

Knotty Boy DreadStuff proudly presents...

Knotty Boy Loctician Training & Education Level 1

The Dreadquarters

Vancouver, BC, Canada

March 25-27, 2012

Knotty Boy Dreadstuff invites you to join us in beautiful Vancouver, Canada for the next Knotty Boy Loctician Training & Education, Level 1, open to anyone with a professional interest in learning how to lock like we do!

For over ten years, Knotty Boy professionals have established themselves as the most respected stylists in this unique industry. Now Knotty Boy is offering students the opportunity to learn to start, maintain, repair and modify locks like we do, and become a part of the Knotty Boy family as an **official Knotty Boy Affiliate Loctician**.

An **intensive two-day** curriculum taught by Knotty Boy Stylist Educators trains students in everything needed for professional Knotty Boy Method **Dreadlock Creation and Ongoing Maintenance**, as well as **Dreadlock Repair, Extension and Modification**. Knotty Boy Product education is also covered. Official Knotty Boy Certificates of Completion are awarded at the end of Day 2.

An **optional third day** is offered for additional one-on-one practice with Stylist Educators, as well as a **Business Mentoring Q & A session** discussing the basics of starting and maintaining a dreadlock styling business for students wishing to further increase confidence in new skills and future ventures.

Costs

2 Day Course – incl. 16 hours of training + materials (\$125 value)
\$1600.00

3 Day Course – incl. 22 hours of training + materials (\$125 value)
\$1900.00

Group discount available for bookings of 3 spots or more.

Early Bird Offer

**Reserve By February 15, 2011 and Receive Materials FREE
(\$125 Discount)**

Class size is up to eight students and seats are limited, so reserve your spot first!

Course Outline

Day 1 (approx. 8 hrs)

Welcome and Overview

Virgin/Natural Dreadlock Creation + Related Product Education

- client consultation and prep
- hair sectioning techniques
- root tying
- dreadlock creation techniques, with and without wax
- blunted and tapered lock-end creation
- client after-care education

Basic Dreadlock Maintenance + Related Product Education

- separating and re-sectioning locks
- loose hair relocking techniques
- client after-care education

Day 2 (approx. 8 hrs)

Dreadlock Repair, Modification + Related Product Education

- damage assessment and problem solving
- lock imperfection repair techniques
- re-configuring and modifying odd lock sections
- strengthening, lengthening and reattaching broken locks

Dreadlock Extenders

- client consultation and prep, ie. colour and texture matching
- adding length to new and mature natural locks
- client after-care education

Graduation & Certificates Awarded

Optional Day 3 (approx. 6 hrs)

Review and Practice

- techniques reviewed

- guided one-on-one practice with Stylist Educators
- additional tips, tricks and technique Q&A

Business Mentoring

- basics of starting and managing a dreadlock styling business
- Q&A with Adrianna Hepper, owner of Knotty Boy DreadStuff and Knotty Boy Dreadstuff

About Knotty Boy Loctician Affiliation

Knotty Boy Loctician Affiliation offers students the unique opportunity to fast-forward their business exposure and industry creditability by joining forces with the Knotty Boy family. Affiliation is granted only upon completion of Knotty Boy Loctician Training Level 1 and once Knotty Boy Stylist Educators are satisfied the student will uphold Knotty Boy standards of excellence going forward.

Benefits of Knotty Boy Loctician Affiliation

- priority listing on Knotty Boy Salon Locator page at www.knottyboy.com (receiving over 4000 monthly searches in US alone)
- ongoing support from Knotty Boy Stylists Educators via email and phone
- monthly features on Knotty Boy social media sites, ie. Myspace, Facebook, Twitter, etc.
- increased visibility, credibility and professional status by way of official endorsement by Knotty Boy DreadStuff, the longest running, most respected Dreadlock Care provider in the industry

Knotty Boy Stylist Affiliation Requirements

- Stylist must become an official Retailer of the Knotty Boy DreadStuff product line. The **Knotty Boy Product Intro Offer** provides new Retailers with a starter selection of recommended products for dreadlock care at a \$40 discount.
- Stylist must meet a yearly product order minimum of \$300 (\$75/quarter) or submit a nominal affiliation fee of \$250/year to maintain Knotty Boy Stylist Affiliate status.

Important Course-Booking Details

- 50% deposit is required to reserve spot, **refundable until February 12, 2012**, non-refundable after that date. Balance is due at Registration on first day of training. Cash, Canadian Money Order and Mastercard/Visa accepted - no cheques.
- We would ask that those reserving spots **wait to book flights and accommodations until after February 13, 2012**. A list of transportation, accommodation, local amenities and border-crossing recommendations are sent to all students upon registration to make your stay as easy as possible.
- Knotty Boy techniques are glue and chemical-free, therefore a Hairstyling License is not mandatory but highly recommend.
- Knotty Boy DreadStuff has the right to refuse anyone not qualified to participate in Knotty Boy Stylist Education, and anyone whose interests conflict with Knotty Boy DreadStuff and their associates. **Residents of southern British Columbia, the Greater Toronto Area, and northern Washington State are not eligible to participate in Knotty Boy Education.**
- Completion of Knotty Boy Educational Courses does NOT equal or supersede Provincial/State hair styling licensing regulations.

If you are serious about making dreadlock creation and care your profession, or simply want to add it to your current repertoire, don't miss this chance to **be one of the few to learn how to form, fix and revolutionize dreadlocks!**

Email dreaducation@knottyboy.com or call 1-877-4-KNOTTY (456-6889) for more info and to register.
www.knottyboy.com/salon/stylist_training

"When I found out that there was a course to further (my locking skills) and be in a room full of like-minded artists, I jumped at the opportunity... Being a part of the course and having the curriculum that we did engaged my senses for future challenges. I'm looking forward to doing more classes with Knotty Boy."

Meshelle Melone - Detroit, Michigan
 Freelance Stylist and Knotty Boy Loctician Education Graduate