



Elevate Your Career. Empower Your Clients.

In the rapidly advancing field of hair restoration, yesterday's methods won't meet today's expectations. Clients come to us not just for a procedure—but for hope, confidence, and real results. To deliver that, we must stay ahead of the curve. Upgrading your education means mastering the latest technologies, techniques, and client care strategies. It's not just about keeping up—it's about standing out. Because in this business, your expertise isn't optional—it's everything.

Why CHLC Training?

- **Recognized Certification:** CHLC Hair Loss & Hair Replacement Certification Pathway
- **Proven Expertise:** Learn from industry experts with decades of experience helping over 50,000 women, men, and children across Canada.
- **Hands-On Learning:** Train directly with professionals operating full-service hair loss clinics with industry leading products and technologies.
- **Career Growth:** Expand your service offerings with specialized, high-demand skills that allow you to meet your clients' diverse needs with confidence.
- **Credibility:** Become a **CHLC Certified Alternative Hair Specialist** through our recognized accreditation pathway.
- **Educators:** Leaders in the Industry with over 30 years of experience.



AMALIA RUGGIERO

Hair Replacement Specialist
President / Founder of Truly You Hair & Scalp Clinic
(Mississauga, ON)

Amalia, as an educator, brings a unique blend of hands-on expertise as a seasoned technician and the strategic insight of a successful business owner—an authentic voice in the classroom with over 30 years experience who also proudly wears hair herself!



DEVERA GRAVES

Hair Restoration Specialist
Owner of Ultra Hair Solutions & Esthetics
(Dartmouth, NS)

Devera grew up in the hair industry alongside her father, a hair restoration pioneer in Nova Scotia. After training across Canada, she founded Ultra Hair in 2007. A trusted expert, Devera is known for her expertise, warmth, and ability to empower both clients and students alike.



LOREDANA CERILLI

Master Stylists & Trichologist
Managing Director of Cerilli Beauty Centre
(Richmond Hill, ON)

Loredana began her career in Vancouver nearly 30 years ago and now leads her family's salon, continuing a 50-year legacy of care. She's spent over 16 years turning hair concerns into solutions and inspiring students as a dynamic educator.

ALTERNATIVE HAIR SPECIALIST TRAINING

A comprehensive, structured program combining theory, hands-on practice, and mentorship to help stylists master non-surgical hair restoration and scalp health.

September 28, 29, 30 | 2025

Canadian Hair Loss Clinic Head Office

1225 Queensway East, Unit 35, Mississauga, ON, Canada

www.canadianhairlosscouncil.ca

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LEVEL 1:

Foundations of Hair Loss & Alternative Hair

(Beginner-friendly and ideal for experienced stylists seeking a refresher)

Module 1 - Day 1

Understanding Hair Loss & the Client Journey

- Emotional aspects of hair loss
- Types of hair loss and how to identify them
- Scalp health & the role of trichology
- Today's informed, connected clients
- How to conduct effective consultations
- Overview of non-surgical hair solutions
- Hair types and how to work with them
- Alternative hair designs and materials
- **End-of-day Quiz**

Module 2 - Day 2

Tools, Materials & Customization

- Custom Design concepts:
 - Creating Tape and Fiberglass templates for toppers and full caps
 - Choosing base materials for different lifestyles
 - Attachment methods for daily wear and extended wear
 - Custom branding: your own private label
- Bonds & patch testing
- Preparing clients for installations
- **End-of-day Quiz**

Module 3 - Day 3

Application, Styling & Client Care

- Colouring alternative hair
- Long hair bond installation
- Cutting and blending for natural results
- Client follow-ups and removal techniques
- Scalp Care (brief introduction in Trichology)
- Pricing your services
- Required documentation to protect you and your client
- Client care kits, insurance support & follow-up
- **Final Quiz**

Program Details

Format: 3-Day Intensive Workshop

- **Hands On:** Real practice, real experience
- **Certification:** CHLC Certified Alternative Hair Specialist
- **Extras:** refreshments, snacks & lunch provided
- **Investment:** **\$3,950.00 + HST (CAD)**
- **Registration:** [\[Click Link\]](http://www.canadianhairlosscouncil.ca/registration)

Ready to Transform Lives—including Yours? Become a certified specialist and stand out in the growing field of hair restoration. Give your clients the confidence they deserve—with the training and support you need to succeed.