



beverly hills

# 2025 Q4 VIRTUAL EDUCATION SCHEDULE

## COLOUR EXPERIENCE - 60 MINUTES

Discover the science and benefits behind J Beverly Hills Colour. Gain insights into the Cream, Liquid, and Fashion colours offered by J Beverly Hills, enhancing your understanding of our exceptional colour line.

with Master Colourist Jacob West

Monday, October 6th @ 8am PST

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## LIQUID COLOUR: GLAZING MADE EASY - 60 MINUTES

Join leading blonding specialist Jacob West for an interactive session showcasing the transformative potential of J Beverly Hills Liquid Colour. Master his expert formulas for toning, glossing, and beyond while refining your application techniques. Perfect for stylists looking to elevate their post-highlight and balayage services.

with Master Colourist Jacob West

Monday, October 20th @ 8am PST

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## STYLING THE FELLAS - 60 MINUTES

Join Steve Martinez for a focused haircutting class that shows how to elevate men's styles using key products from the Platinum, Blue, and Men's lines. Learn his favorite techniques and product picks from across our wet lines to take your men's grooming services to the next level.

with Master Barber Steve Martinez

Monday, November 3rd @ 9am PST

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## "DON'T FEAR THE FADE" CLIPPER CUTS EXPLAINED - 60 MINUTES

Join Steve Martinez as he breaks down a salon-friendly approach to creating the perfect fade. You'll gain a clear understanding of how to execute polished clipper cuts using the tools he relies on daily—clippers, razors, scissors, combs, and more. Learn the techniques and insights that set a great fade apart and build your confidence behind the chair.

with Master Barber Steve Martinez

Monday, November 17th @ 9am PST

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## BLENDING THE GREY - 60 MINUTES

In this interactive educational experience, the audience will have the opportunity to learn from one of the nation's top colourists how to blend grey and silver hair while enhancing the natural beauty of the modern-day woman, using J Beverly Hills Cream Colour along with refining toners.

with Master Colourist Jaclyn Bonica

Monday, December 1st @ 8am PST

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## EXTENSIONS AND J BEVERLY HILLS - 60 MINUTES

Join our class and learn from Annie Lancaster, our esteemed Educator of the Year and Master Extensionist. She'll share the go-to extension products she relies on daily in her salon, along with expert techniques to help extensions last longer and look their best. Gain valuable maintenance and styling tips from one of the industry's finest.

with Master Extensionist Annie Lancaster

Monday, December 15th @ 8am PST

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