

WATCH THE LATEST
IN MOROCCANOIL
EDUCATION:





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AT THE
ACADEMY

WATCH NOW:





SIGNATURE COLOR

Moroccanoil color classes showcase our lightening and haircolor methodologies, including techniques that are designed to improve efficiency behind the chair, advance your skill set, and complement each client’s unique beauty.

01 COMPREHENSIVE COLOR

Suggested Prerequisite: Color Explored
Duration: 2 days | **Format:** Hands-on

Receive in-depth instruction in color theory as well as the unique benefits and proprietary technologies of the Moroccanoil Professional Haircolor Collection. Refine your haircolor application and formulation skills, while exploring the ins and outs of hair diagnosis and consultation for truly customized color service.

Course Focus:

- Moroccanoil Professional Haircolor product knowledge and usage, focusing on color services
- Consultation techniques
- Demonstration and hands-on experience

Dates:
April 10–11 | June 12–13 (en español)

Price:
\$600/600 LD

CLASS PREVIEW:



02 BLONDE VOYAGE BLONDING

Suggested Prerequisite: Color Explored
Duration: 3 days | **Format:** Hands-on

Learn how to achieve seamless highlighting and freehand application with our Blonde Voyage Powder and Clay Lighteners. Create dimensional effects, discover new lightening skills and services, and master sectioning and placement in this hands-on workshop.

Course Focus:

- Moroccanoil Professional Haircolor product knowledge and usage, focusing on lightening services
- Foil highlighting
- Foilayage techniques
- Open-air freehand techniques
- Diffusing techniques
- Cutting and styling tips
- Demonstration and hands-on experience

Dates:
Feb 6–8 | July 10–12 | October 2–4

Price:
\$900/900 LD

CLASS PREVIEW:



03 COLOR CORRECTION SIMPLIFIED

Suggested Prerequisites: Comprehensive Color, Color Explored, Blonde Voyage Blonding
Duration: 2 days | **Format:** Hands-on

Gain total confidence in your skills as a color correction specialist. Learn the reasons why color correction is needed, how to avoid these scenarios, and the best techniques for implementing solutions, from filling to complete color removal.

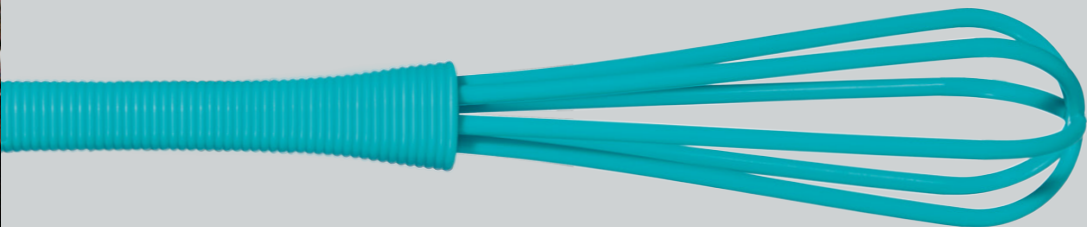
Course Focus:

- Moroccanoil Professional Haircolor product knowledge and usage, focusing on color correction techniques
- Demonstrations
- Hands-on experience
- Lightening services
- Pre-pigmentation services

Dates:
April 24–25 | October 16–17

Price:
\$600/600 LD

CLASS PREVIEW:



01 ACADEMY COLLECTION

Suggested Prerequisite: Cutting Explored
Duration: 3 days | **Format:** Hands-on

This hands-on class showcases a collection of elevated and trendsetting haircuts brought to life utilizing Moroccanoil cutting methodology. Master six technique-driven haircuts designed for salon-ready implementation behind the chair. Instruction will also touch on ways to complement each client’s haircolor application, lifestyle, and unique beauty through the art of consultation.

Course Focus:

- 6 haircuts: Scissors Up, Scissors Down, Square Layer, Round Layer, Long Graduation, Short Graduation
- Demonstrations
- Hands-on cutting and styling

Dates:
March 27–29 | June 26–28

Price:
\$600/600 LD



02 CUTTING MASTERY

Suggested Prerequisites: Cutting Explored, Academy Collection
Duration: 2 days | **Format:** Hands-on

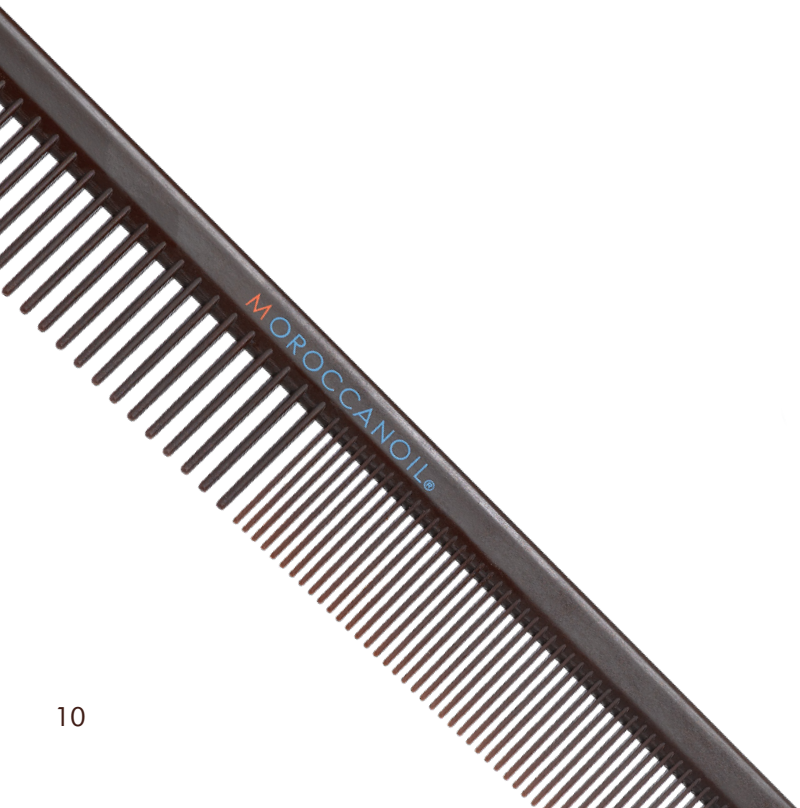
A great cut is crucial for bringing haircolor and style to life. Build upon the Moroccanoil cutting methodology and take your skills to the next level by executing four elevated haircuts featuring disconnection, razor work, and texture cutting.

Course Focus:

- 4 haircuts: Textured Layer, French Bob, Undercut, Pixie
- Demonstrations
- Hands-on cutting and styling

Dates:
Feb 20–21 | May 8–9 | October 31– November 1

Price:
\$400/400 LD



SIGNATURE CUTTING

Moroccanoil cutting methodology embraces unconventional techniques designed to increase efficiency behind the chair. Learn systematic, essential techniques that will improve the quality of your designs.



SIGNATURE WORKSHOPS

Moroccanoil Signature Workshops are advanced, specialized programs featuring some of the beauty industry’s leading artists and influencers. Each workshop encompasses cut, color, and style, featuring tips and tricks that will enable you to create modern designs while elevating your craft.

01 MOROCCANOIL TREND COLLECTION

Suggested Prerequisites: Product Explored, Color Explored
Duration: 3 days | **Format:** Hands-on

Learn a collection of in-demand looks that exemplify Moroccanoil’s current creative vision and dedication to technical mastery. Enhance your skill set while you perfect three designs featuring trending techniques in haircolor, cutting, and styling.

Course Focus:
• 3 Designs: color, cut, and style • Demonstrations and hands-on experience

Dates:
March 6–8 | May 22–24 | September 18–20

Price:
\$1,000/1,000 LD

CLASS PREVIEW:



03 BRIDAL BOOTCAMP: MOROCCANOIL X @ASHANDCOBRIDALHAIR

Duration: 1 day | **Format:** Hands-on

Join Moroccanoil and BTC OneShot Hair Award Winner @ashandcobridalhair for this one-day intensive hands-on workshop that gets you ready for bridal season. The class will cover the foundations of curling and pinning techniques, the time-crunch shortcuts you need to know, and how to seamlessly switch from one style to another with confidence and ease.

Course Focus:
• Curling and pinning • Shortcuts • Industry insider tips • Demonstrations and hands-on experience

Dates:
Feb 27 | Feb 28 | July 24 | July 25

Price:
\$300/300 LD

05 DIMENSIONAL BLONDING WITH @JESSICASCOTTHAIR

Duration: 1 day | **Format:** Hands-on

In this hands-on class, Jessica will show you her tips and tricks for dimensional color, plus her secrets to success on social media. Jessica will break down her techniques for foilage placement, creating a money piece, the importance of keeping depth, mixing formulas, and more! In 2021 she won Colorist of the Year for the American Influencer Awards and was nominated again in 2022. Jessica will also show you how she became successful on social media, sharing her tips on photography, filming, video editing, grabbing brand attention, and more! You will leave feeling ready to level up behind the chair and on social media!

02 CURLS & COILS

Suggested Prerequisites: Curls Inspired, Color Explored
Duration: 3 days | **Format:** Hands-on

Enhance the natural beauty of curls and coils by learning haircolor, cutting, styling, and haircare services for a wide range of curl formations. Improve your client reach by understanding and marketing services for clients with diverse hair textures and curl formations.

Course Focus:
• 2 Haircuts: Heart Shape and Tapered Cut • Color Techniques: Dimensional Highs and Lows • 3 Styles: Twist Out, Finger Coils, Silk Press • Demonstrations and hands-on experience

Dates:
June 5–7

Price:
\$900/900 LD

CLASS PREVIEW:



04 CREATIVE CUTTING AND COLORING WITH @GREG_GILMORE

Duration: 2 days | **Format:** Hands-on

Join Moroccanoil Global Ambassador Greg Gilmore for this hands-on course, where you’ll learn creative cutting and color techniques for relaxed and natural hair. If you’re looking to increase revenue by understanding how to work with textured and relaxed hair—this is the class for you!

Course Focus:
• Creative color • Cutting • Smoothing • Demonstrations and hands-on experience

Dates:
April 3–4 | Aug 7–8 | Oct 9–10

Price:
\$600/600 LD

Course Focus:
• Blonding Techniques • Social Media • Demonstrations and hands-on experience

Dates:
May 15 | Oct 30

Price:
\$300/300 LD

01 BUSINESS CERTIFICATION 1.0

Suggested Prerequisite: Any field business class
Duration: 3 days

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, social media, and more. 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
- Social media strategies

Dates:
August 28–30

Price:
\$900/900 LD

02 BUSINESS CERTIFICATION 2.0

Prerequisite: Business Certification 1.0
Duration: 3 days

This advanced, interactive program for salon owners and managers builds upon the prerequisite, Business Certification 1.0. The class further develops previous learnings including marketing, leadership skills, financial acumen, staff training and advancement, social media, salon culture, coaching conversations, and more. Each attendee will learn tools and methodologies that integrate easily into an existing salon structure to help elevate your business to the next level.

Course Focus:

- Advanced marketing
- Advanced salon systems and services
- Advanced salon culture
- Advanced social media strategies

Dates:
October 23–25

Price:
\$1200/1200 LD



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.



2023 NYC ACADEMY CALENDAR

SIGNATURE COLOR

Comprehensive Color

April 10-11 | June 12-13 (en español) | \$600/600 LD

Blonde Voyage Blonding

Feb 6-8 | July 10-12 | October 2-4 | \$900/900 LD

Color Correction Simplified

April 24-25 | October 16-17 | \$600/600 LD

SIGNATURE CUTTING

Academy Collection

March 27-29 | June 26-28 | \$600/600 LD

Cutting Mastery

Feb 20-21 | May 8-9 | Oct 31- Nov 1 | \$400/400 LD

SIGNATURE WORKSHOPS

Moroccanoil Trend Collection

March 6-8 | May 22-24 | September 18-20 | \$1,000/1,000 LD

Curls & Coils

June 5-7 | \$900/900 LD

Bridal Bootcamp with @ashandcobridalhair

Feb 27 | Feb 28 | July 24 | July 25 | \$300/300 LD

Creative Cutting and Coloring with @greg_gilmore

April 3-4 | Aug 7-8 | Oct 9-10 | \$600/600 LD

Dimensional Blonding with @jessicascotthair

May 15 | Oct 30 | \$300/300 LD

SIGNATURE BUSINESS

Business Certification 1.0

August 28-30 | \$900/900 LD

Business Certification 2.0

Oct 23-25 | \$1200/1200 LD

IN THE
FIELD



SIGNATURE COLOR

Moroccanoil color classes showcase our lightening and haircolor methodologies, including techniques that are designed to improve efficiency behind the chair, advance your skill set, and complement each client's unique beauty.

01 COLOR EXPLORED

Suggested Prerequisite: Product Explored
Duration: 3 hours | **Format:** Look and Learn

Explore the Moroccanoil Professional Haircolor Collection, including our complete portfolio of Color Rhapsody Permanent Color, Color Calypso Demi-Permanent Color, Blonde Voyage Lighteners, and Color Infusion Pure Color Mixers. This class emphasizes product knowledge, consultation techniques, grey coverage, and an express lightening service.

Course Focus:

- Moroccanoil Professional Haircolor product knowledge and usage
- Consultation techniques
- Demo Look: Grey Coverage with a Pop of Lightness

03 BLONDING INSPIRED

Suggested Prerequisites: Product Explored, Color Explored
Duration: 3 hours | **Format:** Look and Learn

Get inspired by the latest blanding trends and our Moroccanoil Professional Haircolor portfolio. Discover our signature foiling techniques, best practices for balayage, and our color correction lightening services. You will leave with fresh inspiration for your clients seeking beautiful blonde looks, and the technical know-how to create flawless results.

Course Focus:

- Moroccanoil Professional Haircolor product knowledge and usage, focusing on blanding and toning services
- Demo Look: Blonde Foilayage

02 COLOR INSPIRED

Suggested Prerequisites: Product Explored, Color Explored
Duration: 3 hours | **Format:** Look and Learn

Get inspired by Moroccanoil Professional Haircolor! Discover our signature application techniques utilized with exciting haircolor trends, and learn how to incorporate them into your salon services. Master the nuances of Color Rhapsody Permanent Color, Color Calypso Demi-Permanent Color, and Blonde Voyage Powder and Clay Lighteners.

Course Focus:

- Moroccanoil Professional Haircolor product knowledge and usage
- All-over lightening tips and color melting techniques
- Demo Look: Warm Ombré



01 CUTTING EXPLORED

Suggested Prerequisite: Product Explored
Duration: 3 hours | Format: Look and Learn

Current haircutting techniques are interpreted through consultation and perfected through craftsmanship. Gain familiarity with Moroccanoil cutting methodology and terminology for effortless implementation of on-trend looks.

Course Focus:
• Focus on 1 of 2 haircuts: *Pixie Shag, Mod Pageboy*



02 CUTTING INSPIRED

Suggested Prerequisites: Styling Explored, Cutting Explored
Duration: 3 hours | Format: Look and Learn

Get inspired—and challenged—as you explore Moroccanoil cutting methodology while learning salon-ready looks created by our Artistic Team. This class will provide a strong focus on technique while showcasing dynamic haircuts from the Moroccanoil Trend Collection.

Course Focus:
• Focus on 1 of 3 haircuts: *Trending Long Layers, Razor Shag, Coily Cut*



SIGNATURE
CUTTING

Moroccanoil cutting methodology embraces unconventional techniques designed to increase efficiency behind the chair. Learn systematic, essential techniques that will improve the quality of your designs.

SIGNATURE STYLING

Moroccanoil styling classes challenge the hairdresser to create visual art, using the canvas of hair to complement each person's unique beauty.

01 PRODUCT EXPLORED

Duration: 3 hours | **Format:** Hands-in

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 showcase smooth, volume, and texture blow-dry techniques ideal for achieving salon-friendly finishes that complement each client's unique beauty.

Course Focus:

- Volume Blow-Dry
- Smooth Finish
- Texture Finish

03 CURLS INSPIRED

Suggested Prerequisite: Product Explored

Duration: 3 hours | **Format:** Hands-in

Bring out the best in all curl types, including wavy, curly, and coily hair formations. Get inspired by haircare and styling techniques suited to meet the ever-increasing demand to enhance the natural beauty of textured hair.

Course Focus:

- Flat Twist-Out
- Finger Coils
- Diffused Curls

02 STYLING INSPIRED

Suggested Prerequisite: Product Explored

Duration: 3 hours | **Format:** Hands-in

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:

- 4 designs: Classic Set, Corset, Voluminous Textured Chignon, Polished Chignon



01 MOROCCANOIL SALON AMBASSADOR
CERTIFICATION

Suggested Prerequisite: Product Explored
Duration: 3 days | **Format:** Hands-on

Moroccanoil Salon Ambassador 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 professionals, our Moroccanoil Ambassador 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 Ambassador Salon.

Course Focus:
• Moroccanoil product knowledge • Essential Moroccanoil methodologies • Facilitation skills • Hands-on cutting, coloring, and styling

Dates:
February 26–28 Dallas, Texas
May 8–10 Dublin, Ohio
July 10–12 Montréal, Quebec
November 5–7 Mesa, Arizona

Price:
\$600/600 LD



02 SEAMLESS BLONDING

Suggested Prerequisite: Product Explored
Duration: 2 days | **Format:** Hands-on

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 as identify which clients are best suited to this in-demand service.

Course Focus:
• Hands-on, open-air highlighting techniques • Toning
• Dimensional blending • Blow-dry styling • Cutting

Dates:
April 3–4 Toronto, Ontario
May 21–22 Mesa, Arizona
June 5–6 Calgary, Alberta
August 28–29 Dallas, Texas

Price:
\$600/600 LD



ACADEMY ON THE ROAD

We are excited to present Academy on the Road! Select Moroccanoil Academy classes—previously available only in our state-of-the-art New York City Academy—are now easily accessible in other locations. Offered within Moroccanoil partner salons, these classes provide a dynamic education experience with enhanced convenience.



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.

01 MAXIMIZE YOUR COLOR BUSINESS

Suggested Prerequisite: Color Explored
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:

- Color selling strategies
- Profit-boosting a-ha moments
- Group discussion

03 MOROCCANOIL MINDS 1.0

Suggested Prerequisites: Product Explored, Color Explored
Duration: 4 days | **Format:** Workshop

MoroccanOil Minds is a peer-to-peer mentoring think tank that will help 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 a focus on growth.

Each attendee receives a complimentary MoroccanOil Academy class, online education subscription, new product launches, strategic calls with Mastermind facilitators.

Course Focus:

- Goal setting
- Retailing strategies
- Cultivating salon culture
- Service menu
- Group discussion

Class includes all 4 dates:
February 20 | May 8 | August 7 | November 13

Price:
\$300/300 LD

02 UNDERSTANDING THE RETAIL CLIENT MINDSET

Suggested Prerequisite: Product Explored
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 will enter the salon. Learn about the different types of retail clients 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 MOROCCANOIL MINDS 2.0

Suggested Prerequisite: MoroccanOil Minds
Duration: 4 days | **Format:** Workshop

Building upon the business practices learned in MoroccanOil Minds, MoroccanOil Minds 2.0 continues to elevate business practices, develop peer-to-peer engagement, and increase your revenue potential. Classes meet quarterly, with individual follow-up to ensure a focus on growth.

Each attendee receives a complimentary MoroccanOil Academy class, online education subscription, new product launches, strategic calls with Mastermind facilitators.

Course Focus:

- Goal setting
- Marketing tools
- Team building
- Salon culture 2.0
- Group discussion

Class includes all 4 dates:
January 9 | April 10 | July 10 | October 9

Price:
\$500/500 LD

DIGITAL EDUCATION



DIGITAL EDUCATION

Accessible to all hairdressers, our digital education offerings utilize multiple MoroccanOil platforms, including our Color Destination App, summits and livestreams through our MoroccanOilProfessionals.com website, online subscription-based education, and our educational Instagram @MoroccanOilPro. Hosted by MoroccanOil Artistic Team members and Global Ambassadors, product-centric education is always available and easily accessible!

01 COLOR DESTINATION APP

Download the MoroccanOil Color Destination App, the information hub for MoroccanOil Professional Haircolor. Access inspirational and educational videos, plus self-guided learning on color theory, product application, our proprietary technology, and more. Ask our Color Experts about all things haircolor! Available for iOS and Android mobile and tablet devices.

APP PREVIEW:



03 PROFESSIONAL WEBSITE

Our website MoroccanOilProfessionals.com provides hairstylists with product knowledge and videos, haircolor education, inspirational imagery, and all information about registering and attending live and in-person MoroccanOil Education.

02 SUMMITS & LIVESTREAMS

Live digital education hosted by our Global MoroccanOil Artists, covering cut, color, and styling techniques to keep you inspired.

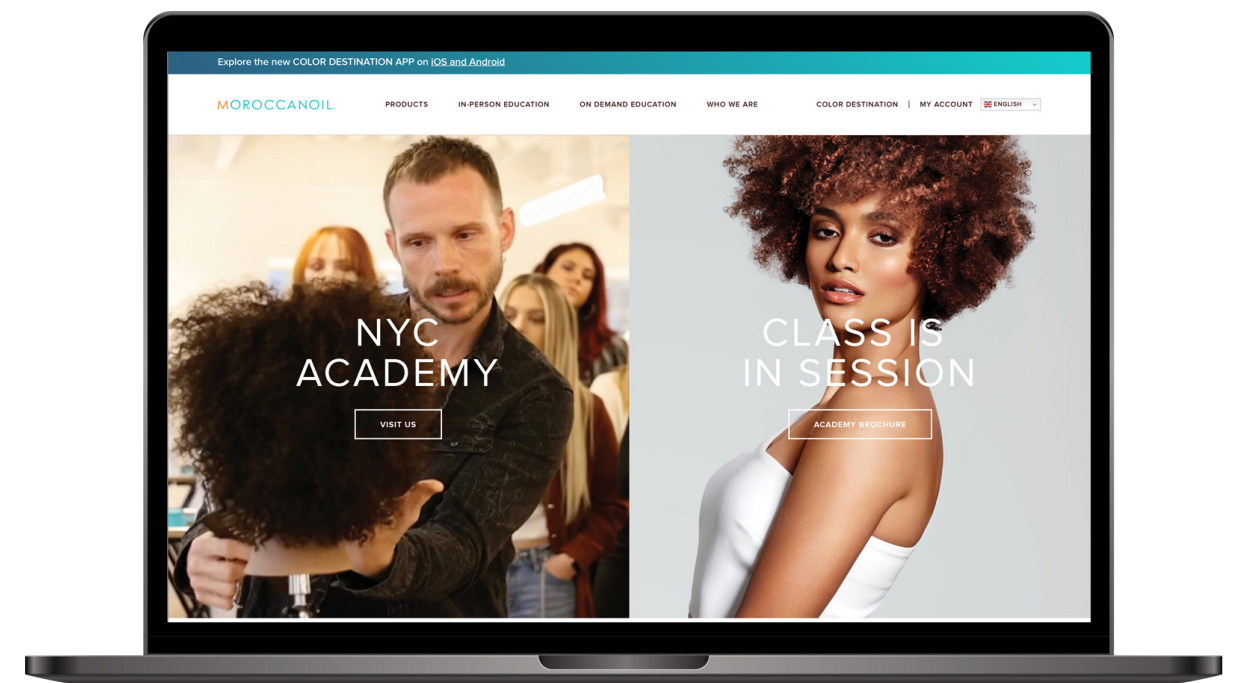
04 LOYALTY SUBSCRIPTION

Our subscription-based online education is available for MoroccanOil Loyalty Partners only.

Subscription includes:

- A guaranteed release of 2 new classes each month
- Instant access to archived videos
- Surprise live video classes from our Global Educators
- Access to coveted, advanced online education delivered by the best MoroccanOil experts

SUBSCRIPTION PREVIEW:



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