

Salon *Academy*

2025 INSIGHT TRAINING COURSES

EN

Beyond the labels, **people.**

LIFE

CARE

LOVE

FEEL

REAL

INSIGHT
BEYOND THE MATTER

IN
—

Beyond the labels, **people.**

Our brand is more than just products and techniques. It's about shared **values, experiences, and lifestyles**. We have clients, colleagues, and friends all over the world, and this is an excellent asset for **growing together** professionally and as humans who care about the environment.

This is the inspiration behind our **2025 training program**. We have created **courses at various levels** to meet different educational needs. Our basic **on-site and digital courses** are available all year long

to build skills in a **quick and flexible** way, while our **advanced** master-classes and specialist courses are more **global**.

Nothing builds the foundations of the community we want to create in Italy and around the world better than education.

Discover our 2025 courses.



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01

Salon courses

A.HEAD

These courses combine **online training** from our **web academy** (for basic content) and **classroom training** with a **specialized educator** (for deeper insights and **workshops**).

Specialist courses delving into a particular topic with step-by-step assessment tests and a certificate of completion



We have chosen what we believe are the **two main areas of development** for a salon and its **staff: color and scalp treatments**.



01. Color Specialist Master Training

Duration

02 days
Sunday - Monday

Where

Insight location
& Online

Educator

Insight Technical Expert

This course is for salon colorists and includes the following:

Online Training

- Master Colorist Training
- Pigments
- Aura Seminar

Classroom Training

- Hands-on workshop with live models
- Meeting with our research and development lab



02. Trichology Lab

Duration

01 day
Monday

Where

Insight location
& Online

Educator

Insight Trichology Expert

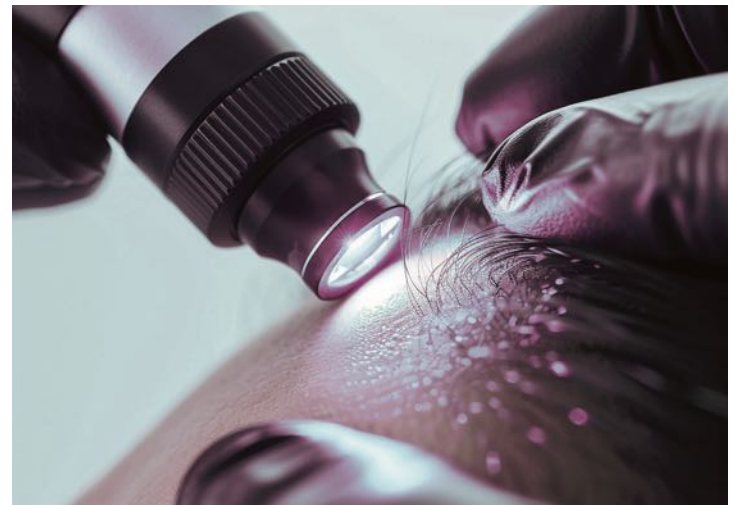
This course for salon owners and employees includes the following:

Online Training

- Dermaroller and scalp treatments
- Consultancy
- PDF Trichology Manual

Classroom Training

- Scalp analysis and identification of scalp conditions
- Developing Insight hair and scalp programs



02

*International
Masterclass*

AURA METHOD	14
CURLY LAND	16
EMOTIONAL BUSINESS	18

AURA METHOD

When

February 16-17

Duration

02 days

Where

Rome

Participants

min 25 and max 30

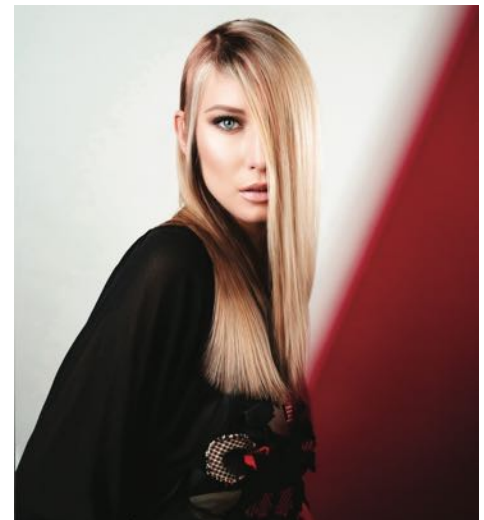
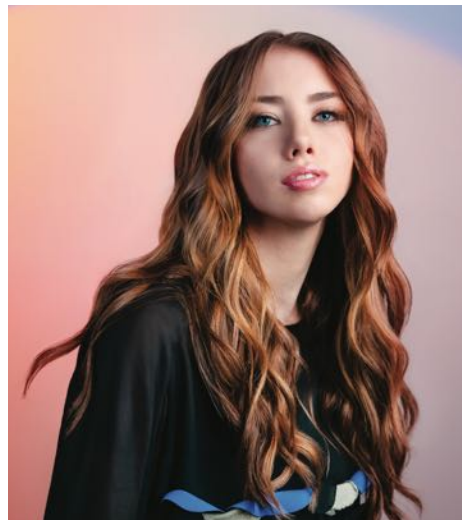
Educator

Federico Vazzoloretto

Hair **color** is all about identity, emotion, and personality. **Insight** has launched a new hair coloring method with **Aura**, a new "**hybrid**" color lotion that can be used for multiple in-salon services. Aura has **no ammonia** and **no resorcinol**. It has **restructuring** and **super shine-enhancing** properties, thanks to its **plant- and marine-based ingredients** and **enzyme-aided oils**.



This powerful and flexible tool is the subject of our masterclass with hairstylist **Federico Vazzoloretto**, the creative director of some of London's most prominent hair salons, who has created **a set of exclusive techniques** to apply in the salon.



The educator • Aura Method

Creative director, color director, and educator. Federico's experience beyond the salon spans across a vast array of **International Fashion Week shows** and **exhibitions** in assisting Eugene Souleiman, James Rowe, Mark Hampton and Martin Cullen, for - **ACNE, Yohji Yamamoto, Vivienne Westwood, Marni, JW Anderson and Gareth Pugh**. It also includes **campaigns and editorials** for Matthew Williamson, NI/TO, Rui Faria for Volt Cafe and The Financial Times.



Workshop

You will be required to bring your own tools and equipment.



Where • Aura Method

We will be hosted in a **SPA Hotel in Rome**. We will also explore the Eternal City with a group walk through the Pantheon, Colosseum, Forum, and Spanish Steps.



This format **can be taken abroad** upon request, **without the cultural and tourist activities**, and subject to a personalized quote. An optional tourist program is available for those who want to stay **an extra day** in Rome (ask for more information).

CURLY LAND

When	Duration	Where	Participants	Educator
May 11-12	02 days	Lake Garda	min 20 and max 25	Lisa Vann

The professional market evolves rapidly following increasingly **multicultural, agender** trends and focusing on **personalized services**. All this leads to new **market niches** requiring specific services, including, for example, salons or salon areas **dedicated exclusively to curly and wavy hair**.



When it comes to **styling**, cutting, and treating curly and wavy hair, an expert hair-stylist must suggest shapes and textures **suited to this particular hair fiber's structure and nature**. Our **global ambassador Lisa Vann** has created a special format for us, focusing on styling, color techniques, and trends for all curly hair types.



The educator • Curly Land

Lisa Vann (Seattle, USA) has been a **global educator for over 35 years**. She is **an icon in this sector**, specializing in haircutting, hair color, textures, and wellness. Throughout her career, Lisa has worked with many organizations, supporting them financially and providing beauty services, including **Puget Soundkeeper Alliance, Fashion for Conservation, Runway to Freedom, Peer Seattle, Converge Media, and The Bridge Care Center**.

Lisa was recently at **America's Live Fashion Hair Awards**, where her latest INSIGHT collection received raving reviews.



Workshop

You will be required to bring your own tools and equipment.

Where • Curly Land

We'll be in the wonderful setting of **Lake Garda** for the occasion, a place famous for its mild temperatures, thermal baths known since ancient Roman times, and picturesque towns. We'll also visit the nearby city of **Verona**, the setting of the world's most famous love story of all time, and its Roman amphitheater.



This format **can be taken abroad** upon request, **without the cultural and tourist activities**, and subject to a personalized quote. An optional tourist program is available for those who want to stay **an extra day** on Lake Garda (ask for more information).

EMOTIONAL BUSINESS

When

September 14-15

Duration

02 days

Where

Siena

Participants

min 20 and max 45

Educator

Silvia Minguzzi

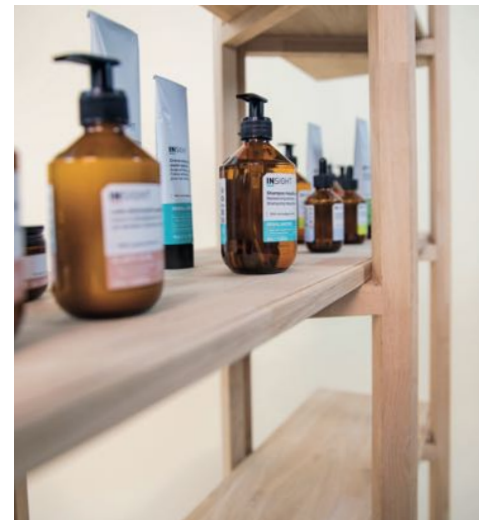
Have you ever stopped to think how our personal and professional success depends on how we **handle our emotions** and recognize those of others? Our **clients** are **people** who come into our salons with their **stories, relationships, mindsets, expectations, desires, achievements**, and disappointments.



Listening and **recognizing emotions** and **adapting our communication** and **offering** to our client's needs at that moment makes all the difference.

Certain **tips and techniques** can help us and our employees do our best, **attracting** new clients and **retaining** old ones.

Business coach and **founder** of the **Emotional Intelligence Academy**, **Silvia Minguzzi**, will reveal them all.



The educator • Emotional Business

Silvia Minguzzi, **co-founder and president of the Emotional Intelligence Academy**, is a renowned sales training expert in the professional beauty sector.

With several years of experience as a coach and training counselor, she is also an accomplished **motivational speaker**. In addition to teaching Negotiation Skills at the Bologna Business School, Silvia is a **journalist and author** of two self-development books: *Impara a dire no* ("Learn to Say No") and *Cosa farò da grande* ("What I'll Be When I Grow Up"). She has a Ph.D in Indovedic Psychology and is an En.i.c-certified Darshana yoga instructor.



Where • Emotional Business

The **Tuscan countryside**, medieval towns, and olive groves will be the backdrop of this experience. You'll immerse yourself in the lush nature of the **Siena area** among sun-drenched vineyards. We'll visit **Siena** and its palazzos in the shade of yellow named after it, the **Cathedral** and the famous **Piazza del Campo** where the Palio of Siena is held.



This format **can be taken abroad** upon request, **without the cultural and tourist activities**, and subject to a personalized quote. An optional tourist program is available for those who want to stay **an extra day** in Tuscany (ask for more information).

03

*Online
Academy*

INSIGHT ONLINE ACADEMY

22

Receptionist Training

Sales and Retail Techniques

In-salon Consultancy

Time Management

Change Management

Trichology Basics

Master Colorist Training

Pigments

Dermaroller and Scalp Treatments

Elasti-Curl Knowledge

Dye Plants

INcolor Aura Seminar

INSIGHT ONLINE ACADEMY

Duration

1 to 3 hours

Delivery

Online

Our pre-recorded video courses will help your personal and professional development. You can choose from the following:



Receptionist Training



Sales and Retail Techniques



In-Salon Consultancy



Time Management



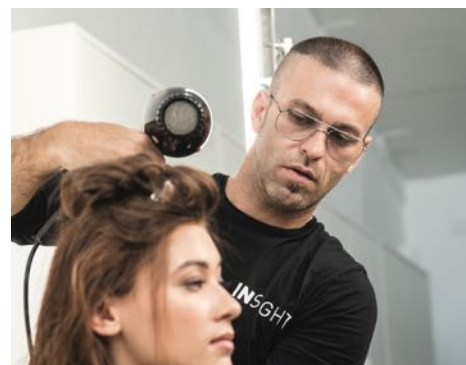
Change Management



Trichology Basics



Master Colorist Training



Pigments



**Derma-roller and
Scalp Treatments**



Elasti-Curl Knowledge



Dye Plants



INcolor Aura Seminar

04

Special events

EXPERIENCE DAYS	26
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EXPERIENCE DAYS

Where

Insight Bologna
headquarters

Participants

min 20 and max 25

We have prepared a **calendar of experiences** at our headquarters.

We'll guide you through our **research and development laboratory** and **marketing and creative departments**, where we create formulas that become **your creativity and business tools**.



We'll continue with a tour of our production site, where you'll discover more about our **environmental values and circular economy** and see our **ozone generators, solar panels, mixers, glass and aluminum packaging lines, and organic purifier** at work. We'll also spend some time in our **medicinal herb garden** for breakfast or a snack.

Because we like to go beyond labels. **Because we like to know people.**





COSMOPROF BOLOGNA

When

March 20-23

Where

Bologna

We'll be at the Bologna show with our eco-design stand and all our latest products for 2025.



IMMERSIVE COCKTAIL & FASHION EVENT

When

March 19

Time

From 05:30 pm to 08:30 pm

The **official program** will be available by **November 2024.**

A cocktail dinner for our global sales network, during which we'll present Insight's projects for 2025.





INSIGHT
BEYOND THE MATTER



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