

COLOUR MASTERS

ALTEREGO
— ITALY —

Colour Masters

2025 / 2026



ALTER EGO

ITALY

Alter Ego Colour Masters Overview

Are you ready to become a colour expert?

Join us in our training academy in Kreative Salon Supplies in Athlone for our Alter Ego Colour Masters.

Elevate your skills.

Expand your knowledge.

Transform your results.

Our Alter Ego Masters Education programme is designed to empower professional hairdressers with the latest techniques, product knowledge, and colour mastery using the Alter Ego Italy range. Whether you're new to the brand or looking to refine, refresh and bring your skills to the next level, this series of hands-on and online courses will guide you through every aspect of modern colour work – from foundational theory to advanced application and correction.

The sessions are designed to explore:

- In-depth colour theory including tone, depth, and neutralisation.
- Specialised product ranges like BlondeEgo, Technofruit and Fast 10'.
- Essential consultation skills to ensure perfect client outcomes.
- Hands-on cutting-edge techniques for lightening, formulation, and colour correction.

With a blend of in-person workshops and Zoom sessions, these courses offer flexible learning tailored to busy salon professionals. Models are required for selected sessions to ensure real-world practice and confidence-building results.

Meet Your Educator

The Masters will be given by Alter Ego Educator, Ger Hennessy who has over 20 years experience in the hair industry. Ger is a salon owner and has a masters in colour and is continuously training in Italy with International trainers.



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Hear What Our 2025 Masters Students Have To Say!

"I really enjoyed the Masters. It was done in such a safe space with Ger. She was absolutely fantastic to us all and we couldn't have had a better teacher. I find myself even more confident in the brand now at work as a result of the extra knowledge I have and I'm less apprehensive to tackle bigger more complicated jobs. I would highly recommend the Masters to other stylists. I believe I was the first to start asking about a Masters in the brand here in Ireland many moons ago so I was super delighted to see it come to fruition."

- Laura Witherow

"I found it very beneficial that we went into more depth with the colour theory, also seeing the actual paint colours and mixing them together really helped me to put my learning into something visual... I do feel that I have a higher knowledge of the Alter Ego colour brand which makes me more confident in using their colours, which gives me more confidence in how the result will look like. I really enjoyed it and will start looking forward to doing more soon."

- Victoria Gavin

"From the moment I heard about this course, I knew I had to jump in, and wow, what a journey it has been! Having the incredible Ger Hennessy as our tutor made it extra special. She pushed us beyond our comfort zones and brought out the very best in us as stylists. This wasn't just another course for me, it was a personal goal I've carried for years. The experience was exciting, eye-opening, and inspiring, surrounded by amazing stylists all bringing their own creativity and passion. What really stood out? How much our industry has evolved.

Hairdressing isn't just an option for school leavers, it's a powerful, creative, and science-driven career that demands passion, resilience, and skill. I'm so proud to be part of this ever-growing industry, and I can't wait to take what I've learned to the next level!"

- Sheena McCormack



Our Masters Programme At A Glance

Explore Level: Covers Essential Knowledge

Experience Level: Covers Formulation (Progress from Explore)

Expert: Masters Classes



2025 Primary Courses

**September
2025**

Monday 29th: Explore Alter Ego Colour, Just Colour & Boosters



Tuesday 30th :Explore Alter Ego Colour, Just Colour & Boosters (Zoom)



**October
2025**

Monday 13th : Explore Blondegoo & Color Wheel



Tuesday 14th : Experience Grey, Red and Blonde (Zoom)



**November
2025**

Monday 3rd: Explore Technofruit & Fast 10 (Exam)



Monday 17th: Experience Application & Colour Correction



2026 Masters Series

February 2026

Monday 9th:
Masters - Part 1



**Cost: €2,000
Special 50% Discount
€1,000**

March 2026

Monday 2nd:
Masters - Part 2



April 2026

Monday 13th:
Masters - Part 3



May 2026

Monday 11th:
Masters - Part 4



To participate in the Masters series, you must have completed the 6 primary courses* and have at least 5 years experience on the salon floor.

*Please contact us if you have completed any of the primary courses.



In Person Course



Compulsory Exam



Online Zoom Course

Day 1



In-Person Training

Date:

29th September 2025

Time:

10am - 2pm

Course Content:

Explore Alter Ego Colour (With Exam)
Explore Just Colour
Explore Boosters

Course Description:

This course will allow hairdressers to gain product knowledge and ensure suitable colour choices and application. We will cover how to obtain the best, consistent, reliable colour results for clients while also how to work with semi colour range.

Course Topics:

The Alter Ego Colour Portfolio:

This course will give attendees an overview of the Alter Ego colour ranges and understand the differences between the permanent, temporary and demi colours and how each range can be used in your salon to get reliable results time after time for your clients.

Who should attend?

- All hairdressers new to the brand.
- Alter Ego clients who wish to refresh and update their product knowledge.
- Those wishing to complete the Alter Ego Masters Series.

Day 2



Zoom Training

Date:

30th September 2025

Time:

9.30am - 11am

**Course
Content:**

Tone, Depth & Neutralisation +
Consultation

**Course
Description:**

Hairdressers will gain insight on the colour wheel. You will be instructed on how to perform the perfect consultation which will ensure suitable colour choices and application. Your ultimate aim is to obtain the best, consistent, reliable colour results for clients.

**Course
Topics:**

This course will cover the theory behind primary / secondary / tertiary colours, reflects and the numbering system to help better understand the science behind choosing the right colour for your clients. The science behind pigment, eumelanin, pheomelanin along with an in depth understanding of complementary colours will also be covered.

Who should attend?

- All hairdressers new to the brand.
- Alter Ego clients who wish to refresh and update their product knowledge.
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Day 3



In-Person Training

Date: 13th October 2025
Time: 10am - 2pm

Course Content: Explore BlondeEgo & Colour Wheel (with exam).

Course Description:

This course is for hairdressers to gain product knowledge to ensure suitable colour choices and application specifically for blondes.

Course Topics:

This course will cover the theory behind primary / secondary / tertiary colours, reflects and the numbering system to help better understand the science behind choosing the right colour for your clients. The science behind pigment, eumelanin, pheomelanin along with an in depth understanding of complementary colours will also be covered.

Who should attend?

- All hairdressers new to the brand.
- Alter Ego clients who wish to refresh and update their product knowledge.
- Those wishing to complete the Alter Ego Masters Series.



Day 4



Zoom Training

Date:

14th October 2025

Time:

9.30am - 11am

Course Content:

Experience Grey, Red & Blonde Formulation

Course Description:

Upskill your formulation expertise to achieve vibrant reds, stunning blondes, and seamless grey coverage.

Course Topics:

The course will cover the consultation process, understanding the density and texture of hair, porosity and depth and undertone. and pigment. An in depth overview of toners and super lighteners will also be included. Techniques will also be included.

Who should attend?

- All hairdressers new to the brand.
- Alter Ego clients who wish to refresh and update their product knowledge and increase their confidence and skills in blonding and red formulations.
- Those wishing to complete the Alter Ego Masters Series.



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Day 5



In-Person Training

Date:

3rd November 2025

Time:

10am - 2pm

**Course
Content:**

Explore Technofruit & Fast 10'

**Course
Description:**

Deepen your knowledge of Technofruit and Fast 10' systems to create stunning colour in record time, with confidence.

**Course
Topics:**

- How using Technofruit and Fast 10' Color can benefit you in your salon.
- Understand the science behind the formula and the keratin delivery system and get a better understanding of the number system and be confident in your colour choices for your clients.
- Additional focus on grey coverage and hair diagnosis.

Who should attend?

- For any hairdressers new to the Alter Ego brand, this course will give you a great introduction to the ranges and the confidence to achieve the results you want in salon.

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Day 6



In-Person Training

Date:

17th November 2025

Time:

10am - 2pm

Course Content:

Experience Application & Colour Correction

Course Description:

Master application techniques and learn to tackle colour corrections with confidence to deliver exceptional results every time.

Course Topics:

- Consultation & Diagnosis
- Reflects & Oxidising Colour
- Formulation options for grey hair, refreshing mid lengths and ends.
- Re-pigmentation



Who should attend?

- All hairdressers new to the brand.
- Alter Ego clients who wish to refresh and update their product knowledge.
- Those wishing to complete the Alter Ego Masters Series.

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2026 Masters Series

9th February 2026

Masters - Part 1



10am to 2pm

1

This course is all about how we see colour through senses and the physics of light. We also go through colour personalities

2nd March 2026

Masters- Part 2



10am to 2pm

2

This course we cover all about the different colour molecules. Presentation of individual mood board and face shapes and skin tone

13th April 2026

Masters - Part 3



10am to 2pm

3

Practical on mannequin head. Four quadrants to be colour blue,red,green and blonde and brought back to a cool brown.

11th May 2026

Masters - Part 4



10am to 2pm

4

Personal presentation of given topic.
Swatches testing on Blondegoo products.
Graduation Ceremony.



In Person
Course

Value: €2,000

Special 50% Discount

€1,000

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*Please contact us if you have completed any of the primary courses.