



Marshaha Hoost
By
Curl Sn Fro

Instagram: Marshahoost

About us.

About Marsha Hoost / The Hoost Method

With over 30 years of experience in the hair industry, Marsha Hoost is a leading educator and creator of The Hoost Method, a specialized approach to curly and afro hair.

The Hoost Method combines hands-on techniques, cultural understanding, and business insights to empower professionals to work confidently with all hair textures.

Marsha works internationally as an educator, speaker, and salon owner, bridging the gap between culture, education, and professional salon practice.



Marsha's mission is to help salons and professionals confidently work with all hair textures, while promoting healthy hair practices, inclusivity, and cultural understanding. She works as an educator, speaker, community builder, and salon owner, training professionals across the Netherlands and internationally

About Curlznfro

Curlznfro is a platform for education, community, and professional growth in curly and afro hair. Through training programs, events, community projects, and industry collaborations, Curlznfro connects professionals who want to grow their skills and better serve clients with textured hair.



“When you understand
the hair, the beauty
follows.”

THE HOOST METHOD



Training Programs

1. Curlz & Colour

- Specialized coloring techniques for curly & afro hair
- Focus on healthy hair practices and long-lasting results
- Hands-on demonstrations

2. Masterclasses

- Intensive sessions on cutting, styling, and product knowledge
- Ideal for professionals wanting to expand their skills quickly

3. 10-Week Basic Education Program

- Comprehensive foundation in curly & afro hair care
- Theory, practical training, and client consultation skills

4. In-Salon Training

- Personalized training for salons
- Integrates The Hoost Method into daily salon practice

5. Get Set for Business

- Workshop on business, marketing, client acquisition, and brand growth
- Designed to help professionals launch or expand their salon services



“Building confidence in textured hair across Europe.”

THE HOST



Salon & trainings center

The Host by Curlznfro in Zaandam opened in October 2025.

- Salon open to the public for hair treatments and styling on Thur- Fri- Sat.
- Dedicated training center for all The Hoost Method programs
- Combines hands-on practice with theory and product education

This space allows everyone to learn directly in a real salon environment, ensuring practical skills are applied immediately.

The salon

- Healthy hair-focused treatments
- Personalized hair analysis and consultation
- Holistic approach to textured hair care
- Real-life salon learning environment
- Small groups for personal attention

Location:
Rozengracht 39
1506 SC Zaandam
The Netherlands



SPEAKING & PRESENTATIONS



Marsha Hoost is available for:

- **Hair schools**
- **Conferences & panels**
- **Industry events**

Topics include:

- **Textured hair in European salons**
- **The Hoost Method**
- **Entrepreneurship in hair industry**
- **Cultural awareness and client care**

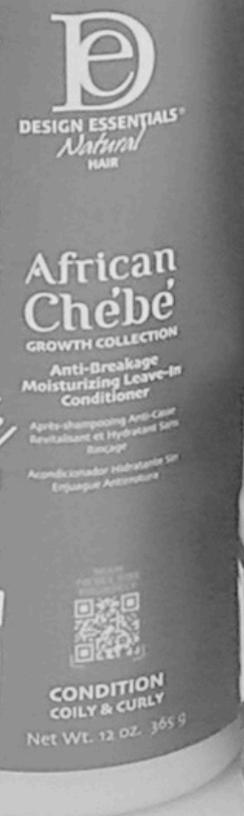


**“Transform your
skills. Expand your
possibilities.”**

BRAND COLLABORATIONS

Marsha Hoost collaborates with leading professional haircare brands that align with The Hoost Method and the vision of healthy textured hair education.

Through product demonstrations, educational partnerships and industry activations, these collaborations support professionals in delivering high-quality services to clients with curly and afro hair.





COLLABS WITH INDUSTRY
PROFESSIONALS

Amsterdam

“Marsha Hoost actively collaborates with international hair artists, educators and industry professionals to elevate standards within the textured hair sector.”

XPO AFRO

Events & Community Initiatives

- Xpo Afro (trade & consumer event)
 - Self-love & youth programs
 - Community-building sessions for hair professionals
- 

Contact

Contact & Booking

Marsha Hoost – The Hoost Method

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Follow: @curlznfro | @marshahoost

Training available in the Netherlands and internationally.

QR-code for easy registration or booking at the booth.



Thankyou.

MARSHA HOOST
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CURLZNFRO