



**REDKEN CANADA'S 6<sup>TH</sup> EDITION  
OF THE #1 EDUCATION EVENT  
FOR SALON GROWTH  
TORONTO, ONTARIO  
OCTOBER 16 - 18, 2022**

**POWERED BY SCIENCE  
PRESCRIBED BY PROS**

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**REDKEN**  
5TH AVENUE NYC



## REDKEN CANADA'S 6<sup>TH</sup> EDITION OF THE #1 EDUCATION EVENT FOR SALON GROWTH

OCTOBER 16 - 18, 2022  
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1 HARBOUR SQUARE, TORONTO, ON

MORE  
*POWER*  
TO YOU

## OUR MISSION

Redken strives to instill the principles of wealth and success to the professional salon industry. Our goal is to empower salon professionals with educational tools that will help them increase their income. Through our passion for teaching, we can help the salon community develop its skills in business, design and color, training, personal development, and wealth building.

## OUR VISION

For every salon professional to  
*LEARN BETTER, EARN BETTER AND LIVE BEST!*

## OUR COMMITMENT

- Personal-Based Approach
- Principle-Based Content
- Transformational Experiences



# THE GRAND OPENING

#GETINSPIRED



# THE HAPPENING

Experience another side of the inspiring world when the lights go down in a global infusion of creativity and festivities.

# THE EDUCATION

Two full days of inspiring and immersive education to learn better, earn better and live best with the Redken Power Network. Don't miss out!

# LOOK & LEARN CLASSROOMS

## GET NOTICED, GET ENGAGED – USING DIGITAL TO DRIVE BUSINESS GROWTH

SESSION: EARLY BIRD

In this session, learn how to leverage online search and social media tools to get your salon in the eyes of more clients that matter. You will leave this session with must-have tips and inspiration to maximize your digital presence and drive business growth.

GOOGLE AND REDKEN PRO INFLUENCERS

## OPENING SESSION

REDKEN CANADA

## BEYOND STATUS QUO

SESSION: 1 | THEME: DESIGN, FINISHING, BUSINESS

Are you feeling stuck creatively? Are you tired of doing the same thing on the same clients? Join Redken Global Artistic Ambassador Sam Villa as he leads you on a creative journey, inspiring you with his brilliant cutting, finishing and business skills and challenging you to go beyond the status quo.

SAM VILLA

## GLOBAL HAIRCOLOR HACKS

SESSION: 2 | THEME: COLOR

Go deep into the world of haircolor, and discover the best hacks and tricks from Redken's top global haircolorists. Learn what is trending in haircolor, unexpected color placements and the best color formulations to grow your haircolor business.

SEAN GODARD | TWYLLA JANE | NICOLE VAN DER LINDEN

## LET'S GET PUBLISHED

SESSION: 4 | THEME: FINISHING

Do you dream of getting your work published or winning a major photo competition, or maybe just getting better social media photos? This interactive session will guide you through the process and inspire you with the best tips and tricks to get started on your journey of getting published and growing your business.

SEAN GODARD | MARCO ARENA | NICOLE VAN DER LINDEN

## THE FULL STORY — COLOR, DESIGN, FINISH, SOCIAL CONNECTIONS

SESSION: 1 | THEME: COLOR, DESIGN, FINISH, PERSONAL BRANDING

Who doesn't love a great makeover? Today, more than ever, we are looking for ways to upgrade makeovers and transform our appearances and even our lives. Learn how to engage in the positive conversations and strategies that will enable you to become a master transformation specialist.

CATHERINE ALLARD | KATRINA SMILEY | TASHA PARKER

## ALL DRESSED UP

SESSION: 3 | THEME: FINISHING

Start with the finish, and learn how to overcome any long hair challenges that come your way. Learn the best-kept secrets from our master finishers, and become the go-to person for any long hair requests.

MARCO ARENA | LINDSEY OLSON | JORGE JOAO

## CLOSING SESSION

REDKEN CANADA

1:00 - 2:30 | BREAK: 2:30 - 3:00 | 3:00 - 4:30 | 8:00 | 9:00 - 9:15 | 9:15-9:30 | 9:30 - 10:45 | BREAK: 10:45 - 11:15 | 11:15 - 12:30 | LUNCH: 12:30 - 1:45 | 1:45 - 3:00 | BREAK: 3:00-3:30 | 3:30 - 4:45 | 7:30 | 9:00 - 10:15 | BREAK: 10:15 - 10:45 | 10:45 - 12:00 | LUNCH: 12:00 - 1:15 | 1:15 - 3:15 | 3:15 - 3:30

SUNDAY, OCTOBER 16

## BREAKING BARRIERS

SESSION: EARLY BIRD

Let John take you through the most amazing journey that will change your personal and professional life forever, and go through any barriers that stand in your way. It is time to celebrate YOU... Start making a difference. Live Your Dreams.

JOHN STELLATO

## GRAND OPENING

MONDAY, OCTOBER 17

## SET UP FOR LEARNING

SAM VILLA

## URBAN DESIGN LINES

SESSION: 3 | THEME: DESIGN

Discover what is trending in design and finishing, and learn how to re-create the right look for the right individual every time. Become a consultation powerhouse, and unleash your best potential as a master designer.

ADINA DOSS | BRAYDEN PELLETIER

TUESDAY, OCTOBER 18

## BINGEWORTHY BARBERS

SESSION: 2 | THEME: MEN'S

The Redken man is urban, trendy, and not afraid to express himself. Whether you are a barber or hairstylist, this session will provide you with the latest men's grooming trends, from fades to soft textured looks that will help propel your men's business to the next level.

JEREMY WILDE | BARBER BIRDMAN (BOUDEWIJN JURRIAANS)

## THE HAPPENING

Sit-down dinner and Neon Glow party

# YOUR ARTISTS

## EARLY BIRD CLASS GET NOTICED, GET ENGAGED – USING DIGITAL TO DRIVE BUSINESS GROWTH



### GOOGLE AND REDKEN PRO INFLUENCERS

Country: Canada

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. This free Business Profile for your salon or service area allows you to turn people who find you on Google Search and Maps into new customers. Learn how to take charge of your first impression, easily connect with customers and showcase the best of your business.

## EARLY BIRD CLASS BREAKING BARRIERS



### JOHN STELLATO

Country: United States  
Instagram: @johnnyjustbe

John has a unique style and the ability to inspire, motivate, and hitting your goals. Coach, inspirational speaker and former salon owner for over 40 years, John is touching lives worldwide. He started as a Redken artist in 1987 and held many positions at Redken NYC.

## ALL DRESSED UP



### JORGE JOAO

Country: Canada  
Instagram: @jorge\_joao

Winner of the Contessa and the Mirror Awards, Jorge Joao is an acclaimed stylist who spends his time comanaging his award-winning salon, being involved in Fashion Weeks, editorial work, educational programs and touring as a Redken artist. For 15 seasons, he has led an elite team at Toronto Fashion Week. He is published in major industry publications such as Fashion Magazine, Elle Canada, and Vogue, and he routinely works with celebrities such as Chiara Ferragni and Winnie Harlow.



### LINDSEY OLSON

Country: United States  
Instagram: @lindsey.marie.olson

Lindsey Olson has been a part of Redken for the past 12 years and has been recognized with accolades including NAHA, Artists Squad and L'Oréal Color and Style Trophy. She also has established editorial collections that have had numerous publications including VOGUE Italia, Lucy's Magazine, Vulkan and Redken campaigns.



### MARCO ARENA

Country: Germany  
Instagram: @marco\_\_arena

Marco Arena is one of the most popular stylists in Germany and is an international Redken top artist. He is also an internationally sought-after stage artist, who passionately shows the latest trends in the main events of the industry. Marco is also a successful entrepreneur and for the last 14 years, he has been running his own premium salon "HAIRARENA" in Frankfurt, with 25 stylists.

## GLOBAL HAIRCOLOR HACKS



### SEAN GODARD

Country: United States  
Instagram: @seangodard

Based out of Brooklyn, NY, Sean is one of the top colorists in the Redken network with over 15 years with the brand. He is a three-time NAHA nominee, and is the winner of the 2019 salon team of the year. His work has appeared in fashion and industry magazines and popular TV shows such as the MTV Video Music Awards.



### TWYLLA JANE

Country: United States  
Instagram: @Twyllajane

A great educator never stops learning. Grounded in the timeless fundamentals of her craft, Twylla is constantly growing her skill set to include the newest, most relevant techniques. Twylla is a highly-sought stylist, respected mentor, and successful salon owner with experience and insights to help hairstylists reach their full potential behind the chair. Her passion for her art is infectious, leaving every student with a renewed excitement about creating looks their clients love. Twylla's passion, professionalism, knowledge and approachability make her an educator for all. From up-and-coming stylists to seasoned veterans, every student can benefit from her business know-how, energy, artistry and on-trend techniques.



### NICOLE VAN DER LINDEN

Country: Netherlands  
Instagram: @nicolevanderlinden\_\_

In 2018, Nicole has won the "Behind the Chair" Big Shot International Creative Color Award and was also finalist in the BTC Award Big Shot category Editorial. She has also been nominated five times for the Dutch Coiffure Awards, which is the biggest hair awards in the Netherlands. In 2019, she was a finalist again in two categories in the BTC Big Shot Awards.

## URBAN DESIGN LINES



### ADINA DOSS

Country: United States  
Instagram: @mastery\_a\_d

For 20 years, Adina Doss has partnered with Redken 5th Avenue as a Redken artist and a dedicated purveyor of the art of design and finish. The success of her boutique salon in Santa Monica, California, stems from the partnerships and business knowledge that Redken continues to implement to create success for the salon industry.



### BRAYDEN PELLETIER

Country: United States  
Instagram: @justbhair

Brayden Pelletier's approach is simple... master the "WHYS" behind what you do and unlock endless creativity and empowering consistency. Let his approachable, high energy learning environment inspire you and your team to reach their full potential, whether you need a fun approach to the basics, or the real WHY behind creating your masterpiece. Brayden is the owner of JustB Hair Salon, with two locations in Atlanta. He understands how to be creative and consistent behind the chair, while creating a specific look and feel based on his clients' needs. Let Brayden and Redken give you and your team the opportunity to LEARN BETTER, EARN BETTER, and LIVE BETTER!

## THE FULL STORY



### CATHERINE ALLARD

Country: Canada  
Instagram: @catherineallard.artist

Catherine's highly positive energy and her ability to translate complex techniques into easy-to-understand methods made her become in demand both for private classes and for education main stages. All of this culminated for her as she was asked to participate on-stage at the prestigious Redken Symposium in Las Vegas and the Euro Symposium in London.



### KATRINA SMILEY

Country: Canada  
Instagram: @katrina\_smiley

Katrina's love of the hair industry started from an early age after growing up in a hair salon and attending Redken Education from the beginning of her career. Her love of fashion fuelled her passion for color, finishing and bridal styling. As an international Redken artist, Katrina continues to push to develop her skills and share her creativity to empower and coach stylists through digital and live education. Katrina is committed to coaching stylists and salon owners to become aware of their creative centre, and be fearless so they can create beautiful hair and grow their business mindset behind the chair.



### TASHA PARKER

Country: Canada  
Instagram: @tashaparkerhair

Whether it's through her programs or her Instagram, Tasha loves to empower others with education. Her grounding in principles allow her to translate her creative color mastery into salon-friendly, yet time-saving techniques. Not only is she a highly sought-after global facilitator, but through her education as a Redken Canada color ambassador she is able to help stylists grow their color business behind the chair and truly master the art of haircolor. Her ability to breakdown and simplify blonding, combined with her passion for education is at the core of Tasha's beliefs as a Redken global artist. Tasha's realistic view and ease of teaching will leave you eager to replicate and create.

## BINGEWORTHY BARBERS



### JEREMY WILDE

Country: Canada  
Instagram: @jeremy\_wilde

After spending five years in the barbering industry, Jeremy quickly made a name for himself in his hometown of Montréal as well as on social media. Seeing the industry through a gender-neutral point of view, Jeremy is revamping his ways of teaching longer hairstyles from shags to a traditional cut while keeping gender out of the conversation.



### BARBER BIRDMAN

Country: Netherlands  
Instagram: @barberbirdman

Well known across Europe as a classic barber with a modern edge, Boudewijn Jurriaans (Barber Birdman) is a Redken Brews artist who specializes in classic barbering styles and develops his educational programs to speak to barbers and hairstylists of all skill levels. In 2017, his work has been nominated for a Dutch Coiffure Award.

## BEYOND STATUS QUO



### SAM VILLA GLOBAL ARTISTIC AMBASSADOR

Country: United States  
Instagram: @samvillahair

Sam Villa is changing the industry, one hairdresser at a time. Whether teaching face-to-face in small hands-on classes, on main stages, or reaching his millions of social media followers, Sam changes people. He is a true leader that brings out the best in others. As the 2017 NAHA Lifetime Achievement Award winner, he is known for doing things differently to challenge, inspire and motivate change. Sam is co-founder of the Sam Villa® brand (Allvus, LLC) targeting stylists, as well as consumers.

# TICKET PURCHASE

REGISTER EARLY AND EXPERIENCE  
TWO EARLY BIRD CLASSES

**\$975.00** (PLUS APPLICABLE TAXES)

OR

**341,250** C5A POINTS

## SPECIAL EARLY BIRD CLASSES

The first 400 ticket purchasers will have access to two Early Bird classes.

## CANCELLATION POLICY

After August 15, tuition is non-refundable and non-transferable to other events. Tuition can be transferred to a new registration only if the person who originally paid the tuition makes the request in writing.

## HOW TO PARTICIPATE

Tickets include welcome cocktail on October 16, breakfast and lunch on October 17 and 18, gala dinner on October 17, two evenings of special activities, the grand opening, as well as themed celebrations. Please note that tickets do not include hotel and transportation costs.

For more information, please visit [redken.ca](http://redken.ca) or purchase directly through eventbrite at <https://www.eventbrite.ca/e/fusion-2022-tickets-168098764931>

Book your transportation and hotel, and get **#REDKENREADY** to Learn, Earn and Live Best with Redken in 2022.

**RESERVATIONS:** [https://book.passkey.com/event/50252484/owner/14756890/home?mobile=true&dw=414&fbclid=IwAR1h5r-GAeLpurLEdMmHHvd0iSzF6b9s\\_JNbH0LOKfqNhOzbllylhw9oz4k](https://book.passkey.com/event/50252484/owner/14756890/home?mobile=true&dw=414&fbclid=IwAR1h5r-GAeLpurLEdMmHHvd0iSzF6b9s_JNbH0LOKfqNhOzbllylhw9oz4k)



# SCHEDULE

## SUNDAY, OCTOBER 16

**EARLY BIRD** 1:00 - 2:30 **OR**  
GET NOTICED, GET ENGAGED – 3:00 - 4:30  
USING DIGITAL TO DRIVE  
BUSINESS GROWTH

BREAK 2:30 - 3:00

**EARLY BIRD** 1:00 - 2:30 **OR**  
BREAKING BARRIERS 3:00 - 4:30

GRAND OPENING 8:00

## MONDAY, OCTOBER 17

OPENING SESSION 9:00 - 9:15

SET UP FOR LEARNING 9:15 - 9:30

BEYOND STATUS QUO 9:30 - 10:45

BREAK 10:45 - 11:15

GLOBAL HAIRCOLOR HACKS 11:15 - 12:30

LUNCH 12:30 - 1:45

URBAN DESIGN LINES 1:45 - 3:00

BREAK 3:00 - 3:30

LET'S GET PUBLISHED 3:30 - 4:45

GALA DINNER/THE HAPPENING 7:30



## TUESDAY, OCTOBER 18

THE FULL STORY 9:00 - 10:15

BREAK 10:15 - 10:45

BINGEWORTHY BARBERS 10:45 - 12:00

LUNCH 12:00 - 1:15

ALL DRESSED UP 1:15 - 3:15

CLOSING SESSION 3:15 - 3:30



# REDKEN DISTRIBUTOR LISTING

## BRITISH COLUMBIA ICON SALON SYSTEMS

#610 13361 78th Ave.  
Surrey, BC V3W 5B9  
T: (604) 591-2339  
Toll Free: 1-800-862-3811

## QUÉBEC CONCEPT JP

2089 boul. Michelin  
Laval, QC H7L 5B7  
T: (450) 687-2595  
Toll Free: 1-800-795-2595

## NOVA SCOTIA-NEW BRUNSWICK- PRINCE EDWARD ISLAND MARITIME BEAUTY SUPPLY

3695 Barrington St.  
Halifax, NS B3K 2Y3  
T: (902) 429-8510  
Toll Free: 1-800-565-7721

## ALBERTA-SASKATCHEWAN- MANITOBA SUMMIT SALON SERVICES

#105 - 10905 48 St. SE  
Calgary, AB T2C 1G8  
T: (403) 252-6201  
Toll Free: 1-888-895-4045

## ONTARIO ALTERNATIVE BEAUTY SERVICES


6315 Kestrel Rd.  
Mississauga, ON L5T 1Z4  
T: (905) 670-0611  
Toll Free: 1-866-592-0048

## NEWFOUNDLAND AND LABRADOR O'REGAN AGENCIES LTD.

8 Cornwall Ave.  
St. John's, NFLD A1E 1Y5  
T: (709) 579-6881  
Toll Free: 1-800-563-3444

For more information, please visit <https://www.redken.ca/en-ca/fusion-2022>

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