

Salon Academy

INSIGHT-TRAINING BOOK 2026

EN

Emotions, Relationships,
Skills, *Success*.

LIFE

CARE

LOVE

FEEL

REAL

INSIGHT
BEYOND THE MATTER

A training program that makes a difference:

01. ↘	02. ↘	03. ↘	04. ↘
EDUCATIONAL RETREAT 2026	360° INSIGHT PRO	VIDEO-TRAINING	EVENTS
4	13	16	18
<i>Unforgettable experience</i>	<i>Excellence in skills</i>	<i>Always accessible</i>	<i>Save the date!</i>
Travel to Italy, visit the company and the laboratory, request customized training. We look forward to seeing you at Interno Academy, and the Insight creative hub.	Advanced training sessions, designed for those who want to go further on the technical and professional front. Ideal also for local ambassadors.	A portal to access our basic or specialized training, tailored on your needs. A flexible and personalized interaction with our depts and trainers.	The dates of unmissable events to experience the emotions and trends with Insight.
			

01

Educational Retreat 2026

*Live the experience to the fullest:
relationship, training, discovery*



Description:

- Program includes:
- Exclusive in-house training;
 - Visit to the factory and laboratory;
 - Light lunch.



Optional extention:

1 day of sightseeing (local transfer and in-language tour guide on demand) to one of the Italian cities of your choice: Florence, Venice, Milan, Ravenna, or Verona (free lunch).

Choose the program that best suits your **professional growth needs**. We will organize it for you with **care** and **passion**.

*Choose from our
Academy's training
programs:*

▾ **SCALP EXPERT: ANOMALIES + SCALP LINES**



▾ **COLOR S.O.S.: PROBLEM SOLVING**



▾ **BLONDE ALCHEMY: BLEACH + BLONDE LINE**



▾ **CURL CONTROL: PERM + ELASTI CURL**



▾ **SALON EXPERIENCE: MELTED + PROTOCOLS**



▾ **REBUILD MASTERY: SALON + HOMECARE**



▾ **TOTAL LOOK: INCOLOR AURA**



SCALP EXPERT



Training

Theoretical

>



Duration

1/2 day (3.5 hours)

or



Training

Theory and Workshop

>



Duration

01 day (7 hours)



*An immersive experience
in scalp health.*

You'll discover how to recognize the **most common problems** hair loss, flaking, sebum, irritation and design effective, **personalized programs**.

We will share with you a method to do a **correct consultancy on the scalp**. You will extend the treatments and wellness area in your salon.



What you'll learn:

How to communicate this service as a true wellness program;

How to combine Insight hair and scalp lines in personalized paths;

How to highlighting this service in your price list.

COLOR S.O.S.: PROBLEM SOLVING



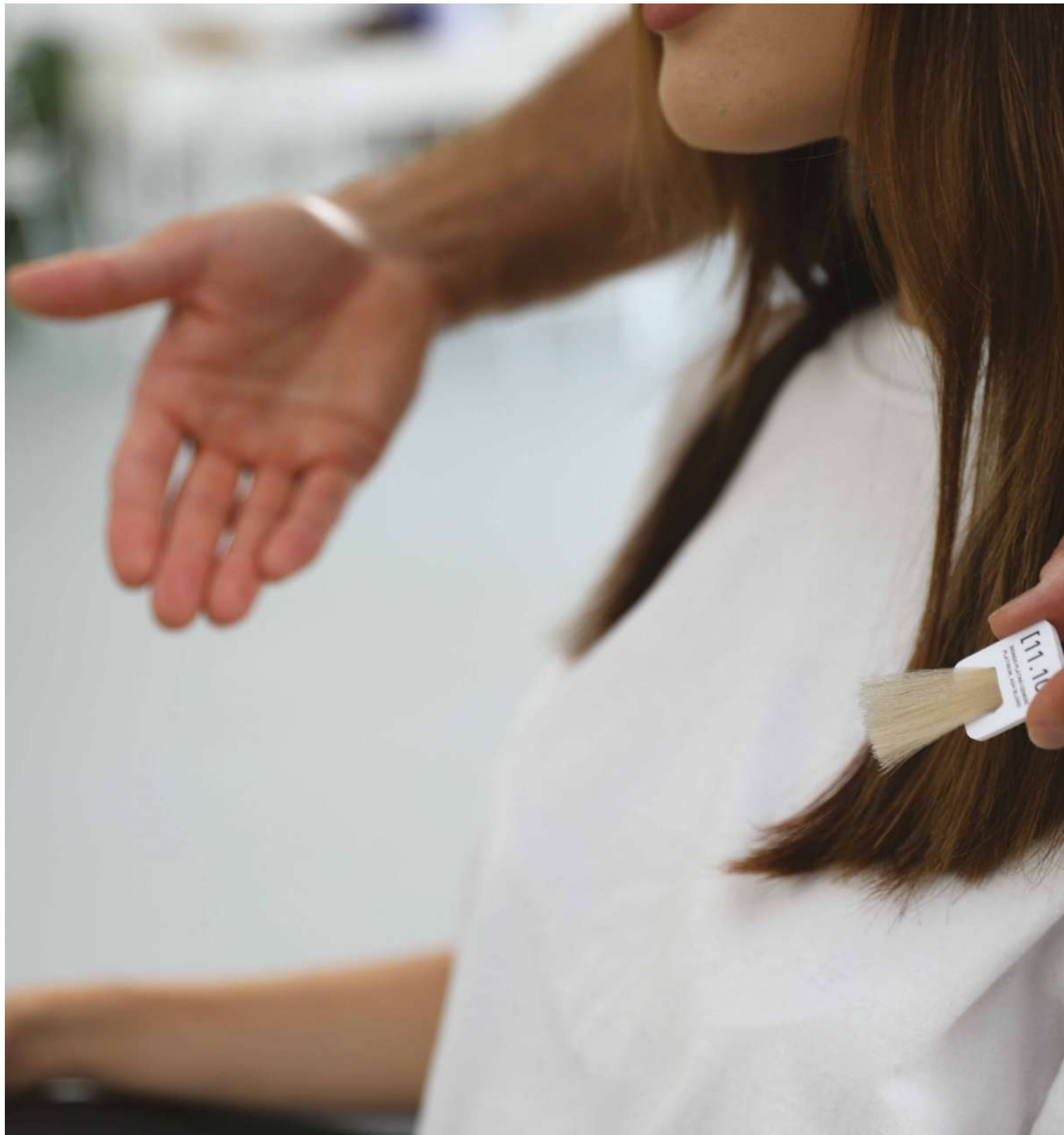
Training

Theoretical and participatory



Duration

01 day (7 hours)



*The method for tackling
(and resolving) any
color emergency.*

Every experienced colorist knows it: there are not only perfect services, but also complex situations that require **promptness, expertise, and strategy**.

COLOR S.O.S. is the advanced technical course designed to tackle the most difficult salon **challenges**: mixed root growth unexpected color changes wrong shades dull or inharmonious colors with a structured approach and practical tools, you will learn to transform unexpected events into **opportunities**, offering effective, fast, and professional solutions.



Added value:

An essential course for those who want to always be prepared, even in the most complex cases. Because a professional isn't just seen in perfect results, but in how they handle difficulties.



What you'll learn:

- How to correctly diagnose color problems;
- Techniques and formulas for correcting color shifts, incorrect hues, and color inconsistencies;
- Strategies for restoring tone, brilliance, and color harmony;
- A step-by-step approach for managing the most delicate situations methodically and confidently.

BLONDE ALCHEMY



Training

Theoretical

>



Duration

1/2 day (3.5 hours)

or



Training

Theory and Workshop

>



Duration

01 day (7 hours)



*Transform lightening
into a controlled
and creative process.*

Blonde Alchemy is the technical and application course designed for those who want to master every aspect of achieving a **perfect blonde**: managing lightening bases, processing times, saturation, and controlling highlights.

You'll learn how to prevent the most common mistakes, ensure **color consistency**, and achieve luminous, elegant, and customized results every time.

Lightening becomes method, **precision, and light**.



What you'll learn:

Techniques for correctly reading and managing lightening bases;

Controlling times and saturation for precise results;

Managing highlights and neutralizing unwanted highlights;

Prevention of the most common technical errors;

Objective: mastering the process and achieving consistent quality results.

CURL CULTURE



Training

Theoretical

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Duration

1/2 day (3.5 hours)

or



Training

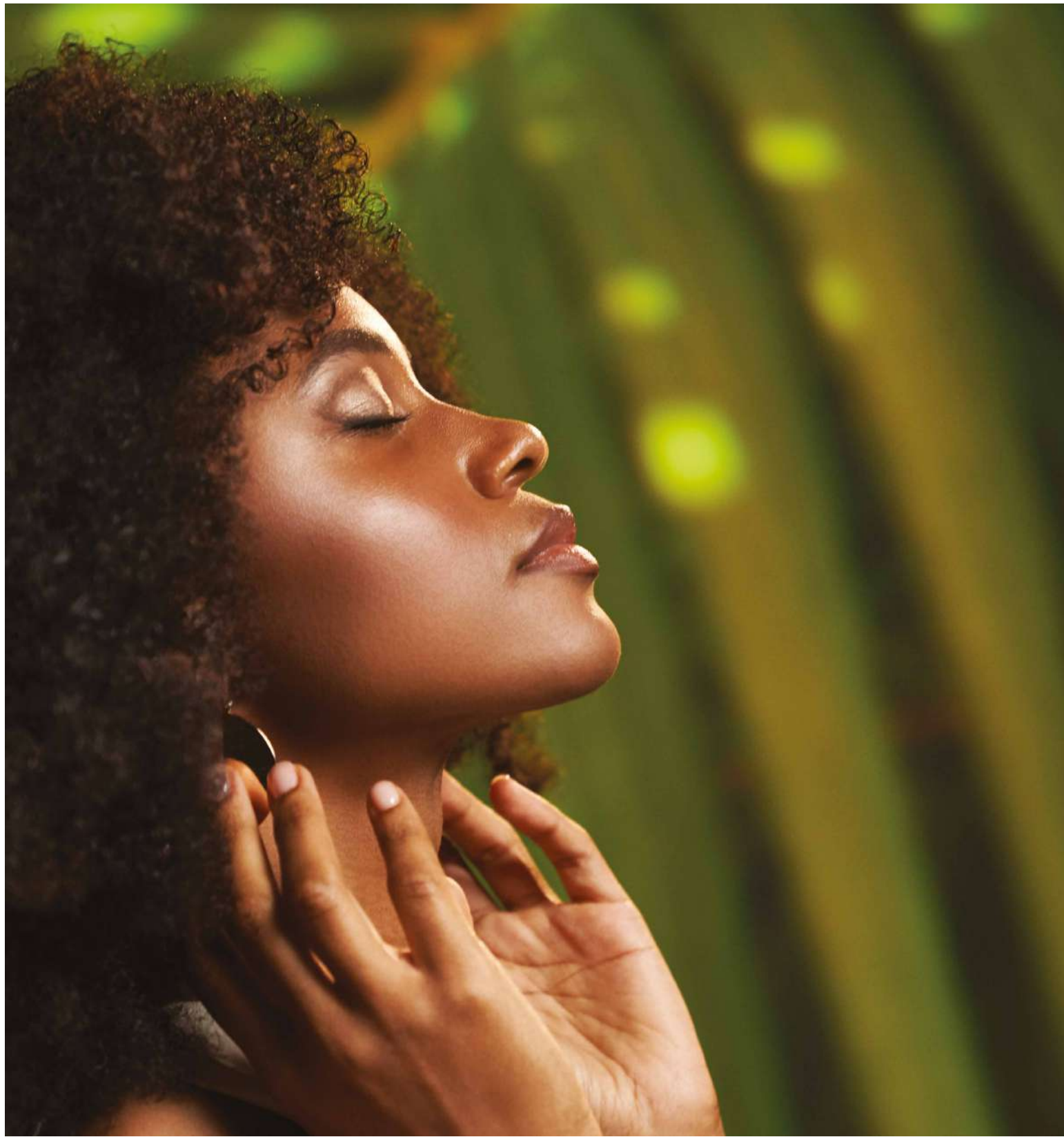
Theory and Workshop

>



Duration

01 day (7 hours)



Discover a new generation of perms: creative, personalized.

Curl Culture revolutionizes the way we understand shape and volume, with tailor-made techniques designed to **enhance** every hair type and personality.

You'll learn to recognize the ideal client, create a customized proposal, and successfully integrate a versatile, trendy, and highly **distinctive** service into your salon.

Advanced perm techniques presented with an effective and customized business proposal. A completely **renewed** approach, breaking away from old patterns, designed to meet the **new demands of style** and **naturalness**.



Added value:
A modern service, ideal for those who want to enhance wavy or curly hair, but also for those seeking new shapes and textures.



What you'll learn:

- Innovative techniques to create volume, movement, and structure;
- How to identify the perfect client profile for this service;
- Creation of personalized formulas and treatments;
- Use the specific elasticurl curly hair line on all hair types.

SALON EXPERIENCE

Training

Theoretical

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Duration

1/2 day (3.5 hours)

or

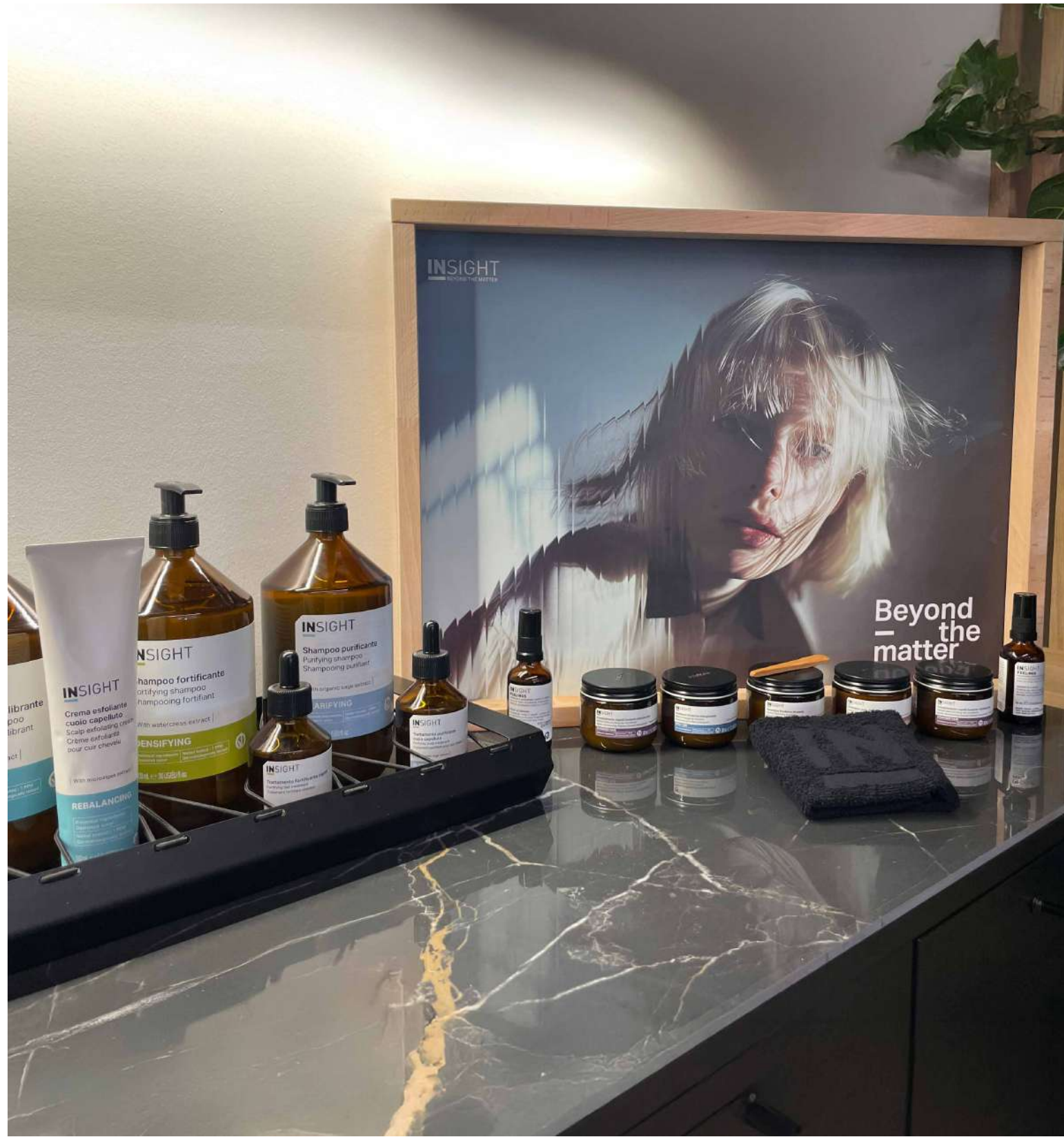
Training

Theory and Workshop

>

Duration

01 day (7 hours)



From technical gestures to sensory experiences.

The **Melted treatment** transforms every service into a true moment of beauty and well-being.

This program combines professional treatment expertise with **emotional and sensory engagement**.

Every moment experienced by the client becomes an opportunity to leave a **unique and lasting memory**.

What you'll learn:

A targeted consultation method;

Sensory welcome and related new gestures created by the melted formulas:

Blow-outs with melting treatments (step by step);

Combined programs between different lines to personalize each service.

REBUILD MASTERY



Training

Theoretical

>



Duration

1/2 day (3.5 hours)

or



Training

Theory and Workshop

>



Duration

01 day (7 hours)



*For those who want
to go beyond simple
reconstruction.*

From treatment to professional strategy, Rebuild Mastery is the course that guides you through the precise diagnosis and **recovery of damaged hair**, through targeted techniques to deeply regenerate the hair fiber, inside and out.

You will learn to strategically integrate **reconstruction** into your daily services, transforming it into a proposal with high perceived value and customer loyalty.



What you'll learn:

Professional and personalized analysis techniques;

Effective internal and external reconstruction protocols;

Integration of reconstruction into technical and styling services.

TOTAL LOOK: INCOLOR AURA

 **Training**
Theoretical

>

 **Duration**
1/2 day (3.5 hours)

or

 **Training**
Theory and Workshop

>

 **Duration**
01 day (7 hours)



A creative journey where color and shape merge into a single stylistic vision.

You will discover the Incolor Aura technique, a visual, artistic, and multifaceted color application designed to interact synergistically with the cut.

Every choice – from shape to nuance – is designed to create a **striking, unique, and recognizable final effect**.

Not just a technical service, but an exclusive experience to use immediately as a lively addition to your **salon menu**.



What you'll learn:

- The Incolor Aura technique: color as a visual and sensorial expression;
- Strategically combining cut and color to enhance shape;
- How to transform a technical service into an emotional experience;
- Personalizing your look based on morphology, skin tone, and style;
- Objective: creating trendy, creative, and recognizable proposals.

02

360° *Insight Pro*

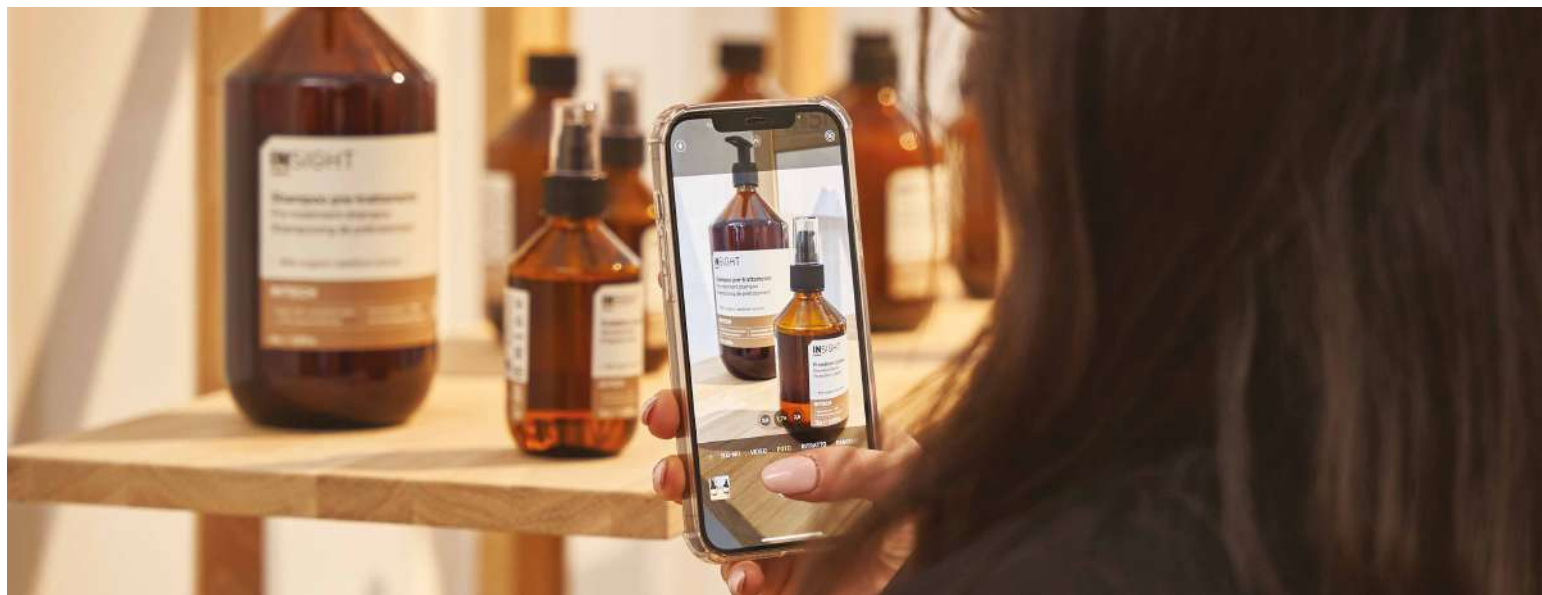
*Talent, excellence,
awareness.*

An **exclusive training experience** dedicated to the brand’s concept salons and professionals who wish to become true advocates for the

Insight philosophy, combining technical expertise, creative vision, and a strategic approach.

Four intensive days designed to offer a comprehensive overview of the **Insight** world, including product insights, advanced techniques, and professional positioning content.

▾ DAY 1: BRAND DNA + STYLING LAB



Added value:

Training complete professionals, capable of representing the Insight brand in all its aspects, with a vision that combines:

- High technical preparation;
- Commercial awareness;
- Communication skills and professional presence.



Who is it for:

- Ambassadors;
- Trainers;
- High-potential professionals;
- Total concept salons.

▾ DAY 2: COLOR STRATEGY + SALON PERFORMANCE



▾ DAY 3: SHAPE & SHADES + CREATIVE SHOOTING



▾ DAY 4: ACTIVATING THE HAIR - TEXTURE + FIBER



360° INSIGHT PRO



Date
From June 08th to 11th 2026



Duration
04 days



Training
70% technical | 30% marketing content

08 JUN.
2026



09 JUN.
2026



10 JUN.
2026



11 JUN.
2026



BRAND DNA & STYLING LAB:

- Insight philosophy: values, identity, and positioning;
- In-depth analysis of haircare, scalp care, and styling;
- Formula analysis: performance, active ingredients, differentiation;
- Practical workshop: creating styles consistent with the brand's vision.

COLOR STRATEGY & SALON PERFORMANCE:

- INCOLOR & BLEACH: strategic daily use and problem solving;
- Fast and effective techniques: how to optimize time and results;
- "Best Service": how to make every color service faster, more profitable, and repeatable;
- Integrated technical and commercial approach.

SHAPE & SHADES + CREATIVE SHOOTING:

- Shape & Shades: building a look through volume and tone;
- CREATIVE AURA: unrestrained creativity, inspired by the brand;
- Model workshop: creating a complete and personalized look (cut + color).

ACTIVATING THE HAIR TEXTURE + FIBER:

- Targeted action on the fiber: repair, control, texture;
- Volume Games – strategies for adding body and lightness;
- Smooth & Silk – smooth effect and natural shine;
- Reconstruction Lab – intensive treatments for hair regeneration.

03

Video-training

VIDEO-TRAINING

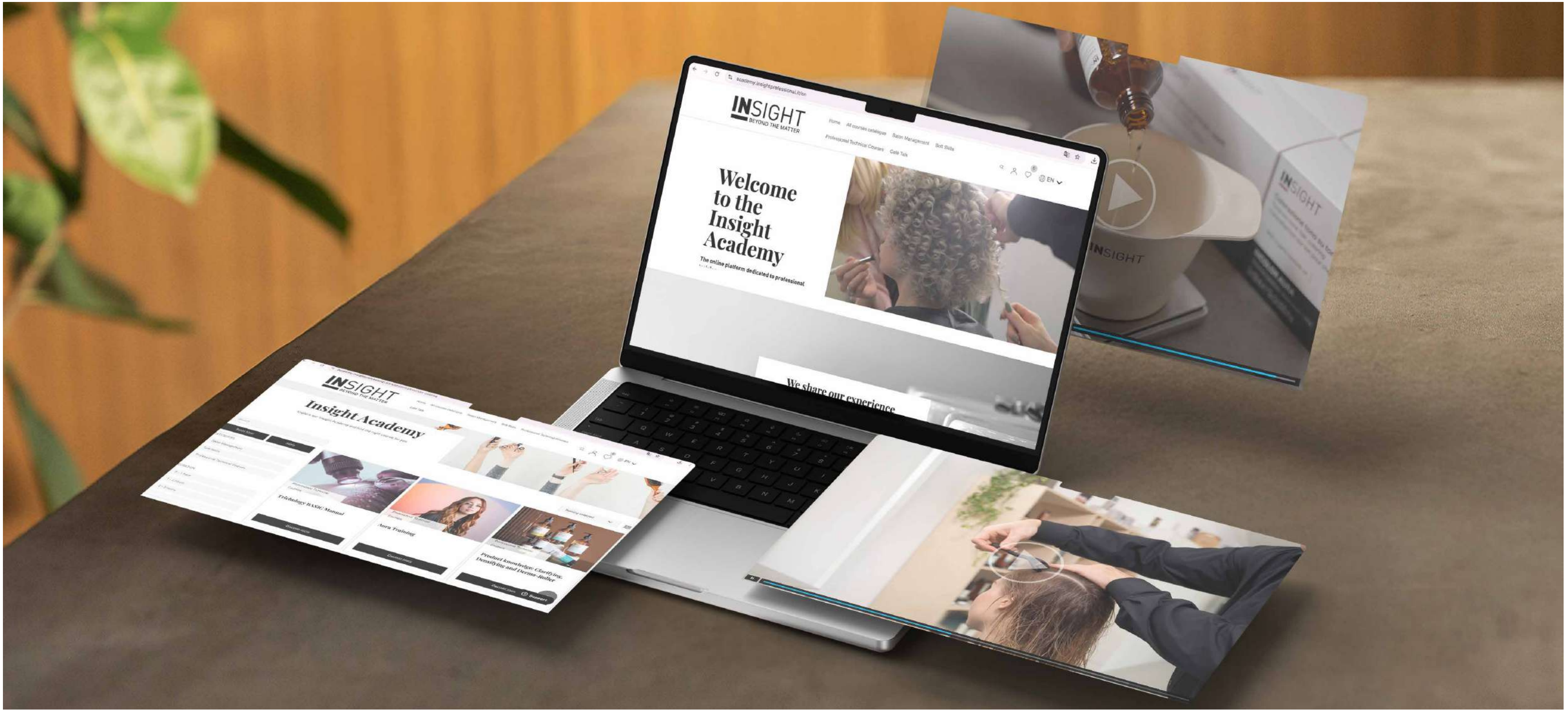
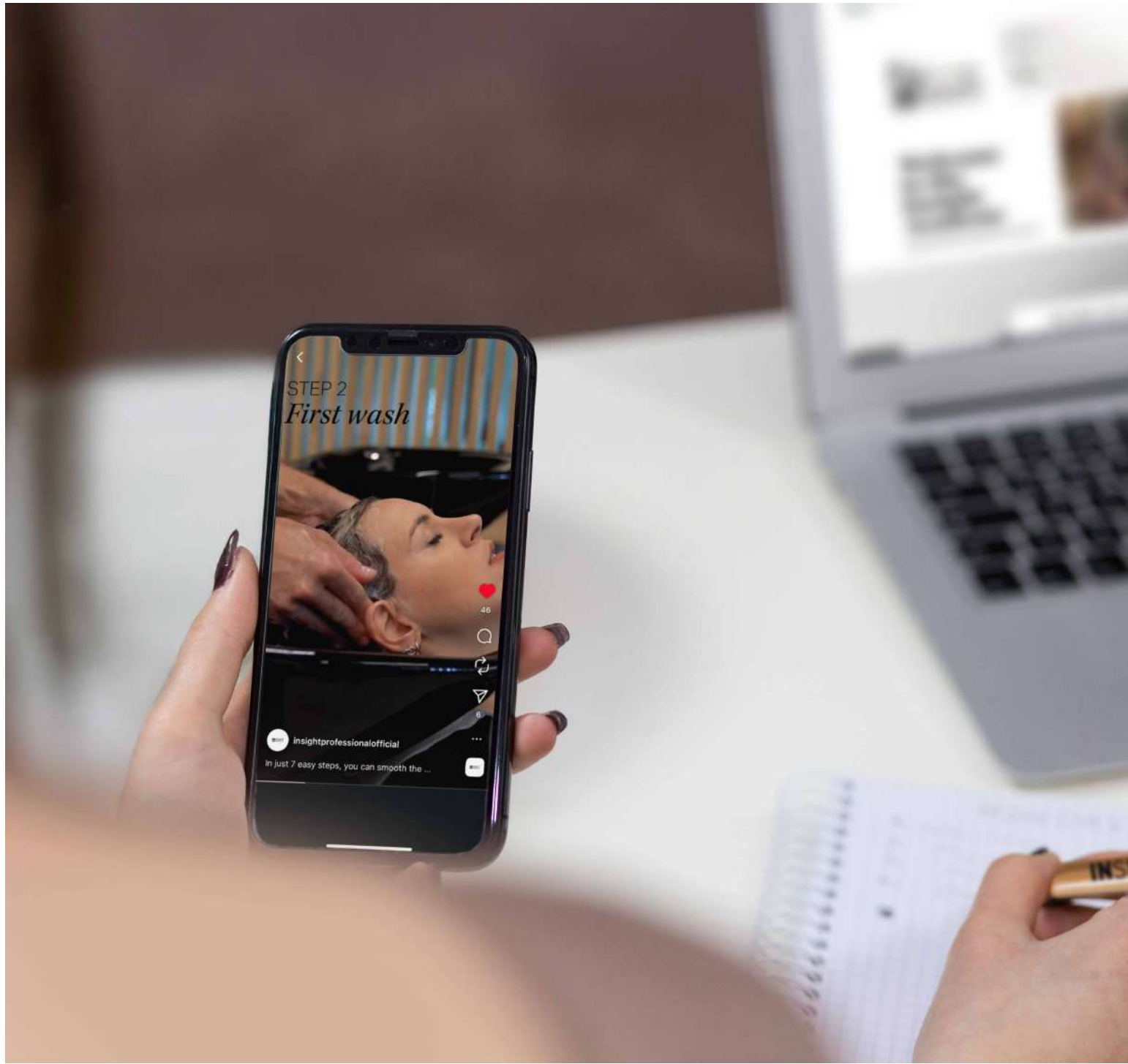


Duration
90 minutes



Book your appointment by writing to: **education@eley.it**
Indicating: topics and audience (hairdressers, agents, ambassadors, etc.)

We are always available to provide you dedicated training on specific topics through our Teams platform and digital Academy Insight!



04

Events

2026...the dates you can't miss!

INSIGHT FASHION WEEK SS/FW

Two weeks of photoshoots at Insight Interno Academy one Fall-Winter and one Spring-Summer. Designed for those who want to create their own personal shoot with the support of our staff.



CAFÈ TALKS

A schedule of monthly video appointments to discuss dedicated topics with our technical and corporate marketing experts.



HUB - NIGHT&DAY

An inclusive event featuring new trends and new launches. During the Cosmoprof trade show in Bologna, at Insight Interno Academy.



INSIGHT FASHION WEEK SS/FW

An exclusive and functional location, with our Insight team of professionals at your disposal and the assistance of your personal project manager assistant, both on set and during the preparatory phases.

Inspired by italian and international Fashion Weeks, but with the participants at the center!



Added value:

- You'll be part of a truly professional photoshoot, experiencing the set and backstage;
- You'll have your own dedicated personal project assistant who will follow you step by step, advising and assisting you throughout the two days;
- Each participant can use the materials to promote themselves on social media and/or print them at the salon;
- Each salon will receive a pre-, during-, and post-event media package.



Services included:

- Shooting set;
- Make up artist;
- Photographer;
- Video maker;
- Dress stylist;
- Personal project assistant;
- High-resolution photo files including post-production;
- Media package with backstage and on-stage content for your social media channels/website;
- 2 coffee breaks;
- 2 light lunches.

INSIGHT FASHION WEEK SS/FW



Dates

Week from 22nd to 25th February 2026
Week from 27th to 30th September 2026



Duration

02 days
(for each participant)



A first edition in february and a second edition in september, to interpret trends and express your **creativity**.

To create your **own photo shoot** for printing and/or use on your own media.

*Features only 4 salons per day
and will be hosted by Insight
Interno Academy!*

Due to the nature of the programme, **places are limited!**
We will allocate days according to the order in which requests are received.



What you'll learn:

- Design of a total fashion look inspired by current trends and a moodboard shared with our artistic director;
- Construction of a professional personal photo shoot with our team at your disposal;
- Our artistic-creative team will create a moodboard that will be shared with participants one month before the shoot via video call.

DAY 1: MODEL PREPARATION: MAKE-UP AND STYLING STUDIO

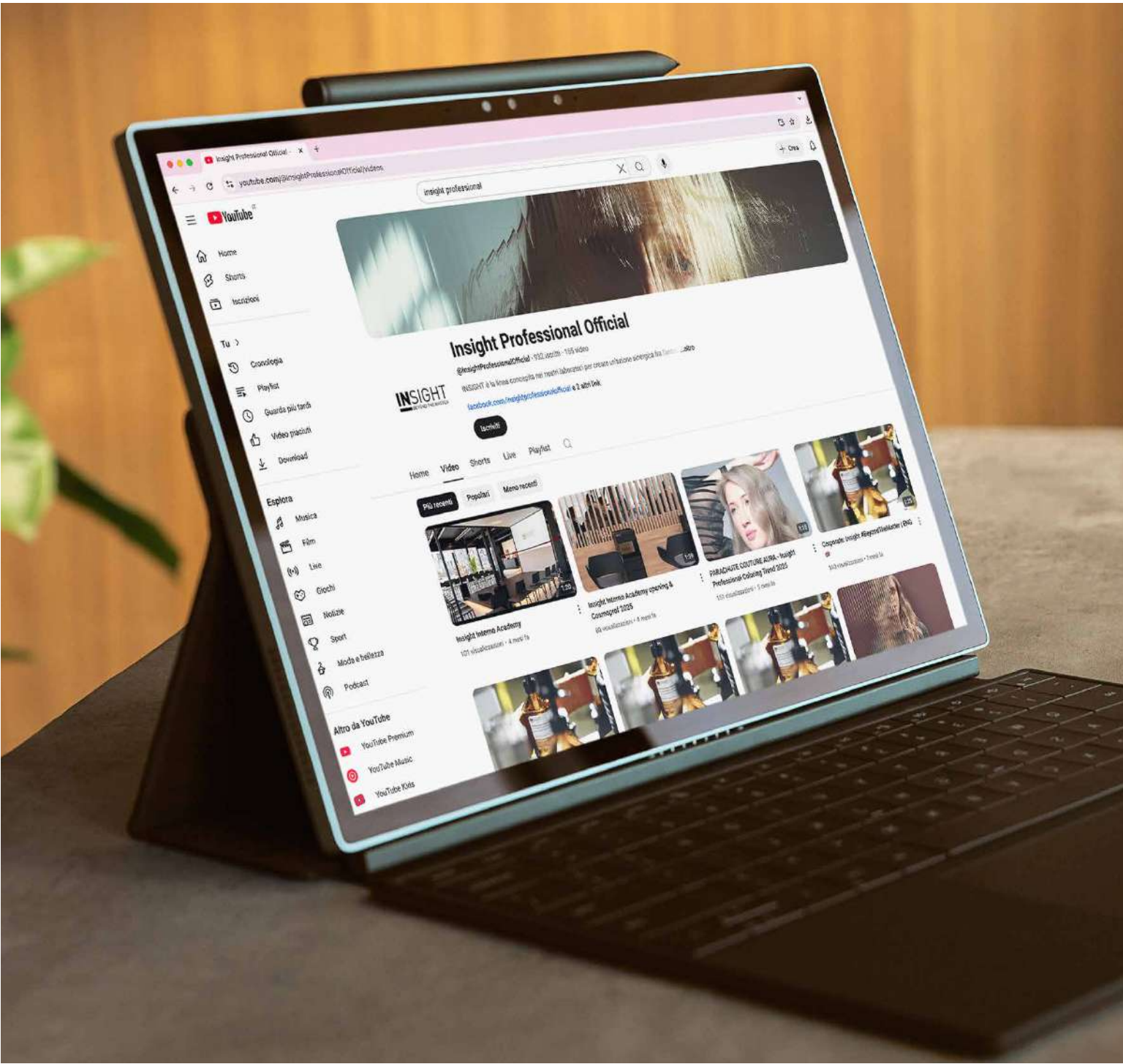
- Participants will create their color and cut (or styling) proposal on a model they have identified and provided;
- This will be followed by fitting and definition of the set/ lighting and makeup;
- Backstage photography and videography by our operators.

DAY 2: PREPARATION OF SET-UP AND PHOTO SHOOTING

- On-set photo shoot and videography (on a rotating basis according to the number of participants).

CAFÈ TALKS

Ask your local representatives how to participate!



Duration
30 minutes + 15 minutes
for questions/doubts

12 on-line sessions* dedicated to the world of hairstyling, featuring italian and international speakers who will address a wide range of **professional topics**, including in-depth

analysis of lines, innovations, techniques, and marketing tips. The sessions will be free and broadcast on our Youtube Channels and/or our digital platform.

*Sessions are available in various languages (italian, english, and spanish).

2026 PROGRAM:

January	BRAND PHYLOSOPHY & VALUES	August	MELTED CARE – BOOSTED WATERLESS FORMULAS
February	INCOLOR HYDRA-COLOR	September	SCALP CARE WORLD
March	HAIRCARE WORLD	October	HYDRO GROWN BEAUTY – SKINCARE
April	INCOLOR AURA	November	INTECH - SMOOTHING SYSTEM
May	BLONDE & DECO	December	INSIGHT 2027
June	INTECH - PERM SYSTEM		
July	INSIGHT COLOR BAR - CONSULTATION & ANALISYS		

HUB - NIGHTS&DAY

*Inclusive, international,
independent.*



Date

From March 26th to 29th 2026



Location

Interno Academy, Bologna



Who is it for:

Hairstylists, business partners, press
and the entire Insight global community.

Everything happens. We are designing a complete program
of events. **Save the date** of the most exiting Insight
experience of the year! The final program will be available
from december '25.



*“Success is where
preparation and
opportunity meet.”*

For information and reservations, contact your local
representatives or write to: education@insightprofessional.it

Follow us on our social channels!

