

Up to date Brand Training for Beauty and Hair Professionals



## HELIA-D SALON SUPPLIES COMPANY PROFILE

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Helia-D International is one of the largest distributors of Beauty and Hair products and has been distributing to the Beauty Industry for 26 years and specialises in depilatory waxes. Melinda Hazafi-van der Walt, the Director, is the creator of Supernova & Melinda waxes that is distributed in South Africa & Africa. Helia-D International manufactures & distributes depilatory waxes, beauty and hair salon furniture and equipment, disposable products and consumables to beauty schools and beauty & hair salons.

## THE BRAND TRAINING WORKSHOP CENTRE

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Helia-D is LAUNCHED the **Brand Training Workshop Centre in 2019** that includes comprehensive training for preferred prestigious salon brands.

The **objective of this training centre** is to train and upskill beauty therapists currently working in beauty and hair industry, in new released by brands and be trained by qualified professionals as part of short courses.

Helia-D Salon Supplies identified therapists in the salons as having limited resources for product training and brand houses want to offer expert training to salons.

With this challenge in mind, Helia-D Salon Supplies launched The Brand Workshop Training Centre has a show room to view the brand offerings and a training centre that can accommodates salon therapists.

Salons should send all their therapists for training on new brand products & development for about 1-2 days allowing the upskilling of new treatments on the market.

**Gauteng salons have the following Brands to therapists include:**

- Supernova & Melinda waxes Beginners & Advanced Masterclass
  - Refectocil Beginners & Advanced
  - The Lash Company- Eyelash extensions
  - Microblading & Permanent makeup classes Beginners & Advanced
  - Creative Glamour Advanced
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- Training @Helia-D Salon Supplies as the Brand Training Workshop Centre
  - Approved brand **full-time trainer** & Qualified Beauty Therapist for courses
  - **In-house brand training manuals**, training products within reason to support the training as we would like the salons to purchase kits during/after the training is completed.
  - **Brand Workshop course requirements** i.e. brand assessments / tests / checklists to confirm therapist's competency
  - **Brand Certification** is provided on the successful completion of the course
  - **Marketing material** that include brochures, samples and information packs
  - **Salons will be featured weekly and tagged on Social media- Facebook, Instagram, Twitter and Facebook groups.**

**BRAND WORKSHOP CALENDAR**

Day	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Brand Training Workshop Showroom includes Furniture &amp; equipment for Hair &amp; Beauty</b>	<b>Waxing</b> <ul style="list-style-type: none"> <li>• Supernova &amp; Melinda Product Training</li> <li>• Master Class</li> <li>• Beginners Class</li> </ul>	<b>Eyelash &amp; Eyebrow Tinting, Lifting, Curling &amp; Perming</b> <ul style="list-style-type: none"> <li>• Refectocil</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Eyelash Extensions Classic, Volume &amp; Conversion courses</b></li> <li>• The Lash Company</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Eyelash Extensions Classic, Volume</b></li> <li>• The Lash Company</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Creative Glamour – Make-up</b></li> </ul>