ALTERNA®
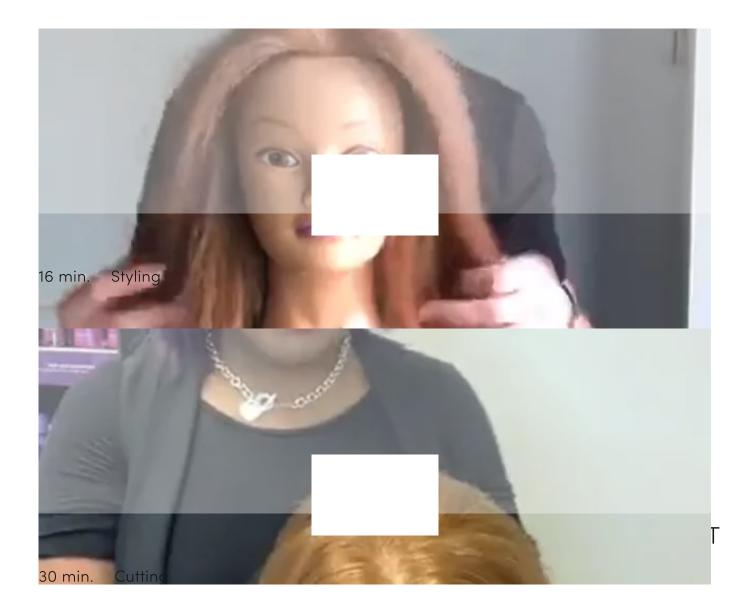
Education

LIVE WORKSHOPS

Tap into the endless source of inspiration with regular streams staged by the Alterna Pro team.

16 min.   Styling

30 min.   Cutting

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Check out our new events schedule to see whats coming next!

View Upcoming Events

GUIDED TUTORIALS

Learn any style from the step-by-step how-tos created specifically for the Alterna community.

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MY HAIR, MY CANVAS, MORE TO LOVE BOB LOOK

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4 min.   Cutting

MORE TO LOVE BOB
FEATURING MY HAIR. MY CANVAS.

before   t.

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3 min.   Products

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LOOKBOOKS

Find inspiration and new ideas with a behind-the-scenes look at the best seasonal hairstyles from Alterna.
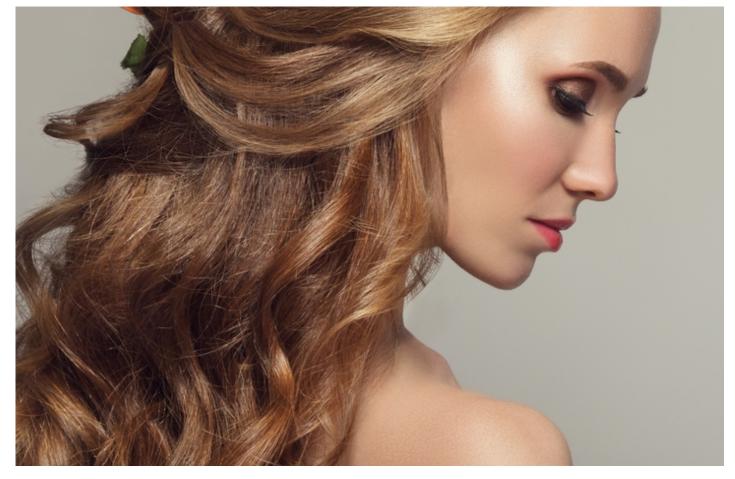

AURA HAIRCUT

No day is the same, and no look should be either. Imagine a fluid style changing with your mood and ambition. From playful to professional, the new Aura collection is your source of

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A NEW TWIST ON BRAIDS

A look in to the world of braids. Inspired by fashion runways and red carpets around the world, these upstyles add glamour and sophistication to your salons. Learn virtually pinless styles with a new twist on ...

ALTER EGO

Seasons change for a reason, and so should you. With the arrival of spring, feel free to play with your style and show off your personality and attitude. Here are some ideas for how to add ...

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ALTERED VELOCITY

What part will you play? Which twist, flip or flex of hairstyle will you inhabit next? While today's luxe hair trends put you centerstage, these organic, versatile cuts will transform your appearance into a true kaleidoscope ...

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