



EDUCATOR LEVEL SYSTEM



DISTRIBUTOR EDUCATOR

Responsible to Distributor, hired and paid by distributor

Requirements:

Attend pre-certification

Responsibilities:

Two days a month to distributor for:

In-Salon Classes

Detailing with sales reps

Support small distributor programs

IT&LY HAIRFASHION requirements:

Attend three day Certification Training

Pass written test

Present verbal presentation

Attend biannual updates



NATIONAL SUPPORT TEAM

Responsible to IT&LY HAIRFASHION

Hired and paid by IT&LYHAIRFASHION

Requirements:

- Active participating educator for Distributor
- Minimum 12 classes a year
- Actively attending up-dates as required

Responsibilities:

- Support Distributors in local regional area
- Train Distributor educators
 - Conduct Pre-Certification
 - Three-day Certification trainings
 - Bi-Annual updates for distributor educators
- Support National Artistic and Educational teams
- Detail for regional distributors
- Support Distributor in In-Salon classes
- Support IT&LY HAIRFASHION:
 - Multi-manufacture shows
 - National trade shows
 - Assist National team in formulation and application of product
 - Sales on show floor
- Attend biannual trainings conducted by IT&LY HAIRFASHION



ARTISTIC AND EDUCATIONAL TEAMS

Responsible to IT&LY HAIRFASHION

Hired by IT&LY HAIRFASHION

Responsibilities:

Support IT&LY HAIRFASHION in:

Multi-manufacture Distributor trade shows

National trade shows

Distributor programs

Instruct new techniques, formulas, and programs to new educators

Attend biannual meetings conducted by IT&LY HAIRFASHION



DISTRIBUTOR PROGRAMS



DISTRIBUTOR PROGRAMS

DISTRIBUTOR OPENING: Two-Day event

TIME LINE: Three-six months

PURPOSE: To introduce IT&LY HAIRFASHION the Company and Products to Distributor Staff, Salon Consultants, prospective Stylists, Color Educators, and Salon Owners.

GOAL: To give an overview yet in-depth knowledge of IT&LY HAIRFASHION for the new Distributor and principle salons.

PRODUCT KNOWLEDGE CLASS: Four-hour class

PRE-ORDER DEADLINE:30 business days.

PURPOSE: To show the features and benefits of the COLORLY HAIR COLOR SYSTEM.

GOAL: This program is look, feel, and learn; yet have fun. All IT&LY HAIRFASHION products will be featured.

CERTIFICATION TRAINING: Three full days

PRE-ORDER DEADLINE:60 business days

PURPOSE: To train new educators.

GOAL: To educate any prospective Educators, In-Salon Color Educators, Sales Consultants, other interested parties, and Distributor staff on all aspects of the COLORLY HAIR COLOR SYSTEM. Presentation and written tests will be given.



DISTRIBUTOR RECERTIFICATION TRAINING: Two days

PRE-ORDER DEADLINE: 45 business days

PURPOSE: To certify Distributor Educators.

GOAL: Review, update, and show techniques to new and previously trained educators.

COLORLY CHALLENGE: Five-hours including lunch

PRE-ORDER DEADLINE: 60 business days

PURPOSE: Converting colorists in both thought process and color choice (If they are not already using the COLORLY HAIR COLOR SYSTEM).

GOAL: Convert as many colorists into using COLORLY. Sell Done Deals.

COLORLY CREATIONS: Two-Four hour presentation

PRE-ORDER DEADLINE: 45 business days

PURPOSE: Inspire, Create, and Educate.

GOAL: Instill the drive and creativity of the stylist by showing the latest techniques.



COLOR CLINIC: Hands on application

PRE-ORDER DEADLINE:45 business days

PURPOSE: To showcase IT&LY HAIRFASHION Products, styles, techniques in a venue of ever changing classes. Geared specifically for the Distributor and their needs as well as the Stylist Colorist and Salon Owner. To create the best environment for learning, with a hands-on experience, creative inspiration and cinergy.

GOAL: Attendees will leave class with a sense of accomplishment, inspiration, and fun. Increase sales in color, new clientele, and increased retail.

CUTS & COLOR

PRE-ORDER DEADLINE:45 business days

PURPOSE: Create an awareness of cutting and coloring with the IT&LY HAIRFASHION SYSTEM. Inspire and instruct the use of cutting techniques with color placement

GOAL: The stylist will leave with a new sense of awareness in color placement as it pertains to the finished cut. Inspires the stylist to continue to reach beyond their capabilities and create new looks from the techniques they have learned.

COLORLY GRAY COVERAGE:

PRE-ORDER DEADLINE:45 business days

PURPOSE: To help define the complexities of gray coverage in hair coloring. Learn to recognize the differences in types, structures, and percentages gray hair. How depositing and lifting of hair color can affect gray hair. All information and tools pertinent to gray coverage, from A to Z will be covered.



GOAL: Stylist will feel confident in recognizing all aspects of gray coverage. The definition of percentages in all over coverage, gray blending, recognizing no pigmented areas, and resistant gray coverage will be covered. The use of IT&LY HAIRFASHION products from semi-permanent to permanent colors will be addressed.

RADIANTLY REDS: Hands on class

PRE-ORDER DEADLINE:45 business days

PURPOSE: To define the need for quality reds in all shades and hues. Helps to eliminate brown outs, hot roots, and red fadeage. To define the need for repigmentizing and the possible use corrective procedures which allows for the best possible red. To achieve even balanced reds on gray hair

GOAL: To create the best reds available. To learn what types of reds are best for the client, and when to choose the products to achieve the best reds? To be able to mix, match and coordinate the COLORLY HAIRCOLOR SYSTEM.

DEMI'S (lyCOLOR & delyTON)

PRE-ORDER DEADLINE:45 business days

PURPOSE: To introduce the Demi-Permanent line of colors featured with IT&LY HAIRFASHION N.A. To help the stylist recognize the need and use of a Demi color, its implication in the color market and its potential money generating revenue.

GOAL: After attending a Demi Color class, the stylist will understand the working process of a Demi, its use with permanent color lines, and the possibility of increasing their own revenue. Increase the stylists color knowledge by instilling the complete usage of permanent, semi-permanent and demi permanent colors.



COLORLY 101,102,103: Three part series

PRE-ORDER DEADLINE:45 business days

PURPOSE: Inform and educate the stylist on the usage of COLORLY.

GOAL: At the end of the series, the stylist will be able to implement all of COLORLY instructions on formulation, blonding, and corrective color.

COLORLY CORRECTIONS:

PRE-ORDER DEADLINE:45 business days

PURPOSE: To define the need for corrective color. Helps define the differences in color correction from removing color bands, dark ends, over lightened ends and incorrect color balancing and to take away the fear of corrective coloring.

GOAL: To improve the stylists color capabilities, help define the different types of color corrections, and increase colorists' use of the COLORLY ADVANCED FORMULA SYSTEM. To see how easy it is to correct and enhance hair color from all levels.

TEXTURE: THE FABRIC OF IT&LY

Hands on participation: Permanent waving,

PRE-ORDER DEADLINE:45 business days

PURPOSE: To introduce texture to hair by various forms of permanent waving. Teach and inform stylist of diverse methods of perming as well as basic perm knowledge.

GOAL: Stylists will gain a better knowledge of the chemistry and application of perming, as well as a variety of interesting techniques to use in the salon.



OUT OF THE BOX Hands on participation: four-hours.

PRE-ORDER DEADLINE:45 business days

PURPOSE: To re-create the excitement in hair coloring and also introduce IT&LY HAIRFASHION to new users. Generate excitement through the application of multiple layering of color. This class is fun, exciting, and very visual.

GOAL: To generate and stimulate an environment of creativity using the IT&LY HAIRFAHION family of products. The Stylist will have a fresh approach to coloring made by looking outside of their every day applications of hair coloring. Opens the mind to new techniques the stylist might not think of using, and creates an excitement for hair coloring.

TECH FOR A DAY: In-Salon program: eight-hours.

PRE-ORDER DEADLINE:45 business days

PURPOSE: Support Salon in conversion process

GOAL: To reduce the problems occurred in converting salon customers from former color to new IT&LY HAIRFASHION products.



FOILING ESSENTIALS: Hands on participation – three hours_

PRE-ORDER DEADLINE:45 business days

PURPOSE: To introduce the art of dimensional coloring to stylists. Teach and inform the stylist of diverse methods of weaving, slicing, Baliage, foiling, and other methods of dimensional hair coloring.

GOAL: Stylists will have the confidence to create new color patterns, high and lowlights, know the difference between various methods and placement of dimensional hair coloring techniques. Hands on Practicum will instill confidence to continue the steps learned in this class.

SALON DETAILING: Eight- hours

PRE-ORDER DEADLINE:60 business days

PURPOSE: Support distributor in sustaining and acquiring new salons.

GOALS: To assist Sales Consultant in converting or supporting salons in the features and benefits of COLORLY.

SALES MEETING: 20 Minute to two-hour presentations

PRE-ORDER DEADLINE:45 business days

PURPOSE: Support Distributor with education, deals, question and answers.

GOAL: To inform the Distributor of the most recent news and happenings, from deals to education.



Distributor program requirements

All programs featured by IT&LY HAIRFASHION need to follow a protocol to ensure the distributor, educator and IT&LY HAIRFASHION have the appropriate time to create the best environment for all involved.

NOTE: All programs must be finalized with the Event Coordinator.

PROCEEDURES:

1. Select program desired: Education Director or the Event Coordinator can assist you in choosing the correct program for your needs.
2. Fill out program request form.
3. Mail or fax information to the Event Coordinator.
4. An educator will be chosen. If you have a preferred educator, you may request one, we cannot guarantee availability.
5. The Event Coordinator will contact you by fax or phone with confirmation of program and educator.
6. Confirmed Educator will contact distributor 1 week prior to arrival.

Program request time requirements:

3-6 MONTHS

New Distributor opening

75 Business Days (15 business weeks)



Multi- Manufacture Distributor trade show

60 Business Days (12 Business weeks)

COLORLY CHALLENGE
CERTIFICATION TRAINING

45 Business Days (8 business weeks)

Product Knowledge

Re-certification
COLORLY CREATIONS
COLORLY CLINIC
Cuts & Color
Beautiful Bodacious Blonds
COLORLY Gray Coverage
Radiantly Reds
 Demi's (lyCOLOR & delyTON)
COLORLY BASICS (101,102, 103)
COLORLY CORRECTIONS
TECH FOR A DAY
Salon Detailing
Sales Meeting

IMPORTANT GENERAL INFORMATION:

- If a Class is available to be presented by a distributor educator, you do not need to contact IT&LY HAIRFASHION for confirmation.
- The need for a time line will allow IT&LY HAIRFASHION to coordinate, help market, create flyers if needed, contact and arrange flight schedule etc.
- A Saturday night over stay is required for our educators, so please consider this in your program planning.
- Unless other arrangements have been made, you will be responsible for the Hotel and Meal accommodations of the invited educator.

Please be aware in your hotel placement of the educator, that often the educator does not have transportation; please house them in facilities that are easily accessible to food and such.



New Distributor Opening

PURPOSE: To introduce IT&LY HAIRFASHION the Company and Products, to Distributor Staff, Salon Consultants, prospective Stylists, Color Educators and Salon Owners. Two Days of informational and physical application of the COLORLY Hair Color System.

GOAL: After attending program, prospective clientele will have an in-depth knowledge of IT&LY HAIRFASHION the company, products, programs offered and philosophy Basic product knowledge will generate excitement in product usage. Distributor staff will be able to position IT&LY HAIRFASHION products in their prospective markets.

Requirements: Facility
1-2 Assistants (prospective educators)
Set-up for product display
White board and/or easel/tripod
Work area for shampooing and styling models

Tools: All IT&LY HAIRFASHION Products, swatches
Tear sheets: 4-pager, product lines, recent quarterly specials
Bowls, brushes, beakers, caps, towels, all working products
2 –3 Models

PROGRAM AGENDA:

Two Days of informational and physical application of the COLORLY Hair Color System. You will also learn how to use all paperwork provided by IT&LY HAIRFASHION, e.g., Four Pager and the COLORLY Selection Guide. This program will create a solid base of color usage in the application of the COLORLY Hair Color System. Actual Color application will be a part of the program. Features and Benefits will be emphasized along with the positioning of IT&LY HAIRFASHION products in the market place.



FORMAT:

Day one: Time: 9:00a.m. – 4:00p.m. A break for lunch included.

Location: Distributor House, Hotel, or Large Salon. Facilities will be needed for the removal of hair color. (Two to Three Models will be needed, no corrective work).

Participants: Any interested potential color accounts, Stylists, Colorists, Salon Owners, future Color Educators, Sales Consultants, Telemarketers and any other Staff of the Distributor.

Day one will consist of the history of IT&LY HAIRFASHION, basic product knowledge, and the application of COLORLY.

The Participants will receive excellent instruction in the usage of the “Four Pager” and its’ relation to COLORLY.

Day Two: Time: 9:00a.m. – 12:00 (longer if needed)

Participants: Distributor Staff, Sales consultants, In house Color Educator, or future Educator.

Day two will specifically deal with the position of IT&LY HAIRFASHION products in the market.

Product support.
Programs

THIS PROGRAM CAN BE ADAPTED AS NEEDED



Product Knowledge Class

PURPOSE: To introduce the COLORLY Hair Color System to new and potential new users. Create excitement through color. To instruct in a brief yet thorough description of IT&LY HAIRFASHION products, programs, and company philosophy in a fun environment.

GOAL: To generate and stimulate an environment of creativity using the IT&LY HAIRFASHION family of products. Gain a working knowledge of COLORLY Advanced Formula, along with generating an excitement for our support hair color products, including delyTON, lyCOLOR, VIVLY etc.

Requirements:

- o Have a solid interest to purchase IT&LY HAIRFASHION products and /or have recently purchased a Done Deal.
- o The use of a Salon or another venue with access to color application and removal.
- o White board or easel

Tools:

- o Small selection of all IT&LY HAIRFASHION products for display and working product.
- o Tear sheets, 4-pager, Quarterly deals, sales, etc.
- o All Swatch charts, bowls, brushes, beakers, etc.
- o One– two models (Simple application)

Four-hour class (Two hour dialog, two hour application)



CERTIFICATION TRAINING

PURPOSE: To train new educators

GOAL: To educate any prospective educators, in-salon color educators, and distributor staff (as needed) on all aspects of the COLORLY HAIR COLOR SYSTEM. After three days of training the new distributor educator will have the knowledge to teach in-salon classes, detail and assist the National Team of educators in large show venues.

REQUIRMENTS:

- Three days
- Site selection: Hotel will work, Beauty School etc.
- 10 prospective educators (fee to be paid by stylist \$150.00)
- Video camera (may be provided by IT&LY HAIRFASHION)
- Monitor for viewing video of presentations
- Mannequin heads or live models for color application
- Display products, full color lines, swatches, and ACP styling line
- Distributor on hand as needed



DISTRIBUTOR RECERTIFICATION TRAINING

PURPOSE:

To re-certify IT&LY HAIRFASHION educators at the distributor level.

GOAL:

To ensure that the IT&LY HAIRFASHION distributor educator is teaching the newest and most updated information. Will give product updates; teach new techniques, new color formulations and techniques. Retest and give presentation skills if needed.

REQUIRMENTS:

Previous certified educator
Site selection
White board, or easel and paper

TOOLS:

Mannequin heads and stands for practicum
Conditioner for coloring
Foil

Stylist: cutting, tools, clips, combs etc.



AGENDA

- 9:00 - 9:30 Welcome from IT&LY HAIRFASHION and Educators
- 9:30 - 12:00 Presentations and Techniques
- Use the program guideline; Combine the features and benefits of COLORLY, lyCOLOR, and VIVLY in with your presentation.
- 12:00 - 1:00 Lunch
- 1:00 - 2:00 Policy's and Procedures
- Distributor can speak at this time on his procedures
 - Explain the COLORFUL SERIES (class set up and time)
 - Commitment to Dist. and IT&LY HAIRFASHION
- 2:00 - 3:00 Presentations (IT&LY HAIRFASHION Product)
- 3:00 - 5:00 Coloring (preferably on mannequin heads and REVIVOR)
- Show standard application for retouch and SS retouch
 - Standard foil application
- Practice new Techniques set by IT&LY HAIRFASHION



IT&LY HAIRFASHION COLORLY CHALLENGE®

- Description
- Format
- Program Requirements



COLORLY CHALLENGE DESCRIPTION

The Challenge:	Converting colorists in both thought process and color choice (If they are not already using the COLORLY Hair Color System).
The Tools:	Oprah Winfrey Style makeovers and vegematic versatility.
Show Length:	5 hours with lunch break
Models:	12 - 15 Pre-done and 4 Technique models on stage.
Ticket Price:	\$ 25.00 - \$50.00 including lunch.

Full Audio/Visual Presentation

High-Impact color achieved through simple formulation and expert artistry.

The COLORLY Challenge is designed to reinforce current users with corporate image, person-to-person marketing and outstanding color.

For potential users, it's a presentation that exposes the myth of the science behind Hair Color to reaffirm the true meaning of the art.

What features and benefits really matter and why?

Why Hair Color companies purposely over-complicate their education.

What makes a true Master Hair Colorists?

And most importantly, what can our System do for you that your current system cannot.

The COLORLY Hair Color System maintains performance advantages that do not need to be wrapped in theoretical mumbo-jumbo or hidden behind a facade of contrived complexity.

As far as we are concerned, if you or your client cannot see it or perceive it it's a waste of effort.

Hair Color raw ... No, styling products to add extra shine.



A slew of models Video taped “Before” to show where they actually started.

Technique models on stage that the audience will actually see finished after a welcome lunch break.

A Show that covers all of the bases with measurable success.

COLORLY CHALLENGE FORMAT

Time Example: Monday at 10:00 a.m.

SUNDAY

Model Call - 10:00 a.m.

All Models will be pre-done by IT&LY National Team Members. There will be a maximum of 16 models, 12-15 for PRE-DONE/4 for on STAGE TECHNIQUE DEMONSTRATION. If the model call is good, we will not have a problem saving another 1 or 2 for on-stage demonstration.

Model Pre-done and Video - 12:00 p.m.

MONDAY

Models arrive - 8:30 a.m.

Introduction - 10:00 a.m.

The introduction of the show will be a simple opening welcome and summary of the show outline.

Master of Ceremony (MC) will also begin to convey our company’s specific marketing position.

Slide Presentation - 10:25 a.m.



The Slide presentation to promote corporate image and to introduce the Educational Literature.

National Introduction - 10:45 a.m.

The stage National Team Members will be introduced.

“Simple by Design” Education - 10:50 a.m.

How to utilize and understand the IT&LY literature (includes literature on slide screen). Our presenter will show the COLORLY 4 Pager and COLORLY Hair Color System Color Selection Guide and review their simplicity in total system understanding.

Questions and Answers - 11:15 a.m.

Technique Models - 11:30 a.m.

The National Team Member will introduce their Demonstration models and begin their technique explanation and application. The audience will be invited to come on stage to observe and participate and question (placing foils or color).

Lunch - 12:00

Pre-done Model Presentation - 1:00 p.m.

Each pre-done model will be introduced by the National Team Members. The introduction will include the video of the model prior to and during initial preparation (about 3 minutes of video). The model will then be introduced to stand next to her “before” video. The artist will then describe in detail the technique and choice of product. Questions may be asked about each individual model during their specific presentation.

Presentation of Finished Demonstration Models - 2:15 p.m.

The models that were started prior to the lunch break are brought back to the stage finished. Each of the 4 models will be presented individually with a review of what was done.

Closing Remarks - 2:30 p.m.

MC will summarize the show and gain audience feedback. We will also review the



folders that they will have been given including formulas and literature.

Distributor Remarks - 3:00 p.m.

Grand Finale - 3:10 p.m.

Formulas and techniques will be noted. All will be wearing black (from their own wardrobe). As soon as the presentation is completed the audience will be graciously thanked and welcomed to the stage to see the models and be reminded to visit sales consultants for special sales.

COLORLY CHALLENGE SHOW REQUIREMENTS

IT&LY HAIRFASHION Responsibility:	3 - National Representative (Fee/T&E) Model Recruitment Flyers Video Camera
Shipped by IT&LY HAIRFASHION:	Slide Presentation Literature Hair Color Capes Aprons Banner(s)
Distributor Responsibility:	Site Selection Audio/Video Order Staging Model Recruitment 2 ea. Hydraulic Chairs or Stools
(Black)	2 ea. Stylist Roll-about



	1 ea. Hooded Dryer
	2 Assistants (shampooing etc. ...)
	6 dz. Terry Towels
	1 bx. Hair Color Gloves
	1 pk. Méches Foils
	2 dz. Bowls/Brushes
	1 dz. Tube Keys/Flasks/Applicator
Bottles	
	4 ea. COLORLY Hair Color System
Done Deal	
	4 ea. COLORLY 6TN
	4 ea. VIVLY and VIVLY Plus
	2 ea. REVIVOR Biotech
	2 ea. RELAXARE
	1 ea. RELAXARE Neutralizer
	2 ea. Sealcur
	4 ea. ADVANCED COLOR
Room Requirements:	40' x 50' or 2000 Square feet
Audio/Visual Requirements:	1 - Podium with Microphone
	2 - Lavalier Microphones
	1 - Slide Projector with remote
	1 - VCR equipped for Video Camera
playback	
	1 - 25" Video Monitor with VCR
input	1 - 9' x 12' Projector
Screen with white dressing kit	
Lighting Requirements:	Ample house lighting with dimmer
switch	
Model Requirements:	12 to 15 - Pre-done Models
	4 - On Stage Models



COLORLY CREATIONS

PURPOSE:

To introduce new and exciting techniques, products, formulas, and stimulate the creative juices of the stylist.

GOAL:

To invigorate the stylist into going back into the salon with new ideas, creative techniques and to inspire their own artistic endeavors.

COLORLY Creations offers live demonstration on models that is not only inspirational to the creative colorist, but also specific to what is current for the season with color for the trend conscious. COLORLY Creations is a Seminar introducing new Hair Color and Haircutting Techniques seasonally.

AGENDA: A Sunday or Monday seminar is recommended. COLORLY Creations is a 2 and ½ hour Seminar and is limited to a maximum of 100 attendees to facilitate a full look and learning environment.

REQUIREMENTS:

- Site Selection
- Purchase Promotional Packages
- Pre-Sell up to 100 tickets
- Model Recruitment, at least 12
- All products necessary for coloring
- Sound/Audio/Visual and Lighting Requirements

IT&LY HAIRFASHION Responsibility

- Provide Representatives
- Event coordination
- Brochures and paperwork



COLOR CLINIC

PURPOSE:

To showcase IT&LY HAIRFASHION Products, styles, techniques in a venue of ever changing classes. Geared specifically for the Distributor and their needs as well as the Stylist Colorist and Salon Owner. To create the best environment for learning, with hands-on experience and creative inspiration and synergy.

GOAL:

Attendees will leave class with a sense of accomplishment, inspiration, and fun. Increase sales in color, new clientele, and increased retail.

Time: One full day and one evening.

Requirements: Depending on Classes chosen

- Site Selection
- Pre-Sell tickets (100)
- Mannequin heads, swatches for practicum.
- All products necessary for hair coloring
- Sound/audio/visual and lightening requirements

Evening before event: Guests are invited to a meet and greet the National team. Wine, Cheese, Chocolate, etc is encouraged. One to two hours is sufficient.

Day Two: Dependent on Distributor needs. Class examples to follow.



Class Choices:

Radiantly Reds

Demi-Permanent Colors

Techniques

EASILY CONTRAST AND XTREME

Day two opens:

9:00-10:00	National team shows new cuts, colors and techniques.
10:15-12:00	Class
12:00-1:00	Lunch
1:00-2:30	Class
2:30-4:00	Class



CUTS & COLOR

PURPOSE:

Create an awareness of cutting and coloring with the IT&LY HAIRFASHION SYSTEM. Inspire and instruct the use of cutting techniques with color placement.

GOAL:

The stylist will leave with a new sense of awareness in color placement as it pertains to the finished cut. Inspires the stylist to continue to reach beyond their capabilities and create new looks from the techniques they have learned.

Day two opens:

9:00-10:30	National team shows new cuts, colors and Techniques.
10:30- 12:30	Class, everyone cuts with mannequin heads
12:30	Lunch
12:30-3:30	Class, color technique
3:30	Close



CUTS & COLOR

PURPOSE:

Create an awareness of cutting and coloring with the IT&LY HAIRFASHION SYSTEM. Inspire and instruct the use of cutting techniques with color placement.

GOAL:

The stylist will leave with a new sense of awareness in color placement as it pertains to the finished cut. Inspires the stylist to continue to reach beyond their capabilities and create new looks from the techniques they have learned.

Requirements:

- Site selection
- Pre-sell tickets
- Mannequin heads and stands
- Product for color placement
- Product for display along with charts etc.
- If evening event occurs, snack, drinks, etc.
- 15 – 20 stylists, if more educators present, number may be increased.

Tools: (stylist provides)

- Cutting tools
- Combs, clips, brushes, etc.
- Spray bottles



AGENDA:

Day one:

Evening before, meet and greet with National Team. Great time to socialize before class for ask questions, talk and just get to know each other.

Day two opens:

9:00-10:30	National team shows new cuts, colors and techniques.
10:30- 12:30	Class, everyone cuts with mannequin heads
12:30	Lunch
12:30-3:30	Class, color technique
3:30	Close



GRAY COVERAGE

PURPOSE:

To help define the complexities of gray coverage in hair coloring. Learn to recognize the differences in types, structures, and percentages gray hair. How depositing and lifting of hair color can affect gray hair. All information and tools pertinent to gray coverage, from A to Z will be covered

GOAL:

Stylist will feel confident in recognizing all aspects of gray coverage. The definition of percentages in all over coverage, gray blending, recognizing non-pigmented areas, and resistant gray coverage will be covered. The use of IT&LY HAIRFASHION products from semi-permanent to permanent colors will be addressed.

Requirements: COLORLY 101

Tools: Done Deal
Two-hour class
1-2 Models (gray coverage only)



GRAY COVERAGE CLASS STRUCTURE

TWO HOUR CLASS

Venue: In-Salon, or host site (hotel)

Attendees: 4-15

Supplies: Bowls, brushes, flasks
 Product for display
 Swatch charts
 White board, paper tablet, etc.
 Four-pager (as many as attendees)

Products: Done Deal

Models: 1-2 (simple applications, no color correction)

Models arrive 30 minutes after presentation starts



RADIANTLY REDS

PURPOSE:

To define the need for quality reds in all shades and hues. Helps to eliminate brown outs, hot roots, and red fadeage. To define the need for repigmentizing and the possible use corrective procedures which allows for the best possible red. To achieve even balanced reds on gray hair.

GOALS:

To create the best reds available. To learn what types of reds are best for the client, and when to choose the products to achieve the best reds? To be able to mix, match and coordinate the COLORLY HAIRCOLOR SYSTEM.

Requirements:

Full use of the COLORLY HAIRCOLOR SYSTEM. Basic I or COLORFUL I program.

2-4 hour class

Tools: Hair swatches

Bowls, brushes, etc.

Full range of reds

OXILY Advanced Formula 10,20,30,40 VOL.



DEMI COLORS

*ly*COLOR and *dely*TON

PURPOSE:

To introduce the Demi-Permanent line of colors featured with IT&LY HAIRFASHION N.A. To help the stylist recognize the need and use of a Demi color, its implication in the color market and its potential money generating revenue.

GOAL:

After attending a Demi Color class, the stylist will understand the working process of a Demi, its use with permanent color lines, and the possibility of increasing their own revenue. Increase the stylists color knowledge by instilling the complete usage of permanent, semi-permanent and demi permanent colors.

Requirements: *dely*TON and/or *ly*COLOR Deal
 Salon or another site to host class
 6-15 stylists
 2-3 hour class

Tools: *dely*TON & Swatch chart

*ly*COLOR & Swatch chart

VIVLY

Bowls, brushes, beakers, bottle applicators, spray bottle

Applicable tear sheets

Two – three Models (no corrective, but simple tint backs welcome)



COLORLY BASICS

- COLORLY 101
- COLORLY 102
- COLORLY 103



COLORLY 102

PURPOSE:

To instill basic color knowledge, theory, and application process of fundamental hair color. The building block of all future classes. Create a solid foundation to build a strong color background. Designed for new users to COLORLY HAIR COLOR SYSTEM.

GOAL:

Stylist will gain strong color theory, consultation skills, hair analysis, color application and formulation. Know when and how to use COLORLY ADVANCED FORMULA, it's philosophy, principals, practical and creative uses.

Requirements: Purchase Done Deal
 IT&LY HAIRFASHION salon
 Strong use of COLORLY A.F.

Tools: Done Deal
 Two-hour class
 One – two models (simple application)



COLORLY 101 CLASS STRUCTURE

TWO HOUR CLASS

Venue: In-Salon, or host site (hotel)

Attendees: 4-15

Supplies: Bowls, brushes, flasks
 Product for display
 Swatch chart
 White board, paper tablet, etc.
 Four-pager (as many as attendees)

Products: Done Deal

Models: 1-2 (simple applications, no color correction)

Models arrive 30 minutes after presentation starts



COLORLY 102

PURPOSE:

To continue the building process of hair coloring. Stepping into the confidence of blonding. Determine what constitutes a blond, how to achieve the palest platinum, create dimension, shine and vibrancy for all blonds.

GOAL:

After attending COLOR 102, the stylist will have the confidence to create multiple shades of blonds. You will know when to decolorize, or color to create the ultimate blond. Learn two-step application with the application of toners.

REQUIREMENTS: COLORLY 101

TOOLS: Done Deal
Three-hour class
One-two models
(No multiple foiling)



COLORLY 102 CLASS STRUCTURE

THREE HOUR CLASS

Venue: In-Salon, or host site (hotel)

Attendees: 4-15

Supplies: Bowls, brushes, flasks
Product for display
Swatch charts: Meches, delyTON, lyCOLOR, COLORLY A.F.
White board, paper tablet, etc.
Four-pager, delyTON, lyCOLOR (as many as attendees)

Products: Done Deal

Models: 1-2 (simple applications, no color correction, no extensive foiling)

Models arrive 30 minutes after presentation starts



COLORLY 103

PURPOSE:

To continue the building blocks of fundamental color. To strengthen the foundation of hair coloring with the introduction of repigmentizing. Learn to recognize when to repigmentize (replace with missing pigments) and when decolorize wrong shades.

GOAL:

Color 103 can be intense if the foundation of COLOR 101 and 102 are not attended. After attending COLOR 103 the Stylist will have a solid background in repigmentizing, natural contribution of hair, and the necessary tools for any tint back procedure. The stylist will learn multi-application for all over color, to cap and foil repigmentizing.

REQUIREMENTS: COLORLY 101 and 102
 IT&LY HAIRFASHION salon
 Strong use of COLORLY A.F.

TOOLS: Done Deal
 Three-hour class
 One Model



COLORLY 103 CLASS STRUCTURE

FOUR-HOUR CLASS

Venue: In-Salon, or host site (hotel)

Attendees: 4-15

Supplies: Bowls, brushes, flasks
Product for display
Swatch charts
White board, paper tablet, etc.
Four-pager, and repigmentizing charts (as many as attendees)

Products: Done Deal
VIVLY
Gold, Copper, Beige, Mahogany

Model: One

Model arrives 30 minutes after presentation starts



COLORLY CORRECTIONS

PURPOSE:

To define the need for corrective color. Helps define the differences in color correction from removing color bands, dark ends, over lightened ends and incorrect color balancing. To take the fear out of corrective coloring

GOAL:

To improve the stylists color capabilities, help define the different types of color corrections, and increase colorists' use of the COLORLY ADVANCED FORMULA SYSTEM. To see how easy it is to correct and enhance hair color from all levels.

Requirements:

- Site Selection (salon or other)
- Full use of IT&LY HAIRFASHION products
- Colorful I, II, III classes are required before this class is presented. This class is extremely informational, the stylist must have experience and taken all previous class in the introductory of IT&LY HAIRFASHION.
- Limited to 15 stylists.

4-Hour Class: One to two models, in need of corrective work.



TECH FOR A DAY

PURPOSE:

To Support the Salon in a color conversion Process.

GOAL:

To minimize concerns that could arise when converting salons from one color line to the new COLORLY ADVANCED FORMULA.

This program is extremely successful for the salon. The fear of converting the salon clientele and stylist to a new color is virtually eliminated.

REQUIREMENTS:

- COLORLY 101
- Full product line of IT&LY HAIRFASHION

AGENDA:

- 8:00 - 9:30 am - Product review and basic formulation.
- 9:30 - 5:00 pm - National Educator will assist in the formulation of color clients. The National Educator will not do the stylist's work but help the stylist to choose the correct color application.

The Salon must carry the full COLORLY HAIRCOLOR SYSTEM to qualify for this class.

The program can also be set up for an afternoon and evening session.

An Italian theme may be incorporated, discounts for color service, etc.



SALON DETAILING

PURPOSE:

Support distributor in sustaining and acquiring new accounts.

GOAL:

To assist Sales Consultant in converting or supporting salons in the features and benefits of the COLORLY Hair Color System.

Recommended guidelines:

- Pre set appointments are best
- Advanced notice to salons that an IT&LY HAIRFASHION representative will be available
- Demos of color are recommended for new accounts

Tools:

- IT&LY HAIRFASHION paper work
- Done Deal or color kit for demo's
- Swatch books of all products



SALES MEETING

PURPOSE:

Support Distributor with education, deals, questions and answers in a Sales meeting format with sales consultants, telemarketers, educators, and any other principal persons.

GOAL:

To inform the Distributor of the most recent news and happenings, including deals, education, new and successful past products. An open forum is conducive to a successful sales meeting, with an open dialog format.

Agenda:

- 20 minutes to two-hour presentations
- Distributor recommendations are highly encouraged
- Quarterly deals
- Product knowledge
- Sales pep talks