



*Education 2024*

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 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.

## IN-SALON EDUCATION

### COLOR EXPLORED

**Suggested Prerequisite:** Product Explored  
**Duration:** 3 hours | **Format:** Look & 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 color portfolio product knowledge and usage
- Consultation techniques
- Demo: Grey coverage with a pop of lightness

### COLOR INSPIRED: COLLECTIONS

**Suggested Prerequisites:** Color Explored, Product Explored  
**Format & Duration:** Look & Learn 3 hours,  
Optional Hands-on 4–6 hours

Experience Moroccanoil Professional Haircolor through our signature application techniques and exciting haircolor inspirations, while learning how to incorporate them into your salon services. Discover the nuances of Color Rhapsody Permanent Color, Color Calypso Demi-Permanent Color, and Blonde Voyage Powder and Clay Lighteners.

**Course Focus:**

- Techniques ranging from lightening tips to color melting
- Demo: Warm Ombré and Foilayage (new color looks added throughout the year)



# NYC ACADEMY CLASSES

## COLOR MASTERY

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

Strengthen your formulation skills using in-depth color portfolio knowledge and color theory exploration. Master the art of personalized consultation, utilizing each individual's skin tone, eye color, and complexion, then learn to leverage these insights to create a custom result and experience for every client. This intensive class will ignite your creativity by equipping you with a portfolio of simple techniques that deliver a big impact.

**Course Focus:**

- Moroccanoil color portfolio product knowledge and usage focusing on color services
- Consultation techniques
- Demonstrations and hands-on experience

**Dates:**

January 29–30, April 8–9, September 9–10

**Price:**

\$650/650 LD

## 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 color portfolio product knowledge and usage focusing on lightening services
- Foil highlighting
- Foilage techniques
- Open-air freehand techniques
- Diffusing techniques
- Cutting and styling tips

**Dates:**

February 5–7, May 13–15, August 12–14, October 7–9

**Price:**

\$950/950 LD

## COLOR CORRECTION SIMPLIFIED

**Suggested Prerequisites:** Color Mastery, Blonde Voyage Blonding, Color Explored  
**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 color portfolio product knowledge and usage focusing on color correction techniques
- Demonstrations
- Hands-on experience
- Lightening services
- Pre-pigmentation services

**Dates:**

March 18–19, June 10–11, October 21–22

**Price:**

\$650/650 LD



SIGNATURE COLOR



## IN-SALON EDUCATION

### CUTTING EXPLORED

**Suggested Prerequisite:** Product Explored

**Format & Duration:** Look & Learn 3 hours,  
Optional Hands-on 4–6 hours

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

**Course Focus:**

- Option of 2 looks to choose from: Butterfly Shag and Modish Bob

# 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.





# NYC ACADEMY CLASSES

## 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 6 technique-driven haircuts designed for salon-ready implementation behind the chair. Instruction will also touch on ways to complement each client's color application, lifestyle, and unique beauty through the art of consultation.

**Course Focus:**

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

**Dates:**

Feb 12–14, June 24–26, September 23–25

**Price:**

\$650/650 LD

## 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 4 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:**

March 11–12, July 22–23, October 28–29

**Price:**

\$450/450 LD







# *Signature* STYLING

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



## IN-SALON EDUCATION

### PRODUCT EXPLORED

Duration: 3 hours | Format: Look & Learn

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
- Moroccanoil product knowledge and usage

### STYLING EXPLORED

**Suggested Prerequisite:** Product Explored

**Format & Duration:** Look & Learn 3 hours,  
Optional Hands-on 4–6 hours

Elevate your styling portfolio in this class, where you will explore head-turning styles for special events. Styling Explored showcases the critical techniques used to create boutique looks sought after by a fashion-aware clientele.

**Course Focus:**

- Choose looks from multiple looks: Classic Set, Corset, Chignon (Textured or Polished), Modern Bardot, Diffused Curls, Finger Coils, Ladder Braid, Butterfly Braid, Edge Wave



SIGNATURE STYLING





# Signature WORKSHOPS

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

## IN-SALON EDUCATION

### 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 Salon Ambassador Certification program will prepare you to serve as a facilitator, coach, and the go-to advocate for everything Moroccanoil in your salon. This course will also 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

### TRENDS INSPIRED

**Suggested Prerequisites:** Product Explored, Color Explored  
**Format & Duration:** Look & Learn 3 hours,  
Optional Hands-on 4–6 hours

Choose your own journey in this hands-on workshop. Select from 9 Moroccanoil Trends that exemplify the brand's current creative vision. Then elevate your skill set while you perfect each featured design, utilizing in-demand techniques in cutting, coloring, and styling.

**Course Focus:**

- 3 total looks of cut, color, and style
- Choose your own education journey



# NYC ACADEMY CLASSES

## MOROCCANOIL TREND COLLECTION

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

Elevate your skills to the highest level at this in-depth, 3-day, exclusive Academy class, featuring the editorially inspired MoroccanOil Trend Collection. Created by the top talent in the industry, these cutting-edge looks will challenge you to expand your artistry and techniques in cutting, coloring, and styling.

**Course Focus:**

- 3 total looks of cut, color, and style
- Demonstrations • Hands-on experience

**Dates:**

April 1–3, July 15–17, September 16–18

**Price:**

\$1,000/1,000 LD

## BRIDAL BOOTCAMP

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

Join MoroccanOil and BTC OneShot Hair Award Winner @ashandcbridalhair 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:**

- Demonstrations and hands-on experience

**Dates:**

February 26, February 27, June 17, June 18

**Price:**

\$350/350 LD

## CURLS & COILS

**Suggested Prerequisites:** Styling Explored, Color Explored  
**Duration:** 2 days | **Format:** Hands-on

Enhance the natural beauty of curls and coils by learning cutting, coloring, 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 patterns.

**Course Focus:**

- 2 Haircuts: Round Layer and Tapered Cut
- Color Techniques • 3 Styles: Twist Out, Finger Coils, Silk Press • Demonstrations • Hands-on experience

**Dates:**

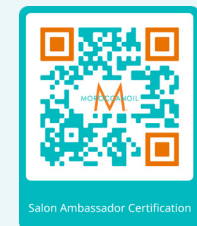
June 3–4

**Price:**

\$650/650 LD

## INFLUENCER CLASSES

Stay connected on @MoroccanOilPro and check out MoroccanOilProfessionals.com to find out when our Influencer Partners and Global Color Ambassadors are teaching next! Each one brings a unique education experience, leveraging their expertise in cutting, coloring, and styling. Classes with our Influencer Partners also provide each student with insider insight on how to grow your career, stand out on social media, take great images, and more!







## IN-SALON EDUCATION

### RETAIL MINDSET EXPLORED

**Suggested Prerequisite:** None

**Duration:** 2 hours | **Format:** Workshop

Overcome the hurdles to selling products and services. In today's competitive marketplace, online shopping can be a serious challenge to a salon's business. Learning how to bring powerful tools to your salon retail business is the key to success. Walk away with more confidence in your own selling abilities, while also learning the essential tools to coach, manage, and overcome other stylists' objections to selling.

**Course Focus:**

- Increasing retail sales • Retail strategies
- Incentive programs • Overcoming objections

### COLOR BUSINESS EXPLORED

**Suggested Prerequisite:** None

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

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 • Boosting color and retail profits
- Color service areas of opportunity

# 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.



# NYC ACADEMY CLASSES

## SOCIAL MEDIA EXPLORED

**Suggested Prerequisite:** None

**Duration:** 2 hours | **Format:** Workshop

Today's client is seeking stylists who are highly visible on social media. Do you have a presence on the right social channels? In this workshop we will explore the importance of having a strong social media presence, attracting your dream clientele, how to get started, and how to partner with local influencers and businesses.

**Course Focus:**

- Define dream clientele • Create a social media plan
- Partner with local influencers • Build your salon brand

## BUSINESS CERTIFICATION 1.0

**Suggested Prerequisite:** Any in-salon business class

**Duration:** 3 days | **Format:** 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, 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:**

Sept 30–Oct 2

**Price:**

\$1,000/1,000 LD

## BUSINESS CERTIFICATION 2.0

**Suggested Prerequisite:** Business Certification 1.0

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

This advanced, interactive program for salon owners and managers builds upon the prerequisite, Business Certification 1.0. The class further develops skills and insights in marketing, leadership, 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:**

April 15–17

**Price:**

\$1,200/1,200 LD







# *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](https://MoroccanoilProfessionals.com) website, and our educational Instagram @MoroccanoilPro. Hosted by Moroccanoil Artistic Team members and Global Ambassadors, product-centric education is always available and easily accessible!



## COLOR DESTINATION APP

Download the Moroccanoil Color Destination App to learn about the latest Moroccanoil Professional Haircolor products, watch inspiration and technique videos, follow our step-by-step guides, and more!



APP STORE



GOOGLE PLAY

## PROFESSIONAL WEBSITE

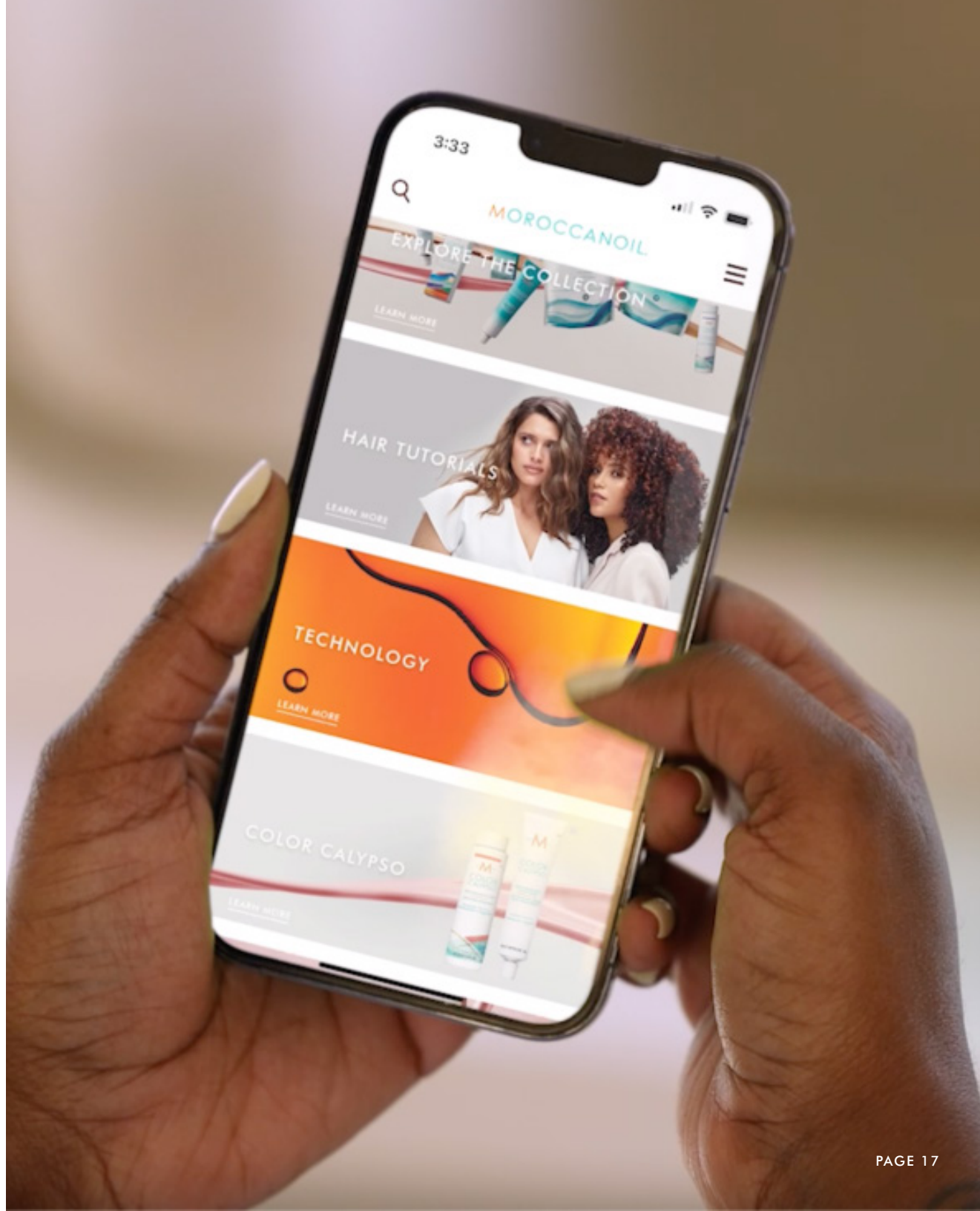
Our website [MoroccanoilProfessionals.com](https://MoroccanoilProfessionals.com) provides hairstylists with product knowledge and videos, haircolor education, inspirational imagery, and complete information about registering for and attending livestream and in-person Moroccanoil Education.

## SUMMITS & LIVESTREAMS

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

## @MOROCCANOILPRO

Follow us! Our Instagram page is the stylist corner for all the inspiration you crave, and the perfect way to stay in the know about Moroccanoil Education and events.







#### ABOUT THE GLOBAL TREND TEAM:

A true global leader, MoroccanOil built its brand on innovation, with high-performing products featuring ingredients sourced from around the world. That tradition carries on with the launch of the MoroccanOil Global Trend Team.

In a time of groundbreaking firsts at MoroccanOil, the launch of our wildly successful MoroccanOil Professional Haircolor Collection has provided an opportunity to highlight another one of our stellar assets: our global artists.

The Global Trend Team—mentored by MoroccanOil Global Artistic Director Kevin Hughes, an acclaimed editorial icon and Fashion Week mainstay—will feature three of our top artists each year, nominated from our elite Global Artist Network.

#### ABOUT THE 2024 GLOBAL TREND TEAM LOOKS:

“The Global Trend Team begins their inspiration collaboration process about 6 months prior to the actual photo and video shoot.

Since our team is from all over the globe, we love to hear the different perspectives of each artist and see how we can create a collection for all people.”

— *Kevin Hughes*  
Global Artistic Director

# 2024 NYC ACADEMY CALENDAR

## **SIGNATURE COLOR**

### **Color Mastery**

Jan 29–30, April 8–9, Sept 9–10 | \$650/650 LD

### **Blonde Voyage Blonding**

Feb 5–7, May 13–15, Aug 12–14, Oct 7–9 | \$950/950 LD

### **Color Correction Simplified**

March 18–19, June 10–11, Oct 21–22 | \$650/650 LD

## **SIGNATURE CUTTING**

### **Academy Collection**

Feb 12–14, June 24–26, Sept 23–25 | \$650/650 LD

### **Cutting Mastery**

March 11–12, July 22–23, Oct 28–29 | \$450/450 LD

## **SIGNATURE WORKSHOPS**

### **Moroccanoil Trend Collection**

April 1–3, July 15–17, Sept 16–18 | \$1,000/1,000 LD

### **Bridal Bootcamp**

Feb 26, Feb 27, June 17, June 18 | \$350/350 LD

### **Curls & Coils**

June 3–4 | \$650/650 LD

## **SIGNATURE BUSINESS**

### **Business Certification 1.0**

Sept 30–Oct 2 | \$1,000/1,000 LD

### **Business Certification 2.0**

April 15–17 | \$1,200/1,200 LD

Visit [MoroccanoilProfessionals.com](https://MoroccanoilProfessionals.com) for more information.



A hairdresser is styling a woman's dark, wavy hair. Several silver hair clips are used to hold sections of hair in place. The hairdresser's hands are visible, one near the ear and another near the top of the head. The woman is looking slightly to the right. The background is dark, and the overall lighting is soft, highlighting the hair and the hands.

# MOROCCANOIL®

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Color Destination App



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