



GM TRAINING ACADEMY

Course *Prospectus*

Professional, CPD-accredited training in scalp health,
head spa and styling – taught face to face in our Cardiff
academy.

2026 · CARDIFF, WALES

A WELCOME

From *Genevie*



I have created my Training Academy to share my expertise and business experience from 42 years in the hairdressing industry. Having owned several salons in Cardiff and worked globally, I have spent the later part of my career focusing on hair loss, scalp health, and wellness.

Two and a half years ago, I was the first to introduce the Head Spa concept to Wales, and it has since grown from strength to strength. I am now looking to share my knowledge and explain what sets GM Head Spa apart from others in the industry.

In addition to the GM Head Spa curriculum, I also offer a Scalp Specialist course and a Blow Dry course. I look forward to the possibility of sharing these insights with you.

Genevie Jones

FOUNDER · GM SCALP & GM TRAINING
ACADEMY



Forty years of *transformation.*

With over 40 years of experience in all aspects of hairdressing across the UK and beyond, Genevieve has dedicated her career to transforming not just hair but also helping her clients reclaim their confidence – witnessing first-hand the boost in self-esteem and wellbeing that comes from looking and feeling your best.

This passion led her to qualify as a Scalp Practitioner and to specialise in Hair Loss Solutions and Japanese Head Spa Therapy. Combining technical expertise with a deep belief in holistic care, she offers professional, personalised and luxurious services designed to restore both confidence and calm.

Her warmth, skill and compassionate approach create a safe, welcoming space for women from all walks of life – whether through tailored hair-replacement solutions, scalp microneedling, or soothing head spa rituals.



GJ

GENEVIE JONES
FOUNDER & SCALP
PRACTITIONER

“To help every client reconnect with themselves, nurture their wellbeing, and walk away feeling renewed — inside and out.”

THE ACADEMY

Why train *with us.*

Every GM course is CPD accredited and taught face to face in our Academy salon at GM Scalp in Cardiff – small groups, real clients, and hands-on time with Genevie. On completion you'll earn a nationally recognised certificate.

CPD accredited

Recognised, quality-assured training that counts toward your professional development.

Face to face

Taught in person at our Cardiff academy salon – never online, always hands-on.

Nationally recognised

Leave with a certificate that clients and employers trust.

YOUR CERTIFICATE

GM TRAINING ACADEMY · CARDIFF



Certificate of Completion

This is presented to _____

for the successful completion of a CPD-accredited course at the
GM Training Academy – a nationally recognised qualification.

Japanese *Head Spa*



1-DAY COURSE

TOOL KIT INCLUDED

The treatment that first brought the authentic Japanese head spa to Wales — now taught hands-on over one immersive day by a qualified, industry-experienced tutor. Watch every technique demonstrated on live models, then practise under personal guidance. Theory is completed through our online portal beforehand, so your day is spent entirely on the craft.

WHAT YOU'LL COVER

- Scalp assessment & analysis
- Effleurage & petrissage
- Steam & aromatherapy
- Pressure points & relaxation
- The GM five-step cleanse
- Tapotement & friction
- The signature cascade rinse
- Aftercare & rebooking

EXCLUSIVE STUDENT PERKS

- Student starter pack & guides
- Premium products & tools to practise
- Ongoing tutor support
- Fully accredited certificate
- Optional Head Spa unit on course day
- Business set-up contact list

£599

ONE DAY · 10-4
TOOL KIT INCLUDED

Scalp *Specialist*



1-DAY COURSE

TOOL KIT INCLUDED

A deeper dive into scalp health and the science beneath it. You'll learn to read a scalp – its anatomy, the hair growth cycle, and the conditions you'll meet in the chair – and to build safe, personalised treatment plans around cleansing, exfoliation, massage, hydration and product therapy.

WHAT YOU'LL COVER

- Scalp anatomy & structure
- Common scalp conditions
- Hygiene & contraindications
- Hydration & product therapy
- The hair growth cycle
- Full client consultation
- Exfoliation & massage
- Personalised treatment plans

£450

ONE DAY · 10-4
TOOL KIT INCLUDED

Professional *Blow Dry*



1-DAY COURSE

Master the finish. A practical day on professional blow-dry styling – preparation, product, sectioning, brush control and heat direction – to create smooth, voluminous, long-lasting results on every hair type while keeping the hair healthy.

WHAT YOU'LL COVER

- Hair structure & types
- Consultation procedures
- Safe use of equipment
- Sectioning patterns
- Brush control & heat direction
- Smooth & volumised techniques
- Product selection
- Finishing & aftercare

£350

ONE DAY · 10-4

MORE THAN TECHNIQUE

Included in *every* course.

Alongside the practical skills, every course includes an overview of how to set up and run your own salon or mobile service — with our trusted contacts to get you started:

● Marketing

● Accounting

● Website & Branding

● 1:1 Business Support

● Product Suppliers

● IT & Tech

WHO IT'S PERFECT FOR

Parents upskilling

Looking for a flexible side income or a fulfilling, casual job that works around family life.

Industry professionals

Hairdressers, beauticians and therapists adding a sought-after specialty to their existing menu.

Hair & beauty students

Building a standout skillset and a specialty offering before you've even left college.



Scalp Micro-needling

COMING SOON

A results-driven one-day course in scalp microneedling — the science of the treatment, consultation and contraindications, and a fully supervised practical. Launching once our first three courses are established.

Courses & *pricing.*

Japanese Head Spa

One day · tool kit included

Signature **£599**

Scalp Specialist

One day · tool kit included

Most in-depth **£450**

Professional Blow Dry

One day

Add-on skill **£350**

Klarna

Spread the cost — Klarna payment plans available at checkout on our website.

**£100
off**

JULY ONLY

£100 off every course — plus a free GM Scalp Tool Kit.

Book any July course and take £100 off the price, with the GM Scalp Tool Kit (usually £50) included free. The Japanese Head Spa and Scalp Specialist courses already include a complete tool kit — everything used and demonstrated on the day is yours to take home.

JULY INTAKE

Course calendar.



Our Cardiff academy runs a three-week rotating schedule. All courses run 10am–4pm on Mondays, face to face in the GM Scalp Academy salon.

13
JUL Japanese Head Spa
Monday · 10am–4pm · tool kit included



20
JUL Scalp Specialist
Monday · 10am–4pm · tool kit included



27
JUL Professional Blow Dry
Monday · 10am–4pm



BOOK YOUR PLACE

ACADEMY

GM Scalp, Global Link,
Dunleavy Dr, Cardiff CF11 0SN

GET IN TOUCH

029 2003 4930
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GM TRAINING ACADEMY

NURTURE YOUR SCALP, CALM YOUR MIND