



# MAXIMA

## *Salon Method*

PROFESSIONAL TRAINING PROGRAM  
FOR HAIRDRESSERS

*Where technique becomes a method  
and that method leads to success.*

# **MAXIMA** *Salon Method*

PROFESSIONAL TRAINING PROGRAM FOR HAIRDRESSERS

<https://www.vitalfarco.com/v-academy/>

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## Join V\_Academy

Driven from the very beginning by the desire to nurture **talent, inspiration and beauty**, **Vitalfaro** has created a space where **creativity and professionalism can grow freely**.

A place designed to welcome hairstylists and image professionals into an environment that encourages personal development and genuine exchange.

Founded in 2019, **V\_ACADEMY** represents the beating heart of this vision: not just an academy, but a place for meeting, sharing and inspiration. Every detail has been carefully crafted to offer an immersive, engaging training experience - one that sparks connections and brings new ideas to life.

The elegant, meticulously curated environment spans **200 square meters** and is equipped with the most advanced professional tools. A space where **style, technology and functionality coexist in perfect harmony**.

The **exhibition showroom** invites exploration, experimentation and inspiration, while the private **lounge bar** - warm and refined - offers the ideal setting for networking, spontaneous conversations and creative exchange.

**V\_ACADEMY** is a place that embodies the identity of **Vitalfaro: innovation, passion, attention to detail** and a deep **respect for beauty in all its forms**. A space created for those who seek growth, connection and daily inspiration.



## A clear vision: *growing together* with hairstylists.

Maxima was created with a clear vision: to support hairstylists in their growth - not only with their technique, but also in their professional and business development.

For over thirty years, we have been shaping products, methods and training programs designed for the real salon: real clients, real timing, tangible results.

Because quality isn't what you show on a stage. It's what you deliver every day, on every client, side by side with your team.

From this philosophy comes the **Maxima *Salon Method***: a training approach that doesn't just teach, but turns what you learn into immediate value for your salon.



**MAXIMA**  
PROFESSIONAL



**WE  
SHAPE**  
*Beauty*

**MAXIMA** *Salon Method*

# The market has changed.

YOUR SALON NEEDS SOMETHING DIFFERENT.

Today you don't need spectacular courses, nor overly complicated ones.

You need systems that work - every day, in your salon.

Because real competitive advantage isn't "being better than others." **It's working better in your own environment:** faster, more organized, easier to delegate, more profitable.

**Maxima *Salon Method*** is the answer.

# The method that works in the real salon.

A method designed for your salon.

A method that works in real, everyday work.

A pathway built to help you achieve concrete results in three key areas:

- **TIME ►►►** working with an efficient system without losing quality
- **QUALITY ►►►** replicable techniques and professional standards for the whole team
- **ECONOMIC VALUE ►►►** increasing the profitability of every service.

**Maxima *Salon Method*** helps you work better and increase your profitability.



## TIME

WORKING WITH  
AN EFFICIENT SYSTEM  
WITHOUT LOSING QUALITY



## QUALITY

REPLICABLE TECHNIQUES  
AND PROFESSIONAL STANDARDS  
FOR THE WHOLE TEAM



## ECONOMIC VALUE

INCREASING THE  
PROFITABILITY OF  
EVERY SERVICE

PROGRAM	TIME	FOCUS	TARGET	VALUE
<b>MAXIMA <i>Easy Cut</i></b>	2 days	A simple, fast and replicable cutting technique	Salon owners and team members with basic technical skills	MORE PRODUCTIVITY, MORE DELEGATION, LESS CHAIR TIME
<b>MAXIMA <i>Easy Color</i></b>	1 day	Color technique with automatic blending	Colorists and technical staff	HIGHER AVERAGE TICKET WITHOUT INCREASING SERVICE TIME
<b>MAXIMA <i>Easy Blonde</i></b>	1 day	Easy, luminous and customizable blonde techniques	Color technicians	MORE BLONDE CLIENTS, MORE FREQUENT VISITS, HIGHER MARGINS
<b>MAXIMA <i>Collection</i></b>	2 days	Fashion, concept, visual identity and technique	Salon owners and advanced stylists.	THE SALON BECOMES RECOGNIZABLE, NOT IMITABLE



## MAXIMA *Easy Cut*

A SIMPLE, FAST AND REPLICABLE  
CUTTING TECHNIQUE

### GOAL

To create a unique in-salon cutting method that boosts productivity, strengthens internal delegation and ensures consistent quality.

### SKILLS

- Three complete haircuts: long, medium, short
- Consistent sectioning for predictable results
- A cutting technique aligned with the blow-dry
- How to reduce timing while keeping quality high
- How to make junior staff operational

### TARGET

Salon owners and team members who already master cutting techniques but want a faster, more repeatable system.

### VALUE

- Serve more clients in the same hours
- The owner is no longer the only strong cutter
- Clear standards = fewer fixes, more delegation
- One unified method for the whole team

►►► MORE PRODUCTIVITY



## MAXIMA *Easy Color*

COLOR TECHNIQUE  
WITH AUTOMATIC BLENDING

### GOAL

To increase the value of the color service without increasing working time.

### TARGET

Colorists, salon owners and team members with basic technical skills.

### SKILLS

- Easy Color Method
- Natural blending without double application
- Simplified light/depth zones
- Variations: natural, strong, fashion
- How to position the service as a "premium color" option

### VALUE

- Higher average ticket with the same chair time
- A service the whole team can replicate
- Fewer mistakes and corrections
- Color goes from "basic" to "strategic"



## MAXIMA *Easy Blonde*

EASY, LUMINOUS AND CUSTOMIZABLE  
BLONDE TECHNIQUES

### GOAL

To elevate the blonde experience with fast, safe techniques that clients love.

### SKILLS

- Smart lightening techniques with high visual impact
- Light/shadow contouring based on the face shape
- Natural, cool and luxury blondes
- Neutralization and tone control
- How to make blonde your most profitable service

### TARGET

Color technicians and salons that want to work with blonde shades confidently and with a modern aesthetic.

### VALUE

- Blonde clients return more often (more visits = more revenue)
- Premium services ►►► **MORE MARGIN**
- Safe techniques ►►► **LESS RISK AND FEWER CORRECTIONS**
- The salon stands out as a “blonde specialist”



## MAXIMA Collection

FROM TECHNIQUE TO VISION: THE COLLECTION AS A POSITIONING TOOL

### GOAL

To transform the salon from a service executor into an interpreter of fashion identity.

### SKILLS

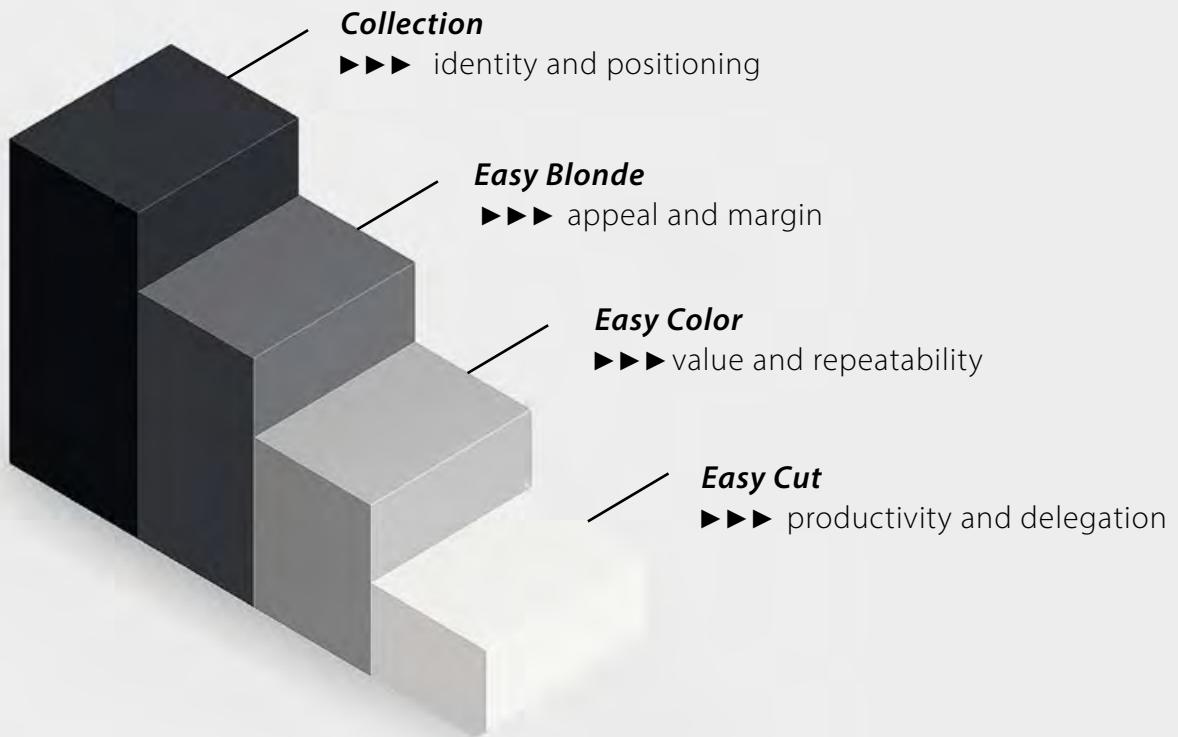
- How a professional collection is created
- Cuts, colors and styling designed for the real salon
- How to turn a trend into business
- How to use a collection to differentiate your brand

### TARGET

Salon owners and advanced stylists.

### VALUE

- You don't follow fashion - you interpret it
- The salon becomes recognizable, not imitable
- Higher perceived value (and higher average price)
- You create authentic content for social media, shop front and web



## The training at a glance

### 4 modules, 6 total days, one single method.

Each module is designed to deliver concrete results in your salon - immediately.

**Easy Cut** ►►► productivity and delegation

**Easy Color** ►►► value and repeatability

**Easy Blonde** ►►► appeal and margin

**Collection** ►►► identity and positioning

One unified technical language for the whole team.

**Learn. Apply. Evolve.**

## Training that creates value.

**Maxima Salon Method** has been designed with one purpose: not to teach you more, but to help you get more out of what you already do every day.

- Immediate, applicable techniques
- One method for the entire team
- Faster, more profitable, more sellable services

It doesn't just give you knowledge.  
It gives you **a system that generates value** in your salon.

LEARN.  
APPLY.  
EVOLVE.



**maxima**  
PROFESSIONAL



## Bring the method into your salon.

**Maxima *Salon Method*** doesn't teach you to do more - it helps you get more out of what you already do.

►►► Discover the **TRAINING CALENDAR** and upcoming dates:

[www.vitalfarco.com/v-academy](http://www.vitalfarco.com/v-academy)

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*A special thank you to all our educators and partner salons  
who bring value and innovation to the haircare industry every day.*

Thank you!

VITALFARCO  
HAIR COSMETICS

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