

2025 ACADEMY PROGRAM

KEUNE

KEUNE X: TOTAL EFFECT

Creative cut. Strategic color. One complete vision.

In a world where trends evolve fast and clients expect more, it's not enough to be good at either cut or color—true artistry comes from understanding how the two work together in harmony.

KEUNE X: TOTAL EFFECT is a two-day creative immersion designed to help you reframe your approach to both cutting and coloring. This is where precision meets artistry—where formulation fuels design, and every choice you make behind the chair contributes to a beautifully balanced, head-turning end result. If you're ready to break out of autopilot, sharpen your creative edge, and level up your technical execution, this experience was made for you.

Why attend?

Because the best work doesn't just happen—it's crafted. This program is your chance to refresh your skills, spark your creativity, and master the art of building looks that are as intentional as they are beautiful.

Here's what you'll master:

- Crafting Two Complete Looks (Cut + Color)
- Formulation Mastery & Product Pairing
- Immediate Implementation Tips & Creative Hacks
- Mindset Meets Methodology

September 7-8

- ▶ Featuring: **James Helton & Kara Kalamatas**
- ▶ Location: **Scottsdale, AZ**
- ▶ Time: **9:00am-5:00pm MST**



Scan QR code to reserve your tickets today!

Keune Rewards can be used to purchase Academy Tickets, 124Go Business Programs, In-salon Programs, and Special Events at KeuneRewardsNA.com.