

MOROCCANOIL®
Education 2026





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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 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.

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IN-SALON | NYC ACADEMY | ACADEMY ON THE ROAD

IN-SALON EDUCATION

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

NYC ACADEMY CLASSES

Academy-exclusive class experiences allow in-depth exploration and the opportunity to become Moroccanoil Professionals certified in color and/or cutting.

ACADEMY ON THE ROAD

Experience Moroccanoil haircolor and cutting classes in cities around the world. We hope to see you there!



ACADEMY ON THE ROAD

BLONDE VOYAGE BLONDING

Suggested Prerequisite: Color Explored
Duration: 8 hours | **Format:** Hands-on

Master the art of blonding in this hands-on program designed to elevate your technical skills and product expertise. Explore modern lightening techniques across a variety of hair textures and canvases while working with the full MoroccanOil Blonde Voyage Lightener portfolio.

Course Focus:

- Strategic foiling and foilage for maximum dimension
- Balayage and freehand techniques for seamless blends
- Curly canvas blonding: approach, placement, and care
- Hands-on use of Blonde Voyage Powder, Clay, and Cream Lighteners
- Toning mastery: selecting the right gloss or toner for each canvas
- MoroccanOil's signature 10-minute ArganID™ Glossing service
- Custom placement and sectioning strategies for efficiency and impact
- Elevating the client experience through premium blonding services

Follow us on @MoroccanOilPro for date and location.

BLONDE VOYAGE BALAYAGE

Suggested Prerequisite: Blonde Voyage Blending
Duration: 8 hours | **Format:** Hands-on

Step into the world of refined blonding with a modern, minimalist approach to balayage. Working on blonde and grey-rooted mannequins, you'll master the art of seamless freehand painting—including saturation, blending, and precision placement for flawless, diffused results. This fully hands-on experience challenges you to slow down, trust your eye, and immerse yourself in the artistry of hair painting, expanding your confidence to do balayage and freehand painting behind the chair.

Course Focus:

- Hands-on application on blonde and grey-rooted mannequins
- Minimalist approach to seamless freehand blonding
- Advanced MoroccanOil product knowledge for balayage services
- Saturation control and blending techniques
- Trending balayage innovations and services
- Toning for balayage services
- Sectioning and placement design for maximum impact and customization

Follow us on @MoroccanOilPro for date and location.

ACADEMY ON THE ROAD

Can't make it to the NYC Academy?

Don't worry—we've got you covered! The MoroccanOil Academy is hitting the road in 2026, bringing our coveted education and expert facilitators to you. Experience MoroccanOil haircolor and cutting classes in cities around the world. We hope to see you there!

ACADEMY ON THE ROAD

CUTTING MASTERY

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

Take your cutting skills to the next level with this advanced, hands-on program designed to expand upon the Moroccanoil cutting methodology. Cutting Mastery challenges stylists to refine their technical foundation while embracing modern artistry through disconnection, razor work, and texture cutting. Each featured haircut is elevated with trend-focused modifications, empowering you to confidently adapt techniques to a wide range of clients and canvases. With a focus on both precision and creativity, this class will equip you to deliver transformative haircuts that bring color and style to life.

Course Focus:

- 4 advanced haircuts: Textured Layer, French Bob, Undercut, and Pixie—each with trend-driven adaptations
- Disconnection, razor work, and texture cutting techniques
- Razor anatomy and best practices for modern, safe, and effective use
- Hands-on experience with a full range of canvases, including curly and textured hair
- Live model demonstrations showcasing consultation, customization, and execution
- Techniques to elevate color and styling impact through cutting

Follow us on @MoroccanoilPro for date and location.



Dates and cities will be announced shortly. Follow us on @MoroccanoilPro for all updates!



Student Testimonial

"Cutting Mastery was an amazing class in an inviting space where I could ask questions. I learned more than I ever thought possible and can't wait to come back."





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 distinct 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 time-saving services with Color Rhapsody 10.

Course Focus:

- Moroccanoil color portfolio product knowledge and usage
- Consultation techniques
- Demo: Color Rhapsody 10 services

COLOR THEORY EXPLORED

Suggested Prerequisites: Product Explored, Color Explored
Format & Duration: Look & Learn, 1.5 hours
Optional Hands-on, 3 hours

Discover a whole new way of thinking about color. In this dynamic, interactive class, you'll move beyond standard formulas and learn to view haircolor through the lens of the color wheel. Explore how depth and tone work together to produce unique color results, while gaining the confidence to create looks that are impactful and completely customized. This eye-opening approach will elevate your artistry and push your formulations to the next level.

Course Focus:

- Color theory and formulation

COLOR INSPIRED: COLLECTIONS

Suggested Prerequisites: Product Explored, Color 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 our Color Rhapsody Permanent Color, Color Calypso Demi-Permanent Color, and Blonde Voyage Lightener portfolios.

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 CORRECTION SIMPLIFIED

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

Build confidence and mastery in the art of color correction in this immersive 2-day program. Day One dives deep into advanced formulation strategies: understanding pigment science, perfecting pre-pigmentation, and creating reliable solutions for even the most complex correction cases. Day Two brings theory to life with a high-impact demonstration: a reverse balayage transformation on an over-processed blonde canvas. Along the way, you'll learn service structure strategies, pricing models, and how to promote your correction work for maximum impact on your salon business. By breaking down a traditionally daunting concept, this program will leave you ready to tackle any challenge with clarity, precision, and artistry.

Course Focus:

- MoroccanOil product knowledge focused on color correction
- Advanced formulation and color composition theory (Day One)
- Reverse balayage application on over-processed blonde (Day Two)
- Lightening and pre-pigmentation services
- Service structure and pricing strategies
- Promotion and marketing
- Hands-on experience and live demonstration

Dates: Aug 31–Sept 1
Price: \$600/600 LD

BLONDE VOYAGE BLONDING

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

Master the art of blonding in this 3-day hands-on program designed to elevate your technical skills and product expertise. Explore modern lightening techniques across a variety of hair textures and canvases while working with the complete MoroccanOil Blonde Voyage Lightener portfolio.

Course Focus:

- Strategic foiling and foilage for maximum dimension
- Balayage and freehand techniques for seamless blends
- Curly canvas blonding: approach, placement, and care
- Hands-on use of Blonde Voyage Powder, Clay, and Cream Lighteners
- Toning mastery: selecting the right gloss or toner for each canvas
- MoroccanOil's signature 10-minute ArganID™ Glossing service
- Custom placement and sectioning strategies for efficiency and impact
- Elevating the client experience through premium blonding services

Dates: Aug 24–26
Price: \$950/950 LD

BLONDE VOYAGE BALAYAGE

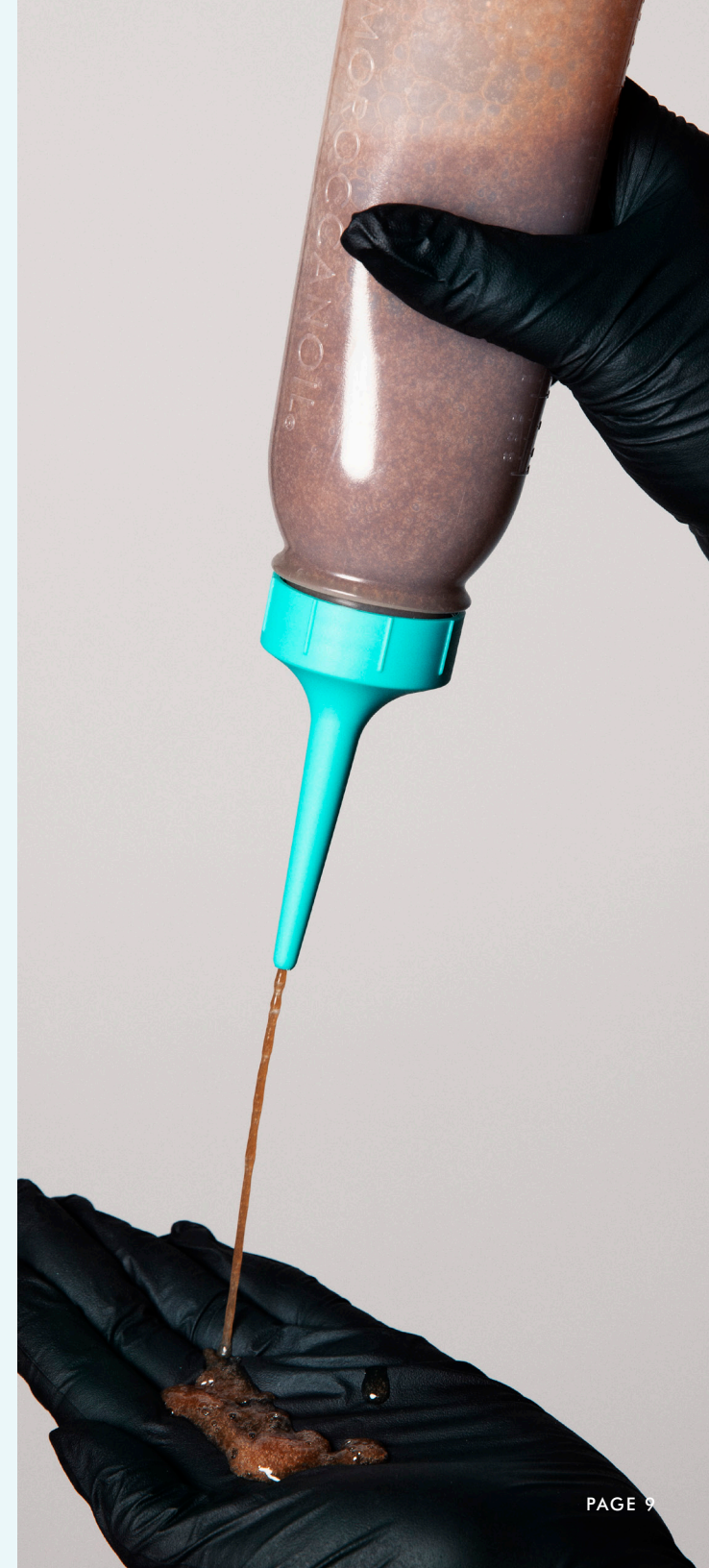
Suggested Prerequisite: Blonde Voyage Blending
Duration: 3 days | **Format:** Hands-on

Step into the world of refined blonding with a modern, minimalist approach to balayage. Working on blonde and grey-rooted mannequins, you'll master the art of seamless freehand painting—including saturation, blending, and precision placement for flawless, diffused results. This fully hands-on experience challenges you to slow down, trust your eye, and immerse yourself in the artistry of hair painting, expanding your confidence to do balayage and freehand painting behind the chair.

Course Focus:

- Hands-on application on blonde and grey-rooted mannequins
- Minimalist approach to seamless freehand blonding
- Advanced MoroccanOil product knowledge for balayage services
- Saturation control and blending techniques
- Trending balayage innovations and services
- Toning for balayage services
- Sectioning and placement design for maximum impact and customization

Dates: Oct 26–27
Price: \$650/650 LD





CUTTING

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



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 of on-trend looks behind the chair.

Course Focus:

- Option of 3 looks to choose from: Pure Precision Bob, Nordic Undercut, and Layers in Motion



"I feel so inspired and ready to apply what I've learned behind the chair."

NYC ACADEMY CLASSES

ACADEMY COLLECTION

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

Discover the essence of the Moroccanoil cutting methodology in this immersive, hands-on program. More than just 6 haircuts, this course focuses on mastering the fundamental concepts of line, layer, and graduation—the foundation for any cut. By breaking down these principles, stylists will gain the confidence to analyze any inspiration photo and execute it with precision and artistry. Each technique-driven cut is elevated with trend-focused modifications, ensuring stylists leave with both timeless skills and modern versatility.

Course Focus:

- Moroccanoil cutting methodology: mastering line, layer, and graduation
- 6 timeless haircuts with modern, trend-focused adaptations
- Analyzing inspiration photos to confidently translate the looks into reality
- Hands-on cutting and styling on a wide range of canvases, including curly and textured hair
- Live demonstrations with in-depth guidance on consultation and customization

Dates:

Aug 17–19

Price:

\$800/800 LD

CUTTING MASTERY

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

Take your cutting skills to the next level with this advanced, hands-on program designed to expand upon the Moroccanoil cutting methodology. Cutting Mastery challenges stylists to refine their technical foundation while embracing modern artistry through disconnection, razor work, and texture cutting. Each featured haircut is elevated with trend-focused modifications, empowering you to confidently adapt techniques to a wide range of clients and canvases. With an emphasis on both precision and creativity, this program will equip you to deliver transformative cuts that bring color and style to life.

Course Focus:

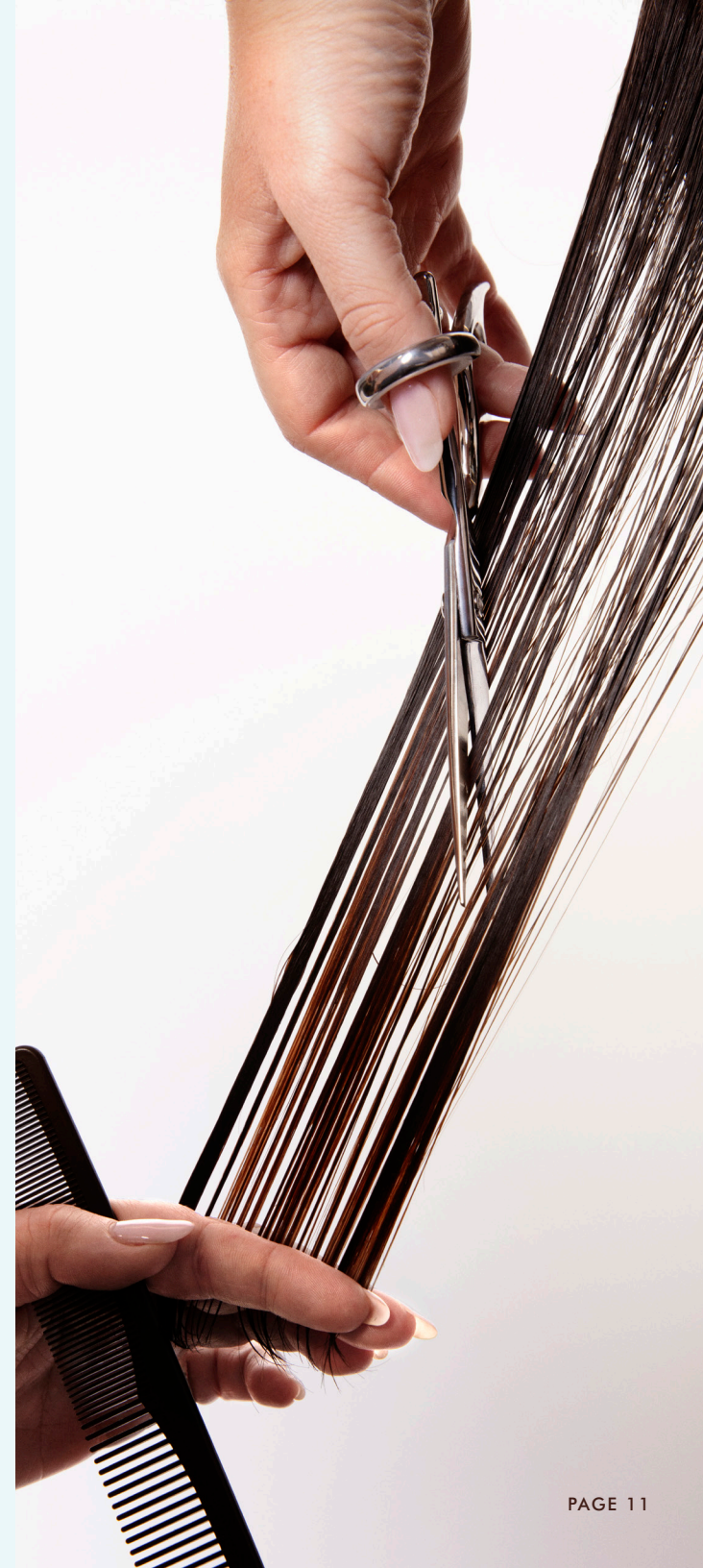
- 4 advanced haircuts: Textured Layer, French Bob, Undercut, and Pixie—each with trend-driven adaptations
- Disconnection, razor work, and texture cutting techniques
- Razor anatomy and best practices for modern, safe, and effective use
- Hands-on experience with a full range of canvases, including curly and textured hair
- Live model demonstrations showcasing consultation, customization, and execution
- Cutting techniques to elevate the impact of color and styling

Dates:

Oct 12–13

Price:

\$600/600 LD





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

STYLING

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 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:

- Option of 3 looks to choose from: Glamour Waves, Ocean Glam, Waterfall Chignon





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 also features 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

Dates and locations coming soon!

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 workshop. Select from 3 Moroccanoil Trend Collection 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 of cut, color, and style
- Choose 1 of the 3 complete looks

WORKSHOPS

Moroccanoil Workshops are enriching, 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.

NYC ACADEMY CLASSES

MOROCCANOIL TREND COLLECTION

Suggested Prerequisites: Product Explored, Color Explored

Duration: 3 days | **Format:** Hands-on

Push the boundaries of your artistry in this exclusive 3-day program that brings the Moroccanoil Trend Collection to life. Inspired by editorial fashion and designed by top global talent, this collection challenges you to explore advanced techniques in cutting, coloring, and styling—translating high-fashion concepts into salon-ready artistry. With an emphasis on creativity, precision, and innovation, this class will enhance your skills and vision to confidently deliver trend-focused transformations that set you apart behind the chair.

Course Focus:

- 3 complete looks, combining advanced cut, color, and style
- Editorially inspired artistry, adapted for salon implementation
- Hands-on experience with high-fashion techniques
- Live demonstrations led by elite Moroccanoil Academy educators
- Creative exploration: translating inspiration into customized, wearable beauty

Dates:

Aug 10–12 | Nov 16–18

Price:

\$1,000/1,000 LD

En Español – Dates:

Oct 14–15 (2 days)

Price:

\$700/700 LD



Student Testimonial

"One of the best classes I've taken in a very long time. Educators were fully knowledgeable about everything, and the energy was amazing! Coming from someone who was feeling burned-out and uninspired, this class has honestly renewed my passion for hair."



GUEST ARTIST CLASSES

MoroccanOil Guest Artists and Global Ambassadors deliver a unique education experience, leveraging their expertise in cutting, coloring, and styling. Classes with our Guest Artists also provide each student with insider insight on how to grow your career, stand out on social media, take great images, and more!

NYC ACADEMY CLASSES

DIMENSIONAL BLONDING WITH JESSICA SCOTT SANTO

Duration: 1 day | Format: Hands-on

In this hands-on class, @jessicascothair shares her expert techniques for creating dimensional color and building a powerful social media presence.

A seasoned BTC team member of five years, Jessica has earned numerous industry honors, including Modern Salon's Top 100, multiple One Shot Awards (Video Tutorial 2021, Balayage 2022, Educational Post 2023), and two consecutive American Influencer Awards for Colorist of the Year (2021 and 2022).

Learn her signature approaches to foilage placement, crafting a standout money piece, maintaining depth, and perfecting your formulas. Jessica will also reveal the strategies that helped her rise to success online—from capturing great photos and videos to editing content and attracting brand partnerships. You'll leave this class inspired and equipped with fresh techniques to elevate both your artistry behind the chair and your impact on social media.

Course Focus:

- Foiling and toning techniques for blondes
- Social media tips
- Low-maintenance blanding techniques

Dates: Nov 2 & 3

Price: \$500/500 LD

BRIDAL BOOTCAMP WITH JOCELYN EMERSON

Duration: 1 day | Format: Hands-on

Join MoroccanOil Guest Artist [@updos.by.jocelyn](https://www.instagram.com/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.

Course Focus:

- Bridal styling consultation tips
- Hair prep techniques for special occasions
- Social media tips to promote your bridal styling business
- 2 hands-on timeless bridal styles

Dates:

Nov 9 & 10

Price:

\$450/450 LD

THE ART AND BUSINESS OF HAIR EXTENSIONS

Duration: 1 day | Format: Hands-on

Elevate your artistry and expand your business in this interactive, hands-on workshop. Master the art of creating a complete look with MoroccanOil products and weft extensions, while learning safe application methods, flawless color matching, and seamless blending techniques to deliver beautiful, confidence-boosting results for every client.

Course Focus:

- Expert consultations
- Flawless color matching
- Hands-on sew-in extension application
- Proven business best practices

Date:

Sept 16

Price:

\$800/800 LD

RICH BRUNETTES AND HAIRTOGRAPHY WITH MAGUY COMPTON

Duration: 1 day | Format: Hands-on

Join MoroccanOil Global Color Ambassador [@themaneartistry](https://www.instagram.com/themaneartistry) for a full-day exploration of brunette haircolor techniques and hair photography. Mags will share her tips and tricks for creating the perfect dimensional 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.

Course Focus:

- Foiling and toning techniques
- Application techniques for luxury brunettes
- Hands-on photography workshop

Dates:

Nov 30 & Dec 1

Price:

\$500/500 LD

LUXURY BRIDAL STYLING WITH KASIA FORTUNA

Duration: 1 day | Format: Hands-on

Join world-renowned bridal expert Kasia Fortuna for a course designed to refine your artistry and elevate your styling portfolio. This hands-on experience focuses on timeless techniques for creating sophisticated bridal looks that meet the highest client expectations. Discover signature styling methods and Kasia's favorite MoroccanOil products as she shares her professional tips for achieving elegant, high-end results every time.

Course Focus:

- Bridal styling consultation tips
- Curling and waving techniques
- 2 hands-on trending bridal styles
- Product layering for long-lasting results

Dates:

Sept 2 & 3

Price:

\$450/450 LD





BUSINESS

Unique to the industry, our business programs take a 360-degree approach to delivering comprehensive business strategies to salon owners, managers, and stylists.

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:** 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
- 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

SERVICES EXPLORED

Suggested Prerequisites: Product Explored, Color Explored

Duration: 3 hours | **Format:** Workshop

Discover how to boost revenue and elevate guest satisfaction with MoroccanOil signature services. This in-salon class introduces time-smart, high-impact menu options that deliver luxurious, results-driven experiences in minutes—enhancing the guest journey, inspiring seamless retail conversions, and fostering lasting loyalty. Powered by MoroccanOil methodology and our nourishing, high-performing products, each service provides immediate, visible results while maximizing efficiency and confidence behind the chair.

Course Focus:

- Time-Saving Treatments: Grey Coverage, Color Calypso Gloss, High Shine Gloss Mask, Scalp Care

BUSINESS CERTIFICATION 1.0

Suggested Prerequisite: Any in-salon business class

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

Step into the business side of beauty with this immersive, highly customized certification program. Business Certification 1.0 gives salon owners, managers, and independent stylists unprecedented access to elite leaders in finance, leadership, culture, and marketing. Designed to meet the needs of both independent and commission-based business models, this course blends personalized assessments, live Q&As with industry experts, and actionable tools to transform the way you operate your business.

Course Focus:

- Personalized strengths assessment for every attendee
- Expert panel with live Q&A opportunities
- Financial wellness and development guidance from industry experts
- Networking with top salon owners and managers from around the world
- Workbooks, tools, and take-home kits to support implementation
- Social media and marketing overview
- Introduction to AI use in the salon

Dates:

Aug 3–5

Price:

\$1,000/1,000 LD



"Business Certification 1.0 was a game changer for learning about strengths, finance, and how to overcome challenges facing the beauty industry in a nonjudgmental and positive format."



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, 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

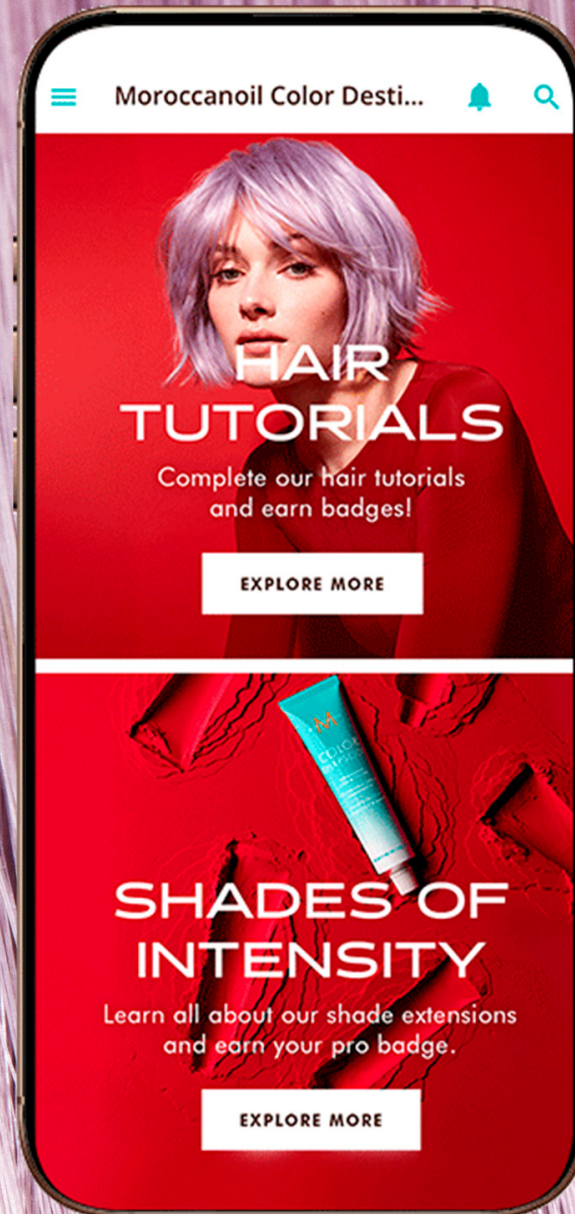
Our website MoroccanoilProfessionals.com provides hairstylists with product knowledge and videos, haircolor education, inspirational imagery, and complete information about registering for and attending livestream and in-person Moroccanoil Education.

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.





DARE TO DREAM

MOROCCANO

MOROCCANOIL®

THE
Collective™
LAS VEGAS '27

Immerse yourself in transformative education, inspiration, and a community like no other. MoroccanOil The Collective 2027 is a celebration of our craft and the global family of artists that bring it to life. See you there at the Fontainebleau Las Vegas, August 23–25.

EDUCATION | INSPIRATION | COMMUNITY



MOROCCANOIL®

Artist Sessions

Moroccanoil invites you to experience a day of education presented by the Moroccanoil Artist Network and Influencer Partners. These inspiring events will showcase the latest 2026 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.



Our Artist Sessions take place in various cities on rotating dates, bringing the Moroccanoil experience closer to you. Contact your local Moroccanoil representative for event dates and locations near you, and join us where innovation, artistry, and connection come to life.

A close-up photograph of a woman's head in profile, facing right. Her hair is brown and is being highlighted with a bright blue brush. The brush has the word "MOROCCANOIL" printed on its handle. Several rectangular pieces of silver foil are placed over sections of her hair. A hand wearing a black glove is holding the brush. The background is a soft, out-of-focus white.

SALON EVENTS

Transform your salon into a destination for discovery with curated MoroccanOil events. Every experience is thoughtfully developed to attract new guests, strengthen relationships, and amplify your retail and service performance. Choose the format that fits your business best, and our team will support you from planning to execution—because when guests experience the MoroccanOil difference, they return, repurchase, and share the story.

PERSONALIZED TREATMENT EVENT

At this exclusive event, each guest will enjoy a MoroccanOil service tailored to their individual hair and scalp needs. Drawing from our comprehensive menu of professional treatments—including Hydration, Repair, Scalp Care, Frizz Control, Volume, Blonde Care, Curl Revival, and Color Care—stylists will analyze each client, then prescribe and perform a customized service that leaves hair nourished, revitalized, and visibly transformed.

DAY-TO-NIGHT STYLE EVENT

This MoroccanOil event empowers salon clients to master beautiful day-to-night hairstyles that they can re-create at home for any occasion. Attendees will enjoy hands-on instruction for achieving signature looks—including the perfect ponytail, classic chignon, and quick updos—using the right MoroccanOil products and expert stylist techniques.

BLOWOUT AND BEYOND EVENT

The MoroccanOil Blowout and Beyond Event showcases the MoroccanOil styling portfolio, demonstrating how key products create the foundation for a flawless blowout. Designed for clients who want to achieve salon-quality results at home, this event offers expert instruction and personalized product recommendations featuring the latest MoroccanOil innovations. Guests will also enjoy an exclusive first look at the latest MoroccanOil product launches, with insights into their unique features and benefits.

COLOR DISCOVERY

This exclusive experience is designed to inspire attendees' next haircolor journey. Each guest will enjoy a complimentary mini consultation with an expert MoroccanOil colorist, explore trending shades and techniques, and witness live transformations that showcase the artistry and performance of the MoroccanOil care-infused color portfolio.

Guests will receive personalized color recommendations, exclusive event-only offers, and a luxe gift bag to take home. Whether they're seeking a subtle refresh or a bold new look, this event invites everyone to explore what's possible with MoroccanOil color.

For New Clients: This is the perfect opportunity for new guests to experience the salon's unique atmosphere, meet the talented team, and gain confidence in selecting the ideal color service for their lifestyle and personality. Guests will leave feeling inspired, empowered, and excited to begin their MoroccanOil color journey.

For Existing Clients: They'll discover fresh inspiration for the season, explore the latest shades and techniques, and consider subtle updates or bold transformations to keep their look modern, vibrant, and perfectly personalized.





Moroccanoil Professionals Academy Certification

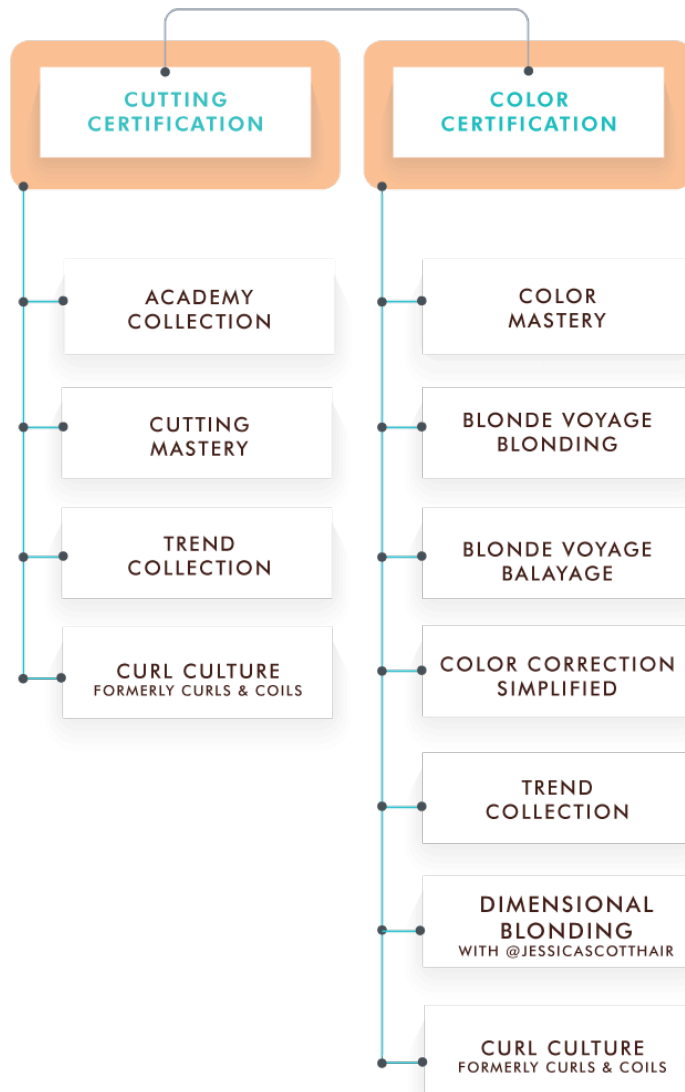
The Moroccanoil Professionals Academy Certifications are strategic investments in your career, offering opportunities to increase your earning potential, professional recognition, and personal growth. Whether you're a seasoned stylist or new to Moroccanoil Education, these certifications will elevate your skills while you gain recognition as an Academy Certified hairdresser.

Become Moroccanoil Professionals Academy Certified by enrolling in any three Academy classes from each category to earn your Academy Cutting or Academy Color Certification. Take it a step further by completing both certifications to achieve the elite status of Moroccanoil Professionals Prestige Certified.

What's in it for YOU?

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

Moroccanoil Professionals Academy Certification



Cutting Certification (choose any 3): Academy Collection, Cutting Mastery, Trend Collection, Curl Culture.
Color Certification (choose any 3): Color Mastery, Blonde Voyage Blonding, Blonde Voyage Balayage, Color Correction Simplified, Trend Collection, Dimensional Blonding with @jessicascotthair, Curl Culture.
 Any of the above classes taken in 2023, 2024, or 2025 qualify for certification.
 Academy on the Road classes also qualify.

Check out the perks each student receives after becoming Moroccanoil Professionals Academy Certified:

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

Take your education one step further and become Moroccanoil Professionals Academy Prestige Certified by completing both Cutting and Color Certifications:

- 25% off all Moroccanoil Academy classes
- 4 complimentary bring-a-friend vouchers*
- Academy gift card worth \$1,500 to use toward Moroccanoil swag
- Quarterly product send-outs
- Photographer visit to your salon for a custom photoshoot and a feature on @MoroccanoilPro

*Complimentary bring-a-friend vouchers expire 1 year after certification is received.

2026 NYC ACADEMY CALENDAR

COLOR

Blonde Voyage Blonding

Aug 24–26 | \$950/950 LD

Color Correction Simplified

Aug 31–Sept 1 | \$600/600 LD

Blonde Voyage Balayage

Oct 26–27 | \$650/650 LD

CUTTING

Academy Collection

Aug 17–19 | \$800/800 LD

Cutting Mastery

Oct 12–13 | \$600/600 LD

BUSINESS

Business Certification 1.0

Aug 3–5 | \$1,000/1,000 LD

GUEST ARTISTS

Luxury Bridal Styling with Kasia Fortuna

Sept 2 | Sept 3 | \$450/450 LD

The Art and Business of Hair Extensions

Sept 16 | \$800/800 LD

Dimensional Blonding with Jessica Scott Santo

Nov 2 | Nov 3 | \$500/500 LD

Bridal Bootcamp with Jocelyn Emmerson

Nov 9 | Nov 10 | \$450/450 LD

Rich Brunettes and Hairtography with Maguy Compton

Nov 30 | Dec 1 | \$500/500 LD

WORKSHOPS

Moroccanoil Trend Collection

Aug 10–12 | Nov 16–18 | \$1,000/1,000 LD
En Español (2 days) | Oct 14–15 | \$700/700 LD



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Color Destination App

