
ELIXIR

A showcase of ASP's innovative, technologically advanced permanent color. Discover an eco-forward, tech-driven, world-class color system, perfectly crafted for the modern stylist for boundless creativity.

PURETONE

Discover PureTone, ASP's eco-forward demi-permanent innovation. A dual-action cream or liquid system designed for luminous shine and maximum usability.

SPECIALTY COLLECTIONS

Explore ASP's premium Specialty Collections—b:Red, b:Brown, Toners, Gothics, Intensives, and more, each expertly formulated for creative excellence. Bonus- It will elevate the Elixir experience!

SYSTEM BLONDE

Experience the brilliance of System Blonde, ASP's flagship lightening collection. If you're looking for the way to blonde, the System will show you the way!

RINSE. REVIVE. REPEAT - CARE & STYLE

Discover the complete journey from care to style. This course spotlights shampoos, conditioners & styling ranges. FEATURING, our new/reformulated Luxury Kitoko Range and/or MODE care. Special feature: Introducing Dream Curls!

EXPERT SERIES

An introduction into the necessities of providing exquisite work behind the chair. The professional based Expert Series will bring technology & industry leading advancements to your toolkit.

SUPER SMOOTH

Experience ASP's Super Smooth—a vegan-friendly, amino-acid infused smoothing system designed to deliver irresistibly sleek, silky, and strengthened hair.

MIRACLE TOOLS

Meet the iconic Hero products of ASP, our Miracle Tools. These artist favorites provide all the little things you never knew you needed, but can no longer live without!

COURSE DETAILS...

ELIXIR

3 hour Interactive (model , mannequin or swatching)
Featuring 1-10 range of Elixir Permanent Color

PURETONE

3 hour Interactive (model, mannequin or swatching)
Featuring PureTone Dual Action Demi-Permanent Colour

SPECIALTY COLLECTIONS

3 hour Interactive (model, mannequin or swatching)
Featuring Gothics, b:Red, b:Brown, Intensives, Toners,
Metallic Toners, & Highlifts

SYSTEM BLONDE

3 hour Interactive (model, mannequin or swatching)
Featuring all offerings under the System Blonde umbrella

RINSE, REVIVE, REVEAL

2 hour Interactive (model, or mannequin)
Featuring NEW & REFORMULATED Kitoko, Kitoko Arte and/or
MODE care & style. Feat. New Mode Dream Curls!

EXPERT SERIES

2 hour Interactive (hands-on experiments, materials provided)
Featuring the Expert Series Range offerings

SUPER SMOOTH

2.5 hour Interactive (model required)
Featuring Super Smooth

MIRACLE TOOLS

2 hour Interactive (models required)
Featuring ASP's Miracle's like Miracle Water, Miracle Mist,
Kitoko Oil, Anti-Yellow Additive, Converter, & more! Our top
sellers all in one place!

HANDS ON - FULL DAY WORKSHOPS 2026

PUREPAINT:PURETONE

AN ASP CROWD FAVORITE

Dive into the art of freehand painting with the ASP National Team! This exclusive lightening & refining course will boost your bespoke freehand blonding skills while providing a structured approach, allowing you to work smarter, not harder!

This is a full day, hands on learning lab, featuring lighteners under the System Blonde umbrella & lush toning options within the PureTone demi-permanent range
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THE FOIL FORMULA

FOIL LIKE A PRO

This comprehensive foiling class covers everything from the basics to advanced techniques. You'll learn essential foiling patterns, understand the 'why' behind each step, & discover strategies to avoid over-foiling. Designed for all skill levels, this class focuses on boosting your productivity & efficiency behind the chair while delivering flawless, predictable results every time.
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FRINGE, FRAMES & FLASH COLOR

CUT & COLOR

ASP America's Creative Team guides you through everything fringe and face framing! Master the shag bang, update the full bang, and explore express coloring techniques designed to perfectly tie the entire look together.

MODERN CUTTING FUNDAMENTALS & EXPRESS BRUNETTES

CUT & COLOR

Sharpen your fundamental cutting skills & elevate your dimensional brunettes to a new level of express aesthetic. How does creating luxe, expensive brunettes in just 15 minutes sound to you?