



miniKINI COLOUR TRAINING COURSE CONTENT

miniKINI's training course is now available on line at the end of January 2010. Once the fee is paid, a code will be provided to access the Training by way of a DVD and a training manual that can be downloaded. Once completed, all that will be required is an email to teri.baker@minikinicolour.com. You will then be sent a Questionnaire to be completed, all we ask for is a photograph of yourself which we will add to your Certificate of Training. The Certificate is of course accredited by the Guild of Beauty Therapists.

The course is designed to give attendees the knowledge of how the product works, how it can safely be used and applied, and help with the introduction of the treatment into Salons through sales and marketing. As this is a new concept, it is vital that anyone wishing to introduce this treatment to their salon should be properly trained and qualified to do so. Therefore the course is recommended for already qualified Beauty Therapists, Waxing and Advanced Waxing Technicians, or Training Instructors who need to add this skill and knowledge to their training programmes. As this will be a new treatment, it will be necessary to advise your relative Insurance Company. The training course will cover:

THE HISTORY OF miniKINI AND PRODUCT DEVELOPMENT

An overview of how and why the product came to be developed. Fulfilling the gap in the market for a specific product was the brainchild of the company's founder.

PRINCIPLES OF COLOURING HAIR

Qualified Hairdressers being used to the colouring of hair, this will be many Beauty therapists first experience of using hair colouring products in a professional environment, therefore it is vital that they understand the principles of how these products work; in addition to understanding the term "organic".

HEALTH AND SAFETY

Covering the COSHH elements (Control of Substances Hazardous to Health Regulations) within the use of miniKINI products and their use in treatments, in addition to the other associated Health and Safety issues.

PRACTICAL USE

After practical demonstrations and instruction, all attendees will have the opportunity to practice their technique and skill with the use of miniKINI products and procedures.

CONTRAINDICATIONS

Covering the elements of how and why contraindications may occur and how to avoid them.

SALES TECHNIQUES AND VALUE ADDED SALES

How to enlighten customers' and introduce the treatment in Salons. How the use of miniKINI can increase sales opportunities in other areas. Selling with confidence.

MARKETING IDEAS

Promoting customer awareness. Point of Sale material. Simple advertising ideas and techniques.

PRACTICAL AND KNOWLEDGE ASSESSMENTS

Attendees are asked to demonstrate their skill and understanding in the use of miniKINI, by completing a practical assessment and a short knowledge questionnaire.

TRAIN THE TRAINER INFORMATION

Offering Training instructors additional help and information, to implement the colouring process into their current training programmes and course, including session structure suggestions and important elements to cover.

All Training can be accessed on line at www.minikinicolour.com. There will also be the opportunity to purchase miniKINI products for Salon and Training use at discounted rates.

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