

2026 ACADEMY PROGRAM

RED REVIVAL

October 4-5, 2026 • 9am-5pm

ARTISTS

Courtney Von Berg & Alicia Orabella

LOCATION

Ohana Salon, Scottsdale, AZ

PRICING*

\$750 USD/CAN or, 750 Keune Rewards

Reds demand respect. They're bold, fiery, and unforgettable—but they can also be the trickiest tones to master. Red Revival is a two-day Keune Academy experience built for stylists who want to embrace the challenge, deepen their artistry, and make all shades of RED their signature.

Day 1, you'll uncover the Red Rules—the science of pigment, fade patterns, and tone blending. Watch live demos of a copper transformation with underpainting for depth and a natural red enhancement that restores vibrancy. You'll also learn corrective strategies for “red gone wrong” and how to re-pigment with confidence.

Day 2, it's your turn to paint with purpose. Working on mannequins, you'll craft your own formulas and application maps, exploring pre-fill diagnosis and application, root control, and fade-shield glossing. Trainers will guide you to create reds with dimension, longevity, and story. The day closes with photography tips to capture red in its truest form—perfect for building your portfolio and client trust.

Why You Should Attend:

- Learn the science of red pigment & fade longevity
- Watch live demos of copper transformations & natural enhancements
- Gain correction strategies for “red gone wrong”
- Formulate & apply custom reds in hands-on mannequin work
- Explore glossing techniques, fade shields, and red photography

Walk away with fresh strategies, proven systems, and the confidence to deliver reds that make a statement. You're not just coloring hair—you're reviving the fire.

Keune Welcome Lounge**

Connect • Share • Belong

Arriving early? Join us for an optional evening gathering designed to ease into your Academy experience. The Keune Welcome Lounge takes place on the arrival evening—before the event officially begins—and offers a relaxed space to unwind, meet fellow attendees, and share your “Why Keune” story at our interactive Story Wall. Enjoy light bites, signature Keune cocktails, and a chance to connect in true Keune Family style.

*Price is for admission ticket; does not include the travel package costs. **Official location and times will be included in your Academy Event invitation.



Scan or click 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.