

KEVIN.MURPHY



CUT.ME STRAIGHT.EDGE

DEMO



MARCH 25, 2019



**ARTE SALON & SPA
610 Golf Road
Schaumburg, IL 60173**



9:00am - 1:00pm

DESCRIPTION

A fundamental experience with a straight scissor that is inspired by the KEVIN.MURPHY philosophy of cutting hair. Great for a new stylist, anyone craving an update, or anyone that trains salon team members. Learn to renew your skills in body position, projection, and sectioning to strengthen your hair cutting expertise. CUT.ME STRAIGHT.EDGE techniques will expand your proficiency and open your eyes to a new approach in precision cutting. You will learn technical proficiency, parting and sectioning, and understand how natural texture affects the result and movement of hair. Gain exposure to cutting with purpose.

TOOLS NEEDED: PEN + NOTEBOOK

COST: \$150

CEU: 4 HOURS

SKU 86032519

EDUCATOR

ALI BATISTA STYLE.MASTER



With a passion for education and all things 'hair,' Ali joined the KEVIN.MURPHY team in 2009 as a KEY Educator – taking her out from behind the chair and putting her at the forefront of salon education. Ali was quickly promoted to Education Sales Manager, which in turn led Ali to her current role as a KEVIN.MURPHY STYLE.MASTER. She believes that all hairdressers have the opportunity to grow through their craft, and by pursuing new avenues of inspiration and opportunity, they can all succeed. From delivering a quality client experience in salon to working backstage at New York Fashion Week, Ali finds herself constantly in awe of the endless opportunities that not only move her forward in her own career but continue to ignite her passion for hair and educating others. With a genuine ability to connect with her audience, Ali has found joy in sharing her talents with countless stylists across the country, knows that this is what she was meant to be doing, and is loving every moment of her journey with KEVIN.MURPHY.



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