



NO.1
SALON COLOR
BRAND IN
THE WORLD

THE EDUCATION DIRECTORY

*Based on Wella Master Brand USD sales on the 2024 Professional Hair Care Global Series for the hair coloring products category published by Kline



LEARN, GROW, SHINE. EDUCATION THE WELLA WAY

At Wella, we get it – hairdressers are artists, entrepreneurs, and lifelong learners. And just like every client is unique, so is every stylist's learning journey. That's why we've created a dynamic education portfolio designed to meet you where you are and take you where you want to go.

Whether you're chasing personal growth, dreaming of a thriving salon, or simply want to stay ahead of the curve, our education offering is here to fuel your ambition.

With multiple platforms and a clear pathway of progression, there's something for everyone – from fresh-faced beginners to seasoned pros.



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WHATEVER YOUR STYLE, WHATEVER YOUR
SCHEDULE – WE’VE GOT YOUR EDUCATION COVERED.
BECAUSE WHEN YOU LEARN THE WELLA WAY,
YOU DON’T JUST GROW. YOU GLOW.

YOUR LEARNING JOURNEY, YOUR WAY

We’ve broken down our courses into five easy-to-navigate levels, so you can find the perfect fit for your skills and goals. Because let’s be honest, education isn’t just important, it’s everything. It’s the spark behind every great stylist and the secret sauce to staying inspired, relevant, and successful.

DISCOVERY

Just starting out? This is your foundation. Learn the basics and build confidence from the ground up.

ESSENTIAL & CRAFT

Time to level up. Master the must-know techniques and core skills every stylist needs.

ADVANCED

Ready to personalise your craft? Refine your artistry, boost your business, and stand out from the crowd.

EXPERT

Enter the elite. The Wella Colour Expert programme delivers deep technical knowledge and one of the industry’s most prestigious accreditations.

DIPLOMA

This is the pinnacle. Wella Colour Higher Level Diploma is a degree-level programme and the ultimate badge of honour in professional hairdressing.



CREATE WITH...

Step into a world of inspiration and innovation with our digital **CREATE WITH...** and **INTRO TO** courses – your gateway to mastering our full product portfolio with confidence and creativity. Designed for busy professionals and curious learners alike, each course delivers expertly crafted, bite-sized lessons that are easy to digest and packed with practical insights.

Whether you're brushing up on the basics or diving deep into advanced techniques, our interactive modules guide you through everything you need to know, from hero products and hidden gems to pro tips and real-world applications. Think of it as your backstage pass to the brand, unlocking knowledge that empowers you to create, educate, and lead with flair.

Overview:

Each course focusses on a specific brand and focusses on its fundamental features. These discovery sessions are ideal for established hairdressers who want a recap, or newly qualified hairdressers who want to get to grips with the product portfolio. Classes are accessible, fully interactive and packed with essential product information.

Each Zoom class is delivered by a Wella educator, is fully interactive and allows for questions and comments. You'll get to address any product queries, watch application videos and take part in case study challenges.

CREATE WITH... courses available:

KOLESTON PERFECT / ILLUMINA COLOUR
COLOUR TOUCH / COLOUR FRESH & PERFECTON
BLONDOR / WELCOME TO WELLA

What you will learn **CREATE WITH...**

- Key facts on product mixing guidelines.
- Shade palettes.
- What to use when.
- What products suit which clients and how to achieve perfect results each time.

What you will learn **INTRO TO**

- An overview of the range.
- The technology, benefits, and uses of each product family.
- How to perform the in-salon treatments.

INTRO TO courses available:

SEBASTIAN PROFESSIONAL / NIOXIN / SYSTEM PROFESSIONAL



PRICE £5.00 | €5.00 ANY LEVEL. DURATION: EACH COURSE LASTS 45 MINUTES, WHICH ARE DELIVERED LIVE VIA ZOOM.

Please note: All prices for courses are listed excluding VAT



COLOUR

COLOUR CRAFT ESSENTIAL

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Wella Educators.

To become a great colourist, you need to start with the colour fundamentals; the “ABCs” of hair colouring.

This course starts you off on the right foot with a full understanding of the colour principles, as well as, Wella’s colour portfolio and how it can be used to achieve sensational results.

You will also undertake 2 practical workshops on live models, allowing you to get hands-on with every colour product in our portfolio.

WHAT YOU WILL LEARN

- Understand how colour works on the hair structure.
- Learn the Wella numbering system.
- Make confident choices about the ideal colour product for each client.
- Discover the secrets of perfect colour application.
- Learn about temporary, semi, demi and permanent colour portfolios, plus when and how to use them.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (0-2 years experience).
Perfect if you have just moved to Wella as your colour brand.

PRICE £285.00 | €310.00

ESSENTIAL LEVEL

COLOUR

COLOUR CRAFT CORRECTION

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Wella Educators.

When you master the skill of colour correction and can solve any colour challenge, you are guaranteed a long-lasting client relationship.

This course combines theoretical knowledge with hands-on workshops to change the way you look at colour correction forever.

As part of the course you will receive recipe booklet to support with lightening, darkening and changing tone in the salon.

WHAT YOU WILL LEARN

- Understand the processes of colour correction and discover how fun it can be.
- Gain confidence and select the best product for each problem.
- Learn how to tackle all colour correction issues, including removing colour bands, lightening previously darkened hair and correcting the wrong tone for the next colour you want to achieve.
- Develop a step-by-step approach to planning a long-term journey for the hair.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (any level).

PRICE £285.00 | €310

CRAFT LEVEL

COLOUR CRAFT HIGHLIGHTS

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

Whether you're looking to create highlights, babylights or contouring, the art of foiling is an essential skill and a timeless technique.

The hands-on section of this course focuses on the Herringbone technique and ensures you have the very best practical skills in weave selection and placement for the modern client.

WHAT YOU WILL LEARN

- Perfect different highlighting techniques.
- Enhance your ability to always choose the most suitable lightening product.
- Master the art of placement to eliminate bleeds.
- Select or combine different highlighting techniques to produce the best result.
- Learn difference between weave size and placement and micro-trends to create a finished look.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (0-2 years experience).

PRICE £220.00 | €260.00

CRAFT LEVEL

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

COLOUR

COLOUR CRAFT CREATIVE

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

Ready to level up your colour game, this course is your go-to for formulating, pushing your creativity to new heights.

Course includes information on trends, skin complexion, formulating and bespoke colour along with placements.

Colour Craft Creative is your ultimate ticket to becoming the go-to formulation expert in your salon.

It's more than just a course, it's your creative playground.

Get inspired, get skilled, and become the colour guru your clients can't stop talking about.

WHAT YOU WILL LEARN

- Learn how to effectively match colour placement to the haircut, face shape and skin tones.
- Get to know this season's colour palette and take away inspiration for this season's mixtures.
- Learn how to interpret trends and micro-trends to create a finished look.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (any level).

PRICE £220.00 | €260.00

CRAFT LEVEL

ADVANCED HIGHLIGHTS

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

Immerse yourself in the knowledge of what it takes to achieve a full-head of highlights using on-trend lightening & toning skills. Plus understand how to highlight different hair textures.

Expand your skills gained on **Colour Craft Highlights** with up-to-date knowledge of product application, placement, direction and techniques.

You will be ready to step outside the box, armed with 4 advanced Wella techniques, giving you the best variety to create different lightened looks for your clients.

WHAT YOU WILL LEARN

- Advanced highlighting knowledge.
- Advanced highlighting techniques.
- Expert tips on the best products to use and when.
- Toning do's & don'ts and colour formulations.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (2+ years experience).

Recommended for colourists who previously completed **Colour Craft Highlights**.

PRICE £220.00 | €260.00

ADVANCED LEVEL

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COLOUR

BLONDE EXPERT NEW FOR 2026

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Wella Educators.

Creating blonde looks for your clients makes up a majority of most colour technicians columns! So why leave achieving the best blonde results to chance?

Blonde Expert gives you all the fundamental rules and practices in how to produce a perfect blonde. With a focus on product choice, technique, and an in-depth comprehensive practical workshop.

The Wella Educators will take you through a range of different scenarios to ensure you are ready to create any blonde look back in the salon. This 2-day course includes theory, colour demonstration and practical workshop on a model.

WHAT YOU WILL LEARN

- How to get the perfect lift.
- Precise application tips.
- Hints and tips on creating reliable results.
- When to use Blondor and Special Blonde.
- How to select the correct tones for the canvas.
- Learn new trends and techniques.
- Receive hints and tips for perfect lightening.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (2+ years experience).

PRICE £285.00 | €310.00

ADVANCED LEVEL

BALAYAGE EXPERT NEW FOR 2026

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Wella Educators.

Balayage is an essential service to every colour menu. This course is perfect to learn this popular technique. It will give you hints and tips that help you achieve a beautifully blended freehand result every time. But what happens when the canvas is already heavily coloured or uneven?

Let us help you to master skills, such as reverse balayage, and the art of diffusing dark bands, to achieve beautiful balayage results even when working on uneven surfaces.

Manage your clients' expectations, even when seemingly unrealistic, and ensure that offering balayage as a colour-corrective service is profitable for you and the salon. This 2-day course includes theory, colour demonstration and practical workshop on a model.

WHAT YOU WILL LEARN

- Learn the fundamentals of freehand balayage in hands-on workshops.
- Understand time-saving techniques to get the most from your client's visit including foliage.
- The 'business of balayage' – timing & profitability.
- Colour services menu & column planning.
- Reverse balayage – darkening over lightened hair.
- The best formulas for corrective balayage work.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (2+ years experience).

PRICE £285.00 | €310.00

ADVANCED LEVEL

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COLOUR

WELLA COLOUR EXPERT

COURSE DURATION 12 days.

COURSE OVERVIEW Featuring Wella Educators & Wella Artists.

The **Wella Colour Expert** is our highest accreditation in colour! Before embarking on the journey towards achieving a Higher Level Diploma.

REFORMATTED FOR 2026, COVERING ALL ASPECTS OF PHYSICS, BIOLOGY & CHEMISTRY OF HAIR.



How to overcome the most challenging corrections and the latest theory expert information including hair, scalp and colour.

From day one, your colour skills will be reignited, and you'll be able to undertake any colour service with increased confidence, knowledge and a brand new approach to the 'why' and the 'how'.

Your commitment will be high but so will your reward!

The WCE journey involves attending your chosen Wella Studio for 12 days of training, which are grouped into four training stages, elevating your skills and giving you the confidence and know-how to become a true hair colour expert.

Overall, this inspirational journey takes from six to twelve months depending on your personalised programme, and culminates in a special graduation ceremony to recognise and applaud your fantastic achievement.

Then, upon graduation, you will join the **Wella Colour Expert** Alumni community, the inner circle of elite-level Wella colourists and get insider access, hear the latest insights and receive exclusive tips and tricks from the world's best educators and colourists.

So much more than a training programme, the **Wella Colour Expert** will change your life!

WHAT TO BRING

- Clips, combs, brushes.

IS IT FOR YOU?

Senior Colour Technicians.
Must have completed prerequisite courses.

Each WCE course features a unique Wella Artist and is aligned with their vision and creative process. So book your place now on the course with the Wella Artist that inspires and excites you the most.

- Christel Barron-Hough @Christelbarronough
- Fergal Doyle @Fergaldoylehair
- Francesco Salons @Francescohair.salons
- Nikki Clifford @NikkiClifford_hair
- Sarah Mason @Sarahmasoncreative
- Sassoon Academy @Sassoonacademyofficial
- Steven Aiken @Stephenaikencolour
- Toni & Guy @Toniandguyflagshipacademy

Also available as WCE+ package with 6 months payment plan. Please contact Studios for more details.

PRICE £2,750.00 | €3,050.00

EXPERT LEVEL

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

COLOUR

LOOK & LEARN WITH...

COURSE DURATION 1 day (11am – 3pm).

COURSE OVERVIEW Featuring a Wella Artist.

This expert level course features some of the industry's most esteemed colourists, stylists and artistic teams, who will inspire and motivate your creativity with a seminar led by their own style and signature look.

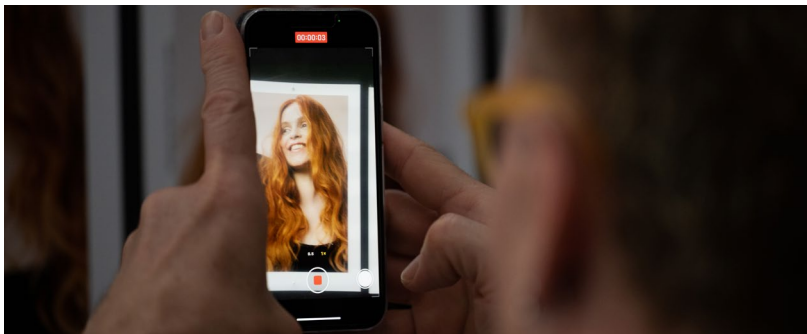
Each **Look & Learn With...** course is unique to each Wella Artist and is aligned to their vision and creative process.

WHAT YOU WILL LEARN

- New techniques and colour formulations.
- What you need to create award winning looks.
- How to turn your creativity into a successful column/business.
- How to build up your Social Media content.

IS IT FOR YOU ?

If you are an experienced hairdresser ready to get up close and personal with some of the most creative minds in our industry.



PRICE £150.00 | €150.00

CRAFT LEVEL

TOTAL LOOK

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring a Wella Artist.

This expert level course features some of the industry's most esteemed colourists, stylist and artistic teams, who have created their own colour seminar, reflective of their personal style and signature look.

This is a must-attend course if you are an experienced hairdresser, ready to get up close and personal with your hairdressing heroes, in order to learn the secrets behind some of the industry's most renowned colour images, directly from the artists themselves.

WHAT YOU WILL LEARN

- New techniques and colour formulations.
- What you need to create award winning looks.
- How to find your inspiration and pathway to creation.

IS IT FOR YOU ?

Senior / Advanced Stylists, Senior / Advanced Colour Technicians. Each Total Look course features a unique Wella Artist and is aligned with their vision and creative process. So book your place now on the course with the Wella Artist that inspires and excites you the most.

- HOB Academy @Hob_academy
- Jordanna Cobella @Jordannacobella
- Sassoon Academy @Sassoonacademyofficial
- Toni & Guy Art Team @Toniandguyflagshipacademy

PRICE £200.00 | €310.00

ADVANCED LEVEL

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

CUTTING

CUTTING STAGE 1

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring a Wella Artist.

This course is designed to give hairdressers with up to two years salon floor experience a solid grounding in cutting, plus the skills and confidence to begin growing a career as a stylist. Our Wella Artists will focus on the different techniques needed for cutting long hair including; One-length / Layers / Fringes.

WHAT YOU WILL LEARN

- The fundamental principles of hair cutting.
- One-length cuts on long hair.
- How to execute layers and fringes.
- The techniques needed to create and shape long hair.
- Styling tips to create the perfect finish.
- Includes practical workshop on mannequin head.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (0-2 years cutting experience).
Colourists who want to expand their service menu.

Each Wella Artist uses the Wella Cutting Methodology.
Wella Artists include...

- Colin McAndrew @Colin_Medusa • Cheynes Hairdressing @Cheyneshair
- HOB Academy @Hob_academy • Kai Wan @Pkaihair
- Mark Pearson @Creatorhair • Martha Galvin @Marthagalvinhair
- Paul Paterson @Paul_Medusa • Sean Dunne @Foundationhairsalon
- Simon Tuckwell @heavy.metal.hairdresser

PRICE £275.00 | €310.00 **ESSENTIAL/CRAFT LEVEL**

CUTTING STAGE 2

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring a Wella Artist.

Move onto the next step in cutting hair; medium and short hair. Build your confidence and knowledge of the fundamentals of layering and graduation. Led by Wella Artists who will showcase techniques and help you develop the skills to recreate them with confidence.

WHAT YOU WILL LEARN

- Gain a thorough understanding of the fundamental principles of cutting shorter shapes.
- Become confident in using a range of graduation and layering on medium length and short hair.
- Increase your knowledge of consultation, client suitability, face shapes, hair types and managing client expectations.
- Get hands-on with practical workshop sessions.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (2-4 years cutting experience).
Must have completed Cutting Stage 1.

Each Wella Artist uses the Wella Cutting Methodology.
Wella Artists include...

- Charlie Taylor @Charlietaylorhair • Cheynes Hairdressing @Cheyneshair
- Colin McAndrew @Colin_Medusa • HOB Academy @Hob_academy
- Jon Wilsdon @Toniandguyflagshipacademy
- Martha Galvin @Marthagalvinhair • Paul Paterson @Paul_Medusa
- Sarah Mason @Sarahmasoncreative

PRICE £395.00 | €395.00 **ADVANCED LEVEL**

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

CUTTING

CUTTING STAGE 3

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring a Wella Artist.

No-one wants a generic haircut! **Cutting Stage 3** is an advanced cutting course, which combines all cutting techniques, to help you to choose the right technique for every haircut you want to create.

It starts by sharpening your consultations, then moves into cutting techniques and finishing skills, and closes by showing how to create social media-ready looks.

WHAT YOU WILL LEARN

- Enjoy up-close tuition with a leading Wella Artist.
- Discover how to deliver the perfect cutting consultation.
- Be inspired by the latest hair cut trends, delivered either with live demonstrations or a workshop.
- Understand cutting techniques and how to combine them.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (3-6 years cutting experience).
Must have completed Cutting Stage 1 & Cutting Stage 2.

Each Wella Artist uses the Wella Cutting Methodology.
Wella Artists include...

- Charlie Taylor @Charlietaylorhair
- Colin McAndrew @Colin_Medusa
- HOB Academy @Hob_academy
- Jon Wilsdon @Toniandguyflagshipacademy
- Martha Galvin @Marthagalvinhair
- Niall Colgan @niallcolganhairdressing
- Paul Paterson@Paul_Medusa
- Sarah Mason @Sarahmasoncreative

PRICE £350.00 | €385.00

EXPERT LEVEL

FEATHER RAZOR CUTTING FUNDAMENTALS

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Sebastian Professional Education Artists.

This beginner level blading course will provide you with a fantastic start to this specialist skill, ensuring you gain the fundamentals and essential know-how to become confident using it every day in the salon.

Using specially selected training headblocks you will create a total look, mastering 4 individual techniques in the process.

Feather Blade techniques include:

- Curve
- Pen
- Pinch
- Skim

Includes mannequin head, razor handset and post-course digital learning.

WHAT YOU WILL LEARN

- Learn modern razor techniques.
- Upgrade your cutting services with a different skill set to create a new repertoire of looks.
- Master the blade 'the Sebastian way'.
- Take your headblock and razor handset home with you.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (any level).

PRICE £275.00

ESSENTIAL/CRAFT LEVEL

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

CUTTING

BLADING BY SEBASTIAN

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Sebastian Professional Education Artists.

This intermediate level blading programme will help you further master razor cutting using feather blade, ensuring you are confident in using it every day in the salon and creating the modern shapes suitable for your client.

Using specially selected training headblocks you will create a total look, mastering 2 modern blading hair cuts.

WHAT YOU WILL LEARN

- Upgrade your cutting services with a different skill set to create a new repertoire of looks.
- Understand how to master the blade 'the Sebastian way'.
- Learn modern blading cuts.
- Take your headblock home with you.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylists who have completed **Feather Razor Cutting Fundamentals** or have any other prior training with the blade.

PRICE £275.00 | €320.00

ADVANCED LEVEL

CURL CRAFT CUT

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Artists.

Curl Craft Cut gives you access to some of the industry's most talented stylists for curly, coily and textured hair. If you want to gain the background knowledge you need to understand curly, coily and textured hair to give meaningful consultations, or if you want to learn more about how to care for curly, coily and textured hair, in the salon or at home.

Curl Craft Cut is the 1st step into becoming a specialist in this section of hairdressing. This one-day-course consists of demonstration and the workshop.

WHAT YOU WILL LEARN

- The theory and background of curly, coily and textured hair.
- Learn to assess, analyse, identify different types, and tailor treatment plans accordingly.
- Discover the correct routines, treatments, and approaches to adopt with varying curl patterns.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (any level).

Each **Curl Craft Cut** course features a unique Wella Artist and is aligned to their vision and Wella Cutting Methodology. So book your place now on the course with the Wella Artist that inspires and excites you the most!

Wella Artists include...

- Ben Adams @Ben.adams.hair
- Dom Capel @Domcapel
- Marco Dias @saintmarcohair
- Melissa Timperley @Melissatimp

PRICE £350.00 | €395.00

ADVANCED LEVEL

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CUTTING

CLASSIC MAN

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Artists.

Classic Man is designed to give hairdressers who are already competent in basic cutting and styling the specialist skills needed to bring out the best in their male clients.

Focusing on core cutting techniques specifically for clipper and blending work, you will not want to miss the opportunity to become a specialist in this style of cutting.

WHAT YOU WILL LEARN

- Understand the potential of the men's hairdressing market.
- Develop essential men's cutting skills, including clipper work and scissor over comb techniques.
- Learn men's styling and finishing skills and how to share that information.
- Gain confidence in communicating with your male clients and getting the best out of their consultation.

WHAT TO BRING Cutting tools, Clips, combs, brushes.

IS IT FOR YOU? Stylist (any level).

Each **Classic Man** course features a unique Wella Artist and is aligned to their vision and Wella Cutting Methodology. So book your place now on the course with the Wella Artist that inspires and excites you the most!

- Ben Sutcliffe @Khbarber_long_eaton
- Chris Mullen @Flanaganbarbers
- HOB Academy @Hob_academy
- Kerry Hayden @Kerryhaydenhair

PRICE £275.00 | €310.00 **ESSENTIAL/CRAFT LEVEL**

ULTIMATE MAN

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Artists.

Be it sports stars switching up their look or celebrities pushing hair boundaries, there is no shortage of hair inspiration for the modern man.

Ultimate Man has an emphasis on modern barbering, which gives you the skills and awareness to cater to this fashion-focused market of male clientele.

This is an advanced course designed to unlock the opportunities male clients present to your salon.

WHAT YOU WILL LEARN

- Develop practical knowledge of contemporary men's hairdressing techniques.
- Explore on-trend men's hair colour and how you can make it work in the salon.
- Learn how to tailor catwalk looks into wearable looks your clients will love.
- Discover the right conversations to have with men at the consultation phase to unleash their potential spend.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (any level). Must have completed **Classic Man**.

Each **Ultimate Man** course features a unique Wella Artist and is aligned to their vision and Wella Cutting Methodology. So book your place now on the course with the Wella Artist that inspires and excites you the most!

- Ben Sutcliffe @Khbarber_long_eaton
- Chris Mullen @Flanaganbarbers
- HOB Academy @Hob_academy
- Kerry Hayden @Kerryhaydenhair

PRICE £275.00 | €310.00 **ADVANCED LEVEL**

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TECHNICAL

CURL CRAFT PERM

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

This is an essential craft course, providing a clear understanding of perming. Focusing on its history, key techniques, the science behind the product, including the full product knowledge of Perform and Straighten It.

WHAT YOU WILL LEARN

- Science behind the perm.
- Latest perm trends.
- Wella range for perming & straightening.
- Fundamental perming techniques.
- Direction of the rollers and its influence on the final look.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Technician new to perming.



PRICE £220.00 | €230.00 ESSENTIAL/CRAFT LEVEL



WHAT DO SALON OWNERS SAY ABOUT WELLA COLOUR EXPERT?

IF THERE'S ONE COLOUR COURSE THAT DISTINGUISHES BETWEEN GREAT COLOURISTS AND EXCEPTIONAL COLOURISTS, IT'S WELLA'S WELLA COLOUR EXPERT. BUT IT'S NOT JUST ABOUT ELEVATING SKILLS TO NEW HEIGHTS – THIS QUALIFICATION HELPS BUSINESSES GROW AND THRIVE, RESULTING IN GENUINE EXPANSION. WE SPOKE TO TWO SALON GROUPS THAT HAVE INVESTED HEAVILY IN TRAINING THEIR TEAMS TO BECOME WELLA COLOUR EXPERTS AND DISCOVERED HOW THIS COMMITMENT HAS DRIVEN GROWTH.



Steve Rowbottom,
Co-founder of Westrow salons, currently has 11 Wella Colour Expert colourists across its nine-salon group.



Colin McAndrew,
Managing Director of Medusa Hairdressing, has focused on building solid foundations for its colour business, resulting in a team of 17 Wella Colour Experts.

“At Westrow, colourists with 4-5 years experience are ready to embark on this qualification. It requires commitment and is best suited for those eager to learn and advance their careers. They need to be ready to dedicate their time and energy without compromise.

Our aim is to be continually recognised as the leading salon group in the north of England, and after 38 years in business, we know that knowledge equals power. Having Wella Colour Experts in our salons sets us apart and stands as a hallmark of our collective expertise and evolving creativity.

It's a significant commitment and needs to be taken seriously, so my advice is to ensure you can devote the time and energy the course requires. You also need to be hungry to learn and want to take your career to the next level.

Our Wella Colour Experts can charge more, which is a testament to the rigorous education process required to achieve the qualification. This distinguishes them as experts in their field, and our clients are always happy to pay more for that expertise.”

“For us, it's not just about one or two people carrying the flag, it's about building real depth of colour expertise across the team. We have committed to putting so many of our team members through this because colour is where the industry is moving fastest, and we want Medusa to always be ahead. Investing in multiple team members raises the bar for everyone—it creates an environment where colour knowledge is shared daily, not just held by one person.

Having Wella Colour Experts builds trust with clients because they know they're getting advice from the highest level of colour knowledge. It also gives our team more confidence in tackling complex work and the ripple effect is massive.

This course is the ultimate refinement, but only if you're ready to put in the time. We've seen stylists who've completed the Wella Colour Expert course increase their colour business significantly. Typically, a colourist's column grows by around 20% within the first year after completing the course, and income rises accordingly. It's not just about the money though, retention improves as clients stick with the expert they trust. That lifts the entire salon, as knowledge, confidence, and results grow across the board.”

SCALP & HAIR CARE

SYSTEM PROFESSIONAL EXPERIENCE & ENABLE

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Charlie Taylor and Wella Studio Care Specialist.

DAY 1

You will discover advanced hair and scalp analysis, the science and technology of ingredients and their benefits, myth-busting information, and building a prescriptive in-salon & at-home care regime.

DAY 2

An inspirational & practical day with @CharlieTaylorHair, who will showcase how to incorporate System Professional into every part of your customer's journey, as well as her business building top tips and techniques, helping you elevate your entire salon business.

WHAT YOU WILL LEARN

- Learn the key principles and techniques of colouring, cutting and styling hair.
- Discover the skills to become a consultant, delivering expert advice to your clients.
- Develop an understanding of the business benefits on marketing a PRO ONLY care brand.

IS IT FOR YOU? Owners, Managers, Care Experts, Stylists.

- Charlie Taylor @Charlietaylorhair

PRICE £220.00 | €260.00

ESSENTIAL LEVEL

THE FASCINATING WORLD OF TRICHOLOGY

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Mark Blake Trichologist MIT. IAT. WTS.

Did you know that half of all clients are suffering from some form of thinning hair or hair loss? That's a whopping 50% of people sitting in your chair who need advice, but do you have the knowledge to support them?

The Fascinating World of Trichology gives you an eye-opening insight into hair nutrition, medications and surgical procedures and gives you the confidence to help your clients restore their healthy locks.

This one-day course will add a new facet to your hairdressing services and give you a valuable point of difference that makes you stand out from your competitors.

WHAT YOU WILL LEARN

- Discover the most common hair myths and how you can debunk them for your clients.
- Understand the impact nutrition, illness and medication can have on hair.
- The root causes of thinning hair, and male and female hair loss.
- Learn about hair transplants, laser caps, PRP, scalp micro-pigmentation.
- Understand ways to identify clients underlying issues and how to tackle them.

IS IT FOR YOU? Owners, Managers, Care Experts, Stylists.

- Mark Blake @MarkBlaketrichologist

PRICE £275.00 | €310.00

ADVANCED LEVEL

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

SCALP & HAIR CARE

NIOXIN EXPERIENCE & ENABLE

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Kay McIntyre and Wella Studio Care Specialists.

DAY 1

Led by Wella Studio Care Specialists

Delve deeper into product knowledge, factors of hair loss & hair thinning/loss scenarios.

DAY 2

Led by Kay McIntyre

Learn how Kay uses NIOXIN within her business & why it's so successful. This day includes live cut & style demonstrations, consultation case studies and how-to use the NIOSCOPE.

WHAT YOU WILL LEARN

- Further your knowledge of thinning hair and the biology of hair and scalp.
- Learn skills to integrate a full NIOXIN service offer and grow your business.
- Develop NIOXIN focused consultation skills
- Introduce specialist treatments as part of your client's daily routine.
- Make NIOXIN the key business driver for care in your salon.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Owners, Managers, Care Experts, Stylists.

- Kay McIntyre @Mcintyressalons

PRICE £220.00 | €260.00

ESSENTIAL LEVEL

NIOLOGIST

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring The Institute of Trichology and Wella Studio Care Specialists.

The Ultimate Hair & Scalp Masterclass with NIOXIN and the Institute of Trichology.

This exclusive two-day course offers an unparalleled insight into the science of hair and scalp health. Designed to take your NIOXIN knowledge to expert level, you'll gain the confidence to deliver transformative, in-salon solutions for clients seeking hair and scalp solutions.

DAY 1: The Foundations of Hair & Scalp Health.

Dive into advanced consultation techniques focused on the key causes of hair thinning and loss. Explore the power of ingredients, their targeted benefits, and the importance of nutrition. This day sets the stage for meaningful client conversations and personalised care.

DAY 2: Trichology in Practice – Led by the Institute of Trichology

Develop a deeper understanding of the biological and environmental factors affecting thinning hair, and learn how to use the NIOSCOPE to assess scalp conditions with precision and clarity.

WHAT YOU WILL LEARN

- An understanding of the science & technology in ingredients.
- Discover the skills to become a consultant, delivering expert advice to thinning hair clients, including myth-busting facts and how to build a prescriptive care regime.
- Develop an understanding of the psychological impact of thinning hair.

IS IT FOR YOU? Owners, Managers, Care Experts, Senior Stylists.

- IOT @iotrichologists

PRICE £400.00 | €410.00

ADVANCED LEVEL

Please note that on occasion, dates and artists may change if circumstances require. The Wella Studio will always do their best to update this page and notify any booked customers of changes to the course dates or artists scheduled, but for final confirmation please contact your Wella Studio.

STYLING

BRIDAL HAIR

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Artists.

From high-end glamour to bohemian brides, one-size doesn't fit all when it comes to bridal hair. This means the demand and potential for versatile stylists is huge. **Bridal Hair** is a unique course that teaches experienced stylists how to create a couture bridal experience.

WHAT YOU WILL LEARN

- Learn how to identify the main bridal types and create stunning bespoke styles for each.
- Understand the key factors in creating a hairstyle to complement the wedding theme, the gown and, most importantly, the bride.
- Create personalised colour or haircare journeys in the run-up to the big day.
- Master the art of selecting and securing hair accessories and veils.
- Learn how to prep hair on the day to create the perfect canvas for the final look.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Stylist (any level).

Each **Bridal Hair** course is unique to each Wella Artist and is aligned to their vision, following some of the basic Wella principles, so book your space now on the course with which Wella Artist that excites you the most!

- Gustav Fouche @Gustav_fouche
- Martha Galvin @MarthaGalvinHair
- Michael Gray @Michaelgrayhair
- Simon Hill @Simonhillhair

PRICE £275.00 | €395.00 ESSENTIAL/CRAFT LEVEL

CLASSIC HAIR UP

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Artists.

From prom nights to parties, awards galas to weddings, there's always something to be celebrated.

Let one of our inspirational Artists show you how to recreate or adapt the latest celebrity-inspired looks in an immersive hands-on workshop.

WHAT YOU WILL LEARN

- Learn how to adapt the latest red carpet must-wear styles.
- Master the techniques that will ensure the hair will stay in place all evening.
- Develop new hair-up services to add to your service menu.
- Understand the all-important finishing technique and know when to stop playing!
- Learn how to prep hair on the day to create perfect canvas for the final look.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Stylist (Any level).

Each **Classic Hair Up** course is unique to each Wella Artist and is aligned to their vision, following some of the basic Wella principles, so book your space now on the course with which Wella Artist that excites you the most!

- Gustav Fouche @Gustav_fouche
- Michael Gray @Michaelgrayhair

PRICE £275.00 | €310.00 ESSENTIAL/CRAFT LEVEL

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PACKAGES

COLOUR CRAFT SPECIALIST ONLINE

COURSE DURATION 9 weeks.

COURSE OVERVIEW Featuring Wella Educators.

This popular package containing our four essential colour courses, is a completely digital 9-week programme. It's fully interactive, guided and assessed by our Studio Educators.

The perfect way to begin, restart, or recap the fundamentals of your Wella colour journey – digitally!

So this is a fantastic step for your career path to becoming an elite level colourist!

This programme includes:

- Colour Craft Essential • Colour Craft Correction
- Colour Craft Highlights • Colour Craft Creative

IS IT FOR YOU? Colour Technician (2-6 years experience).

EXTRA INFO Each of these four course modules includes:

- Self-directed study with module materials on our e-Education website.
- A 'virtual classroom' (training session via Zoom) hosted by Wella Educators.
- A model assignment for you to complete in salon or at home.
- An online test.
- Feedback and mentoring from your Wella Educator.
- Contact and open discussion with your fellow students.

WHAT YOU WILL LEARN

- Understand how colour works on the hair structure.
- Learn the Wella numbering system.
- Make confident choices about the ideal colour product for each client.
- Discover the secrets of perfect colour application.
- Understand the processes of colour correction and discover how fun it can be.
- Learn how to tackle all colour correction issues, including removing colour bands, lightening previously darkened hair and correcting the wrong tone for the next colour you want to achieve.
- Develop a step-by-step approach to planning a long-term journey for the hair.
- Open your mind to a new world of colour possibilities.
- Learn how to effectively match colour placement to the haircut, face shape and skin tones.
- Get to know this season's colour palette and take away inspiration for this season's mixtures.
- Learn how to interpret trends and micro-trends to create a finished look.
- Perfect different highlighting techniques.
- Enhance your ability to always choose the most suitable lightening product.
- Master the art of placement to eliminate bleeds.

PRICE £790.00 | €910.00

ESSENTIAL/CRAFT LEVEL

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PACKAGES

CUTTING CRAFT SPECIALIST

COURSE DURATION 4 days.

COURSE OVERVIEW Featuring Wella Artists.

Who wants a one-size-fits-all haircut? Certainly not your clients! To give them their own bespoke style, you need to be skilled in all the components of cutting, from the fundamentals to the advanced techniques, knowing when & how to use them.

Led by Wella Artists, this programme begins with consultation, then hones your cutting technique and introduces you to the skills that will leave your clients bang on-trend.

After this programme, you'll return to your salon brimming with ideas to inspire your clients and fellow team members.

This is a complete journey guiding you through all stages of cutting education. This programme includes:

• **Cutting Stage 1** • **Cutting Stage 2** • **Cutting Stage 3**

WHAT YOU WILL LEARN

- Classic, timeless hair cuts to on trend cuts that are all over your socials.
- Ideas on how to market your new skills and charge accordingly.
- From short sharp haircuts to long layered looks.

WHAT TO BRING Cutting tools, clips, combs, brushes.

IS IT FOR YOU? Stylist (any level).

Each Wella Artist uses the Wella Cutting Methodology.

PRICE £815.00 | €870.00

ESSENTIAL/CRAFT/ADVANCED LEVEL

BLONDE SPECIALIST NEW FOR 2026

COURSE DURATION 5 days.

COURSE OVERVIEW Featuring Wella Educators.

Step into the world of blondes with this intensive, hands-on course designed to elevate your colour expertise. Led by Wella's top educators, you'll immerse yourself in the full spectrum of blonde hair colouring, from foundational theory to advanced techniques.

Expect a deep dive into the science and artistry of lightening, toning, and highlighting. You'll master everything from strategic product placement to precision application, exploring the nuances that make blonde work truly exceptional. By the end, you'll walk away with a refined skill set in balayage, highlights, and the complete blonde portfolio – ready to create luminous, bespoke results with confidence. **Blonde Specialist** includes our three advanced blonde courses:

• **Blonde Expert** • **Balayage Expert** • **Advanced Highlights.**

WHAT YOU WILL LEARN

- Advanced highlighting techniques and overall knowledge.
- An in-depth knowledge of toning.
- How to achieve the perfect lift.
- Precise application tips.
- The fundamentals of freehand balayage.
- The most effective formulas for corrective balayage.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? Colour Technician (2+ years experience).

PRICE £630.00 | €705.00

ADVANCED LEVEL

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COLLEGE EDUCATION

SUMMER SCHOOL COLOUR

COURSE DURATION 4 days.

COURSE OVERVIEW Featuring Wella Educators.

When school's out for summer, how are you going to get your hairdressing fix and ensure those skills you have been mastering are not going to go stale? It is time for Wella Summer School.

You will reinforce your basic knowledge, accelerate your learning and take your training to a sensational new level.

Take control of your hairdressing education by choosing to attend this four-day programme and return to college a cut above your classmates!

- Day 1: In-depth colour choice and consultation.
- Day 2: Correcting hair colour and formulas.
- Day 3: Express balayage and highlight techniques.
- Day 4: Creative colour mixing.

WHAT TO BRING

- Clips, combs, brushes.

IS IT FOR YOU? Apprentice / College Student.

PLEASE NOTE The course price includes the purchase of a high-quality, real hair headblock for students to use throughout their course and take home afterwards. Headblocks will be given to you on arrival at the studio.

PRICE £275.00 | €310.00

ESSENTIAL LEVEL

SUMMER SCHOOL CUTTING

COURSE DURATION 4 days.

COURSE OVERVIEW Featuring Wella Educators.

When school's out for summer, how are you going to get your hairdressing fix and ensure those skills you have been mastering are not going to go stale? It is time for Wella Summer School.

You will reinforce your basic knowledge, accelerate your learning and take your training to a sensational new level.

Take control of your hairdressing education by choosing to attend this four-day programme and return to college a cut above your classmates!

- Day 1: Long hair cutting line.
- Day 2: Classic long layers, with blow-drying and styling.
- Day 3: Classic bob above the shoulder with graduation.
- Day 4: Short layered cutting and finishing.

WHAT TO BRING

- Clips, combs, brushes.

IS IT FOR YOU? Apprentice / College Student.

PLEASE NOTE The course price includes the purchase of a high-quality, real hair headblock for students to use throughout their course and take home afterwards. Headblocks will be given to you on arrival at the studio.

PRICE £275.00 | €310.00

ESSENTIAL LEVEL

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COLLEGE EDUCATION

COLLEGE HIGHLIGHTS

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

College Highlights is a hands-on workshop session for hairdressers in training to ensure you have the very best practical skills and knowledge on how to develop new highlighting techniques for the modern client.

Whether you're looking to create highlights or lowlights, the art of foiling is an essential skill & a timeless technique.

WHAT YOU WILL LEARN

- Perfect highlighting techniques.
- Enhance your ability to always choose the most suitable lightening product.
- Master the art of parts and places.
- Select or combine different highlighting techniques to produce the best result.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? College Student.

- Places are booked as a full group of 15 and must include an additional 2 tutors as chaperones.
- Places are £75 per student (£1125 in total).
- Pre loved mannequin head included.
- On demand in London.

PRICE £75.00 | €55.00

ESSENTIAL LEVEL

COLLEGE CORRECTION

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

Understand the processes of colour correction and discover how fun it can be. Learn how to tackle all colour correction issues, including removing colour bands, lightening previously darkened hair and correcting the wrong tone for the next colour you want to achieve.

Develop a step-by-step approach to planning a long-term journey for the hair.

Throughout the course, participants can expect a combination of theoretical instruction, live demonstrations and hands-on practice sessions.

WHAT YOU WILL LEARN

- Essential Colour correction processes.
- Time-saving techniques.
- How to plan a colour correction to achieve the best results every time.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? College Student.

- Places are booked as a full group of 15 and must include an additional 2 tutors as chaperones.
- Places are £75 per student (£1125 in total).
- Pre loved mannequin head included .
- On demand in London.

PRICE £75.00 | €55.00

ESSENTIAL LEVEL

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COLLEGE EDUCATION

COLLEGE BALAYAGE

COURSE DURATION 1 day.

COURSE OVERVIEW Featuring Wella Educators.

Specially designed for college students, this course features hands-on workshops and gives better understanding of how to use time-saving techniques to get the most out of your client visit.

This course will leave you feeling confident that you can deliver perfect balayage results every time.

Throughout the course, participants can expect a combination of theoretical instruction, live demonstrations and hands-on practice sessions.

WHAT YOU WILL LEARN

- Fundamentals of balayage.
- Time-saving techniques.
- How to achieve perfect balayage results every time.

WHAT TO BRING Clips, combs, brushes.

IS IT FOR YOU? College Student.

- Places are booked as a full group of 15 and must include an additional 2 tutors as chaperones.
- Places are £75 per student (£1125 in total).
- Pre-loved mannequin head included.
- On demand in London.

PRICE £75.00 | €55.00

ESSENTIAL LEVEL

BUSINESS

EDUCATE WITH EXCELLENCE

COURSE DURATION 2 days.

COURSE OVERVIEW Featuring Wella Educators.

Educate With Excellence is an advanced-level course designed to help educators, from salon trainers to stage presenters and lecturers, refine their instructional skills and engagement techniques.

If your goal is to refine your delivery, improve how you connect with learners, and learn impactful facilitation strategies, this course will build your Educator Toolkit.

WHAT YOU WILL LEARN

- Craft and structure educational content effectively.
- Choose a presentation method that reflects your personal strengths.
- Prepare lesson plans and materials for maximum impact.
- Adapt your delivery style to audience responses and maintain engagement throughout the session.

IS IT FOR YOU?

Salon Education Leaders, In-salon Trainers, Platform Educators, Lecturers, Freelance Trainers.

PRICE £275.00 | €300.00

ADVANCED LEVEL

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BUSINESS

BIG LITTLE CONTENT SOCIAL DAYS

COURSE DURATION 1 day per Level (Level 1 to be completed before Level 2)

COURSE OVERVIEW Featuring Ben Lifton @Benlifton, Big Little Content (Former Content Kweens).

WHAT YOU WILL LEARN

Level 1: Social Media & Content Creator Workshop

- Styling Hair for Social Media.
- Discover how to direct your clients to capture creative poses that go beyond showcasing just the back of their heads, adding personality and depth to your content.
- Create Viral Videos in seconds: Learn how to create and edit engaging videos in under 1 minute, using viral audios to maximise your potential reach.
- Create 3 Scroll-Stopping Videos: Put your newfound skills to the test as you film, edit, and post 3 on brand videos throughout the day, designed to grab attention and drive engagement.
- The 5* Social Media Client Journey: Optimise your social media profiles to be found on social media and convert followers into paying clients
- Filming & Capturing Content Like A Pro: Master content choreography and learn how to create videos that can be repurposed for months or even years.
- Smartphone Setup & Social Media Updates: Stay ahead of the curve with the latest updates in social media for 2026, including smartphone setup tips and insider information on growing your brand online.
- FREE: Looth Handheld LED Light
- FREE: Lifetime access to the Video Editing Expert online course
- Plus Wella goody bag

Level 2: Win New Clients on TikTok & Instagram

- Film and edit your own 5* consultation video.
- Create the perfect voiceover video content.
- How to feature in front of the camera (without feeling cringey).
- Learn to write persuasive hooks that can 10x your sales.
- Learn the secrets to increase your reach & engagement.
- Learn how to use ChatGPT without making it sound like a robot
- FREE: Looth Suction Tripod
- FREE: Lifetime access to the Video Editing Expert online course
- Plus Wella goody bag

WHAT TO BRING

- Phone fully charged • Charger

IS IT FOR YOU?

- Salon owners, their top stylists or front-of-house staff, freelancers or educators.
- Individuals or business owners who struggle with social media or want to learn the secrets behind their favourite creators.
- Anyone who has said: "I don't get social media," or "How do they do that," or "I don't like social media".
- Beginner to intermediate creators seeking to enhance their social media presence and elevate their content.

PRICE £310.00 | €350.00 PER DAY

LEVEL 1: ESSENTIAL LEVEL / LEVEL 2: ADVANCED LEVEL

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WELLA COLOUR HIGHER LEVEL DIPLOMA: FROM EXPERT TO ELITE

WHAT IT'S REALLY LIKE TO EARN WELLA'S HIGHEST COLOUR QUALIFICATION.

Colour education just got a serious glow-up. The Wella Colour Higher Level Diploma is shaking things up in the hairdressing world – marking the first time our industry has offered a degree-level qualification in colour. Yep, you heard that right. It's a huge leap forward in recognising the skill, science, and artistry it takes to be a true colour expert.

This isn't your average course. It's only open to those who've already earned their stripes with the Wella Colour Expert Certificate, and it takes up to 18 months to complete. But for those who commit, it delivers the most advanced colour qualification out there – arming colourists with next-level knowledge, confidence, and credibility.

We caught up with two newly minted graduates to get the inside scoop on what it's really like to take on the challenge – and triumph – of the Wella Colour Higher Level Diploma.

SALON OWNER, JO MITCHELL, REDZ HAIRSTYLISTS, SUFFOLK

Why I embarked on this journey... I decided to pursue the Higher Level Diploma because I like to challenge myself and achieve the very best professionally. It felt like the right opportunity to push my skills and gain knowledge at a higher level.

Most challenging aspect... The biggest challenge for me was developing my academic writing. As a naturally creative person, adapting to a more structured style of writing was a real stretch, but one that helped me grow enormously.

How I've developed... The course has made me a stronger salon owner. I now have a far deeper understanding of my business numbers and how to manage these effectively with my employed team of stylists. It also gave me valuable insights into neurodiversity and how this impacts both my team and clients.

I loved... Visiting the Research & Development Centre in Darmstadt. It was eye opening to see how products are developed, tested, and validated, and it really demonstrated the integrity behind Wella's product claims.

Most rewarding element... Proving to myself that I am capable of achieving a degree level qualification. Stretching my comfort zone and overcoming imposter syndrome has been hugely empowering.

How it's impacted my business... This has truly elevated my business. Understanding the numbers allows me to track performance, identify areas for improvement, and set meaningful goals for structured growth. One of the most exciting outcomes has been entering the British Hairdressing Business Awards for the first time and becoming a finalist. I would never have had the confidence to apply without this course.

Is it worth the investment?... Without question, yes. The investment of both time and money has been invaluable. It has not only grown my business but also strengthened my management and leadership skills as a stylist and salon owner.

My advice... Make the time to fully commit, because the rewards are worth every bit of effort. It's a transformative journey, both personally and professionally, and I'm incredibly proud to have been part of it.

WELLA COLOUR HIGHER LEVEL DIPLOMA: FROM EXPERT TO ELITE



JO MITCHELL



ELIZ CHAUSHEVA

FREELANCE HAIRDRESSER (WORKING INDEPENDENTLY FROM SALON SEVEN), ELIZ CHAUSHEVA, SHREWSBURY

Why I embarked on this journey... I wanted to elevate my career, push my knowledge academically, and prove that hairdressers are far more skilled than people think. Education is always at the heart of everything I do. I truly believe that learning is the best gift we can give ourselves.

Most challenging aspect... Balancing the intense study with running a business and caring for my family wasn't easy – but the challenge made me more focused and determined to keep growing.

How I've developed... This has helped me shift how others saw me – from simply being a 'hairdresser' to being recognised as a specialist with degree-level expertise. It gave me a new level of confidence and really highlighted the depth of science and professionalism that goes into what we do every day.

Most rewarding element... Knowing I am one of only 24 in the UK to achieve this diploma is such an incredible feeling. It's not just a qualification – it's a statement of excellence and commitment to hairdressing. One of the absolute highlights was visiting Wella's lab in Germany – an inspiring experience that opened my eyes to just how global and science-driven our industry truly is. Wella has always been a true inspiration for me, and this experience reinforced my passion for our craft.

How it's impacted my business... It helped set me apart as a trusted expert, build credibility with clients, and position my services at a higher, more professional level.

Is it worth the investment?... Definitely. The knowledge, respect, and doors it's opened have made it so worth it – it honestly pays off every single day.

My advice... Go for it. It will challenge you, but in the best possible way – it will transform how you see your career, your confidence, and how clients see you as a true professional.

LATEST DATES AND LOCATIONS

SCAN BELOW



UK EDUCATION

IRE EDUCATION

WELLA STUDIO COURSE GUIDELINES & INFORMATION

PAYMENT TERMS

Full payment is due 28 days before the course start date (subject to change).

MYEDUCATION FUND

Can be used as full or part payment for any published Studio course. Must be used before the expiry date and the course completed by then.

CANCELLATION POLICY

Your course place may be cancelled if payment isn't received.

REFUNDS

Standard Wella Studio Courses:
14 days' notice required.

Wella Colour Expert & Wella Artist Courses:
28 days' notice required.

PACKAGES

Must be paid in full before the first session, unless a payment plan is available. (Contact Studio for details). Non-refundable but rescheduling is allowed within 12 months.

CHANGES TO COURSE CONTENT

Course content may vary depending on product range or service technique updates. Wella reserves the right to adjust course content or change Wella Artist at any time without notice.

ADVISORY HELPLINE

Email: infowellauk@wella.com

STUDIO CONTACTS

London: wellastudiolondon@wella.com

Manchester: wellastudiomanchester@wella.com

Dublin: wellastudiodublin@wella.com

General enquiries: wellaevents@wella.com

PHOTOGRAPHY & VIDEOGRAPHY DURING COURSES

Wella Studio team members will take photos and videos during education sessions. These will be used for marketing purposes (e.g. Instagram, Facebook, Wella Education website). By attending, you agree to appear in such media. If you do not wish to be photographed or filmed, please inform your Wella Educator on the first day of your course.

PRICES

Please note all course prices listed exclude VAT.





WELLA WORLD STUDIO LONDON

One The Strand,
(Northumberland Avenue entrance),
London, WC2N 5EH
T: +44 203 650 47 00
wellastudiolondon@wella.com

WELLA STUDIO MANCHESTER

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T: +44 161 834 26 45
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WELLA STUDIO DUBLIN

The Chancery House,
3-10 Chancery Lane
Dublin 8, Ireland
T: +35 314 160 900
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