

COLOUR MASTERS

ALTEREGO
— ITALY —

Colour Masters

2026 / 2027



COLOUR MASTERS

ALTEREGO

— 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.



Hear What Our 2026 Masters Students Have To Say!

"I thoroughly enjoyed doing the master's course, Ger made it very easy for everyone and very enjoyable and this has taught me how to push myself in the future"

- **Stephanie O'Rourke**

"The Colour Master's is great; it's after giving me the confidence to push myself creatively and Ger is amazing"

- **Jade Condon**

"Since starting the Colour Master's, I feel a lot more creative and a lot more confident in my work in the salon"

- **Katie McCormack**

"I loved how much of a relaxed learning atmosphere it was"

- **Clíodhna Grant**

"The Master's Course is a great opportunity to learn from the professionals, it develops your skills, new skills, and it gives a boost of confidence, it opens the door for new opportunities. Investing in yourself is great and always worth it"

- **Zaneta Kujawska**

"I have to say I really enjoyed the Colour Master's Course, I found it really informative and we had a great bunch of girls on it and Ger was just amazing to deal with, and even the aftercare, the WhatsApp group and all is just so supportive, so I really recommend it"

- **Tracy Carroll**

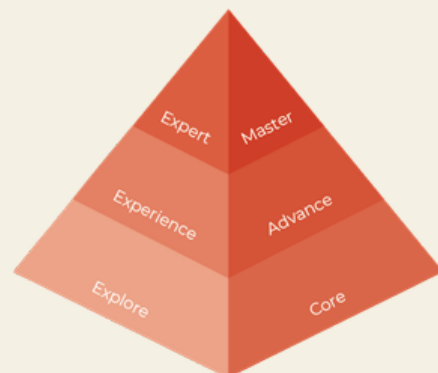


Our Masters Programme At A Glance

Explore Level: Covers Essential Knowledge

Experience Level: Covers Formulation (Progress from Explore)

Expert: Masters Classes



2026 Primary Courses

September 2026	Monday 21 st : Explore Alter Ego Colour, Just Colour & Boosters	 
	Tuesday 22 nd : Tone, Depth & Neutralisation & Consulation (Zoom)	
October 2026	Monday 12 th : Explore Blondego & Color Wheel	 
	Tuesday 13 th : Experience Grey, Red and Blonde (Zoom)	
November 2026	Monday 2 nd : Explore Technofruit & Fast 10 (Exam)	 
	Monday 16 th : Experience Application & Colour Correction	 

2027 Masters Series

February 2027	Monday 8 th : Masters - Part 1	
March 2027	Monday 8 th : Masters - Part 2	
April 2027	Monday 12 th : Masters - Part 3	
May 2027	Monday 10 th : Masters - Part 4	

Cost: €2,000

Special 50% Discount

€1,000

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.*

 Online Zoom Course

 Compulsory Exam

 In Person Course

Please note that all the above dates have to be attended in full in order to complete the masters.

Day 1 In-Person Training

Date:

21st September 2026

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:

22nd September 2026

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.
- Those wishing to complete the Alter Ego Masters Series.

Day 3

 In-Person Training

Date: 12th October 2026
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:

13th October 2026

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.



Day 5



In-Person Training

Date:

2nd November 2026

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.

Day 6

 In-Person Training

Date:
Time:

16th November 2026
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.

2027 Masters Series

1

8th February 2027

Masters - Part 1



10am to 2pm

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

2

8th March 2027

Masters- Part 2



10am to 2pm

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

3

12th April 2027

Masters - Part 3



10am to 2pm

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

4

10th May 2027

Masters - Part 4



10am to 2pm

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



In Person
Course

Value: €2,000

Special 50% Discount

€1,000

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.*