


sens.ùs®
A C A D E M Y

EDUCATION 2024

EDUCATION 2024

sens.us
ACADEMY



Professional development through education and constant refresher training is what makes professionals competent in their field.

WHY CHOOSE US



- Team of trainers**

Our team of technical and stylistic trainers will be there at every step of the way to support our salon partners, conveying skills, new tools, working methods and, most importantly, passion for this profession

- Dynamic formats**

The theory is supported by practical and experiential, hands-on activities, for a superior learning experience and the active engagement of participants

- Our academy in Sansepolcro**

Over 200 sq.m. of modular space in our Sansepolcro location, right in the centre of Italy. Main attraction: the Colour Kitchen, to try out products and create mixtures





Our course offering is simple and intuitive, making it easy for you to choose the best match for your professional development needs

TECH

- Build Your Color
- Highlight Addiction ★★
- Grey Lab
- Mastering Color ★★
- Mastering Blonde ★★
- Solutions Experience
(on real life models at Sens.us Academy, on hair swatches if itinerant course)
- Build Your Shape

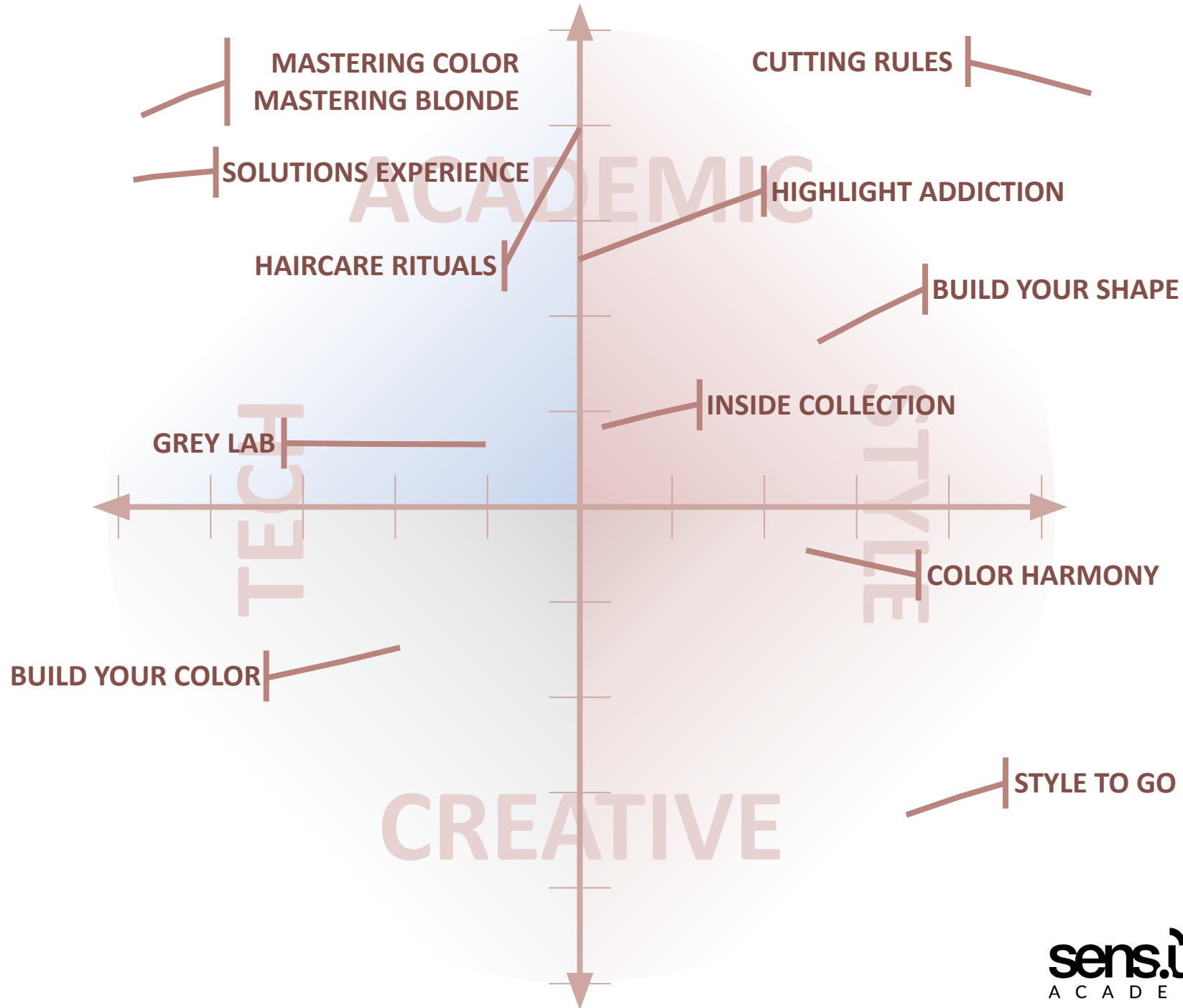
STYLE

- Color Harmony ★★
- Inside Collection ★★
- Cutting Rules
- Style To Go
- Hair Care Rituals

COURSES: OUR OFFERING 2024

★ ★ OUR BEST-SELLERS COURSES

2024 COURSE MAP



Length: 1 day




No. of participants: 10 or 18
participants

Locations: Sens.ùs Academy and
itinerant

**Sens.ùs Academy courses are
only for experienced
professionals.**

OUR 2024 OFFERING

TECH

- Build Your Color
 - Highlight Addiction 
 - Grey Lab
 - Mastering Color 
 - Mastering Blonde 
 - Solutions Experience
- (on real life models at Sens.ùs Academy, on hair swatches if itinerant course)
- Build Your Shape



OUR BEST-SELLERS COURSES



BUILD YOUR COLOR

WHY CHOOSE THIS COURSE

You will get to know the **season's colour trends and palettes** and learn how to translate them into mixtures for your clients based on their preferences and characteristics.

WHAT YOU CAN EXPECT

We will unpack the latest colour trends through the lens of technical principles as well as practical and experiential exercises, creating mixtures and trying them out on mannequin heads, with a dynamic and engaging format.

WHO IT IS FOR

For anyone who wants to expand their creative skills in hair colour



HIGHLIGHT ADDICTION

WHY CHOOSE THIS COURSE

To delve into and experiment with the **techniques to make hair colour more luminous**. The course is designed to teach hairdressers a method for recommending and creating services in a professional way.

WHAT YOU CAN EXPECT

An initial lecture to familiarise with the trends and learn the technique steps followed by a thorough **practical session on mannequin heads**

WHO IT IS FOR

For anyone who wants to bolster their skills in the lightening and highlights department



GREY LAB

WHY CHOOSE THIS COURSE

To learn how to **create, maintain and enhance grey**, a popular technical service among clients of all ages.

During the course, participants will develop and deepen their knowledge of the most suitable tools, methods and products.

WHAT YOU CAN EXPECT

The **technical demonstration**, a critical part of the course to attain the desired results, will be followed by **work on mannequin heads** to try out the concepts learned.

WHO IT IS FOR

Anyone who wants to become specialist on the world of grey hair



MASTERING COLOR MASTERING BLONDE

WHY CHOOSE THIS COURSE

To gain an in-depth understanding of **technical products and their functionality** and master their use when confronted with a difficult case.

MASTERING COLOR: everything you need to know about hair colouring

MASTERING BLONDE: everything you need to know about blonde

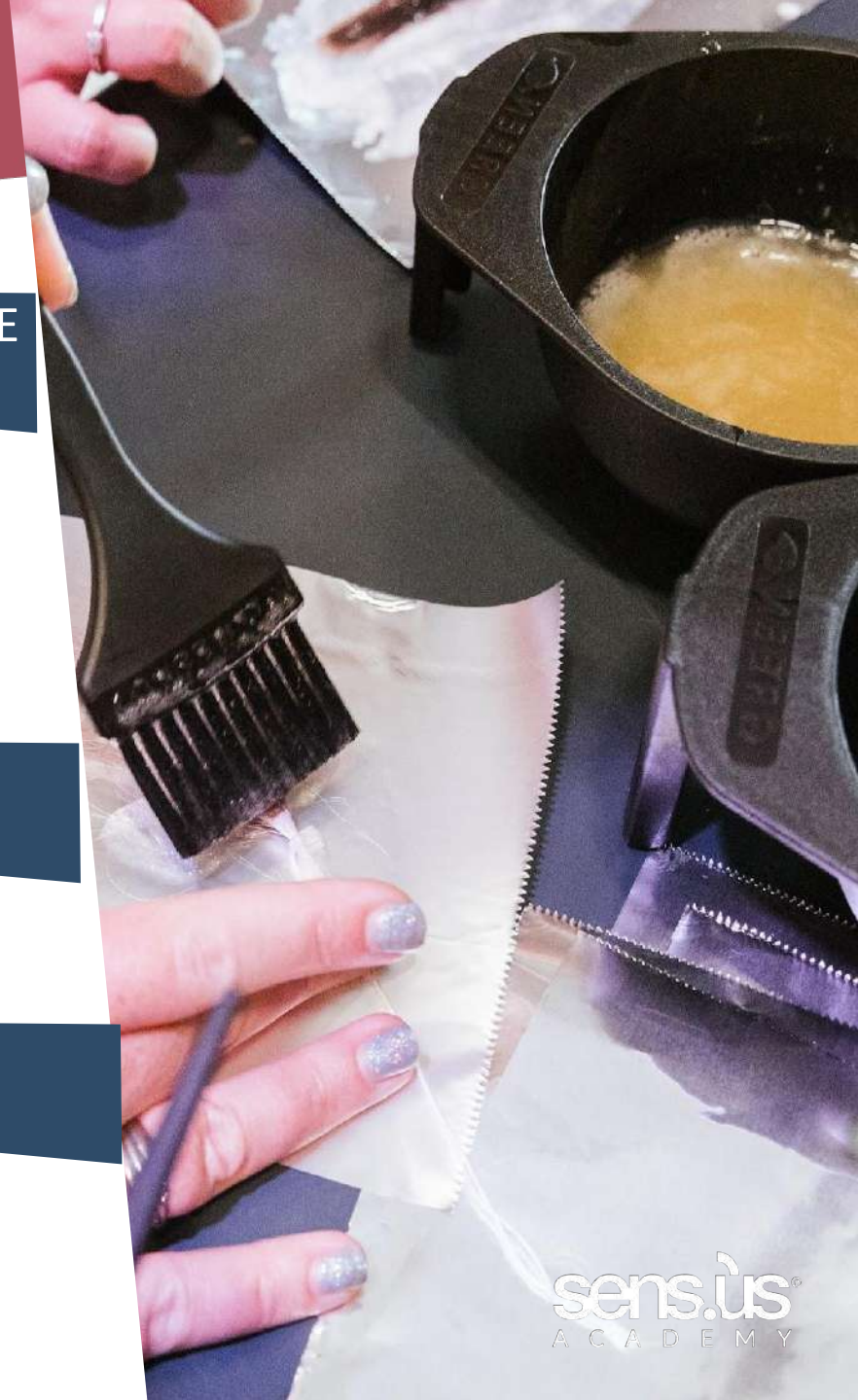
WHAT YOU CAN EXPECT

Both courses will switch back and forth from **technical concepts to practical exercise sessions** on hair swatches

WHO IT IS FOR

For anyone who wants to master the practical mechanisms behind the products and tools for hair colouring (Mastering Color) and lightening (Mastering Blonde)

Courses sold individually or as part of a 2-day path





SOLUTIONS EXPERIENCE

WHY CHOOSE THIS COURSE

A highly experiential full-day workshop designed to learn, on real-life models (or hair swatches), the most effective tools and solutions to solve the salon's most complex cases

WHAT YOU CAN EXPECT

The course opens with an **analysis of the most complex cases** you can encounter in the salon and a demonstration of the tools and correct working methods, followed by a **practice session on real-life models at the Sens.ùs Academy and on hair swatches if the course is from the itinerant offering**

WHO IT IS FOR

Anyone who wants technical solutions to tackle the most complex jobs

BUILD YOUR SHAPE

WHY CHOOSE THIS COURSE

For new ways to perform **technical hair shaping services** and to learn how to **do them confidently and methodically**, coming away with new ideas and information to expand the salon's service menu

WHAT YOU CAN EXPECT

The theoretical session will delve into technical aspects, including a demonstration of the services covered; **participants will then replicate them on mannequin heads**

WHO IT IS FOR

For anyone who wants to go in-depth on technical hair shaping services



Length: 1 day



No. of participants: 10 or 18
participants

Locations: Sens.ùs Academy and
itinerant

**Sens.ùs Academy courses are
only for experienced
professionals.**

OUR 2024 OFFERING

STYLE

- Color Harmony 
- Inside Collection 
- Cutting Rules
- Style To Go
- Hair Care Rituals



OUR BEST-SELLERS COURSES

COLOR HARMONY



WHY CHOOSE THIS COURSE

To gain **knowledge about colour harmony**, a service that is becoming increasingly popular among customers, and learn **how to recommend and create the best colour combinations** based on individual characteristics

WHAT YOU CAN EXPECT

An explanation on colour harmony rules and technical concepts, supported by sessions where **participants will practice on each other** to learn how to recommend colour combinations.

WHO IT IS FOR

For anyone passionate about colour harmony and image consulting



INSIDE COLLECTION

WHY CHOOSE THIS COURSE

For a **full immersion on the Sens.ùs collection and its two seasonal releases.** The course will help participants unpack the showcased looks and provide ideas for new cutting and colour services to take back to the salon.

WHAT YOU CAN EXPECT

The first part will go into the concepts and trends that inspired the collection, followed by a **step-by-step workshop on mannequin heads**

WHO IT IS FOR

For anyone who wants to stay on top of fashion trends and take back wearable and easily replicable looks to the salon





CUTTING RULES

WHY CHOOSE THIS COURSE

To round off your professional stylistic skillset.
The course will **introduce and demonstrate the Sens.ùs hair cutting method to create easily replicable techniques** for the needs of both male and female clients

WHAT YOU CAN EXPECT

We will alternate between theory lectures, visual demonstrations and **step-by-step unpacking of the learned techniques on mannequin heads**

WHO IT IS FOR

For anyone who wants to improve their skills in managing the shape and volume of hair

STYLE TO GO

WHY CHOOSE THIS COURSE

To develop and deepen your knowledge of **hot styling techniques and the cosmetic services that help add richness to the style and make it last longer.** The course includes tips for selling the retail products at the salon

WHAT YOU CAN EXPECT

Analysis and decoding of hairstyle trends and replication of the techniques and services through **practical step-by-step sessions on mannequin heads** will alternate throughout the day.

WHO IT IS FOR

To anyone in charge of the final stage of salon services

A close-up photograph of a person's head being washed in a salon sink. The person's eyes are closed, and their hair is being massaged with white shampoo foam by a pair of hands. The background is a soft-focus view of the salon interior.

HAIR CARE RITUALS

WHY CHOOSE THIS COURSE

To learn a **clear and effective method to communicate and earn client loyalty** through 4 fundamental steps:
1) consultation and diagnosis 2) service recommendation 3) rituals 4) retailing

WHAT YOU CAN EXPECT

The theory lecture will alternate with **exercises and group work** to practice the steps of the method and come away with useful insights and new ideas for the salon

WHO IT IS FOR

For all salon member delivering hair and scalp services and rituals

WEBINAR

Webinars planned throughout the year covering:

- new trend updates
- technical concepts
- product functionality



sens.ùs®
A C A D E M Y