



ACADEMY

BROCHURE

Got MAGIC in your fingers?

Enjoy interacting with PEOPLE?

Want to be at the cutting edge of FASHION?

Then choose

HAIRDRESSING

as a Career





The ART of HAIRDRESSING

L'Oréal Professionnel partners with the greatest hairdressers from around the world. The foundation of this brand is built on education and our goal is to bring the latest global trends and techniques to the Indian hairdressing industry.

Creating world class hairdressers is one of the key factors that will enable us to achieve this goal. It is for this reason that we have partnered with the best salons nationwide to offer our beginner's hairdressing diploma – Absolute Route to Hairdressing (ARTH) to aspiring hairdressers across the country. Training on the ARTH course with one of our Partner Schools ensures that you receive an education that is at par with international standards.

Give your hairdressing career the best possible start and be a part of the most beautiful profession in the world – Hairdressing!



D P Sharma

*Director - Professional Products Division
L'Oréal, India*



The ART of **HAIRDRESSING**

Hairdressing is synonymous with L'Oréal Professionnel, a brand with a rich heritage dating back to 1909, when modern haircolour was invented.

This year we complete 25 years of the brand's existence in India. For more than 2 decades, L'Oréal Professionnel has been transforming the hairdressing industry. Our aim continues to be to provide innovative education to inspire the hairdresser. We are committed to developing professional careers for hairdressers and taking your skills to the next level.

At L'Oréal Professionnel, we are proud to have the best Educators, International Portfolio Artists, ID Artists, and a world-renowned Dream Team, who are all passionate about sharing creative and business knowledge with you. Together, we aspire to help you reach ever-newer heights in the most beautiful profession every day!

Indeed, it is our true belief at L'Oreal Professionnel , that hairdressing is a dynamic and most beautiful profession in the world.

With this passion we continue to fuel our education engine building a professional community on idealistic and realistic aspects at the ARTH ACADEMY. We also join hands with our PARTNER ACADEMIES EXTENDING REACH TO ALL ASPIRING TALENTS ACROSS India to excel as professionals.

Education for hairdressing is the key element to gain confidence, develop skills and succeed as a true professionals from one decade to another. Excellence is a journey not a destination. Welcome you to be a part of the journey, contributing and building the future.



**Mathilde
Barthelemy-Vigier**
*General Manager
L'Oréal Professionnel, India*



Shweta Sahni
*National Education Manager
L'Oréal Professionnel, India*





HAIRDRESSING

as a Career

Artistic, creative, satisfying and financially rewarding are some of the words that qualified stylists use to describe their careers. Arguably, hairdressing is one of the most 'Fun' careers that you can opt for.

Running your own salon, being part of a salon, working behind the scenes for glamorous films, creating hair designs for magazine shoots and working in the international fashion arena are just a few of the career paths that trained hairdressers can choose from.

The opportunities open to hair stylists rely on their personal dedication and quality of training. Training with L'Oréal Professionnel's **'Absolute Route to Hairdressing' (ARTH)** course ensure that you are educated on the best possible curriculum taught by professional trainers who themselves have been trained by the L'Oréal Professionnel team.





CUTTING EDGE

Learning Experience

The **ARTH** course is the ultimate introduction to hairdressing. This course is for everyone who ever dreams of becoming a great hairdresser.

This course has been created by L'Oreal Professionnel in collaboration with some of the world's best hairdressers and teaches you the latest cutting, colouring and styling techniques as well as empowers you with great inter-personal and retail skills which separates YOU from the rest.

Your fast track to success, all you need to bring with you is vision, creativity and the enthusiasm to learn. So enjoy the excitement, be inspired by the passion and take control of your future!



COURSE

Explained

Cutting & Styling Techniques

At the heart of our beginners programme is the 'Cut & Styling' curriculum, developed by one of the world's greatest hairdressing Artist - BERTRAM K, exclusive to L'Oréal Professionnel. The totally unique and cutting edge techniques have been created based on the philosophy that "Great Hairdressing needs to be simple and fast, yet creative and ingenious."



Coloration Techniques

Learn the science of colour and the foundations of creative colouring techniques – abundant to make you the perfect colourist.

Metamorphosis of Hair – Science & Composition:

The ARTH curriculum aspires hairdressers to learn and understand hair structure, life-cycle of hair; different hair types and the causes of various hair & scalp concerns.



Communication:

This session encourages students to broaden their skills in listening, speaking for effective consultation, diagnosis & customer care. It includes understanding customer requirements, importance of a good attitude, body language and proficiency in handling customer grievances.

Digital:

Awareness of different digital platforms available to boost your business and showcase your talent.



Hair Care & Treatments:

With the ARTH curriculum, you will learn compatibility of hair care products for different hair types – their composition and reactions of molecules on hair and how to manage scalp and various hair concerns.



Hair Texture:

With the immense diversity of natural hair shapes, you can learn Perm & Straightening Basics through product knowledge, composition, technologies used and a range of techniques that will enable you to transform a customer's look.

(Hair Care, Colour, Styling, Perming & Straightening seminars will be taught by a L'Oréal Professionnel technician and you will receive additional certification from L'Oréal Professionnel on successful completion of this module.)

Students

COLLECTION



Photoshoot showcasing the immense growth and talent of amateur hairdressers who have completed the **ARTH** Beginners Diploma





CERTIFICATION

The Journey Begins

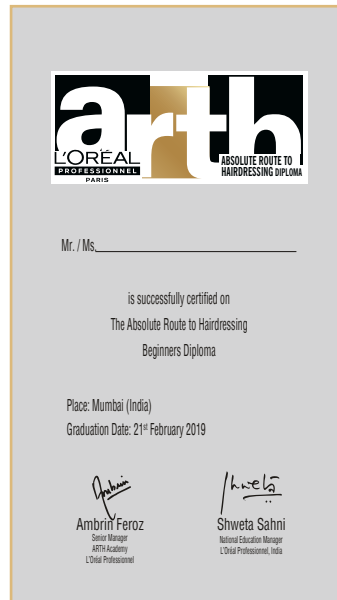
So your course is done, what happens next?

You are now ready to sit for the ARTH Diploma Exam. This is an independent exam conducted and evaluated by L'Oréal Professionnel educators.

This one day examination tests you in all the theoretical and practical skills that have learnt during your ARTH course.

Succeed at the assessment and be rewarded with a Diploma certified by L'Oréal Professionnel. Armed with the ARTH Diploma you are now job ready.

Are you ready to take on the world ?



PARTNER SCHOOLS

Affiliated to



Our expertise in the administration of the course with the overall benefits for amateur hairdressers and established salons, has allowed for the ARTH course to be made available at

PARTNER SCHOOLS across the country.

Students from varied backgrounds and more importantly, ambitious interests in hairdressing can enrol for the ARTH course.

Present in over 9 cities in India, you can now access world-class hairdressing education. In the coming years, we will continue to expand the reach and presence of ARTH. The assessment and certification of the course at Partner Schools is managed by the Education Team at L'Oréal International Hairdressing Academy.

For more details and inquiries regarding the locations, fees and availability of ARTH at our Partner Schools, please contact us at:

Email: Arth.academy@loreal.com

Be a part of the

MOST BEAUTIFUL PROFESSION

in the world

HAIRDRESSING



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