



Enter the World of 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 empowers stylists to excel in color, cutting, and styling techniques, complemented by business insights, 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 leading-edge Moroccanoil Education.



Table of CONTENTS

6	Color	18	Digital Education
8	Cutting	20	The Collective
10	Styling	22	Artist Sessions
12	Workshops	24	MOPRO Certifications
14	Influencer Classes	26	Global Trend Team
16	Business	28	Academy Calendar



Explored, Inspired & Academy Classes

EXPLORED

In-salon Explored classes provide stylists with a thorough understanding of Moroccanoil fundamentals within our color, cutting, styling, and business curriculum.

INSPIRED

In-salon Inspired classes allow hairdressers to unleash their creativity with advanced techniques to elevate their skill set.

ACADEMY

Academy-exclusive class experiences allow in-depth exploration and the opportunity to become MOPRO Certified in color, cutting, and business.





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 inspiration, while learning how to incorporate them into your salon services. Discover the nuances of Color Rhapsody Permanent Color, Color Rhapsody Ultimates, Color Calypso Demi-Permanent Color, and Blonde Voyage Powder, Clay, and Cream Lighteners.

Course Focus:

- Techniques ranging from lightening 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:

Feb 18-19 | Aug 11-12

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, Clay, and Cream 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
- Foilayage techniques Open-air freehand techniques
- Diffusing techniques Cutting and styling tips

Dates

Feb 3-5 | Jul 14-16 | Oct 9-10, 2 Days (en Español \$650)

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:

Mar 10-11 | Aug 25-26 | May 7-8 (en Español)

Price:

\$650/650 LD

BLONDE VOYAGE BALAYAGE

Suggested Prerequisite: Blonde Voyage Blonding Duration: 2 days | Format: Hands-on

Master the art of freehand hair painting with our Blonde Voyage Clay Lightener. Learn how to paint a seamlessly diffused and cleanly lifted highlight using strategic saturation and blending techniques. Confidently create any balayage design using efficient and customizable placement and sectioning.

Course Focus:

- Moroccanoil color portfolio product knowledge and usage focusing on balayage lightening services • Mastering the art of saturation
- Open-air freehand techniques Balayage placement techniques
- Blending techniques Toning formulation Cutting and styling tips

Dates:

Apr 21-22 | Nov 3-4

Price:

\$650/650 LD







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:

 \bullet Option of 2 looks to choose from: Feathered Bob and Layers in Motion



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:

Mar 31-Apr 2 | Jul 21-23 | Sept 15-17

Price:

\$700/700 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:

Jun 16-17 | Sept 18-19 | Oct 20-21

Price:

\$500/500 LD









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 volume, smooth, 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 from multiple looks: Pleated Curls, Sublime Chignon, Sophisticated Freeform, Kami Origami







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.

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 3 Moroccanoil Trend looks that exemplify the brand's current creative vision. Then elevate your skill set while you perfect the featured design, utilizing in-demand techniques in cutting, coloring, and styling.

Course Focus:

- 3 total looks featuring cut, color, and style
- Choose one of the 3 complete looks



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 incorporating different trends in cut, color, and style
- Demonstrations Hands-on experience

Dates:

Mar 3-5 | Jul 28-30 | Oct 27-29 Nov 17-18, 2 Days (en Español \$675) May 12-13, 2 Days (en Français \$675)

Price:

\$1,000/1,000 LD

AIRTOUCH BALAYAGE WITH ARIEL CUBAS

Suggested Prerequisites: Product Explored, Color Explored Duration: 1 day | Format: Hands-on

Join Moroccanoil Artist Ariel Cubas for a full day of instruction in his AirTouch balayage technique. Instead of weaving, teasing, or backcombing, this technique uses the air from a hair dryer to create fine, thin sections by separating natural shorter pieces—baby hair—from long sections to create seamless blending with natural-looking dimension. You will also master fast and efficient open-air lightening techniques, so you can maximize efficiency behind the chair.

Course Focus:

- Moroccanoil color portfolio product knowledge and usage focusing on lightening services AirTouch balayage open-air technique
- Cutting and styling tips

Dates: Jan 21 | Oct 13 (en Español) **Price:** \$350/350 LD

CURL CULTURE

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

Enhance the natural beauty of curly hair 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. This class will give you a renewed sense of confidence in working with all hair textures.

Course Focus:

• 2 haircuts • 1 color design • 3 styles

Dates:

May 5-6

Price:

\$650/650 LD





NYC ACADEMY CLASSES

MID-LIGHT BRUNETTE WITH CELEBRITY COLORIST MATT REZ

Duration: 1 day | Format: Hands-on

Celebrity Colorist @colorbymattrez—who has created haircolor for iconic brunettes Natalie Portman and Penelope Cruz, among many others—shares his Mid-Light technique for creating the perfect dimensional brunette.

Designed to create a harmonious brunette hue with a strategic blend of cool and warm tones, this approach ensures the brunette shade matures beautifully over time, while also avoiding unwanted root darkness and stripey effects. Utilizing Moroccanoil haircolor and lighteners, Matt equips stylists with the tools and knowledge they need to effectively apply his method and precisely match their clients' preferences. The Mid-Light technique can also be adapted for blonde clients and utilized in color correction scenarios.

Dates:

Mar 17 | Mar 18

Price:

\$600/600 LD



@COLORBYMATTREZ









BLONDE FUSION WITH RACHEL WILLIAMS AND JESSICA SCOTT SANTO

Duration: 1 day | Format: Hands-on

The effortless and enduring charm of the modern shag haircut perfectly complements the casual sophistication of the popular "lived-in blonde" color placement. Led by @rachelwstylist and @jessicascotthair, this class reimagines the connection between haircut and color, shaping a timeless look for the present and beyond. Explore the fusion of these styles to redefine your approach.

You'll leave with a practical and salon-ready strategy that enhances your client's beauty as well as your earning potential.

Dates:

Apr 7 | Apr 8

Price:

\$500/500 LD

BRIDAL BOOTCAMP WITH JOCELYN EMMERSON

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

Join Moroccanoil Guest Artist @updos.by.jocelyn for this intensive hands-on workshop that gets you prepared for bridal season! Jocelyn will demonstrate sought-after bridal hairstyles, guiding you through every step as you recreate the looks on your mannequin. You'll learn how to analyze inspiration pictures, craft a plan, and bring your vision to life—including which Moroccanoil products to use at each stage of styling to ensure your creations withstand the big day. Jocelyn will also share invaluable insights into social media and marketing strategies tailored to budding bridal hairstylists, along with photography tips to showcase your work.

Dates:

Feb 10 | Feb 11 | Sept 8 | Sept 9

Price:

\$450/450 LD

RICH BRUNETTES AND HAIRTOGRAPHY WITH MAGUY COMPTON

Duration: 1 day | Format: Hands-on

Join Moroccanoil Global Color Ambassador @themaneartistry for a full day of rich brunettes and hair photography. Mags will share her tips and tricks for creating the perfect dimensional rich brunette look for fall and winter. You will master fast and efficient foiling and toning techniques, so you can work smarter not harder behind the chair.

You will also learn how to level up your social media with the art of Hairtography. Optimize your smartphone or DSLR camera settings, learn how to pose clients for the ultimate "mane shot" for Instagram, and discover the best apps and equipment.

Dates:

Nov 10 | Nov 11

Price:

\$400/400 LD

DIMENSIONAL BLONDING WITH JESSICA SCOTT SANTO

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

In this hands-on class, @jessicascotthair 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 foilayage placement, creating a money piece, the importance of keeping depth, mixing formulas, and more. Jessica will also show you how she became successful on social media (she has over 300,00 Instagram followers), 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!

Date: Oct 6 **Price**: \$400/400 LD





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

NYC ACADEMY CLASSES

SOCIAL MEDIA EXPLORED

Suggested Prerequisite: None

Duration: 2 hours | Format: Workshop

Today's client is seeking a stylist who is 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: Price:

Apr 14–16 \$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: Price:

Sept 29-Oct 1 \$1,000/1,000 LD





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

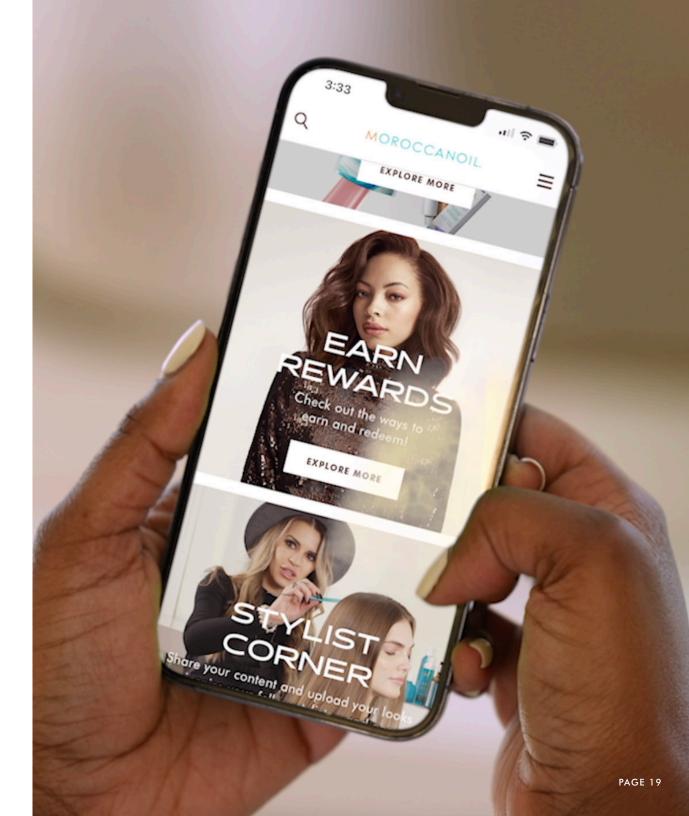
Our website MoroccanoilProfessionals.com provides hairstylists with product knowledge and videos, haircolor education, inspirational imagery, and complete information about registering for and attending livestream and in-person Moroccanoil Education.

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.





Join the journey! LAS VEGAS 2025

Join the journey. The Collective is back! Immerse yourself in transformative education, inspiration, and a community like no other. Connect with a global collective of artists for a celebration of our craft.

Our global family of professionals has always been at the heart of the Moroccanoil brand. "It's our salon community that helped spread the word about our first product, Moroccanoil Treatment. Since then, so many of our launches and efforts have been to support their craft," says Moroccanoil Senior Vice President of Global Education, Robert Ham. "This is why we are so excited to host our second year of Moroccanoil The Collective, celebrating our professional roots and bringing together our community for three days of inspiration, education, and the art of hair."

EDUCATION | INSPIRATION | COMMUNITY



Moroccanoil

ARTIST SESSIONS

Moroccanoil invites you to experience a day of education presented by the Moroccanoil Artist Network and Influencer Partners. This inspiring event will showcase the latest 2025 trends in cutting, color, and style, plus best practices for social media. Live model presentations and an open Q&A with our panel of Moroccanoil Artists will kickstart new ideas to elevate your artistry, business, and social media following.





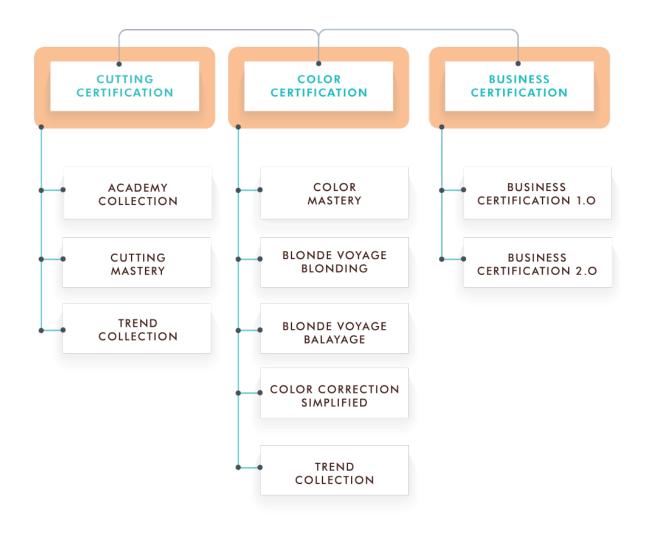
NEW to Moroccanoil Academy Education: MOPRO Certifications are here!

Moroccanoil Academy Certification is a strategic investment in your career, offering opportunities to increase your earning potential, professional recognition, and personal growth. Whether you're a seasoned stylist or new to Moroccanoil Education, MOPRO Certification elevates your skills in color, cutting, or business while you gain professional prestige as an MOPRO Certified Hairdresser.

What's in it for YOU?

- A competitive edge
- Skill enhancement
- Credibility and trust
- Peer recognition
- Personal satisfaction

MOPRO CERTIFICATIONS



HOW TO BECOME MOPRO CERTIFIED: Take 3 Academy classes under the category umbrella to receive MOPRO Cutting or Color Certification. For MOPRO Business Certification, take both business classes.

MOPRO Certification also gives you:

- Custom mirror cling and dedicated social media assets—humble brag about your certification!
- 20% off Moroccanoil Academy classes
- Academy gift card worth \$1,000 to use toward classes, swag—or both!
- Quarterly product send-outs!
- Stylist feature on @MoroccanoilPro

Take your education one step further! Complete all 3 certifications and become Prestige Certified! Take a peek at the perks!

- GOLD Loyalty retail package valued at \$2,500!
- Photographer visit to your salon for a custom photo shoot and a feature on @MoroccanoilPro
- Custom mirror cling and dedicated social media assets—humble brag about your certification!
- 20% off Moroccanoil Academy classes
- Academy gift card worth \$1,000 to use toward classes, swag—or both!
- Quarterly product send-outs!



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 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—features a selection of our top artists each year, nominated from our elite Global Artist Network.

ABOUT THE 2025 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

Meet the Team:



@hairbyeleven



@barrigibsonhair



@gonzalomurillo



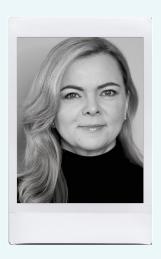
@kumiitohair



@tantalizingtresses



@baltazar_michel



@grethesagmoen

2025 NYC ACADEMY CALENDAR

COLOR

Color Mastery

Feb 18-19 | Aug 11-12 | \$650/650 LD

Blonde Voyage Blonding

Feb 3-5 | Jul 14-16 | \$950/950 LD

Oct 9-10 | 2 Days | en Español | \$650/650 LD

Blonde Voyage Balayage

Apr 21-22 | Nov 3-4 | \$650/650 LD

Color Correction Simplified

Mar 10–11 | Aug 25–26 | \$650/650 LD May 7–8 | en Español

CUTTING

Academy Collection

Mar 31-Apr 2 | Jul 21-23 | Sept 15-17 | \$700/700 LD

Cutting Mastery

Jun 16-17 | Sept 18-19 | Oct 20-21 | \$500/500 LD

BUSINESS

Business Certification 1.0

Apr 14-16 | \$1,000/1,000 LD

Business Certification 2.0

Sept 29-Oct 1 | \$1,000/1,000 LD

INFLUENCER CLASSES

Mid-Light Brunette with Celebrity Colorist Matt Rez

Mar 17 | Mar 18 | \$600/600 LD

Bridal Bootcamp with Jocelyn Emmerson

Feb 10 | Feb 11 | Sept 8 | Sept 9 | \$450/450 LD

Blonde Fusion with Rachel Williams and Jessica Scott Santo

Apr 7 | Apr 8 | \$500/500 LD

Dimensional Blonding with Jessica Scott Santo

Oct 6 | \$400/400 LD

Rich Brunettes and Hairtography with Maguy Compton

Nov 10 | Nov 11 | \$400/400 LD

WORKSHOPS

Moroccanoil Trend Collection

Mar 3-5 | Jul 28-30 | Oct 27-29 | \$1,000/1,000 LD

Nov 17-18 | 2 Days | en Español | \$675/675 LD

May 12–13 | 2 Days | en Français | \$675/675 LD

AirTouch Balayage

Jan 21 | Oct 13 | en Español | \$350/350 LD

Curl Culture

May 5-6 | \$650/650 LD

