



NEWSLETTER

~ JUNE 2026 ~

Welcome to our June edition of the Newsletter!



Sascha Hirtsgaard
President

Dear Friends of Fondation Guillaume,

As summer settles in, I am delighted to welcome you to a new edition of our Fondation Guillaume newsletter. As our community continues to grow across borders, this season reminds us of the importance of learning, sharing experiences, and creating opportunities for the next generation of hairdressers to flourish.

In this edition, we are pleased to bring you a first look at the **Junior Forum Seminar 2026**, which will take place in Paris alongside the annual Intercoiffure Mondial event. This unique gathering promises to be an unforgettable opportunity for our juniors to learn, connect, and experience the international spirit of our profession.

We are also proud to shine a light on one of our longstanding partners, **L'Oréal**, whose commitment to education, innovation, and the development of young talent continues to inspire our industry. Through a presentation of the company and some of its initiatives dedicated to emerging professionals, we recognize the important role that strong partnerships play in helping young hairdressers build their future. In addition, we have the pleasure of sharing an **interview** with a leading education expert from the DACH region, offering valuable insights into the evolving world of professional training and career development.

As the warmer months invite us outdoors, we are excited to release a new **online seminar** dedicated to **curl** styling. With beach days, summer events, and natural textures taking center stage, there could not be a better moment to explore techniques that celebrate movement, volume, and beautiful curls.

This is only the beginning as in a later edition, we will use the same technique to produce a different hairstyle, proving that one solid foundation can inspire endless creativity.

Thank you for your continued support, enthusiasm, and commitment to our global community. I wish you an inspiring read and a wonderful start to the summer season.

With my warmest regards.
Sascha Hirtsgaard

#2026

JUNE

THE JUNIOR FORUM SEMINAR

MORE THAN A PRIZE, A LIFE EXPERIENCE

COUNT DOWN TO PARIS

Winning the Fondation Guillaume World Photo Competition is about much more than earning a place among the ten Super Stars selected by our international jury.

Each year, the competition opens the door to one of the most anticipated experiences offered by Fondation Guillaume: the Junior Forum Seminar.

Organized alongside the annual Intercoiffure event, the seminar brings together the competition winners for an immersive international experience designed to inspire, challenge, and connect the next generation of hair artists.

This year's edition will take place in Paris from September 10th to September 14th, placing our ten Super Stars at the heart of one of the most important gatherings in the Intercoiffure calendar.

REMINDER - Junior Forum Seminar 2026

Dates: Sept. 10th to Sept. 14th 2026

Place: Paris, France

Do not miss our live interventions and follow us now



Follow us



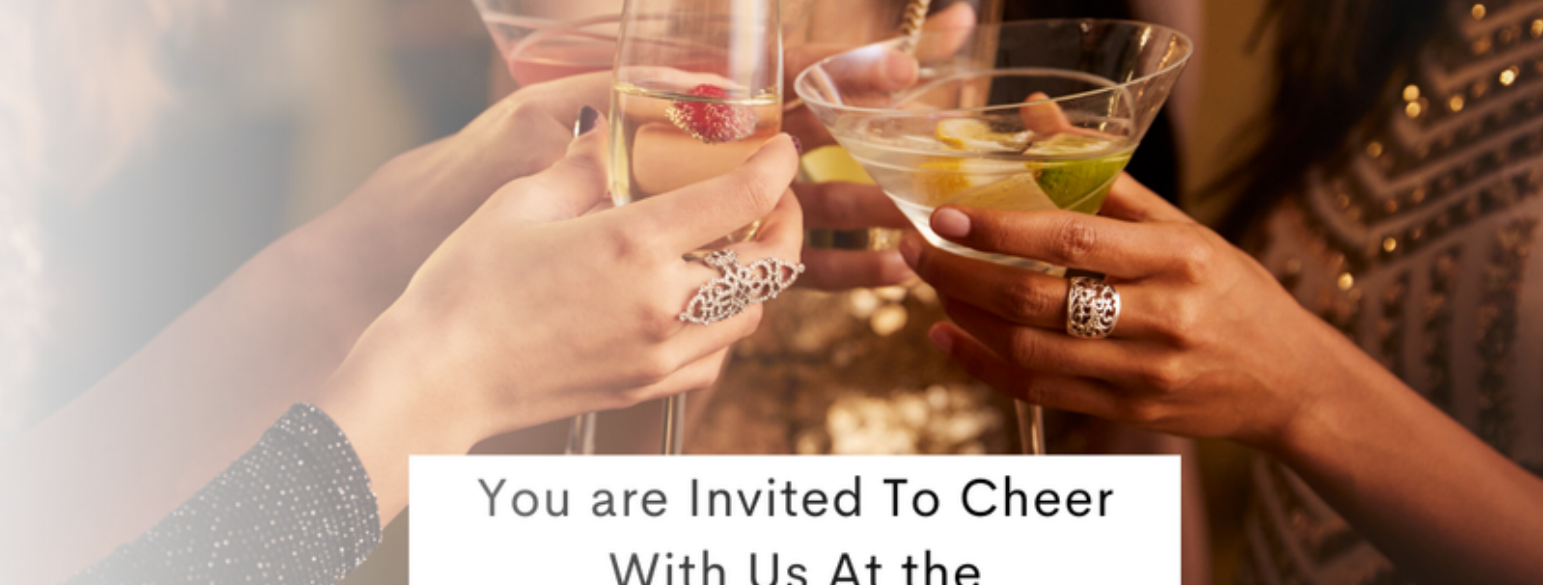
A Week Designed for Young Talent

The Junior Forum Seminar is not a conventional educational programme. It is a carefully curated experience combining professional development, international networking, cultural discovery, and personal growth.

Throughout the week, participants will attend educational sessions, exchange ideas with fellow young hairdressers from around the world, meet industry leaders, and gain insights that cannot be learned in a classroom.

At the same time, they will discover Paris - one of the world's capitals of fashion, creativity, and beauty - through activities designed to stimulate inspiration and encourage new perspectives.

The objective is simple: to help young professionals broaden their horizons, strengthen their confidence, and realize that their ambitions can reach far beyond the walls of their own salons.



You are Invited To Cheer
With Us At the



KISSING PARTY



Thursday, September 10th, 2026
At 7:30pm

FG'S Traditional Welcome Evening

One of the most cherished traditions of Fondation Guillaume takes place on the very first evening.

On September 10th, FG Guests will gather at the Intercoiffure Mondial House of Nations for the famous **Fondation Guillaume Kissing Party**.

Friends of Fondation Guillaume from all corners of the globe come together under one roof for a unique evening of connection, reunion, and celebration. Part welcome reception and part international **Meet & Greet**, the evening marks the beginning of the Fondation Guillaume festivities and creates an atmosphere unlike any other.

And yes - we won't deny it - some participants may even leave with a few **kisses!**

More importantly, it is often the moment when the winners truly realize that they have become part of something much larger than a competition.

Surrounded by members, leaders, alumni, and friends of Fondation Guillaume, they discover an international family united by creativity, friendship, and a passion for hairdressing. For many juniors, this evening stays one of their strongest memories of the entire week.



SEPT. 10 - 7.30PM

Access upon invitation E-card

VENUE

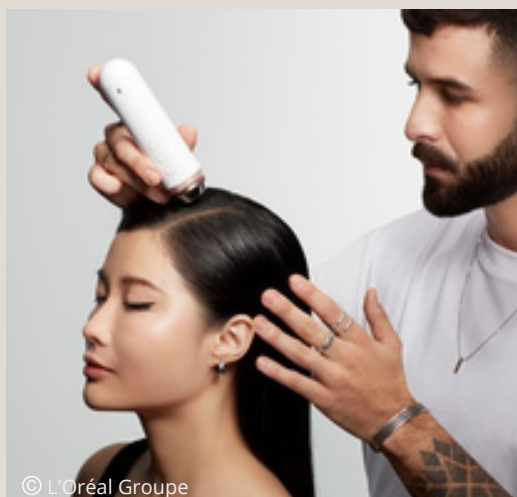
Intercoiffure House of Nations
249, rue St-Martin
75003 - Paris, France



EDUCATION & TRAINING WITH PURPOSE



Developing the Next Generation of Hairdressers



© L'Oréal Groupe

For more than a century, **L'Oréal Groupe** has played a major role in the professional hairdressing industry. Through its Professional Products Division and brands such as L'Oréal Professionnel Paris, the group has continuously invested in education, innovation and professional excellence to support hairdressers throughout their careers.

At the heart of L'Oréal's philosophy lies a clear conviction: **the future of the profession depends on the quality of its education.** Beyond developing professional products, the company has built a global ecosystem of academies, digital learning platforms and talent development programmes designed to help stylists acquire technical expertise, creative confidence and entrepreneurial skills.



One example is the global education ecosystem offered by L'Oréal Professionnel, which combines **hands-on training in academies with digital learning accessible 24/7 through the ACCESS education platform**, allowing professionals to develop technical skills in cutting, colouring, styling and salon management at every stage of their career.

ID.ARTIST

ANOTHER INITIATIVE DEDICATED
TO NURTURING YOUNG TALENT

The **ID Artist Programme** is a development programme designed for promising hairdressers who wish to refine their craft and become future educators and ambassadors of the profession. Participants receive advanced training in colour, cutting techniques, session styling and presentation skills while gaining exposure to new product innovations and industry trends.



L'ORÉAL'S COMMITMENT TO EDUCATION EXTENDS BEYOND THE SALON ENVIRONMENT.



With initiatives such as the **Real Campus in Paris**, L'Oréal launched a unique bachelor's degree combining hairdressing expertise with entrepreneurship, digital skills and business development, reflecting the evolving role of the modern hairdresser as both artist and entrepreneur.

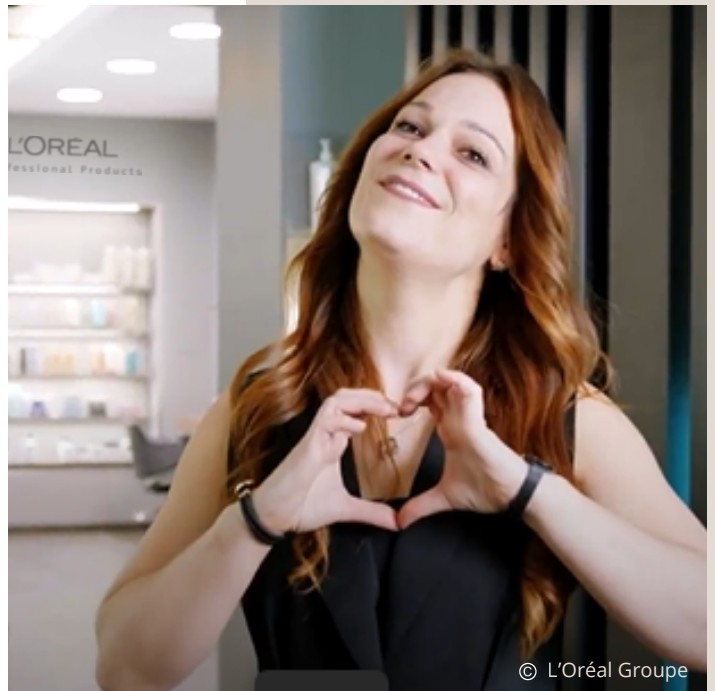
In addition, programmes supported by the **Fondation L'Oréal**, such as ***Beauty for a Better Life***, provide vocational training to people from underprivileged backgrounds, helping them access employment opportunities within the beauty industry and build independent careers.



These initiatives illustrate a long-standing commitment: **education is not only about mastering technical skills, but about empowering individuals and strengthening the future of the profession.**

A SHARED VISION WITH FONDATION GUILLAUME

This philosophy resonates strongly with the mission of **Fondation Guillaume**, whose objective is to support the next generation of hairdressers worldwide by providing opportunities for learning, creativity and professional development. Both organizations share a belief that **young hairdressers must be given access to high-quality education, inspiration and international perspectives** to thrive in a rapidly evolving industry.



THE MESSAGE FROM THE PRESIDENT

SASCHA HIRTSGAARD

« THROUGH ITS GLOBAL TRAINING INITIATIVES, L'ORÉAL CONTRIBUTES TO BUILDING A CULTURE WHERE KNOWLEDGE IS SHARED, CREATIVITY IS ENCOURAGED AND YOUNG TALENTS ARE GUIDED TOWARD EXCELLENCE ... VALUES THAT LIE AT THE VERY HEART OF THE FONDATION GUILLAUME COMMUNITY. »





A talk with Helga Noordermeer

To better understand how these global initiatives translate into concrete opportunities for young professionals, we spoke with **Helga Noordermeer Education Director Austria, Switzerland & Germany** L'Oréal Professional Products Division.

by Fazia Ribeiro

FR: In your view, why is education such a crucial pillar for the future of professional hairdressing?

HN: Education today is about so much more than just mastering a technique – **it's the powerhouse driving growth for the modern salon business.** For over 110 years, since we first invented hair color, L'Oréal has fueled professional talent with a passion for innovation, technology, and safety for stylists and women everywhere. Reinvention is in our DNA, which is why we've radically redefined education to ensure our partners achieve unparalleled success. Our centerpiece is **L'Oréal Access:** a platform offering stylists personalized learning journeys on demand. In a market

first, it now integrates specific education products, services, and training tools directly into the learning experience via our **'Click to Buy'** feature.

Our content has moved past 'one size fits all' to offer bespoke solutions for every phase of a career – from day one of training to becoming a seasoned salon entrepreneur. We've specifically aligned our formats with **the learning style of Gen Z: snackable, visual, interactive, and deeply inspiring.**

We aim to make the hairdressing profession stand out in a digital world. Learning with us means investing in more than just a craft – it means driving sustainable economic growth."

FR: How does L'Oréal specifically support young hairdressers at the beginning of their careers in the DACH region?

HN: We are transforming the robust dual education system for the digital era, turning young talent into key business drivers. Our 12-month **'GO College'** programme serves as a digital career accelerator for Gen Z, empowering stylists to achieve autonomy faster and driving immediate salon growth.

Via **L'Oréal Access**, we provide direct access to the global stage: formats like **'TecTalk'** seamlessly bridge global inspiration from Paris with local hands-on sessions. Simultaneously, we are evolving the Next Gen into high-tech experts through AI-powered diagnostics like the **Kérastase Care Coach** and mental health initiatives like **'Head Up'**. We offer more than just a pair of scissors; we provide a digital business toolkit for an unparalleled career.

FR: The profession is evolving rapidly with new techniques, trends and

technologies. How are L'Oréal's training programmes adapting to prepare young stylists for the future?

HN: L'Oréal education is now primarily hybrid: theory and foundations are taught digitally via social learning and webinars, allowing our academies in Dusseldorf, Vienna, and Zurich to focus exclusively on intensive hands-on training.

To ensure high-quality education is accessible everywhere, we complement our academies with a strong network of **Support Salons (Stützpunktsalons)** and customized **In-Salon-Trainings**, bringing expertise directly to the heartbeat of the business.

We also integrate Beauty Tech directly into our curriculum, training stylists on digital diagnostics and simulation apps. This creates a **sympiosis of manual precision and technological empowerment**, preparing stylists to leverage data to elevate the salon consultation. Through innovative formats like **masterclasses and events featuring hands-on sessions by Pro-Voces**, we blend learning with fun, defining the future of training: **Edutainment!**



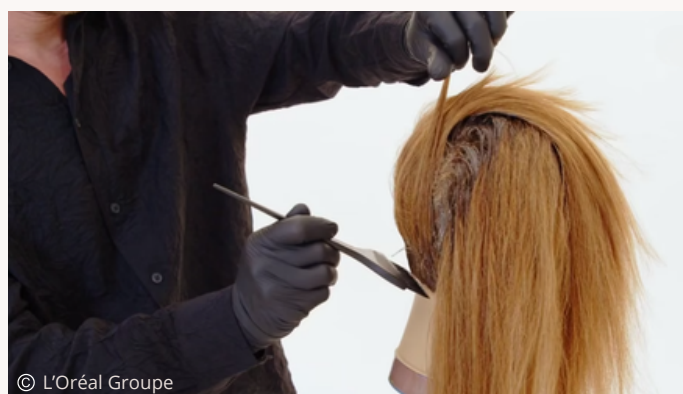
FR: Today's hairdressers must master not only technical skills but also communication, digital presence and business management. How are these competencies integrated into L'Oréal's education programmes?

HN: It's a crucial distinction: being a great artist doesn't automatically make you a successful entrepreneur. Nowadays, creativity needs a strong commercial backbone. Through the **L'Oréal Business Academy (LBA)**, we shape the 'Digital Beauty Entrepreneur' by providing essential business tools and showing how to use social media as a powerful engine for personal branding and client growth. Our **curriculum is built on five strategic pillars**: Team Management with a focus on Gen Z recruitment, and Social & Digital excellence to drive new client acquisition.

Furthermore, we empower salons through Finance & Growth strategies to boost profitability, alongside psychology-based Customer Experience and a commitment to Sustainability. Complemented by our '**Hairstylists for the Future**' sustainability initiative, we empower our partners to stand out as true triple threats: visionary artists, tech experts, and savvy business leaders.

FR: What advice would you give to a young hairdresser who is just starting their journey and looking to build a successful career in the industry?

HN: Embrace lifelong learning as your greatest superpower in a rapidly changing world of work. Stay open to new perspectives through AI and digital tools—they won't replace your artistry, but they will take it to a whole new level. Leverage always-on content to constantly evolve your skills. Our profession merges human empathy with high-tech: those who understand how to use technology to build deep trust and create personalized experiences will find every door open to them worldwide. As your partner, we are right by your side to shape this journey together."



© L'Oréal Groupe

L'ORÉAL
PROFESSIONNEL
PARIS

X GO
COLLEGE
WE FUTURE YOUR
HAIR BUSINESS

OUR EDUCATION FOCUS

GLAM CURLS



Old-school technique, Modern attitude.

Soft texture, effortless volume and elevated updos are making a strong comeback -and nothing embodies this trend better than beautifully crafted curls.

From Zendaya's glamorous red-carpet curls to the textured updos worn by Florence Pugh and Miley Cyrus, soft Mohawk-inspired silhouettes have become a modern statement, combining elegance with attitude.

Join us on a 'Journey of curls'

In this new online seminar, **Sascha Hirtsgaard**, our Curl Specialist, proves that one of the oldest hairdressing techniques still has the power to create some of today's most fashionable looks. The secret? It's not the tool... it's the preparation.

Forget heated curling irons. This entire hairstyle is created using **traditional perm rollers only**, demonstrating that timeless techniques remain some of the most effective foundations of modern hairdressing.

The final result is a **soft Mohawk-inspired updo** - textured, voluminous and effortlessly chic. Perfect for festivals, summer parties, proms or any young client looking for a modern statement hairstyle with beautiful movement.



Step 1

The Journey of Glam Curls

Everything starts with the foundation. Sascha explains how proper preparation determines the final result and shares her professional approach to roller placement, hair preparation and product selection. With clear demonstrations and easy-to-follow techniques, you'll quickly discover how simple - and enjoyable - it is to build long-lasting, glamorous curls.

Step 2

Reveal the Texture

Once the rollers are removed, the transformation begins. Working with a soft pomade, Sascha gently opens the curls to create luminous waves, impressive volume and natural movement. Along the way, she shares practical tips that transform classic roller curls into a modern, fashion-forward texture. The perfect base for the final style is now in place.

Step 3

The Modern Mohawk

With nothing more than hairpins and expert placement, Sascha demonstrates how to sculpt the curls into a relaxed Mohawk-inspired silhouette. The result is contemporary, youthful and elegant - an editorial-inspired hairstyle that feels both sophisticated and effortless. A perfect inspiration for clients seeking something fresh, stylish and wearable.

Subscribe. Watch. Learn. Elevate.



YOUR NEXT RENDEZ-VOUS

LIVE GATHERING - PARIS



2026

ANNUAL GATHERING

FOR LICENSED COUNTRIES

This meeting invitation is open to Section Presidents, FG national leaders, FG assistants, and FG community managers.

Key Discussions & Insights

- ✓ ATTRACT with a strategy
- ✓ UNITE with one identity
- ✓ EMPOWER with your activities
- ✓ GROW as a group

Confirm your attendance
office.fondationguillaume@gmail.com
or by WhatsApp to +33.6.25.30.97.93

Meeting date: Thur., Sept. 10th 2026
6pm CET - Intercollifure House of Nations
249, rue St-Martin, 75003 Paris



SPEAKERS



Gunilla Bergfeldt
*Fashion Team
Vice President*



Glenn Engels
*Fashion Team &
Communication*



[@fginternational](https://www.instagram.com/fginternational)



[/Fondation
Guillaume
International](https://www.facebook.com/FondationGuillaumeInternational)



[@FG_International](https://www.youtube.com/channel/UCFG_International)



office.fondationguillaume@gmail.com

WITH THE VALUED SUPPORT OF



L'ORÉAL
Professional Products

GOLDWELL.
ORIBE