



Welcome to

WORLD OF TEXTURES

Where Hair Has A Voice

FEB 27, 2023

FEB 27, 2023

FEB 27, 2023

FEB 27, 2023

EDUCATION CLASS DETAILS

BRAND AND ARTIST CLASS DESCRIPTION CEU ELIGIBLE ONLY IF MARKED



Alyssia Dotson
ALTERNA Creative
Team Lead
[@maneseamstress](#)

From Curls to Coils Dry Hair Cutting with ALTERNA Haircare
Learn the best approach when cutting curls to coils utilizing ALTERNA Haircare signature dry hair-cutting techniques. These will allow you to work smarter not harder with optimum results on any curly cut. Alyssia will then use these techniques to create the ideal curly shag.



Allie Germany
Aquage Curl Specialist
[@allie_thehair_sculptor](#)

The Art of Natural Texture with Aquage
Learn the art of styling natural curly hair with Aquage. Learn tips and tricks how to manipulate natural curly without harsh chemicals.



Lauren Young
CHI Creative Artist
[@thenaturalhairfairy](#)

CHI Dimensional Texture
Come learn how to create dimensional color on textured hair using CHI Bleach & Shine. In this class you will experience a hot oil treatment, keeping the integrity of your hair while lifting up to 9+ levels.



Billie J. Ross
Artistic Educator
[@exclushearsalon](#)

The Art of Texture & Design-Style
Participants will learn how to perform a heat damage-free silk press using the Design Essentials® Classic Collection. Gain confidence in creative styling using blow drying techniques to effectively transform type 4 hair, to a silky-smooth finish without worry of breakage or destroying the hair's natural curl pattern caused by heat damage.



Christin Brown
DevaCurl Pro Artist
[@curlfactor](#)

Wash & Go: Unpacked
During the 1-hr segment the Artist will demo a Wash & Go service on a type 4 model and include historical context & business building (social media, pricing & booking best practices).



Lenita Griffis-Browning
Education Director
[@learningwithlenita](#)



Textured Hair Wellness

– Learn the 1-2-3's of Type 4 A-B-C's

Focusing on textured hair wellness, we will provide the necessary understanding of each texture's unique needs, whether those hair strands configure into twists, folds, bends, or reverse zig zags. Before you address the style, color, texture enhancement or cut, learn how to maintain strength and hydration from the first professional bond system designed for textured hair, Hydrasilk® Hydrating Bond System™. You will receive tips for crafting the best language to create client confidence, professional competence and easy profitability while supporting your clients' hair wellness journey.



Paula Peralta
JPMS Artistic Director
[@thepaulaperalta](#)



Nike Blount
JPMS National Educator
[@nikeb_educating](#)



Régine Valcin
JPMS National Educator
[@regine_40633](#)



The ABCs of 4C

Join John Paul Mitchell Systems powerhouses, Artistic Director Paula Peralta and National Educators Regine Valcin and Nike Blount, for an action packed hour of cut, color, curl transformation and protective styles. From coloring curls to creating box braids, you'll learn all the best practices for working with 4C hair.



Leticia McKay
Joico Artistic Educator
[@tee.colored.me](#)



Keys To Color

Let's talk about curls and color! Do you desire to learn more about how to maintain your client's texture while creating healthy gorgeous color? Joico Master Artist, Leticia McKay-Everett will take you through her key rules when coloring hair: Consultation, Prep and Protect, and Low and Slow. She will share her love for Joico Color and how it helps her behind the chair. Join us as she demonstrates her steps to healthy hair and creates stunning color result.



KJ Murphy
Artistic Brand Educator
[@kmuprhyhair](#)



Cutting & Styling All Curls

Calling All Curls! Learn key takeaways on cutting and styling curls while gaining the confidence needed to take on any texture or wave pattern that sits in your chair. Considerations for cutting curls, curly consultations, tool choice, and different techniques to achieve success will all be covered. A live haircut demonstration will also give you the chance to practice what you learned.

Karina Hotchkiss
Regional Education Manager
[@krina_create](#)



Then, learn how to style waves, curls, and coils with ease using the Kenra All Curl Collection along with the classics you already know and love. This will equip you with the knowledge to solve virtually any curl need with the perfect product solutions. What do your curls crave?

Created in partnership with Christin Brown @curlfactor



matrix

Kara Williams
Matrix Independent
Educator & Master
Colorist
[@haircolorkilla](#)



Let's Go Curls!

Calling all Type 4 hair patterns! This class will teach you how to combine, free form, curl by curl and hi-tension cutting techniques to effortlessly create the most in demand curly cuts trending in salons



MIZANI

Carla Marcelle-Pagan
Mizani Artist
[@bycarlamarcelle](#)



Mizani Aircut

Learn the air cut method that is solution-based, rather than shape-based. Air cutting features 5 "glide" techniques to create cuts for all textures based on the hair's density. These glide techniques create air pockets in the hair for maximum movement. The Air Cut is grounded in the science of textured hair, techniques that will allow you to create and recreate artistically designed haircuts for your salon guests every time.



MOROCCANOIL

Barri Gibson
Moroccanoil Artist
[@rubyredroots](#)



Curls and Coils

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



OLAPLEX

Christin Brown
OLAPLEX
Ambassador
[@curlfactor](#)



Dimensional Color with OLAPLEX

Join us on the mainstage as OLAPLEX Global Ambassador, and curly hair expert, Christin Brown (@curlfactor), dives deep into her go-to color techniques for highly textured hair. In this technique, she'll share how she maximizes dimension, while maintaining the healthiest hair imaginable.



OLAPLEX

Coko Taft
OLAPLEX Educator
[@cokothenatural](#)



Texture Technique with OLAPLEX

Join Coko, OLAPLEX Educator and natural hair expert as she shares how to maintain and define highly textured curls. Learn how to use the OLAPLEX Portfolio to easily prep the hair from start to finish and create styling techniques for healthy curls that last.





Matiya Bonas
Ouidad Artist &
Curl Expert
[@matiyas_magic](#)



Ouidad The Curl Experts

Join Ouidad the Curl Experts as they walk you through a Ouidad Experience. Focus on Type 4 Texture needs with cutting, treatments and styling with finish.



Thomasena Brown
Senior Artistic Educator
[@sassations](#)



Express Service Add-On's with PRAVANA

Ever have a client who wants to add on a color service at the last minute? PRAVANA has you covered with quick add-on services and retailing pro-tips.



Matt Swinney
Rusk Global
Artistic Director
[@matt.swinney](#)

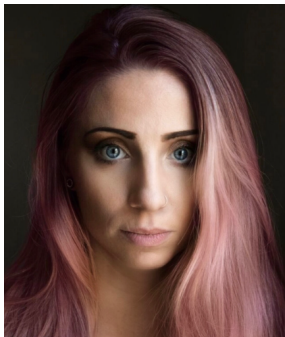


Curl Confidence

Let Rusk increase your confidence when styling curly hair in the salon. Learn tips and tricks to make styling curly hair with ease.



Katie Brenner
Rusk Color Specialist
[@ktbhair](#)



Rusk Rock The Curl Out

Watch Rusk Rock The Curl out with Rusk Deepshine Hair Color. Experience new color placement specifically designed for curly hair.



Brendnetta Ashley
Schwarzkopf
Professional Digital
Artistic Team Member
[@edgybgirl](#)



Creative Color With @edgybgirl & Schwarzkopf Professional

Join Brendnetta Ashley as she takes you through her best practices when getting creative. Brendnetta will share techniques, tips and tricks, and discuss when/why is it best to use permanent color vs demi-permanent on 4C hair.





Ingrid Young
Platform Certified Artist
[@nurseofhair](#)



Structure In Motion - Textured Hair

Learn how to quickly analyze any head shape or hair texture to create a desired cut in less time than before. This professional cutting system helps you cut through angles efficiently and accurately in one movement with less wear on your body. Structure in Motion makes it simple to build out your client's education and product recommendations for effortless upselling.



Jovan Figueroa
Brand Ambassador
[@mocliving](#)



STMNT Grooming Texture Barbering

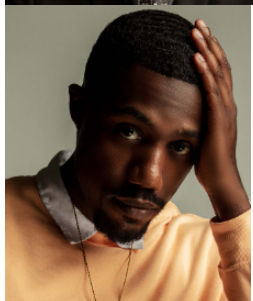
For Stylists & Barbers daring enough to step out of the box they will learn tips & tricks on how to cut textured hair from STMNT Ambassador Jovan Figueroa. This class will deliver both inspiration and advanced tech skills.



Oliver Adams
Color Pro Artist
[@kolorking](#)



Jared Scott
Barber Pro Artist
[@hisgrooming](#)



Curl Craft by Wella Featuring Color & Barbering with Oliver & Jared

Curl Craft by Wella presents Artists Oliver Adams & Jared Scott! They will bring you knowledge and inspiration for Color & Barbering that will have you delivering services on all your curly guests that will keep them coming back with confidence!



Gabrielle Henderson
Care Pro Artist
[@HuesByGabrielle](#)



Curl Craft by Wella Featuring Care & Styling with Gabrielle

Curl Craft by Wella presents Artist Gabrielle Henderson! Proper care of curly hair is a MUST. Join Gabrielle to see how a fantastic style starts with the best cleansing & care.



Maya Smith
Founder, CEO and
Licensed Cosmetologist
[@oidoux](#)



Introduction to Quick Curl Mastery

Struggling with service time when working with natural curls? Maya Smith, Master of Curls™ and founder of The Doux, shares how to seamlessly integrate wash & go services into any workflow using The Doux's core series of multi-use styling products.