



EDUCATION 2022

EN

At **Sens.ùs**, we believe that education is key for valuable personal and professional growth.

That is why, through the courses conceived and taught at our **Global Fashion Academy**, we strive to offer hair salons varied and in-depth educational opportunities that can respond to the entire staff's needs and expectations.

THE TEACHING MATERIALS

Sens.ùs kit when you take part in our courses, you receive the Sens.ùs kit to help you best perform the practical tasks: *Black Sens.ùs bag, rat tail comb, wide-toothed comb, bowl, brush, sectioning clips, tube squeezer, folder, pad, pen*

Follow-up at the end of each course, you will receive an e-mail with the material that was covered in class, so that you can share what you've learned with your salon.

Please note: *You must complete the Web Check-In at the beginning of each course in order to receive the follow-up e-mail*

Diploma each course ends with the receipt of a **GFA diploma**

OUR COMMUNITY

Follow us on social media!

Use the **#hashtag** provided in the course materials to join the **Global Fashion Academy** and **Sens.ùs! Community!**

OUR TEACHING TEAM

Throughout our courses, our teaching team **supports clients** by providing them with the technical skills, clear and effective work methods, and all of the passion that set our operations apart.

CONTACT INFORMATION

GLOBAL FASHION ACADEMY

Via A. De Gasperi, 8
52037 Sansepolcro (AR)

+39 0575 720 682
reception@globalfashion.academy



www.globalfashion.academy.com
www.ilovesensus.it



@globalfashionacademy



global_fashion_academy

TEACHERS

*"Do what you need to do
to bring your dreams to life,
and they will come true!"*



Michele Minciotti



Jude Rizzo



Amedea Terenziani



Davide Petterlin



Enrico Franci



Franco Luna



Franco Nicolodi



Gianni Inturri



Gianluca Gulino



Massimiliano Cardini



Paolo Sinisi



Peppe Crisafulli



Sivia Peluchetti



Stefano Gagnoli

OUR EDUCATIONAL PROGRAMS 2022

ACADEMY / ON TOUR

NEXT GENERATION 1

- ▶ 1.1 Beginning color
- ▶ 1.2 Beginning cut
- ▶ 1.3 Greet & Welcome

PROFESSIONAL SKILLS 2

- ▶ 2.1 Hair care services
- ▶ 2.2 Seasonal color analysis
- ▶ 2.3 World dyes
- ▶ 2.4 Highlight Addiction
- ▶ 2.5 Color mindset
- ▶ 2.6 Blonde mindset
- ▶ 2.7 Inside collection
- ▶ 2.8 Man's world

EXPERT MASTER 3

- ▶ 3.1 Mastering color
- ▶ 3.2 Mastering blonde
- ▶ 3.3 Mastering solution
- ▶ 3.4 Expert practice session (Academy)

ON DEMAND COURSES 5

- ▶ 5.1 Vip education

WEB

WEB ACADEMY 4

- ▶ 4.1 E-Color
- ▶ 4.2 E-Blonde
- ▶ 4.3 E-Solutions

ON DEMAND COURSES 5

- ▶ 5.1 Vip education

Our courses take place at our **Global Fashion Academy (GFA)** locations.

You may also request on-tour courses (itinerant courses, to be hosted in appropriate facilities which meet precise technical and environmental safety requirements)



NEXT GENERATION 1

Day-long seminars that teach the **basics of professional hairstyling**. Students learn a clear, safe, and effective methodology which allows them to become **autonomous and productive upon returning to the salon**.

In this section, the practical coursework is performed on **head blocks** to acquire manual skills and confidence.

Next Generation courses are ideal for students and entry-level salon staff.

-
- ▶ Beginning color 1.1
 - ▶ Beginning cut 1.2
 - ▶ Greet & Welcome 1.3

1.1

#basiccolor
#basiccolorimetry
#foundationcolor

BEGINNING COLOR

A day-long course which teaches **all of the fundamentals of color services:** from basic colorimetry concepts to the key steps for preparing the client and applying the color.

These fundamentals are then put into practice using head blocks in order to **learn the methods and manual skills** so that participants can return to the salon ready to work productively and autonomously.

Sens.us continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.



DURATION: 1 day



No. OF PARTICIPANTS: 8 to 16



YOU WILL NEED:

4 sections/colors head block, hairdryer, brushes, hair straighteners, combs and personal equipment

TOPICS



colorimetry
color application
methods
manual skills



BEGINNING CUT

1.2

This course covers the basic concepts for **approaching salon hair cutting services.**

After an introduction explaining how to correctly use the tools (combs and scissors) and how to prepare the client, you will **practice the main cutting techniques on the head block** (one length, layers, graduated) and learn the concepts of perimeter, angles, and volume.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste.**

#cut

#shapes

#volumes

TOPICS



basic cutting techniques

shapes

manual skills

 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

brown 40 cm head block, scissors, hairdryer, brushes, hair straighteners, combs and personal equipment

1.3

#listening

#consulting

#clientloyalty

GREET & WELCOME

Before each technical or styling service, you must learn how to welcome the client and make her salon experience unique and rewarding.

In this course, **theoretical sections will alternate with practical exercises** so that you can learn **the best communication techniques to build the right relationship with your client** in order to meet her expectations and start to create loyalty.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.




TOPICS



 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**
hairdryer, brushes, hair straighteners, combs
and personal equipment

*communication
techniques
offering services*

PROFESSIONAL SKILLS 2

This section includes courses designed for hairstylists looking for **in-depth technical knowledge, specialized concepts, and fashion updates.**

It is intended to offer all of the necessary skills required to meet end clients' ever-growing expectations.

In this section, the practical coursework is performed on **head blocks** to practice techniques and solutions.

Professional skills courses are designed for experienced professionals.

- | | | | |
|---------------------------|-----|---------------------|-----|
| ▶ Hair care services | 2.1 | ▶ Color mindset | 2.5 |
| ▶ Seasonal color analysis | 2.2 | ▶ Blonde mindset | 2.6 |
| ▶ World dyes | 2.3 | ▶ Inside collection | 2.7 |
| ▶ Highlight Addiction | 2.4 | ▶ Man's world | 2.8 |

2.1

#servicemenu

#beautyrituals

#haicare

HAIR CARE SERVICES

Posting an **appealing service menu which sparks clients' interest** in your salon is the first step for effective communications.

In this course, you will learn how to **create and offer** a service menu using theoretical concepts and practical exercises with other students.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.



TOPICS



 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

hairdryer, brushes, hair straighteners, combs and personal equipment

*service menus
communicating
with clients*



SEASONAL COLOR ANALYSIS

2.2

This **harmochromia** course was designed to offer hairstylists all of the tools they need to perform a **complete image consultation**.

Using theoretical concepts and practical exercises, we will cover **color season theory**, the basis of harmochromia, so that you can learn how to identify a client's color palette and offer the right advice regarding their hair as well as make-up and clothing.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.

#harmochromia

#colorpalette

#colorseasons

TOPICS



harmochromia
color palettes
image consultation

🕒 **DURATION: 1 day**

👥 **No. OF PARTICIPANTS: 8 to 16**

✂️ **YOU WILL NEED:**

hairdryer, brushes, hair straighteners, combs and personal equipment

2.3

#conceptcolor

#directcolor

#trendingcolor

WORLD DYES

The world of **direct coloring** has a growing, demanding, and well-informed market.

In this course, you will learn about **current trends** to offer your clients as well as **a method of working** that will allow you to offer high-quality and completely safe color services.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.



TOPICS



 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

30 cm platinum blonde head block (angora), hairdryer, brushes, hair straighteners, combs and personal equipment

direct coloring
planning
the color service
current trends



HIGHLIGHT ADDICTION

2.4

Highlight addiction is a full immersion in the world of blonde, revealing **the endless business opportunities for salons** that offer it.

You will also **learn the most in-demand techniques** (dégradé, balayage, free-hand highlights) through theoretical sections as well as an extensive practice session using head blocks.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.

#balayage

#freehand

#dégradé

TOPICS



*Lift techniques
the profitability
of this service*

 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

40 cm light brown head block, hairdryer, brushes, hair straighteners, combs and personal equipment

2.5

#highlights

#colorsection

#colorshadows

COLOR MINDSET

Color mindset teaches students how to **satisfy a client's desire for change using color services.**

With theoretical concepts, in-depth knowledge of techniques and products, and practical work on head blocks, you will learn new skills to offer up-to-date color services.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste.**



DURATION: 1 day



No. OF PARTICIPANTS: 8 to 16



YOU WILL NEED:

30 cm platinum blonde head block (angora), hairdryer, brushes, hair straighteners, combs and personal equipment

TOPICS



*in-depth technique
color services
as an opportunity
for change*



BLONDE MINDSET

2.6

This day-long course is for stylists seeking to become **blonde specialists**, including all of its shades and highlights.

You will **learn to use the best techniques and products** in order to offer personalized services to meet your clients' requests and characteristics.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.

#blondie

#goldhair

#blondhair

TOPICS



*the perfect blonde
personalized services*

 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

40 cm light brown head block, hairdryer, brushes, hair straighteners, combs and personal equipment

2.7

#fashion

#trends

#collection

INSIDE COLLECTION

A day dedicated entirely to the **Sens.ùs collection**, in which you will learn the **trends and looks that inspire the collection**.

After an in-depth overview of the **fashion trends** that resulted in our collection, you will have the opportunity to **practice these cuts and colors on head blocks**, so that you can return to the salon with new ideas and suggestions to offer your clients.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.



TOPICS



fashion trends

Sens.ùs

cut&color collection

 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

40 cm blonde head block, scissors, hairdryer, brushes, hair straighteners, combs and personal equipment



MAN'S WORLD

2.8

The *Man's World* course covers all of the services that may be offered to male clients: **from fading techniques** using combs and scissors or electric clippers, to **shaving** and the correct application of **beard and hair color**.

An in-depth, day-long training course so that you can return to the salon with **new skills and creative inspiration**.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this day-long course will also cover topics regarding **how to properly discard waste**.

#mancolor

#manhaircut

#manworld

TOPICS



*fading and shaving
techniques
men's hair color*

 **DURATION: 1 day**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

male head block with beard and mustache, scissors, hairdryer, brushes, combs and personal equipment



EXPERT MASTER 3

This course is designed for expert hairstylists who want to **deep and expand their knowledge of technical products** and their uses, and who aspire to excellence in their profession.

In this section, the practical exercises will be performed on **hair swatches** so that you can gain in-depth experience of all of the products' characteristics.

Expert master courses are ideal for expert professionals and complete the **GFA** educational curriculum.

-
- ▶ Mastering color 3.1
 - ▶ Mastering blonde 3.2
 - ▶ Mastering solution 3.3
 - ▶ Expert practice session 3.4



3.1

#colormaster
#advancedcolor
#advancedlevel

MASTERING COLOR

A 2-day course in which you will acquire **advanced knowledge of hair color** and update your technical skills. The program is structured so that participants will acquire **theoretical concepts and knowledge of Sens.ùs products** through practical exercise sessions.

Mastering Color **ends with a questionnaire** to be completed online in order to verify that you have acquired all the skills.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this two days-long course will also cover topics regarding **how to properly discard waste**.



TOPICS



 **DURATION: 2 days**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

Set of yak and bleached hair swatches, hairdryer, brushes, hair straighteners, combs and personal equipment

*advanced techniques
knowledge of products
practical work
on hair swatches*



MASTERING BLONDE

3.2

Mastering Blonde offers you the opportunity to dive into the world of blonde and all of its personalities.

You will also discover **the right tools, the appropriate products, and the best solutions** to offer your clients the highest quality technical services.

The 2-day course is composed of a theoretical section and practical exercises on hair samples.

Mastering Blonde **ends with a questionnaire** to be completed online in order to verify that you have acquired all the skills.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this two days-long course will also cover topics regarding **how to properly discard waste**.

#colormaster

#blondeambition

#blondhair

TOPICS



 **DURATION: 2 days**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

Set of yak and bleached hair swatches, hairdryer, brushes, hair straighteners, combs and personal equipment

lifting processes
difference between
bleaching products
exercises using
hair swatches

3.3

#colorsolution
#problemsolving
#advanced

MASTERING SOLUTION

This course offers specific training for **facing the most common challenges and the most complex services the salon**. Over the 2 days, we will equip you with **practical and simple tools and solutions** which you can use to resolve the difficult situations that may arise in your everyday work. You will gain confidence and acquire new technical skills by practicing on hair swatches.

Mastering Solution **ends with a questionnaire** to be completed online in order to verify that you have acquired all the skills.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this two days-long course will also cover topics regarding **how to properly discard waste**.



TOPICS



 **DURATION: 2 days**

 **No. OF PARTICIPANTS: 8 to 16**

 **YOU WILL NEED:**

Set of yak and bleached hair swatches, hairdryer, brushes, hair straighteners, combs and personal equipment

*practical tools for
challenging situations
practical exercises
on hair samples*



EXPERT PRACTICE SESSION

A **full immersion with practical exercises on models** to put into practice all the skills and abilities you acquired during the *Mastering* courses (*Color, Blonde, and Solution*), so that you can be **best prepared** to return the salon with **more confidence and technical skills**.

Expert Practice Session is only offered at the *Global Fashion Academy* headquarters and is reserved for participants who have already completed 3 *Mastering* courses.

Upon completing this session, participants are awarded the **GFA Expert Graduation** plaque.

Sens.ùs continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so this two days-long course will also cover topics regarding **how to properly discard waste**.

3.4

#putyourselftothetest

#practice

#live

TOPICS



praticing on models

🕒 **DURATION: 1 days**

👥 **No. OF PARTICIPANTS: 4 to 16**

✂️ **YOU WILL NEED:**

hairdryer, brushes, hair straighteners, combs
and personal equipment



WEB ACADEMY 4

Online courses which you can attend from the comfort of your home or salon, individually or with your staff, to deepen your knowledge and technical skills.

Our *Web Academy* courses are ideal for salon owners and experienced professionals.

-
- ▶ E-Color 4.1
 - ▶ E-Blonde 4.2
 - ▶ E-Solutions 4.3

4.1

#ecolor

E-COLOR

In-depth webinar regarding **coloring processes and the components of your color services.**

The course ends with a **test.**

 **DURATION: 3 hours**

 **No. OF PARTICIPANTS: up to 30**



4.2

#eblonde

E-BLONDE

This webinar focuses on **bleaching, lifting, and toning** processes as well as the right products for achieving different blonde results.

The course ends with a **test.**

 **DURATION: 3 hours**

 **No. OF PARTICIPANTS: up to 30**



4.3

#esolutions

E-SOLUTION

This webinar **teaches the best solutions** for facing various technical challenges that can arise in salons.

The course ends with a **test.**

 **DURATION: 3 hours**

 **No. OF PARTICIPANTS: up to 30**



Sens.us continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so our sessions will also cover topics regarding **how to properly discard waste.**

PARTICIPATE IN GFA WEBINAR SESSIONS

RECOMMENDED SET-UP

Use a computer (PC or MAC) which is connected to a modem/router with a cable or connected to WiFi, in which case you should set yourself up **in the area with the best reception.**

ALTERNATIVE SET-UP

Use a tablet (Android or iOS) measuring at least 9 inches, connected to your WiFi or mobile network (if you choose to use your mobile network, check your data plan: your carrier may apply charges).
Set yourself up in the area with the best WiFi or mobile network reception.

NOT RECOMMENDED

Smartphones(Android or IOS) measuring less than 9 inches, connected to your WiFi or mobile network (check your data plan, your carrier may apply charges).
Set yourself up in the area with the best WiFi or mobile network reception.

TIPS



Using headphones will enhance your experience.

Some webinars allow you to take part with a microphone and webcam.

We recommend you **log on a couple of minutes before the beginning of the session** to test your connection and your equipment.



ON DEMAND COURSES 5

We organize exclusive, personalized courses on demand for any salon seeking **specific, tailored training sessions to meet their own educational needs** (including online options).

On demand courses are ideal for:

- training salon staff
- training or aligning staff among a group of salons
- salon owners or managers seeking personalized solutions

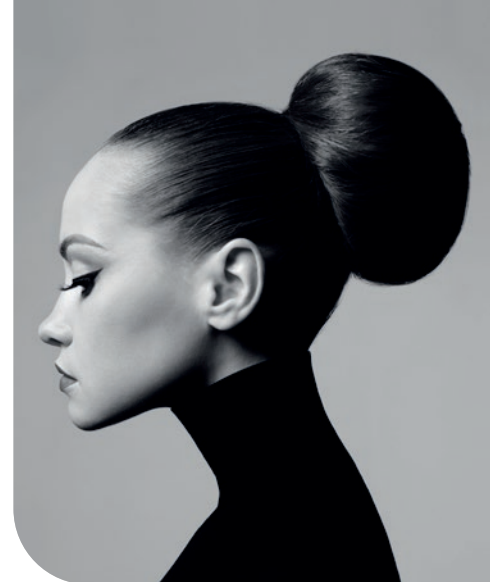
5.1

#trainingondemand
#personalizedtraining
#customizededucation

VIP EDUCATION

On-demand live or virtual sessions,
tailored to specific requests.

Sens.us continues to increase its focus on **environmental impacts and protection (ISO 14001)**, so these sessions or day-long courses will also cover topics regarding **how to properly discard waste.**



TOPICS



*personalized training
in-depth knowledge
tailored to specific
requirements*

🕒 **DURATION: to be determined** depending
on the salon/client's particular requests

👥 **No. OF PARTICIPANTS: to be determined** depending
on the salon/client's particular requests



ISO 14001 CERTIFICATION

GFA is committed to our planet and its environment, which is why, starting this year, our courses will include an info session about **our company's ethics and sustainability initiatives.**

TOPICS

- ✓ **General understanding of the environmental impact** of human activities (scientific facts and individual commitments) and the importance of having a **vision for the future** concerning our actions and their consequences for the Planet
- ✓ **EU approach** to emissions, waste, and best practices
- ✓ Sustainability initiatives undertaken by Sens. ùs concerning Research and Development (R&D operations, recycled packaging, sustainable formulas)
- ✓ How a stylist can use marketing and communications initiatives to take active part in this transformation
- ✓ How to follow EU, Italian, and local regulations regarding waste in your salon and how to read environmental labels
- ✓ How to reduce plastic consumption and your salon's pollution levels



The image features a dense, vibrant green forest canopy viewed from an aerial perspective. The trees are closely packed, creating a textured, almost pixelated appearance. On the right side of the image, there is a vertical strip with a dark, abstract, and somewhat organic pattern, resembling a stylized tree trunk or a network of roots. The text 'GLOBAL FASHION ACADEMY' is centered in the middle of the image, overlaid on the forest canopy.

GLOBAL FASHION ACADEMY

EDUCATION IS YOUR **FUTURE**

sensus®



www.globalfashion.academy