

sens.us[®]
A C A D E M Y

EDUCATION 2025

ABOUT US

At Sens.ùs, we believe that education is not just a value, but the very foundation of **our mission to empower hair stylists.**

Our commitment shines through in the courses and webinars we offer, designed to equip customers with **essential skills, effective techniques and boundless inspiration** to unleash their creativity in the salon.

ABOUT US



TEAM OF TRAINERS

Our team of trainers will be there to support our salon partners, conveying skills, new tools and techniques, and passion for this profession.

DYNAMIC FORMATS

The theory is supported by practical and experiential, hands-on activities, for a superior learning experience and the active engagement of participants.

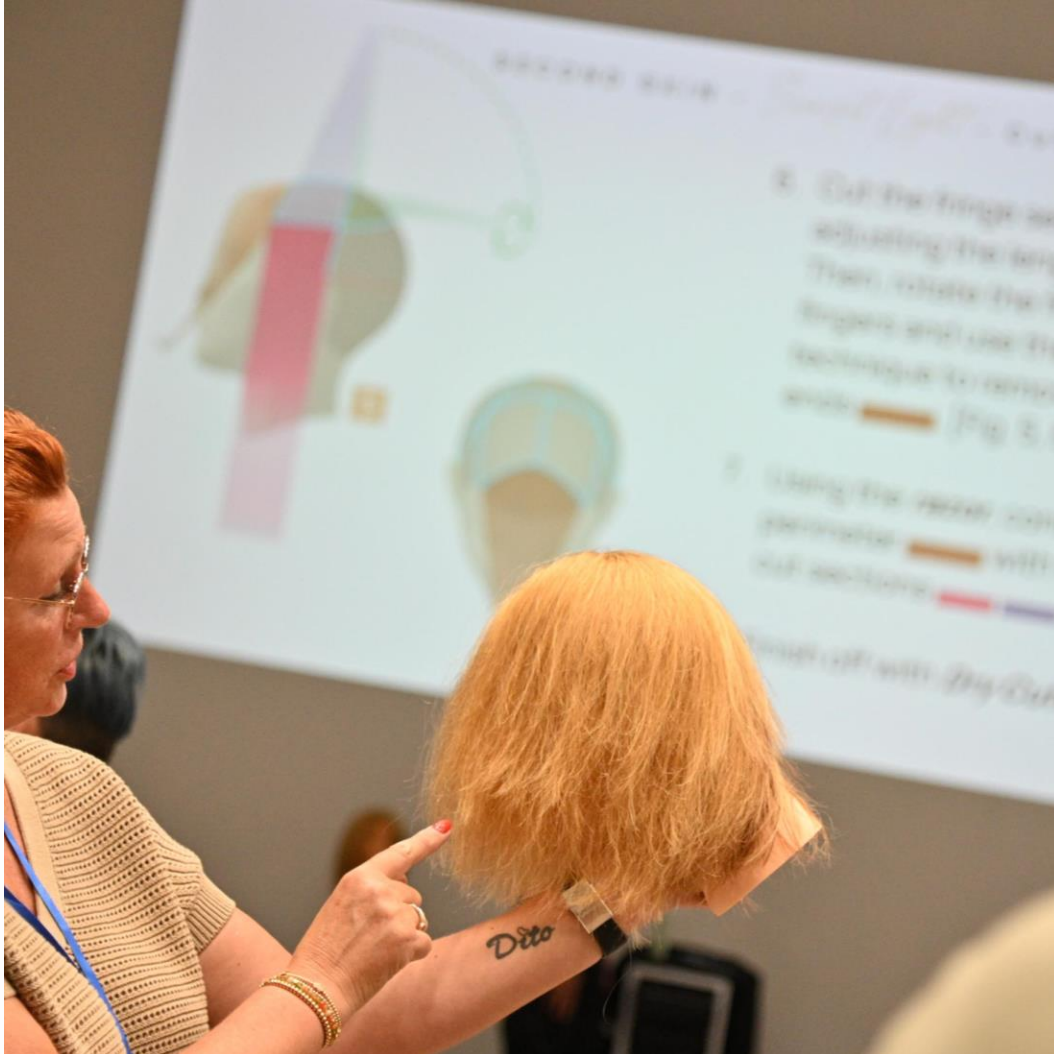
OUR ACADEMY IN SANSEPOLCRO

Over 200 sq.m. of modular space in our Sansepolcro (Arezzo province) location. Main attraction: the Colour Kitchen, to try out products and create mixtures.

BEAUTY PROJECTS

Our Beauty Projects help hair stylists develop technical and active listening skills to understand clients' needs, creating personalised experiences that capture their essence and enhance what makes them unique.

COURSE OFFERING



TECH

STYLE

SPECIAL PROJECTS

WEBINAR

COURSE OFFERING



TECH

- BEAMING HIGHLIGHTS
- FOLLOWING CELEBRITIES: COLOR
- COLOR MAKER
- BLONDE MAKER
- TECHNICAL MINDSET

COURSE OFFERING

STYLE



- DISCOVERING BEAUTY PROJECT
- LIVING BEAUTY PROJECT
- COLOR HARMONY
- CUTTING PRO
- HAIR CARE RITUALS
- FOLLOWING CELEBRITIES: STYLE

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1 day



For experienced professionals



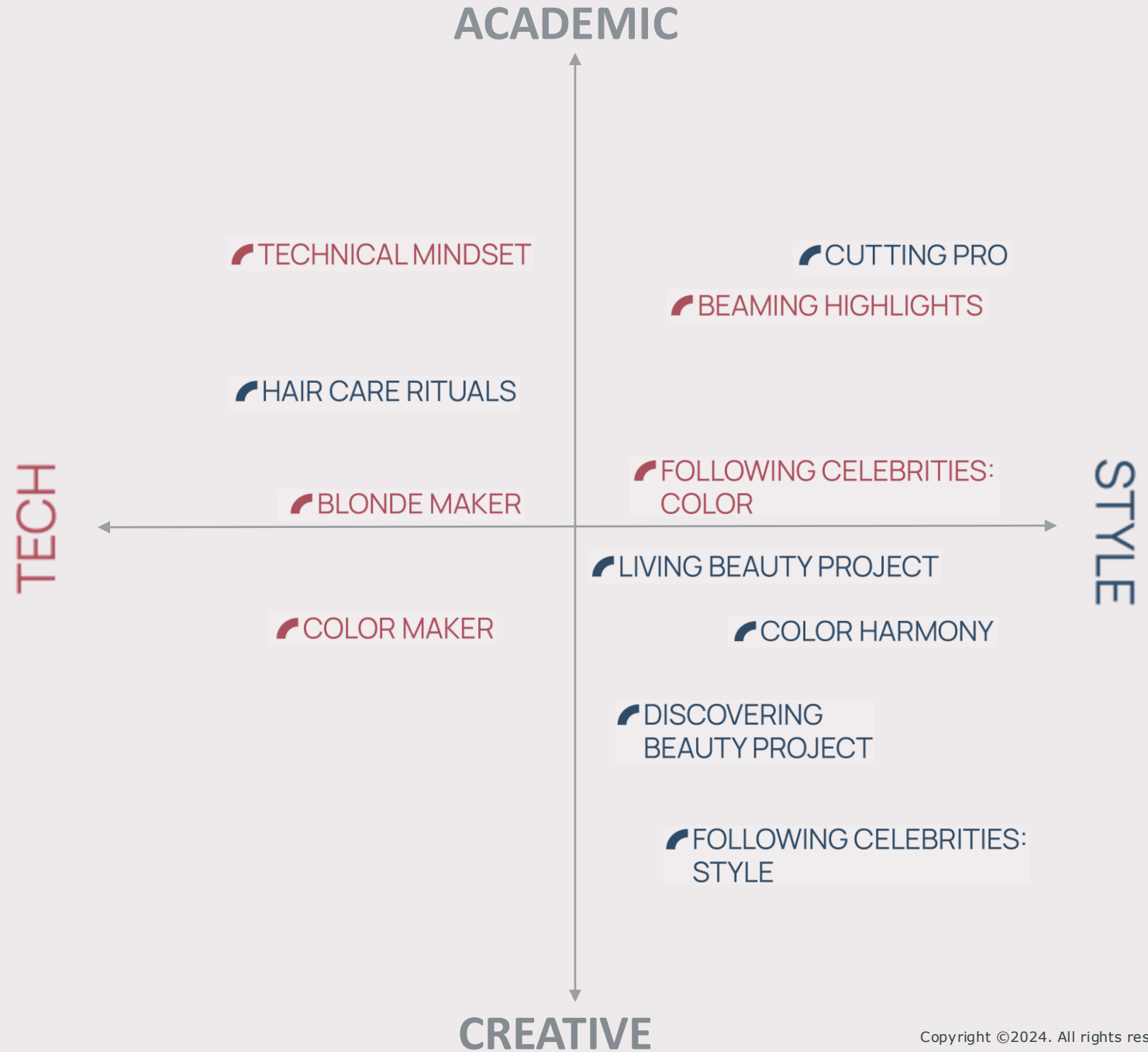
10 or 18 participants

**Discovering Beauty Project 40 participants*



Can be organized itinerant or at Sens.ùs Academy

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TECH

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BEAMING HIGHLIGHTS

Why choose this course?

To **enhance** your salon's **service menu** with innovative **lightening techniques** that illuminate and revive clients' hair colour, using the exclusive method offered by Sens.ùs during its bi-annual beauty projects.

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FOLLOWING CELEBRITIES: COLOR

Why choose this course?

To **discover the latest colour trends** driven by **celebrities**, and frequently requested by salon clients. Learn how to execute these trends with precision.

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COLOR MAKER

Why choose this course?

To unlock your creativity through in-depth theory lectures on technical concepts and through the most relevant **colour trends**. Learn to **craft new and original mixtures** that will set your salon apart.

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BLONDE MAKER

Why choose this course?

To explore **the latest blonde trends** and essential theoretical concepts that will allow you to achieve stunning results with confidence and flair.

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TECHNICAL MINDSET

Why choose this course?

To learn the **most effective tools and solutions** to tackle even the **most complex cases** in the salon with confidence.

STYLE

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DISCOVERING BEAUTY PROJECT

Why choose this course?

To discover the **beauty project** of the semester through a **Look&Learn** session. You'll dive into the trends and concepts behind it, and be inspired by live presentations of stunning looks, experiencing an exciting and engaging educational journey.

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LIVING BEAUTY PROJECT

Why choose this course?

To discover the **Sens.ùs fashion offerings of the semester** and learn the techniques to master the colour, cutting and styling services.

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COLOR HARMONY

Why choose this course?

To gain knowledge about **colour harmony**, a service that is becoming increasingly popular among customers, and learn how to recommend and create **the best colour combinations** based on individual characteristics.



CUTTING PRO

Why choose this course?

To round off your professional stylistic skillset. The course will introduce and demonstrate the **Sens.ùs hair cutting method** to create **easily replicable techniques** for the needs of both male and female clients.

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HAIR CARE RITUALS

Why choose this course?

To learn a clear and effective method to communicate and **earn client loyalty** through 4 fundamental steps: 1) consultation and diagnosis 2) service recommendation 3) rituals 4) retailing.

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FOLLOWING CELEBRITIES: STYLE

Why choose this course?

To discover **red carpet hairstyle looks** you can offer clients, **enriching your salon's menu** with fresh ideas.

SPECIAL PROJECTS

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SPECIAL PROJECTS

- LIVE FROM BACKSTAGE
- TOMORROW'S CUT

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LIVE FROM BACKSTAGE

Why choose this course?

This project is designed for professionals seeking an engaging and inspiring experience. You'll have the opportunity to join us **backstage at fashion shows**, where you'll support hairstylists in creating stunning looks and soak in the **vibrant fashion atmosphere**.

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TOMORROW'S CUT

Why choose this course?

To dive into a **comprehensive stylistic journey**, divided into two sessions running 2 days each.

WEBINAR



WEBINAR

To stay up to date on:

- NEW TRENDS
- TECHNICAL CONCEPTS
- SENS.ÙS PRODUCT FUNCTIONALITY

Important for promoting the Sens.ùs world, as well as trends and analysis of the current and future market.

ACADEMY



The Sens.ùs Academy delivers on our promise of excellence and education, for the growth of colourists and hairstylists.

This is the place where industry professionals and devotees gain access to advanced courses, interactive and engaging workshops, and state-of-the-art training and education resources.

Sens.ùs Academy is where you elevate your skills, but also the platform to connect with others, share experiences and build meaningful relationships in our community.

**WE'RE WAITING
FOR YOU**