



**DEVACURLS
NEW
EDUCATION
JOURNEY**

DevaCurl

NEW EDUCATION JOURNEY

	STEP 1 CURIOUS	STEP 2 CONFIDENT	STEP 3 INSPIRED		STEP 4 COMMITTED		STEP 5 SPECIALIST		
COURSE NAME	EXPERT CURL CARE	HEART OF CURLS	CUT LIKE A DEVA	COLOR LIKE A DEVA	DEVACUT CERTIFIED	DEVACOLOR CERTIFIED	ART OF TEXTURE: RELEASE THE CURLS	ART OF TEXTURE: MASTER THE WAVES	ART OF TEXTURE: UNLEASH THE COILS
FORMAT	Online Self Guided	Virtual Instructor Led: Look & Learn	Virtual Instructor Led: Hands On	Virtual Instructor Led: Hands On					
CONTENT	Learn all about DevaCurl & DevaCurl Products	Why Deva, Hair Science, Curl Consults & Deva Transformation Service	Cutting & Shaping Principles, Customizing Curly Styles	Color Fundamentals for Curly Hair, Pintura Application	Comprehensive review of DevaCurls Signature Cutting Service	Comprehensive review of DevaCurl Signature Pintura Service	Cut, Cleanse, Hydrate & Style for Curly & Textured Curlies	Cut, Cleanse, Hydrate & Style for Curly & Textured Wavies	Cut, Cleanse, Hydrate & Style for Curly & Textured Coils
COST	Complimentary	Free with LG Intro Purchase or \$195	Virtual - \$500 COMING 2022 In Person - \$695	Virtual - \$500 COMING 2022 In Person - \$695					
PRE-REQ	None	Expert Curl Care	Expert Curl Care Heart of Curls	Expert Curl Care Heart of Curls	Expert Curl Care Heart of Curls Cut Like a Deva	Expert Curl Care Heart of Curls Color Like a Deva			
BADGE + CERTIFICATE	CURIOUS Badge + Certificate of Completion	CONFIDENT Badge + Certificate of Completion	INSPIRED Badge + Certificate of Completion	INSPIRED Badge + Certificate of Completion	CERTIFIED Badge + Certificate of Completion	CERTIFIED Badge + Certificate of Completion	SPECIALIST Badge + Certificate of Completion	SPECIALIST Badge + Certificate of Completion	SPECIALIST Badge + Certificate of Completion

2022

EXPERT CURL CARE

	STEP 1 CURIOUS
COURSE NAME	EXPERT CURL CARE
FORMAT	Online Self Guided
CONTENT	Learn all about DevaCurl & DevaCurl Products
COST	Complimentary
PRE-REQ	None
BADGE + CERTIFICATE	CURIOUS Badge + Certificate of Completion

We are dedicated more than ever to being your go-to expert on the care and style of your clients' waves, curls, and coils. Scientifically-rooted, dermatologist co-developed, and stylist-approved, many of our formulas now have upgraded technology with added benefits to support Curl Flexibility™. Take our free online training —anywhere, anytime — to become an expert on DevaCurl® products and understand all the essentials. We've got you, and you've got this!

This Foundational Course is STEP 1 on the journey jump off. This is a prerequisite for all other course & must be completed prior to STEP 2+

You will receive a Certificate of Completion along with being listed on our Stylist Finder with a CURIOUS Badge

To enroll, log on to devacurlpro.com, sign up for a pro account, go to the user menu, click on COURSE CATALOG, click on EXPERT CURL CARE, click on ENROLL & begin

HEART OF CURLS

	STEP 2 CONFIDENT
COURSE NAME	HEART OF CURLS
FORMAT	Virtual Instructor Led: Look & Learn
CONTENT	Why Deva, Hair Science, Curl Consults & Deva Transformation Service
COST	Free with LG Intro Purchase or \$195
PRE-REQ.	Expert Curl Care
BADGE + CERTIFICATE	CONFIDENT Badge + Certificate of Completion

This introductory class covers everything you didn't learn in beauty school, from our curl philosophy and product portfolio to foundational techniques for our signature transformation service. But, just as transformations don't happen overnight, building a salon experience doesn't start with a "squish" and end with a "scrunch." Discover the DevaCurl® approach to conversation, consultation, and other business-building tips for success as you get started on your DevaCurl® Journey — trust us, it's one you'll never forget. You will learn how to properly prescribe the best regimen for every client's unique curls and explore the business of curls and how it can drive your ability to earn incremental income that will help you have a successful DevaCurl® Journey

This Introductory Course is STEP 2 of the DevaCurl Education journey. EXPERT CURL CARE must be completed before enrolling in HEART OF CURLS

You will receive a Certificate of Completion along with a CONFIDENT badge added to your Stylist Finder profile

CUT LIKE A DEVA

STEP 3 INSPIRED	
COURSE NAME	CUT LIKE A DEVA
FORMAT	Virtual Instructor Led: Hands On
CONTENT	Cutting & Shaping Principles, Customizing Curly Styles
COST	Virtual - \$500 In Person - \$695
PRE-REQ.	Expert Curl Care Heart of Curls
BADGE + CERTIFICATE	INSPIRED Badge + Certificate of Completion

There are many ways to cut hair. In this class, learn DevaCurl's approach to the fundamentals of cutting and shaping that will guide you to a customized cut for every client and can be incorporated into any design. This hands-on workshop (you'll showcase your new cutting technique on mannequins) is the perfect blend of technical and intuitive processes to help bring out your fundamentals as well as your artistic talent. When paired with the foundational understanding of product application the DevaCurl® way, the whole package can set you and your clients up for success.

Journey STEP 3 is choosing your artistry path whether its Cut, Color or Both. This fundamental course is a prerequisite for CERTIFICATION. EXPERT CURL CARE & HEART OF CURLS must be completed prior to enrolling

You will receive a Certificate of Completion along with an INSPIRED badge added to your Stylist Finder profile

COLOR LIKE A DEVA

	STEP 4 INSPIRED
COURSE NAME	COLOR LIKE A DEVA
FORMAT	Virtual Instructor Led: Hands On
CONTENT	Color Fundamentals for Curly Hair, Pintura Application
COST	Virtual - \$500 In Person - \$695
PRE-REQ.	Expert Curl Care Heart of Curls
BADGE + CERTIFICATE	INSPIRED Badge + Certificate of Completion

Unleash the artist within you as you create multi-dimensional highlighted masterpieces. This innovative, no-foil technique lets you create unique and customized highlights and lowlights with precision and originality. Whether you're left or right-handed, our customizable approach using the Pintura Comb-brush will provide a hands-on experience with complete artistic and technical control of color placement for each of your clients and their one-of-a-kind curl crown

Journey STEP 3 is choosing your artistry path whether its Cut, Color or Both. This fundamental course is a prerequisite for CERTIFICATION. EXPERT CURL CARE & HEART OF CURLS must be completed prior to enrolling

You will receive a Certificate of Completion along with an INSPIRED badge added to your Stylist Finder profile

COMING 2022

	STEP 4 COMMITTED		STEP 5 SPECIALIST		
COURSE NAME	DEVACUT CERTIFIED	DEVACOLOR CERTIFIED	ART OF TEXTURE: RELEASE THE CURLS	ART OF TEXTURE: MASTER THE WAVES	ART OF TEXTURE: UNLEASH THE COILS
FORMAT					
CONTENT	Comprehensive review of DevaCurls Signature Cutting Service	Comprehensive review of DevaCurls Signature Pintura Service	Cut, Cleanse, Hydrate & Style for Curly & Textured Curlies	Cut, Cleanse, Hydrate & Style for Curly & Textured Wavies	Cut, Cleanse, Hydrate & Style for Curly & Textured Coils
COST					
PRE-REQ.	Cut Like a Deva or Color Like a Deva	Cut Like a Deva or Color Like a Deva			
BADGE + CERTIFICATE	CERTIFIED Badge + Certificate of Completion	CERTIFIED Badge + Certificate of Completion	SPECIALIST Badge + Certificate of Completion	SPECIALIST Badge + Certificate of Completion	SPECIALIST Badge + Certificate of Completion

- **NY ACADEMY RE-OPENING**
- **IN PERSON EDUCATION OPTIONS**
- **CERTIFICATION & SPECIALTY OFFERINGS**



EDUCATION UPDATES

AS OF JULY 29 2021

Visit DEVACURLPRO.COM/US for updated Education Offerings, Class Descriptors, Costs & Registration Info. Class dates will be posted August 18th & classes will begin in September. All classes will remain virtual through EOY

Our NYC Academy will stay closed through 2021, we plan to reopen 1H22

Please note the PRE-REQUIREMENTS of each class. A stylist must complete requirements before registering, the class will not allow registration until requirement(s) are completed. Kindly encourage stylists who are wanting to take the Education Journey with us to start by completing Expert Curl Care, which is one of the pre-requisites to ALL classes. The online, self-guided 60-minute module can be found at DevaCurlPro.com

Stylist Finder Badging: Upon successful completion of each class, a stylist will receive a CERTIFICATE OF COMPLETION along with a NEW BADGE for their Stylist Finder Profile. Badges will be added to their profile within 14 days after the class

Please note the difference between a DevaCurl CERTIFICATE Course & DevaCurl CERTIFICATION. Expert Curl Care, Heart of Curls, Cut Like a Deva & Color Like a Deva are all CERTIFICATE courses, a stylist is considered a 'DevaCurl Inspired Stylist' upon successful completion. CERTIFICATION, Deva Cut Certified & Deva Color Certified, will be offered in 2022 & upon successful completion a stylist is considered a 'DevaCurl Certified Stylist'

Along with Certification, our Art of Texture Specialty Courses will also be offered in the new year

Package Intro Education: The Large FLAUNT YOUR FLEX Intro offer comes with a Heart of Curls class. For class redemption, the salon must fill out the request link that was issued on their 'Welcome Letter' within their Merch Kit.

Check out DevaCurlPro.com for Marketing Material, Product & Sales Info, Education Offerings & MUCH MORE!

Got QUESTIONS? We've got ANSWERS!

For Virtual & In Person Class Questions – Contact us at FieldEducation@DevaCurl.com

For NYC Academy Questions – Contact us at AcademyEdu@Devacurl.com

For Stylist Finder Inquires & Updates – Contact us at StylistFinder@DevaCurl.com

JOIN THE CURLY CONVERSATION

Instagram: @DevaCurlPro

Facebook: The Curl Room: DevaCurl's Professional Stylist Online Community

YouTube: DevaCurl Professional

Twitter: @DevaCurl Pinterest

Tik Tok: DevaCurl

