

D I F I A B A<sup>®</sup>



D.ACADEMY

FASHION-DRIVEN SALON EDUCATION

2011 EDUCATIONAL PROGRAMMING

# DIFIABA ACADEMY

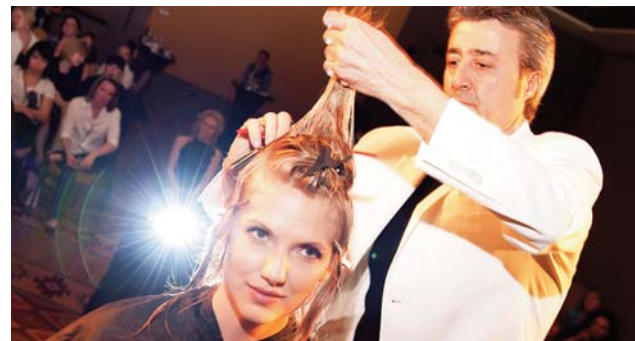
FASHION-DRIVEN SALON EDUCATION

## 2011 EDUCATIONAL PROGRAMMING

### DIFIABA TREND SEMINARS

EXCLUSIVE VISUAL & HANDS-ON HAIR & FASHION TREND SEMINARS CONDUCTED BY DIFIABA ARTISTIC DIRECTOR

LEARN THE LATEST EUROPEAN COLOR & CUTTING TRENDS & TECHNIQUES AND THE STYLES HITTING THE MILANO RUNWAYS & TOP FASHION HOUSES



DIFIABA®

## 2011 SEASONAL TREND REPORTS DIRECT FROM ITALY

### DIFIABA® REPORT MILANO



## Full-Day, Visual & HANDS-ON Cut & Color Seminars with DIFIABA ARTISTIC DIRECTOR

3- FASHION TREND COLOR TECHNIQUES  
3- FASHION TREND CUTS  
& THE LATEST FROM TOP MILANO FASHION HOUSES & RUNWAYS

INCLUDES MANNEQUIN, LUNCH, STEP-BY-STEP MATERIALS  
AND PARTICIPATION CERTIFICATE

IMPLEMENT FUTURE FASHION TODAY  
EXPAND COLOR CREATIVITY  
ELEVATE TECHNICAL SKILLS  
GET INSPIRED & MOTIVATED  
NEW IDEAS FOR EVERYDAY CLIENTS

SEMINAR PREMIERES PERFORMED SEASONALLY IN  
SELECT CITIES. CLASS SIZE LIMITED TO 25 STYLISTS!

Ask your authorized DIFIABA distributor for details or visit  
[www.difiaba.com/salonpros](http://www.difiaba.com/salonpros) for current schedules.

### REPORT MILANO

**Sfilate Aut/Inv-2010**  
**Milano:** Alberta Ferretti-  
Antonio Berardi-Max Mara-  
Trussardi  
**Paris:** Jean Paul Gaultier-  
Kenzo-Valentino  
**Privè:** Alberta Ferretti-  
Armani-Cavalli-  
Max Mara-Trussardi  
**Sfilate Prim/Est 2010**  
**Milano:** Alberta Ferretti-  
Antonio Berardi-Etrò-  
Emporio Armani-Versace  
**Paris:** Jean Paul Gaultier-  
Kenzo-Valentino  
**Servizi Fotografici:**  
Amica-Marie Claire-  
Elle-Vogue

# DIFIABA ACADEMY

## DIFIABA TREND WORKSHOPS

HALF-DAY FOCUSED COLOR TREND PROGRAMS

VISUAL & HANDS-ON HAIR COLOR WORKSHOPS  
CONDUCTED BY DIFIABA CERTIFIED EDUCATORS

CURRENT ITALIAN COLOR TRENDS & TECHNIQUES



## HALF-DAY, HANDS-ON COLOR TREND WORKSHOPS

1 - CURRENT REPORT MILANO COLOR TECHNIQUE  
& The Latest from Milano Fashion Houses & Runways

EXPAND COLOR CREATIVITY

ELEVATE TECHNICAL SKILLS

GET INSPIRED & MOTIVATED

IMPLEMENT FUTURE FASHION

NEW IDEAS FOR EVERYDAY CLIENTS

INCLUDES MANNEQUIN, STEP-BY-STEP MATERIALS,  
AND PARTICIPATION CERTIFICATE

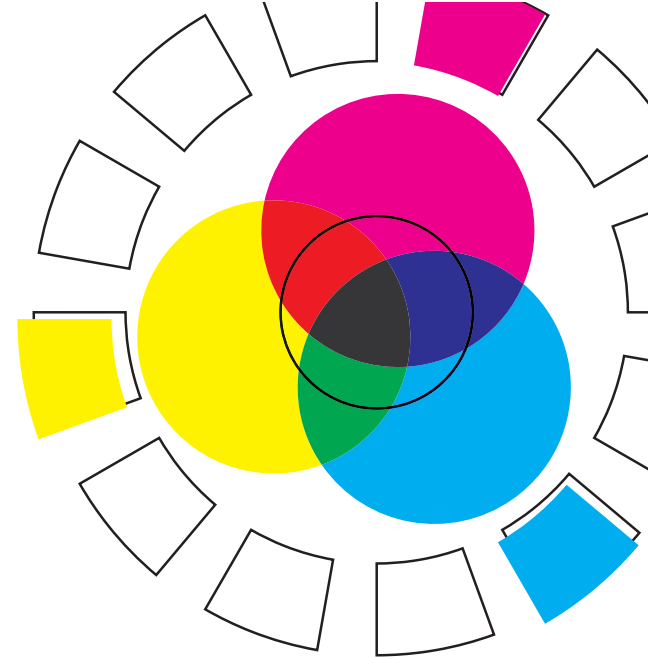
WORKSHOPS ARE PERFORMED IN SELECT CITIES AND SPACE IS  
ALWAYS LIMITED. Ask your authorized DIFIABA distributor for  
details and current local schedules.



# D.ACADEMY

## DIFIABA TECHNICAL SESSIONS

On-going technical courses to optimize your color results with comprehensive material designed for you to become a DIFIABA color expert.



### THE BLONDE SESSIONS

Theory & Hands-On specializing on DIFIABA COLOR Blondes results. Discover the secrets for luminous and even Blondes along with color corrective methods. 3-Hour class conducted by DIFIABA Certified Educator Includes Mannequin and/or swatches, work product & certificate.

**LEARN:** DIFIABA CoverMax™ ULTRA-LIFT Color Series  
DIFIABA CoverMax™ LIFT Additive  
DIFIABA DECOMAX™  
DIFIABA LEVEL™ DEVELOPERS  
DIFIABA 3•2•1™ Color Activator



### THE RED SESSIONS

Theory & Hands-On specializing on DIFIABA COLOR REDS results. Top RED formulas along with color corrective methods. 3-Hour class conducted by DIFIABA Certified Educator Includes Mannequin and/or swatches, work product & certificate.

**LEARN:** DIFIABA CoverMax™ Color Series  
DIFIABA CoverMax™ LIFT Additive  
DIFIABA DECOMAX™  
DIFIABA LEVEL™ DEVELOPERS  
DIFIABA 3•2•1™ Color Activator



Ask your authorized DIFIABA distributor for local schedules.

# D.ACADEMY

## DIFIABA TECHNICAL SESSIONS

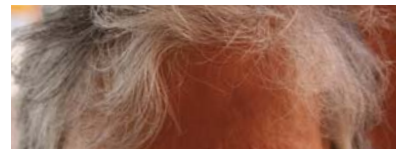
On-going technical courses to optimize your color results with comprehensive material designed for you to become a DIFIABA color expert.

### THE GRAY SESSIONS

Theory & Hands-on experience Covering Gray, with 5-note formulation method. 3-Hour workshop conducted by DIFIABA Certified Educator. Includes Mannequin and/or swatches, work product & certificate.

**LEARN:** DIFIABA CoverMax™ Color  
DIFIABA CoverMax™ Color Natural Series  
DIFIABA LEVEL™ DEVELOPERS

100% GRAY COVERAGE.  
GUARANTEED.



### THE TREATMENT SESSIONS

Analyze Hair Structural Factors to prescribe value-added, client retention services for LONGER LASTING COLOR, PERFECT HAIR CONDITION, and BETTER, FASTER BLOW DRYING. 3-Hour class conducted by DIFIABA Certified Educator. Includes work product & certificate.

**LEARN:** DIFIABA In-Salon Treatments  
DIFIABA Luminescence Hibiscus Formula  
DIFIABA Hydressence Monoï-A Formula



Ask your authorized DIFIABA distributor for local schedules.

# VANTAGGIO DIFIABA<sup>®</sup> REWARDS

## WHAT IS VANTAGGIO?

VANTAGGIO is the Program that Rewards loyal Stylists and busy Salons for DIFIABA purchases.

Based upon quarterly purchase levels, VANTAGGIO Accounts accrue DIFIABA Rewards that can be redeemed toward DIFIABA Educational Programming or DIFIABA products.\*

- FREE DIFIABA PRODUCTS\*
- FREE DIFIABA FASHION TREND SEMINARS
- FREE DIFIABA FASHION TREND WORKSHOPS
- FREE DIFIABA TECHNICAL SESSIONS
- NO ENROLLMENT FEES

\*EXCLUDES COLOR TUBES. OTHER RESTRICTIONS MAY APPLY.

ASK YOUR AUTHORIZED DIFIABA DISTRIBUTOR FOR COMPLETE DETAILS.

## VANTAGGIO PROGRAM OUTLINE

- DIFIABA REWARDS ISSUED ON A QUARTERLY BASIS.
- UNUSED REWARDS EXPIRE 12 MONTHS FROM ISSUE DATE.
- REWARDS MAY BE REDEEMED TOWARD NATIONAL DIFIABA EVENTS HOSTED BY AUTHORIZED VANTAGGIO PROGRAM PARTICIPANTS.

For North American premier events, visit [www.difiaba.com/salonpros](http://www.difiaba.com/salonpros)

VANTAGGIO  
DIFIABA<sup>®</sup>  
REWARDS



\*Restrictions apply. Ask your authorized DIFIABA distributor for details.



# VANTAGGIO DIFIABA<sup>®</sup> REWARDS

REDEEM TOWARD d.ACADEMY  
EDUCATIONAL PROGRAMMING

REDEEM TOWARD BACK-BAR SUPPORT

REDEEM TOWARD DIFIABA ACCESSORIES

VANTAGGIO	\$/QTR	REWARD
LEVEL ONE	1,250-1,999	5%
LEVEL TWO	2,000-2,499	8%
LEVEL THREE	2,500-3,499	12%
LEVEL FOUR	3,500-8,999	15%
LEVEL FIVE	9,000+	20%

Based upon quarterly purchase levels, VANTAGGIO Accounts accrue Rewards that can be redeemed toward DIFIABA Educational Programming or DIFIABA product purchases, *except color tubes.\**

\* Restrictions apply. Ask your authorized DIFIABA distributor for details.  
Redeemable only towards qualifying DIFIABA purchases. No cash value.



DOLCE VITA TOURS/STUDIO/IMAGES PROMOV

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M A D E I N I T A L Y

Cutting-edge style and breaking fashions from ITALY in TREND SEMINARS & WORKSHOPS and training in beyond-basics techniques in TECHNICAL SESSIONS provide the knowledge and skills required to meet the ever-changing desires of fashion forward salon clients.

**TREND SEMINARS & TREND WORKSHOPS**

**MILANO RUNWAY & FASHION HOUSE STYLE**

**IMPLEMENT FUTURE FASHION TODAY**

**EXPAND COLOR CREATIVITY**

**ELEVATE TECHNICAL SKILLS**

**GET INSPIRED & MOTIVATED**

**TECHNICAL SESSIONS**

**MASTER EVERYDAY COLOR CHALLENGES**

**BEYOND COLOR BASICS**

**GAIN CONFIDENCE THROUGH PRACTICE**

**BUILD SKILLS AND BUILD CLIENTELE**

**P.ACADEMY**

FASHION-DRIVEN SALON EDUCATION