

# 2017 **DISCOVER** BEAUTY SHOW

APRIL 9-10  
AMERICA'S CENTER  
ST. LOUIS, MISSOURI

Sunday • 9:00AM - 6:00PM  
Monday • 9:00AM - 4:00PM  
701 Convention Plaza, St. Louis, MO 63101



**STATE | RDA**  
BEAUTY SUPPLY | PROMART

BIO:IONIC®

JOICO  
THE ART OF HEALTHY HAIR

L'ANZA®  
HEALING HAIRCARE

MATRIX PRAVANA®

PUREOLOGY  
serious colour care

REDKEN  
5TH AVENUE NYC

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SURFACQ  
HAIR HEALTH ART

Plus Many More!







# CLASSES:

STATE | RDA  
BEAUTY SUPPLY | PROMART

## Amika

### Braids for Days • Chelsea Flach

Sunday: 10:00am – 11:30am, 3:30pm – 5:00pm

Monday: 1:00pm – 2:30pm

Location: 226

Amika artist, Chelsea Flach will share 3 braided styles and techniques inspired by this season's NYFW shows and today's hottest style icons. Braids are a lasting trend that seem to evolve with time as they easily adapt to lifestyles of anyone from the casual and cool to the glitzy glam girl. This class includes 3 intricately braided, yet achievable looks that translate seamlessly from runway to real life. Learn to modify high fashion styles into wearable yet eye-catching looks that appeal to today's trend-watching clients.



## Artistic Nail Design

### Artistic Perfect Dip & Art • Sarah Petersen

Sunday: 11:30 am – 1:00 pm, 4:00 pm – 5:30 pm

Monday: 9:30 am – 11:00 am, 2:00 pm – 3:30 pm

Location: 242

Whether you're looking for vivid colour payoff or a perfect smile line, our lightning fast application makes it easier than ever to achieve. Learn natural nail and tip overlay, how to use Perfect Dip with Colour Gloss and Revolution, plus Perfect Dip nail art techniques!



## BaBylissPRO

### Barberology • Dennis Colpitts

Sunday: 9:30 am – 11:00 am, 1:30 pm – 3:00 pm

Monday: 11:30 am – 1:00 pm

Location: 230

Meet our hand-selected team of highly talented barbers from some of the most influential cities in America as they introduce you to the study of Barberology. They will share the latest techniques involving fading, tapering, razor edge ups, designs, undercuts, beards and more. See how it's all precisely done with the most innovative and technologically advanced clippers in the world!



## Bioelements

### SkinReading 2.0

Sunday: 1:30 am – 3:00 pm

Monday: 1:30 pm – 3:00 pm

Location: 104

This new, advanced class takes a comprehensive look at the next generation of SkinReading – the invaluable business tool designed to give you better results, more control, and ongoing client loyalty. Get the facts on what's new and updated, including a revised, more detailed SkinReading Form. We'll dive deep into every form question, including why we ask it and what action to take from the answers. You'll learn how to use new SkinReading identification and verification charts to guide you to the correct treatments, product choices and techniques. It's a brand new take on an advanced system that builds integrity, clientele and sales.

### Bioelements Calming Facial

Sunday: 3:30 pm – 5:00 pm

Location: 104

Have clients with rosacea or other skin disorders? Are your clients looking for an effective post-op service? While health-challenged skin may seem like a problem in the treatment room, our demo will show you how to provide clients with the completely gentle and effective Calming Facial. You'll learn how to perform a Bioelements SkinReading® to accurately identify your clients' needs and concerns AND how to perform gentle massage techniques. Discover our skin-calming and award-winning Calmitude line and see how it can rebalance and renew even the most delicate, stressed, red, and sensitive skin.

### Pollution Neutralizing Ingredients for Modern Day Aging Skin

Sunday: 9:30 pm – 11:00 am

Monday: 11:00 am – 12:30 pm

Location: 104

Our increasingly dirty world is full of skin-aging atmospheric stressors from pollution; exhaust fumes, industrial smoke, ozone, extreme weather, free radicals and more. New research shows that skin exposed to daily toxins becomes prematurely aged, weakened, dulled, dehydrated, hyper pigmented and sensitized. Take a deep dive into the physiological science behind pollution-caused aging, what new ingredients act as neutralizers, and how to effectively target and protect compromised skin.









## Malibu C

### Conquer Color Catastrophes: Hidden Hair Horrors Exposed!

Featuring Anthony Barnhill

Sunday: 10:00 am – 11:30 am, 3:30 pm – 5:00 pm

Monday: 1:00 pm – 2:30 pm

Location: 225

Let's face it: unexpected color catastrophes happen to virtually every colorist! Discover the tools you need to become an expert at solving even the most difficult challenges. These simple solutions for common color disasters will help you turn any color emergency into an opportunity to boost your revenue.



### The Art of Color Correction: Become A Confident Concentr8 Colorist

Featuring Anthony Barnhill & Georgia Reed

Sunday: 1:30 pm – 3:00 pm

Monday: 10:00 am – 11:30 am

Location: 225

We already know you're a pro who's mastered the rulebook, which doesn't mean you don't like pushing the limits. In fact, it's just the opposite! If you love a good challenge, get ready to learn to color outside the lines, which ironically, takes you back to the basics!

## Norvell

### Norvell Sunless Techniques and Business Building • Steve Edwards

Sunday: 9:30 am – 11:00 am, 2:00 pm – 3:30 pm

Monday: 11:30 am – 1:00 pm

Location: 240

Whether you are starting from scratch or adding sunless spray tanning to your current menu of services, Norvell offers the industry's #1 comprehensive education and training program. Learn from a master educator with proven success methods on how to set you apart from your competition. The techniques and skills learned in the class will help you avoid and overcome challenges in the spray tanning business. You will learn how to educate your clients on proper preparation and maintenance techniques, increase revenue, and maximize client retention.



## OPI

### OPIDESIGNSCAPE

Sunday: 9:30 am – 11:00 am, 2:00 pm – 3:30 pm

Monday: 11:30 am – 1:00 pm

Location: 242

Craving inspiration? Reenergize your business by discovering the hottest new trend in nail art - OPIDESIGNSCAPE featuring the Fiji Collection by OPI. Reimagine your service menu, increase profits and delight your clients!

## Pravana

### Pravana Knows Blonde



Marcie Owsinski & Melody Sherrel\* and Lauren Farraher & Amie Kankelfitz\*\*

Sunday: 10:00 am – 11:30 am\*, 4:00 pm – 5:30 pm\*\*

Monday: 11:00 am – 12:30 pm\*\*

Location: 222

Learn everything you ever wanted to know about blonding with Pravana! We'll cover all the tools you need to turn any client into a blonde beauty. Get firsthand tips on how to use the most revolutionary blonding tool available—The Blonde Wand—to expedite all your blonding services to mere minutes and remove banding in seconds!

### Pravana Knows Color

Marcie Owsinski & Melody Sherrel

Sunday: 1:30 pm – 3:00 pm

Monday: 2:00 pm – 3:30 pm

Location: 222

More stylists are turning to Pravana for all their haircoloring needs! From superior gray coverage with ChromaSilk to the one and only Vivids for all your creative wishes, we've got what you need! Come and learn all about our brand, including the new ammonia and MEA-free ColorLush Demi Gloss. We'll take you from the fundamentals to advanced color techniques, all with the style to finish your look.



## Product Club

### Blueprint Highlighting Balayage • Melissa Johnson & Kristen Linares

Sunday: 10:00 am – 11:30 am, 2:00 pm – 3:30 pm, 4:00 pm – 5:30 pm

Monday: 10:00 am – 11:30 am, 1:00 pm – 2:30 pm

Location: 221

Learn to use the concept of a blueprint to visually represent highlighting techniques. Each blueprint starts with a core concept, and this acts as a foundation for the overall design. Once you've mastered the technique, you can use your creativity to build from it and make it your very own. Learn techniques from our new DVD collection, including one that combines traditional foiling with balayage for stunning results. Techniques can also be modified and adapted for colorists of all skill levels, from beginner to advanced.





# CLASSES:

## Pureology

### Pure Trend Expressions • Wendy Belanger

Sunday: 1:30 pm – 3:00 pm

Monday: 1:30 pm – 3:00 pm

Location: 220

Passion, ambition and the drive to succeed make Pureology's International Artistic Director Wendy Bélanger one of the most sought after stylists in the industry. She has a focused artistic mindset that translates into everything she pursues. As a successful salon owner, Wendy has the ability to perfectly communicate with all levels of stylists. During this session, discover lifestyle looks for the girl on the go, specifically designed to spotlight the beauty of colour-treated hair. Strengthen your cutting and finishing skills and learn about the newest product launches in this trend-driven experience. You'll learn to create unique, head turning, flawless looks!



## Redken

### Inspiration.Fashion.Innovation

Adina Doss, Laurie Zabel & Roger Molina

Sunday: 10:00 am – 11:30 am

Monday: 11:30 am – 1:00 pm

Location: 220

Join the industry's leader in education and experience the unique way only a Redken Artist can share insights on principal based techniques plus innovative tips and tricks. Whether it's a new color trend, the latest finished look or a hot new haircut, Redken will impact the way you do hair. Discover inspiration, fashion and innovation, and get the skills you can use every day in your salon.



## Sam Villa

### Adaptive Design • Jesse Linares

Sunday: 4:00 pm – 5:30 pm

Monday: 9:30 am – 11:00 am

Location: 220

New York runways, high fashion editorials and celebrity trends don't always translate directly into the salon. That's why we developed this course to give you the concepts and foundational techniques necessary to adapt these trends into haircuts for your clientele and your neighborhood. We will find a balance between precision and creative techniques to involve all levels of stylists and all learning styles.



## Satin Smooth

### Female Brazilian Waxing Class | Advanced Techniques

Sunday: 11:30 am – 1:00 pm, 3:30 pm – 5:00 pm

Monday: 2:00 pm – 3:30 pm

Location: 106

Take your waxing services to the next level and become an expert with three different types of wax: soft, traditional hard and thin film. Find out how you can increase your income and create an atmosphere of confidence and success with tips and techniques on providing the most comfortable, efficient and safe service. Please note: This is an advanced class with full frontal nudity. Professional license or valid student ID required to attend. No filming or photography please.

### beBare Hair Removal System, Head to Toe

Sunday: 1:30 pm – 3:00 pm,

Monday: 11:00 am – 12:30 pm

Location: 106

What is the beBare wax-free hair removal system? See how this versatile product allows you to offer comfortable and lasting hair removal that is economical, safe and easy to use! Whether you have limited space, want to simplify or have clients who are sensitive to bee products, see how beBare is the perfect solution for the novice and pro alike – in any salon, spa or medi-spa.

## StyleNet

### Say What? Real Solutions To Grow Your Business • Heather Smith

Sunday: 9:30 am – 11:00 am

Monday: 1:30 pm – 3:00 pm

Location: 232

Have you ever had trouble creating content for your business' social media pages, website, texts, e-mails or in-salon marketing? Have you ever gotten frustrated after spending countless hours creating graphics, just to end up dissatisfied or disappointed with the results? Are you looking for monthly promotional ideas to help you grow sales, attract new clients and sell more retail? If you want real solutions and need an actual, doable, successful plan, this class is for you! You'll learn what to say and how to say it, how to snatch great promotional ideas for immediate use, and where to get amazing graphics every month!





### Want Followers? Create Culture. • Heather Smith

Sunday: 1:30 pm – 3:00 pm  
Monday: 9:30 am – 11:00 am  
Location: 232

The foundation of any truly successful social following is culture. Why? Because it's real. Attracting new guests, keeping existing guests loyal and driving traffic to your website and social media pages tops the list of must-haves for most salon owners. But to do it successfully, you need to build, expand and share your culture using your stories, expertise and voice. Online visitors, both existing and new, get to know you and stay connected. Join us and learn simple and effective ways to create a great culture that increases your social media following and captures the attention of potential clients!

## Summit

### TNT Blasting Your Business Over the Top • Michael Cole

Sunday: 11:30am – 1:00pm, 2:00pm – 3:30pm  
Monday: 10:00am – 11:30pm  
Location: 227



Discover social media planning and booking practices that will blast your income over the top! You will find out how you can market and manage with millennials in mind, how to get your career on the fast track plus when and how to raise your prices. Start rebooking, referring and retailing like a pro now!

## Surface

### The Pure Collection • Gareth Jenkins

Sunday: 9:30 am – 11:00 am  
Monday: 2:00 pm – 3:30 pm  
Location: 224



Looking for what's hot? You've found it! Discover organic texture, unconstructed lines, bold fringes and pure color shadowing and melting. Learn the hottest cuts and perfect color techniques to decorate your styles.

### The Day Maker • Gareth Jenkins

Sunday: 11:30 am – 1:00 pm  
Location: 224

Grow your guest book and retail sales when you become a Surface Day Maker! We'll cover the five simple steps to financial success and help you understand your potential.

### Color, Curls & Thinning Hair: The Specialist • Gareth Jenkins

Sunday: 3:30 pm – 5:00 pm  
Monday: 11:00 am – 12:30 pm  
Location: 224

Become a specialist and earn like a specialist with these color, cutting and caring techniques. You'll learn more and earn more, guaranteed!

## Wahl

### The She Fade • Lauren Milner

Sunday: 11:30 am – 3:00 pm  
Location: 230



Women are allowed to wear ultra-short hair; it's classy and sassy! Short hair represents confidence. It can be blended or disconnected and have designs or placement fades. So what's the difference between a men's clipper cut and a ladies clipper cut? The techniques are the same, you just have to think differently. Don't let your client go somewhere else because you aren't confident you can do the work. With just a few easy techniques and an open mind, you can change the way you approach haircuts for women.

### Think Like A Barber

Sunday: 3:30 pm – 5:00 pm • Andres Reyes  
Monday: 1:30 pm – 3:00 pm • Lauren Milner  
Location: 230



Be the master of your tool and the artist of your canvas. If you aren't using clippers as part of your regular practice, then you have fallen behind. Barbering is here to stay, regardless of your background, so join us to learn the core techniques of successful precision cutting. If you want to stay competitive, these techniques are a necessity, and lots of fun, too!

### The Flat Top • Andres Reyes

Monday: 9:30 am – 11:00 am  
Location: 230



In one way, shape, or form, the Flat Top has been a staple in our cycle of trends. While modified over time, this look has never gone out of style. Whether it's a traditional, clean, bold look or a freehand, extreme, geometrical look, the core techniques are always the same. The only thing holding you back is your imagination!







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or go online to [www.state-rda.com](http://www.state-rda.com)

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