



edu.



2026

# destination evo







COWBOY  
BAR

destination evo

06

welcome to evo edu.

08

course overview

10

knowledge courses

14

fundamental courses

22

creative courses

36

educators

50

get educated


66









A person wearing a white lace dress is captured in mid-air, appearing to be flying or falling over a vast green field. The background is a clear blue sky. The person's arms are outstretched, and their hair is blowing in the wind. The overall mood is one of freedom and discovery.

you've felt this before. the surrounds may  
look different, but the familiar lingers.

there's a sense of knowing now. you've  
learned, you've grown... yet it still  
feels like there is so much to uncover.  
new faces, new spaces... same values.

it's not about the where, it's about the  
how. you don't just arrive here.  
you become. anyone can belong and  
everyone can stand out. curiosity calls  
and good hair follows.

**meet you at  
destination evo**





# welcome

evo education is more than technical know-how. it builds craft, creativity, confidence.

we blend the practical with the imaginative to give you the tools to succeed. from product knowledge and creative styling to cutting techniques and colour mixology, we're here to bring out your best.

good hair, good products, good people await.







# course overview

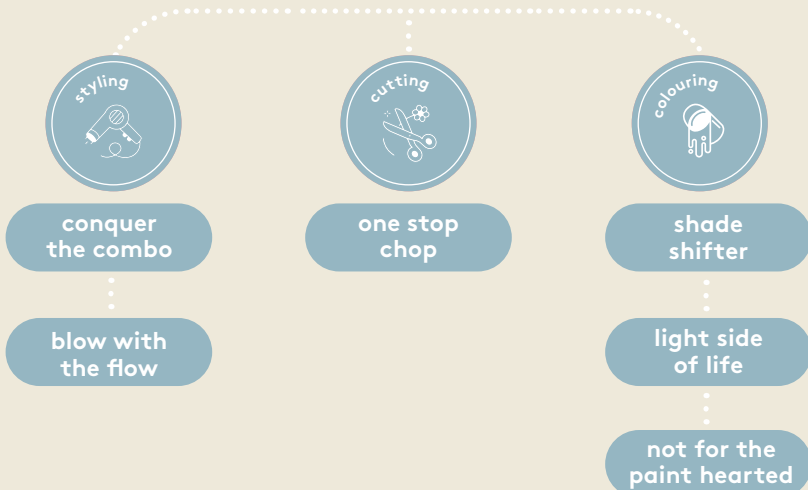
evo education is endlessly adaptable and built for you. it starts with knowledge and fundamental essentials to ensure brand and product success in-salon. then, our creative sessions expand on these foundations to get you pushing boundaries, exploring ideas and bringing your style to life.



# knowledge



# fundamental



# creative









knowledge



every adventure needs a plan, and  
the path to mastering evo education  
is no different. gain the deepest of  
deep understanding as you learn  
essential theory across the entire  
portfolio. conquer these and  
you're ready for adventure.





## evo knowledge

become the master of hair wizardry by attending our product knowledge master class. learn the sorcery behind mixing and matching products together to create bespoke products, for your clients' deepest hair desires. leave this class as a magician, ready to take on any form of hair magic.

# knowledge master







## OUTCOMES

- \* introduction to the evo ethos and ranges (evo, evo fabuloso, top drop)
- \* learn how to blend and layer the evo styling line
- \* business-building through product use

## LEVEL

all

## FORMAT

demo

## DURATION

3 hours



## fab pro + staino knowledge

get to know the fab pro and staino systems inside out in this hands-on demo. we can't promise cake but we can promise direct dye colour theory, formulation, removal and customised retail magic. it's a pigment party and you're invited.

# pigment party





## OUTCOMES

- \* discover fab pro and staino systems
- \* formulate customised retail
- \* application, timing and removal
- \* implement services with confidence

## LEVEL

all

## FORMAT

hands-on demo

## DURATION

3 hours

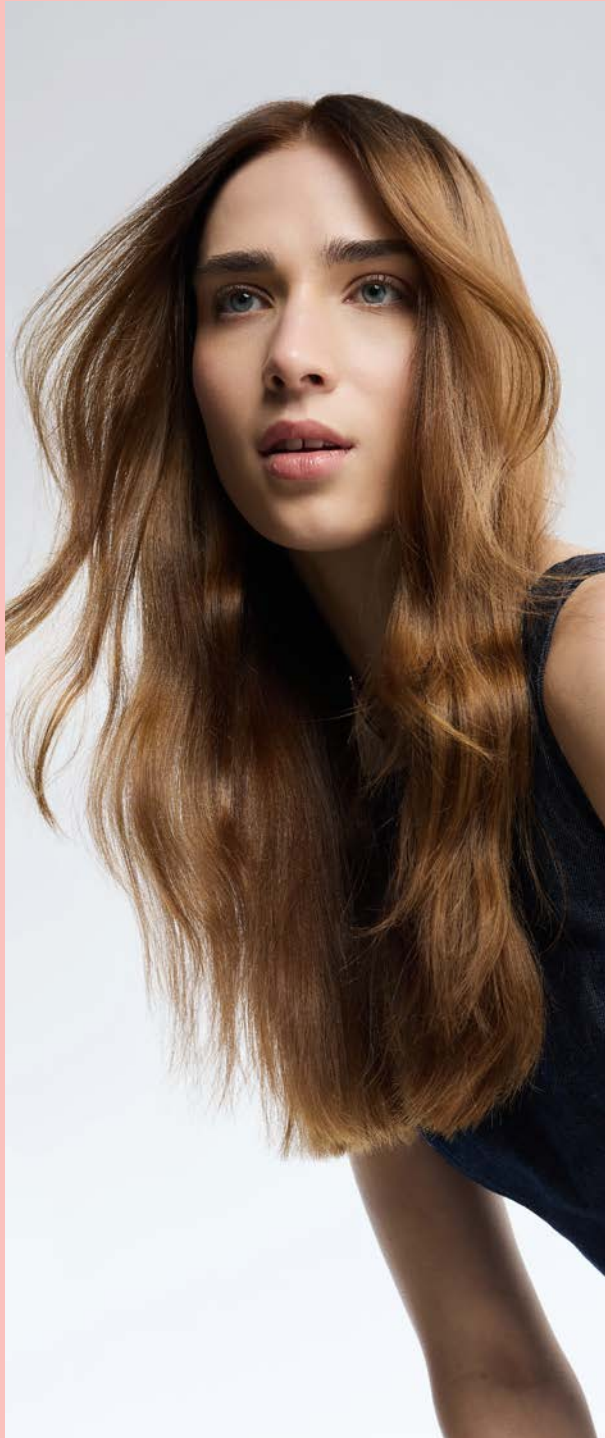




# base coat certification

## hue-verse knowledge

go where you've never been before and conquer the evo colour portfolio. learn the science behind the hue-verse colour wheel and undertones, and leave the course ready to squeeze your way into colourful new possibilities. we may not possess the answers to the universe but here is your universal answer to colour.





## OUTCOMES

- \* discover hue-verse and bottle blonde systems
- \* core colour theory and formulating
- \* fundamental application, mixing and processing

## LEVEL

all

## FORMAT


workshop

## DURATION

6 hours





A close-up portrait of a young woman with voluminous, dark brown curly hair and bangs. She is smiling broadly, showing her teeth, and has a small gold nose ring. She is wearing a white, textured, sleeveless top and a long, thin necklace with small white beads. The background is a soft, out-of-focus light blue.

now that you've got the basics down pat, get equipped with evergreen techniques that will stand the test of time. no fleeting trends, just transferrable skills that can be used on anyone and everyone. fundamental education builds on the core principles of hairdressing to maximise the evo portfolio and pave the way for a future of limitless creativity.



fundamental



## fundamental product combinations

like peanuts to butter,  
a burger to fries. some  
things were made  
for one another...  
our products are no  
exception. join us for  
an interactive styling  
session and learn to  
cocktail, blend and  
layer product combos  
to create unique  
finishes and extend  
the evo range and its  
performance.

conquer  
the combo





## OUTCOMES

- \* conquer cocktailing to expand the evo styling range
- \* blending and layering to customise shine and hold
- \* match product to hair type to create unique finishes

## LEVEL

all

## FORMAT

workshop

## DURATION

3 hours





## fundamental styling

go with the flow of the blow-dryer as you dominate heat styling from start to finish. this course covers twisting, wrap-drying, diffusing, curling and waving and will teach you to use hot tools, brushes and styling products of all varieties across all hair types. be relaxed and ready for whoever lands in your chair next.

blow with  
the flow





## OUTCOMES

- \* prep for success with the right product and tool selection

## LEVEL

- \* blow wave techniques: wrap-dry, round-brush, twist and diffuse

- \* hot tool techniques: classic tong set and flat iron waves

- \* finishing techniques for all textures

## LEVEL

basic-intermediate

## FORMAT

workshop

## DURATION

6 hours





## fundamental cutting

let this be your one-stop-shop for cutting fundamentals. learn to perfect layering, shags, mullets and bobs, then enhance your cuts with the right styling techniques. thanks to this hands-on session, you'll be able to chop your way to success on the salon floor.

one stop  
chop





## OUTCOMES

- \* learn the fundamentals of cutting
- \* master the overdirected layer, square layer, round layer with graduation and box bob
- \* product selection to master prep and styling to enhance shape

## LEVEL

basic-intermediate

## FORMAT

workshop

## DURATION

6 hours





# shade shifter

## fundamental direct dye colouring

you can create any shade you can imagine when you've got fab pro and staino at your fingertips. discover evo's direct dye technology as you transform your skills in mixology, at-home maintenance and bespoke colour glory... then learn to remove your creation so you can start all over again.





## OUTCOMES

- \* master fab pro and staino mixology
- \* maximise use of at-home colour maintenance for any colour
- \* perfect the art of direct dye removal

## LEVEL

all

## FORMAT

workshop

## DURATION

3 hours



# light side of life

## fundamental lightening

always look on the light side of life as you master fundamental lightening techniques using the bottle blonde portfolio. we'll cover the lightening process, developer usage, and teach you to perfect your skills in foiling, freehand painting and on-scalp lightening.







## OUTCOMES

- \* lightening mastery with bottle blonde
- \* correct product choice and application
- \* foiling, freehand and scalp lightening techniques
- \* precision application

## LEVEL

all

## FORMAT

workshop

## DURATION

6 hours



not for the  
paint hearted

## hue-verse fundamental colouring

the dispelling of  
theories... the forging  
of new frontiers... this  
theoretical and practical  
class is everything you  
could need when it  
comes to our colour.  
go forth, perfect your  
skills in colour selection,  
mixing, toning,  
lightening and removal.







## OUTCOMES

- \* advanced colour theory
- \* understand texture, porosity and resistant hair types
- \* corrective colour, filling and removal
- \* mix tones for perfect colour

## LEVEL

intermediate

## FORMAT

workshop

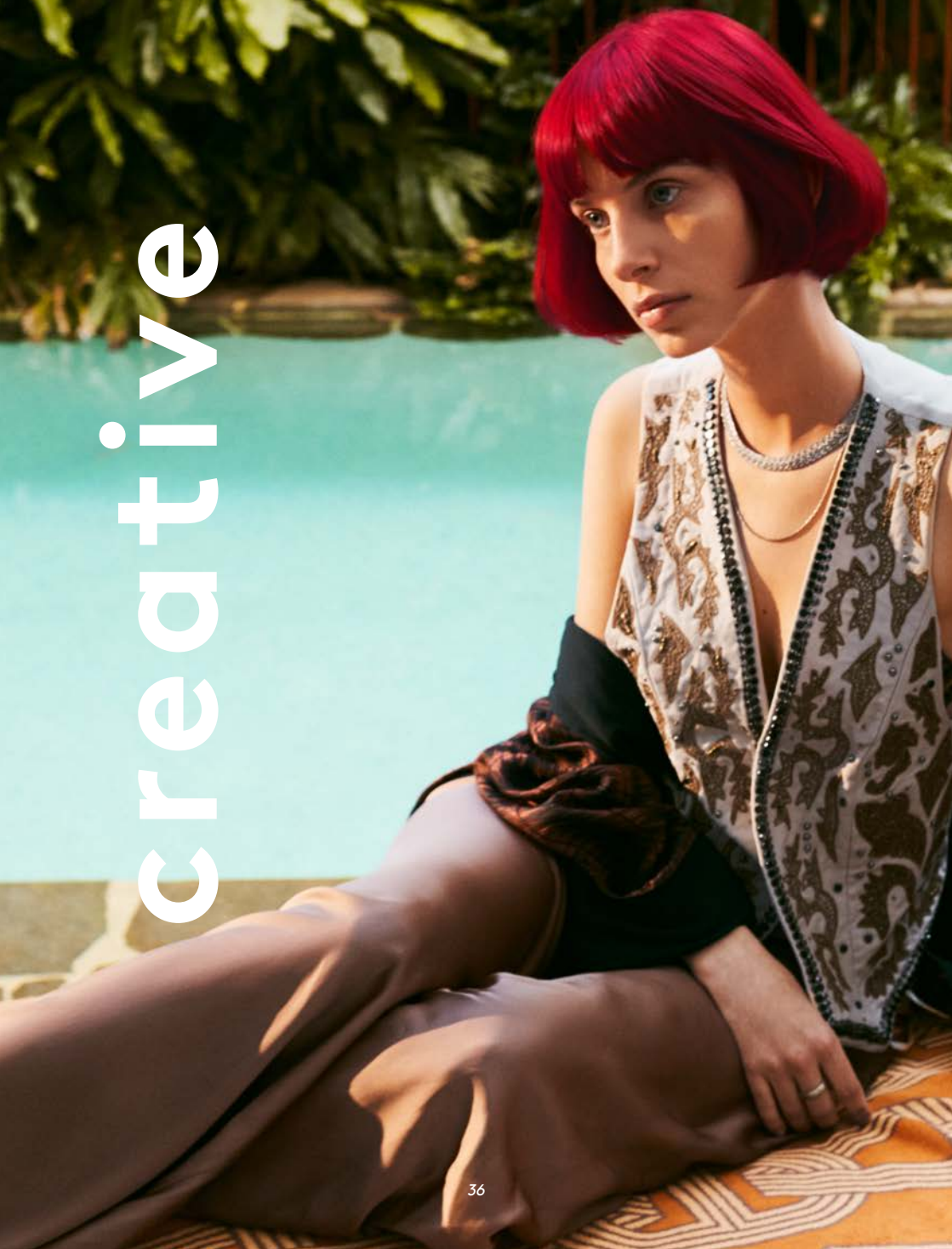
## DURATION

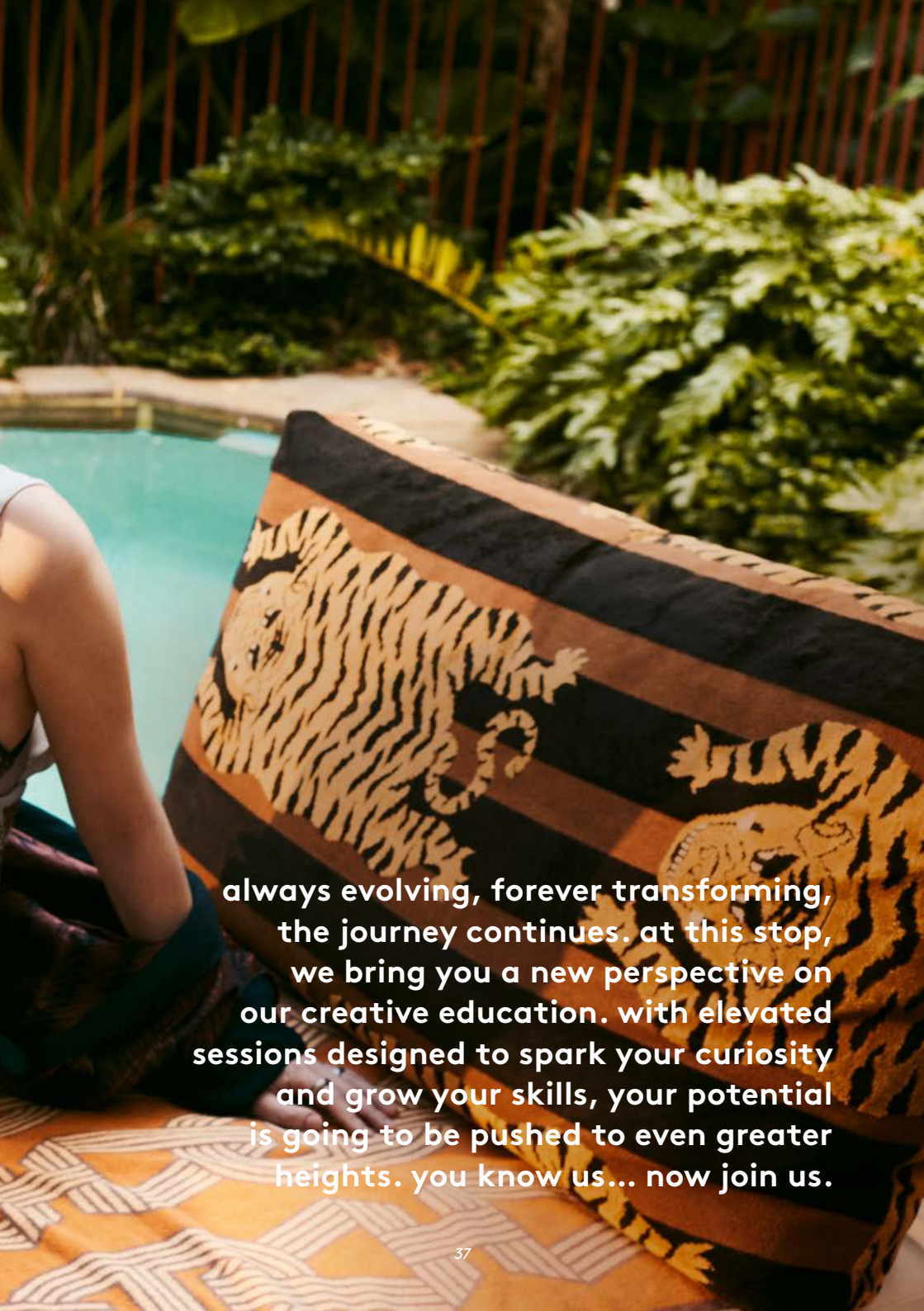
6 hours





creative



A person is sitting on a large, rectangular cushion with a bold tiger print design. The cushion is placed on a patterned rug. In the background, there is a swimming pool and lush greenery, including ferns and a bamboo fence. The scene is set outdoors in a tropical or jungle-like environment.

**always evolving, forever transforming,  
the journey continues. at this stop,  
we bring you a new perspective on  
our creative education. with elevated  
sessions designed to spark your curiosity  
and grow your skills, your potential  
is going to be pushed to even greater  
heights. you know us... now join us.**



# super stylin' 2.0

## creative styling

be the best. be super. learn to prep like a pro, pin with purpose and pick products for all the right reasons. you'll sculpt, roll and lock... for looks that last. from the biggest of blow-outs to the wettest of wet looks... this isn't just styling, it's super stylin'.







## OUTCOMES

- \* product choice and combinations to enhance shape
- \* blow-outs, hot tool shaping and wet looks
- \* foundational up-styling with rolls and pinning
- \* brushing and finishing techniques

## LEVEL

intermediate-advanced

## FORMAT

workshop

## DURATION

6 hours



## creative cutting

enough with the fluff.  
learn to cut with intent.  
from strong lines and  
ledges to full fringes  
and curls, you'll explore  
graduation, weight,  
shape, texture and  
all the bits between.  
learn the rules so you  
can break them.  
let's cut to it, we're  
not here to f\*\*k  
around.

# cut to the chase 2.0





## OUTCOMES

- \* commercial cutting for all clients
- \* layering, graduation, disconnection and texturisation
- \* strong lines, fringes and soft edges
- \* curl cutting with intent
- \* shape definition, styling and products to elevate

## LEVEL

intermediate-advanced

## FORMAT

workshop

## DURATION

6 hours





## creative colour - lightening

lighten your load  
and learn to lighten  
smarter, not harder.  
master effective pre-  
lightening, unexpected  
sectioning and the right  
combo of tones. from  
slicing and weaving to  
airflow and layering,  
you'll be fluent in  
dimension, depth and  
believable blondes.  
soon, you'll see the  
light.

brighter  
days 2.0





## OUTCOMES

- \* advanced lightening and airflow techniques
- \* advanced foil and freehand placement
- \* creative sectioning and tonal work
- \* use of bottle blonde and hue-verse

## LEVEL

intermediate-advanced

## FORMAT

workshop

## DURATION

6 hours



## creative colour - placement

it's all in the tone.  
so, learn to watch it.  
this workshop is more  
than just picking a  
shade, it's placing  
with poise. from colour  
melting and contouring  
to sun-touched hair  
lines and the softest of  
vivids you'll be building  
dimension, depth and  
contrast without a  
word out of place.

watch your  
tone 2.0







## OUTCOMES

- \* master colour placement
- \* salon-friendly efficient colour techniques
- \* use of vivid colour for soft results
- \* depth, pigment layering, contrasting and melting
- \* use of staino and hue-verse

## LEVEL

intermediate-advanced

## FORMAT

workshop

## DURATION

6 hours











curiosity calls and good  
hair follows. meet you at  
destination evo...

*The Pool Club*

Sun Ranch





# educators









# evo educators

evo educators are unique, talented and inspiring hairdressers that, while serious about their profession, don't take themselves too seriously. they're industry leaders who think for themselves, challenge boundaries and inspire change.

## creative team

these are the kids who live outside the influence and are the spongy beating heart of evo education. these educators are the cream of the crop... they make the curriculum, help design the products, build the platforms and write the rules.

## regional team

the regional team is the second highest point within the order. these educators have accomplished a lot (trained the masses and performed audacious acts of righteousness in the pursuit of integrity, innovation, simplicity and playfulness for the common good).

## heavy hitters

heavy hitters have a deep understanding of the evo universe. they have completed their training as a young blood, and can now mount their trusty steeds and ride off into the sunset...

## young blood

young bloods are taken under the wing of a higher level evo educator known as the regional team, and then delicately herded, shaped, and prodded into a higher state of awareness about the vast and wondrous world of hairdressing.





## creative director, australia cut + style

when you've worked on a vivienne westwood show, you know you are pretty damn cool. smooth operator, nicole kae is one of the coolest kids in the biz. why you ask? she oozes this effortless edge that words can hardly describe. nsw sole operator of the year, nicole will teach you to cut and style like a pro. she wants you to master how to approach 'updo' hair—in an evo way and how to create fun shapes with ze hair. she wants to grow you past the ceiling and beyond; education is knowledge and knowledge is kool (with a kae).



LOCATION

sydney, australia



CONNECT

@nicolekae\_creative



LOVES

the shag  
beach paste



## creative colour director, europe colour

as the brains (and beauty) behind expensive brunette, bottleneck bangs and botticelli waves, tom smith knows a hair trend when he sees one. his talents have not only seen him featured by the likes of vogue, glamour and byrdie, they have earned him quite the name on instagram and tiktok. when he's not busy predicting the next viral moment or navigating social media fame, you'll find him tending to the tresses of a long list of vip clients, judging magazine awards, and spreading his knowledge far and wide as our international colour creative director. is there anything this internationally acclaimed hair stylist can't do?



LOCATION

london, england



CONNECT

@tomsmithhd



LOVES

hue-verse  
permanent colour



## director of 'good times', australia cut

resident half man, half horse, jules tognini is a household name in the cutting world and the evo world alike. named men's hairdresser of the year 3 times in a row, he drinks salty dog for breakfast and hits a flat white to start his day. always a fuzzy fun time, jules will teach you how to understand every client is different and how you can bring out their best features through a hair cut. he'll show you how to chop ze hair in simple sections and explain the best way to tackle a bowl of pasta and a bowl of ice cream combined. he's been awarded australian educator of the year 6 times, so rest assured, you're in good hands (or hooves...).



LOCATION

brisbane, australia



CONNECT

@liloffthetop



LOVES

salty dog  
salt spray



## creative team, australia colour + style

when your work regularly graces the feeds of industry bibles behind the chair, mane addicts and beauty launchpad, you know you're onto a good thing. bel mills joined the hair industry at 15 and opened her salon pipsqueek at 21. the two-time hot shot award winner and 5-time top 100 finalist has worked on fashion weeks in australia and new york, and has tamed the hairs of models and influencers of adelaide and abroad. her colour techniques are one and many, but it's her signature fab pro and staino pastels that will have you coming back for more.



LOCATION

adelaide, australia



CONNECT

@belinda\_lee\_mills



LOVES

fab pro  
direct dye



## creative team, europe cut, colour + style

Londoner ky wilson starts his day with a dip in the ocean and a decaf coconut latte, much to the dismay of baristas globally. the education all-rounder guarantees you will exit his courses knowing way more than when you entered and will throw in plenty of real-life scenarios to get you there. crowned creativehead's 'it guy' and 'entrepreneur' and hairdresser's journal barber of the year, ky lives and breathes his craft and thrives on pushing boundaries without the aid of life jacket or caffeine and gets his fix from seeing stylists apply his techniques to their own work in their own way.



LOCATION

london, england



CONNECT

@kycutwilson



LOVES

salty dog  
salt spray







## regional team, australia colour + style

what do you get when you cross a flamingo in paris? no idea? just ask cassie harwood-jacquet. she'll take you on a whirlwind tour of evo education where you'll learn easy, versatile techniques and tips to take back to your clients and expand your skillset in her fun and innovative courses. this rosé-drinking mama founded maison jacquet salon in manhattan's west chelsea neighbourhood where her client list boasted some of the best aussie legs in new york city... think gemma, nadia and nicole. now, she's returned to the motherland with her picturesque salon in tow.



LOCATION

adelaide, australia



CONNECT

@cass\_nyc



LOVES

head mistress  
cuticle sealer



## regional team, australia colour

as ahfa creative colourist of the year, lauren cooper is no stranger to hair. the dancing queen, colour expert and dog-mum-of-two owns adelaide's most instagrammable salon, etcher, where she helps her clients live their very best life and express themselves through hair. when it comes to education, she's here to empower you with fundamental skills and easy-to-follow techniques you'll actually be able to replicate on a busy salon floor. so strap yourself in for a colour-fuelled journey and a few dance moves thrown in for good measure.



LOCATION

adelaide, australia



CONNECT

@laurencoophair



LOVES

salty dog  
salt spray

nathan cherrington



## regional team, australia cut + style

as fame team alumni, newcomer of the year and two-time nsw hairdresser of the year, nathan cherrington has more than a few trophies in his cabinet. fuelled by a strong almond latte, the sydney-based salon owner teaches all things cut and style and lives by the golden rule that knowledge is meant to be shared. much like his coffee order, this dog-loving aries wants you to leave his course with a strong foundation, the techniques to match and the confidence to add your own flavour to every style... with evo in hand, of course.



LOCATION

sydney, australia



CONNECT

@natesthekid



LOVES

shebang-a-bang  
dry spray wax

marie kieffer



## regional team, north america cut, colour + style

chop, swish, set - marie kieffer is our all-round hair nerd. she'll show you how to master the scissors, the sprays and the colours to take you beyond your comfort zone. unsurprisingly, her coffee is short and hot, just like her hair. she'll push you into new techniques and give you the freedom to explore your repertoire in cutting, colouring and styling. fun fact: she breeds wild cheetahs in her spare time.



LOCATION

wausau, usa



CONNECT

@mvkieffer12



LOVES

haze  
styling powder





## regional team, north america cut, colour + style

flaming alisha dryburgh's passion is contagious, like a fire and like her hair, get ready to ring the alarm. she's ripe and ready to show you how to elevate your work in cut, colour and style. taco and dolly parton obsessed, she left the sunny beaches of australia for the mountains of vancouver to pursue her hair dreams. she wants to wow and excite you, because growing and evolving your skills is the most fundamental part of your success. boom.



LOCATION

vancouver, canada



CONNECT

@westandunder



LOVES

evo fabuloso copper colour  
depositing conditioner



## regional team, north america colour

most kids dream of being an astronaut or athlete, but not louanne ferro. taking to a pair of scissors like a duck to water at age 11, this san diego born virgo has a passion for hair that has taken her to the tents of nyfw and beyond. a self-proclaimed lover of science and colour, louanne is the proud owner of joy hair space and has had her work published by the likes of behind the chair. she's ready to teach you the science behind hair and will leave you confident in the fundamentals of colour... so long as you come bearing a tint brush and an open mind.



LOCATION

san diego, usa



CONNECT

@louanneferro



LOVES

hue-verse  
permanent colour



## regional team, north america

### cut + colour

if ashley osterlund were stranded on a desert island, you'd probably spot her clutching onto happy campers and water killer brunette. but lucky for you, she's basking in sunny california, ready to teach you all things cutting, colouring and styling. her main mission? to unravel the "why" behind your decisions, erasing any trace of guesswork. ashley thrives on those lightbulb moments, when everything falls into place, and she's determined to have you leave a better stylist than you were yesterday. if that's not quite enough, this burrito-loving aries will arm you with a stash of puns, guaranteed to spice up salon conversions.



LOCATION

sacramento, usa



CONNECT

@\_the\_ashdoeshair



LOVES

happy campers  
wearable treatment



## regional team, north america

### colour + style

if you ask lorelle perrin, there is no part of education that isn't valuable. this animal-loving canadian believes that there's always more to learn in this ever-evolving, always changing industry. inspired by frida kahlo, she's the ultra-efficient, forward-thinking educator with an unwavering passion for colouring and finishing. walking away from lorelle's classes, you'll have the confidence to provide salon services in better, more efficient ways. and let us assure you, her knack for simplifying hairdressing fundamentals is far more straightforward than her coffee order—an oat milk cinnamon dolce latte sans whip, for those wondering.



LOCATION

saskatoon, canada



CONNECT

@lorelleperrin



LOVES

day of grace  
pre-style primer



## regional team, north america cut + style

sam kane is nothing short of a cutting guru. whether it's scissors, razors, or clippers - if it's a cut, she's tackled it. a class with sam will be jam-packed with lightbulb moments, where you understand the 'why' behind every snip. her inspiration comes straight from the salon floor, especially from apprentices, who remind her to slow down and focus on the basics. awards? you bet she's got a few: 2019 best of boston, beauty launchpads 30 over 30 (2024), and modern salon top 100 stylists of 2021. when she's not shaping the next big trend, she's all about pasta, travelling, and a good red wine. just don't ask her to choose between pets or plants - because both, obviously.



LOCATION

boston, usa



CONNECT

@samkanehair



LOVES

liquid rollers  
curl balm



## regional team, europe cut, colour + style

the epitome of scandinavian cool, there's nothing sophie bergevald can't do. whether it's nailing the perfect shade of lived-in blonde or creating sleek and interesting shapes with scissors, she's a master of her craft. she's been nominated for multiple accolades, at the swedish hairdresser of the year awards, winning the textured and avant-garde categories. and it's no wonder - her fresh approach to hair is the ultimate mix of skill and attitude. come for the hair, stay for the secrets. it's guaranteed her simple step-by-step instructions will keep you on your toes.



LOCATION

gothenburg, sweden



CONNECT

@sophber



LOVES

salty dog  
salt spray





## regional team, europe cut + colour

with a passion for cutting, raymon knows that good hair starts with good products... evo products, of course. our resident dutchman will take the time to solidify your skills and knowledge before showing you how to make truly great hair using simple techniques. as owner of amsterdam's sessions salon and dutch hairdressing awards nominee, this beer-loving night owl finds his inspiration from everything around him. with a can of whip it good in one hand and an espresso in the other, he's ready to give you the tools you need to dominate in all things cut and colour... so go get 'em.



LOCATION

amsterdam, netherlands



CONNECT

@raymonvandermeijden



LOVES

staino  
intense direct dye



## regional team, europe colour + style

fresh from a barcelona beach, resident salty dog, jodie palmer, knows a thing or two about hair. inspired by everything from cinema to subculture, drag, punk, club kids, street kids, chavs... literally everything... this animal-loving cancer thinks creativity should move and break boundaries. she wants you to leave her course confident in yourself, and to have loads of fun along the way. jodie created the viral hairtan™ technique and has worked on some pretty big shoots, but when asked, her highest accolade is gaining respect from those she respects. so you can expect a whole lot of respect, with a side of evo.



LOCATION

barcelona, spain



CONNECT

@jodiepalmer.hair



LOVES

bottle blonde  
clay lightener







# get educated

stay up to date with events, workshops  
and inspiration to build your complete  
education plan.



## education calendar

[evohair.com/pro](http://evohair.com/pro)



## digital education

[/evohairproducts](https://www.youtube.com/channel/UCvohairproducts)



## community education

[evo hue-verse users group](#)



## be inspired

[@evopro](#) [@evohair](#)



## destination evo

[evohair.com](http://evohair.com)



education  
2026



saving ordinary humans from themselves™  
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