

WELLA
SCHOOL
PROGRAM



CLAIROL
PROFESSIONAL

O·P·I

PROFESSIONAL
SEBASTIAN

NIOXIN



WELLA SCHOOL PROGRAM GUIDE

DEAR SCHOOL OWNERS AND SCHOOL INSTRUCTORS,

Congratulations on supporting the most dynamic professional industry, full of career opportunities and financial rewards. A beauty career begins the day students enroll in your cosmetology school, Wella wants to support your students throughout the key moments of their career.

Wella is celebrating over 140 years as a global leader in the professional salon industry and we want to be your lifetime professional partner. As an award winning professional company, we have access and influence across all the key industry associations including media channels, trade shows and competitions. Why is this important to you? Simply put we can support your Students' career goals today, tomorrow and when they become a household name.

To our prospective partner schools, the Wella School Program is the most comprehensive in the industry. As a Wella School Program Member, we are committed to offering you a multifaceted approach including exclusive pricing, co-branding with a global company and a best-in-class job placement program.

Our program will enable a more productive student and a more qualified graduate. Moreover, the Wella School Program will equip your school to attract more students and instructors.

WELLA HISTORY

1880

FRANZ STROHER

The company's story begins in 19th-century Germany, with the vision and passion of one hairdresser. Franz Stroher founded Wella in 1880.



EUGENE SCHUELLER

Eugene Schueller creates the first blonde hair dye technology in Paris — the first commercially available oxidative/permanent hair color.



1920

KOLESTRAL

Wella acquires license to manufacture its first perming apparatus: Kolestral.



WELLIN

The first Wella perming appliance was mass produced for salon use accompanied by the perming agent Wellin.

1930

HAIR DRYER

Wella develops the first hair dryers with built-in motors.



WELLA USA

Wella USA founded in New York City.

BLONDOR-BLEACHING

Introduction of Blondor-Bleaching agent.

1950

COLOR IGNITING

Wella sets the pace with color, igniting the industry, pioneering Koleston as the first cream colorant that nourishes hair.

ELIZABETH TAYLOR

Elizabeth Taylor in a Koleston ad was the idol of the 1950s.

COLOR CHARM



Color Charm Liquid Crème hair color launched to compete with Miss Clairol.

1960

WELLA PRIVAT

Individual expression drives self-aware and fashion-conscious clients to change their hairstyle more frequently. Salons join in the retail revolution with Wella Privat.

1970

WELLA SPRAY

Wella introduces damp-resistant, pleasantly scented hold — perfect for styling and brush-out — with Wella Spray.

KOLESTON 2000

Wella advances color science with Koleston 2000.



1980

100 YEARS

Wella celebrates 100 years and sales pass the \$1 billion mark.

COLOR TOUCH

Wella launches first demi-permanent hair color.

1990

KOLESTON PERFECT

Koleston is relaunched as Koleston Perfect.

2000

COLOR MOLECULE: PYRAZOL 5

Color molecule Pyrazol 5 (p5) by Wella marks the new millennium of hair color.



2010

WELLA CARE & STYLING

Wella expands into the Care & Styling category with products to benefit any client.

ILLUMINA COLOR

After 20 years of research, ILLUMINA COLOR sets a new beauty standard in the world of color with Microlight technology.

2015

EIMI

Wella introduces a new styling line to express the individuality of each stylist and client.

2018

COLOR FRESH CREATE

Wella expands the semi-permanent line with a range of expressive shades for unique hair color creations.

WELLAPLEX & FUSIONPLEX

From coloring or lightening in-salon, to take-home haircare, this complete line, designed by Wella Professionals, strengthens hair at every step.

2019

KOLESTON PERFECT

Wella Professionals revolutionizes permanent hair color with the new Koleston Perfect formulated with ME⁺.

INVIGO

Wella Professionals' INVIGO creates recharging moments in-salon and at home with high-performance, invigorating care blends and treatments for all hair types.

NUTRICURLS



Nutricurls is designed to nourish waves and curls with Nourish-In Complex and is Wella Professionals' best range for long-lasting curl definition.

BLONDOR TONERS

Wella Professionals introduces new non-progressive toners that don't over-deposit to base break, tone, and kick brass for the cleanest, clearest blonde results.

2020

COLORMOTION⁺

Launch of Wella Professionals' first care regimen to include pre- and post-service items to provide 8 weeks of color protection, strength, and shine.

BLONDORPLEX

Wella Professionals proudly launches BlondorPlex, combining award-winning Blondor with WellaPlex bonding agent.

2021

COLOR FRESH MASK

Wella Professionals introduces zero-damage masks that condition while depositing color to let users refresh or transform color at home.



2022

SHINEFINITY

Wella Professionals' first line of glaze shades offers zero damage, zero lift, long-lasting color glaze, and clean formula.

NEW ELEMENTS

The relaunch of Elements features an enriched, complete regimen for healthy-looking hair and scalp for ingredient-conscious consumers.



WELLA HELPS YOUR SCHOOL STAND APART

OUR FOCUS

You are our focus! Together, with a foundation of education, Wella partners with schools to elevate the industry.

OUR PRODUCTS

Wella equips schools with our professional product lines that combine reliable quality with industry innovation.

WELLA SCHOOL PROGRAM ALLIANCE

Wella partners with schools of all sizes to accelerate the future of our industry, one student at a time. See our partnership options to learn which program fits your school's needs.

EDUCATION

Wella offers a range of tools and opportunities to advance your institution and prepare students for success.

INSPIRATION

Wella's network provides endless inspiration that engages, encourages and motivates both students and professionals.

BUSINESS AND MARKETING SUPPORT

Wella connects schools with thought leaders and brand experts, both for instructor support and to empower students entering the workforce.



PARTNERSHIP

PROGRAM

SCHOOL MEMBER

Earned Seminar

~1 class/\$6,000 Spent

Points Program

Tier based on Spend

Product Discount

Tier based on Spend

Marketing Support

Digital and Print

Logo Usage

Digital and Print

Student Competitions

Annual

Access to Online Education

Support options available

Member Criteria

Min. Annual Spend \$1,000

WELLA EDUCATION MISSION

We are driven by **empowering beauty professionals** with education that **unleashes** their fullest **potential**, **sparks** their **creativity** and **supports** their **aspirations**.

We do this by offering exceptional educational skills and by forging authentic personal relationships that **bring together a community** united by the passion for our craft.

Because **we are stronger together;** as one we can change our beauty industry.

THE CORE OF **WELLA** PROFESSIONALS CRAFTSMANSHIP

At Wella Professionals, education is at the heart of everything we do. We believe hairdressing is a unique combination of craft and inspiration. We are a tight knit community who embrace and learn from one another. **Education is the force that drives us.**

STUDIO

Master your craft and deep dive into our **state of the art studio.**

DIGITAL

Created to support educational goals of every hairdresser at **every stage of their career.**

IN-SCHOOL

Offering custom education focused on elevating the craft of each **student and instructor.**

EDUCATION TOOLS

Face-to-face, Virtual On Demand, Workbooks, World-class Education Partners

COMPETITIONS

Designed **for visionaries** ready to influence the industry.



EDUCATION INSPIRATION AT **WELLA** STUDIOS

The Wella Studios are world-class training destinations, dedicated to providing the best in beauty education offering courses to start you on your professional beauty career, including courses on the pathway to achieving Wella Color Expert, Wella Style Expert, and other Wella Expert certifications.

Led by our industry-recognized Signature Artists, and offered year-round, the Studios provide personal, transformational learning experiences—from beginner classes to Expert courses—assisting you at every stage of your continuing education journey.

WELLA STUDIO OPTIONS

Wella Studios world-class training is offered at our exclusive Studio locations for in-person, hands-on education or Wella Studio Online education, for the same hands-on, real-time learning and personal coaching as you would have in person, simply facilitated virtually.



WELLA STUDIO: LOS ANGELES

Situated on over 20 acres, our Calabasas campus is home to both our Wella Company North America headquarters and our Los Angeles Studio, making it the perfect place for your education retreat.



WELLA SATELLITE STUDIO: EAST COAST

For our East Coast customers we've opened a Satellite Studio in New Jersey out of The Room salon in Verona. We offer the same best in class Wella Studio Education delivered by our Signature Artist Tea.



WELLA STUDIO: ONLINE

Wella Studio Online offers a wide variety of education opportunities allowing you to cultivate your skills from wherever you are. We offer the same hands-on, real-time learning and personal coaching as offered in-person, but in the comfort of your own home or studio.

FLEXIBLE LEARNING WITH **WELLA** DIGITAL

Wella Education knows life is busy and offers the same world-class beauty education from top experts on a wide range of digital platforms. Flexible learning, skills enhancement, and industry-recognized certification opens doors to endless opportunities in a career in the beauty and wellness industry.

WELLA DIGITAL

WELLAED.COM

Wella Ed is the top destination for beauty professionals to engage with Wella's full range of offerings from education to community to resources. The Wella School Program will allow your school to attract more students and instructors.



WELLA APP

Our one-stop-shop for all things hair and nails. Inspiration and education by our brands like Wella Professionals, OPI, Sebastian Professional, Nioxin, Wella ColorCharm, Clairol Professional, ghd and Briogeo. It's like having a hair and nail guru in your pocket!



EDUCATION PARTNERS

Wella education available to add to your curriculum with leading education companies.

Milady

Milady. Experience the benefits of a digital-first beauty education with CIMA—designed to streamline your day-to-day and keep your curriculum on the cutting edge.

PIVOT POINT

Pivot Point. Your Trusted Education Partner. With Pivot Point, you get innovative and reliable education solutions needed to learn forward.

WELLA STUDENT COMPETITIONS

Define your destiny.
Enter the world of Wella competitions.

NETWORK

Build your community! Competitions connect schools with artists, trade publications and industry leaders. This helps build lifelong bonds and allows you to meet mentors who will guide your passion forward after graduation.

LEADERSHIP

Develop your confidence! Learn Decision making skills that will help you push your own limits and trust your instincts.

EXCITEMENT & FUN

Have a great time! Practice new techniques and stretch your skill set and you will discover just how talented you are!

HAVE A GREAT TIME!

Practice new techniques and stretch your skill set. You will discover just how talented you are!

EXPERIENCE

Ignite your creativity! Bring your passion to competition to discover hidden talents, get inspired by your surroundings and have an unforgettable experience.

EXPOSURE

Showcase your talent! Competition builds more than your portfolio: it builds your reputation, and employers take notice.





BEA

BEAUTY ENVISION AWARDS

BEAUTY ENVISION AWARDS

A competition of otherworldly beauty. From student to artist to champion—these are the stages of a Beauty Envision Awards winner. The ultimate competition of creativity.

“Shoot for the moon.
Even if you miss, you’ll land
among the stars.”

NORMAN VINCENT PEALE

FOR MORE INFORMATION VISIT
beautyenvisionawards.com
[@WellaEducation](https://www.instagram.com/WellaEducation)



WELLA CERTIFICATION LEVELS

The Wella Certification is a comprehensive program set up in different tiers to make your learning journey digestible and achievable. We offer a variety of certification options in 10 Craft Pillars at 3 levels of expertise: Insider, Specialist, and Expert.

To get more information and start collecting badges, visit wellaed.com, and begin your journey to expertise.



INSIDER

Foundational Knowledge

The **Insider Series** is a collection of virtual seminars based on product knowledge and foundational expertise of our brands. The sessions are live through Zoom and guided by one of our professional experts to allow you to interact and ask questions. Once you have completed an Insider Series suite, you will take a knowledge check to ensure you have acquired the tools to continue your journey to the Specialist Series certification.

SPECIALIST

Craft & Technical Specialty

The **Specialist Series** is a collection of seminars based on craft and technical expertise. The sessions are either virtual or face to face, and you will be guided by our technical education experts to perfect your craft in various hair and nail disciplines. Once you have completed a Specialist Series bundle, you will take a knowledge check to ensure you have acquired the tools and expertise to continue your journey to the Expert Series certification.

EXPERT

Creative Craft Expertise

The **Expert Series** is a collection of seminars based on creative craft expertise. The sessions are face to face, and you will be guided by our highly technical and artistic education experts to perfect your artistic craft in various hair and nail disciplines. Once you have completed an Expert Series you will join the Expert Alumni community and have access to custom programs and an annual alumni retreat.

WELLA CERTIFICATION PROGRAM



COLOR

Dive deep into the art and science of overall color.



STYLE

Find new opportunities to expand your styling repertoire.



CUT

Find your artistic expression through the craft of cutting.



BLONDING

Learn chemistry behind a crystal clear bleaching formulation.



CARE

Deepen your understanding of the scalp and hair care.



CURL

Gain the tools and knowledge needed to take your curl craft to the next level.



BARBER

Learn the latest in barbering and razor techniques.



NAIL

Deepen your understanding of the scalp and hair care.



CREATIVE COLOR

Understand how the eye perceives color to create impactful color placements.



TREND

Get training on how to stay up on the latest hair trends.



BUSINESS

Transform the way you think about your business to get exceptional financial results.



WELLA
PORTFOLIO
OF BRANDS



WELLA PROFESSIONALS COLOR



KOLESTON PERFECT PERMANENT COLOR

Comprehensive color palette with unlimited possibilities.



ILLUMINA COLOR PERMANENT COLOR

Delivers natural-looking, luminous, youthful results with amazing hair protection.



COLOR TOUCH DEMI-PERMANENT COLOR

For a multidimensional, hyper-natural color full of shine.



COLOR TOUCH PLUS DEMI-PERMANENT COLOR

Rich, low-commitment hair color for more coverage than COLOR TOUCH.



SHINEFINITY DEMI-PERMANENT COLOR

Shimmering veil of color, respects the natural character of the hair with zero lift and zero damage.



COLOR FRESH SEMI-PERMANENT COLOR

Versatile, low-commitment color with conditioning formula that moisturizes and smooths hair.



COLOR FRESH CREATE SEMI-PERMANENT COLOR

Intermixable palette for limitless color options that conditions hair and fades true-to-tone.

HOUSE OF BLONDOR



BLONDORPLEX MULTI BLONDE POWDER

- Blondor with WellaPlex bonder inside



BLONDOR MULTI BLONDE POWDER

- Multipurpose
- For highlights and full head



EXTRA COOL BLONDE POWDER

- For cool blonde results
- For hair from tone depths 4-8



SOFT BLONDE CREAM

- For gentle lightening
- Great for on-scalp



MAGMA BY BLONDOR

- Lightener and toner — Lifts hair and tones at the same time while delivering a dynamic range of color
- Available in warm and cool blonde and red shades



BLONDOR FREELIGHTS

- For accurate and precise freehand application
- Up to 7 levels of lift



PERMANENT COLOR



PERMANENT LIQUID COLOR

EASY BOTTLE APPLICATION AND RELIABLE RESULTS

WELLA colorcharm Permanent Liquid Hair Color saturates and fuses with the hair to deliver a true-to-tone exceptional hair color that:

- is fade resistant
- has 68 easily intermixable shades
- offers up to 100% gray coverage
- is available in neutral, ash, gold, warm, and red shades
- has a gentle fragrance and great conditioning that make it the perfect coloring partner



PERMANENT GEL

VIBRANT COLORS AS CREATIVE AS YOU ARE

WELLA colorcharm Permanent Gel Hair Color with Gelfuse™ Technology offers:

- the speed of liquid
- the convenience and conditioning of a cream
- natural, true-to-tone, fade-resistant results
- 100% gray coverage





PERMANENT TONERS



WELLA colorcharm PERMANENT LIQUID TONERS™

TAKE CONTROL AFTER LIGHTENING AND BID BRASSY GOODBYE. ACHIEVE JUST THE RIGHT SHADE TO SUIT YOUR LOOK.

WELLA colorcharm Permanent Liquid Toners let you neutralize your brass with up to 90% less breakage,* creating hard-to-achieve shades of blonde, such as platinum and beige, with ease.

WITH THE **#1 PERMANENT TONER** IN THE US.**



WELLA colorcharm PERMANENT CRÈME TONERS

DISCOVER YOUR BEST BLONDE WITH NEW WELLA COLORCHARM PERMANENT CRÈME TONERS.

From the makers of the #1 permanent toner in the US,*** these 8 new crème toner shades let you neutralize brass and perfect your blonde with up to 90% less breakage.*

*WELLA COLORCHARM LIGHTENER + PERMANENT TONER VS. LIGHTENER ALONE

**WELLA CALCULATION BASED ON DATA REPORTED BY NIELSENSIQ'S SCANTRACK SERVICE FOR PERMANENT TONER PROTECTION TREATMENTS SEGMENT, 52-WEEK PERIOD ENDING 04/23/2022, TOTAL U.S.XAOC AND SALLY BEAUTY TOTAL OMNI MARKET, ACCORDING TO THE NIELSENSIQ SYNDICATED PRODUCT HIERARCHY. COPYRIGHT © 2022 NIELSEN CONSUMER LLC.

***WELLA COLORCHARM LIQUID TONER IS THE NO.1 PERMANENT TONER IN THE US. WELLA CALCULATION BASED ON DATA REPORTED BY NIELSENSIQ'S SCANTRACK SERVICE FOR PERMANENT TONER PROTECTION TREATMENTS SEGMENT, 52-WEEK PERIOD ENDING 04/23/2022, TOTAL U.S.XAOC AND SALLY BEAUTY TOTAL OMNI MARKET, ACCORDING TO THE NIELSENSIQ SYNDICATED PRODUCT HIERARCHY. COPYRIGHT © 2022 NIELSEN CONSUMER LLC.

CLAIROL PORTFOLIO



PERMANENT HAIR COLOR



SEMI-PERMANENT HAIR COLOR



LIGHTENERS



DEVELOPERS



SHIMMER LIGHTS LIGHTENING & TONING

WELLA PROFESSIONALS CARE



COLLECTION



INVIGO **BRILLIANCE**



INVIGO **BLONDE RECHARGE**



INVIGO **VOLUME BOOST**



INVIGO **NUTRI-ENRICH**



INVIGO **BALANCE**

THE SPECIALISTS' RANGE



SERVICE SUPPORT



COLORMOTION+



NUTRICURLS



FUSION



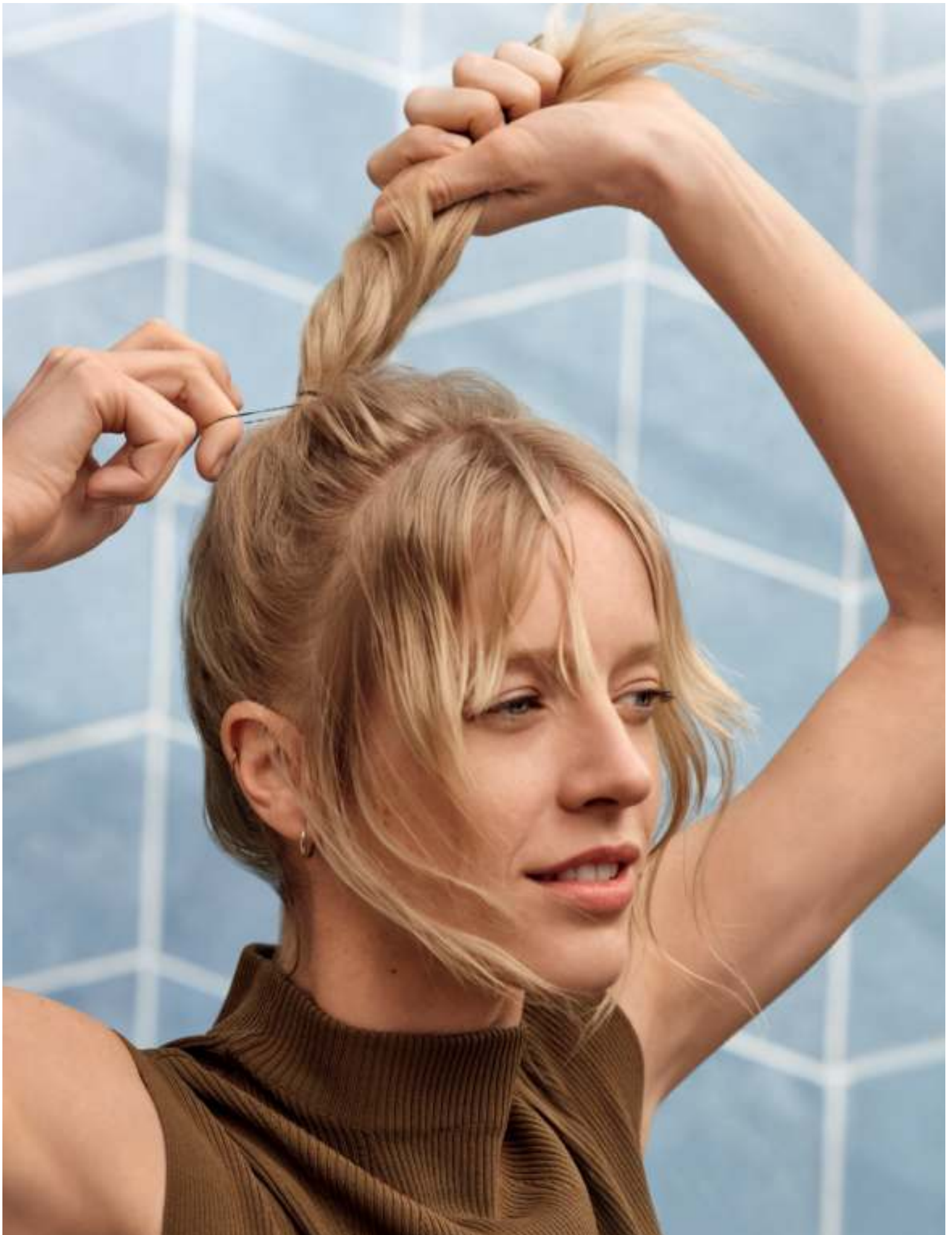
OIL REFLECTIONS



ELEMENTS



COLOR FRESH MASK



NIOXIN®

PERSONALIZED SOLUTIONS



CARE SYSTEMS



SCALP RELIEF



SCALP RECOVERY



HAIR REGROWTH



EXPERT CARE



INTENSIVE CARE



STYLING



INSTANT FULLNESS

STYLE IS FLUID

For 50 years **Sebastian Professional** has never stopped pushing boundaries and igniting creativity for industry leaders, visionary stylists, and passionate at-home users.

Hair transcends gender, prejudice and cultural limits **and so do we.**

Our style is open and constantly evolving.
In a word: **Fluid.**

As we look to the future, we are more committed than ever to **celebrating self-expression** with innovative styles and striking transformations, made possible by our **iconic and hybrid products.**





50 YEARS OF LIMITLESS SELF-EXPRESSION

Since the beginning, Sebastian has enabled stylists and the stylish with new products, tools, and techniques. Our styles work in the spotlight, at the salon, and on the street. Putting self-expression in your hands. Cellophanes was the first product that brought choice to color.

Shaper is the world's first any-which-way spray, while Potion 9 created the canvas for limitless style, and Eruptek injected hair with expansive clouds of texture. Dark Oil, formulated with sandalwood, cedarwood, and argan oil, replenishes hair from the inside out for silky smoothness. This evanescent oil does not weigh hair down, it can be evenly distributed on hair, and it disappears in seconds thanks to the DiffusX technology.

No.Breaker is our leave-in bonding and styling spray for stronger hair* without compromising on volume, made to repair even severe damage caused by hot tools and chemicals.

And now our iconic lineup of products is joined by Penetraitt Overnight Repairing Serum with Hyaluronic Acid and Niacinamide to deeply penetrate the hair and help repair from within while you sleep.

Our versatile products always create new possibilities for self-expression. Never be afraid to mix it up. Combine creams with clays and gels with oils for the most unique effects. There's simply no limit to what you can create.

* vs. low conditioning shampoo



OUR STORY

Iconic British hair brand ghd has been transforming beauty routines with the power of a **good hair day** since 2001; that's **over 20 YEARS OF GOOD HAIR DAYS.**

We're a global leader in high-end professional hair styling tools and a 8x winner of Allure's Best of Beauty award.

ghd offers award-winning tools to help you dry, style, curl, and protect your hair to the highest possible standard at the scientifically proven optimum temperature of 365°F.





Known for blending science with innovation, luxury, and style, ghd creates the most technologically advanced hair tools in the world, which have become an essential part of the daily lives of hair stylists and consumers globally.

Because there's one thing we expect as standard — a good hair day.



**LEARN MORE ABOUT GHD
AT OUR WEBSITE**

FOLLOW US

-  @ghd_northamerica
-  @ghd_usa
-  @ghdNorthAmerica
-  @ghd North America





THE COMPLETE OPI PORTFOLIO



SERVICE ESSENTIALS



PRO SPA SKINCARE
HANDS & FEET



ACRYLIC ENHANCEMENT SYSTEMS



NATURE STRONG NATURAL
ORIGIN VEGAN LACQUER



NAIL LACQUER



TREATMENTS



INFINITE SHINE
LONG WEAR LACQUER



GEL COLOR SYSTEM



POWDER PERFECTION
DIP SYSTEM

WELLA
EDUCATION
PARTNERS



It's time to RETHINK MONEY.



Created for beauty & wellness schools, **MONEY EDU** is Qnity's simple, visual program that helps students learn how money and finances work within their craft.

130


campuses use
MONEY EDU

12k

students in 2022
took the course

STANDARD SCHOOL PRICE:

\$97 per seat

WELLA SCHOOL PRICE:

Only \$58!

That's a **40% saving!**

“

MONEY EDU is the missing piece to our profession!

”



Rickie Mehl

CO-OWNER,
CAMEO COLLEGE

STATISTICALLY:

**More than
76% of students
lack financial
education.**

Help your students master money today! →

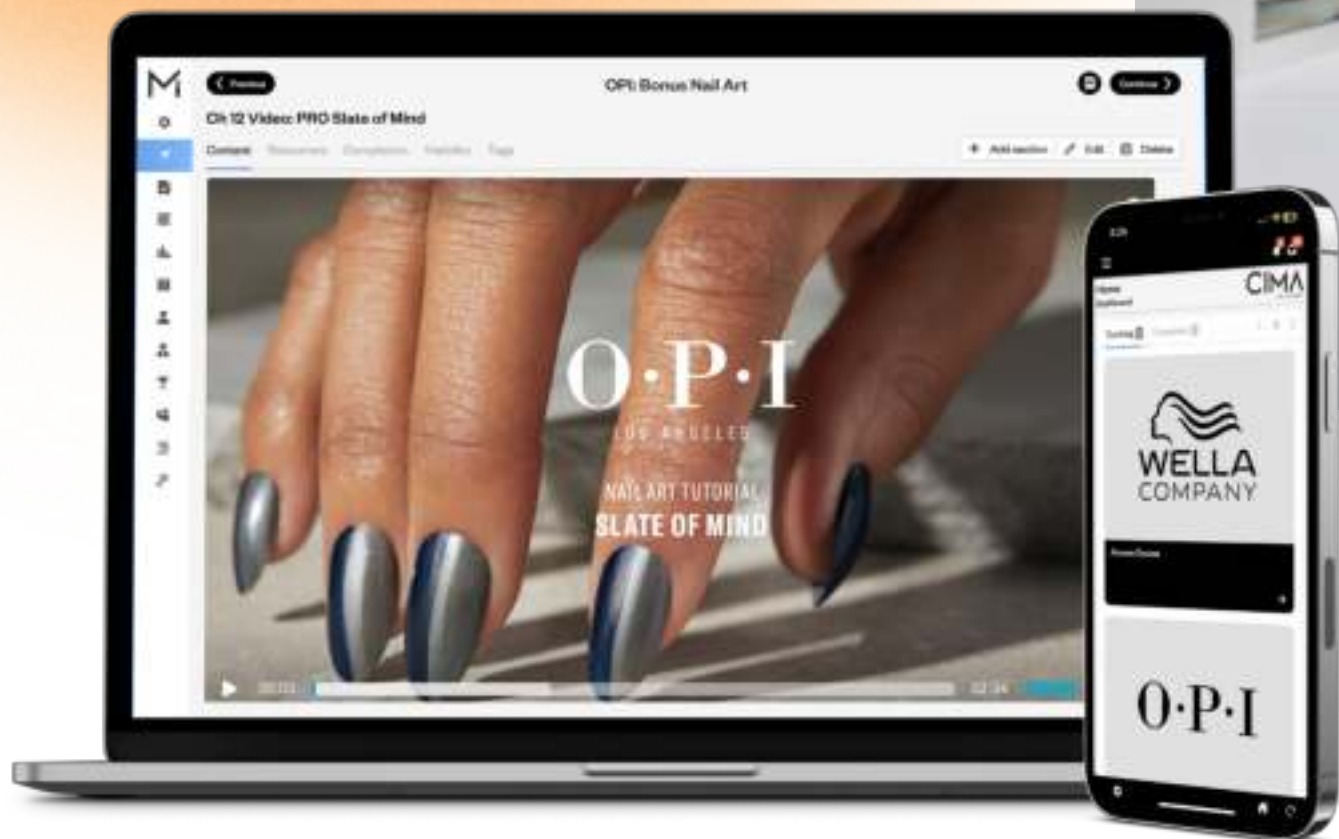
BOOK A DEMO



Milady®

Lead the way with CIMA.

Wella and OPI content now available.



Bring Wella and OPI content to your students right within the CIMA digital learning platform at no cost to you. CIMA helps you prioritize learning outcomes, meet student expectations, and stay compliant with built-in time tracking for your hybrid programs.



“The unlimited resources of educational materials provided by Milady is phenomenal. The contents are so easy to follow, read and understand. The platform provides such ease for the educators to teach, implement and spend more time with students in the classroom.”

—Cherrita Martin | Artistic Academy of Hair Design, Morris Plains, NJ



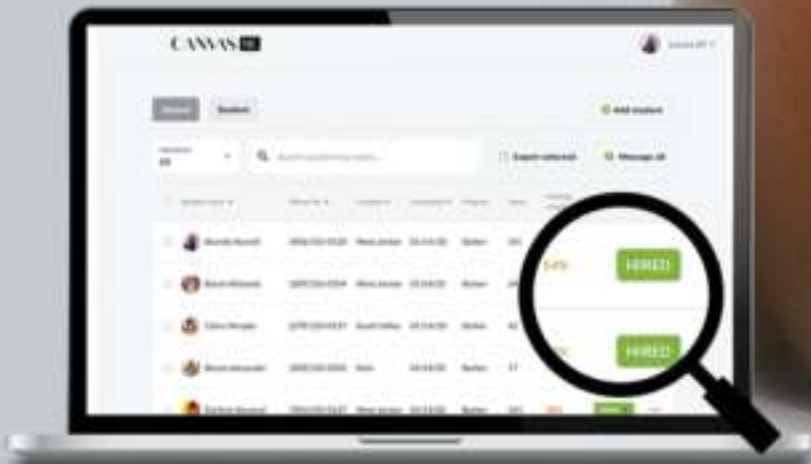
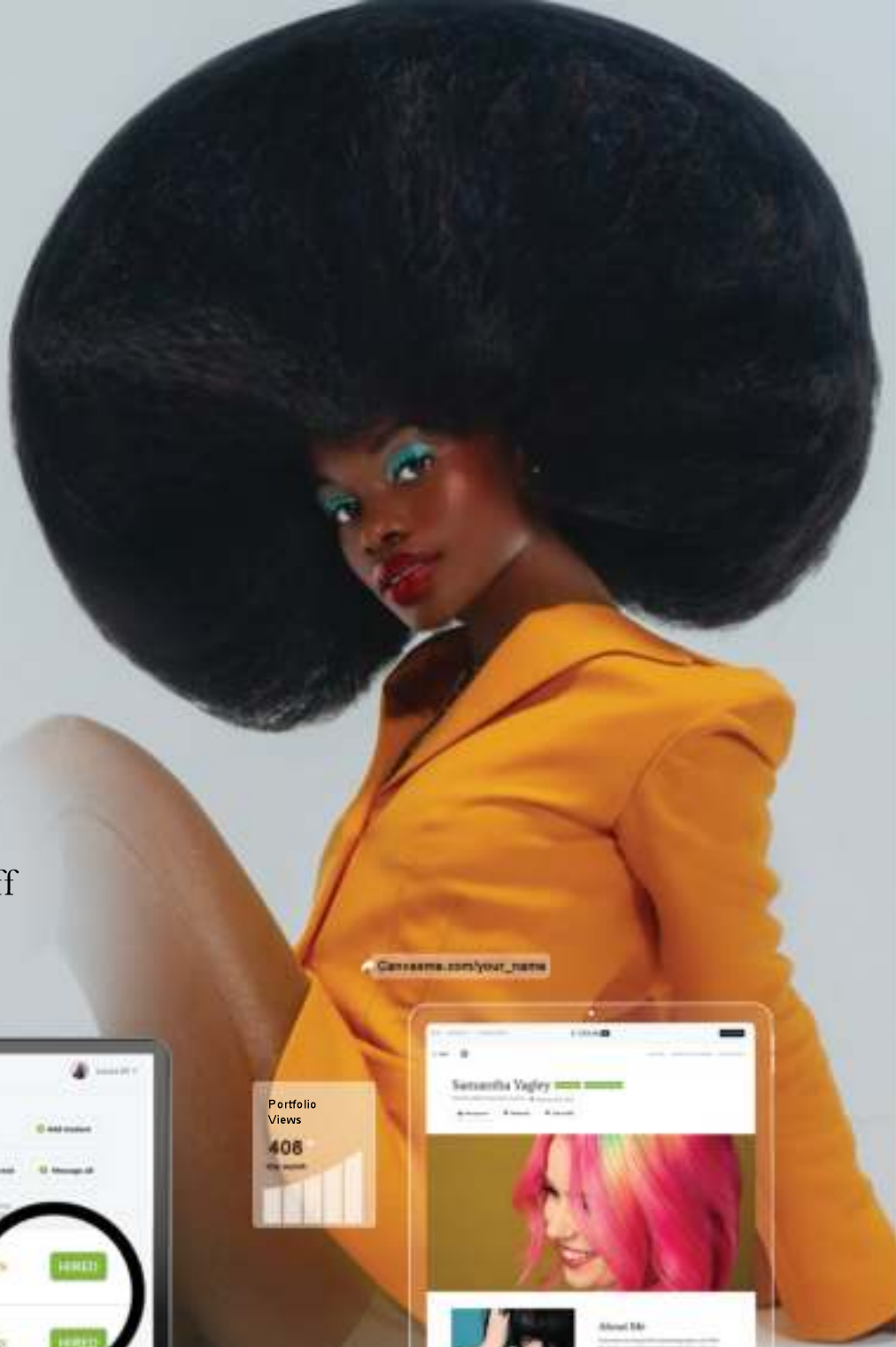
Help your students thrive with CIMA.
Visit milady.com/wella

milady.com

CANVAS **ME**

ENGAGE.
TRACK.
MARKET.

Empower your students, staff
& school with Canvas ME



SCAN TO WATCH
THE VIDEO



Empower your students to create dynamic digital portfolio's rather than static word doc resumes.



Invest in your students and alumni to know how to market themselves through a digital portfolio.



Give your students access to exclusive Canvas ME mentorship opportunities **BEFORE** they graduate.



Canvas ME portfolios have been used as **approved Placement documentation.**



Empower your students to be seen on a national scale.



Feature Videos and imagery from student portfolios to humanize and customize to your school.



Share student portfolios via social channels **through customized links.**



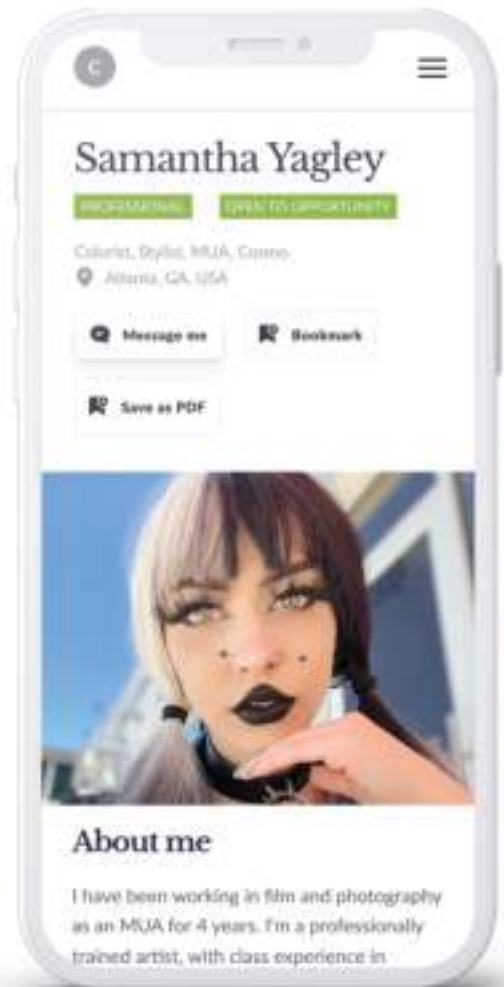
Access to Canvas ME curriculum . Portfolio building, interview skills, mindset and personal development courses.



Access to student data In your Canvas ME Dashboard.



Empower your students to find their place of belonging.



54% of Gen Z won't complete a job application if a company's recruiting methods are outdated.

26% would be deterred from accepting a job because of the lack of recruiting technology.



01 WELLA & 03 OPI EDUCATION

Pivot Point's comprehensive *Fundamentals* curriculum, equips learners with the skills they need in the industry and life after licensure.

The synergy of exceptional education resources and LAB®, Pivot Point's forward-thinking, user-friendly Learning Experience Platform lets you create tailored, high-quality learning experiences.

Now, Wella and OPI's product knowledge catalogs are available on LAB to seamlessly integrate with *Fundamentals* licensure content. The result? Greater impact and improved outcomes.

WHAT'S INCLUDED IN WELLA'S CATALOG?

- Nine catalogs broken down into individual lessons for a more flexible structure (plus an Educator Resources catalog)
- Styling techniques from four industry-leading product lines, including:
 - EIMI
 - Sebastian
 - GHD
 - Nioxin
- Catalogs seamlessly integrate with licensure content, *Fundamentals: Cosmetology*

WHAT'S INCLUDED IN OPI'S CATALOG?

- Four individual courses (plus an Educator Resources course), including:
 - Service Essentials
 - Lacquer Systems
 - Acrylic Systems
 - Gel Systems
- OPI Certification elevates your student's marketability with certification from an industry leader

Your **learning roadmap** is laid out in a way that promotes maximum results for learners and efficiency for educators.

Sample learning
recommended path
within licensure content

Lesson objectives clarify learner purpose and outcome.

Lesson details provide educators with estimated completion time.

Direct downloads for learners conveniently located within the lesson.

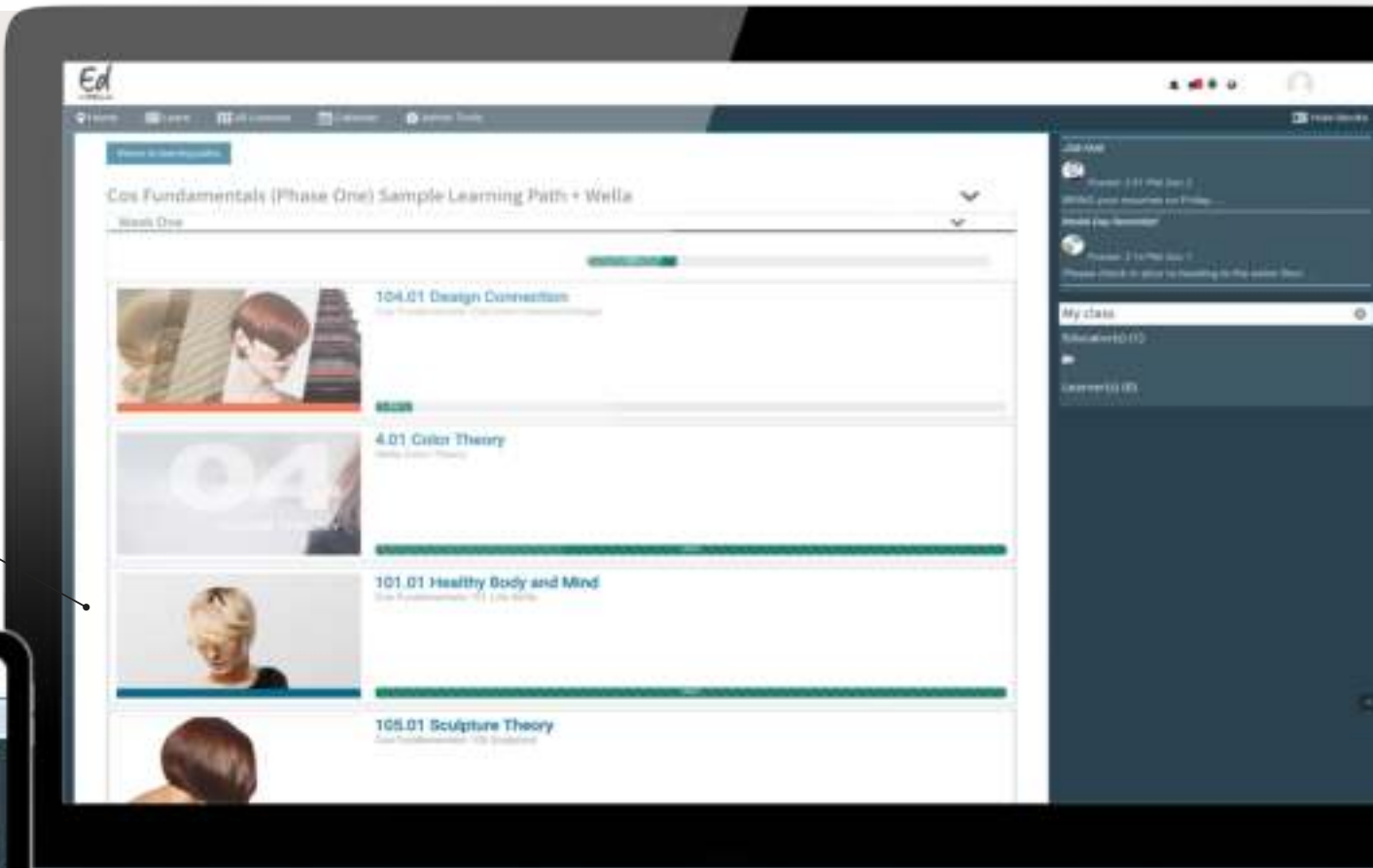




EDUCATION ON LAB®

perfectly retention factors.

paths offer positioning curriculum.



Interactive activities reinforce concepts and create momentum for confident learners.

Student Performs feature confirms lesson objectives were met and provide students flexibility to complete workshops at home.

LEARN MORE



PIVOT POINT LAB

847-866-0500
PIVOT-POINT.COM

5 Reasons Meevo is the Perfect Software for Beauty and Wellness Schools



1. ADVANCED REPORTING

Effortlessly keep track of student progress, schedules, tasks, and performance through Meevo's innovative and customizable industry-leading reports that display student and teacher metrics in real time, separately from other roles.



2. SEPARATE STUDENT & TEACHER PROFILES

Create individual role profiles so schools can quickly plan daily activities for both students and teachers, and even assign instructors as service or product transaction overseers.



3. CUSTOMIZABLE SECURITY SETTINGS

Tailor security settings to your school's specific needs: Control which reports are accessible to students and allow individual students to only view their personal appointment book within Meevo rather than the entire business' book.



4. TIME CLOCK

Easily keep track of student hours with Meevo's Time Clock and automate punching in and punching out, while staying in accordance with local, state, and federal regulations and laws.



5. TRAINING & EDUCATION RESOURCES

Gain access to numerous training and educational resources for both students and schools with Meevo Academy's intuitive learning platform, software certification courses, monthly webinars, and on-demand training materials and videos.



Teach Your Students the Business Side of Beauty with Meevo

Meevo empowers thousands of beauty and wellness schools across the country with high quality training, education and industry-leading solutions that boost efficiency, simplify task management, and help prepare students for life after school.

“The education team at MSI offers a world-class, pre-launch process that includes online tutorials, a real-time help desk, and on-site custom training—and the post-launch support is just as amazing and effective. Their team’s enthusiasm, knowledge, and can-do attitude made our transition to Meevo a huge success.

The best part is that it keeps getting better!”

— Adam Broderick Salon & Spa

KEY FEATURES FOR STUDENTS AND TEACHERS

- ✓ Ability to set unit-based goals
- ✓ Time Clock and Work Activity management
- ✓ Advanced customizable reporting
- ✓ Personalized Smart Center dashboards
- ✓ Top 10 monthly services insights
- ✓ User-Defined Fields and Field Labels
- ✓ IP restrictions to limit offsite student access
- ✓ Visit Note Templates for grading
- ✓ Employee Templates and Promotions

Meevo[®]
POWERED BY MILLENNIUM

MEEVO.COM | (973) 402-9500



BEAUTY **CHANGES** LIVES[®]



SCHOLARSHIPS

over \$500k in tuition awarded each year!



MENTORSHIP

connect with a pro who has been there!



ADVANCED EDUCATION

the key to success is to never stop learning!



ENTREPRENEURIAL RESOURCES

grants and guidance to bring big ideas to life!



AWARENESS

making beauty and wellness a first-choice career!

FIND YOUR RESOURCES



beautychangeslives

beautychangeslives.org



knowbeautysecrets

knowbeautysecrets.org

#knowbeautysecrets

**KNOW
BEAUTY
SECRETS**

The KNOW BEAUTY SECRETS campaign is challenging perceptions about careers in beauty and wellness .

If you've dreamed about a career in beauty and wellness, this is your opportunity to learn the stories and secrets of industry professionals.

We know our careers are limitless, so whether you're a fellow pro or interested in joining our industry, it's time to ...



JOIN THE
MOVEMENT

**KNOW
SPA
SECRETS**

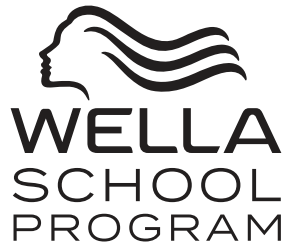
**KNOW
NAIL
SECRETS**

**KNOW
MASSAGE
SECRETS**

**KNOW
BARBERING
SECRETS**

**KNOW
HAIR
SECRETS**

**KNOW
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