

2018

DISCOVER BEAUTY SHOW



September 16-17

America's Center | St. Louis, MO

Sunday 9:00am-6:00pm | Monday 9:00am-4:00pm

STATE | RDA
BEAUTY SUPPLY | PROMART

2018 DISCOVER BEAUTY SHOW

Experience Beauty Like Never Before!

Get in on an action-packed event you have to see to believe! With two days of thrilling stage shows, classes and demos from the industry's best, the techniques and tips you learn will last well beyond the show!

Venue:

America's Center Convention Complex
701 Convention Plaza, St. Louis, MO 63101

Show Hours:

Sunday, September 16: 9:00 am-6:00 pm

Monday, September 17: 9:00 am-4:00 pm

Tickets:

Ask your Sales Consultant, local store or visit state-rda.com

Nearby Accommodations:

- Drury Inn & Suites | 711 North Broadway
- Hyatt Regency St. Louis at the Arch | 4th & Chestnut Street
- Holiday Inn St. Louis Convention Center | 811 N 9th Street
- Marriott St. Louis Grand Hotel | 800 Washington Avenue

Continuing Education

Iowa & Illinois – CE Offered. Maximum hours for CE if attending both Sunday & Monday – Cosmetology 14.

Please ensure you pick up your CE form upon arrival in the morning at the CE registration booth. All forms are time stamped with your arrival time. Please return your form, with all information filled in correctly, at the CE registration booth prior to your departure at the end of the day. Your form will be stamped with your ending time. CE forms will not be accepted if you leave the building or after the close of show each day. No exceptions. Certificates will be mailed to the attendee within 6-8 weeks. Please keep your Day of Show Brochure and your certificate for your records, up to 5 years.

Show Policies:

- Tickets, which you should receive prior to the show, will be collected upon entry to the exhibit floor.
- To purchase tickets, please visit the ticket desk in the registration area. A valid photo ID is required.
- Misplaced or lost tickets will be subject to an onsite replacement fee.
- Non-licensed guests must purchase a guest ticket and are not afforded access to any classrooms with the exception of the exhibit floor.
- All attendees must be 16 years of age or older.
- No refunds, credits or exchanges. All purchases are final.

Bag Check: For your convenience, there will be a complimentary bag check located within the exhibit floor.

Security: All purchases are subject to search by authorized security personnel on site. Please have your receipt handy upon exiting the show floor.

EXHIBITING BRANDS:

American Crew
amika
Artistic Nail Design
Avalon
BaBylissPRO
Betty Dain / Colortrak
Bio Ionic
Bioelements
Bizlink
BODYOGRAPHY Cosmetics
CND
Cricket
Dennis Bernard
El Patron
Fairy Tails
Fake Bake
FHI Brands
Fromm
Graham Beauty
Grande Cosmetics
HairUWear Inc
Helen Of Troy
Jatai International
Joico
Kasho Shears
L'ANZA
Malibu C
Matrix
Norvell
Olaplex
Olivia Garden
Ouidad
Pravana
Product Club
Redken
Salon Equipment Solutions
Sam Villa
Satin Smooth
Sexy Hair
StyleNet
Surface
Tressa Professional
Uniqone
Watercolors
Warlord Beard Oil Co.
Wet Brush

AND MORE!

CLASSES:

#DiscoverBeautyShow

amika

Advanced Framework

Featuring Claire Speers

Sunday: 4:00 pm-5:30 pm

Monday: 2:00 pm-3:30 pm

Following a step-by-step approach to foundations, this course covers techniques crucial to all aspects of styling. Learn #hairhacks such as pinning with a purpose, backcombing with intention, and mastering the perfect pony. Leave this class with two full looks, including how to achieve that on-point "Glam Chignon."



Vintage Vixens

Featuring Jamie Brice

Sunday: 10:00 am-11:30 am

Monday: 11:00 am-12:30 pm

The artistry of iconic hairstyles from Lauren Bacall, Veronica Lake and Isabella Rosselini have been reimagined and inspired by the "It Girls" of today. Building upon the Nitty Gritty Series of techniques, you will create two red carpet ready looks that are ideal for the client who wants a #fierce, flashback style.



Artistic Nail Design

Perfecting Putty

Featuring Michelle Whitaker

Sunday: 10:00 am-11:30 am, 1:00 pm-3:00 pm, 4:00 pm-5:30 pm

Monday: 9:30 am-11:00 am, 1:30 pm-3:00 pm

Putty's zero-chase, monomer-free formula is simply revolutionary! This odor-free gel base combines acrylic powder for strength and photo initiators for workability. Now you can shape, extend, overlay, and sculpt as long as you want. Learn everything from application to removal!



BaBylissPRO

Barberology: Confidence with Clippers

Featuring Van Cambell

Sunday: 9:30 am-11:00 am, 11:30 am-1:00 pm, 4:00 pm-5:30 pm

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

Take your cutting techniques to the next level and challenge yourself to redefine your visions on fading, tapering, edge-ups, designs, undercuts and beard grooming. Learn from premier urban, traditional and hybrid barbers/stylists who are utilizing some of the most innovative and technologically advanced clippers in the world. Find out how you can think outside of the expected with this new approach to men's grooming. shares the highs and the grows of salon leadership.



Bioelements

Bioelements Collagen + Radiance Breakthroughs

Sunday: 1:30 pm-3:00 pm

Monday: 2:00 pm-3:30 pm

Discover new retail solutions and pro-only concentrations that tackle the source of your clients' biggest concerns: the breakdown of collagen and the loss of radiance. You'll learn about which factors contribute to skin that looks and acts older than it should, why physiological changes occur, and the science and ingredients behind the Collagen Rehab and Radiance Rescue masks and power treatments. Plus, see how you can use these to create two brand new facials! Join the Age Activist cause and see how you can start fighting the signs of aging in modern day skin with this advanced class!

NextGen Esthetics: How to Be an Age Activist

Sunday: 11:30 am-1:00 pm

Monday: 11:00 am-12:30 pm

The new trend of avoiding the phrase "anti-aging" is not new to Bioelements! That's why we created the Age Activist concept almost a decade ago, setting our company, products and ingredients on a mission to actively advocate for clearer, brighter, healthier skin. Discover a new, enlightening way to look at esthetics where you will learn how to speak like an Age Activist and become the advocate for your clients' skin, including how to effectively target concerns, choose the right formulas and more!

CLASSES:

BizLink

Make \$200,000 with 100 clients using Salon Software



Featuring Stephan Thompson

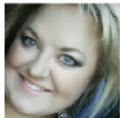
Sunday: 9:30 am-11:00 am, 11:30 am-1:00 pm, 3:30 pm-5:00 pm

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

Bizlink Salon Software's automated features will help you make more money and work less! The correct business and marketing practices will help you earn more revenue by growing your service ticket and selling more retail. See what all the fuss is about. It's time to give yourself a raise!

CND

Art-Rageous • Melody Watral



Sunday: 11:30 am-1:00pm

Monday: 11:30 am-1:00 pm

Discover what's hot in nail artistry! Find inspiration. Power up your portfolio. Wow your clients! Learn how to create this year's hottest looks from the runway and beyond.

Daniel Mason-Jones

Make Money - Not Excuses



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

Monday: 11:30 am-1:00 pm

This program will motivate, inspire and ignite the passion within you to take control of your business. We'll uncover why you got into beauty and show you how to start the next stage of your career. Plus, find out how I generate \$1 million annually as a stylist!

The Art of Branding

Sunday: 1:30 pm-3:00 pm

Monday: 2:00 pm-3:30 pm

What does your brand say about you? Who is your target market/audience and how do you get their attention? If you're ready to stand out from the crowd, join me in this class, where you will learn how to make a large impact on your brand and build a name in the industry. Find out how you can get people to start talking about you. Remember, clients can't "buy" you if they don't know what you're selling!

Wanna Be Instafamous? Get REAL- Get Social

Sunday: 9:30 am-11:00 am

Monday: 9:30 am-11:00 am

Find out exactly what you need to launch, build and monetize your Instagram to convert followers into dollars behind the chair!

L'ANZA

Back to Blonde



Featuring Ammon Carver & Mark Dolan

Sunday: 10:00 am-11:30 am, 1:30 pm-3:00 pm, 4:00 pm-5:30 pm

Monday: 9:30 am-11:00 am, 1:30 pm-3:00 pm

Shed those dark winter hues and step into the light! Join Ammon Carver and the award-winning L'ANZA Education Team as they showcase multidimensional color techniques to transform your clients and bring them safely back to brighter days. Explore strategic placement tips to create the right tonal shifts and brightness without over-committing. Learn the secrets to keeping hair de-brassed and ready for fun in the sun – just in time for spring!

Malibu C

Conquer Colour Catastrophes: Hidden Hair Horrors Exposed!



Featuring Sarah Glidewell

Sunday: 9:30 am-11:00 am, 3:30 pm-5:00 pm

Monday: 9:30 am-11:00 am

Let's face it, colour catastrophes happen to all of us and virtually every colorist experiences unexpected disasters. This class is designed to arm you with the tools you need to become an expert at problem solving, no matter what challenge you're faced with! These simple solutions for common colour disasters will help you turn any colour emergency into an opportunity to boost your revenue.

The Art of Colour Correction:

Become a Confident Concentr8® Colorist!



Featuring Amanda Harsche

Sunday: 11:30 am-1:00 pm

Monday: 11:30 am-1:00 pm

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! There's nothing you love more than a good challenge. That's why we're showing you how to colour outside the lines, which ironically, takes you back to the basics.

FEATURED SESSION
(additional ticket required*)

Matrix

Elevate the Salon Experience

Featuring Tabatha Coffey

Sunday: 10:00 am-11:30 am, 1:30 pm- 3:00 pm

Monday: 9:30 am- 11:00 am

Hear from industry icon as she shares her tips and ideas on how to enhance the client's journey in your salon, capitalize on the consultation, and build your clientele through social media and more. Have a question? Ask her yourself during our open mic Q&A session.

*Tickets for this class will be available in advance via state-rda.com or may be purchased on-site, based on availability.



Norvell

Spray Tan Training Certification-Norvell University

Featuring Brandon Cardinal

Sunday: 10:00 am-11:30 am, 1:30 pm-3:00 pm, 4:00 pm- 5:30 pm

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

Enjoy the simplified training method already experienced by over 15,000 certified and respected technicians in 62 countries. Start your journey today with free training and certification from the world's #1 sunless and spray tanning brand. Learn the science behind the products and their ingredients, with LIVE spray demos to help you hone your skills.



Pravana

Color 101: Theory and Core Concepts

Featuring Presley Poe and Neal Malek

Sunday: 1:30 pm-3:00 pm

Monday: 1:30 pm-3:00 pm

From formulation to application, you'll learn color theory and core concepts to unleash your artistry and walk away a Master Colorist. Focus on color formulas, product knowledge, color theory, trends and common client scenarios. Unlock endless possibilities utilizing the 135 shades in the award-winning ChromaSilk color line through a mix of both hands-in activities and demos. Discover how to formulate and tone with ColorLush.



Pravana

VIVIDS Theory & Creative Color Techniques • Presley Poe and Neal Malek

Sunday: 10:00 am-11:30 am, 4:00 pm-5:30 pm

Monday: 9:30 am-11:00 am

Learn fundamental VIVIDS color theory and top-trending looks with never-before-taught techniques from the creators of the creative color category! Ready to take your artistry to new heights and stay at the forefront of the industry's newest trends? This fast-paced, hands-in and demo session will show you how to transform traditional color applications into groundbreaking works of art. Plus, get social media strategies to grow your clientele!

Product Club

Coloring Textured Hair

Featuring Tamar Slaughter

Sunday: 1:30 pm-3:00 pm

Monday: 1:00 pm-2:30 pm

Incurvated Mane Lines was developed specifically for highlighting curly, textured hair. This technique will result in a beautiful blend of colors with highlights that really pop! Best of all, they allow for styling versatility, and make an impactful color statement when hair is worn curly or straight.



Foiling & Balayage

Featuring Adam Raymond

Sunday: 9:30 am-11:00 am, 3:30 pm-5:00 pm

Monday: 10:00 am-11:30 am

Find out how you can use foiling and balayage techniques to Contour Colour, creating brightness around the face and strong streams of color throughout the look. The result is beautiful dimension with color that appears to float! Plus, find out how you can adapt this technique for endless possibilities.



CLASSES:

Satin Smooth

A Brazilian Reasons to take this Satin Smooth Class; Brazilian Waxing Advanced

Featuring Marge Glazier

Sunday: 3:30 pm-5:30 pm

Monday 10:00 am-11:30 am

Get pro tips on advanced techniques and gain a plan for navigating a confident Brazilian Waxing service. Become an expert at customizing your waxes and learn how to use soft, hard, and thin film wax with the Satin Smooth Technique to provide the most comfortable service. Full frontal nudity; no photography allowed. Licensed professionals only (professional or student ID required).



Customize Your Waxing Services, Head to Toe with Satin Smooth | All Levels

Featuring Krissa Gordon

Sunday: 11:30 am-1:00 pm

Learn how to customize your waxing service to provide the most comfortable and efficient waxing service possible. You will learn: How to perform waxing services on all parts of the body; How to use soft wax, traditional hard wax, and thin film wax; Best Practice for a sanitary and safe services. Tools+Technique+Talent = Success. Let us help you ACHIEVE it! Tools Included; supplied by Satin Smooth

StyleNet

5 Proven Social Media Strategies to Grow Your Business Today!

Featuring Lynn Winsell

Sunday: 9:30 am-11:00 pm, 3:30-5:00 pm

Monday: 10:00 am-11:30 am

Discover how to get found online with a mobile friendly website, grow your followers on social media, keep your guests engaged with exciting content, and most importantly, get the sales you deserve! You will walk away with simple and proven methods that cut through the techno-babble of social media and internet marketing. Plus, you will receive a FREE Social Planning Guide that you can start using ASAP!



Generate Attention Online - Across all Channels

Featuring Lynn Winsell

Sunday: 1:30 pm-3:00 pm

Monday: 1:00 pm-2:30 pm

You already know the world around you is online and searching for the services and products you offer. But do you know how to make it easy for them to find and connect with you? Find out how to generate results from your online channels, including websites, social media, texting and e-blasts. You will walk away with simple and proven methods that cut through the techno-babble. Plus, you will receive a FREE Social Planning Guide that you can start using ASAP!

Surface

Cut it Short & Cut it Long with Surface!

Featuring Becki Bosch

Sunday: 1:30 pm-3:00 pm

Monday: 1:00 pm- 2:30 pm

Discover concave layers, disconnection, compression cutting, piecing and weave cutting techniques, including the most sought-after lines and layers of today with two new Urban Gypsy looks! Front and Center features short layers with soft inversion while Freedom showcases concave layers with blended disconnection. Find out how to create these looks and give your clients the raw, organic, street glamour they crave!



Shadow, Melt, and BalayBRUSH with Surface Pure Color!

Featuring Heidi Du

Sunday: 10:00 am-11:30 am

Monday: 10:00 am-11:30 am



Shadow, melt and up your balayage game with the new BalayBRUSH technique and Pure Color to create maximum color diusion! Learn to create the most sought-after color looks of 2018, including the Surface Contour Melt, the perfect melt to accent any facial shape, and the Surface Pure Color Veil, featuring Pure Shadowing and an overlay to create the perfect pop of draped color.





GET THE NEW EVENT APP

- UP-TO-DATE INFO
- ANNOUNCEMENTS
- PERSONALIZED SCHEDULES

- 1) Download [CrowdCompass AttendeeHub](#) from your app store  
- 2) Search for “[Discover Beauty Show](#)”
- 3) Follow prompts to confirm registration

2018 **DISCOVER**
BEAUTY SHOW

#DiscoverBeautyShow

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local store or visit state-rda.com.

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HAIR



BARBERING



NAILS



SKINCARE



BUSINESS