

# Energizing Summit Class Outline

## ***DIMENSIONAL MASTERY***

*Doug Martucci, ABCH*



### ***1. What is Dimensional Mastery?***

- a) Who is your audience for Dimensional Mastery?*
- b) How haircoloring is changing.*
- c) What constitutes Dimensional Mastery*

### ***2. Changing your clients haircoloring:***

- a) Haircolor and cash flow.*
- b) Changing your clients to new concepts.*
- c) Demands of haircoloring.*
- d) Natural looking is better.*

### ***3. Application techniques:***

- a) Application pattern.*
- b) Application around the face.*
- c) The use of the various patterns.*

### ***4. Maintaining a Dimensional Client:***

- a) How often to retouch.*
- b) Keeping in control.*
- c) Demand can be great.*
- d) Education is a must.*

*Doug Martucci is very talented haircolorist and salon owner. He spends a great deal of time on the road teaching haircolor for the Paul Mitchell Company. He is a great believer in creating looks with haircolor. This energetic young man will have you on the edge of your seat. Having the opportunity to duplicate these looks on your assigned mannequin will be exciting as well as fulfilling. His teaching experience and passion for haircoloring makes Doug the type of educator that makes you want to come back for more.*