



EDUCATIONAL AND TRAINING 2027

Learn. Experiment. Evolve.

dott. solari
COSMETICS®



LEARN. EXPERIMENT. EVOLVE.

Training is what transforms knowledge into skill, technique into expression, and talent into value.

To evolve means never stopping the search. It means learning new techniques, experimenting with different approaches, engaging with others, and putting oneself to the test. Because every new skill can become a new way of creating, interpreting and standing out.

We believe in training that goes beyond simply imparting knowledge, but which opens up new perspectives. Training that combines technical skills, experience and vision, designed to support every professional in the growth and development of their work. The journey begins with knowledge, moves through experimentation and finds its direction in evolution.

**Because professional growth means being ready to change, without losing what makes us unique.
2027 is the next milestone.**



EDUCATIONAL AND TRAINING EDUCATIONAL OFFER

WELCOME

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- Grand tour
- START

TRAINER DAY

➤ from page.8

- One to one
- Expertise

TECHNICAL TRAINING

➤ from page.11

- Color's universe
- Color & Blond solving
- Blondie and Blond **new**
- Love me color
- IL COLORE



EDUCATIONAL AND TRAINING

EDUCATIONAL OFFER

SCALP TREATMENT TRAINING

➤ from page.17

- Phitocomplex
DISCOVER
- Phitocomplex
I RITUAL

STYLING TRAINING

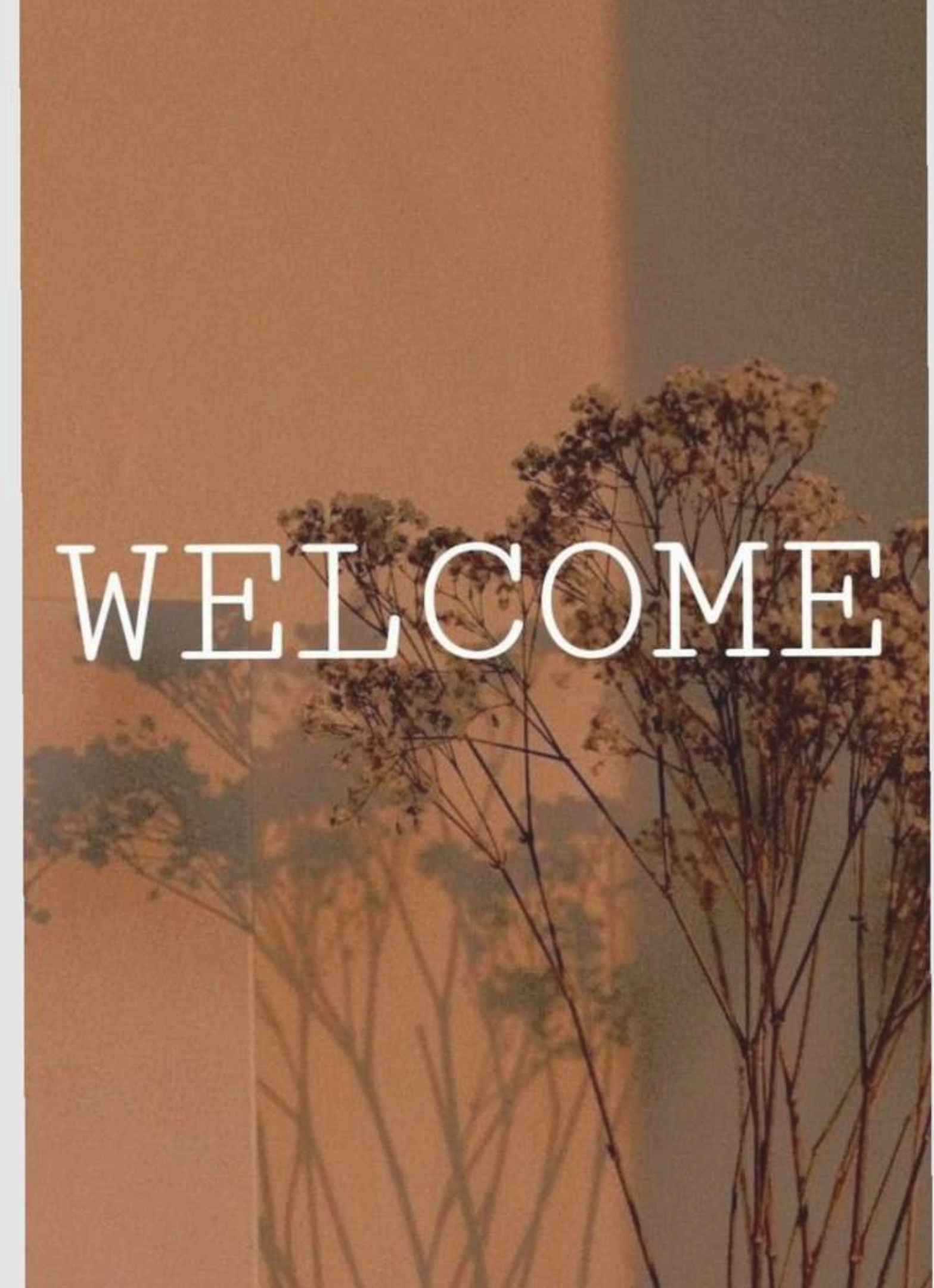
➤ from page.20

- Essenza Hairdo
- Waves & Smart
Styling
- Permanent
Waving System

CUT TRAINING

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- Geometric Keys
- Man cut - Level up
- Man cut - Shades
- Woman cut



WELCOME

WELCOME

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GRAND TOUR

Enter the world of dott. solari cosmetics.
The importance of knowing and experiencing the brand
firsthand.

A salon needs to be able to count on a reliable partner; what
better way than a visit to the company?

**During the day, distributors and hairdressers will be able
to tour the company, the production plant, and the R&D
departments.**

An aperitif with tastings of local products will follow.

DURATION: HALF A DAY

(define the number of participants
with the company)

WELCOME



START

Discover our lines through
our presentation days!

KIND OF COURSE

Visual

DURATION

Half a day

TARGET

Distributors and
salon owners

LEVEL

Basic



TRAINER DAY

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ONE TO ONE

Offer the chance to have exclusive dott.solari cosmetics technicians in your salon.

A complete and customized support for salons!

KIND OF COURSE

Consulting and support

DURATION

Depending on need, from a min. of 2 hours to a max. of 6 hours.

TARGET

Salon owners and collaborators

LEVEL

Basic - Intermediate - Advanced



EXPERTISE

Solving small problems in multiple salons.
Support your agents during their visits.

KIND OF COURSE

Consulting and support

DURATION

Depending on need, from a min.
of 3 hours to a max. of 8 hours.

TARGET

Agents

LEVEL

Basic - Intermediate - Advanced



TECHNICAL TRAINING

COLOR'S UNIVERSE

A training day to discover all the secrets of dott. solari hair colouring and bleaching.

TOPICS

- Acquire knowledge of the entire dott. solari color system
- Mastery of colorimetric principles and oxidant selection
- Repigmentation and toning
- The different types of highlights and lightening
- Managerial insights

KIND OF COURSE

Visual

DURATION

1 Day

It is possible to add
1 Day of Workshop

TARGET

Salon owners and
colorist collaborators

LEVEL

Basic - Intermediate -
Advanced



COLOR & BLOND SOLVING

A training day dedicated to resolving all possible issues related to hair coloring.
Perfection within reach!

TOPICS

- Recognizing needs based on the objective and application context
- How to color hypersensitized hair
- How to correct a wrong color
- Prevent color shifts and streaks
- Case study and practice

KIND OF COURSE

Visual

DURATION

1 Day

TARGET

Salon owners and colorist collaborators

LEVEL

Base - Intermediate



BLONDIE AND BLOND

Blonde hair is particularly loved and desired, but it's not always easy to choose the right shade, know how to achieve it, and maintain it.

TOPICS

- The performance of bleaching and toning products
- Geometric System: application on a poupette using a blonde technique of your choice from the following:
 - *Mocha Mousse*
 - *Brunette*
 - *Blonde (Honey blonde, Ice blonde, Ash blonde , Cognac blonde)*
- Special photo feature: showcasing the work and building brand recognition on social media

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and colorist collaborators

LEVEL

Intermediate - Advanced

N.max. of participants 15





LOVE ME COLOR

A day dedicated to our Love Me Color hair color and ever-evolving color trends.
Lots of new ideas to bring to the salon.

TOPICS

- The properties of ammoniacal color
- Pure colors: correctors or colors?
- Color drops and direct colors: differences with The Color Mask
- Implementation of the proposed fashion and color ideas on a poupette

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and colorist collaborators

LEVEL

Basic - Intermediate - Advanced

N.max. of participants 15

IL COLORE

A day dedicated to our 'IL COLORE' hair colour range and the ever-changing colour trends. Lots of new ideas to bring to the salon.

TOPICS

- The properties of ammonia-free colour. Coverage and highlights
- Focus on BOOSTER and natural lightening
- Implementation of the proposed fashion and color ideas on a poupette

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and colorist collaborators

LEVEL

Basic - Intermediate - Advanced

N.max. of participants 15





SCALP TREATMENT TRAINING



PHITOCOMPLEX DISCOVER

Enter the world of Phitocomplex!
The line created to care for your scalp naturally,
offering solutions to every scalp problem
and anomaly.

TOPICS

- The value of consulting
- Wellness and scalp analysis
- The fundamentals of salon care treatments
- Maintenance and sales

KIND OF COURSE

Visual

DURATION

1 Day

It is possible to add
1 Day of Workshop

TARGET

Salon owners and
collaborators

LEVEL

Basic - Intermediate



PHITOCOMPLEX I RITUAL

A combination of treatments and manual skills that amplify the product's performance.

TOPICS

- The fundamentals
- The manual skills
- Creating a ritual on a model step by step (learn - perform)

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and collaborators

LEVEL

Advanced

N.max. of participants 15



STYLING TRAINING

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ESSENZA HAIRDO

Style stems from the details, takes shape through technique and becomes emotion. Discover the trends that transform every hairstyle into a signature look.

TOPICS

- From preparing the hair to styling it
- Step-by-step creation of 3 styles on a poupette (learn-do)
 - *Romantic Messy Bun*
 - *Curly Glam Rock*
 - *Chic Chignon*

KIND OF COURSE

Workshop

DURATION

1 Day

Can add a visual show

TARGET

Salon owners and collaborators

LEVEL

Intermediate - Advanced

N.max. of participants 15



WAVES & SMART STYLING

A style is never just a style.
It's movement, proportion, texture.
It's the way a look comes to life.

TOPICS

- Step-by-step creation of 4 fashion pleats on a poupette: (learn - do)
 - *Hollywood Waves*
 - *Butterfly Haircut Blowout*
 - *Effortless Chic Wave*
 - *Updo Express*

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and collaborators

LEVEL

Basic - Intermediate - Advanced

N.max. of participants 15



PERMANENT WAVING SYSTEM

new

The return of a great classic,
increasingly in demand by both men and women!
Find out how to best style it and make it modern and chic!

TOPICS

- In-depth look at the permanent system
- The various application and styling methods
- How to enhance curls through cutting
- Step-by-step implementation on a poupette (learn -do)

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and collaborators

LEVEL

Basic - Intermediate

N.max. of participants 15





CUT TRAINING

GEOMETRIC KEYS

An introduction to the Cutting System.
Every cut begins in the mind, takes shape between the
fingers and comes to life with the scissors.

TOPICS

- The importance of theoretical reading
- Correct posture
- Studying shapes
- Mapping sections
- Managerial tips
- Step-by-step cutting on a model or poupette (learn - do)

KIND OF COURSE

Visual - practical

DURATION

1 Day

TARGET

Salon owners and
collaborators

LEVEL

Basic - Intermediate



MAN CUT - LEVEL UP

Gradual layering and new trends!

TOPICS

- Precision cutting
- Step-by-step creation of 2 trendy cuts on a model or poupette (learn-do)

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and collaborators

LEVEL

Intermediate - Advanced

N.max. of participants 15





MAN CUT - SHADES

An in-depth look at the Fade System.

Technique, control, and vision: everything you need to create flawless blends and master modern, on-trend looks.

TOPICS

- Fading Approach
- Making 2 cuts step by step on a model or poupette (learn - do)

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and collaborators

LEVEL

Intermediate - Advanced

N.max. of participants 15

WOMAN CUT

Discover the latest trends and stay up-to-date on the latest in women's haircuts!

TOPICS

- Layers, gradations, and disconnections
- Making 2 cuts step by step on the head: medium-long and short (learn-do)

KIND OF COURSE

Workshop

DURATION

1 Day

TARGET

Salon owners and collaborators

LEVEL

intermediate

N.max. of participants 15



MEET THE TEAM



Claudio Lapenna

With over 30 years' experience in the beauty and fashion sectors, he has built a career working alongside leading names in the industry, characterised by a wide range of skills spanning from professional training to the artistic direction of creative projects. A charismatic and passionate professional, he has been working with Dott. Solari as a colourist and hairstylist since 2026.



Angelo Pavanello

A hairdresser and beauty consultant for over 30 years. Specializing in creative hairstyling, he has developed extensive technical and training skills over the years. He has been working with dott. solari cosmetics since 2025.



Nicholas Leppini

28 years old and a lifelong barber. Ambitious, perfectionist and creative. He believes that teamwork and the exchange of ideas are always the basis of great projects. He has been working with dott. Solari cosmetics since 2024.

TEAM ASSISTANTS



Alessandro Russo



Giulia Goretti



E d u c a t i o n a l m a n a g e r :
S t e f a n i a P a l e a r i

I n f o a n d c o n t a c t s :
s t e f a n i a . p a l e a r i @ d o t t s o l a r i . c o m
t e l . 0 3 7 7 5 7 6 1 3
c e l l . 3 2 0 1 6 8 2 8 4 5