

DIGITAL EDUCATION 2

2 0 2 0 / 2 1



DISTANCE LEARNING

#chisiformanonsiferma

DIGITAL EDUCATION 2

2 0 2 0 / 2 1

From opportunity to experience!

Fail to evolve and you'll estinguish yourself.
At a time of great change, we are urged to improve ourselves,
not just because we want to, but because we have to.



FORMAZIONE A DISTANZA



#chisiformanonsiferma

On top of being something people want,
professional growth has become essential.

Although this journey is particularly difficult at the moment,
as part of our mission and our values, the idea of undertaking
it together, doesn't scare us. We must do it together,
united even though far away from each other.

Fail to train and you'll stop
and we don't want to stop,
nor do we want you to stop.

education team

We've talked about crises
and opportunity and now,
let's focus on experience.

We're delighted to offer you
the opportunity to follow us, even if
from far away, on a training pathway
that has always accompanied us
and links us to Selective Professional.

#chisiformanonsiferma



Marco Serra



Paolo Amato



Angelo Pavanello

SELECTIVE[®] PROFESSIONAL team



Alessio Martelli



Giuseppe Loria



Max Pradella



Alessandra Baratella



Carmelo Spina



Jason Collier

Max Pradella

Marco Serra

Angelo Pavanello

Carmelo Spina

Alessio Martelli

Paolo Amato

Giuseppe Loria

Alessandra Baratella

Jason Collier

DISTANCE LEARNING

Objectives:

- **CONSOLIDATING PROFESSIONAL SKILLS AND KNOW-HOW**
- **DEVELOPING SALON BUSINESS**

6 Pathways:

- **PRODUCT AMBASSADOR**
- **BI BEAUTY CUT**
- **BI BEAUTY COLOR**
- **NEW YOU**
- **HAIR THERAPY**
- **SALON BUSINESS**

DISTANCE LEARNING

● **PRODUCT AMBASSADOR**

Green technology.

The world of beauty is becoming increasingly conscious and self-aware. Giuseppe Loria and Claudio Scarselli present the technology, active principles and effectiveness of the α -keratin line. The world of hair shape meets nature, thanks to veg keratin.

The potential of the taming line, which offers more technical services for broadening the hair shape offer in salon. Science and awareness for increasingly green treatments.

COURSE:
WEBINAR

MATERIAL:
DIGITAL PRESENTATION

DURATION:
70 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA



DISTANCE LEARNING

● BI BEAUTY CUT

Simplicity of movement and volume.

Discover the 3 fundamental BI BEAUTY cutting techniques under the guidance of Max Pradella. A step-by-step demonstration of the construction of lines and shapes in the F/W 2020-21 Selective Professional concept. Discovering the secrets of creative research that translates into new inspirations in line with seasonal trends.

COURSE:
WEBINAR

MATERIAL:
DIGITAL PRESENTATION

DURATION:
45 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA



DISTANCE LEARNING

• BI BEAUTY COLOR

Color is the center of gravity of style.

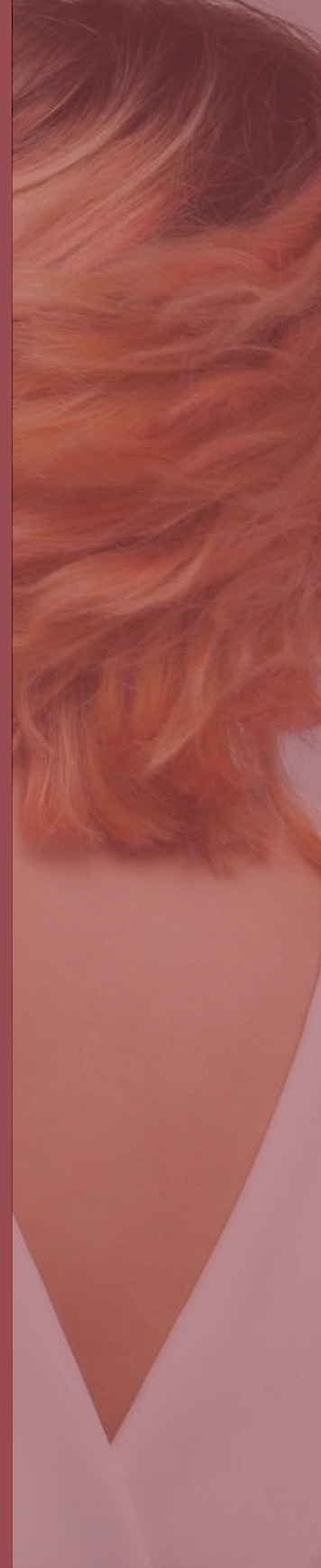
With Alessandra Baratella, this course is entirely dedicated to BI BEAUTY coloring techniques. A total of 3 different step-by-step pathways focusing on the F/W 2020-21 Selective Professional coloring philosophy, for being able to replicate them in salon and to create the latest trends.

COURSE:
WEBINAR

MATERIAL:
DIGITAL PRESENTATION

DURATION:
45 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA



DISTANCE LEARNING

● NEW YOU

The desire to change.

Accompanying customers as they transform the way they look isn't easy.

This course is entirely dedicated to a change of look, with Paolo Amato revealing the fundamental steps for supporting and tailoring change.

A combination of methods, ideas, geometric shapes and colors, to help participants acquire and consolidate their know-how on the fundamentals of hairstyling.

COURSE:

WEBINAR

MATERIAL:

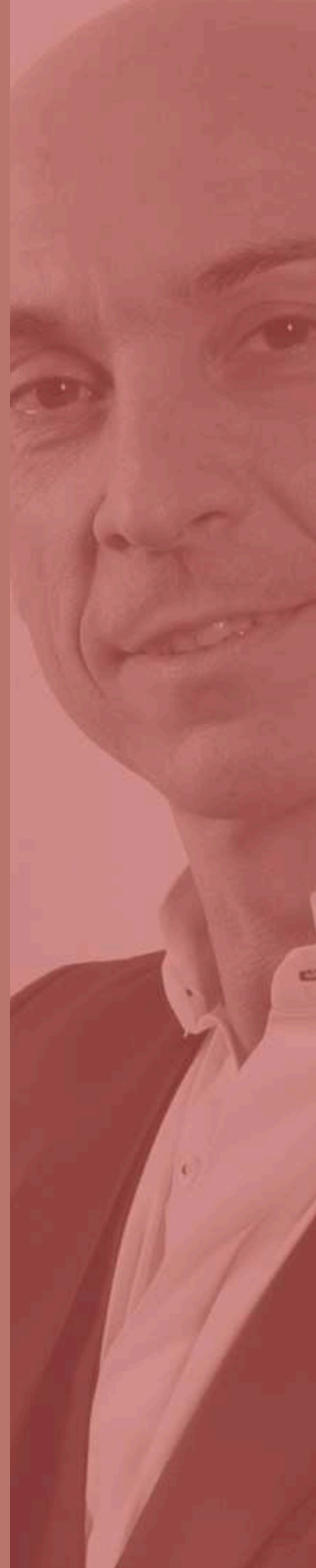
DIGITAL PRESENTATION

DURATION:

60 MINUTES

CERTIFICATE:

DIGITAL DIPLOMA



DISTANCE LEARNING

● HAIR THERAPY

Hair and scalp wellness.

Carmelo Spina presents the specific ONcare Therapy lines, accompanying participants on an all-round journey. From the line's technological content to its premium professional value, focusing on tailored consultation with customers through the 5 senses. A concrete, professional, sensitive and personal approach that will boost customer loyalty and help to promote retail sales.

COURSE:

WEBINAR

MATERIAL:

DIGITAL PRESENTATION

DURATION:

60 MINUTES

CERTIFICATE:

DIGITAL DIPLOMA



DISTANCE LEARNING

● SALON BUSINESS

Develop your business!

A guide on how to keep an eye on the factors of growth of your salon, the budget and all expenses for outlining the strategies for optimizing earnings and developing an increasingly entrepreneurial mentality. Alessio Martelli will analyze the strategies and actions for increasing average service tickets, attracting new customers and organizing the salon like a perfectly-oiled machine.

COURSE:
WEBINAR

MATERIAL:
DIGITAL PRESENTATION

DURATION:
50 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA







selectiveprofessional.com



Tricobiotos S.p.A. Italy