

# SALON SERVICES



## BECOMING AN EDUCATOR

In love with Davines and want to share your passion... what's your next step?

As a Davines educator you have the opportunity to share your passion and knowledge with a global community of stylists. Through this path you will immerse yourself with product families, color and color techniques that will keep you inspired!

### TRAITS OF A SUCCESSFUL EDUCATOR

What are we looking for?

- Actively work in a Salon carrying 80% Davines products and 100% Davines color.
- Embrace the Davines brand and values.
- Possess strong technical skills with an artistic flair.
- Be a credible, authentic presenter with professional hair and wardrobe.
- Maintain a professional social media presence.
- Have at least 3 years of experience as a colorist.

### VIDEO SUBMISSION GUIDELINES

In a 3-5 minute video we would like you to cover the following:

- Introduce yourself, salon, location and distributor.
- Include how long you have been in the industry and with Davines.
- Explain why you would like to become a Davines educator?
- Discuss what sustainability means to you?
- Include any other things about yourself you think we would find interesting.
- Show salon environment and representation of Davines product displays and color.

### START YOUR JOURNEY TODAY

- Login into your account at [davinespro.com](https://davinespro.com)
- Hover over Education on the menu bar
- Click on "Becoming A Davines Color Educator"