

BRAND EDUCATOR APPLICATION

PLEASE NOTE: This form must be opened in Adobe Acrobat Reader 8.0 or higher so your data will be saved



Wella the salon professional division of Coty. Representing Wella, Nioxin, & Sebastian are recruiting talented passionate stylist to share their knowledge and represent our brands. As one of our Brand Educators you will have the opportunity to expand your career and grow your craft by experiencing comprehensive in-depth training of all of our Brands and Collections

Brand educators have the potential to pursue many opportunities including Design Team, Top Artist or the Full Time education network. These people have been seen on national stages representing our company at various events like ABS, New York Fashion Week, Intercoiffure, International Trend Vision, What's Next Awards and various other industry events.

Minimum Requirements:

- Currently work behind the chair as a Licensed Cosmetologist—with 3 years minimum experience working with ALL Wella Brands—including Wella, Sebastian and Nioxin.
- Valid driver's license and reliable vehicle - Ability to travel often and sometimes without advanced notice.
- Able to facilitate 30 classes in a year
- Attend at least 2 National trainings in a year
- Work in a fully branded Wella Salon, including Wella, Sebastian and Nioxin.
- Professionally skilled in all aspects of hair - Coloring, Cutting, and Styling.
- Organized, efficient and flexible.
- Own a computer in good working condition, able to work with PowerPoint, Excel, Email and iOS/Android Apps.
- Have proficient communication and computer skills.
- Strong Social Media presence.
- Best in class presentation skills with the ability to teach and share information to groups of 5 to 50
- Positive, outgoing attitude – desire to motivate and inspire others

Selection Process

- Submit:
- Completed Application
 - Resume
 - 3 portfolio photos of your work
 - Screenshots of hair related social media posts
 - Headshot
 - Letter of Recommendation from your salon owner
 - Copies of certificates for completed advanced programs listed above

By: Date

To: Field Education Manager

Applications will be reviewed by the education team and qualified applicants will be invited to an audition. Details will be provided via the email you provide.



PERSONAL INFORMATION

| | |
|--|--|
| NAME: (as it appears on your driver's license) | |
| NAME you go by: (if different from legal name) | |
| DATE OF BIRTH: (month/day/year) | |
| HOME ADDRESS: | |
| CITY, ST. ZIP: | |
| MAILING ADDRESS: (if different from home) | |
| CITY, ST, ZIP: | |
| HOME PHONE: | |
| CELL PHONE: | |
| WORK PHONE: | |
| EMAIL: | |
| COSMETOLOGY LICENSE # (please scan a copy & attach) | |
| STATE ISSUED & EXPIRATION DATE: | |

SALON / WORK INFORMATION

| | |
|---|--|
| SALON NAME: | |
| SALON ADDRESS: | |
| CITY, ST, ZIP: | |
| BRANDS YOUR SALON CARRIES: | |
| ARE YOU A SALON OWNER: (yes or no) | |
| DAY OF THE WEEK (and times) YOU CURRENTLY WORK IN SALON: | |
| FLUENT IN A LANGUAGE OTHER THAN ENGLISH: (enough to teach a class) | |



On a scale from 1-5 (1 being no known knowledge, 5 being completely proficient) how knowledgeable are you on the following brands? Circle One.

L'Oréal Professional

| | | | | | |
|--------------|---|---|---|---|---|
| COLOR | 1 | 2 | 3 | 4 | 5 |
| CARE/STYLING | 1 | 2 | 3 | 4 | 5 |

Goldwell

| | | | | | |
|--------------|---|---|---|---|---|
| COLOR | 1 | 2 | 3 | 4 | 5 |
| CARE/STYLING | 1 | 2 | 3 | 4 | 5 |

Redken

| | | | | | |
|--------------|---|---|---|---|---|
| COLOR | 1 | 2 | 3 | 4 | 5 |
| CARE/STYLING | 1 | 2 | 3 | 4 | 5 |

Other: (Please Specify)

| | | | | | |
|--------------|---|---|---|---|---|
| COLOR | 1 | 2 | 3 | 4 | 5 |
| CARE/STYLING | 1 | 2 | 3 | 4 | 5 |

BIO INFORMATION

| | |
|---|--|
| What is your education/beauty background and advance training? | |
| Have you ever mentored another individual? | |
| Which competitions , if any, have you entered in the past, what where the results? (Including Trend Vision, What's Next Awards, and other major competitions) | |
| Have you taught for any other manufacturer in the past? | |
| Have you had any published / credited work (Television, Print, etc.)? | |
| Would you consider yourself more comfortable with Cut, Color or Styling? Describe. | |
| Why Wella? Describe to us succinctly, why you've chosen to pursue an opportunity with Wella as a Brand Educator? | |



Please email this application to the appropriate contact based on the state you reside in

| Field Education Manger Territory | | | |
|----------------------------------|--------------|---|--|
| Education Manager | Division | States | EMAIL |
| Leslie Cooke | West | CA, HI, AK, TX, WA, OR, ID, WY, MT, NV, AZ, UT, NM, WA, OR, NV | Leslie_Cooke@cotyinc.com |
| Shane Moreland | Central | IL, MI, OH, IN, KY, TN, WV, MD,DC, VA, NC, SC, CO, KS, MO, NE, OK, ND, SD, WI, MN, IA, LA, MS, FL, AL, GA | Shane_Moreland@cotyinc.com |
| Mary Foxwell | Mid Atlantic | CT, MA, NY, NJ ,RI, NH, VT, ME, DE, PA | mary_foxwell@cotyinc.com |

