



ROVERHAIR®
ORGANIC HAIRCARE

EDUCATION 2026
TAILOR MADE FOR SALONS

In the world of Roverhair, training is a **sensory journey** that combines technique, art and awareness.

Each course is designed to inspire, elevate and transform professionalism into an **authentic experience** of shared beauty.

Here, knowledge becomes action, care becomes emotion, and every detail speaks of a **passion for excellence**.

WELL BEING & RITUALS

RITUAL TRICHOLOGY DAY

SCIENCE MEETS TOUCH.



| | | |
|---------------------|--------------------|---------------------------------|
| Where V. Academy | Duration: 1 Day | When : 26th Jan. 2026 |
|---------------------|--------------------|---------------------------------|

CONTENTS:

A day to rediscover the scalp as the source of all beauty.
Through the use of a microcamera and a practical, informed approach, you will learn to identify the real needs of the scalp and transform them into personalised wellness programmes.

A circular journey: from consultation to diagnosis, to the GAUDIUM sensory ritual.

An essential element for every salon, because the health of the scalp is the basis of every result.



GOALS:

- Understand and analyse scalp needs.
- Perform professional diagnoses with the microcamera.
- Create personalised treatments and experiential rituals.



WHO IS IT FOR?:

- Hair stylists who want to stand out in the wellness sector.
- Owners and Collaborators





TREND COLLECTION

GLAMOUR CUT & COLOR S/S 2026

Where:
V. Academy

Duration:
2 Days

When :
15-16th March 2026

CONTENTS:

Two days of inspiration dedicated to **spring/summer 2026 trends**.

You will discover the fashion influences and the interplay of light and colour that define the season, and learn how to translate them into real, appealing proposals for your customers.

A journey that combines **research, creativity and everyday application**.



GOALS:

Recognise and interpret the season's hair fashion trends.

Know how to create contemporary looks inspired by the catwalks and international trends.

Learn more about the latest cutting, colouring and styling techniques.



WHO IS IT FOR?:

Owners and expert Collaborators

WHAT TO BRING:

Tail combs and cutting combs
Blow dryer
Flat iron
Curling iron
Brushes
Clips, duckbill clips
Spray bottle



GLAMOUR CUT & COLOR F/W 2026-2027

Where:
V. Academy

Duration:
2 Days

When :
11-12th October 2026

CONTENTS:

A full immersion in the **world of autumn/winter 2026-27**.

Enveloping colours, full volumes and bold textures become tools for expressing strength and femininity.

A course that invites you to reinterpret fashion through Roverhair's perspective, transforming **every inspiration into a personal language**..



GOALS:

Recognise and interpret the season's hair fashion trends.

Know how to create contemporary looks inspired by the catwalks and international trends.

Learn more about the latest cutting, colouring and styling techniques.



WHO IS IT FOR?

Owners and expert Collaborators

WHAT TO BRING:

Tail combs and cutting combs

Blow dryer

Flat iron

Curling iron

Brushes

Clips, duckbill clips

Spray bottle





ROVERHAIR®
ORGANIC HAIRCARE

LIGHTENING EXPERT



LIGHTENING EXPERT

THE PERFECTION OF BLONDE, THE SCIENCE OF LIGHT.



Where:
V. Academy

Duration:
2 Days

When:
17-18th May 2026

CONTENTS:

Two days dedicated to those who want to **master the world of blonde hair**.

From **colourimetry applied** to the **conscious use of bleaching agents**, to neutralisation and maintenance of the purest shades.

You will learn how to create harmonious and luminous highlights, always **respecting the hair fibre and its integrity**.



GOALS:

Select and use bleaching agents with precision.

Manage lightening agents and neutralisation.

Customise the blonde service based on the client's profile.



WHO IS IT FOR?

Owners and expert Collaborators

WHAT TO BRING:

Tail combs and cutting combs

Blow dryer

Flat iron

Curling iron

Brushes

Clips, duckbill clips

Spray bottle





**NEWS
2026**

CURL EXPERIENCE

CELEBRATING CURLY HAIR.

| | | |
|----------------------|--------------------|--------------------------------|
| Where: V. Academy | Duration: 1 Day | When : 25th May 2026 |
|----------------------|--------------------|--------------------------------|

CONTENTS:

A journey dedicated to knowledge, care and creativity, where theory and practice merge in a journey through balance, form and gesture..

Three inspirational models – short, medium and long – will accompany participants through a complete experience: from **analysing** the structure to **defining the curl**, right through to **cutting and drying**.



GOALS:

- Analyse the different types of curls and understand their specific needs.
- Apply styling and detangling techniques while respecting the natural shape and movement of the hair.
- Perform targeted cuts to enhance the curls.
- Develop a comprehensive consultation that enhances the client's identity and uniqueness.



WHO IS IT FOR?

Owners and expert Collaborators

WHAT TO BRING:

- Tail combs and cutting combs
- Blow dryer
- Flat iron
- Curling iron
- Brushes
- Clips, duckbill clips
- Spray bottle



REVERSE BALAYAGE

THE DEPTH THAT ENLIGHTENS.

| | | |
|----------------------|--------------------|----------------------------------|
| Where: V. Academy | Duration: 1 Day | When : 20th April 2026 |
|----------------------|--------------------|----------------------------------|

CONTENTS:

Reverse Balayage turns the traditional concept of lightening on its head, bringing light inwards and creating sophisticated depth and contrast.

A course that **combines technique and colour sensitivity to create natural** yet striking looks, perfect for clients who want movement, dimension and a contemporary lived-in effect.

Ideal for those who want to offer an **exclusive service in their salon, capable of enhancing authentic beauty through unique shades.**



GOALS:

Select and apply dark shades to create depth and three-dimensionality.

Balance contrasts and transitions for harmonious and refined results.

Manage neutralisation and customised finishes.

Promote the service as a new trendy experience in the salon.



WHO IS IT FOR?

Owners and expert Collaborators

WHAT TO BRING::

- Tail combs and cutting combs
- Blow dryer
- Flat iron
- Curling iron
- Brushes
- Clips, duckbill clips
- Spray bottle





FUNDAMENTALS & TAILOR MADE

ROVERHAIR DAY

THE RIGHT BOOST FOR YOUR BUSINESS.

| | | |
|------------------------------|-----------------------|-------------------------------------|
| Where: Distributor's site | Duration: 1 /2 Day | When : Date to be defined |
|------------------------------|-----------------------|-------------------------------------|

CONTENTS:

InfoDays are half-day training sessions aimed at hairdressers, designed to offer distributors practical support in developing professional lines in their local areas.

Each meeting can be customised to a topic chosen by the distributor, so as to meet the technical and commercial needs of the salons.

They are focused on in-depth product knowledge, correct methods of use in the salon, and professional consulting and sales techniques.

Thanks to a practical and immediate approach, participants can acquire skills that can be applied immediately in their daily work.



GOALS:

- Gain a thorough understanding of the characteristics of the product lines;
- Learn protocols and methods of use for optimal results;
- Improve your ability to offer services and products to customers.

For the Info Days included in Canvass

The distributor shall bear the costs of transport, board and lodging (where necessary) for the trainer.



ROVERHAIR FACTORY DAY

FROM THOUGHT TO MATTER. THE LIVING HEART OF ROVERHAIR

| | | |
|---------------------|-----------------------|-------------------------------------|
| Where: V-ACADEMY | Duration: 1 /2 Day | When : Date to be defined |
|---------------------|-----------------------|-------------------------------------|

CONTENTS:

- A journey inside Roverhair, to discover what inspires every choice we make and shapes our identity.
- A guided tour of our production facility, where ideas become formulas, formulas become products, and quality comes to life.
- The story of our values, the vision that guides us, and the reason why we create what we create.
- An immersion in our product lines, combining innovation, performance, and solutions designed for those who experience the salon every day.



PURPOSE :

- Present Roverhair's identity and values.
- Show the production process and quality control from the inside.
- Communicate our vision, mission and the reasons behind our choices.
- Raise awareness of the lines and solutions dedicated to salon professionals.
- Strengthen trust in the brand as an authentic and reliable partner.

GOALS:

- Support the conclusion of new negotiations with prospective customers, promoting Roverhair's identity, quality and innovation.
- Strengthen collaboration with distributors.
- Increase customer loyalty through a deeper understanding of the brand.



THE FUNDAMENTALS



| | |
|---|---|
| BASIC BLOND: Principles of blonde hair colouring and fundamentals for applying foil and freehand techniques, aimed at those approaching the technical-practical department. | Duration: 2 Days addressed to the collaborators |
| BASIC COLORIST: Basic principles of colorimetry and correct techniques for applying colour. During the course, employees will be guided step by step through the work. | Duration: 2 Days addressed to the collaborators |
| BASIC CUT STEP 1 & 2 : Course for beginners, the fundamentals of cutting to create full shapes. Applied geometry. Course on study heads. | Duration: 2 Days addressed to the collaborators |
| DISCOVERY PRODUCT: Course for beginners, the fundamentals of cutting to create full shapes. Applied geometry. Course on study heads. | Duration: 2 Days addressed to all |

TAILOR MADE FOR SALONS



COLORIST EXPERT

A course dedicated to mastering colourimetry and Roverhair technical products.
You will discover how colour can become an advanced communication and consulting tool, capable of enhancing personality and differentiating your salon.
From theory to practice, each step is designed to help you achieve the awareness of an expert, certified colourist.

You will learn how to

Understand colour structure and interpretation, create personalised shades that complement the skin tone, offer a distinctive consultation service

Duration:
2 Days

Aimed at:
Owners and
experienced collaborators

BALAYAGE MASTER BLONDE

An experience dedicated to naturalness and elegant nuances.
From studying market trends to balayage and wet balayage techniques, you will learn how to create refined, personalised light effects that are in perfect harmony with the natural base.
A course that combines creative freedom and technical control for looks with authentic charm

You will learn how

Understanding colour structure and interpretation
Creating customised shades that complement the skin tone
Offering a distinctive consultation service

Duration:
2 Days

Aimed at:
Owners and
experienced collaborators

TAILOR MADE FOR SALONS



AIRTOUCH

How to achieve intense blondes with extremely natural effects through knowledge of technique and advanced colourimetry for blondes. Neutralisation and toning: how to manage shades.

You will learn how to

Understand colour structure and interpretation, create personalised shades that complement the skin tone, offer a distinctive consultation service

Durata:
2 Giorni

Rivolto a :
Titolari e
collaboratori esperti

BE SPOKE COLOR TRAINING

A journey into colour harmony and morphology.

You will learn how to create depth, movement and three-dimensionality through techniques that enhance features, complexion and personality.

Each application becomes an artistic gesture, designed to create connections between light, form and perception.

You will learn how

Reading morphology and the ideal palette
Creating natural colour and depth
Offering an exclusive personalisation service

Durata:
1 Giorno

Rivolto a :
Titolari e
collaboratori esperti



SALES EDUCATION

PRODUCT POWER EXPERIENCE

UNDERSTANDING, PRESENTING AND PROMOTING THE PRODUCT

| | | |
|----------------------|---------------------|-------------------------------------|
| Where: V. Academy | Duration: 2 Days | When : Date to be defined |
|----------------------|---------------------|-------------------------------------|

CONTENTS

A course dedicated to agents who want to develop a true technical and commercial understanding of the product.

Two days to explore technologies, performance, competitive differences and, at the same time, learn how to transform features into clear, effective sales arguments tailored to the needs of salons.



GOALS:

Understand product features, benefits and positioning.
Present technical solutions in a simple and convincing manner.
Manage commercial consulting with method and confidence.
Boost sales thanks to practical and replicable strategies.



WHO IS IT FOR:

Sales agents and consultants who want to improve their technical expertise and sales performance.



RH CONSULTING METHOD

THE CONSULTATIVE SALES METHOD FOR AGENTS.

| | | |
|---------------|--------------------|-------------------------------------|
| Where: tbd | Duration: 1 Day | When : Date to be defined |
|---------------|--------------------|-------------------------------------|

CONTENTS:

A training course dedicated to Roverhair agents who wish to evolve their commercial approach, moving from ‘product’ sales to consultative sales, structured and oriented towards the real needs of the salon.

The method offers concrete tools for analysing, listening, proposing and building value, transforming the relationship with customers into a lasting partnership.



GOALS:

- Learn the Roverhair Consultative Sales Method step by step.
- Learn to understand the salon's needs and propose targeted solutions.
- Build a professional relationship based on trust, listening and expertise.
- Structure an effective presentation that conveys value, not just product.
- Handle objections and resistance with confidence and professionalism.
- Increase results, loyalty and the quality of your customer portfolio.

WHO IT IS FOR:

Roverhair agents who want to evolve into comprehensive business consultants, capable of supporting salons in their strategic choices and enhancing their results.

