



# BUSINESS OF BALAYAGE

APRIL 8<sup>TH</sup>, 2019 10AM-2PM

**LEAH  
FREEMAN**



**L'ANZA**  
Global Healing  
Color Director

Hair color trends are constantly evolving. From balayage and ombré to a complete rainbow connection of dimensional color. Master balayage formulation and application techniques that will allow you to attain the season's most popular styles. Examine the importance of your color consultation and how a client's eye color, skin tone, and lifestyle can play an important role in how to translate any trend.

## LOCATION

MAJORette!  
7150 Manchester Rd  
St. Louis, MO 63143

## TICKETS:

\$55 DEMO (10am - 2pm)

**FREE GIFT WITH  
PURCHASE**

For More Information: contact your State Beauty Supply DSC, visit your State Beauty Store, or call 314.423.9599.

Celebrated as a color authority worldwide, Leah Freeman brings nearly 20 years of exceptional beauty industry experience. From in-salon education to editorial and hair fashion design, Leah has traveled the globe as a platform artist and trainer. Her designs have appeared in dozens of industry publications, including Modern Salon, American Salon, Salon Today, and Behind the Chair. She has been recognized by the professional industry as one of the Top 20 Most Recognized Colorists, and is known for building powerful educational tools to excite and inspire colorists at all levels.

A salon owner in the Chicago area, Leah has a clear understanding of how to foster creativity, while building a successful salon business. She was named Citizen of the Year by her community, and also recognized by her peers as a "40 Under Forty", for outstanding achievement in her field. As L'ANZA Global Healing Color Director, she collaborates with the Global Creative Team to forecast on-trend color palettes and application techniques for the coming seasons. She also serves as a mentor to our growing Tribe of Healing Artists, sharing her brilliant combination of passion, technical know-how, and creative vision.



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