



Got MAGIC in your fingers?

Enjoy interacting with PEOPLE?

Want to be at the cutting edge of FASHION?

Then choose

HAIRDRESSING

as a Career





The ART of **HAIRDRESSING**

L'Oréal Professionnel partners with the greatest hairdressers from around the world. The foundation of this brand is built on education and our goal is to bring the latest global trends and techniques to the Indian hairdressing industry.

Creating world class hairdressers is one of the key factors that will enable us to achieve this goal. It is for this reason that we have partnered with the best salons nationwide to offer our beginner's hairdressing diploma – Absolute Route to Hairdressing (ARTH) to aspiring hairdressers across the country. Training on the ARTH course with one of our Partner Schools ensures that you receive an education that is at par with international standards.

Give your hairdressing career the best possible start and be a part of the most beautiful profession in the world – Hairdressing!

At L'Oréal Professionnel, we are dedicated to being your ultimate source for premium artistic, technical and business education. Discover the difference L'Oréal Professionnel can make in your professional education with the Absolute Route To Hairdressing curriculum, that is specifically designed to aid and guide new entrants in the field of hairdressing.

By providing you with ample theoretical and practical knowledge, the ARTH course gets you salon-ready from the very beginning. After all, it is the very best hairdressers that can understand and most importantly 'realize' their client's dreams and desires.

Wishing you the best and remember, with L'Oréal Professionnel, you can – DREAM, EXCEL, SUCCEED TOGETHER!



Aseem Kaushik
*Director - Professional Products
Division - L'Oréal , India*



Shweta Sodhi
*National Education Manager
L'Oréal Professionnel, India*



HAIRDRESSING

as a Career

Artistic, creative, satisfying and financially rewarding are some of the words that qualified stylists use to describe their careers. Arguably, hairdressing is one of the most 'Fun' careers that you can opt for.

Running your own salon, being part of a salon, working behind the scenes for glamorous films, creating hair designs for magazine shoots and working in the international fashion arena are just a few of the career paths that trained hairdressers can choose from.

The opportunities open to hair stylists rely on their personal dedication and quality of training. Training with L'Oréal Professionnel's **'Absolute Route to Hairdressing' (ARTH)** course ensure that you are educated on the best possible curriculum taught by professional trainers who themselves have been trained by the L'Oréal Professionnel team.



CUTTING EDGE

Learning Experience

The **ARTH** course is the ultimate introduction to hairdressing. This course is for everyone who ever dreams of becoming a great hairdresser.

This course has been created by L'Oreal Professionnel in collaboration with some of the world's best hairdressers and teaches you the latest cutting, colouring and styling techniques as well as empowers you with great inter-personal and retail skills which separates YOU from the rest.

Your fast track to success, all you need to bring with you is vision, creativity and the enthusiasm to learn. So enjoy the excitement, be inspired by the passion and take control of your future!





COURSE

Explained

Cutting Techniques

At the heart of our beginners programme is the 'Cut & Styling' curriculum, developed by the world's greatest hairdressing gurus, exclusive to L'Oréal Professionnel. The totally unique and cutting edge techniques have been created based on the philosophy that "Great Hairdressing needs to be simple and fast, yet creative and ingenious."



Coloration Techniques

Learn the science of colour and the foundations of creative colouring techniques – abundant to make you the perfect colourist. Colour seminars will be taught by L'Oréal Professionnel technicians. On the successful completion of these modules you will be awarded additional certification from L'Oréal Professionnel.



Metamorphosis of Hair – Science & Composition:

With the ARTH curriculum, aspiring hairdressers will learn and understand how hair is not just what we can see and feel. You will learn the complex scientific and biological reactions that add to the vibrant life of hair. You will learn about the hair structure, life-cycle of hair, different hair types and the causes of various hair & scalp concerns like hair loss, dandruff, etc.



Communication:

The aim of the Communication session is to encourage students to broaden their skills in listening, speaking, reading and writing – an asset beneficial in every aspect of life. Topics covered in the course include understanding customer requirements, importance of a good attitude, body language and proficiency in handling customer grievances.

Hair Care & Treatments:

Hair can be a powerful statement and a testament to one's beauty. Taking care of it, nourishing it is just as important. With the ARTH curriculum, you will learn compatibility of hair care products for different hair types – their composition and reactions of molecules on hair and how to manage scalp concerns like sensitivity and dandruff. You will also be able to discern on the kind of treatments that address concerns for dryness, sensitized and coloured hair.



Hair Texture:

Much like a sculptor who can create so many different shapes from the same material, stylists can let their imaginations run free with hair. With the immense diversity of natural hair shapes, you can learn Perm & Straightening Basics through product knowledge and composition, technologies used and a range of techniques that will enable you to transform a customer's look.



(Hair Care, Colour, Styling, Perming & Straightening seminars will be taught by a L'Oréal Professionnel technician and you will receive additional certification from L'Oréal Professionnel on successful completion of this module.)



CERTIFICATION

The Journey Begins

So your course is done, what happens next?

You are now ready to sit for the ARTH Diploma Exam. This is an independent exam conducted and evaluated by L'Oréal Professionnel educators.

This one day examination tests you in all the theoretical and practical skills that have learnt during your ARTH course.

Succeed at the assessment and be rewarded with a Diploma certified by L'Oréal Professionnel. Armed with the ARTH Diploma you are now job ready.

Are you ready to take on the world ?



Student COLLECTION



Showcasing the immense growth and talent of amateur hairdressers who have completed the **ARTH** Beginners Diploma

PARTNER SCHOOLS

Affiliated to



Our expertise in the administration of the course and the overall benefits for amateur hairdressers and established salons, has allowed for the ARTH course to be made available at **PARTNER SCHOOLS** across the country. With this ease of access to the ARTH course, students from varied backgrounds and more importantly, ambitious interests in hairdressing can enrol for the course.

Present in over 10 cities in India, you can now access world-class hairdressing education. In the coming years, we will continue to expand the reach and presence of ARTH. The assessment and certification of the course at Partner Schools is managed by the Education Team at L'Oréal International Hairdressing Academy.

For more details and inquiries regarding the locations, fees and availability of ARTH at our Partner Schools, please contact us at:

Email: lparth@in.loreal.com

Be a part of the

MOST BEAUTIFUL PROFESSION

in the world

HAIRDRESSING



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www.lorealacademy.com

Email: lparth@in.loreal.com