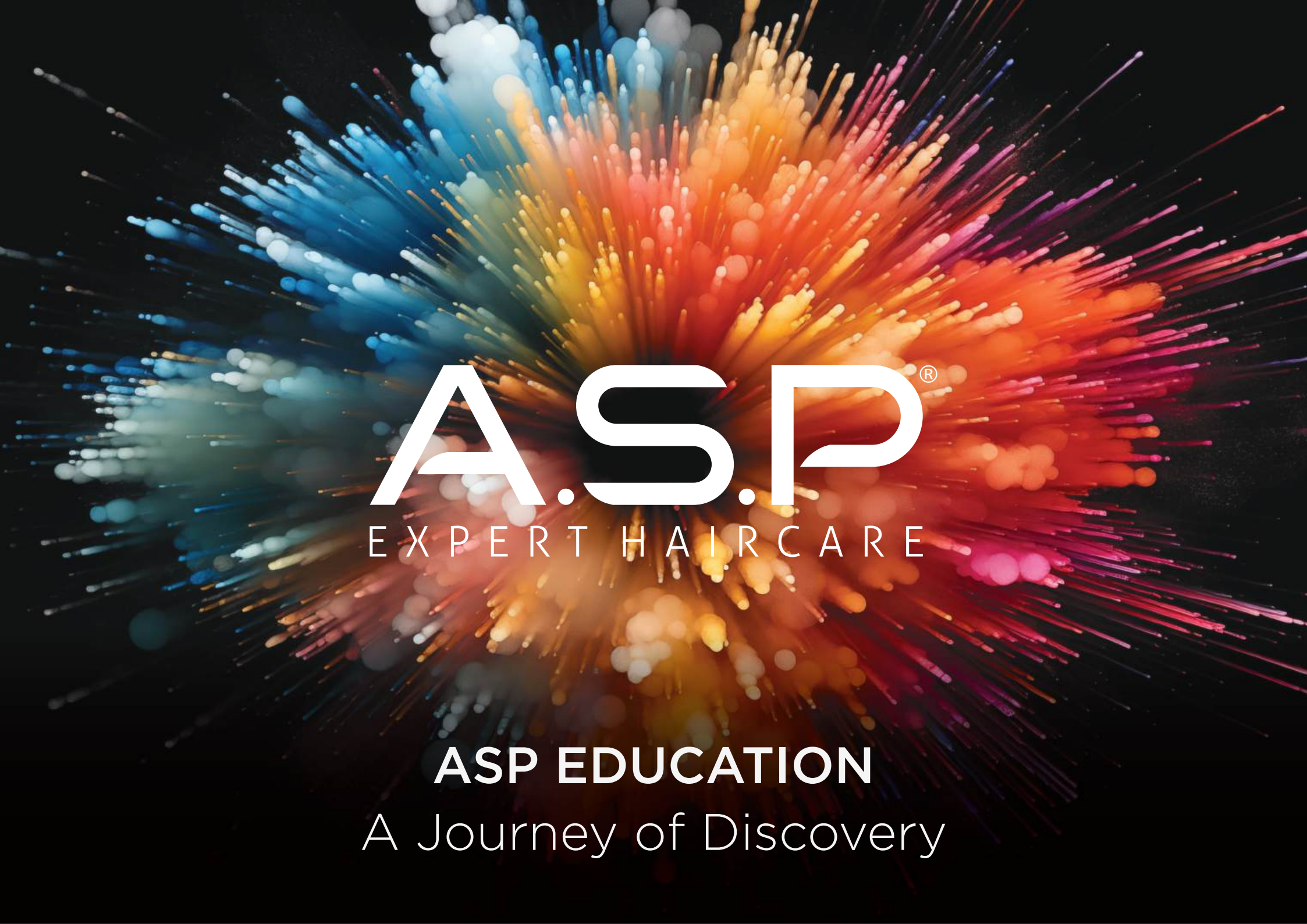

A.S.P®
EXPERT HAIRCARE
ASP EDUCATION
A Journey of Discovery

Welcome to 2025

A Year of Growth, Inspiration, & Transformation!

As we look ahead, our belief in the power of education as the foundation of professional and personal growth is stronger than ever. We're excited to introduce our new 2025 Education Programme, designed to elevate stylists' expertise and unlock their full potential.

Our mission is clear: to provide a world-class, multi-level education programme that offers flexibility, whether you're learning remotely or attending in person. Our expert educators are ready to bring the ASP 2025 Education Programme to life, and we're excited to continue collaborating with our exclusive Distributor network.

We warmly welcome all ASP Hair Professionals, both new and returning, as well as those exploring the possibility of joining our growing community. Let's make 2025 a year of transformative growth together!

INNOVATE

FUELLING YOUR PATH TO EXCELLENCE

Our dedication to innovation continues to drive us forward.

We've expanded our offerings to include the latest insights into our cutting-edge product portfolio, all easily accessible through multi-level educational resources. With QR codes, an online ASP Marketing Tool Kit, and a diverse range of online courses, you have instant access to the tools and knowledge you need to stay ahead of industry trends.

CREATE

UNLEASHING YOUR ARTISTIC VISION

Creativity is at the heart of our industry, and our 2025 program embraces that spirit.

Led by our talented ASP Ambassadors, our courses offer the space to experiment, innovate, and push the boundaries of your artistic potential. Whether you're refining your craft or exploring new techniques, you'll be empowered to evolve not only as a professional but as a true artist.

INSPIRE

UNLOCKING YOUR FULL POTENTIAL

Our carefully crafted courses are built to inspire and support salon professionals on their journey to mastery.

Through practical skill-building and inclusive training methods, we foster an environment where you can grow and thrive. With hands-on learning and advanced education modules, you'll be equipped to enhance your skills and become the best version of yourself.

WHY ASP

VEGAN FRIENDLY
& AT LEAST
92% NATURALLY
DERIVED

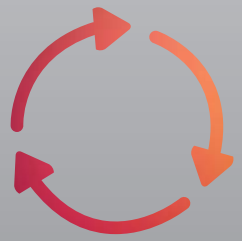
ADVANCED
TECHNOLOGIES
for Ultimate
Performance

CAREER CHANGING
OPPORTUNITIES:
ASP Colour Rebels
Artistic Team

FREE MULTI-LEVEL
EDUCATION
In-Salon, In-Store
& Online

Advanced Training
& Education:
ASP COLOUR MASTERS
& more

Unrivalled Shine
& Condition with
ANTI-FADE
TECHNOLOGY



BORN IN BRITAIN
COMMITTED
TO GLOBAL
SUSTAINABILITY

EXTENSIVE
LOYALTY SCHEME
FREE Developer, Backwash,
Shade Guides, Education
& much more

defend nature always

At ASP we are working hard to Defend Nature Always. Every decision we make is based on our commitment to making the world a more beautiful place – it's in our DNA.

NO ANIMAL TESTING

ASP does not test any of its products, or any of its ingredients on animals, and has never done throughout its history.

92% NATURALLY DERIVED

At least 92% of ASP product ingredients are naturally derived.

NATURAL COMPONENTS

Our policy has always been to utilise, where possible, natural or green components rather than synthetic.

99% OF OUR PACKAGING IS RECYCLABLE

Find out more at ASPhair.com

Vegan Friendly

A.S.P EXPERT HAIRCARE

LOYALTY CLUB

COLLECT STAMPS TO EARN FREE PRODUCTS

The ASP LOYALTY CLUB is our way of rewarding you –
Enjoy the benefits of the ASP Loyalty Club by collecting stamps to receive FREE items.

Look out for the peelable Loyalty Stamp, featured on the reverse of the ELIXIR and PureTone tubes.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
12 STAMPS	25 STAMPS	50 STAMPS	100 STAMPS

THE ULTIMATE ASP COURSE

JOIN & BECOME AN **ASP COLOUR MASTER!**

BECOME AN EXPERT IN ALL ASPECTS of the processes involved from **fundamental knowledge** to **advanced client profiling** & **creative mastery.**

A.S.P® EXPERT HAIRCARE COLOUR MASTER

STEPS TO SUCCESS

GET STARTED ON A TRANSFORMATIVE JOURNEY WITH ASP AND OUR COMPREHENSIVE EDUCATION PROGRAM.

Our structured courses ensure you gain all the skills and knowledge necessary to thrive in this dynamic industry.

4 CREATIVE

Unleash your artistic potential and rewrite the rules! Designed for the innovators and trend setters looking to express themselves and elevate their professional skills.

3 ADVANCED

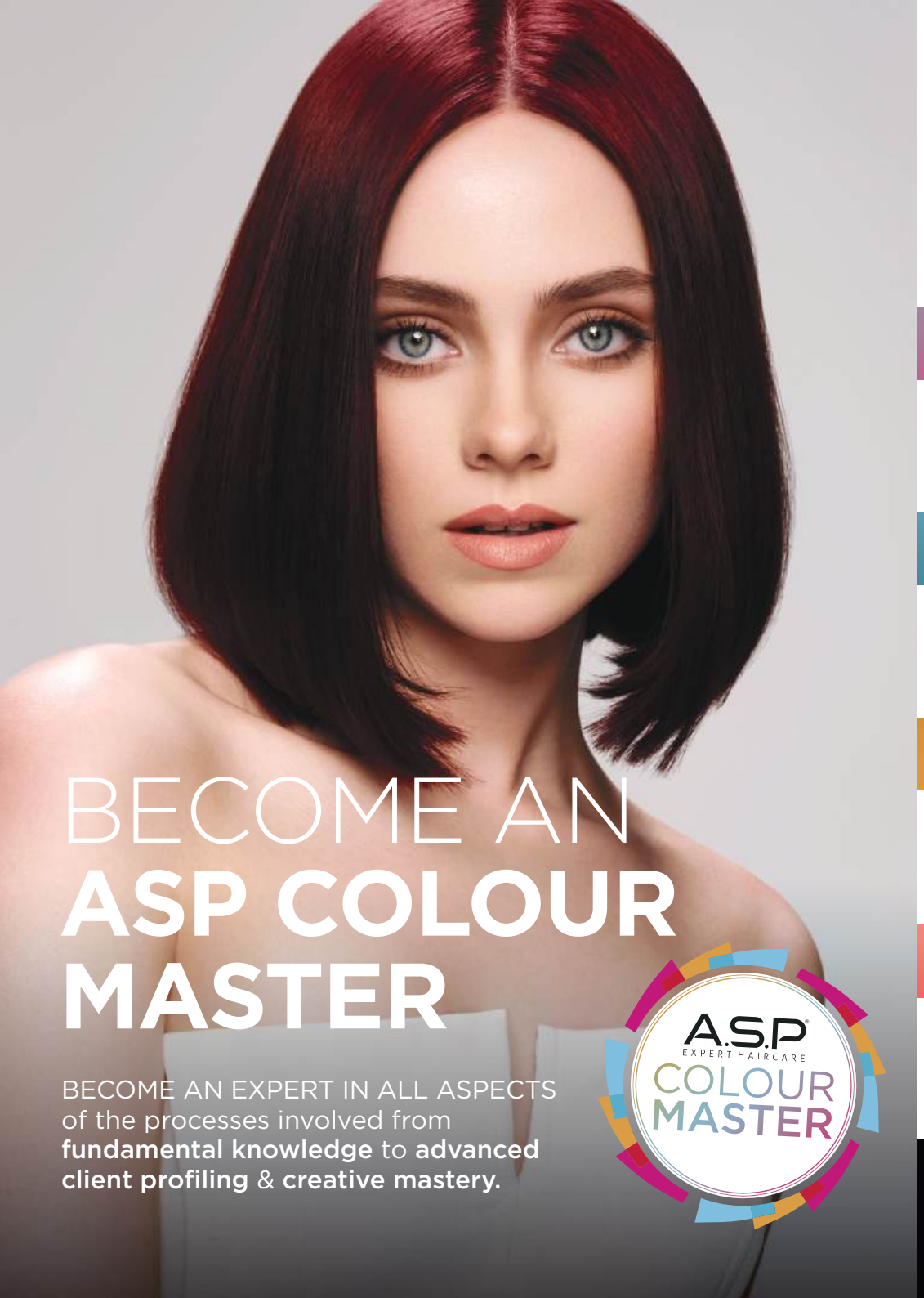
Elevate your knowledge, expand your expertise with in-depth training. Take your skills to the next level and become a sought-after professional in your area.

2 ESSENTIAL

Designed to equip you with the essential skills, techniques and knowledge to grow and solidify your understanding of ASP.

1 DISCOVERY

Familiarise yourself with the ASP portfolio, unlocking your potential and laying the foundations for future success with ASP.



BECOME AN ASP COLOUR MASTER

BECOME AN EXPERT IN ALL ASPECTS of the processes involved from **fundamental knowledge** to **advanced client profiling** & **creative mastery.**

A.S.P EXPERT HAIRCARE COLOUR MASTER

INVEST IN YOURSELF & YOUR BUSINESS

with this intensive **4 PART COURSE** -

1 Hair & Colour Science

Hair & colouration science, how to use this knowledge giving you a deeper understanding of colour craft.

7th - **8th** April 2025

2 Colour Psychology

Colour psychology & client profiling will give you the keys to consultation success.

12th - 13th May 2025

3 Colour Correct

In depth understanding of correcting colour & how to plan the journey of the hair.

9th - 10th June 2025

4 Creating Creativity

Planning & executing bespoke creative colouring with Global Ambassador Tracey Ann Smith.

7th - 8th July 2025

£1100 +VAT

@ Unit 8 The Quadrangle, Premier Way, Romsey SO51 9DL, UK

To book your place please email Technical@asphair.com

*A deposit of £250 will be needed at the time of booking to secure a place.
All course timings will be 10am - 4pm. Lunch & refreshments included.

MARKETING TOOLKIT

ARE YOU READY TO TAKE YOUR HAIR SALON TO THE NEXT LEVEL?

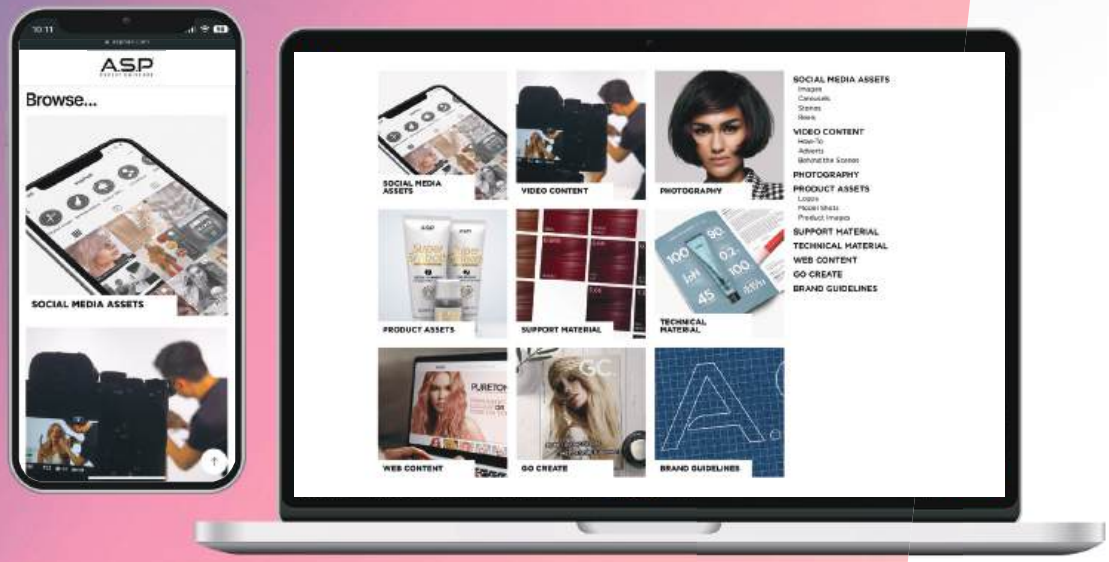
By partnering with ASP, you're not only gaining access to the best quality hair care products but you're getting access to a complete marketing toolkit that helps you shine in a competitive market.

Attract new clients, build your brand and boost your revenue all while offering world-class hair care solutions.

Ready-made Social Media Assets for Product and Service Promotions

Exclusive Educational Videos to Support all ASP Brands

Product Assets and Technical Manuals **Available in the Palm of your Hands 24/7**



Unlock your salon's potential and register at ASPhair.com

VIRTUAL COURSES

AMONG OUR OTHER EDUCATION OFFERINGS, WE OFFER COMPLIMENTARY VIRTUAL COURSES ACROSS OUR WHOLE PRODUCT PORTFOLIO.

Whether you're a new customer looking to gain knowledge on the product ranges, how they work, and how to use them, or an existing customer that wants to expand their service offerings and perfect they're skills.

Our Virtual Courses are presented by our enthusiastic and knowledgable Education Team, with a chance for a Q&A session at the end to ask any of those burning questions!

SCAN TO BOOK

Your Online Course Today!

am - 11:30 am
PLEX Certification
Tickets Free

NOV 18 1:00 pm - 2:30 pm
ASP SUPER SMOOTH
Get Tickets Free

NOV 25 10:00 am - 11:30 am
PURETONE
Get Tickets Free

1:00 pm - 3:30 pm
Intro To System Blonde
Get Tickets Free

JAN 6 10:00 am - 12:30 pm
ASP ELIXIR New User
Get Tickets Free

JAN 6 1:00 pm - 2:00 pm
EXPERT SERIES
Get Tickets Free

JAN 10:00 am - 11:30 am

JAN 1:00 pm - 2:30 pm

JAN 10:00 am - 12:30 pm

QUICK START

Kickstart your journey with Elixir through our Quick Start course, perfect for hairdressers eager to discover our incredibly versatile colour brand.

This accelerated course is designed to give you the foundational skills and confidence needed to work with Elixir effectively, ensuring beautiful, consistent results for every client. Ideal for hairdressers looking to get up and running with Elixir.

COURSE HIGHLIGHTS

INTRODUCTION TO ELIXIR
- Master the basics of working with Elixir
- Learn the key ingredients and technology that sets Elixir apart

TIPS FOR ACHIEVING OPTIMAL RESULTS
- Shade selection and mixing
- White hair coverage
- Working with our Special Collections

TECHNICAL INSIGHT
- Q&A with our Technical Educators
- Troubleshooting

No tools required

Qualified salon professionals' level 2 and above

Half day course (3hours)
10am- 1pm *or*
1pm -4pm

LEVEL DISCOVERY

INVESTMENT
Contact your local distributor for prices*

ASP FUNDAMENTALS

Deep dive into the word of ASP Colour and System Blonde with our full day course, designed to give you a complete understanding of our colour and lightening portfolio.

Throughout the day, you'll gain knowledge of the full ASP range of products, from semi-permanent to permanent, toners and lighteners. Our Technical Educators will guide you through each products unique features, benefits and provide valuable tips for formulating and working with each brand to ensure you can confidently deliver stunning colour results for every client.

COURSE HIGHLIGHTS

HAIR FUNDAMENTALS
- The hair structure
- The action of hair colour on the hair structure
- Colour Principles

COMPREHENSIVE OVERVIEW OF ASP COLOUR
- Full product knowledge on all our colour brands: Elixir, Puretone, System Blonde, Gloss & Glaze Shots and Colour Dynamics
- Learn the key ingredients and technology that sets our colour brands apart
- Numbering system, shade selection and mixing
- Identifying gaps in your colour offering

BLONDE PERFECTION
- Overview of System Blonde
- Retailing opportunities for your blonde clients

BOND BUILDING
- How to working with Vitaplex in your colour services
- Retailing opportunities to increase your salon sales

Hair dryer & Brushes**

Qualified salon professionals level 2 and above + have attended one of our Discovery courses.

Full day course
10am-4pm

LEVEL
DISCOVERY

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

LIFT & TONE SPECIALIST

Do you often find yourself stumped when it comes to toning? Unsure which lightener is best for the job? Sometimes too much choice can be confusing.

Let us take away your fears around bleaching and toning.
Join us for this one day course where your will learn the art of the perfect lift & tone. Through a blend of theory knowledge and practical application with swatches you will gain a deep understanding of the science behind the lightening process and master the knowledge needed to achieve flawless results. Don't let yourself become overwhelmed – let us help you become a master of lift and tone.

COURSE HIGHLIGHTS

DEMYSTIFYING BLEACHING

- Understanding the hair structure
- The Chemistry of bleach: how and why it works
- Choosing the right lightener & developer
- Best practices for application & development

CLIENT CONSULTATION AND MANAGING EXPECTATIONS

- Maintaining hair & scalp health during lightening services
- Salon reality case studies
- Maintaining tone and retailing opportunities

MASTERING TONING

- Toning Basics: why do we tone?
- Understanding undertone
- Toning Troubleshooting: when to neutralise, subdue or enhance
- Selecting the right toner for the desired results

Hair dryer & Brushes**

Qualified salon professionals level 2 and above + have attended one of our Discovery courses.

INVESTMENT
Contact your local distributor for prices*

Full day course 10am-4pm

LEVEL ESSENTIALS

*Refer to T&Cs for more information **Refer to Kit List for full list

COLOUR CORRECTION

This specialised course is designed for hairdressers who wish to master the art of colour correction and colour transformations.

Whether dealing with over-processed hair, colour mishaps, or colouring hair from dark to light and back again, this course provides the essential knowledge to correct and perfect hair colour with confidence and precision. Through comprehensive theory knowledge and practical hands on with swatches, you will learn how to turn colour challenges into stunning transformations!

COURSE HIGHLIGHTS

UNDERSTANDING HAIR COLOUR FUNDAMENTALS

- Hair structure and pigmentation
- The Colour Star
- Assessing hair health and condition

DIAGNOSING COLOUR ISSUES

- Client consultation and hair analysis
- Setting realistic expectations and planning the colour correction journey
- Essential maintenance and retailing opportunities

MOST COMMON COLOUR CORRECTION SCENARIOS

- Pre-pigmentation; how and when is it necessary
- Colour removal
- Changing and correcting tone
- Problem solving with salon reality case studies

Hair dryer & Brushes**

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Full day course 10am-4pm

LEVEL ADVANCED

INVESTMENT
Contact your local distributor for prices*

ESSENTIAL BALAYAGE & FACE FRAME

This one-day course is designed to guide you through simple balayage and face-framing techniques which ensure stunning, seamless results for every client.

Led by an expert educator, you'll learn to create high-impact, yet natural-looking balayage and perfectly blended face frames that suit individual client needs. By the end of the course, you'll be equipped to provide results that not only meet but exceed client expectations, with techniques designed to minimise stress and maximise satisfaction.

COURSE HIGHLIGHTS

MASTER FOUNDATIONAL BALAYAGE TECHNIQUES

- Focusing on simplicity and efficiency to achieve gorgeous, customised looks

DEVELOP FACE-FRAMING AND BLENDING SKILLS

- Bring out the natural beauty of any client's features by learning fail-safe techniques to create soft and subtle or bold and high contrast face frames

SETTING CLIENT EXPECTATIONS

- How to correctly interpret client requests for balayage and freehand colour
- Understanding what is achievable from a balayage technique

EXPLORE PRODUCT SELECTION AND APPLICATION METHODS

- Full ASP product knowledge to confidently select the right products for the technique and toning options from the portfolio

Uncoloured Mannequin head level 7 or darker, full hairdressing kit**

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Full day course 10am-4pm

LEVEL ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

ESSENTIAL FOILING

Step into the world of precision highlighting with our Essential Foiling class.

This introductory course is designed for both new stylists and seasoned professionals looking to revisit the fundamentals of foiling. Through demonstration and hands-on practical we will guide you through a quick foil placement designed to save you time, give maximum impact and avoid over foiling. Alongside placement we will showcase weaving patterns and correct product selection to help create beautiful dimensional highlights to complement any hairstyle.

COURSE HIGHLIGHTS

INTRODUCTION TO HAIR FOILING
- Purpose and benefits of foiling
- Overview of tools: Meche VS Foil

FOILING FUNDAMENTALS
- The effects of vertical, horizontal and diagonal placements
- Application tips & tricks: how to avoid bleeds and troubleshooting
- Correct product and developer selection

TECHNIQUES AND PATTERNS
- Differences in weaving patterns; weave, babylights, teasy highlights & slices
- Hands-on quick foil placement technique for maximum impact

MAINTAINING HAIR HEALTH
- Minimising hair damage
- Colour VS Lightener: when to select the correct product for expected level of lift or deposit
- Home care and retailing opportunities

Uncoloured Mannequin head level 7 or darker, full hairdressing kit**

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Full day course 10am-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

FORMULATE

Unlock your creative potential with our dynamic half day course focused on mastering hair colour formulations and staying ahead of the latest trends.

Never be stumped again for a formula that will elevate your clients look. Alongside formulating we will take you through the key trends for the year and help you navigate the noise on social media on what trends can really translate into more sales and service opportunities behind the chair.

This course is a must for anyone looking to stay ahead of the curve!

COURSE HIGHLIGHTS

SEASONAL HAIR TRENDS
- Current and emerging trends for the year
- Insight into achieving popular looks
- How to translate the trends into more sales

CUSTOMISED COLOUR SOLUTIONS
- Develop personalised formulations
- Step out of your colour comfort zone
- Create your own colour formulations menu

CREATIVE COLOURING
- Dive into contradictory tones
- Cool VS Warm
- How to work with Intensifiers & GCM
- Out of the box thinking

Hair dryer & Brushes**

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Half day course 10am-1pm OR 1pm-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

KITOKO CARES

Are you ready to offer your clients a completely organic natural colour service?

This half day course will immerse you in the natural world of Kitoko Botanical Colour, Care and Styling, enabling you to offer a completely unique service to your salon guests.

COURSE HIGHLIGHTS

PRODUCT KNOWLEDGE

- Learn the Kitoko ethos
- In-depth knowledge on the key ingredients of Kitoko

COLOUR, CARE & STYLE

- Identify the opportunities Kitoko can bring to your salon
- How you can reach a new clients with Kitoko

Hair dryer & Brushes**

Qualified salon professionals level 2 and above

Half day course 10am-1pm *or* 1pm-4pm

LEVEL
DISCOVERY

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

ASP FREELANCE COLLECTIVE

Are you a freelancer or work independently? Are you looking to connect with like-minded lone working hair professionals?

At ASP we believe working alone shouldn't be lonely. Come along and join us on our ASP Freelance Collective and get bang up to date with all the latest from ASP whilst connecting with a network of peers. This course combines product knowledge updates and practical insights to help you stay current and thrive in your freelance career. Stay updated, connected and inspired as a freelance hairdresser. Build your community and elevate your service offerings. Option to bring a model for the afternoon to put your newfound ASP knowledge into practice.

COURSE HIGHLIGHTS

YOU AND YOUR FREELANCE JOURNEY
- Open discussions on the challenges and benefits of working independently
- Learn how ASP can help support you and your business

LATEST PRODUCT INNOVATIONS
- Product knowledge updates and insight into the latest launches
- Identifying gaps in your service offering

CLIENT CONSULTATION
- Effective communication strategies
- Mastering the art of the perfect consultation
- Managing client expectations and delivering expectational service

STAYING CURRENT
- Overview of the latest trends and translating these behind the chair
- Making sense of the noise on social media around trends

COMMUNITY BUILDING
- Networking with likeminded individuals
- Support and connection

Full hairdressing kit bring own model at 1pm following the ASP Freelance Collective model guidelines, failure to comply with guidelines will result in the model being refused.**

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Full day course
10am-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

WINNING WITH RETAIL

Successful retailing starts with a deep understanding of your retail ranges.

This specialised course is designed for hairdressers who want to enhance their client experience, boost salon sales and establish themselves as trusted hair care experts. Throughout the course you will explore our extensive ranges of ASP hair care & styling products, learn more about the ingredients, features and benefits and how to make tailored recommendations to your clients. Additionally, the course will cover effective retail strategies and show you how you can maximise every area and part of your service to help you retail successfully. Through a blend of theory knowledge and practical tips, you will leave with the skills to help increase your salon's revenue whilst enhancing your clients satisfaction and maintain loyalty.

COURSE HIGHLIGHTS

PRODUCT KNOWLEDGE
- Full product knowledge on our ASP haircare & styling products
- Delving into key ingredients and the effects on the hair
- Idenitifying gaps within your retail offerings
- Discover real product solutions for your clients needs

EASY RETAIL WINS
- Our hero products to make retailing easy
- How to maximise your workspace to win at retailing
- How to introduce products to clients and overcome objections

BECOME THE TRUSTED EXPERT
- Techniques to increase client trust and boost your sales
- Confidence building to help you close the sale

LEVEL
ESSENTIALS

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Half day course
10am-1pm *or*
1pm-4pm

INVESTMENT
Contact your local distributor for prices**

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

BLOW DRY COURSE

The blow dry is back, and its big business! Join us for a one-day course designed for aspiring and experienced hairdressers looking to upgrade their blow-drying skills.

You will learn a variety of techniques to take your clients look from glass-like smoothness to maxed out volume and red-carpet ready waves. Fire up your retail by learning techniques to help you with recommending and selling the right products for the right style.

COURSE HIGHLIGHTS

PERFECT PREP
- Understanding of the correct hair care and tools
- Working with different hair types and textures

HANDS-ON STYLING
- Master three versatile blow dry styles; smooth, volume and waving techniques

PRODUCT KNOWLEDGE
- Featuring our MODE & Kitoko care and styling ranges
- How and when to layer the correct products
- Introducing Gloss & Glaze Shots to your service offering

Uncoloured Mannequin head level 7 or darker, full hairdressing kit**

Qualified salon professionals level 2 and above **+ MUST** have attended one of our Discovery courses

Full day course 10am-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

SUPER SMOOTH

Master the art of hair smoothing with the ASP Super Smooth Amino System in this intensive half-day practical workshop.

Designed for hair professionals looking to expand their service menu, this course provides the in-depth knowledge and hands-on experience needed to deliver a premium smoothing service in your salon. By the end of this course, you'll have refined your technique for smoothing hair and be ready to elevate your service offering.

COURSE HIGHLIGHTS

UNDERSTANDING SMOOTHING PRINCIPLE
- Gain a comprehensive understanding of the science behind the ASP Super Smooth Amino System and how it impacts the hair structure

HANDS-ON PRACTICAL WORKSHOP
- Engage in an immersive, hands-on session with your model to perfect your smoothing technique, from prep to finish, under expert guidance

ESSENTIAL SMOOTHING MAINTENANCE
- Discover essential tips and product recommendations for post-treatment care

INCREASE YOUR REVENUE
- Learn how you can increase your earning potential from expanding your service offering with ASP Super Smooth

Hairdryer, temperature controlled straightening irons, paddle brush, wet brush, wide tooth comb, pintail comb, comb, sectioning kit. Model: A model must be provided by the delegate for the service and be available for the duration of the training (the full 3 hours)**

Qualified salon professionals level 2 and above + have attended one of our Discovery courses.

Half day course 10am-1pm *or* 1pm-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

AMBASSADORS

MEET OUR ASP AMBASSADORS, READY TO TAKE YOUR EDUCATION TO THE NEXT LEVEL IN 2025

Tracey Ann Smith
Global ASP Ambassador

Sheree Tomić
UK ASP Ambassador

Terri Nadin
UK ASP Ambassador

Jon Aherne
UK ASP Ambassador

Paul Farr
UK ASP Ambassador

Let Lew
UK ASP Ambassador

Tracey Ann Smith

GLOBAL ASP AMBASSADOR

Tracey Ann Smith has solidified her status as a top talent in the hair industry with numerous accolades, including four consecutive Scottish Hairdresser of the Year awards (2006-2009), earning her a place in the British Hairdressing Hall of Fame.

In 2007, she was honoured as a Fellow with Honors by the Fellowship of British Hairdressing and won the Most Wanted Photographic Award. She made history in 2012/2013 as the first woman to be named British Men's Hairdresser of the Year and was crowned British Fellowship Hairdresser of the Year in 2013/2014.

As the Global Ambassador for ASP since 2013, Tracey has revolutionized the brand's creative direction. She continues to influence the industry through her session work, educational seminars, and mentoring the Colour Rebel team.

Tracey's contributions have been recognised with multiple awards, including Woman of the Year at Local Business Awards, Global Stylist of the Year in 2022, and Fellowship Hairdresser of the Year in 2023, making her the first woman to win this award twice.

In 2023, she also won Midlands Hairdresser of the Year, bringing home a 7th silver lady. 2024 saw her crowned Professional Colourist of the Year.

With an unstoppable drive, Tracey remains at the forefront of the industry, continually pushing creative boundaries.

NEW COURSE

MASTERING SHORT HAIR

BECOME A SHORT HAIR EXPERT

Mastering Short Hair is a course designed to take the fear out of cutting short hair.

With fewer clients requesting short styles, many stylists may feel hesitant to take on these cuts. This course provides step-by-step guidance from Tracey on techniques, tools, and sectioning methods to help you confidently and efficiently create beautiful short haircuts.

By the end of this course, you will have the skills and confidence to create stunning short haircuts effortlessly, meeting the needs of your clients with ease.

YOU WILL LEARN

FEAR-FREE APPROACH
Learn how to approach short haircuts with confidence, mastering the art of sectioning and choosing the right tools for precision and style.

FUNDAMENTAL TECHNIQUES
Gain a strong foundation in cutting short hair, exploring the essential techniques needed to create various short styles, from pixies to bobs.

STYLING AND FINISHING
Discover how to style and finish short haircuts to achieve polished, professional results.

HAIR ANATOMY AND GROWTH PATTERNS
Understand basic hair anatomy and how hair growth patterns impact short haircuts.

MASTERING THE FADE
Gain expertise in creating clean, professional fades and combining them with various short hairstyles.

TROUBLESHOOTING COMMON ISSUES
Solutions for fixing uneven cuts, adjusting for hair growth patterns, and handling specific challenges like fine or thick hair.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic cutting

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

FINISHING SCHOOL

GRADUATE WITH STYLE

Welcome to ***Finishing School***, where we focus on perfecting the art of finishing hair with precision and elegance.

This course is designed for stylists who want to master the intricate techniques required for creating flawless braids, sophisticated updos, and traditional Geisha sets.

Emphasizing the importance of patience and attention to detail, Tracey will guide you through the skills needed to achieve impeccable finishes in every hairstyle. By the end of this course, you will have honed your finishing skills, enabling you to deliver exceptional hairstyles that showcase your technical expertise and artistic flair.

YOU WILL LEARN

PERFECT HAIR PREPARATION TECHNIQUES
Master essential prep work to create a clean and manageable base for styling.

SESSION STYLING LOOKS
Delve into high fashion session styling for catwalk ready looks you can translate on the salon floor.

UPDOS
Explore different updo styles, including chignons, long ponytails, buns, and twists. Master the techniques for securing and shaping updos to achieve long-lasting, polished results.

USE OF TONGS & TOOLS
Learn a variety of curling techniques, for creating elegant and versatile looks.

ATTENTION TO DETAIL
Understand the importance of meticulous finishing to ensure a flawless final look

PATIENCE AND PRECISION
Develop the patience and precision required to perfect each hairstyle, paying close attention to the small details that make a significant impact.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

SHOOT TO WIN

MASTERING PHOTOGRAPHIC COLLECTIONS

Shoot to Win is specifically tailored for hairstylists looking to elevate their portfolios by mastering the art of organising and executing photoshoots.

It provides essential skills for showcasing hairdressing work through high-quality photography, ideal for competitions or enhancing salon imagery. At the end of the course, participants will have the option to independently organize and book their own photo shoot and receive on-set guidance and direction from renowned Art Director Tracey Ann Smith.

YOU WILL LEARN

PLAN AND EXECUTE A SUCCESSFUL SHOOT
Walk away with the tools, knowledge, and confidence to organise professional shoots that elevate your hairdressing work for competitions and client-facing materials.

ASSEMBLING THE TEAM
How to choose the right professionals and build the right creative team, including photographers, makeup artists, and stylists.

COLLECTION CREATION
Create cohesive hair collections, develop mood boards for artistic direction and learn how to visually express creative concepts and ideas.

TRENDS INSIGHT
Learn key looks of the season designed to make sure your work is on-trend and will get you noticed.

BUDGETING
Planning and allocating finances effectively for the shoot

Full Hairdressing Kit**

Qualified stylists with at least 3 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL
CREATIVE

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

Sheree Tomić

UK ASP AMBASSADOR

With over 30 years of experience in the hair industry, Sheree Tomić, owner of Siren Hair Art Salon, is celebrated for her unwavering passion and dedication to the craft of hairdressing.

A true artist, Sheree has built an exceptional reputation for her expertise in bespoke colour work and bridal styling, earning her recognition as one of the leading professionals in the field, recently awarded Best Bridal Hair Stylist in the UK.

Her commitment to education is at the heart of her career, believing that a strong foundation is essential for the evolution of the industry. Sheree's influence extends beyond the salon, serving as an ASP UK Ambassador, where she shares her knowledge and inspires the next generation of stylists.

NEW COURSE

FUNDAMENTAL BRIDAL MASTERCLASS

CRAFTING TIMELESS ELEGANCE

Unlock Sheree's secrets to creating breathtaking bridal hairstyles on her ***Fundamental Bridal Masterclass.***

This comprehensive course is designed for stylists seeking to refine their skills and elevate their bridal offerings. Build a strong foundation in bridal hairstyling, gain confidence, and acquire the expertise to create stunning bridal transformations.

With support from Sheree throughout the day, you'll leave equipped to impress clients and make your mark in the bridal industry.

YOU WILL LEARN

LEARN FOUR STUNNING BRIDAL STYLES
Step-by-step guidance to master four exquisite bridal looks, each tailored to highlight your creative flair and technical precision.

EMPLOY MODERN TECHNIQUES
Discover straightforward methods and styling patterns that make complex looks accessible and easy to replicate.

MASTER ESSENTIAL SKILLS
Gain hands-on experience with crucial aspects of bridal styling, including hair preparation, product selection, and advanced curling techniques.

ENHANCE YOUR PORTFOLIO
Develop and refine your bridal styling portfolio with looks that blend classic elegance and contemporary trends.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

ADVANCED BRIDAL MASTERCLASS

ELEVATING ELEGANCE

Elevate your bridal styling expertise with Sheree's ***Advanced Bridal Masterclass.***

Building on the foundational skills from her Fundamental Bridal Masterclass, this course introduces four new contemporary, trend-setting bridal styles designed to position you at the cutting edge of the wedding season.

Ideal for stylists looking to expand their repertoire and refine their skills, this advanced course will prepare you to deliver exceptional bridal styles and stand out in the industry.

YOU WILL LEARN

EXPLORE FOUR ON-TREND BRIDAL STYLES
Master sophisticated, on-trend looks that showcase your advanced skills and align with current bridal fashion.

RECEIVE DETAILED INSTRUCTION
Follow Sheree with step-by-step guidance to perfect each style, ensuring you can execute these complex designs with precision and confidence.

ENHANCE YOUR ARTISTRY
Learn advanced techniques and styling secrets to elevate your artistry and meet the diverse needs of modern brides.

STAY AHEAD OF THE CURVE
Equip yourself with the latest trends and techniques to excel in the competitive bridal industry.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

ADVANCED SALON STYLING

MASTERING MODERN ELEGANCE

Elevate your salon skills with Sheree's ***Advanced Salon Styling Masterclass***, crafted for experienced stylists ready to perfect their craft and deliver exceptional, polished looks across all hair types.

This course focuses on refining advanced techniques to achieve sophisticated styles that leave a lasting impression and ensure every client leaves your chair with a stunning, salon-perfect finish.

YOU WILL LEARN

ADVANCED HAIR TYPE MASTERY
Develop a deeper understanding of various hair types and learn tailored techniques for each.

EXPERT PRODUCT APPLICATION
Gain insights into selecting and applying products to complement and enhance diverse styles.

CREATION OF MODERN, POLISHED LOOKS
Learn to craft contemporary, elegant styles that appeal to a broad range of clients.

PRECISION AND DETAIL
Enhance your styling accuracy and attention to detail to achieve flawless results.

BOUNCY BLOW-DRY TECHNIQUE
Master the art of the bouncy blow-dry, a key technique for achieving professional, voluminous styles.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

STYLED FOR SOCIALS

MASTERING THE ART OF INSTA-WORTHY HAIR

In the digital era, stunning hair is just the beginning—showcasing your work effectively is key to capturing attention and building your online presence.

Join Sheree for an exclusive masterclass designed to elevate your social media game and transform your hair creations into "Insta-Worthy" masterpieces.

Whether you're a seasoned stylist or new to the industry, this masterclass will provide you with the skills and confidence to turn your social media into a powerful showcase of your talent and creativity.

YOU WILL LEARN

CRAFT EYE-CATCHING STYLES
Learn techniques for creating visually striking hair that stands out on social media platforms.

ENHANCE YOUR PHOTOS
Discover editing techniques to boost the appeal of your images, select compelling backgrounds, and maintain a consistent brand aesthetic.

PERFECT YOUR PHOTOGRAPHY
Master the art of photographing your work using your phone, with expert tips on adjusting settings, optimizing lighting, and capturing fine details.

BUILD A STRONG SOCIAL MEDIA PRESENCE
Gain insights into effective composition, posting strategies, and ways to engage your audience to strengthen your brand image.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

Terri Nadin

UK ASP AMBASSADOR

With over two decades of experience, Terri Nadin is a renowned stylist, colourist, and balayage specialist. She is the proud owner of Indigo & Co, a leading salon in Cardiff that she established over 15 years ago.

Known for her technical expertise and personal touch, Terri has made her salon the go-to destination for expert hair care. Beyond her work in the salon, Terri is an accomplished educator and leader in the hairdressing community. She regularly conducts workshops and training sessions, sharing her balayage knowledge and helping fellow stylists enhance their skills.

Her dedication to education allows her to inspire the next generation of hairdressers, keeping them updated on the latest techniques and trends. As an ambassador for ASP, Terri extends her passion for colour to a broader audience, committed to elevating industry standards and inspiring professionals everywhere.

NEW COURSE

LIVED-IN COLOUR REVOLUTION

MASTER THE ART OF SEAMLESS LIVED-IN LOOKS

Immerse yourself in the world of lived-in colour with this hands-on workshop.

Designed for hairdressers aiming to perfect their skills in creating effortless, low-maintenance colour, this course offers a comprehensive approach to mastering lived-in looks. Over the course of a fast-paced, interactive day, you'll gain practical insights and techniques that will elevate your salon services.

This workshop is ideal for hairdressers who already have a foundation in colour techniques, including foiling skills.

YOU WILL LEARN

UNDERSTANDING LIVED-IN COLOUR
Definition, advantages, and how it differs from traditional colour techniques.

TREND AWARENESS
Explore current trends and client preferences for lived-in colour such as Foilayage, Tip Outs and Colour Melting

TECHNIQUES MASTERY & BLENDING SECRETS
Learn and practice essential techniques for creating seamless, natural-looking colour.

CUSTOMISATION
Develop the ability to tailor lived-in colour applications based on individual client needs and hair types.

PRODUCT KNOWLEDGE
Discover the best ASP products for lived-in looks, including the Terri's favourite formulas.

EXPERT INSIGHTS
Receive tips on the best application methods, blending techniques, and achieving the best results. Step-by-step guidance from Terri with personalised feedback to help you refine your skills.

GET SOCIAL MEDIA SAVVY
Get advice from Terri on how to photograph your work and leverage social media to showcase your skills.

OPEN FORUM
Participate in a Q&A session with Terri to address any questions or challenges

Full Hairdressing Kit**

Full day course 10am-4pm

Qualified stylists with at least 2 years on the floor experience and confident in basic colouring skills.

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

FOIL MASTERY

ADVANCED SKILLS FOR CUSTOM COLOUR

Elevate your foiling techniques with this hands-on workshop designed for hairdressers seeking to refine their skills and achieve advanced results.

This course offers a deep dive into different foiling methods, equipping you with the knowledge and techniques needed to create new, high-impact colour results. During the day, you'll enhance your foiling skills to offer clients the most current trends.

This workshop is ideal for hairdressers who already have a foundation in basic foiling techniques and are looking to advance their skills. It's perfect for those who want to work towards balayage and lived-in colour techniques.

YOU WILL LEARN

UNDERSTANDING ADVANCED FOILING
Through detailed demonstrations and hands-on practice of advanced foiling techniques learn the definition, benefits, and how it enhances traditional foiling techniques

TREND AWARENESS
Explore the latest trends and client preferences in advanced foiling.

TECHNIQUES MASTERY
Learn and practice advanced foiling methods for achieving new, high-contrast, and multidimensional colour. Step-by-step guidance from Terri and receive personalised feedback to perfect your foiling skills

PRODUCT KNOWLEDGE
Discover the best ASP products for advanced foiling, including Terri's favourite formulas

EXPERT INSIGHTS
Receive tips on achieving precise placement, optimal blending, and maximum impact with your foiling techniques

GET SOCIAL MEDIA SAVVY
Get advice from Terri on how to photograph your work and leverage social media to showcase your skills.

CUSTOMISATION
Develop the ability to tailor foiling applications based on individual client needs, hair types, and desired outcomes

OPEN FORUM
Participate in a Q&A session with Terri to address any questions or challenges

Full Hairdressing Kit**

Full day course 10am-4pm

Qualified stylists with at least 2 years on the floor experience and confident in basic colouring skills

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

REVERSE BALAYAGE

FOR SEAMLESS LOWLIGHT TRANSITIONS

Dive deep into the world of reverse balayage with this immersive, hands-on workshop tailored for experienced hairdressers ready to master the art of adding depth and dimension through advanced colouring techniques.

Perfect for those looking to offer clients a fresh, modern alternative to traditional balayage. This course will equip you with the skills to create striking, natural-looking transitions from light to dark. Through an intensive and practical day of learning, you'll gain the expertise needed to implement reverse balayage with precision, giving your clients a sophisticated and seamless result.

YOU WILL LEARN

UNDERSTANDING REVERSE BALAYAGE
Definition, benefits, and how it differs from traditional balayage and other colouring techniques.

TECHNIQUES AND TRENDS
Explore current trends and client preferences in reverse balayage. Detailed demonstrations of reverse balayage.

HANDS-ON PRACTICE
Learn and practise essential techniques for achieving seamless depth and contrast with reverse balayage. Personalized feedback and expert tips from Terri

CUSTOMISATION
Develop skills to tailor reverse balayage applications based on individual client needs and hair types.

EXPERT TIPS
Gain insights into optimal application methods, blending techniques, and achieving the best results.

PRODUCT KNOWLEDGE
Learn about the best ASP products to use for reverse balayage, including Terri's favourite formulas.

GET SOCIAL MEDIA SAVVY
Tips on capturing and showcasing your work, along with advice on social media marketing.

OPEN FORUM
Participate in a Q&A session with Terri to address any questions or challenges

Full Hairdressing Kit**

Full day course 10am-4pm

Qualified stylists with at least 2 years on the floor experience and confident in basic colouring skills

LEVEL
ADVANCED

INVESTMENT
Contact your local distributorfor prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

FREEHAND BALAYAGE PERFECTION

CREATING SEAMLESS, SUN-KISSED COLOUR

Unlock the art of freehand balayage with this hands-on workshop tailored for hairdressers looking to perfect their freehand colouring techniques.

This course is designed to provide you with the skills to create stunning, natural-looking balayage without the constraints of traditional foiling. During the day you'll learn technical freehand methods and sectioning patterns that will give you the confidence to offer clients sun-kissed balayage.

This workshop is ideal for hairdressers who already have a foundation in basic colour techniques and are looking to advance their skills in freehand balayage.

YOU WILL LEARN

UNDERSTANDING FREEHAND BALAYAGE
Definition, advantages, and how it differs from balayage and other lived-in colouring methods. With detailed demonstrations from Terri.

TECHNIQUE MASTERY & BLENDING SECRETS
Learn and practice essential techniques for achieving seamless, natural-looking balayage using freehand methods. Step-by-step guidance and personalised feedback from Terri to help refine your freehand balayage skills.

EXPERT INSIGHTS
Receive tips on achieving natural transitions, optimal placement, and blending for the perfect freehand balayage look.

GET SOCIAL MEDIA SAVVY
Tips on capturing and showcasing your work, along with advice on social media marketing

TREND AWARENESS
Explore current trends and client preferences for freehand balayage

CUSTOMIZATION
Develop the ability to tailor freehand balayage applications based on individual client needs and hair types.

PRODUCT KNOWLEDGE
Discover the best ASP products for freehand balayage, including the ASP range and our favourite formulas.

OPEN FORUM
Participate in a Q&A session with Terri to address any questions or challenges

Full Hairdressing Kit**

Full day course 10am-4pm

Qualified stylists with at least 2 years on the floor experience and confident in basic colouring skills.

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

Let Lew

UK ASP AMBASSADOR

Let Lew has been a passionate and dedicated hairdresser for over 19 years. His salon, Let Lew Hair Design, has become a destination for those seeking not just a haircut, but a unique and personalised experience that reflects Let's artistry and passion for hairdressing.

Throughout his career, Let has developed a reputation for creating effortless, beautiful commercial hairstyles that perfectly resonate with his clients. His approach to hairdressing goes beyond the ordinary—it's a true expression of his love for beauty, creativity, and the transformative power of style.

A true artist at heart, Let has a particular passion for vivid hair colours, alternative styles, and intricate braiding. He enjoys experimenting with bold, vibrant hues and creative techniques to produce striking, head-turning results. Whether it's a bright, unconventional shade or a meticulously crafted style, Let's work stands out for its originality and flair.

Let is deeply committed to sharing his knowledge with others. He believes that education is a key component of the hairdressing industry, regularly mentoring to help fellow stylists refine their skills.

NEW COURSE

EVERYDAY VIVIDS

BRILLIANTLY BOLD

Everyday Vivids is an exciting opportunity to infuse vibrant, eye-catching colours into your clients' hair while expanding your salon's service menu.

This course is designed to immerse you in the world of vivid hair colours, from bold neon shades to soft pastels, equipping you with the skills and confidence to transform hair into stunning works of art. Whether you're executing a complete transformation or adding a subtle pop of colour, vivid hair services offer versatile, creative options that truly stand out.

Unlock the potential of vivid hair colouring, enhance your skill set while providing your clients with unforgettable, creative hair transformations!

YOU WILL LEARN

UNDERSTAND THE BASICS
Gain a solid foundation in vivid hair colouring, including essential ASP colour theory and techniques for achieving and maintaining vibrant shades.

MASTER BLONDE PREPARATION
Learn the precise techniques for lifting blonde hair to the ideal level for vivid colour application.

TECHNIQUES AND APPLICATION
Explore various application techniques to create stunning, multidimensional looks, ensuring your work stands out.

CUSTOMISING COLOURS
Discover the art of mixing and matching colours to develop personalised, custom shades that align with your clients' preferences.

AFTERCARE AND MAINTENANCE
Equip yourself with the knowledge to educate your clients on maintaining their vivid colour at home, ensuring long-lasting, beautiful results.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic colouring skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

BALAYAGE FUSION

MASTERING TECHNIQUES & TONERS

Take your balayage artistry to new heights, delivering stunning results that will delight your clients and enhance your professional reputation!

Multi-Techniques Balayage & Ultimate Toner Course, is an advanced training course designed for professional hairstylists seeking to master a variety of balayage techniques. This course focuses on creating bespoke, customised looks that cater to your clients' unique needs, allowing you to enhance your balayage skills and expand your creative toolkit.

By the end of the course, you will be equipped to deliver personalised, high-quality balayage results that elevate client satisfaction and set your services apart in the competitive hairdressing market.

YOU WILL LEARN

UNDERSTAND THE PRINCIPLES OF BALAYAGE
Gain a solid foundation in the key concepts behind balayage techniques.

CHOOSE THE RIGHT TECHNIQUE
Discover how to select the most suitable technique based on hair type & client goals.

INCREASE CLIENT SATISFACTION
Boost client retention and satisfaction with tailored, high-quality results that keep them coming back.

COMBINE MULTIPLE TECHNIQUES FOR TAILORED RESULTS
Learn how to blend different methods to create customised looks that meet each client's specific desires.

MASTER APPLICATION TECHNIQUES
Perfect your skills in freehand painting, foilayage, root smudging, and tip-out techniques for diverse results.

TONER PERFECTION
Learn how to use toners effectively to enhance & complement your balayage work.

ACHIEVE A SEAMLESS BLEND
Focus on perfecting the blend for a natural, polished finish.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL ADVANCED

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

BACKSTAGE SESSION ESSENTIALS

MASTER HIGH IMPACT LOOKS

Join Let for this exciting course and unlock your potential as a skilled hairstylist, ready to take on the challenges of backstage work and beyond!

Designed for aspiring hairstylists eager to master the essential techniques required for creating professional and dynamic hairstyles. Whether you're a beginner or looking to enhance your styling skills, this course provides a solid foundation in hairstyling with a specific focus on braiding and session styling techniques.

This course is divided into two core sections: Backstage Session Hair Styling and Fundamental Braiding Techniques, both aimed at building the creativity, confidence, and skills needed to succeed in the competitive world of hairstyling.

YOU WILL LEARN

PREP THE HAIR
Master the techniques for properly preparing hair to ensure styles are long-lasting and camera-ready.

ON-TREND STYLES
Gain proficiency in current fashion-forward hairstyles, such as sleek ponytails, textured waves, and modern updos

SPEED AND EFFICIENCY
Develop the ability to create complex looks swiftly, an essential skill for backstage work

FUNDAMENTAL BRAIDING
Let will guide you through various braidingstyles & techniques. From classic to contemporary styles, create beautiful and intricate braids that complement a range of looks

SESSION KIT ESSENTIALS
Understand the must-have tools and ASP products you need in a session styling kit.

CREATIVE CONFIDENCE
Build the creativity and adaptability required to thrive in the fast-paced world of session styling

NETWORKING OPPORTUNITIES
Connect with fellow aspiring stylists and industry professionals, expanding your network within the hairstyling community

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic styling skills.

Full day course 10am-4pm

LEVEL CREATIVE

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

Jon Aherne

UK ASP AMBASSADOR

Jon Aherne is the co-owner and founder of The Head Space salon, located just outside his hometown of Cardiff, Wales. With over 15 years of experience, Jon has managed some of Cardiff's leading salons and honed his skills through top-tier training, including precision cutting at Vidal Sassoon.

Specialising in cutting and creative colours, Jon is dedicated to creating bespoke looks that reflect each client's personality and aesthetic. His passion for hairdressing extends beyond the salon, as he thrives on sharing his knowledge through workshops, seminars, and one-on-one sessions, believing that education not only elevates others but also enhances his own skills.

In 2022, Jon took a significant step in his career by joining the 3rd generation of Colour Rebels, an experience which opened doors to new opportunities, including working on photoshoots and becoming a 2024 finalist in the prestigious British Hairdressing Awards (BHA).

Paul Farr

UK ASP AMBASSADOR

With more than 20 years of experience in the hairdressing industry, Paul had the privilege of turning a passion sparked at age 16 into a thriving career. His journey began by pure luck when, during his very first visit to a salon, he landed a job that opened the door to a lifelong love for hairstyling. One hour in, and he knew he had found his calling.

Today, as an ASP Ambassador Paul thrives on energy, connection, and the creativity of working and educating hairdressers of all ages and he is beyond excited about the cutting-edge education he gets to share.

Paul's philosophy is simple: You can fail at what you don't want, so take a chance on doing what you love, and risk being seen in all your glory.

Paul can't wait to connect with you through our ASP education programs and inspiring a whole new wave of creativity in 2025 and beyond!

NEW COURSE

ASP FOUNDATION CUTTING

WITH JON AHERNE OR PAUL FARR

ASP Foundation Cutting course is designed for aspiring stylists and professionals looking to establish strong foundational skills in haircutting.

Ideal for those eager to master essential techniques, this comprehensive program covers the core principles needed to elevate your craft. The course includes two cutting demonstrations, which you will replicate under expert guidance, helping solidify your newly acquired skills.

By the end of this course, you'll have the confidence and ability to perform a range of cutting techniques, setting the stage perfectly for exploring advanced and creative cutting techniques.

YOU WILL LEARN

CLIENT CONSULTATION MASTERY
Learn the importance of effective client consultations to ensure personalised, precise results

BODY POSITIONING FOR PRECISION
Focus on the correct body positioning to achieve consistent, precise cuts, while maintaining comfort and efficiency

UNDERSTANDING GEOMETRY IN HAIRCUTTING
Gain hands-on experience in creating and manipulating basic hair shapes—circle, square, and triangle—learning how to build form, structure, and movement within a cut

ASP PRODUCT KNOWLEDGE
Discover how to use ASP products to enhance your cutting performance, protect hair integrity, and deliver the perfect finish

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic cutting skills.

Full day course 10am-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

ADVANCED CUTTING MASTERY

WITH JON AHERNE OR PAUL FARR

Take your cutting skills to the next level with *Advanced Cutting Mastery*, an in-depth course designed for experienced stylists aiming to refine their techniques and master complex styles.

This advanced program will help you elevate your craft by building on your foundational knowledge and exploring new, sophisticated cutting methods. By the end of this course, you'll be equipped with the advanced expertise to execute cutting-edge styles with precision and artistry, delivering tailored, high-fashion results for your clients.

YOU WILL LEARN

ADVANCED CLIENT CONSULTATIONS
Enhance your ability to precisely interpret client needs and deliver impeccable, tailored results

PRECISION BODY POSITIONING
Fine-tune your body positioning techniques to ensure superior accuracy, reduce fatigue, and maintain consistency in complex cuts

EXPERT TOOL SELECTION
Master the use of advanced cutting tools for intricate designs, understanding how to leverage each tool for optimal performance. You'll explore bold and innovative styles like: Jon's Disconnected Bob & Paul's Internal Disconnection. Replicating two cutting demonstrations, you will have the opportunity to practice advanced techniques hands-on

ASP PRODUCT KNOWLEDGE
Learn to strategically use ASP products to boost cutting performance, texture, and finish, achieving professional, high-quality results

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic cutting skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

FOUNDATION BARBERING FOR HAIRDRESSERS

WITH JON AHERNE OR PAUL FARR

Foundation Barbering for Hairdressers is designed for stylists eager to expand their skillset and step into the world of barbering.

This course equips you with the essential tools and techniques needed to confidently offer barbering services. With two cutting demonstrations to replicate, you'll have the opportunity to practice and refine your skills, guided by expert instruction.

By the end of this course, you'll possess a strong foundation in barbering, allowing you to expand your offerings and confidently cater to a broader clientele

YOU WILL LEARN

MASTERING BARBERING CONSULTATIONS
Learn how to conduct thorough consultations, ensuring personalised and precise results

BODY POSITIONING FOR BARBERING
Focus on maintaining control, accuracy, and comfort through proper body positioning

ASP PRODUCT KNOWLEDGE
Discover how ASP products can enhance your barbering services, ensuring professional results every time.

INTRODUCTION TO BARBERING TOOLS
Gain hands-on experience with clippers, trimmers, and razors, and how to select the right tool for a variety of styles

GEOMETRY IN BARBERING & MASCULINE SHAPES
Develop a solid understanding of barbering hair shapes, learning to create both classic and contemporary masculine styles with confidence.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic cutting skills.

Full day course 10am-4pm

LEVEL
ESSENTIALS

INVESTMENT
Contact your local distributor for prices*

NEW COURSE

MASTERING BARBERING FOR HAIRDRESSERS

WITH JON AHERNE OR PAUL FARR

Take your barbering skills to an expert level with *Mastering Barbering for Hairdressers*, an advanced course designed to sharpen your expertise.

A key focus of the course is on fades and tapers, essential skills for modern barbering. You will learn to execute seamless transitions, sharp lines, building upon your understanding of hair shapes. With two cutting demonstrations to replicate, you'll have the chance to practice these advanced techniques under expert guidance. Advance your skills and deliver sophisticated services making you an in demand professional in men's grooming.

YOU WILL LEARN

REFINED CLIENT CONSULTATIONS
Perfect your consultation skills to address the specific preferences of barbering clients, ensuring each cut is personalized and precise.

OPTIMISED BODY POSITIONING
Enhance your body positioning for efficiency and precision, making it easier to perform complex techniques with confidence.

ADVANCED TOOL MASTERY
Gain proficiency in the precise use of clippers, trimmers, and razors to create clean, sharp results. Learn how to select the right tools for various barbering techniques.

ASP PRODUCT KNOWLEDGE
Discover how to incorporate ASP products into your routine, improving the quality, texture, and finish of your cuts and styles.

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic cutting skills.

Full day course 10am-4pm

LEVEL
ADVANCED

INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

NEW COURSE

COLOUR THE CUT

MASTERING THE ART OF SEQUENCE WITH JON AHERNE OR PAUL FARR

Unlock the secret to perfecting the intricate relationship between cut and colour with ***Colouring the Cut***, a specialised course designed to help stylists master the art of seamlessly combining colour and cut.

Ideal for professionals looking to elevate their colour services, this course teaches you how to strategically decide the best colour placement to perfectly compliment your cut for optimal results. The course includes cut and colour demonstrations, where you'll replicate both processes to understand the benefits of cutting before or after colouring.

Learn how to plan and execute services that deliver beautifully harmonized results, delighting clients with every visit.

YOU WILL LEARN

MASTERING CLIENT CONSULTATIONS
Learn to assess your client's hair type, desired look, and how the relationship between cut and colour will impact their overall style

STRATEGIC DECISION-MAKING
Gain the knowledge and confidence to determine when to cut before colouring—or vice versa—to ensure flawless outcomes every time

BALANCING CUT & COLOUR
Learn to create seamless transformations, whether you're working on bold makeovers or subtle enhancements, ensuring that your cuts perfectly complement the colour

ASP PRODUCT KNOWLEDGE
Explore how to best utilise ASP colours and products to achieve stunning results

Full Hairdressing Kit**

Qualified stylists with at least 2 years on the floor experience and confident in basic cutting and colouring.

Full day course 10am-4pm

LEVEL
CREATIVE

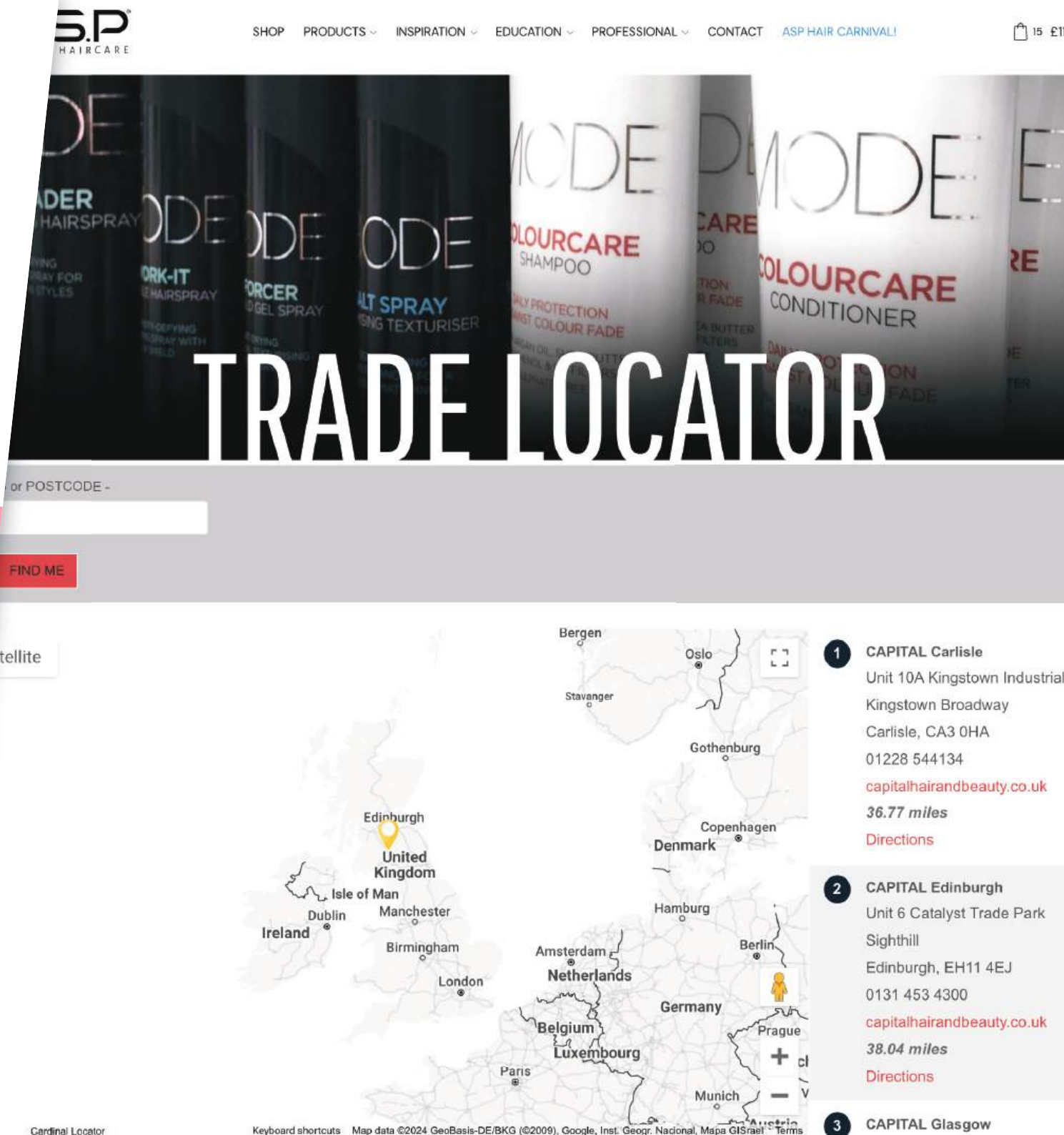
INVESTMENT
Contact your local distributor for prices*

*Refer to T&Cs for more information **Refer to Kit List for full list

HOW TO BOOK

To book ASP Education, contact your local ASP distributor for more information on all our courses.

SCAN TO FIND
Your Local Distributor To Book Asp Education



KIT LIST

For each of the courses below you will be required to bring with you the following Hairdressing equipment/ Kit:

ASP Fundamentals, Lift & Tone Specialist, Colour Correction, Formulate, Kitoko Cares

- Hairdryer
- Brushes

Hair Swatches will be provided by ASP education team

Blow Dry Course, Essential Balayage & Face Frame, Essential Foiling

- Hairdryer
- Brushes – Paddle brush, flat brush, round brushes in different sizes
- Tail comb
- Sectioning clips
- Straighteners & or curling irons
- Dressing out brush and wide tooth comb
- Uncoloured mannequin head level 7 or darker 100% human hair.

Please speak to your Distributor to see if this is included in the course cost price.

Super Smooth

- Hairdryer
- Brushes Paddle brush, Flat Brush, or round brushes
- Tail comb
- Fine tooth comb
- Sectioning clips
- Temperature controlled Straighteners

ASP Freelance Collective

- Hairdryer
- Brushes – Paddle brush, flat brush, round brushes in different sizes
- Tail comb
- Sectioning clips
- Straighteners & or curling irons
- Dressing out brush and wide tooth comb
- A colour model, that has been skin tested in accordance with the ASP skin testing policy. *Please ensure the models hair is in good condition and not a colour correction from going dark to light*.

ASP AMBASSADOR COURSES

- Hairdryer
- Scissors
- Thinning scissors
- Razor
- Clipper and guards for attending the hairdresser to barber course
- Brushes – Paddle brush, flat brush, round brushes in different sizes
- Tail comb
- Sectioning clips
- Straighteners & or curling irons
- Dressing out brush and wide tooth comb
- Uncoloured mannequin head level 7 or darker 100% human hair.

Please speak to your Distributor to see if this is included in the course cost price dependant on course booking a light blonde block head maybe required.

Sheree Tomic Courses, Please Provide:

- Hair styling kit
- Clear bands
- PRO hair tape
- Grips/ pins
- Weave it tool or topsy tail
- Comb, brush, round brush
- Bristle brush
- Big tail comb
- Section clips
- Cover clips
- Pin curl clips
- Padding
- GHD tong or styler
- Texture crimper
- Hair dryer
- Decoration
- Styling products provided
- Mannequin or live model will need long hair in good condition that is clean and dry.

TERMS & CONDITIONS

- For each course you will be required to have your hairdressing kit, refer to our Kit List for the requirements for each course.
- Half Day courses are 3 hours
- Full Day courses are 6 hours

Trade Locator
To arrange in-salon training with ASP, reach out to your local ASP distributor. You can find a list of nearby distributors at TRADE LOCATOR on the ASPhair.com or by scanning the QR code.

Virtual Zoom Courses
Among our other education offerings, we offer complimentary virtual courses across our whole product portfolio.

Scan to book your online course today, FREE!

USEFUL NUMBERS

CUSTOMER SERVICE
Tel: 01794 527111
Email: customerservices@asphair.com

TECHNICAL HELPLINE
Tel: 01794 527111
Email: technical@asphair.com