



ERGO Styling Tools
Education Curriculum



INTRO TO ERGO

OUR STORY

Since 1994, ERGO Styling Tools has been considered the first stop for stylists, salons and hair care companies seeking leading edge hairstyling tools for creating the most beautiful and creative hair designs.

Founded by industry leader & mentor Robert Reed, ERGO Styling Tools has been committed to one thing since the very beginning: delivering perfectly ergonomic hair styling tools that meet the quality standards of even the most discerning hairdresser. Decades later, professionals and their salon clients around the world create beautiful hair with less damage, more shine, less frizz and even hair color that lasts longer!

Committed to the professional, ERGO™ products are only available through authorized salons and academies.

ERGO EDUCATION ARTISTIC TEAM

We take great pride in our ERGO Styling Tools team as they are the voice and heartbeat behind our philosophy, education and innovative tools that are created by stylists for stylists. Their talent and passion are the inspiration that we search for as we expand our ERGO™ family.



ERGO EDUCATION



“As you might imagine, over the course of four decades, I have visited many of the most successful salons around the world. Every successful stylist and salon owner can attribute their success to various disciplines that they have learned and applied. In fact, it is these very disciplines that deliver consistent and excellent results.

The ERGO education curriculum has been developed to introduce new thinking, methods and techniques that deliver easier, faster and longer lasting finishing results while protecting the stylist’s body from the challenges of our profession. Delivered through hands-on experiences within your salon, these trainings will change the way every stylist sees and provides their finishing services forever.”

Robert Reed
ERGO Styling Tools
Founder

A stylized, handwritten signature of Robert Reed in black ink.



“If you love to create stunning haircuts, amazing color, change texture or a combination of them all, it always comes down to the finish. I have been fortunate to educate, travel and do hair all over the world and it’s always the art of the finish that hairdressers and clients alike really want to discuss.

Our goal as an education team is to share information with fellow hairdressers so that they can be faster, make finishing easier, more rewarding and have fun while we are doing it.

It’s an honor to work with such a talented team that loves the craftsmanship of hair.”

Shannon King
ERGO Styling Tools
Education and Artistic Director

A stylized, handwritten signature of Shannon King in black ink.

THE ART OF THE BLOW DRY™



A LEARNING EXPERIENCE FIVE YEARS IN THE MAKING

It took our team over five years to develop the ergonomically perfect way to finish clients and fashion it into a powerful in-salon curriculum that is designed to break bad habits, inspire greater artistry and leverage the unique ergonomic design of ERGO™ brushes to create blowouts that last.

Blow-drying is the single most physically demanding aspect of hairdressing as well as the last memory of the client visit within the salon. Most blow-drying is taught through demonstration and therefore is viewed differently by each stylist, in most cases resulting in slightly different results. It is difficult to build a business based upon excellence if there are different results. Our curriculum has been designed to allow a blow dry to be easier, more fun and ultimately more rewarding.

Our educational program has been implemented at leading salons such as Van Michael, Maximum FX, Gordon Salons, Avalon, Center Salons, Jyl Craven Hair Design, MUSE, Yellow Strawberry Global and many more. *The Art of the Blow Dry* has been embraced by veteran and new stylists alike, renewing their focus and enjoyment in what previously has been a “hurry up and finish” aspect of the client experience.

WHAT YOU WILL LEARN

- **Everything you need and want to know about blow-drying. From consultation, hair type assessment, tool selection, product selection and the technical approach to a perfect finish.**
- **Insights and methods to provide an easier, more efficient and longer lasting blow-dry.**
- **The dialogue to ensure clients have the knowledge and confidence to use the right products and tools to recreate their styles at home.**

For tuition details please contact us at:

ROBERT@ASKERGO.COM | 818-489-7681

3½ Hours

DURATION

10 Minimum

NUMBER OF STYLISTS

THE ART OF THE BLOW DRY 2.0™



With all of today's finishing concepts and trendy looks, hairdressers need to feel confident in their finish work and be able to accomplish new finishes to go with the trend-inspired haircuts and colors that clients ask for.

This continuation class can only be taken after the 1st *The Art of the Blow Dry* class has been completed. Our goal is to expand your knowledge of the latest beauty styling and blowout techniques utilizing ERGO Styling Tools.

Whether you are new to the industry or a life long professional, this program will inspire, fine-tune and take your blow-drying skills to the next level.

WHAT YOU WILL LEARN

- **Advanced blowout techniques and hot tool finishing techniques.**
- **The importance of understanding sub-sectioning and how to create and recreate any hairstyle with success!**
- **Stylists are inspired to engage in a new level of proven dialogue with their clients to ensure at home competency and confidence for recreating their style.**

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3½ Hours

DURATION

10 Minimum

NUMBER OF STYLISTS

THE ART OF THE BIG FINISH™



Lets truly go BIG with our finishing in *The Art of the Big Finish* as we explore all of the tools ERGO Styling Tools has to offer. Learn to master heat and to manipulate hair to take on any shape and texture imagined with ease.

Our goal is to deliver a system of techniques that will maximize finishing results to create a “Big Finish” behind the chair, giving our clients the versatility and style they desire—while giving them and ourselves the confidence and know-how to recreate our looks again and again with our direction and professional dialogue.

IRON CHOICES

ERF100 Flat & Smoothing Iron
ERM100 Mini-Crimping Iron

WHAT YOU WILL LEARN

- **The theory of how smoothing and texturizing/ volumizing irons work. Including selecting the proper heat settings, proper positioning and the rate of iron movement through the hair.**
- **In this program you will master new techniques for creating body, movement, radiant shine while showcasing your beautiful color work.**
- **Creating interesting new textures and fabrics in the hair with ERGO Styling Tools without damaging the hair fiber.**

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3½ Hours

DURATION

10 Minimum

NUMBER OF STYLISTS

THE ART OF THE HOT RAZOR™



How many times have you heard that you can't cut dry hair with a razor? We are going to bust that myth with this versatile tool! Join ERGO™ while we work with one of the most innovative tools in our industry that has been inspired by a surgical electric scalpel. We examine the benefits and clean lines achieved when working with this ergonomic tool that makes carving, blending and texturizing a breeze.

The Art of the Hot Razor educational program delivers new approaches and techniques to provide stylists with an easier, more efficient and creative way of cutting, blending, and sculpting hair with the Hot Razor.

WHAT YOU WILL LEARN

- **Learn everything from how to correctly hold the Hot Razor to creating space, texture and freedom in the cut and style.**
- **Various cutting techniques for creating shapes, releasing weight and bulk in the hair and also how to approach removing split ends. We will also show you that the Hot Razor is invaluable while texturizing, shaping and removing weight on human hair extensions while avoiding frizzies and split ends.**
- **You will practice and perfect how to use the Hot Razor on wet and dry hair without compromising the hair's integrity.**

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3½ Hours

DURATION

10 Minimum

NUMBER OF STYLISTS

WHERE CAN WE ATTEND?

WE come to YOU! Our in-salon hands on workshops are designed to complement how your team works every day. What better way to do so than to bring a hands-on experience with phenomenal educators right to your salon.

HOW DO WE BOOK IT?

To host an ERGO™ education class in your salon or to learn more please contact Robert Reed at robert@askergo.com or (818) 489-7681

Salon owners across the country have reported how re-energized their team is after our classes, with incredible boosts in productivity AND new profits from styling tools. But don't take our word for it...check out the rave testimonials we have received:

“ We needed to strengthen our blow-dry education, focusing more on the finish and other aspects of the service. *The Art of the Blow Dry* was the best class the team had ever taken and many wanted it to be even longer! The class had an immediate positive impact on both our staff and their clients. In the 45 days post-class, clients purchased over 300 ERGO brushes. That's nearly \$12,000 in new retail sales!! ”

Susan Dykstra
CEO, Van Michael Salon

“ Following *The Art of the Blow Dry* and with the ERGO Stylist Rewards Program in effect, our ERGO sales for a two month period totaled \$11,683. Our other hair care sales increased over \$4800 for the 1st month and nearly \$2900 the next. The percentage of guests who take home hair care normally average 34%. But after *The Art of the Blow Dry* and the introduction of 'The Conversation', the ERGO stylist to guest dialogues, our sales reached 38%!!! ”

Brett Pierce
CEO, The Masters

“ I have rheumatoid arthritis, one of the worst forms of arthritis you can have. It makes it very difficult when you've been doing a lot of finish work to perform a blow dry service without being in excruciating pain. This class and these brushes have literally saved my life. Now I can do hair 20 years longer than I thought I would be able to. The whole process of finishing is much easier... I don't work harder, I work stronger. ”

Jamie Bowman
Hairstylist, Special FX Salon & Spa