

Workshops

Learn from world-class educators and collaborate with your peers in a small group setting. This personalized approach is the perfect way to learn something new or hone your skills, at a great value!

**Only
\$55 each!**

Must register
in advance at
state-rda.com/discover

HANDS-IN



Surface
with Gerard Kierans
& Amy Crump
Monday 9:30 am-12:30 pm

Cutting It Up

Learn all you need to know about horizontal and vertical framing, sculpting, piecing, up-blending, weave cutting, pin wheels and more! Cut it up with Surface and see how these little design techniques can make a big difference in personalizing every guests' cut and style.

Attendee Tool List: Towel



Joico
with Cherry Petenbrink &
Ricardo Santiago
Monday 1:00 pm-3:00 pm

Blonde IQ

Experience an intense blonde building experience! From best-in-class lighteners to a targeted and evolving selection of toners, reparative technology and techniques, this class will elevate your BLONDE IQ beyond all limits. Suit up and bring your Joi for this interactive hands-in session.

Attendee Tool List: Color bowl, color brush, gloves, clips, 20 foils

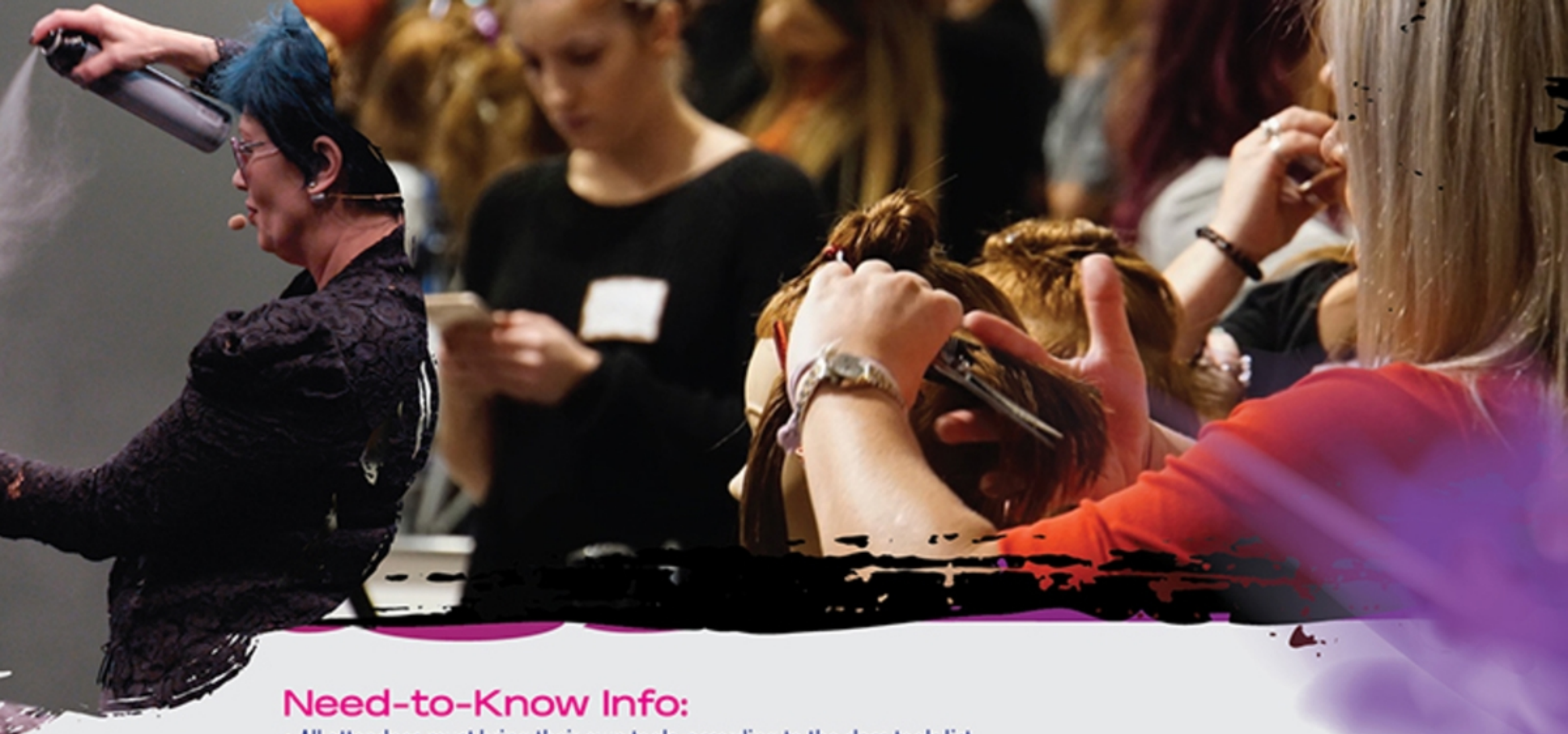


L'ANZA
with Christina Carter
Monday 1:00 pm-3:00 pm

Color and Beyond

Create colorful, bold placements with ease and be inspired by a new approach to formulation. See how the head-form can help you work smarter, not harder. Learn foundational finishing techniques that are easily applied behind the chair to help elevate your cutting or color services.

Attendee Tool List: Apron, Gloves, 10-15 Foils, Tail Comb, 6-8 Sectioning Clips, Color Board or Balayage Board, Color Bowl, Assorted Color Brushes (Long Bristle Wide Preferred), Towels, Pen, Paper



Need-to-Know Info:

- All attendees must bring their own tools, according to the class tools list.
- Workshop registration is in addition to your show ticket. You will have the option to register for a workshop when you purchase your show ticket.
- Presenters, topics and schedules are subject to change.
- All workshops are non-transferable and non-refundable.

HANDS-ON



Redken

with Veronica Ridge

Monday 9:30 am-12:30 pm

The Redken Exchange Presents: Game of Blondes

Learn the 3 essential techniques of Balayage: Classic, Modern and 5th Avenue! Become an expert in one of the fastest growing trends and "Sweep" your way from natural highlights to vibrant sun-kissed pops of color. Experience the Balayage tools Redken offers to help provide support to ensure thorough saturation for even lightening results. Two stylists per mannequin head.

Attendee Tool List: 2 Tail Combs, 4 Salon Towels, Color Apron, Balayage Paddle, 8-10 Section Clips, Yard of Balayage Cotton, 2 Color Brushes, Paddle Brush or Denman, Applicator Bottle, Measuring Cup or Scale, 4 Pairs of Gloves, 2 Color Bowls, Pencil and Paper



Matrix

with Daniel Roldan

& Dilek Onur-Taylor

Monday 1:00 pm-3:00 pm

Matrix Boardwalk Trend

Join Matrix Artistic Directors Daniel Roldan & Dilek Onur-Taylor as they share the latest trends in hair cutting and hair coloring. Experience hands-on haircutting with the best in the industry!

Attendee Tool List: Comb, Clips, Shears, Razor, Towel, Water Bottle