

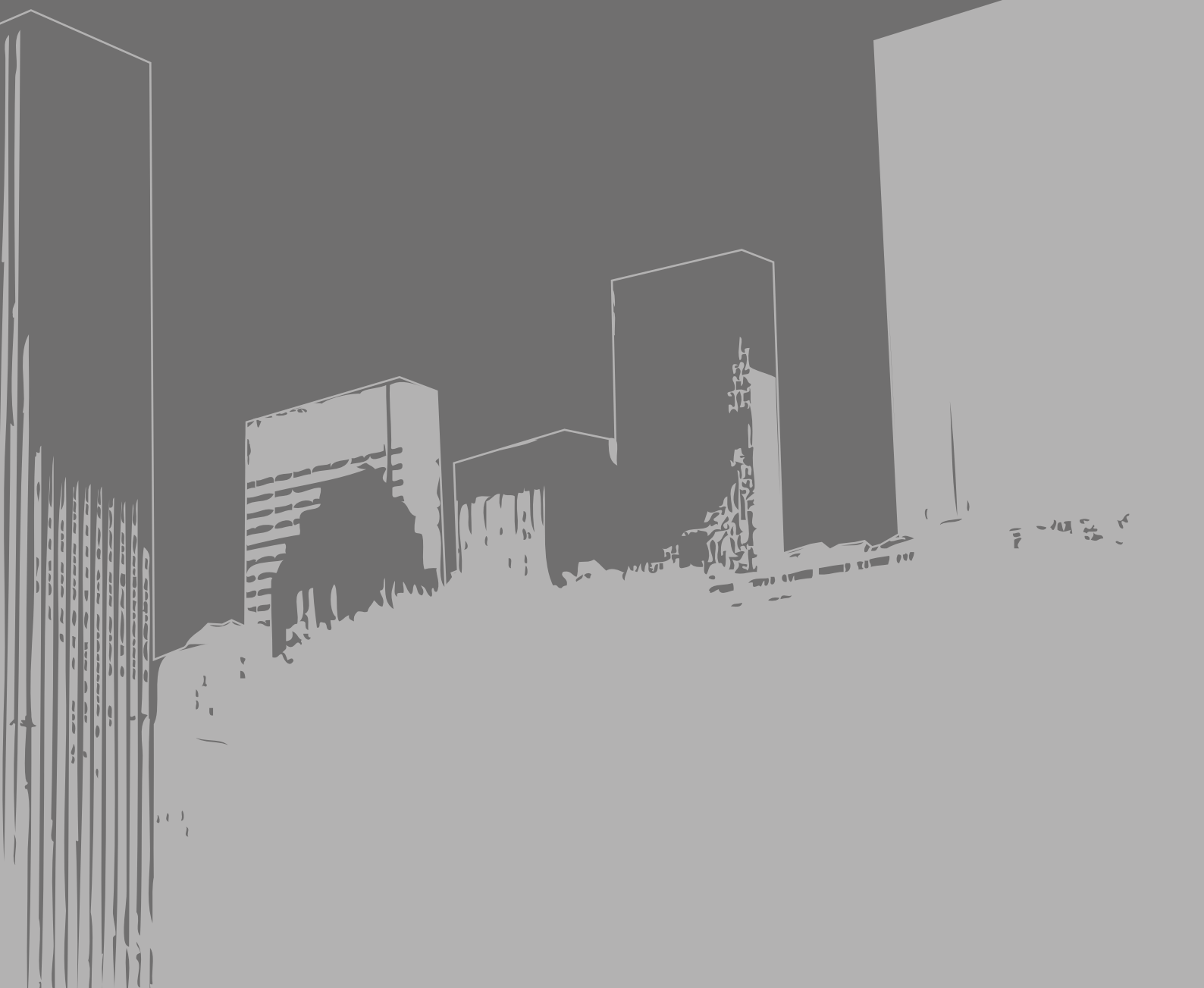
NYCE

NEW YORK
COSMETIC
EXPERIENCE

LUXURY OF NATURE

Education





NYCE EDUCATION IS AN OPPORTUNITY FOR ALL THAT WISH TO DEVELOP PROFESSIONALLY. THE DESIRE TO CONTINUE IMPROVING AND CHALLENGING YOUR OWN LIMITS IN SALONS, ON STAGE AND DURING SEMINARS. THIS BOOK HAS DEVELOPED OUR OWN UNIQUE RANGE OF COURSES WITH A WINNING STRATEGY.

That is why we have chosen you



Strategy



7. Products



NYCE COMBINES AN ECO-FRIENDLY PHILOSOPHY, WHERE "LESS" MEANS "MORE". ITS FORMULATIONS ARE THE RESULT OF CONTINUOUS RESEARCH OF FUNCTIONAL ACTIVE INGREDIENTS AND EXTRACTION SYSTEMS DEVELOPING PRODUCTS THAT ALWAYS DELIVER WHAT THEY PROMISE

2. Education

formed by:



2.1

EDUCATIONAL TEAM

BE INSPIRED TO BUILD YOUR OWN
ORGANIZATION



2.2

INTERNATIONAL ACADEMIES

TO JOIN A NYCE TRAINING COURSE
IN A BENEFICIAL WAY. AN OPPORTUNITY
TO EXPERIENCE DIFFERENT APPROACHES
WITH SAME WORKING SYSTEM



2.3

CUSTOMIZED TRAINING SYSTEM

TO CHOOSE THE BEST TAILOR-MADE PATH
ACCORDING TO YOUR NEEDS

BE INSPIRED BY OUR EDUCATIONAL TEAM

TUTOR
▼
TRAINER AND COACH



AMBASSADOR
▼
ADVANCED TRAINERS SUPPORTING
SALES FORCE ON ROAD

ADVISOR
▼
JUNIOR TRAINER SUPPORTING AMBASSADOR
AND TUTOR IN SALON AND BACKSTAGE



HAIRDRESSER
▼
ACTIVE MANAGER WHO WANTS TO DEVELOP AND STAND OUT
OWNER/MANAGER & EMPLOYEES/JUNIORS



OBJECTIVE:

SATISFY THE FINAL CUSTOMER THROUGH A GROWTH PATH TO RETAIN
THE MOST ATTENTIVE, DEMANDING AND SOPHISTICATED CUSTOMER

3. Communication



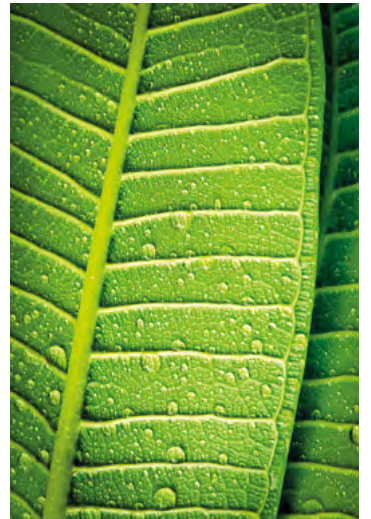
New York Experience

NEW YORK IS THE FASHION,
DESIGN AND CREATIVITY
REFERENCE AND NYCE IS THE NEW
YORK OF COSMETIC: THE ULTIMATE
EXPRESSION OF QUALITY AND
ELEGANCE ASSOCIATED WITH THE
WORLD OF HAIR

INGREDIENTS TO CREATE
A UNIQUE IDENTITY TO VALORIZE
THE IN-SALON-LIVING

NYCE Salon Concept

NYCE SALON CONCEPT IS AN EVOLVED, AND TOTAL NYCE SALON, WHERE COMMUNICATION, DESIGN, NATURE, STYLE, CREATIVITY AND EXPERIENCE MEET TO SATISFY THE DISCERNING CONSUMER



WITH NYCE YOUR SALON IS TRANSFORMED INTO A FLAGSHIP LOCATION THAT IS TO BE EXPERIENCED, FOR YOUR CUSTOMERS AND YOU:

- ▶ MULTI-SENSORY EXPERIENCE
- ▶ WITHOUT CHEMICAL ODOURS BUT WITH FRAGRANCES
- ▶ COMFORT
- ▶ SIMPLE AND YET REFINED AND STYLISH



NYCE
ACADEMY
2017

A FULL CALENDAR OF THEORY AND PRACTICAL
SEMINAR TO COMUNICATE OUR PASSION AND OUR
COMMITTENTS WITH THE FASHION HAIR WORLD

Color

THE PATH THAT SUPPORTS
THE FOUNDATIONS OF THE SALON

—

Style

THE METHOD AND PERSONALISATION
OF YOUR STYLE

—

Wellness

THE METHOD FOR YOUR WELLNESS RITUAL

—

Management & Communication



Color



1. NYCE CONCEPT [1 DAY]

KNOWLEDGE OF THE BRAND

2. COLOR'LOGY [3 DAYS]

THE NYCE COLOR CARE SYSTEM
METHOD FROM THE BASICS

3. COLOR WALK [1 DAYS]

"FUNCTIONAL" COLOR INSIGHT

TWO SEMINARS
THAT CREATE A
COLOR INSIGHT
CONSISTING OF
4 TOTAL STEPS

4. NYCE COLOR GAME [2 DAYS]

LABORATORY TO EXPERIMENT THE CREATIVITY OF COLOR

5. FLASH LIGHT [2 DAYS]

THE MASTER OF LIGHTENING



1. NYCE CONCEPT COLOR

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** THE FIRST STEP INTO NYCE, TO DISCOVER THE DIFFERENT WORLD OF COLOR CARE SYSTEM TO DIFFERENTIATE YOURSELF
- ▶ **RESULTS:** KNOWLEDGE OF BASICS OF NYCE COLORING WORLD



DURATION: 1 DAY
 NUMBER OF PARTICIPANTS: VISUAL, OPEN - WORK: 20
 LOCATION: NYCE ACADEMY AREA
 MATERIAL YOU NEED TO BRING: NONE

2. COLOR'OLGY

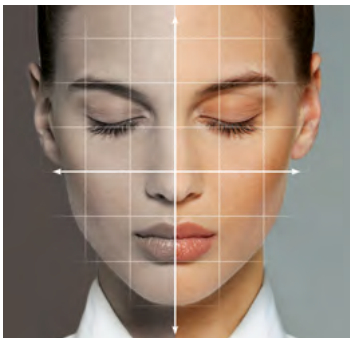
- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** A COURSE DIVIDED INTO 3 SESSIONS TO UNDERSTAND THE ENTIRE WORLD OF COLOR. FROM THE BASICS TO CREATIVE MIXES UP TO THE METHOD AND PERSONALISED COLORS
 1ST STEP - COLOR FOCUS: LEARN THE BASICS OF THE WORLD OF COLOR
 2ND STEP - COLOR MIX: LEARN THE NYCE COLOR AND ITS CREATIVE MIXES
 3RD STEP - COLOR EXPERIENCE: BE CREATIVE! WITH NYCE TECHNIQUES AND PERSONALISED LOOKS
- ▶ **RESULTS:** EXPERTISE IN THE USE OF THE SYNERGY OF ALL THE COLOR SYSTEMS PRODUCTS



DURATION: 3 DAYS DIVIDED INTO 3 STEPS
 NUMBER OF PARTICIPANTS: 15
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES, STRAIGHTENERS, CLIPS AND COMBS

3. COLOR WALK (NEW)

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES WHO ATTENDED COLOR'OLGY
- ▶ **CONTENT:** EXPLORE "FUNCTIONAL" COLOR DEVELOPMENT THROUGH MORPHOLOGY AND PHYSIOGNOMY
- ▶ **RESULTS:** LEARNING AND DEVELOPMENT "OF THE FUNCTIONAL COLOR" FOR A TAILOR MADE LOOK



DURATION: 1 DAY
 NUMBER OF PARTICIPANTS: 15
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES, STRAIGHTENERS, CLIPS AND COMBS



4. NYCE COLOR GAME (NEW)

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES WHO ATTENDED COLOR'OLGY
- ▶ **CONTENT:** INTERNATIONAL INSPIRATION PROGRAM FOR PRACTICAL EXPERIENCE IN THE TECHNICAL AND CREATIVE USE OF THE ENTIRE COLOR CARE SYSTEM
- ▶ **RESULTS:** BE "UP TO DATE" WITH THE FASHION HAIR WORLD



DURATION: 2 DAYS

NUMBER OF PARTICIPANTS: 15

LOCATION: NYCE ACADEMY

MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES, STRAIGHTENERS, CLIPS AND COMBS

5. FLASH LIGHT (NEW)

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** LEARN THE PARTIAL OR TOTAL LIGHTENING, WITH "CLASSIC" AND "ADVANCED" TECHNIQUES THROUGH THE SYNERGY OF "DECO SHINE" PROGRAM AND "COLOR HD" LIGHTENER SERIE
- ▶ **RESULTS:** EXTENSIVE KNOWLEDGE ON THE SECRETS OF THEORETICAL-PRACTICAL TECHNIQUES FOR A RELIABLE LIGHTENING AND FASHION EFFECTS



DURATION: 2 DAYS

NUMBER OF PARTICIPANTS: 15

LOCATION: NYCE ACADEMY

MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES, STRAIGHTENERS, CLIPS AND COMBS



Style



1. THE NYCE CLASSICS [2 DAYS]

BASIC CUTTING METHOD

2. THE CONTEMPORARY NYCE CUT & COLOR [2 DAYS]

ADVANCED CUTTING AND COLOR METHOD

3. THE NYCE MAN [2 DAYS]

BASIC CUTTING METHOD FOR MAN

4. NYCE STYLING & SHAPE [2 DAYS]

BASIC STYLING METHOD

5. NYCE STYLING & SHAPE RUNWAY [1 DAY]

ADVANCED STYLING METHOD



1. THE NYCE CLASSICS

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** STARTING WITH TERMINOLOGY, PARTING & SECTION, ANALYZE THE BASIC CUTS GEOMETRY USING THE 6 NYCE CLASSICS LINES ON MANIKIN
- ▶ **RESULTS:** UNDERSTANDING OF A WORKING PHILOSOPHY AND TECHNICAL LANGUAGE



DURATION: 2 DAYS

NUMBER OF PARTICIPANTS: 15

LOCATION: NYCE ACADEMY

MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES, STRAIGHTENERS, CLIPS, COMBS, SCISSORS

2. THE CONTEMPORARY NYCE CUT & COLOR

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** ADVANCED METHOD, PERSONALISATION OF CUTTING TECHNIQUES IN SYNERGY WITH THE COLOR'OLGY SYSTEM, CREATIVE IDEAS DICTATED BY THE MOODS OF FASHION COLLECTIONS
- ▶ **RESULTS:** EXPANSION OF STYLISTIC TECHNIQUES, PERFECTION OF ADVANCED COLORING TECHNIQUES, KNOWLEDGE OF FASHION TRENDS



DURATION: 2 DAYS

NUMBER OF PARTICIPANTS: VISUAL, OPEN - WORK; COLOR 15 AND CUT 10

LOCATION: NYCE ACADEMY

MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES, STRAIGHTENERS, CLIPS, COMBS, SCISSORS

3. THE NYCE MAN (NEW)

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** METHOD AND TERMINOLOGY, THE NYCE CLASSICS, MASCULINE CUT BASICS, STUDY OF FORM, WEIGHT LINE, VISUAL AND PRACTICAL DEVELOPMENT OF THE 2 NYCE MAN LINES, FOCUS MALE FASHION TRENDS
- ▶ **RESULTS:** ACQUISITION OF NEW MAN PROPOSALS FOR AN INCREASINGLY DISCERNING AND DEMANDING MARKET SEGMENT



DURATION: 2 DAYS

NUMBER OF PARTICIPANTS: 15

LOCATION: NYCE ACADEMY

MATERIAL YOU NEED TO BRING: SCISSORS, COMBS, BRUSHES, HEAT EQUIPMENT, CLIPS, CLIPPERS



4. NYCE STYLING & SHAPE (NEW)

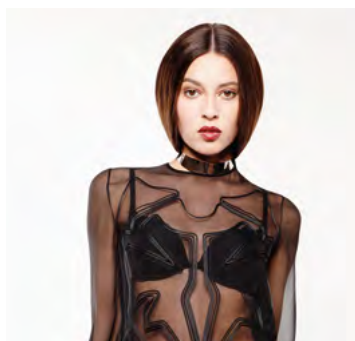
- ▶ INTENDED AUDIENCE: OWNERS AND EMPLOYEES
- ▶ CONTENT: STUDY OF THE SHAPE AND DISTRIBUTION OF VOLUMES, DRYING TECHNIQUES FOCUSED ON OPTIMISING THE FINAL LOOK IN SYNERGY WITH NYCE STYLING PRODUCTS
- ▶ RESULTS: KNOWLEDGE OF THE FORM-VOLUMES BALANCE, ACQUISITION OF THE BASIC BRUSHING RULES



DURATION: 2 DAYS
 NUMBER OF PARTICIPANTS: 15
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES,
 STRAIGHTENERS, CLIPS, COMBS

5. NYCE STYLING & SHAPE RUNWAY (NEW)

- ▶ INTENDED AUDIENCE: SALON OWNERS/MANAGERS
- ▶ CONTENT: STUDY OF FASHION TRENDS THROUGH RUNWAY TRENDS FOR UPCOMING SEASONS
- ▶ RESULTS: KNOWLEDGE OF THE FORM-VOLUME BALANCE ACQUISITION OF THE BASIC RULES TO OPTIMISE THE PERFORMANCE OF THE PRODUCTS. SPEED AND QUALITY AS THE FINAL OBJECTIVE



DURATION: 1 DAY
 NUMBER OF PARTICIPANTS: 15
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: HAIRDRYER, BRUSHES,
 STRAIGHTENERS, CLIPS, COMBS, HEAT EQUIPMENT, CLIPPERS



Wellness



1. NYCE CONCEPT [1 DAY]

FOR AN APPROACH TO THE WORLD OF NYCE WELLNESS

2. NYCE CARE WELLNESS [2 DAYS]

DISCOVER THE TREATMENTS COMBINED WITH MASSAGE TECHNIQUES

3. BIORGANIC SYSTEM FOR HAIR & BODY [2 DAYS]

KNOWLEDGE OF AROMATHERAPY FOR HAIR AND BODY



1. NYCE CONCEPT WELLNESS

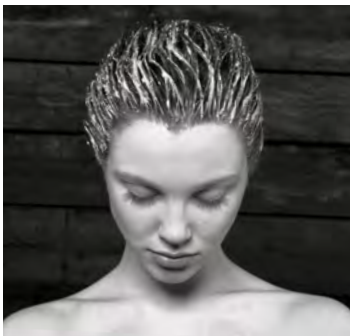
- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** DISCOVER THE FIRST APPROACH TO THE WORLD OF WELLNESS PRESENTATION OF THE PHILOSOPHY, METHOD, NYCE CARE TREATMENTS AND RITUALS
- ▶ **RESULTS:** INCREASE THEIR CULTURE IN THE WELLNESS WORLD WITH FUNCTIONAL WORKING METHODS TO DEVELOP NEW BUSINESS IN THE SALON



DURATION: 1 DAY, VISUAL
 NUMBER OF PARTICIPANTS: VISUAL 25
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: NONE

2. NYCE CARE WELLNESS

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENTS:** GET INTO THE METHOD IN 5 STEPS FOR PROPER USE OF NYCE CARE SYSTEM, THE COMPLETE RITUAL, FROM WELCOMING TO FAREWELL THROUGH MASSAGE TECHNIQUES
- ▶ **RESULTS:** MASTERY OF THE USE OF WELLNESS RITUALS



DURATION: 2 DAYS
 NUMBER OF PARTICIPANTS: 20
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: NONE

3. BIORGANIC SYSTEM FOR HAIR & BODY

- ▶ **INTENDED AUDIENCE:** OWNERS AND EMPLOYEES
- ▶ **CONTENT:** LEARN THE RITUALS. ESSENTIAL OILS: PROPERTIES AND COSMETIC USES, AROMATHERAPY AND PHYTOTHERAPY CONCEPTS, NATUROPATHY AND BIOENERGETIC ELEMENTS
- ▶ **RESULTS:** MASTERY OF A WORK SYSTEM BASED ON ESSENTIAL OILS AND AROMATHERAPY



DURATION: 2 DAYS
 NUMBER OF PARTICIPANTS: 20
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: NONE





Management & Communication



1. CONSULTANCY AND COMMUNICATION [2 DAYS]

THE RELATIONSHIP WITH THE END CUSTOMER

2. PHOTO SHOOTING EXPERIENCE [2 DAYS]

CREATE A PERSONALISED STYLE COLLECTION FOR THE SALON



1. CONSULTANCY AND COMMUNICATION

- ▶ INTENDED AUDIENCE: OWNERS AND EMPLOYEES
- ▶ CONTENT: THEORETICAL AND PRACTICAL SESSIONS WITHIN A SALON CONCEPT WITH NYCE CONSULTANTS TO IMPLEMENT MORE EFFECTIVE COMMUNICATION WITH END CUSTOMERS: FROM WELCOMING TO TECHNICAL AND STYLISTIC SERVICE
- ▶ RESULTS: UNDERSTANDING WHAT TO SAY AND WHAT NOT TO SAY TO THE CUSTOMERS IN THE NYCE SALON TO INCREASE THE PERCEIVED QUALITY OF THE TREATMENTS INSIDE THE SALON



DURATION: 2 DAYS
 NUMBER OF PARTICIPANTS: 15
 LOCATION: SALON CONCEPT NYCE
 MATERIAL YOU NEED TO BRING: NONE

2. PHOTO SHOOTING EXPERIENCE (NEW)

- ▶ INTENDED AUDIENCE: OWNERS AND EMPLOYEES
- ▶ CONTENT: MOOD BOARD RESEARCH AND DEVELOPMENT; BACKGROUND COMBINATIONS, STYLING, MAKE-UP, HAIR, CREATION OF THE HAIR STYLE LOOK ON THE MODEL SELECTED FROM THE SALON, WHICH CAN BE PRINTED INDEPENDENTLY
- ▶ RESULTS: FINAL SHOT WITH PHOTOGRAPHER*

*THE COURSE ENDS WITH THE CREATION OF A SHOT OF THE MODEL TO BE USED IN THE MATERIAL



DURATION: 2 DAYS
 NUMBER OF PARTICIPANTS: 10
 LOCATION: NYCE ACADEMY
 MATERIAL YOU NEED TO BRING: BACKSTAGE KIT

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