



KEUNE<sup>®</sup>  
HAIRCOSMETICS

2018



# KEUNE

## *Your professional partner*

From being a small company, emerging in 1922 from the backroom of a pharmacy in downtown Amsterdam, Keune continues to grow to become one of the world's only leading professional hair care brands, currently distributed in over 70 countries. The Australian head office in Sydney is the regional centre supporting Keune operations in Australia, New Zealand, Indonesia and most recently Singapore.

To this day, Keune remains one of the last family-owned hair care brands of its size, still owned by the original, founding Keune family. The son of the founder, Mr George Keune Snr, and grandsons, Mr George Keune Jr, and Mr Eelco Keune are actively involved in the day to day operations of the business and continue to ensure that its family integrity and culture remain as one of the keystones of the business. In our industry the dedication to life-long learning and education is a must to stay ahead of the latest approach and technical developments. The Keune Academy has planned another year of exciting, inspiring courses and educational events to assist you in your professional development.

Being a professional only provider, I'd like to note, that without you, none of us at Keune would be here today. I am also extremely proud to be part of an extremely devoted team of professionals, the Keune staff in Australia, New Zealand, Indonesia & Singapore, who strive to deliver the best customer service and customer satisfaction we can achieve. I'd like to thank them for their continuous commitment and relentless drive to always be the best they can be. The Keune Foundation, funded by Keune Australia and salons stocking Tinta Color and So Pure Color is dedicated to support families whom have a child diagnosed with a life threatening illness. On behalf of all the Foundation families I'd like to thank you for your generous support.

We look forward to working with you to achieve true beauty for you and your clients and look forward to another successful year, and remember, our loyalty to your success is unwavering, because,

### YOUR FUTURE IS OUR FUTURE

With the greatest appreciation, I remain sincerely yours,

Hans van der Velden  
President  
Keune Haircosmetics  
AUSTRALIA | NEW ZEALAND  
INDONESIA | SINGAPORE





## Keune 7

KEUNE HERITAGE	8
YOUR TRUE PARTNER	11
INNOVATION & RESEARCH	13
REGIONAL CENTRE OF EXCELLENCE	14
CREATIVE AMBASSADORS	16
#ILOVEKEUNE WHAT'S TRENDING?	19
STREETSSALON	20
KEUNE COLOUR EXPERT	23
KEUNE CARING FOR OTHERS	24
KEUNE GREEN VISION	27

## Products 29

PROFESSIONAL COLOUR - TINTA COLOR	30
PROFESSIONAL COLOUR - SEMI & TEMPORARY COLOR	32
PROFESSIONAL SERVICES - DECOLOURISERS & BOND FUSION	34
PROFESSIONAL TEXTURE - FORMING	36
HOME CARE - DESIGN	38
HOME CARE - CARE	40
PROFESSIONAL - SO PURE NATURAL BALANCE	42
HOME CARE - SO PURE NATURAL BALANCE	44
HOME CARE - BLEND	46
1922 BY J.M. KEUNE	49

## Events 55

THE KEUNE FOUNDATION BALL	56
THE DAY WITH KEUNE	57
INTERNATIONAL MASTERS TOUR 2018	62
THE ARTSERIES TROPHY 2019	64

## Academy 67

KEUNE ACADEMY	68
KEUNE MASTER PATHWAYS	70

## The Keune Showcase 73

COLOR YOUR MOOD	74
ARTIST BIOGRAPHY	76

## Technical 79

IGEN BOOTCAMP	81
KEUNE CONSULTATION	81
KEUNE ESSENTIALS	83
RETAIL ESSENTIALS	83
CUTTING FUNDAMENTALS	85
STYLING ESSENTIALS	85
TREATMENT SPECIALIST	87
FORMING ESSENTIALS	87
BLONDE VOYAGE	89
SEEING RED	89
DESTINATION BRUNETTE	91
BEYOND THE GUIDELINE	91
CORRECT IT LIGHT	93
CORRECT IT DARK	93
HOMMÉ	95
FREEHAND FEVER	95
KEUNE MIXOLOGIST	97
BLONDE EXPERT	97
KEUNE COLOUR EXPERT	99
SALON EDUCATOR	99

## Masterclass 101

COLOUR LAB CREATIVE	102
COLOUR VISIONARY	103
FREEHAND PERFECTION	104
KILLER COLLECTION	105
UPSTYLE FUNDAMENTALS	106
FINDING YOU	107
CLASSICS 3X3X3	109
THE PHOTOGRAPHY SESSION	111
TERMS & CONDITIONS	113



*Keune*



# KEUNE *Heritage*

*Available in over 70 countries, the Keune brand has become a growing icon globally and continues as a family owned business with true family values.*

As with every good story, it all began in 1922 with one young man's passion and his own pharmacy located in downtown Amsterdam. Jan Keune embarked on a quest to create long-lasting curls. He experimented with solutions in his small laboratory and cosmetic factory that he created above his shop. After many dedicated hours, Jan Keune developed a hot perm and launched the very first permanent wave in The Netherlands. As the perm's popularity grew, Jan started selling his invention under the name J.M. Keune and thanks to Jan Keune's creativity, Keune became one of the first manufacturers of perm liquid in the world. Following this, Keune was one of the first to create a 'fixative', the predecessor of what we know commonly today as 'gel'.

In 1957, George Keune Snr, son of Jan Keune, introduced the Keune brand to the export market. This cemented the company's continued success and significant growth. In the early 1970's, the third generation of the Keune family began working in the company, George Keune Jnr. and in most recent years, Eelco Keune has joined the company as the Global Marketing Director, ensuring to maintain its family values.

With the launch of Keune's first permanent hair colour in 1990, the Keune company skyrocketed to being one of the major global players within the professional salon market.





## YOUR *True partner*

*Keune Australia and New Zealand was established in 1995 by Hans and Theresa van der Velden. In 2014, the company started distributing to Indonesia and in 2016 expanded into Singapore.*

Keune has been 100% dedicated to its Salon Only Philosophy and to fulfilling the demand for high-quality, fashionable hair products. The company remains family owned in both The Netherlands and ANZIS, making it one of the last family owned, global hair care brands of its size.

Keune offers professional salons an extensive and complete hair system which has been developed in one of the most advanced laboratories in Europe, using only high-quality and innovative ingredients. Keune prides itself on ensuring products are not tested on animals and are sourced from reputable, sustainable suppliers.

Social responsibility plays a big part in the everyday culture at Keune, with the company's strong belief in assisting others and giving back to the community. In 2005, Keune Australia established The Keune Foundation, a charitable organisation providing support and financial assistance to families who have a child diagnosed with a life threatening illness.

At Keune, our clients are our number one priority. We are devoted to providing the best service possible for you and your business, through constant support, education and the ongoing development of new tools and products to further grow and support your business, because, YOUR FUTURE IS OUR FUTURE.



## INNOVATION & Research

*The Keune factory produces millions of tubes of hair colour every year and for the past nine decades, Keune has been dedicated to creating products which support the true hair professional who demand high-quality and fashionable hair care products.*

The Head of Research & Development, Atse Korndorffer leads a large and experienced team of chemists responsible for all innovation. From new product development, testing and application to safety and quality control, Keune maintains the highest quality products and ensures only the best ingredients and the latest innovation is used to guarantee the best performance.

All products are developed with safety as a number one concern and are designed in accordance with one of the world's strictest laws and regulations set by the European Scientific Committee for Consumer Safety.

Keune cares for the welfare of animals and does not support animal testing and sources raw materials from suppliers who maintain high standards in eco-sustainability.

All products are developed and manufactured in one of the world's highest technology laboratory and factory located in Soest, The Netherlands.





## REGIONAL CENTRE *of Excellence*

Keune ANZIS offers multiple facilities across the region, with the head office being a multi-functional purpose built facility located in Sydney designed to improve operating efficiency, while incorporating a large education centre. Easily accessible from major highways, Keune's offices and education centre offers a diverse creative space for hands-on learning, a beauty training room, cafeteria with alfresco dining that can also host up to 60 people, and a state of the art warehouse.

Keune has stimulating, contemporary hair and beauty training studios also based in Melbourne, Victoria and Jakarta, Indonesia and most recently Singapore; where a broad variety of Academy courses and business seminars are hosted.





# CREATIVE Ambassadors

Keune Creative Ambassadors are dedicated to driving our industry further through their vision. They are the 'go to' for the latest styles, with their involvement within some of the finest catwalk and fashion shows in the world. Keune Creative Ambassadors are dedicated to Keune education and sourcing inspiration from trends around the world, translating them into practical colouring, cutting and styling techniques.



ILHAM MESTOUR  
*Global Creative  
Artistic Director*

Ilham Mestour is one of the most well-regarded session stylists in Europe. Working internationally, Ilham's work graces designer campaigns as well as Fashion Week in Milan, Paris and New York for well-established brands such as Gucci, Prada, Givenchy, Valentino and Louis Vuitton. Her high-end celebrity styling embellishes the cover and content of Vogue and Harpers Bazaar magazines regularly. Ilham has taken the stage at international shows, as well as Sydney's Day with Keune in 2013, 2015 and 2017, enchanting crowds with a signature style that is feminine, slightly mischievous and exciting! As the Global Creative Artistic Director Ilham develops the yearly international Keune Trend Collections.



MARRIËT GAKES  
*Global Creative  
Master of Color Innovation*

Marriët has worked heavily in fashion and beauty shoots for several high-end fashion magazines in The Netherlands and worldwide. Playing a major role in Keune's international colour team, she is involved with all colour innovations including Ilham's collection, in which she also joined her on stage at Day with Keune, Sydney in 2017. Marriët also owns her own private salon in Amsterdam, and whilst her schedule is of high demand, she ensures glamorous colour work for A-list celebrities and top models. Her unique ideas on colour and her vast knowledge of colouring techniques makes her one of the most reliable and innovative establishments when it comes to colour work in Europe.



ROBERTO TARLA  
*Creative Director*  
ANZIS

Hairdressing has always been in Roberto's blood following the footsteps of his father. Roberto works extensively globally, presenting and inspiring others around the world. He has a huge passion for hair, with dedication and commitment to the Keune philosophy. Roberto has worked in countless shows representing the brand, including Paris Fashion Week 2016; True Beauty show, Amsterdam, 2016; Behind the Chair tour, Brazil; and 2016 Luxurious Minimalism Show, Jakarta. Roberto was involved in the creative development of the latest 2016/17 ArtSeries "Nocturnal Reflection" collection and The Gallery event showcase. In 2017 Roberto was part of the Day with Keune Guest Artist line-up, presented his own cutting and styling workshops and was involved in the latest global concept of Beyond True Beauty.



DANIEL YAP  
TAO OF HAIR  
*Creative Artistic  
Ambassador*  
ANZIS

The epitome of endless creativity; Daniel's work is prolific. He's an international stylist with his feet planted firmly in the salon, his love for the industry is what drives him most. Owner of the state-of-the-art Tao of Hair and co-founder of Inspired Gear, Daniel has trained nationally and internationally with industry leaders and educates globally on precision cutting, up styling and colour. With an expansive photographic portfolio, extensive competition wins and multiple stage appearances including the massive 2017 Day with Keune, Sydney, Daniel is an industry inspiration and is a co-creator of the 2016/17 ArtSeries Nocturnal Reflection Collection and The Gallery event showcase.



JO BANKS  
HAIRART  
*Creative Artistic  
Ambassador*  
ANZIS

If there was a personification of big things coming in small packages, Jo is exactly this. With over 20 years industry experience, internationally trained and locally dedicated, Jo shines with a plethora of skills. From inspiring colour; to ground breaking cutting; to gravity defying up-styling, her endless portfolio of skills has seen her twice nominated as Hairdresser of the Year and crowned 2017 Senior Winner of our ArtSeries Trophy and The ArtSeries The Journal Award. Adaptable and endlessly creative with a multitude of photographic collections to demonstrate this. Jo prides her salon and team as providing a warm, professional environment that is fun and full of laughter. This ensures that every encounter with Jo is a memorable experience.



ALICIA RILEY  
UNIQUE ARTIST HAIR & BEAUTY  
*Creative Artistic  
Ambassador*  
ANZIS

Don't let her effortlessly cool, easy-going personality fool you. Coming from a lineage within the industry and almost 15 years' of experience, Alicia is driven, talented and has a vast pool of skills to share. Alicia is the successful owner of Unique Artist Hair & Beauty; its sharp highend finishes a stark contrast to the soft, feminine, freehand art that is created daily. Finding passion in everything she does has seen Alicia develop a flexible and ever-evolving approach to colour and styling to keep herself, her team and her ever-growing clientele excited and enthusiastic. This has also seen 2017 ArtSeries Trophy Finalists in both Senior and Apprentice categories, develop from within her team. From her incredibly well received 2017 Bespoke The Showcase Sessions, to her vast editorial experience, Alicia is approachable, relateable and a wealth of information.



KATE ELDRIDGE  
*Director of Education*  
ANZIS

From hosting the Day with Keune 2015 & 2017; 2016 ArtSeries The Gallery; to leading the ArtSeries Nocturnal Reflection collection and engaging academy sessions, there's never a dull moment. With a career spanning 20 years in the industry Kate is constantly evolving her expertise as a Technical Colour Specialist and inspiring Educator. As Keune's Director of Education ANZIS, Kate delivers classes, tutors and oversees our A-class team of Keune Technical Advisors along with scheduling and developing Keune's Educational program throughout Australia, New Zealand, Indonesia and Singapore.

# #ILOVEKEUNE

## What's trending?

See it first, see it live!

Hear about new products & exclusive events

Learn new techniques, tips & tricks

Share & tag amazing work



**ILHAM MESTOUR**  
Global Creative Artist Director  
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**MARIËT GAKES**  
Global Creative  
Master of Color Innovation  
@marietgakes



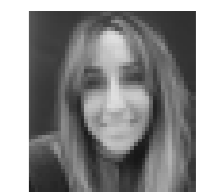
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**ALICIA RILEY**  
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ANZ: KEUNEHaircosmeticsANZ  
Singapore: KeuneSG  
Indonesia: KeuneID



ANZ: @Keuneanz  
Singapore: @KeuneSG  
Indonesia: @KeuneID



Keuneanz



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keune.com



# STREETSALON

*Your daily inspiration. Directly to your salon.*



*Street Salon is Keune's online inspiration space, curated by Ilham Mestour and Marriët Gakes. It's all about on-trend, street-style hair, delivered directly to your salon, by way of daily videos or photo tutorials.*

From New York to Paris, Rio to Tokyo, Stockholm to Amsterdam—StreetSalon wanders the world in search of fresh and exciting new hairstyles. Then, we turn these looks into beautiful style, cut and colour tutorials so you can do what you do best—create the looks you love.



STREETSALON.COM

LOOKBOOK → WATCH AND LEARN → CHECK OUT PRODUCTS → UPLOAD YOUR OWN CREATION → CREATE YOUR OWN MOODBOARD → FILTER FUNCTION → MEMBERS LOGIN AREA

Download the **Keune StreetSalon** app or head to [streetsalon.com](https://streetsalon.com)





# KEUNE COLOUR EXPERT

*In selected salons  
worldwide*

*An exclusive rewards program for Keune hair salons.*

KCE is a complete business partnership designed to take your business to a new level. Its core focus is to deliver the highest level of support to assist with key business activities such as salon growth, development and management, in-store promotions and advertising, as well as technical and inspirational education held through our very own Academy.

Keune has available a special e-shop for KCE Members in Australia, which can be used by consumers anywhere, anytime, anyplace. The e-shop is a convenient website allowing your salon to have an online store, that is infrastructure, maintenance and cost free for the salon, whilst still generating retail sales.

To be invited to become a member, salons must reach a minimum expenditure per annum and must be stockists of certain Keune ranges. There are 6 Salon Memberships: Loyalty, Bronze, Silver, Gold, Platinum and Diamond. For further information, please liaise with your Keune Business Consultant.





# KEUNE

## *Caring for others*

Hans and Theresa van der Velden, owners of Keune ANZIS, wanted to find a lasting way to give back to our society, thus in 2005, The Keune Foundation was established to do just this. The Keune Foundation provides emotional support and financial assistance to Australian families when one of their children is diagnosed with a life threatening illness. Keune Australia bares all costs of administration to ensure that funds raised are used for the relief of suffering. Keune provides support to these families without question, cost or prejudice.

Every salon that purchases Keune Tinta Color and So Pure Natural Balance Color in Australia and New Zealand helps support the charity, with Keune donating 10c from every tube directly to The Keune Foundation. If you would like more information about this worthwhile cause, email [tkf@keune.com.au](mailto:tkf@keune.com.au).

The Keune Foundation has assisted over 550 Australian families by donating almost one million dollars collectively and wishes to extend its greatest appreciation for your support

THANK YOU, WITHOUT YOU, THIS WOULD NOT BE POSSIBLE



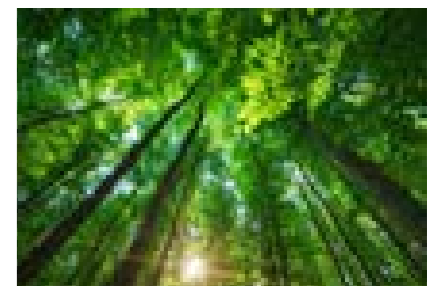
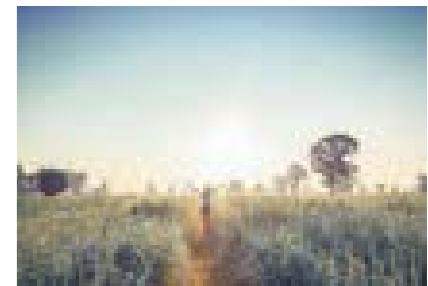


## KEUNE *Green Vision*

Passionate about protecting and restoring the health, diversity and productivity of our unique Australian landscape, Keune ANZ is a Carbon Neutral company with multiple solar panel installations to keep electricity costs down and build green credentials. In addition, the company has implemented recycling programs, set up green efficient lighting systems, transitioned to online and digital materials, all to protect the environment.

Climate change is a serious issue caused by an increase of naturally occurring and manufactured greenhouse gases in our earth's atmosphere. Australians are feeling the effects of global warming in everyday life. For this reason, Keune is taking positive action to reduce the amount of greenhouse gases we produce.

THE FUTURE IS IN YOUR HANDS.





# Products



# PROFESSIONAL Colour

## TINTA COLOR - Free from PPD

An advanced permanent colour range that leaves hair in superb condition with incredible shine. Tinta Color is PPD-free\* and 100% compliant with EU Laws using the latest colour technology. Providing 100% grey coverage and containing Triple Color Protection Technology, Tinta Color ensures long-lasting, brilliant colour results. The Tinta Color formula is an easy-to-mix and easy-to-apply emulsion, with a pleasant floral and woody fragrance. For optimal results, use Tinta Color with Tinta Cream Developers.

TECHNOLOGY LP300 Color Stabiliser, Silk Protein and Solamer UV Protection.

10c from every Tinta Color sold in Australia and New Zealand goes directly to The Keune Foundation.

\*Keune Colours are free from Paraphenylenediamine or PPD. It is a common ingredient found in hair colour. It has been cited as a contact allergen and has been shown to produce symptoms of irritation when coming in contact with the skin whilst hair colour oxidises. Repeated & prolonged contact with PPD has also been known to cause sensitisation, which is why Keune has advanced its technology to offer the same quality results without using this ingredient.



### TINTA COLOR

With over 100 shades including beautiful high-lift blondes, rich browns and a family of super intense reds, Tinta Color brings endless creativity with supreme conditioning, luminous shine and 100% coverage.



### TINTA COLOR ULTIMATE COVER

A variety of rich shades with higher concentration of pigments with nourishing ceramides to soften stubborn hair, perfect for grey/white, resistant, coarse and Asian hair.



### TINTA COLOR LIFT & COLOR

A selection of vibrant contrast shades that lift and deposit all in one. Intense and long-lasting performance, ideal for use on or off scalp, highlighting, lowlights or accents.



### TINTA COLOR RED INFINITY

A family of super intense red shades with longer lasting colour, increased vibrancy and 25% more durability, making it one of the longest lasting on the market.



### TINTA COLOR ULTIMATE BLONDES

A collection of some of the highest performing high-lift blondes in the market with extensive toning and lifting capabilities, showcasing beautiful clean results. These ultra-lifting shades includes Special Blondes, Super Ash Blonde and Ultra Blonde Series, lifting up to 5-6 levels.



### TINTA COLOR BOOSTER

Cool Boosters providing cool/blue tones for a beautiful blonde finish during a lightening service or Red Boosters to enhance the vibrancy of intense red shades.



### TINTA COLOR DEVELOPERS

Double stabilised developer with LP300 Technology, specially designed to prevent colour from fading. Use with Tinta Color to achieve optimal results. Available in 3%, 6%, 9% & 12%.



### TINTA AFTER COLOR SHAMPOO & BALSAM

Professional Shampoo & Balsam with PH4 to stop the oxidation process and recondition the hair, leaving it nourished and easy to manage.





# PROFESSIONAL Colour

## SEMI COLOR

An exceptional ammonia-free, tone-on-tone colour, formulated with Keune's exclusive Silsoft Technology. Semi Color ensures hair is left feeling nourished and soft with a dazzling gloss shine. The range is the perfect colour choice for first time colour services, intensive tone-on-tone grey coverage without changing the natural colour and for refreshing lengths & ends in combination with Tinta Color on the regrowth. Semi Color gives up to 70% coverage, has a soft fruity fragrance and is formulated as an economical gel-cream. For optimal results, use in combination with Semi Color Activators.

TECHNOLOGY Silsoft.

## TEMPORARY COLOR

Color Craving is a complete range of temporary fashion shades; including four soft pastels and four vivid vibrants. The Color Craving formula is ready to use on pre-lightened hair. It gives fast results with only 15 minutes processing time. The colors contain a conditioning cream base with added silk proteins to nourish the hair and solamer to protect the hair from UV rays.

TECHNOLOGY Silk Protein & Solamer UV Protector.



SEMI COLOR

Offering over 55 shades including intense reds and a clear, Semi Color provides professional colourists with endless options to create soft, natural tones with remarkable shine.



SEMI COLOR  
RED INFINITY

A collection of super intense red shades formulated with color pigment Red Infinity (RI) which gives intensive characters, exceptional durability and longer lasting colour and coverage.



SEMI COLOR  
ULTIMATE BLONDE

Specially developed toners for that perfectly toned end result or to add extra character to the hair - creating that perfectly primed canvas.



SEMI COLOR  
ACTIVATOR

Superior activators providing enriched results and exceptional colour stability. Used with Semi Color and for reflects, toning, darkening and colour balancing. Available in Semi Color Activator & Red Activator.



COLOR CRAVING

Soft pastels and vibrant vivid shades lasting 2-10 shampoos which include a conditioning formula with direct pigments designed to fade from the hair gradually and beautifully. Temporary and ready-to-use with no developer required, perfect for professional use or home maintenance to support the colour's longevity.



# PROFESSIONAL Services

## DECOLOURISERS, & NEUTRALIZERS

Alongside the colour ranges, Keune has a strong selection of dustfree decolourisers using key ingredients such as Wheat Proteins, LP300 & α-Bisabolol, to protect the hair and scalp during the decolourising process. They can be used on & off scalp to lighten natural and artificial pigments and can also be mixed with Keune's Tinto Cream Developer and Semi Activators. A violet/blue based professional Neutralizer is available to support post pre-lightening services.

TECHNOLOGY LP300, α-Bisabolol, Silk Protein & Wheat Protein.



CREAM BLEACH

Special formulated lightener which protects the hair structure and leaves hair 50% stronger than other bleaches through the use of Wheat Protein. *(European image shown)*



MAGIC BLONDE

Contains LP300, Silk Protein and α-Bisabolol shielding the hair and scalp during the bleaching process, leaving the hair shiny and healthy.



ULTIMATE BLONDE LIFTING POWDER

Low ammonia and blue dust-free lightener, formulated with Silk and Wheat Protein, lightening up to 33% faster and lifts up to 8 levels whilst leaving the hair ultra conditioned.



ULTIMATE BLONDE NEUTRALIZING SPRAY

Perfect for neutralizing after a lightening process and prior to toning. The violet/blue-based product provides cool, consistent and long-lasting results.

## BOND FUSION

A revolutionary bond boost service with 3 easy steps to treat and condition coloured hair. Hair is twice as strong compared to use without Bond Fusion and can be used in colour, lightening, perm and straightening services or a stand-alone anti-damage treatment. Powered by the Protein Fusion System which creates new bonds to strengthen the hair, then it continues to protect, condition and enhance. Leaves hair up to 5 times longer-lasting conditioning, after 5 shampoos; up to 2 times improved compatibility, after lightening process; and up to 43% less hair breakage after 1,000 combing strokes.

TECHNOLOGY Protein Fusion System.



BOND FUSION 1 BUILDER

Bond Builder creates new bonds and protects the inner structure of the hair, resulting in stronger and more conditioned hair. You simply add the Bond Builder to colour, lifting mixture, perm or straightening services.



BOND FUSION 2 ENHANCER

Deeply nourishing and restoring treatment enhances the newly created bonds by creating a seal to ensure long-lasting conditioning.



BOND FUSION 3 RECHARGER

Keeps freshly coloured hair strong and conditioned after a colour service. This nourishing and recharging treatment is specially created for home use and prolongs the effect of Bond Fusion treatment.



# PROFESSIONAL *Texture*

## FORMING

Forming has the ability to deliver smooth straight hair or fashion-forward curls and volume. The sophisticated treatments protect the integrity and health of the hair by delivering Active Keratin to the outside and deep within the hair cortex to provide extra strength, protection and improved hair manageability. The key ingredient, Active Keratin is an essential element that contributes to strong and conditioned hair, helping achieve beautiful soft movement.

TECHNOLOGY Active Keratin.



## KERATIN STRAIGHTENING REBONDING SYSTEM

A simple, two-step straightening treatment that transforms hair into sleek, polished tresses that last. Formulated without formaldehyde, it contains deep moisturising and nourishing elements that ensure gentle reshaping. Available in two formulas; Normal and Strong.



## BIOPERM

A soft perm system which provides firm, soft curls with natural results, leaving the hair soft and shiny. Available in 2 strengths, Extra & Normal.



## VITAWAVE

A classic conditioning, mild alkaline perm solution that restores the hair's structure using a unique composition, providing moisture control and long-lasting curls. Available in 0, 1 & 2 strength.



## KERATIN CURL

Keratin infused perm system with low alkalinity levels that strengthens the hair, giving natural bouncy curls with a brilliant shine. 3 strengths available.



## KERATIN VOLUME ROOT BOOSTER GEL

The ultimate volume boost for fine hair, lacking body and volume, designed to help boost short hairstyles, create special effects, support new styles and refresh regrowth.



## KERATIN CURL PRE & POST CARE

A pre-perm treatment which equalises the porosity of the hair prior to services. An after-care leave-in weightless conditioning curl booster, defines beautiful permed or natural curls.



# HOME CARE

## Luxurious styling essentials

### DESIGN

Design offers a complete professional and home care system for styling, finishing and care helping you create any style with a lovingly invented collection of luxurious essentials that will define the beauty of hair. Style and finish products provide diversity in texture, hold and shine, whilst protecting the hair from UV rays, free radicals and heat damage. A compact range of carefully formulated care products offer the most essential regimes designed for in salon and home use. Utilising the most innovative technology, each product individually nourishes, protects and strengthens hair from the inside out.

Technology: Double Layer Protection System (DLP<sup>2</sup>), LP300 Color Stabilizer, Natural Sea Silk, Organic Argan Oil, Grape Seed Extract and Vitamins B5 & E.



### TEXTURE

Creates extra texture and hold.



### GLOSS

Gives extra shine and sheen.



### VOLUME

Provides volume and manageability.



### FIX

Creates shape and hold.



### FUNDAMENTALS

Primes and creates fabulous volume and soft textures.



### ESSENTIALS

Long lasting sleek, wet look.



### SLEEK

Temporary straight and frizz-free hair.



### DAILY CARE

Daily cleanse or extra refreshing.



### COLOR PROTECTION

Colour and UV-damage protection.



### REPAIR

Deep conditioning and restoration.



# HOME CARE

*With great care comes great hair*

## CARE

The natural function of the scalp directly impacts the condition of the hair. Care nourishes the hair and helps to balance the natural function of the scalp with 5 key Essential Minerals from natural sources, which work together to provide long-lasting results. Hair becomes silky, smooth and easy to manage. All products are colour safe and use a combination of specialised technologies, which provide lasting solutions to the needs of different hair & scalp types.

TECHNOLOGY Essential Minerals - Zinc, Copper, Silicium, Iron and Magnesium.



### MIRACLE ELIXIR

Professional, in-salon Keratin Booster treatment reduces hair damage by 80%, leaving hair twice as soft. Home care Elixir spray maintains the professional service, leaving hair healthier and shinier than ever.



### TINTA COLOR CARE

Sulfate and Paraben free alternative, ultra nourishing and prolongs colour after a colour service.



### COLOR BRILLIANZ

Longer-lasting luminosity and prevents colour-treated hair from fading.



### VITAL NUTRITION

Moisturises the inner hair structure and forms a protective shield to nourish dry, brittle and damaged hair.



### VITAL NUTRITION SPA CREAMBATH

Professional 1L, in-salon ritual for a total hair spa experience to restore and revitalise stressed strands.



### SATIN OIL

Provides luminosity and strengthens without weighing the hair down, making hair incredibly silky, soft and shiny.



### SUN SHIELD

Revitalises dry, brittle, sun-damaged hair and offers UV protection.



### ABSOLUTE VOLUME

Liquid Keratin thickens each strand, building body and volume for fine and normal hair.



### KERATIN SMOOTH

Polishes hair, leaving hair manageable, smooth and strong.



### CURL CONTROL

Rejuvenates hair fibre, boosts curls strength, creating soft, bouncy, and frizz-free curls.



### DERMA EXFOLIATE

Combats dandruff, calms the scalp and prevents new dandruff from forming.



### DERMA REGULATE

Balances oily hair and scalp leaving hair refreshed.



### DERMA ACTIVATE

Rejuvenates thinning hair, stimulates growth and the scalp's metabolism.



# PURE Hair wellness

## SO PURE NATURAL BALANCE PLANT EXTRACTS & ORGANIC ESSENTIAL OILS

Keune's So Pure Natural Balance range is developed with 100% pure plant essential therapy to create a truly sensorial experience. Promoting wellbeing for mind, body and soul, the So Pure philosophy is to achieve balance, which strengthens emotions and personality. The So Pure Natural Balance concept offers a complete range of professional and home care products, designed to meet the needs of an active lifestyle choice; one which leans towards natural, organic ingredients, utilising products that improve overall health and at the same time, assist to lessen our environmental footprint.

The plant extracts and organic essential oils used in So Pure Natural Balance are grown and harvested using biological agriculture that sustains the health of our ecosystem and the quality of the oils. Each oil and plant extract has its own composition, aroma and unique beneficial effect for the hair, scalp and overall wellbeing.

### THE SO PURE NATURAL BALANCE EXPERIENCE:

- Ammonia, paraben and sulfate free
- Contains certified organic Argan and essential oils
- Contains no artificial fragrances
- Contains no animal related materials
- Not tested on animals
- 100% colour safe
- No aerosols
- Packaging is made from PET, a plastic which is 100% recyclable



# PROFESSIONAL Colour

## AMMONIA, PARABEN & SULFATE FREE

So Pure Color is 100% free of ammonia & paraben and provides up to 100% grey coverage. The range is mild, effective and enriched with Phytokeratin, which deeply penetrates into the hair to restore its natural keratin structure. Enhanced with organic Argan Oil, the range contains antioxidants Vitamins A and E to provide further nourishment and protect hair from external influences. The unique and mild coconut-based formula works to condition the hair, protecting the scalp against staining. Long-lasting and permanent, So Pure Color provides a luxurious, sensual and aromatic in-salon experience. Hair is left healthy, with a beautiful shine.

TECHNOLOGY Organic Argan Oil, Phytokeratin & Cocamide MEA.



### SO PURE COLOR

A naturally inspired range with over 50 ammonia and paraben free intermixable shades, enriched with essential oils to improve the hair structure with a rich, vibrant and shiny finish.



### SO PURE MIX COLOR

Enhances colour characters, neutralizes undesired tones & perfect for grey coverage formulas.



### SO PURE COLOR HIGH-LIFT BLONDES

A selection of beautiful high-lift blondes, versatile for high-fashion lightening techniques.



NEW

### SO PURE ULTIMATE COVER

Beautiful, complimenting shades with extra pigments and nourishing ceramides that help soften stubborn hair, excellent coverage for white/grey, coarse and Asian hair.



### SO PURE COLOR COOL BOOSTER

Aids in neutralising the hair during a lightening service to create a flawless cooler, blonde tone. Can be added into So Pure Color 2000, 3000 and Blonde Lift Powder.



### SO PURE COLOR BLONDE LIFT POWDER

A high-performance lightener, enhanced with certified organic Argan Oil, which protects and rebuilds the natural hair structure during the gentle process.



### SO PURE COLOR DEVELOPER

A range of calibrated developers injected with a IP300 colour stabiliser, aiding in colour brilliancy and smoothness. Use with So Pure Color. Available in 3%, 6% & 9%.



### SO PURE AFTER COLOR SHAMPOO & CONDITIONER

A gentle professional PH4 cleanser and conditioner, which stops the oxidation process plus neutralises the hair after a colour service.



# HOME CARE

## Complete wellbeing

### SO PURE NATURAL BALANCE

PARABEN & SULFATE FREE

So Pure Natural Balance home care is a gentle range that promotes wellbeing and relaxation through the use of massage and aromatherapy. With over 30 certified organic plant extracts, the range embraces the knowledge of phytotherapy, aromatherapy and homeopathy to create healthy, shiny hair through a well-functioning scalp. So Pure Natural Balance home care is a complete system with beautiful scented aroma combinations for a unique lifestyle experience. The range has an array of prescriptive products suitable for all hair types and includes both care and styling.

**TECHNOLOGY** 100% pure plant essential therapy, Certified Organic Argan & Essential Oils.



### MOROCCAN ARGAN OIL

with organic Argan and Apricot Kernel oil

Multi-use oil treatment that conditions, protects and adds luxurious shine. 2 types available; for fine and brittle hair or coarse and resistant hair.



### RECOVER

with organic Quinoa, organic Avocado & Coconut Essential Oils

Intensive treatment that strengthens, repairs and restructures damaged hair.



### MOISTURIZING

with organic Ylang-Ylang & Palmarosa Essential Oils

Nourishes and hydrates dry hair and scalp resulting in soft, shiny and healthier locks.



### COLOR CARE

with Jasmine & Sandalwood Essential Oils

Prolongs vibrancy and richness of colour treated hair.



### CALMING

with Chamomile & Lavender Essential Oils

Soothes sensitive scalp and balances mind and body.



### EXFOLIATING

with Tea Tree & Lavender Essential Oils

Removes and prevents dandruff, stimulates blood circulation and balances hair and scalp.



### ENERGIZING

with Ginger & Lemon Essential Oils

Energises and revives fine and thin hair, improves blood circulation and stimulates hair growth.



### COOLING

with Mint & Rosemary Essential Oils

Balances and refreshes hair and scalp.



### STYLING

with Palmarosa & Orange Essential Oils

Using natural fixations for long lasting styles.



# HOME CARE

## *Mash up your hair*

### **BLEND**

One of a kind. Blend is designed to compliment who you are, no matter where you're from or where you're headed. Time to get inspired and spark that creativity. Meet Blend, a complete styling range, which conditions and nourishes the hair. The range consists of 16 intermixable styling products to prep, style and finish. Each product has a fruity fragrance and a hold and shine factor between 1 (low) and 10 (high).

TECHNOLOGY Multi-Vitamin Complex.



**CLAY**  
Ultimate super-strong texturiser for bold definition with a matte finish.



**WAX**  
Smooth, clear wax gives perfect definition without the grease.



**FIBER WAX**  
Creates body, volume, texture and shape without weighing the hair down.



**GLUE**  
Ultra-strong, ultra-matte and ultra-water resistant glue that locks styles in place.



**DE-FRIZZ**  
A blend of shine boosters that de-frizzes locks for seriously silky soft, smooth hair.



**PASTE**  
Intense texturiser for messy, tangled looks with a long-lasting hold.



**GEL**  
A concentrated, transparent gel, eliminating static with a wetlook effect.



**SHAPE**  
Texturising cream perfect for short do's. Gives hair body & structure.



**REFRESHING BALM**  
2-in 1 hairgem that works as a dry shampoo and styling balm, adds superb texture, while absorbing oil for that fresh finish.



**SALT MOUSSE**  
Body-building creation that lifts, texturises and volumises, even on ultra-fine hair.



**FIXING SPRAY**  
Super-hold, long-lasting hairspray that gives beautiful volume and shine.



**PREP SPRAY**  
Versatile spray protects tresses from heat styling tools and enhances the durability of styles.



**SEA SALT SPRAY**  
Pure sea salt instantly gives hair more volume, body & a beachy texture without the tangle.



**REFRESHING SPRAY**  
Dry shampoo to refresh the roots and absorb unwanted oils, whilst adding extra volume.



**GLOSS SPRAY**  
Polishing spray with a glossy, shiny and oil-free finish.



**VOLUME POWDER**  
Lightweight powder with incredible texture. The more added the stronger & grittier it gets.





# 1922 BY J.M. KEUNE

Distilled for Men



In 1922, Jan Keune, a young adventurous man, took his dream and turned it into a haircare brand. Now his son and grandsons have bottled his courageous spirit for brave and daring men everywhere.

# 1922 BY J.M. KEUNE

Distilled for Men



## CLEANSING AND CONDITIONING

Cleansing and conditioning essentials that form the collection's backbone. The line is designed to work together to optimise hair and scalp needs, leaving both in prime condition.



## STYLING STAPLES

Simple styling and restyling essentials that perform to further enhance and define any hairstyle.

1922 by J.M. Keune offers a tightly curated collection of care, styling, grooming and colour essentials to best equip barbers and salons inspired by modern craftsmanship and apothecary roots. The range is enriched with Creatine and Hemp Technology; Creatine rebuilds and reinforces the inner hair structure, reduces breakage and nourishes colour treated hair whilst Hemp seeds contains Omega 3 & 6 and proteins.

TECHNOLOGY Creatine & Hemp



## GROOMING ESSENTIALS

Whether the look is clean-shaven or a full beard, 1922 by J.M. Keune offers perfect solutions for various styles and lifestyles. The line includes a rich shaving cream, luxurious beard oil and soft beard balm, featuring the signature sandalwood-leather fragrance.



## COLOR CURATION

Dreams do come true. 1922 by J.M. Keune colour collection has a quick processing time of just five minutes, creating the ultimate fast and fuss-free service. The shades vary from Dark Brown to Medium Blonde, providing low-maintenance and natural coverage results. A special Color Activator has been formulated to work hand-in-hand, for optimal colour perfection.





**1922 BY J.M. KEUNE**  
 Distilled for Men

*Coming soon!*

EXCLUSIVE MEN'S BARBERING COURSE  
 DETAILS TO FOLLOW. STAY TUNED!



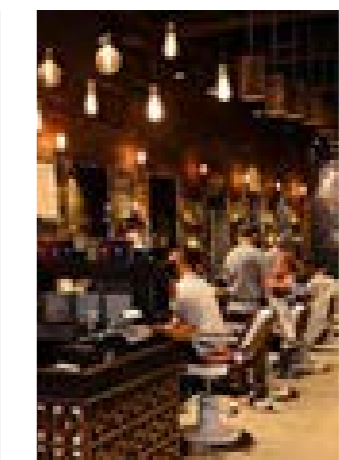
*Sharp Is 1922*

IN CONJUNCTION WITH



**JUSTIN TEAGUE**  
*Balwyn Barbers, VIC*

With a career spanning more than two decades in salon, film, television, fashion, stage and runway, Justin is becoming one of our industry's greatest. With an innate ability for styling and an eye for detail, this Melbourne based artist has worked continuously in the film and television industry crafting real-life, modern day and passé characters. Presenting his skills overseas and at home, his onset portfolio includes an impressive list of who's who and projects including The Dressmaker, Barracuda and Underbelly Chopper. Impressive but ever approachable, spend a day with this industry gentleman.



**MANCAVE TEAM**  
*ManCave Barbershop, NSW*

Currently taking the local men's barbering industry by storm, ManCave Barbers is a team of highly energetic and passionate barbers focused on delivering quality men's grooming services with the belief that quality products complete a quality service. With a team as experienced as this, their session is sure to be a memorable one.





# Events



*The 14<sup>th</sup> Annual  
Foundation Ball*

Save the date  
 The 74<sup>th</sup> Annual  
**Keune**  
 Foundation Ball  
 THEME? FIND OUT IN MARCH  
 Melbourne we're back!  
 8pm | Sunday, 10th June 2018  
 Ms Collins, Melbourne  
 Limited Tickets | \$110+ GST  
 #TKFBall

The  
**Keune**  
 Foundation Ball  
 Harajuku Tokyo Disco

2017 RECAP

*After a long and exhausting day, the extended Keune family immediately travelled from the Day with Keune to the biggest night on the Keune calendar, The Annual Keune Foundation Ball. The fun filled event helped raise funds for the titular Keune Foundation, which assists families with children diagnosed with a life-threatening illness. The event was held at The Argyle, with a fashion-forward Tokyo Neon Disco theme. Japanese treats, drinks, activities and photo booths, along with a silent auction and live entertainment, made the event like a buzzing mini-Harajuku city.*



Day with  
**Keune**

2017 RECAP

*On Sunday June 11, about 1000 hairdressers gathered for a multitude of inspiring show segments and the announcement of ArtSeries Trophy winners. Around 18 hours of pure Keune, and nothing but networking, education and hair inspiration. Headlining the show was the creative Spanish trio X-Preion Creativos, known for their viral social media fame and pixelated hair trend. Maria 'Cathy' Goretti Sakasti, Chairwoman of the Christopher Group in Indonesia, presented intricate and Avant Garde hair and fashion, conceptual and architectural pagoda-style hair pieces. Daniel Yap, alongside Sam Han took a playful Harajuku-girl inspired segment which transitioned to a more peaceful and spiritual Eastern-style cutting demonstration. Meanwhile, Tiago Ayrigo, Keune's Brazilian Master Ambassador presented blonde and sexy bombshell hair that proves to be popular back home. Iham Mestour, Keune's Global Creative Artistic Director, and Marriet Gakes, Keune's Global Creative Master of Colour, presented the brand's dual identities and approaches on stage with a focus on street fashion, while Roberto Turia, Keune's Creative Director for ANZIS, and Artistic Ambassador Sam Rizzo presented the local ingenuity the nation has to offer.*

Save the date  
 Day with  
**Keune**  
 2019  
 SUNDAY 9TH JUNE  
 #keuneshow  
 FURTHER INFORMATION WILL BE RELEASED SOON

*Day with Keune*

# SEPTEMBER 2018 INTERNATIONAL MASTERS TOUR

*Rio de Janeiro Sat 15 - Fri 21 Sept*

JOIN US IN ONE OF THE WORLD'S MOST BEAUTIFUL CITIES FOR A COLLECTION OF ADVANCED COLOUR, CUT & STYLE WORKSHOPS WITH SOME OF THE INDUSTRY'S ELITE TRENDSETTERS. THIS IS THE FINAL DESTINATION TO COMPLETE YOUR MASTER PATHWAYS!

- 6 nights accommodation and transfers
- 2 days sightseeing
- 3 days advanced workshop including a course by Tiago Aprigio, Master Ambassador, Keune Brazil - to learn his famed colour techniques
- 3 group dinners
- Free time for shopping and exploring
- NB: Depart Rio De Janeiro Fri 21st, arrival back to AU/NZ Sun 23rd September



## WITH TIAGO APRIGIO

Master Ambassador, Keune Brazil

@aprigiotiago tiagoaprigiocabeireiro

International A-list Celebrity Colourist | 112k Instagram followers | Brazil's top colourist & stylist | São Paulo Fashion Week | Amni Hot Spot Event | Pret à Porter and Semana de Moda fashion events | Presenter of RedeTV | Host of program 'Sob Medida' | Elite professional centres SENAC, Instituto Llongueras and Toni & Guy | Featured at Day with Keune '17

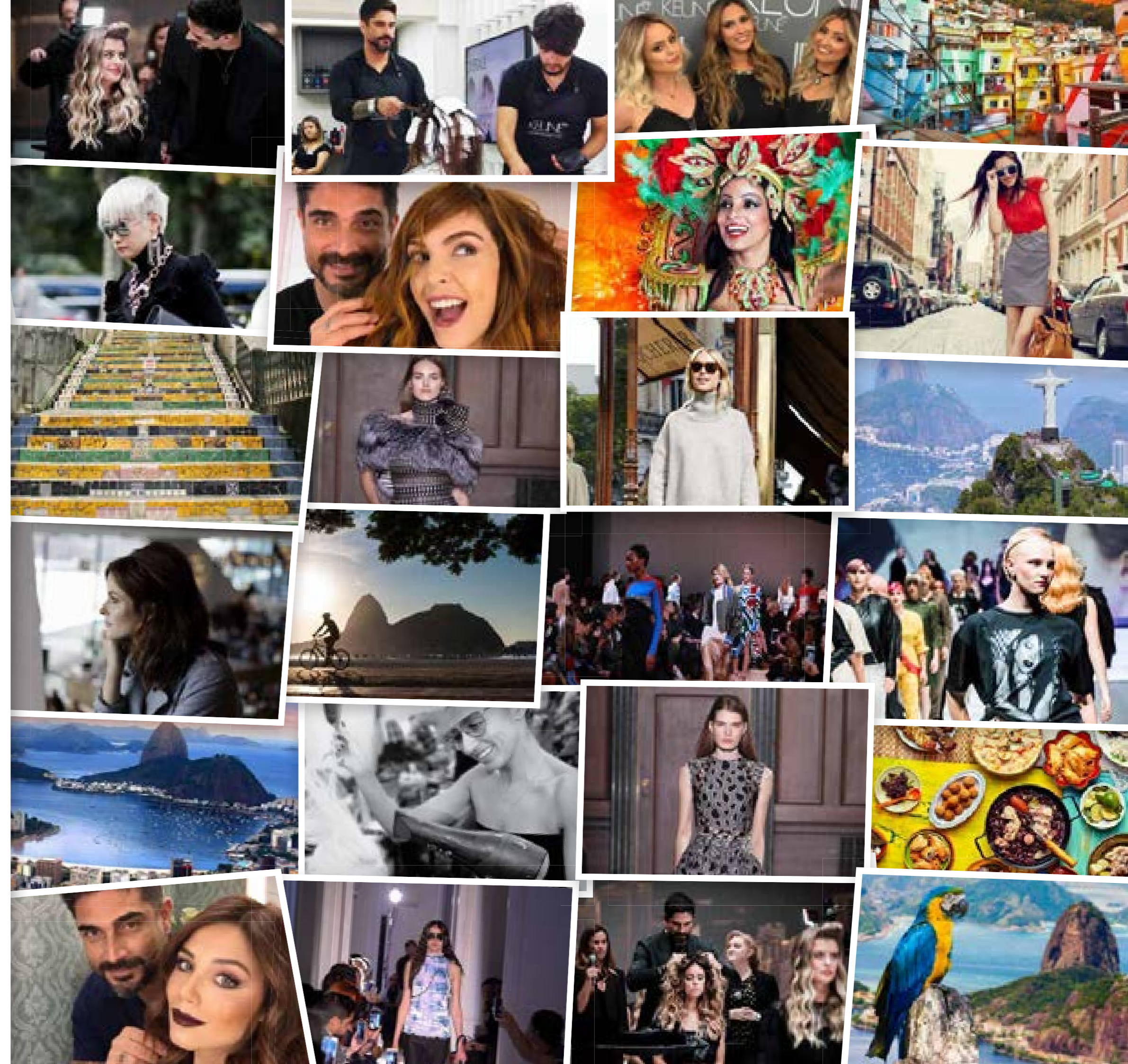
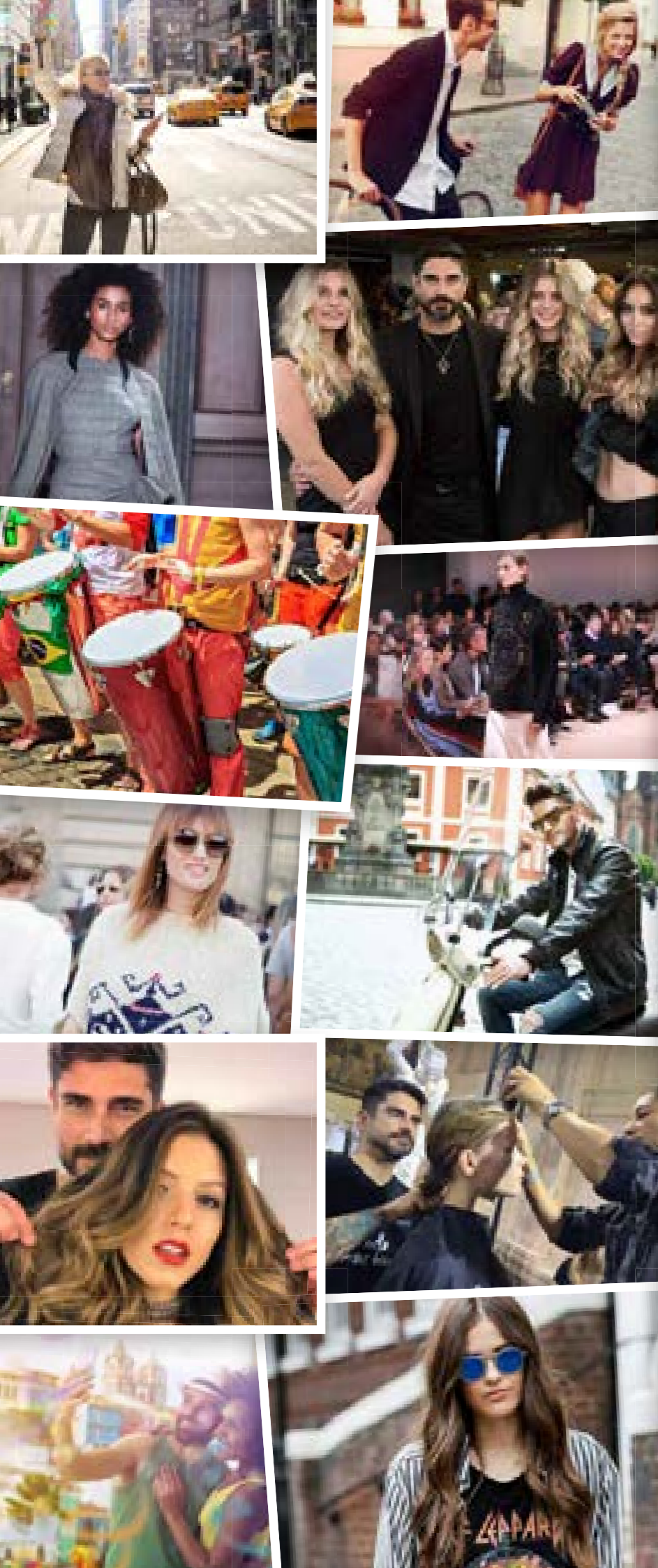
## LIMITED PLACES AVAILABLE!

**\$4,600 + GST PER PERSON**

- Based on twin-share, upgrades to single-share available pending location
- Payment plans available
- \$600 non-refundable deposit required to secure your place
- Payment must be received in full 1 month prior to the trip

**BOOKINGS BY**  
15 January 2018

**PRE-REQUISITE**  
Please see page 70 for more details





# *the* ART SERIES TROPHY | 2019

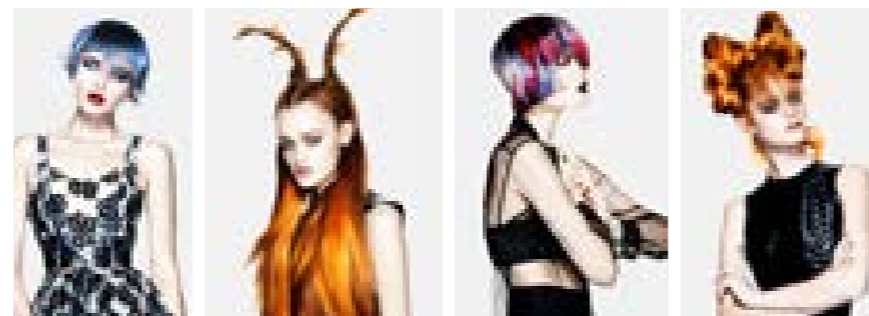


NOCTURNAL REFLECTION BY

2017 ARTSERIES  
SENIOR WINNER  
*Jo Banks*  
HAIRART, WA

# COMPETITION RETURNS, STAY TUNED!

*More info released soon*



KEUNE CREATIVE AMBASSADORS

2017 ARTSERIES  
APPRENTICE WINNER  
*Lauren Govier*  
GENTILES HAIRDRESSING, SA



# Academy

60s

# KEUNE *Academy*

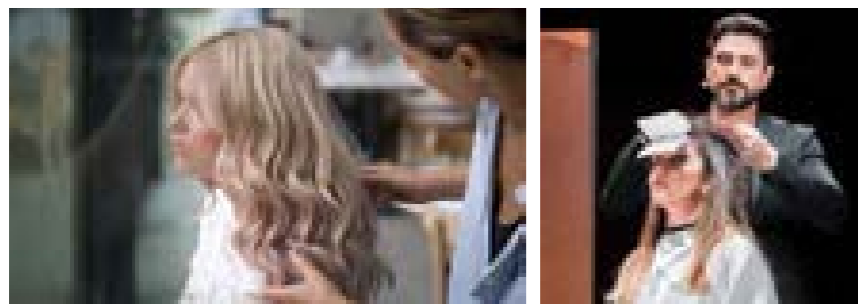
*Our Keune Academy is dedicated to providing the highest calibre of training, support and inspiration.*

Developed by some of the world's most outstanding technical and creative industry professionals, our Academy prides itself on consistently growing and evolving to remain accessible.

For 2018, we are proud to present an exciting selection of courses for all skill levels; with new class additions, fresh content, delivered by our impressive team of Keune Educators and Creative Ambassadors.

Available exclusively to Keune clients, from basic to advanced whether technical or creative, our courses and events have been designed to stimulate creative minds by arming all participants with the tools to perform at their peak, where it counts most – in the salon.

As you grow and expand your experiences with us, save your course notes and materials in your complimentary eduFOLDER for all your in-salon referencing needs.





# KEUNE Master Pathways


A 'Master' is dedicated to learning and evolving their craft.


They understand and commit to establishing a foundation to first learn and then strive to perfect their art form. A true master never settles for good enough and never stops learning. Keune Master Pathways has been designed for salons and individuals looking to grow as a 'Master' in cutting, styling and colour.

You will be inspired to re-invent yourself, challenge your knowledge and push your skills to the limit. Embark on this rewarding journey to satisfy your thirst for knowledge and technical excellence.

Keune pathways provides a combination of Essential, Exceed and Elite levels with Discover and Immerse Sessions.

## LEGEND KEYS

 **DISCOVER SESSION**  
Session comprised of theory and interactive exercises

 **IMMERSE SESSION**  
Sessions comprise of theory, interactive exercises and practical experience

**D** – Full Day Session **M** – Morning Session **A** – Afternoon Session **E** – Evening Session

★ Regional course content and material may vary where applicable

## WHICH 'Master' Are You?

<b>INTERNATIONAL MASTER</b>	Final step to becoming the Master of all Masters! An overseas 3-day intense colouring, cutting & styling workshop, to reach your peak in all domains.
<b>GRAND MASTER</b>	Builds and develops solid technical understanding in all aspects of Keune. You'll grow your skills beyond belief as a colourist, as a stylist and an all-rounder; refining your retailing and salon services.
<b>MASTER STYLIST</b>	Refines stylist technical understanding of all aspects of cutting & styling, enabling to perform diverse, specialty and personalised services.
<b>MASTER COLOURIST</b>	Refines colourists technical understanding of all aspects of colour, enabling to perform diverse, specialty and personalised services.
<b>FUTURE MASTER</b>	Specially developed courses to offset and support every apprentice's education to ensure all units of competency are met to achieve Future Master status.

Look out for the Pathways symbols throughout the Academy chapters to attain your accreditation towards your chosen Master's Pathway.

LEVEL	COURSES 2018	KEUNE FUTURE MASTER	KEUNE MASTER COLOURIST	KEUNE MASTER STYLIST	KEUNE GRAND MASTER	KEUNE INTERNATIONAL MASTER
<b>COMPLETION</b>	<b>Applies to Immerse sessions only</b> (where applicable).	24 months	24 months	24 months	36 months	24 - 36 months
<b>ESSENTIAL</b> ●	iGen Bootcamp Keune Essentials Retail Essentials Keune Consultation Treatment Specialist Cutting Fundamentals Forming Essentials Styling Essentials	<b>4 TECHNICAL</b> Compulsory Courses • iGen Bootcamp • Cutting Fundamentals	<b>3 TECHNICAL</b> Compulsory Courses • Keune Essentials • Keune Consultation	<b>2 TECHNICAL</b> Compulsory Courses • Cutting Fundamentals • Styling Essentials	<b>5 TECHNICAL</b> Compulsory Courses • Keune Essentials • Styling Essentials • Treatment Specialist	<p>JOIN THE KEUNE INTERNATIONAL MASTERS TOUR FOR AN ADVANCED 3-DAY WORKSHOP HELD AT ONE OF KEUNE'S GLOBAL STUDIOS</p> <p>If you have completed either your Grand Master or Master Colourist/Stylists, you are eligible to attend.</p> <p>See page 62 for trip details.</p>
<b>EXCEED</b> ● ●	Blonde Voyage Destination Brunette Seeing Red Correct It Light Correct It Dark Freehand Fever Beyond the Guideline Hommé The Keune Showcase Keune Mixologist	<b>2 TECHNICAL</b> Compulsory Courses • Seeing Red • Hommé  <b>1 INSPIRATION</b> Compulsory Courses • The Keune Showcase	<b>4 TECHNICAL</b> Compulsory Courses • Correct It Light • Correct It Dark • Freehand Fever  <b>1 INSPIRATION</b> Compulsory Courses • The Keune Showcase	<b>2 TECHNICAL</b> Compulsory Courses • Beyond the Guideline  <b>2 INSPIRATION</b> Compulsory Courses • The Keune Showcase	<b>6 TECHNICAL</b> Compulsory Courses • Destination Brunette • Freehand Forever • Hommé  <b>2 INSPIRATION</b> Compulsory Courses • The Keune Showcase	
<b>ELITE</b> ● ● ●	Blonde Expert Keune Colour Expert Salon Educator The Photography Session Masterclass		<b>2 TECHNICAL</b> Compulsory Courses • Keune Colour Expert  <b>1 MASTERCLASS</b>	<b>1 ARTSERIES</b> Compulsory Courses • The Photography Session  <b>2 MASTERCLASS</b>	<b>3 TECHNICAL</b> Compulsory Courses • Blonde Expert • Salon Educator  <b>2 MASTERCLASS</b>	
<b>ACCREDITATION</b>		Future Masters Certificate Badge	Master Colourist Certificate Congratulatory pack Badge	Master Stylist Certificate Congratulatory pack Badge	Grand Master Certificate Congratulatory pack Badge	International Master Certificate Congratulatory pack Badge

\*Courses available and their content are subject to change each year. You do not need to repeat if they fall under the same level.



# The Keene Showcase

i 70's



INTRODUCING LIMITED EDITION COLOR COLLECTION

# COLOR YOUR MOOD

FIVE NEW INSTANTLY MOOD-LIFTING COLOURS



#Coloryourmood  
 Launching March 2018\*

**JOIN US FOR THE SHOWCASE EVENT**

Customise your hair colour to your mood with the all-new limited edition colours to enhance personality! Experience it first hand with the one-of-a-kind spectrum of latest shades, to give colourists free rein to create personalisation.

Presented by Keune's Speciality Artists, take back the creativity of formulating and creating innovative techniques, flattering shades and tones for any personality to revolutionise results for a custom approach.

The Showcase will present live colouring, salon-savvy cutting, styling & up-styling techniques, featuring the Color Your Mood Collection.

**The Showcase**

Event Tickets: \$99+GST

KCE Buy 1 Get 2nd Half Price

(E) START: 06:30PM | FINISH: 09:00PM

NSW	SYDNEY	E 26 MAR   E 16 APR
VIC	MELBOURNE	E 09 APR   E 23 APR
QLD	GOLD COAST	E 30 APR
	TOWNSVILLE	E 14 MAY
SA	ADELAIDE	E 30 APR
	PORT LINCOLN	E 14 MAY
WA	PERTH	E 16 APR
ACT	CANBERRA	E 09 APR
NT	DARWIN	E 09 APR
TAS	HOBART	E 27 MAY
NZ	AUCKLAND	E 09 APR
	CHRISTCHURCH	E 30 APR
	WELLINGTON	E 23 APR

Stay tuned for Keune's Social Media competition!

\*Launch date subject to change. Cancellation fee applies; please see booking terms & conditions for details.



Limited edition shades deserve a limited edition pretty outfit!



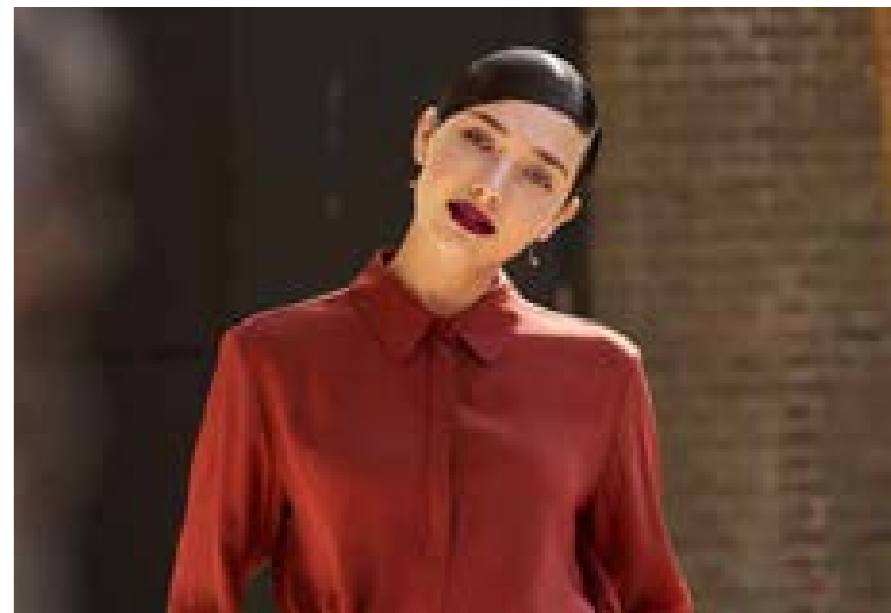
Exclusive Limited Edition Color Master Set!

Pearlescent Ombre colourist tool collection, including 6 piece bowls which connect together; 6 piece tint brush, with 3 different sizes for personalisation (S, M & L); and a freehand colouring board. Available in launch deal.



# THE KEUNE Showcase

PRESENTED BY THE KEUNE ARTISTIC TEAM



CHANTAL DU VERGE  
& TEAM  
*Tribu Haircutters, NSW*  
COLOUR, CUT & STYLE

Lead by Chantal Du Verge, a creative force of 23 years experience in Fashion, TV and Editorial, Tribu Haircutters is a hubhouse for creating a tribe of highly skilled colourists and stylists, fusing skills and knowledge while paying homage to the vibrant local community and design inspiration.

The Tribu team is dynamic, creative and dedicated to the craft to ensure you get the most from your experience.

See what makes this a dream factory driven by nurturing a creative community.



AMANDA WYLLIE  
*Insignia Hair & Day Spa, NSW*  
COLOUR & STYLE

Successful owner of an award winning salon and subscriber to the belief that you can never stop learning. Having travelled extensively for her own industry education and numerous years spent perfecting her craft, her desire is to pay it forward, pass it on, strengthen the industry through sharing ideas, techniques and professional experiences.

Learn gorgeous, feminine, salon savvy hair from the moment you pick up a colour brush until the moment you put down your styling tools.



SILV FOX  
*Kabuki, SA*  
COLOUR, CUT & STYLE

In the blood is an understatement – hairdressing is the Fox Family.

With 100+ years experience through the generations, Silv picked up the family tradition at the ripe age of 12 and has never looked back, continuing to evolve his and the salon teams skills with daily influences and regular education.

With an incredible skill base encompassing colour & style, cut & barbering, learn the skills that sees Silv and his team backstage for creating front row, centre looks. The passion is infectious.



KAWADA LAMBERT  
*Tao of Hair, WA*  
COLOUR, CUT & STYLE

Originally from Grenoble, France; via the global hairdressing community, before arriving to Perth, Kawada has quickly become infamous for his highly skilled, meticulousness colour work.

His portfolio of work reflects the beauty that comes from his bold choices, the precision and commitment applied when bringing his vision to life.

Highly impactful, finessed and expertly crafted, Kawada will show you a sense of fun, which is essential to apply to our everyday practises.



ANTHONY BAYER  
*Anthony Bayer Hair, NZ*  
CUT & STYLE

Anthony has packed a lifetime's work and experience into just over a decade within the industry.

From staff trainer to Australian HBIA Hairdressing Championships, Anthony's cutting is unrivalled. His styling prowess has seen him backstage at multiple Melbourne, New Zealand and London Fashion Week shows.

Being a multi-award winner, including the Judges Choice Award at the Keune ArtSeries Trophy 2017 Anthony rounds out an impressive collection of accolades.

He's a force to be reckoned with.



SAM C  
*Capture Hair Design, VIC*  
COLOUR, CUT & STYLE

The C stands for clever, creative & cool. Sam has trained in colour and cutting with Toni & Guy Europe, holds a Creative Cutting Diploma, worked in Germany, London & Australia, is a Colour Trophy Finalist and Winner and has had her work featured in high-end fashion magazines.

With 24 years experience, and a salon owner for 17, Sam is highly creative with a commitment to excellence and client satisfaction.

Characterised by innovation and directionality, come and see Sam C in action.



MARIO ITALIANO  
*Fluff Hair, VIC*  
CUT, COLOUR & STYLE

Salon owner of nearly 18 years, Mario has achieved status and experience including training with Vidal Sassoon and Hair Congress in London.

Mario is constantly looking for new ways to further develop his art, attending seminars and education programs while actively observing street art, fashion and hairstyles.

Mario's approach to cutting is 'strategically random' to aide his passion to work and enhance natural texture to bring contemporary, wearable looks to the salon.

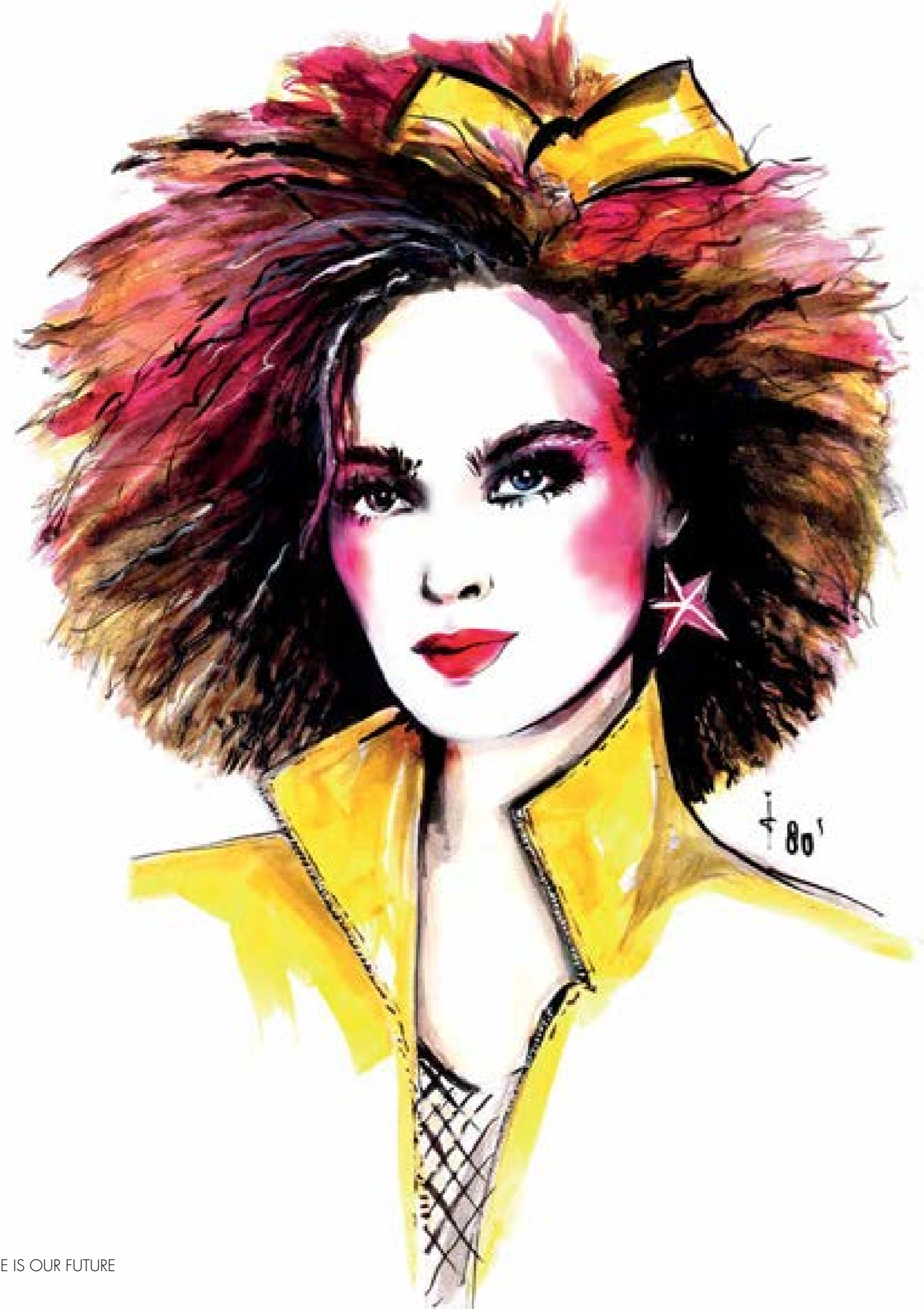
Allow Mario's wealth of national and international experience push you well outside your rut.



MELISSA FICHERA  
*Shear Couture, VIC*  
CUT & STYLE

As the owner of a highly successful salon, Melissa maintains an enthusiastic, highly motivated and artistic team. As a professional, perfecting her craft both nationally and internationally with some of the industry's greats including Sassoon and Toni & Guy, has made Melissa a beautifully polished stylist.

Melissa's specialty lies in precision cutting, while her mastery lies in texturising and personalisation for workable, wearable art – an art you utilise every day in the salon, for every client. Let Melissa guide you through her elegant versatility.



*Technical*





# iGEN Bootcamp

LEVEL Essential  
 FOCUS Intro to Technical Insights  
 EDUCATOR Keune Technical Advisor  
 DURATION 2 Full Days  
 INVESTMENT Complimentary\*

## OVERVIEW

Over 2 intensive days, we take your industry-new additions and make them salon-savvy weapons of mass production. Give your future salon star the best start and get them performing where it counts – in the salon.

## KEY LEARNINGS

- Relatable colour fundamentals
- Keune range introductions & technicalities
- Integral global and highlight application
- Importance of recommending professional retail and services
- Effective appointment making
- Salon, team and client interaction
- Basin effectiveness and ritual skills

## SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM  
 A mannequin head required for both days.  
 Please bring trade tools.

<b>NSW</b>	SYDNEY	2D 25-26 JUN
<b>VIC</b>	MELBOURNE	2D 09-10 JUL
<b>SA</b>	ADELAIDE	2D 08-09 OCT
<b>WA</b>	MALAGA	2D 08-09 JUL
<b>NZ</b>	AUCKLAND	2D 15-16 JUL
	WELLINGTON	2D 15-16 APR

# KEUNE Consultation

LEVEL Essential  
 FOCUS Consultation  
 EDUCATOR Keune Technical Advisor  
 DURATION 3 Hours  
 INVESTMENT Complimentary\*

## OVERVIEW

How do you set your salon and services apart from the crowd? What makes your salon unique and keeps your clients coming back? Keune Consultation will assist you and your team to develop the key skills to become a lifestyle consultant for each and every client, resulting in long lasting relationships making you irreplaceable. Attend as a team to maximise team impact through cohesiveness on your return to the salon.

## KEY LEARNINGS

- Deliver an exceptional consultation process for personalising every client
- Build confidence and cohesion within your team
- Ensure consistency and professionalism in your teams approach to every service
- How to best utilise your Long Swatch Chart, exclusive only to those that attend this session

## SESSION

**(M)** START: 10:00AM | FINISH: 01:00PM  
**(A)** START: 02:00PM | FINISH: 05:00PM  
**(E)** START: 06:30PM | FINISH: 09:00PM  
 No model required.

<b>NSW</b>	GRIFFITH	E 30 OCT	<b>NZ</b>	AUCKLAND	M 05 MAR
	NEWCASTLE	E 31 JUL		HAMILTON	M 14 MAY
	NORTHERN RIVERS	E 12 MAR		NELSON	M 19 MAR
	SYDNEY	E 19 FEB		NORTHLAND	M 12 MAR
	SYDNEY EAST	M 26 FEB		TAURANGA	E 01 AUG
<b>VIC</b>	MELBOURNE	M 06 MAR		TIMARU	E 20 FEB
<b>QLD</b>	BRISBANE	M 26 NOV		QUEENSTOWN	M 24 SEP
<b>SA</b>	ADELAIDE	M 26 FEB   M 24 SEP		WELLINGTON	E 13 FEB
<b>WA</b>	BUSSELTON	A 19 FEB	<b>ID</b>	JAKARTA	E 26 FEB
	MALAGA	M 13 AUG	<b>SG</b>	SINGAPORE	E 27 FEB   E 28 AUG



EXCLUSIVE LONG SWATCH CHART

By completing this course, salons will receive an exclusive high-calibre long swatch consultation chart.



# KEUNE Essentials

LEVEL Essential  
 FOCUS Colour  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT Complimentary\*

## OVERVIEW

Our in-salon work is constantly evolving and so are our Keune ranges, allowing capabilities that are endless. Whether you're new to experiencing Keune, embarking on your Master Pathway or in need of a technical tone-up and refresh, join us for this cornerstone of the Keune Academy.

## KEY LEARNINGS

- How to bring it back to basics
- The technical overview and insight to all our Keune ranges for optimum results every time
- New additions and new ways of using old favourites

## SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM

No model required.

<b>NSW</b>	SYDNEY	D 12 FEB   D 16 JUL   D 12 NOV
	SYDNEY SOUTH	D 28 MAY
	NEWCASTLE	D 12 FEB
<b>VIC</b>	BENDIGO	D 19 FEB
	GEE LONG	D 05 MAR
	MELBOURNE	D 12 FEB   D 13 AUG   D 26 NOV
<b>QLD</b>	BRISBANE	D 12 FEB
	GOLD COAST	D 19 FEB   D 05 NOV
<b>SA</b>	ADELAIDE	D 12 FEB   D 07 MAY   D 13 AUG   D 26 NOV
<b>WA</b>	MALAGA	D 05 FEB   D 18 JUN   D 05 NOV
<b>NZ</b>	AUCKLAND	D 12 FEB   D 06 AUG
	CHRISTCHURCH	D 19 FEB
	WELLINGTON	D 12 FEB   D 05 NOV
<b>ID</b>	JAKARTA	D 26 MAR   D 03 SEP
<b>SG</b>	SINGAPORE	D 12 FEB   D 12 MAR   D 07 MAY   D 02 JUL   D 06 AUG D 29 OCT   D 26 NOV

# RETAIL Essentials

LEVEL Essential  
 FOCUS Retail & Sales Techniques  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT Complimentary\*

## OVERVIEW

Retail is in the detail.

A client can't buy something unless they know it exists and they can't know they need it until you tell them. Learn to 'hear' what a client is telling you to best prescribe a regime solution specific to each client and their needs.

## KEY LEARNINGS

- The features and benefits of each Keune retail range
- To 'hear' what a client is telling you
- How to educate your client – give them what they need to know
- The art of selling

## SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM

**(E)** START: 06:30PM | FINISH: 09:00PM

No model required.

<b>NSW</b>	SYDNEY	D 19 FEB   D 20 AUG
	SYDNEY EAST	D 22 OCT
<b>VIC</b>	BALLARAT	D 12 FEB
	GIPPSLAND	D 19 MAR
	MELBOURNE	D 19 FEB   D 03 SEP
<b>QLD</b>	BRISBANE	D 26 FEB
	GOLD COAST	D 19 NOV
	MAROOCHYDORE	D 05 MAR
<b>SA</b>	ADELAIDE	D 19 FEB   D 03 SEP
<b>WA</b>	BUSSELTON	D 25 JUN
	MALAGA	D 26 FEB   D 12 NOV
<b>NZ</b>	AUCKLAND	D 26 MAR
	DUNEDIN	D 19 FEB
	WELLINGTON	D 26 MAR   D 03 SEP
<b>ID</b>	JAKARTA	D 14 MAY   D 29 OCT
<b>SG</b>	SINGAPORE	D 21 MAY   D 24 SEP



# CUTTING

## Fundamentals

LEVEL Essential  
 FOCUS Cut & Style  
 EDUCATOR Creative Director  
 DURATION Full Day  
 INVESTMENT Complimentary\*


### OVERVIEW

Perfecting cutting needs a solid set of fundamentals. You'll need to form the basis of this craft by building the confidence and knowledge.

### KEY LEARNINGS

- Refine and reinforce fundamental cutting skills
- Textures and techniques applicable to any length and style
- Personalising for every client
- Professionalism, consultation and customer service
- Importance of retail and giving your expert advice

### SESSION

 **(D)** START: 10:00AM | FINISH: 04:00PM  
**(E)** START: 06:30PM | FINISH: 09:00PM

Long hair mannequin head recommended for multiple looks.  
 Please bring personal styling tools.

<b>NSW</b>	SYDNEY	D 26 FEB
	SYDNEY EAST	D 12 FEB
	SYDNEY SOUTH	D 03 SEP
<b>QLD</b>	ROCKHAMPTON	E 20 FEB
<b>VIC</b>	MELBOURNE	D 19 MAR   E 18 SEP
<b>WA</b>	MALAGA	E 01 OCT
<b>ACT</b>	CANBERRA	D 07 MAY

# STYLING

## Essentials

LEVEL Essential  
 FOCUS Style & Finish  
 EDUCATOR Technical Advisor  
 DURATION Full Day  
 INVESTMENT Complimentary\*

### OVERVIEW


What sets a great stylist apart is the ability to make a client feel like a million dollars. The secret is to give a client a style that they can't replicate at home.

From volume to width; sleek, curl, wave and texture, it all comes from a solid set of skills. Perfecting these means you can create anything! Wanting Instagramable and Celebrity hair? Through demonstration and practical sessions, you'll get it here.

### KEY LEARNINGS

- Product importance and selection
- Fundamental styling techniques
- Tool control for specific effects
- Hollywood Hair and the empowering Instagram finish

### SESSION

 **(M)** START: 10:00AM | FINISH: 01:00PM  
**(A)** START: 02:00PM | FINISH: 05:00PM  
**(E)** START: 06:30PM | FINISH: 09:00PM

Long hair mannequin head recommended for multiple looks.  
 Please bring personal styling tools.

<b>NSW</b>	SYDNEY	D 05 MAR   D 10 SEP
<b>VIC</b>	BALLARAT	D 08 OCT
	MELBOURNE	D 28 MAY   D 29 OCT
<b>ACT</b>	CANBERRA	D 03 SEP
<b>NZ</b>	AUCKLAND	D 29 JUL
	WELLINGTON	D 30 JUL



# TREATMENT Specialist

LEVEL Essential  
 FOCUS Treatment Services  
 EDUCATOR Keune Technical Advisor  
 DURATION 3 Hours  
 INVESTMENT Complimentary\*

## OVERVIEW

How do you make your services work harder for you? Simple, personalised solutions for every client, every regime, every level of commitment. No two clients are the same and neither is their hair and scalp concerns. Set yourself apart as a certified Keune Treatment Specialist offering in-salon and take home solutions. Attend as a team to maximise team impact through cohesiveness on your return to salon.

## KEY LEARNINGS

- Ease and benefits of upselling your services
- Marketing strategy for selling the philosophy
- Keune specialised treatment services
- To deliver a Keune Ritual Massage
- The technicalities for expertly recommending specialised regimes in-salon & take home
- Become a Keune Treatment Specialist

## SESSION

- (D)** START: 10:00AM | FINISH: 04:00PM
  - (M)** START: 10:00AM | FINISH: 01:00PM
  - (A)** START: 02:00PM | FINISH: 05:00PM
  - (E)** START: 06:30PM | FINISH: 09:00PM
- No model required.

<b>NSW</b>	COFFS HARBOUR GRIFFITH NEWCASTLE NOWRA PARKES PORT MACQUARIE SYDNEY TAMWORTH	E 18 APR E 15 MAY E 13 FEB A 18 JUN E 24 JUL E 17 APR E 05 MAR   A 09 JUL E 11 SEP	<b>NZ</b>	AUCKLAND NELSON NORTHLAND QUEENSTOWN WELLINGTON	A 05 MAR D 19 MAR A 12 MAR A 24 SEP E 13 MAR
<b>VIC</b>	MELBOURNE	E 27 NOV	<b>ID</b>	JAKARTA	D 27 FEB   D 12 NOV
<b>QLD</b>	BRISBANE BUNDABERG GOLD COAST TOOWOOMBA TOWNSVILLE	A 14 MAY E 19 JUN M 02 JUL E 27 FEB E 31 JUL	<b>SG</b>	SINGAPORE	D 26 MAR   D 23 JUL
<b>SA</b>	ADELAIDE	A 26 FEB   A 24 SEP			
<b>WA</b>	MALAGA	A 14 MAY			
<b>ACT</b>	CANBERRA	E 10 APR			

# FORMING Essentials

LEVEL Essential  
 FOCUS Texture Services  
 EDUCATOR Keune Technical Advisor  
 DURATION 3 Hours  
 INVESTMENT Complimentary\*

## OVERVIEW

We all want what we don't have – more volume, less volume; more curl, less curl; more shine, stronger hair. Fortunately, we have our Keune Forming range, the perfect solution for all your permanent texture, shaping and bonding needs.

## KEY LEARNINGS

- Keratin Straightening technicalities
- Keratin Curl & Volume and range technicalities
- Maximise and revolutionise your salon revenue

## SESSION

- (E)** START: 06:30PM | FINISH: 09:00PM
- No model required.

<b>NSW</b>	SYDNEY	E 13 MAR
<b>VIC</b>	MELBOURNE	E 19 JUN
<b>SA</b>	ADELAIDE	E 06 MAR
<b>WA</b>	MALAGA	E 24 JUL
<b>NZ</b>	WELLINGTON	E 07 AUG



# BLONDE Voyage

LEVEL Exceed  
 FOCUS Lightening & Blonde Applications  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*

## OVERVIEW

Blondes are great money earners for the salon and blondes perfected are even greater earners. With so much inspiration around us, where do we start with a blonde. Beautiful blondes begin with a fabulous foundation. Begin your blonde voyage here.

## KEY LEARNINGS

- Establish foundations and how they specifically relate to blondes
- Gain thorough understanding of the Keune Blonde products and support tools
- Learn simple effective colour techniques for maximum impact

## SESSION

- (D)** START: 10:00AM | FINISH: 04:00PM  
 A colour model suitable for blonde colour work to arrive @ 01:00PM  
 Highlighting model welcome. Please bring your personal tools.
- (A)** START: 02:00PM | FINISH: 07:00PM  
 A colour model suitable for blonde colour work to arrive @ 05:00PM.  
 Highlighting model welcome. Please bring your personal tools.
- (E)** START: 06:30PM | FINISH: 09:00PM  
 No model required.

<b>NSW</b>	DUBBO	E 23 OCT
	NEWCASTLE	D 12 NOV
	NORTHERN RIVERS	E 28 MAY
	SYDNEY	D 12 MAR   D 03 SEP
	SYDNEY EAST	D 07 MAY
	WAGGA WAGGA	A 20 AUG
<b>VIC</b>	GEELONG	D 21 MAY
	MELBOURNE	D 05 MAR   D 20 AUG
<b>QLD</b>	BRISBANE	D 12 MAR
	CAIRNS	D 12 NOV
	GOLD COAST	D 05 MAR
	ROCKHAMPTON	D 09 APR
<b>SA</b>	ADELAIDE	D 05 MAR   D 22 OCT
	PORT PIRIE	D 19 MAR
<b>WA</b>	CANNING VALE	2E 12-13 MAR
	MALAGA	D 12 FEB   D 08 OCT
<b>NZ</b>	AUCKLAND	D 26 FEB   D 03 SEP
	HAMILTON	D 19 MAR
	NELSON	D 12 NOV
	TAIRANGA	E 21 MAR
	WELLINGTON	D 26 FEB   D 06 AUG
<b>ID</b>	JAKARTA	D 09 JUL
<b>SG</b>	SINGAPORE	D 26 FEB   D 08 OCT

# SEEING Red

LEVEL Exceed  
 FOCUS Red Colour Applications & Techniques  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*

## OVERVIEW

There's not one red to rule them all. From Velvety Violets to Flaming Coppers and everything in between, there's a shade for everyone and every desire. The trick is finding the right one - learn the rules and techniques.

## KEY LEARNINGS

- Establish foundations and how they specifically relate to violets, mahoganies, reds and coppers.
- Gain thorough understanding of the Keune Red products and support tools.
- Learn simple effective colour techniques for maximum impact.

## SESSION

- (D)** START: 10:00AM | FINISH: 04:00PM  
 A colour model suitable for red spectrum colour work to arrive @ 01:00PM  
 Technique model welcome. Please bring your personal tools.
- (E)** START: 06:30PM | FINISH: 09:00PM  
 No model required.

<b>NSW</b>	BATHURST	D 19 FEB
	COFFS HARBOUR	E 15 AUG
	NEWCASTLE	E 26 JUN
	NORTHERN RIVERS	E 17 SEP
	SYDNEY	D 07 MAY
<b>VIC</b>	BENDIGO	D 29 OCT
	GIPPSLAND	D 23 JUL
	MELBOURNE	D 18 JUN
	SHEPPARTON	D 30 APR
<b>QLD</b>	BRISBANE	D 06 AUG
	BUNDABERG	E 25 SEP
	CAIRNS	D 19 FEB
	GOLD COAST	D 18 JUN
	MACKAY	D 05 NOV
	MT ISA	D 13 AUG
	TOOWOOMBA	E 10 JUL
	TOWNSVILLE	D 30 JUL
<b>SA</b>	ADELAIDE	D 28 MAY
	PORT LINCOLN	D 29 OCT
<b>WA</b>	CANNING VALE	2E 28-29 MAY
	MALAGA	D 21 MAY
<b>NZ</b>	AUCKLAND	D 21 MAY
	WELLINGTON	D 16 JUL
<b>ID</b>	JAKARTA	D 04 JUN
<b>SG</b>	SINGAPORE	D 16 APR   D 10 SEP



# DESTINATION Brunette

LEVEL Exceed  
 FOCUS Creative Colouring for Brunettes  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*



## OVERVIEW

Specially crafted shades of brunette reflect light, turn heads and induce envy. Personalising and perfecting a brunette is a refined skill - Creating something that can't be produced from a box can set you apart from the rest. Discovering brown is anything but 'beige'.

## KEY LEARNINGS

- Interpret 'brown'
- Establish foundations and how they specifically relate to brunettes
- Discover the balance – when to restrain and when to push your brunettes to maximise your results
- Breathe life into your brunettes – discover new colour techniques to re-excite and reinvigorate

## SESSION

-  **(D)** START: 10:00AM | FINISH: 04:00PM  
 A colour model suitable for brunette colour work to arrive @ 01:00PM. Technique model welcome. Please bring your personal tools.
- (A)** START: 02:00PM | FINISH: 07:00PM  
 A colour model suitable for brunette colour work to arrive @ 05:00PM. Technique model welcome. Please bring your personal tools.
-  **(E)** START: 06:30PM | FINISH: 09:00PM  
 No model required.

<b>NSW</b>	SYDNEY PARKES WAGGA WAGGA	D 23 JUL E 20 FEB A 05 MAR	<b>ACT</b>	CANBERRA	E 04 SEP
<b>VIC</b>	BALLARAT GEELONG GIPPSLAND MELBOURNE SHEPPARTON	D 10 SEP D 01 OCT D 15 OCT D 21 MAY D 20 AUG	<b>NZ</b>	AUCKLAND NEW PLYMOUTH QUEENSTOWN WELLINGTON	D 23 JUL D 26 NOV D 14 MAY D 21 MAY
<b>QLD</b>	BRISBANE BUNDABERG GOLD COAST MAROOCHYDORE TOOWOOMBA TOWNSVILLE	D 20 AUG E 06 MAR D 24 SEP D 24 SEP E 09 OCT D 19 NOV	<b>ID</b>	JAKARTA	D 23 APR
<b>SA</b>	ADELAIDE	D 25 JUN	<b>SG</b>	SINGAPORE	D 18 JUN
<b>WA</b>	BUSSELTON MALAGA	D 20 AUG D 30 JUL			

# BEYOND THE Guideline

LEVEL Exceed  
 FOCUS Creative Cut & Style  
 EDUCATOR Creative Director  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*



## OVERVIEW

You're comfortable with the core fundamentals of cutting, but sometimes being comfortable can lead to being stuck in a rut – for both you and your client. Push beyond your boundaries and take creativity to another level.

## KEY LEARNINGS

- What's trending and how will it incorporate into your daily work
- Break rules and refine skills
- High end cutting techniques for a fresh perspective

## SESSION

-  **(D)** START: 10:00AM | FINISH: 04:00PM
-  **(E)** START: 06:30PM | FINISH: 09:00PM  
 Long hair mannequin head recommended for multiple looks. Please bring personal styling tools.

<b>NSW</b>	SYDNEY SYDNEY EAST	D 23 APR   D 26 NOV D 23 JUL
<b>VIC</b>	MELBOURNE	D 17 SEP
<b>QLD</b>	TOWNSVILLE	D 06 MAR
<b>SA</b>	ADELAIDE	D 15 OCT
<b>WA</b>	CANNING VALE	D 02 OCT



# CORRECT IT

## Light

LEVEL Exceed  
 FOCUS Colour Correction - Removal  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*

PREREQUISITE CLASSES Keune Essentials

### OVERVIEW

Corrections take time, patience and a specialist's knowledge. Transitioning from dark to light is about blanking the canvas. How do you best equip your client and yourself when the day comes to 'lighten up'.

### KEY LEARNINGS

- Psychology of a clients change
- Key consultation components
- Understanding and interpreting their vision
- Dealing with the 'transition' phase
- Technicalities of colour removal
- How to colour 'on-the-run'
- Optimum regimes for corrective lightening maintenance

### SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM  
 A colour model suitable for colour removal colour work to arrive @ 12:30PM.  
 Mannequin heads also suitable. Please bring your personal tools.

**(E)** START: 06:30PM | FINISH: 09:00PM  
 No model required.

<b>NSW</b>	BATHURST	D 23 JUL
	BEGA	E 20 MAR
	NEWCASTLE	D 10 SEP
	NOWRA	D 19 MAR
	SYDNEY	D 21 MAY
	TAREE	E 13 NOV
	WOLLONGONG	D 21 MAY
<b>VIC</b>	MELBOURNE	D 16 APR
<b>QLD</b>	BRISBANE	D 28 MAY
	GOLD COAST	D 16 APR
	MACKAY	D 19 MAR
	MAROOCHYDORE	D 18 JUN
	ROCKHAMPTON	D 25 JUN
<b>SA</b>	ADELAIDE	D 23 JUL
<b>WA</b>	MALAGA	D 12 MAR
<b>ACT</b>	CANBERRA	D 15 OCT
<b>NZ</b>	AUCKLAND	D 07 MAY
	CHRISTCHURCH	D 13 AUG
	NEW PLYMOUTH	D 30 APR
	WELLINGTON	D 12 MAR   D 29 OCT

# CORRECT IT

## Dark

LEVEL Exceed  
 FOCUS Colour Correction - Filling  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*

PREREQUISITE CLASSES Keune Essentials

### OVERVIEW

Colour change is a journey.

How do you embark on that journey?

How do you transform them from light to something deeper, darker and more enriched? More still, how do you make it stick – both technically and psychologically?

### KEY LEARNINGS

- Understanding and interpreting clients vision
- How to have your client understand without the endless technical talk
- Planning for today, while future-proofing follow up services
- Technicalities of layering and replacing colour
- Optimum Keune filling methods for all ranges
- Optimum regimes for filling maintenance

### SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM  
 A colour model suitable for light to dark corrective colour work to arrive @ 12:30PM.  
 Mannequin heads also suitable. Please bring your personal tools.

**(E)** START: 06:30PM | FINISH: 09:00PM  
 No model required.

<b>NSW</b>	BATHURST	D 22 OCT
	BEGA	E 25 SEP
	NEWCASTLE	D 30 JUL
	NOWRA	D 24 SEP
	SYDNEY	D 02 JUL
	WOLLONGONG	D 16 JUL
<b>VIC</b>	MELBOURNE	D 07 MAY
<b>QLD</b>	BRISBANE	D 25 JUN
	GOLD COAST	D 21 MAY
	MACKAY	D 21 MAY
	MAROOCHYDORE	D 23 JUL
	ROCKHAMPTON	D 20 AUG
<b>SA</b>	ADELAIDE	D 20 AUG
<b>WA</b>	CANNING VALE	2E 06-07 AUG
	MALAGA	D 09 APR
<b>ACT</b>	CANBERRA	D 19 NOV
<b>NZ</b>	AUCKLAND	D 18 JUN
	CHRISTCHURCH	D 01 OCT
	NEW PLYMOUTH	D 09 JUL
	WELLINGTON	D 25 JUN



# HOMMÉ

LEVEL Exceed  
 FOCUS Men's Cut & Finish  
 EDUCATOR Creative Director  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*


## OVERVIEW

Men care about their appearance and what others think of their appearance. Looking effortless and ultra-natural makes him feel good and when he looks good and feels good, he'll be back.

## KEY LEARNINGS

- The latest trends
- Practical, salon-savvy cutting techniques
- The power of suggestion
- Refining support services and rebooking
- A range specifically for him – 1922 By J.M. Keune

## SESSION

 **(D)** START: 10:00AM | FINISH: 04:00PM  
**(E)** START: 06:30PM | FINISH: 09:00PM

Long hair mannequin head recommended for multiple looks.  
 Please bring personal styling tools.

<b>NSW</b>	SYDNEY	D 18 JUN   D 22 OCT
	WOLLONGONG	D 10 SEP
<b>VIC</b>	MELBOURNE	E 20 MAR
<b>QLD</b>	BRISBANE	D 29 OCT
	GOLD COAST	E 30 OCT
	ROCKHAMPTON	D 19 FEB
	TOWNSVILLE	D 05 MAR
<b>WA</b>	MALAGA	D 01 OCT
<b>ACT</b>	CANBERRA	E 08 MAY
<b>NT</b>	DARWIN	D 20 AUG
<b>TAS</b>	HOBART	D 18 NOV
	LAUNCESTON	D 19 NOV
<b>NZ</b>	WELLINGTON	E 29 MAY

# FREEHAND Fever

LEVEL Exceed  
 FOCUS Colour Techniques  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$79 + GST | 87 KCE POINTS\*


## OVERVIEW

Root shadow, root stretch, freehand or balayage. Whatever you want to call it, it's still as popular as ever. Techniques and approaches have evolved. Learn trending techniques here and now for perfect results every time.

## KEY LEARNINGS

- Freehand techniques for lived in colour
- Best Keune products and tools for execution
- Getting the perfect blend
- Social media mania – capture it right

## SESSION

 **(D)** START: 10:00AM | FINISH: 04:00PM

Bring a long hair mannequin or model suitable for freehand techniques.  
 Model to arrive @ 11am.

**(A)** START: 02:00PM | FINISH: 07:00PM

Bring a long hair mannequin or model suitable for freehand techniques.  
 Model to arrive @ 3am.

**(E)** START: 06:30PM | FINISH: 09:00PM

Bring a long hair mannequin head. Please bring personal styling tools.

<b>NSW</b>	NEWCASTLE	D 25 JUN	<b>NZ</b>	AUCKLAND	D 16 APR
	NOWRA	D 03 DEC		DUNEDIN	D 15 OCT
	SYDNEY	D 17 SEP		HAMILTON	D 10 SEP
	TAREE	A 13 AUG		MASTERTON	D 10 SEP
	WAGGA WAGGA	A 29 OCT		NAPIER	E 12 SEP
<b>VIC</b>	BALLARAT	D 07 MAY		NELSON	D 02 JUL
	MELBOURNE	D 14 MAY   D 01 OCT		NORTHLAND	D 28 MAY
	SHEPPARTON	D 26 NOV		QUEENSTOWN	D 05 MAR
<b>QLD</b>	BRISBANE	D 16 JUL		WELLINGTON	D 07 MAY   D 19 NOV
	CAIRNS	D 09 JUL	<b>ID</b>	JAKARTA	D 08 OCT
	MACKAY	D 03 SEP	<b>SG</b>	SINGAPORE	D 17 APR   D 27 AUG
	MAROOCHYDORE	D 30 APR			
	GOLD COAST	D 06 AUG			
	TOWNSVILLE	D 12 FEB			
<b>SA</b>	ADELAIDE	D 16 APR			
<b>WA</b>	MALAGA	D 07 MAY   D 19 NOV			
<b>TAS</b>	HOBART	D 09 SEP			
	LAUNCESTON	D 10 SEP			

★ID JAKARTA FOILING FEVER D 26 NOV  
 ★SG SINGAPORE FOILING FEVER D 19 JUN | D 12 NOV





# KEUNE Mixologist

LEVEL Exceed  
 FOCUS Colour Cocktails  
 EDUCATOR Technical Advisor  
 DURATION 3 Hours  
 INVESTMENT \$39 + GST | 43 KCE POINTS\*


## OVERVIEW

This course is dedicated to the craftsmanship of custom colour and creative cocktailing. New colours don't just mean finding a place for it in the rack or colouring your apprentice. New colour means new opportunities. Learn how to make the most for your new acquisitions along with a few key rule breakers for a completely custom experience.

## KEY LEARNINGS

- Technicalities of NEW Color Your Mood Limited Edition Collection
- How to mainstream these new shades into your day-to-day salon services
- Rule breakers to customise and personalise these fabulous new shades along with all your old favourites
- Build your own inspiration palette

## SESSION

-  (M) START: 10:00AM | FINISH: 01:00PM
- (A) START: 02:00PM | FINISH: 05:00PM
- (E) START: 06:30PM | FINISH: 09:00PM

No models required.

NSW	DUBBO	E 01 MAY
	NEWCASTLE	E 16 APR
	NOWRA	M 18 JUN
	SYDNEY	E 01 MAY   M 09 JUL
	TAMWORTH	E 29 MAY
	WAGGA WAGGA	A 14 MAY
VIC	BENDIGO	M 25 JUN
	MELBOURNE	E 08 MAY   E 30 OCT
QLD	BRISBANE	M 14 MAY
	GOLD COAST	M 16 JUL
	TOWNSVILLE	E 15 MAY
SA	ADELAIDE	M 09 APR
WA	MALAGA	M 14 MAY   M 22 OCT
NT	DARWIN	E 10 APR
TAS	HOBART	M 25 MAR
	LAUNCESTON	M 26 MAR
NZ	AUCKLAND	M 02 JUL
	HAMILTON	A 14 MAY
	INVERCARGIL	E 25 SEP
	MASTERTON	M 09 APR
	NAPIER	E 16 MAY
	NORTHLAND	A 20 AUG
	WELLINGTON	E 22 MAY

# BLONDE Expert

LEVEL Elite  
 FOCUS Advanced Blonde Colour Services  
 EDUCATOR Keune Technical Advisor  
 DURATION Full Day  
 INVESTMENT \$110 + GST | 121 KCE POINTS\*

PREREQUISITE CLASSES Blonde Voyage

## OVERVIEW


Attain. Maintain. Retain.

Blonde perfection is not just a formula or application – it's both and so much more. Decolourising and high-level lifting takes a skilled hand and trained eye, you'll sharpen them both here.

## KEY LEARNINGS

- Expert consultation for effortless blondes
- Translating expectations
- In-depth technicalities and expert insight on working with Keune Ultra Blonde series and Decolourisers
- Expert application techniques for maximised lifting and condition
- Blonde specific troubleshooting, tips and tricks

## SESSION

-  (D) START: 10:00AM | FINISH: 05:00PM
- Bring a long hair mannequin or model suitable for high level lighten and tone service. Model to arrive @ 1PM.

NSW	SYDNEY	D 09 APR   D 08 OCT
VIC	MELBOURNE	D 25 JUN   D 22 OCT
QLD	BRISBANE	D 08 OCT
	GOLD COAST	D 08 OCT
SA	ADELAIDE	D 04 JUN   D 19 NOV
	PORT PIRIE	D 10 SEP
WA	MALAGA	D 27 AUG
NZ	AUCKLAND	D 01 OCT
	WELLINGTON	D 27 AUG



# KEUNE Colour Expert

LEVEL Elite  
 FOCUS Advanced Colour  
 EDUCATOR Keune Technical Advisor  
 DURATION 3 Full Day  
 INVESTMENT \$399 + GST | 439 KCE POINTS\*

PREREQUISITE CLASSES Keune Essentials, Blonde Voyage, Correct it Light, Correct it Dark  
 ALSO RECOMMENDED: Seeing Red, Destination Brunette, Blonde Expert

## OVERVIEW

An expert isn't created overnight. It takes time, dedication and skill. Through theory, interactive and practical sessions, this intensive 3-day course will push your technical limits to the edge into expert territory.

This is the ultimate challenge for any colourist with eyes set on becoming a master.

## KEY LEARNINGS

- In-depth consultation
- All Keune ranges technicalities at an expert level
- Advanced methodologies
- Theory, practical and interactive sessions
- Presentation development and delivery

## SESSION



**(D)** START: 09:00AM | FINISH: 05:30PM

Day 1 & 2 | A challenging colour model to arrive at 1:30PM.

Day 3 | Develop & deliver your presentation.

Bring all personal trade tools

NSW	SYDNEY	30 05-07 AUG
VIC	MELBOURNE	30 29-31 JUL
QLD	BRISBANE	30 11-13 NOV
SA	ADELAIDE	30 06-08 AUG
WA	MALAGA	30 29 APR - 01 MAY
NZ	AUCKLAND	30 11-13 NOV
	WELLINGTON	30 19-21 AUG

# SALON Educator

LEVEL Elite  
 FOCUS Train the Trainer  
 EDUCATOR Keune Technical Advisor  
 DURATION 2 Full Day  
 INVESTMENT \$399 + GST | 439 KCE POINTS\*

PREREQUISITE CLASSES Keune Colour Expert

## OVERVIEW

'What happens when we train staff and they leave?' Sound familiar? Ever thought about what happens if we don't and they stay?

A leader is someone who demonstrates what is possible. Great leaders inspire greatness in others. Maximise your teams input for maximum service output.

## KEY LEARNINGS

- Understanding yourself as a learner and leader
- Identifying your team and their learning styles
- Building logical in-salon training programs to work alongside Keune Academy sessions
- Sharpen your technical and troubleshooting skills
- Trust in your Keune Academy experience as you review what you've learnt.

## SESSION



**(D)** START: 09:00AM | FINISH: 05:00PM

Bring a long hair mannequin and your trade tools.

NSW	SYDNEY	20 26-27 AUG
VIC	MELBOURNE	20 02-03 DEC
WA	PERTH	20 25-26 NOV
NZ	WELLINGTON	20 22-23 JUL



# Masterclass



# COLOUR LAB Creative


LEVEL Elite  
FOCUS Creative Colour & Fastforward Trends  
EDUCATOR Daniel Yap  
DURATION Full Day  
INVESTMENT \$199 + GST\*

## OVERVIEW

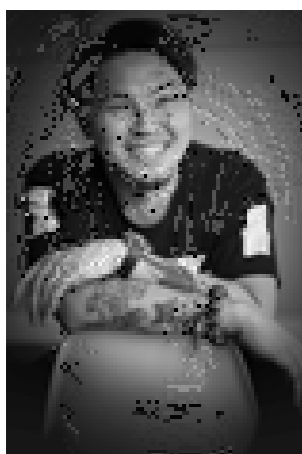
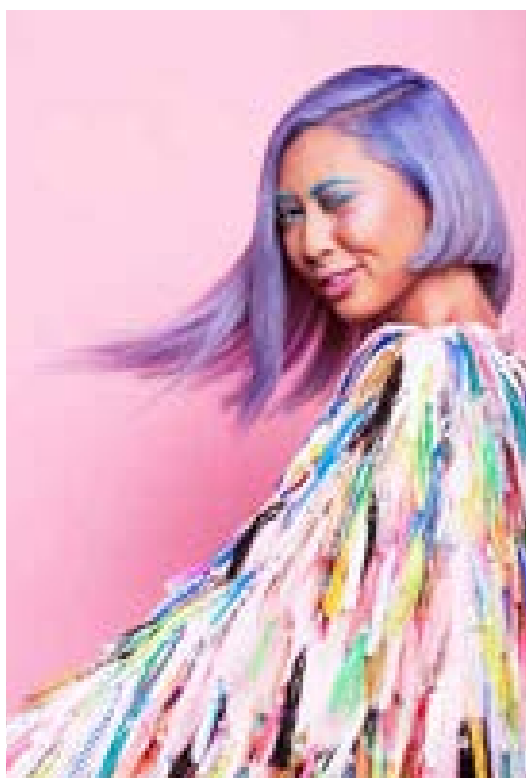
You have a creative flair, passionate about the dynamics of colouring hair and want to step it up a notch. Learn to become an expert in the most prominent and current colouring trends. Daniel will demonstrate his expertise and immerse yours in hands-on practical work sessions that are perfectly suited for all salon work, leaving you both motivated and empowered while pushing your talents to the next level.

## KEY LEARNINGS

- Determining a colour problem; planning and executing it's solution
- Science and theory of Balayage
- Suitable and time efficient techniques and application for in-salon
- Creative colour recipes
- Advanced cutting techniques to compliment your colour work
- Fashion and trend predictions
- How to create that perfect glossy finish
- Capturing that perfect social media shot

SESSION  (D) START: 10:00AM | FINISH: 05:00PM  
Mannequin head, Cutting and Styling tools.

NSW	SYDNEY	D 15 OCT
SA	ADELAIDE	D 27 AUG
WA	PERTH	D 25 FEB
NZ	CHRISTCHURCH	D 18 JUN
	WELLINGTON	D 17 JUN



**DANIEL YAP**  
KEUNE CREATIVE ARTISTIC AMBASSADOR  
*Tao of Hair, WA*  
@taoofhair

He is the master of creative discipline.  
From in-salon creatively commercial; to photographic uber chic; to mind-blowing, skin-chilling, breath-taking stage presentations; Daniel's ability and insight is epic.  
Encompassing colour, cut and style, Daniel will show you the disciplines combined to produce a complete repertoire of looks and push you far beyond the realms you thought possible.

# COLOUR Visionary


LEVEL Exceed - Elite  
FOCUS Unconventional Colour Techniques and Placements  
EDUCATOR Jo Banks  
DURATION Full Day  
INVESTMENT \$199 + GST\*

## OVERVIEW

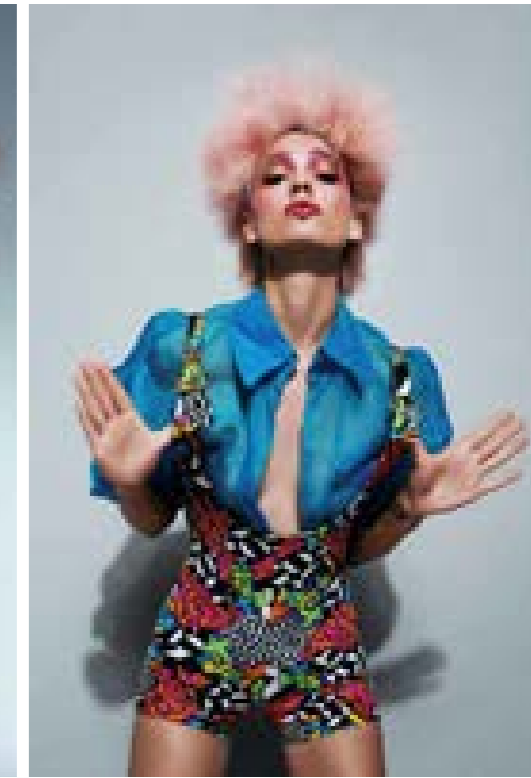
Colour theory gets you a long way in the colour world, but its only part of what we do. Technique and placement needs vision to round out the creative process.  
Where does this explosion of creativity come from?  
If you're looking for new inspiration, something different to the ongoing balayage wave, spend the day with Jo as she teaches you dynamic colouring techniques and placement straight from Europe.  
It's high energy, creative and colourful. Just like Jo.

## KEY LEARNINGS

- Drawing inspiration – keeping it real, keeping it fresh and keeping you inspired
- Effective placement and techniques specifically for short to medium lengths
- Keeping on trend and ahead of the pack
- How to create colours that are unique to your salon through cocktail making

SESSION  (D) START: 10:00AM | FINISH: 04:00PM  
Mannequin head, Professional tools.

NSW	SYDNEY	D 19 NOV
SA	ADELAIDE	D 21 MAY
NZ	CHRISTCHURCH	D 29 OCT
	WELLINGTON	D 28 OCT



**JO BANKS**  
KEUNE CREATIVE ARTISTIC AMBASSADOR  
*HairArt, WA*  
@hairart\_ellenbrook

Stand back, Jo Banks is coming through! Whether it's classically beautiful up-styling, glamorous street-savvy styling, precision cutting or up to the minute colouring techniques to accent it all, this unassuming master is a wealth of knowledge.  
With numerous commendations in multiple colour and photographic competitions including making a statement as 2017 Keune ArtSeries Trophy Winner; generating international experience and education; all while running a successful salon. Jo is fresh and inspiring while being approachable, fun and relatable.  
Spend the day with Jo.



# FREEHAND Perfection

LEVEL Exceed - Elite  
 FOCUS Catwalk and Ready to Wear Style & Colour  
 EDUCATOR Alicia Riley  
 DURATION Full Day  
 INVESTMENT \$199 + GST\*

## OVERVIEW

Check your feed – it's everywhere.  
 Feminine, freehand, lived in colour and effortless styling to match.  
 Easy huh? Until your client asked for it and you're left scratching your head wondering where to start.  
 It's easier than you think and Alicia will show you all the tips, tricks and cheats to nailing Insta-worthy freehand hair every time.

## KEY LEARNINGS

- Effective freehand techniques and approaches
- Thinking on your feet & evolving your methods to keep it #trending
- Super styling for insta-style results
- Utilising Social Media – making the numbers work for you

SESSION ■ ■  
 (D) START: 10:00AM | FINISH: 05:00PM  
 Mannequin head, Professional tools.

<b>NSW</b>	BATHURST SYDNEY	D 30 APR D 19 MAR
<b>QLD</b>	GOLD COAST	D 23 JUL
<b>ACT</b>	CANBERRA	D 02 JUL



**ALICIA RILEY**  
 KEUNE CREATIVE ARTISTIC AMBASSADOR  
*Unique Artist Hair & Beauty, NSW*  
 @uniqueartisthair

Be so good they can't ignore you. It's the motto Alicia has grabbed with vigor and lived her professional life by.  
 With nearly 15 years experience, Alicia strives to learn and improve herself, with a passion to share and grow our industry. Having worked hard to grow a thriving business and a talented, motivated team; this energetic and vibrant artist is eager to share her approach and remind you why it is colour that we love.  
 Join Alicia to learn her innovative approach to colour and her evolution of colouring techniques for everyday success in the salon.

# KILLER Collection

LEVEL Elite  
 FOCUS Commercial Colour, Cuts & Style  
 EDUCATOR Steven & Mimi Kelly  
 DURATION Full Day  
 INVESTMENT \$199 + GST\*

## OVERVIEW

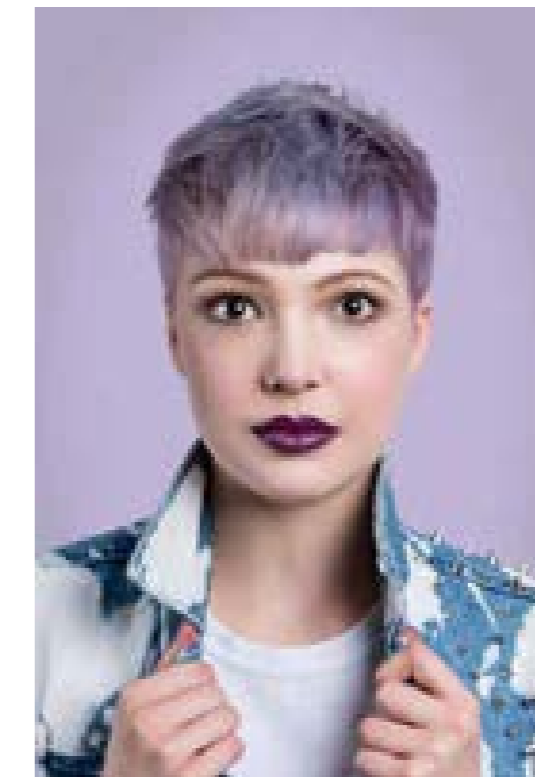
The Ying and Yang that encompasses these two artists as a team is reflected in the collection they present. A colour brings a cut to life; a cut frames and presents the colour. Both sides work in harmony. See a collection of two colour techniques and two cut and style techniques that work together to create a commercially viable collection for that Killer look.

## KEY LEARNINGS

- What it takes to build a killer team
- Demonstration of the Killer Colour, Cut and Style techniques
- Replicate the collection through practical sessions

SESSION ■ ■  
 (M) START: 10:00AM | FINISH: 12:30PM  
 No tools required.  
 (D) START: 10:00AM | FINISH: 05:00PM  
 Mannequin head, Cutting and Styling tools.

<b>NZ</b>	AUCKLAND DUNEDIN WELLINGTON	D 13 AUG D 25 JUN D 08 OCT
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**STEVEN & MIMI KELLY**  
*Killer Hair, NZ*  
 @killer\_hair

They're the dynamic duo.  
 High energy and relatable; natural educator and creative visionary; she's a renown and in-demand colourist, he's the epitome of cut & style craftsmanship; this husband and wife team teach you salon savvy techniques to personalise the look for every client. Internationally trained, award winning and inspiring – they're cool, they're creative and you'll kinda wish they'll adopt you.



ILHAM MESTOUR



KEUNE ROMANIA

# UPSTYLE *Fundamentals*

LEVEL Essential - Exceed  
FOCUS Bridal Upstyle & Session Styling  
EDUCATOR Brett Coubrough  
DURATION Full Day  
INVESTMENT \$199 + GST\*

## OVERVIEW

Every master needs a foundation. Upstyle masters starts here. From prepping & placement to teasing prowess these skills are imperative for anyone keen to begin or improve their upstyling business. Through demonstration and step-by-step practical sessions, you'll emerge confident to tackle upstyling head-on.

## KEY LEARNINGS

- The foundation of upstyle skills from which all styles are built
- Priceless prepping, pinning & padding
- Classic step-by-step styles with a modern twist

## SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM  
Long hair mannequin.  
Professional tools pins, elastics, thermal tools and brushes.

VIC	MELBOURNE	D 30 APR
QLD	GOLD COAST	D 19 MAR
SA	ADELAIDE	D 02 JUL
WA	MALAGA	D 23 JUL



**BRETT COUBROUGH**  
*B.Coloured, NSW*  
@bcoloured

Brett may have trained both nationally and internationally under some of the industries greatest's, but his own accomplishments and talents are not to be ignored. An IHS competition winner, State & National Championships Hairdresser of the Year, Australian World Cup representative; European, Asian and Australian Platform Artist and Educator; these place him squarely in the winners circle of industry legends. The owner of a successful salon, Brett subscribes to an ammonia free, sustainable salon philosophy – skilled hands offering care and experience while respecting the environment and products.

# FINDING *You*

LEVEL Exceed - Elite  
FOCUS Creating Signature Cuts  
EDUCATOR Sue Cairns  
DURATION Full Day  
INVESTMENT \$199 + GST\*

## OVERVIEW

What's your style? Is it classic, commercial, creative, edgy? Establishing and portraying who or what you are allows passion to drive what you create. So how do you establish your creative space and find your signature to live your passion? Once you know who you are, apply your skills for point of difference, to create tailor made hair cuts.

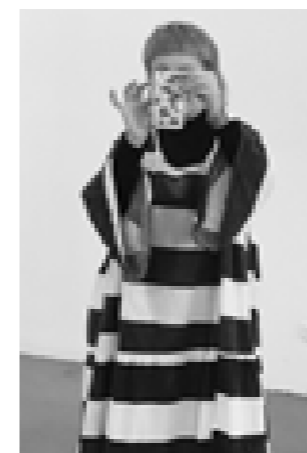
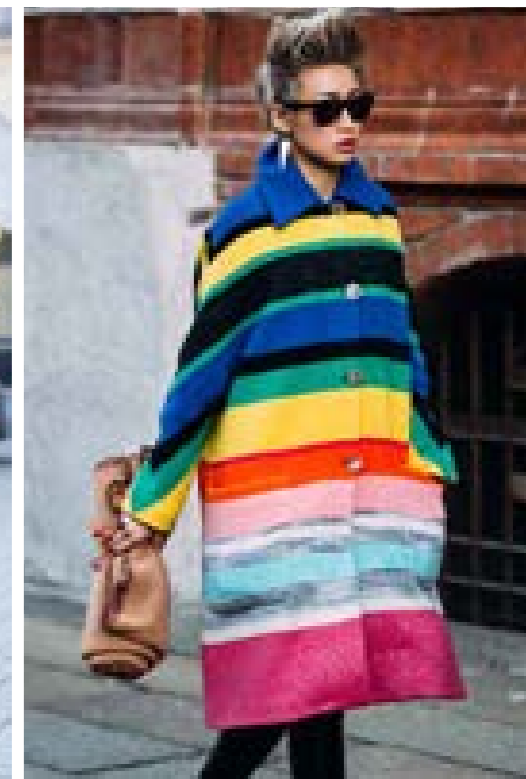
## KEY LEARNINGS

- To identify who you are as a creative – your style, your approach
- How your creative identity establishes your style
- How to add structure, active motion and texture
- Take solid lines and create 3D looks
- How to apply your new found techniques to your signature style

## SESSION

**(D)** START: 10:00AM | FINISH: 05:00PM  
Mannequin head, Professional tools.

NSW	SYDNEY	D 13 AUG
VIC	MELBOURNE	D 16 JUL
SA	ADELAIDE	D 05 NOV
WA	PERTH	D 10 SEP



**SUE CAIRES**  
*Cabelo Culture, NSW*  
@cabeloculture

Do you want to be just another hairdresser? From the beginning of her 28 year journey through the industry, it was this question that propelled Sue into a lifetime of living and breathing her craft, determined to be the best she could be. A philosophy she imparts and demands of her team that has seen her a successful salon owner of Cabelo Culture for a decade. Educated by industry greats. Inspired by Fashion. Passionate about cutting. Radiating Creativity. Be the best hairdresser you can be.



# CLASSICS

## 3X3X3

LEVEL	Essential - Exceed
FOCUS	Innovative Classic Cuts & Shaping
EDUCATOR	Andrew Thomson
DURATION	2 Full Days
INVESTMENT	\$199 + GST*

### OVERVIEW

Every haircut, from the most extravagant avant-garde creations to personalised looks for your in-salon clientele, is built from a library of techniques. Whether you are in the beginning of your career looking to push your confidence or a seasoned industry professional needing to refocus, this workshop will grow and refine your cutting skills.

Delivered over 2 consecutive days, Andrew will take you from foundations to techniques, you'll be guided through 3 cuts for each length step-by-step, building your skill and your library.

### KEY LEARNINGS

- 9 haircuts – short, medium and long
- Primary & secondary shapes
- Classic techniques and body positioning

### SESSION

**(D)** START: 10:00AM | FINISH: 04:00PM  
 Long hair mannequin head required (optimum 2) to work through 9 haircuts.  
 Bring professional trade tools.

NSW	SYDNEY	2D 29-30 APR
VIC	MELBOURNE	2D 14-15 OCT
QLD	GOLD COAST	2D 09-10 SEP



ANDREW THOMSON

*Ashakki, VIC*

@ashakkihair

Andrew has consistently captured the attention of many with his uber-modern creative styles and his undivided dedication to help others learn, improve and excel.

As part of his career pursuits, he has travelled to the UK to train with Vidal Sassoon. Over the years, Andrew has performed on stage at The Day with Keune on numerous occasions, mentored his team at Keune's ArtSeries and remains a highly valued member of the Keune Creative Team.

Andrew maintains his thriving salon in Melbourne and continues to make time to challenge both himself and his students with new and classic techniques true to his art.



# THE PHOTOGRAPHY Session

LEVEL Elite  
 FOCUS Session styling & Photography Perfection  
 EDUCATOR Keune Creative Director or Creative Artistic Ambassador  
 DURATION 2 Full Days  
 INVESTMENT \$749 + GST\*

## OVERVIEW

You've taken inspiration from others and envisioned your own collection; now is the time to bring it to life under the guidance of an editorially experienced team. Over two intensive days, let the Creative Director or Creative Artistic Ambassador and team guide you as you perfect and capture your ultimate look.

Detailed student information pack available on booking.

## KEY LEARNINGS

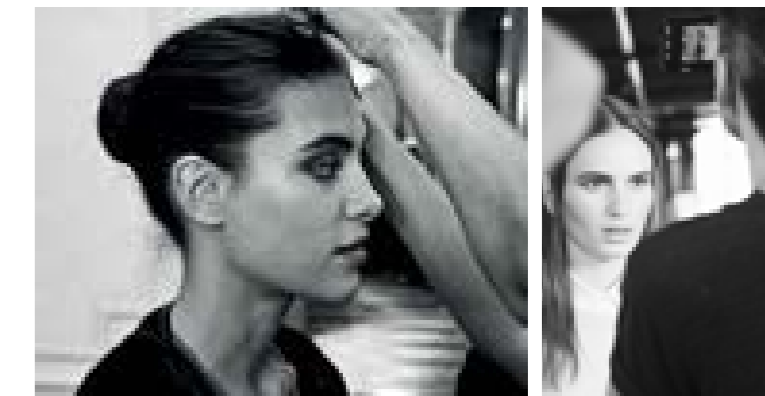
- How to take your ideas and develop a collection
- The importance of creating a mood board, model casting and planning ahead
- Creating a brief so your support team sees the vision
- From lighting to the retouching process, gain valuable insight from your photographer
- Understand how a Makeup Artist works to capture your collections mood and direction
- Understanding of colouring & styling for the camera
- Effective preparation and maximising your time
- Evolving your look for the camera to gain that perfect shot and angle

## SESSION

**(D)** DAY 1 - START: 08:30AM | FINISH: 05:30PM  
 Inspiration & tutorial sessions, meet the team, preparation session. Models to arrive @ 10:30am. Any major corrective work required on your model must be completed prior to this workshop.

DAY 2 - START: 07:00AM | FINISH: 06:00PM  
 Models to arrive with students. Preparation and photography sessions.

NSW	SYDNEY	2D 28-29 OCT
VIC	MELBOURNE	2D 26-27 AUG
SA	ADELAIDE	2D 29-30 JUL
WA	PERTH	2D 28-29 OCT
NZ	WELLINGTON	2D 27-28 MAY







# TERMS & *Conditions*

COURSES CAN'T BE BOOKED EARLIER THAN 6 MONTHS IN ADVANCE OF THE COURSE DATE.  
PRIOR TO MAKING A BOOKING, PLEASE READ AND UNDERSTAND THE BOOKING AND CANCELLATION TERMS AND CONDITIONS STATED BELOW.

## GENERAL

- In order to register, please arrive half hour prior to the course commencement.
- You are required to bring your own personal trade tools: Combs (tail, cutting, basin), sectioning clips, scissors, brushes, blow-dryer and thermal styling equipment.
- All Keune courses provide a light meal and refreshments.
- Keune reserves the right to cancel, postpone or change the venue for any course due to unforeseen circumstances or low course numbers, in which case participants will be notified immediately on the provided salon contact number or after hours contact number, if provided.
- Should you need to make travel arrangements to attend a Keune course, we strongly recommend flights and accommodation are booked upon course confirmation. Keune does not cover any travel arrangements or travel cancellation fees.
- If booked into a course, a courtesy SMS will be issued approx. 2 weeks prior to the course date. Please communicate any mobile number changes, which is registered under your Student ID.
- Each student is responsible to communicate any change of personal details.
- Cancellations can be made via your Keune Business Consultant or directly through Keune Head Office on AU 02 8886 4600 or NZ 0800 440 443 or email [academy@keune.com.au](mailto:academy@keune.com.au)

## PAYMENT

- Bookings for courses are chargeable at time of booking. Unfortunately, due to high demand, no course positions can be held without payment.
- Once a booking is placed, charges are made automatically to your Keune account. If you would like to pay by an alternative method, please inform your representative at the time of booking (i.e. cash, cheque, credit card or direct deposit).
- If you don't have a direct Keune account, Keune accepts cash, cheque, credit card or direct deposit. Please ensure to attach salon and course details when making payment to ensure Keune can match your payment with your booking.

## CANCELLATION POLICIES

### TECHNICAL

- If a cancellation is made within 10 days of the course date or if a participant fails to attend, the full investment will be forfeited and charged to the account (Fee & KCE Points).
- For complimentary courses, a \$50 plus GST cancellation fee will apply for cancellations made within 14 working days of the course date or if a participant fails to attend.

### THE KEUNE SHOWCASE, MASTERCLASS & EVENTS

- No free list.
- Non-refundable.
- Non-transferable to another course, though tickets are transferable to another person from the same salon.
- If any cancellations made after 10 days from the date of the invoice, the full investment (Fee & KCE Points) for course/ticket is immediately forfeited.



YOUR FUTURE IS OUR FUTURE

# KEUNE



## HAIRCOSMETICS

KEUNE.COM

### KEUNE AUSTRALIA

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PO BOX 787, Kings Langley, NSW 2147  
PH 02 8886 4600 FAX 02 9831 7550  
info@keune.com.au

### KEUNE NEW ZEALAND

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PH 0800 440 443 FAX 0800 450 609  
info@keune.co.nz

### KEUNE INDONESIA

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