

Education | Innovation | Success



COLOR

BLONDME PERFECTION (THEORY CLASS)

Blonde is more than a colour. BLONDME is more than a product. BLONDME is a complete approach to creating supreme blonde hair. Explore this exciting system. Learn how to create beautiful blondes in the salon and educate your clients on how to maintain the quality of their blonde hair between salon visits. With BLONDME, the possibilities are endless.

WHAT TO BRING: Pen/Pencil & Paper

INVESTMENT: \$25.00 - Plus tax.

TIME: 9:30 am to 12:30 pm

TICKET PRICE INCLUDES:

\$20 voucher to use towards a Schwarzkopf purchase of \$50 or more the day of the class.



Get 1 BONUS MILES*

BLURRING THE LINES: COLOR MELTING WITH IGORA

Tired of the same old highlighting patterns? Want to add new ideas to your repertoire? Learn quick tips and tricks to create the perfect melt. Seamless graduation from dark to light, light to dark, pastel to vibrant, metallic to matt. Learn the laws of contrast and placement for maximum impact with minimum effort. Experience the techniques as well as the Schwarzkopf Professional IGORA color products and unique tools available to create endless possibilities.

WHAT TO BRING: Combs, tail combs, brushes, blow dryer, flat-iron, section clips, pen and paper.

INVESTMENT: \$195.00 - Plus tax.

TIME: 9:30 am to 4:30 pm

TICKET PRICE INCLUDES:

Mannequin, lunch & \$50 voucher to use towards a Schwarzkopf purchase of \$100 or more the day of the class.



Get 9 BONUS MILES*



Get 1 BONUS MILES*

COLOR DECODED: INNOVATION EXPLORER

Learn how to gain maximum product success! Be inspired by the latest ground-breaking innovations and technology from Schwarzkopf Professional. Interact and get to grips with the new launches in this interactive seminar. Communicate brand new ideas and convince clients of your vision. Learn the details of every range and advise clients on the right color brand with confidence.

WHAT TO BRING: Combs, tail combs, brushes, blow dryer, flat-iron, section clips, pen and paper.

INVESTMENT: \$195.00 - Plus tax.

TIME: 9:30 am to 4:30 pm



Get 9 BONUS MILES*



BARBERING

THINK LIKE A BARBER

Intermediate Class

Let's face it, clippers can be intimidating if you aren't using them properly. While trends are fun and should be embraced, fundamentals are the backbone to success. Learning how to use your clipper properly will expand the skills you need to grow your business and save you time, and as we all know, time = money. Impress your clients by handling your clippers with ease & confidence. Razor techniques will also be showcased with a hot shave demo!

WHAT TO BRING: Water bottle, combs, clips, pen & paper. Note: Clippers will be provided by Wahl for class use only.

INVESTMENT: \$149.00 - Plus tax.

TICKET PRICE INCLUDES:

Male mannequin and lunch.

TIME: 10:00 am to 4:00 pm



Get 7 BONUS MILES*

CREATIVE CLIPPER CUTTING

Advanced Class

Combine tradition with technology - if you dare! This class is not for the timid. Take everything you know about conventional shear cutting and translate it into stress-free ergonomically beneficial clipper techniques! Wahl has taken the traditional style of barbering and crafted innovative clippers and blades that emulate your razor, notching and blending shears, regardless of gender and hair length. Set yourself apart and challenge your creative side! **Male & female cutting on short, medium & long hair.**

WHAT TO BRING: Water bottle, combs, clips, pen & paper. Note: Clippers will be provided by Wahl for class use only.

INVESTMENT: \$149.00 - Plus tax.

TICKET PRICE INCLUDES:

Mannequin and lunch.

TIME: 10:00 am to 4:00 pm



Get 7 BONUS MILES*



CUTTING

SIGNATURE CUTTING: READY TO WEAR

Updated annually, our Signature Cutting: Ready-To-Wear course is a behind-the-chair interpretation of our annual Signature Cutting: Couture Collection. You will experience and perfect two client-friendly haircuts and styles.

WHAT TO BRING: :

Cutting comb, carbon comb, tail comb, boar bristle classic brush, teasing brush, styling clips, cutting scissors, blow dryer, ¾" Marcel curling iron, water bottle, pen and paper.

INVESTMENT: \$179.00 - Plus tax.

TICKET PRICE INCLUDES:

Mannequin, MoroccanOil stylist gift & lunch.

TIME: 9:30 am to 4:00 pm



Get **8** BONUS MILES*

SIGNATURE CUTTING: TRENDING NOW

Updated biannually, our Signature Cutting: Trending Now course is an introduction to MoroccanOil Cutting terminology and methodology. Current haircutting techniques are interpreted and perfected through consultation and craftsmanship.

WHAT TO BRING: :

Detangling comb, cutting comb, boar bristle classic brush, styling clips, cutting scissors, blow dryer, water bottle, pen and paper.

INVESTMENT: \$179.00 - Plus tax.

TICKET PRICE INCLUDES:

Mannequin, MoroccanOil stylist gift & lunch.

TIME: 9:30 am to 4:00 pm



Get **8** BONUS MILES*

BUSINESS BUILDING

TOP 10 WAYS TO BUILD A WINNING CULTURE

What is your salon culture? Understanding and evaluating it is essential. Your salon culture affects every aspect of your business and can have a serious impact on profitability. It is the foundation to creating a positive and successful environment for both your salon guests and your team. This fun, fast-paced workshop explores how culture develops, and how to build a basic strategy to help drive and support your business goals. Each attendee will leave with a better understanding of how their mission, vision, and values provide a framework for change.

WHAT TO BRING: :

Pen and paper.

INVESTMENT: \$25.00 - Plus tax.

TICKET PRICE INCLUDES:

MoroccanOil stylist gift.

TIME: 10:00 am to 12:00 pm



Get **1** BONUS MILES*

MOROCCANOIL BRAND WORKSHOP

Come and learn about the MoroccanOil brand and our incredible story! Founded in Montreal by Carmen and Ofer Tal, MoroccanOil's story began half a world away. Carmen was miles from home in Israel when, after a routine color service gone awry, she first experienced the powerful MoroccanOil Treatment. A decade later, we have mastered the art of an argan oil infused full professional hair care line and body line and are proud to say we are a complete lifestyle brand! You will learn about the journey, where we are today and gain some insight on how we plan to continue to grow MoroccanOil.

WHAT TO BRING: :

Pen and paper.

INVESTMENT: \$25.00 - Plus tax.

TICKET PRICE INCLUDES:

MoroccanOil stylist gift.

TIME: 1:00 pm to 3:00 pm



Get **1** BONUS MILES*

MOROCCANOIL®



STYLING

ART OF BRIDAL & KNOTWORK

We have combined two of MoroccanOil's most popular styling classes into one exciting day! Learn the new 2018 inspired looks to create truly beautiful hair. The Art of Bridal segment includes the practical application of three relevant bridal looks. Each look is achievable behind the chair in under 30 minutes. The Knotwork segment includes the practical application of six essential braids, three braided looks and three faux braids. This course will enhance and expand your artistic understanding of the MoroccanOil hair care and styling portfolio.

WHAT TO BRING: Detangling comb, tail comb, carbon comb, styling clips, blow dryer, diffuser, ¾" Marcel iron, 1 ½" Marcel iron, pin curl clips, elastics, Topsy Tail, bobby pins, pen and paper.

INVESTMENT: \$139.00 - Plus tax.

TICKET PRICE INCLUDES:

The use of a mannequin, MoroccanOil stylist gift & lunch.

TIME: 9:30 am to 4:00 pm



Get **6** BONUS MILES*

BARRIE

MARCH 5
SCHWARZKOPF PROFESSIONAL
BLONDME PERFECTION (THEORY CLASS)

9:30 AM - 12:30 PM / \$25.00

EDUPROMO64

MARCH 19
WAHL PROFESSIONAL
CREATIVE CLIPPER CUTTING

10:00 AM - 4:00 PM / \$149.00

EDUPROMO76

MAY 7
MOROCCANOIL
ART OF BRIDAL & KNOTWORK
(COMBINED)

9:30 AM - 4:00 PM / \$139.00

EDUPROMO77

MAY 14
SCHWARZKOPF PROFESSIONAL
BLURRING THE LINES: COLOR MELTING
WITH IGORA

9:30 AM - 4:30 PM / \$195.00

EDUPROMO73

OTTAWA

MARCH 5
SCHWARZKOPF PROFESSIONAL
BLONDME PERFECTION (THEORY CLASS)

9:30 AM - 12:30 PM / \$25.00

EDUPROMO65

APRIL 23
MOROCCANOIL
ART OF BRIDAL & KNOTWORK
(COMBINED)

9:30 AM - 4:00 PM / \$139.00

EDUPROMO80

MAY 7
SCHWARZKOPF PROFESSIONAL
COLOR DECODED: INNOVATION
EXPLORER

9:30 AM - 4:30 PM / \$195.00

EDUPROMO81

JUNE 11
SCHWARZKOPF PROFESSIONAL
BLURRING THE LINES: COLOR MELTING
WITH IGORA

9:30 AM - 4:30 PM / \$195.00

EDUPROMO75

LONDON

FEBRUARY 5
SCHWARZKOPF PROFESSIONAL
BLURRING THE LINES: COLOR MELTING
WITH IGORA

9:30 AM - 4:30 PM / \$195.00

EDUPROMO60

MARCH 5
WAHL PROFESSIONAL
CREATIVE CLIPPER CUTTING

10:00 AM - 4:00 PM / \$149.00

EDUPROMO78

MARCH 12
MOROCCANOIL
TOP 10 WAYS TO BUILD A WINNING CULTURE

10:00 AM - 12:00 PM / \$25.00

EDUPROMO67

MARCH 12
MOROCCANOIL
MOROCCANOIL BRAND WORKSHOP

1:00 PM - 3:00 PM / \$25.00

EDUPROMO68

APRIL 9
MOROCCANOIL
SIGNATURE CUTTING: TRENDING NOW

9:30 AM - 4:00 PM / \$179.00

EDUPROMO79

MAY 7
SCHWARZKOPF PROFESSIONAL
BLONDME PERFECTION (THEORY CLASS)

9:30 AM - 12:30 PM / \$25.00

EDUPROMO71

JUNE 11
SCHWARZKOPF PROFESSIONAL
CORRECTIVE COLOR (THEORY CLASS)

9:30 AM - 1:00 PM / \$25.00

EDUPROMO74

TORONTO

FEBRUARY 5
WAHL PROFESSIONAL
THINK LIKE A BARBER

10:00 AM - 4:00 PM / \$149.00

EDUPROMO61

FEBRUARY 12
MOROCCANOIL
TOP 10 WAYS TO BUILD A WINNING CULTURE

10:00 AM - 12:00 PM / \$25.00

EDUPROMO62

FEBRUARY 12
MOROCCANOIL
MOROCCANOIL BRAND WORKSHOP

1:00 PM - 3:00 PM / \$25.00

EDUPROMO63

MARCH 5
MOROCCANOIL
SIGNATURE COLLECTION: READY-TO-WEAR

9:30 AM - 4:00 PM / \$179.00

EDUPROMO66

APRIL 23
WAHL PROFESSIONAL
CREATIVE CLIPPER CUTTING

10:00 AM - 4:00 PM / \$149.00

EDUPROMO82

All CanRad classes are sold on a non-refundable basis. If you have registered for a class and you are unable to attend, you must call the store no later than the day prior to the class to receive a voucher to use towards a future class. No refunds will be issued. If a class is cancelled by CanRad, a full refund will be issued upon presentation of the original receipt.



Get AIR MILES® BONUS MILES*

* See dealers for details



**TO REGISTER OR FOR
MORE INFORMATION,
CONTACT:**

BARRIE ▶ 705-737-4445
barriestore@canrad.com

OTTAWA ▶ 613-723-7850
ottawastore@canrad.com

LONDON ▶ 519-668-2124
londonstore@canrad.com

TORONTO ▶ 416-667-9485 EXT. 242
norfinchstore@canrad.com

BEGINNERS GUIDE TO SOCIAL MEDIA MARKETING EDUPROMO84

If you want to set yourself apart from the crowd and gain a competitive edge in your field by using inbound marketing through your social media - this class is for you! We will help you understand the values of social media and help engage your core online audience.

The class will cover the following topics:

- Value of Social Media
- Best Practices
- Understanding Social Media metrics
- Hashtags 101
- Deeper dive into Instagram & Facebook
- Hands on "make a post together time"
- Questions

DATE: January 29, 2018

LOCATION: CanRad Education Centre,
125 Norfinch Dr, Toronto

WHAT TO BRING:
A fully charged smart phone.

INVESTMENT: \$25.00 - Plus tax.

TICKET PRICE INCLUDES:
Stylist gift.

TIME: 10:00 am to 12:00 pm



Get 1 BONUS MILES*

NEW!

