

Still life

Course Booklet

EDIA
COSMETICS FOR HAIR

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Stylists that take the Still-Life course by EDIA Cosmetics For Hair will receive training and development as well as presentation skills.

This will help the following:

1) **Create more passion for day to day procedure as a salon artist.**

Over the years in this industry we've noticed that stylist become burned out. We feel that changing the approach will help to give stylist a fresher take on what they do day in and day out!

2) **Transition visuals from mind to actuality**

As an artist there are a ton of creations floating in one's mind. To help those creations evolve. The still-life course(s) will enhance the ability to break down the vision systematically thus making the cut feasible and salon viable.

3) **Gain longevity in career through proper body positioning whilst cutting**

One of the first lessons that should be taught is how to position your body. EDIA feels this is the key to better cutting technique as well as layering and achieving proper graduation.

4) **Learn to develop the EYE for balance**

This will give you what it takes to produce picture perfect styles. Stylist will learn to look at hair the way a photographer utilizes the lens when shooting. This will give stylist an edge into every major facet of the industry; fashion, media, and editorial.

5) **Expand your knowledge of uses for shears**

Throughout the years there have been many tools created to assist artist at achieving looks. EDIA will educate you on finding out that the Strictly 7 shear/blade techniques are all you need.

6) **Proper consultation that builds trust**

The reason that change is hard to achieve for the clientele in or out the salon is one big deal "TRUST". Once stylist have finished an EDIA Still-Life course they will have gained confidence to brand themselves which clients invest into.

7) **Universal language for the entire staff**

An atmosphere where the whole salon understands what's going on. Enhancing the platform for colorist and stylist to communicate with each other seamlessly to create what we call a "CULTURE". This will heighten client retention for the whole establishment and develop staff empowerment.

The class will start at 10 AM with a brief overview of the EDIA brand and its purpose along with a lay out of what to be expected.

StillLife-1 Look & Learn Course

- 10:45 an overview of the haircut demonstration along with actual cutting ending at 11:45am
- There will be a break for 5-10min in between segments.
- The class will be given evaluation forms to fill-out along with salon name and amount of years in the industry.
- The second demonstration will start immediately following the break at 12pm ending around 1:15pm.
- There will be a recap and Q&A following going over both demonstrations.

StillLife-2 Hands-On Course

This segment is a continuation of our StillLife-1 course. Additionally the stylist will receive an exclusive hands-on approach to the course material. This segment is approximately a total of 2 hrs. Stylist will receive thorough, in-depth breakdowns of haircut and guidance. This segment extends stylist understanding of the core concepts and delivery of EDIA Pro.

Course Cost: (Pre-launch rate)

- StillLife-1 List Price \$1495++
- StillLife-2 List Price \$2495++

Supplies needed for the course:

- Mannequins (provided by Salon owner)
- Blow dryer
- Shears (razor)
- Water bottle
- Clips and combs
- Heat tools (flat iron, curling iron)

++ Additional expense for Artist travel and lodging accomadations.