



Armstrong McCall

BEAUTY EVENT

South Texas

HAIR SHOW - EDUCATIONAL CLASSES - PRODUCT DEMONSTRATIONS - AND MORE

Sunday
September 17, 2023
Moody Gardens, Galveston, Texas



Featuring

PRESENTATIONS AND PRODUCTS BY:

aquage

BaBylissPRO



matrix

FAROUK
CHI|BIOSILK

GOLDWELL



OLIVIAGARDEN
Tools of Professionals Worldwide

NU
STANDARD



DevaCurl
LIVE YOUR CURLS

KENRA
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RefectoCil

★ sexyhair

DANGER JONES



#myidentity
@LUY-TANG

Schwarzkopf
PROFESSIONAL

PAUL MITCHELL

RUSK

REUZEL



STMNT
GROOMING GOODS

NU
HYDRASILK

WAHL
PROFESSIONAL

JOICO

WELLA
PROFESSIONALS

SCHEDULE OF EVENTS

SEAWALL - STAGE 1

| Time | Vendor | Class Description | Artist |
|-------------|---------------|--|----------------------------------|
| 9:30-10:15 | Pravana | Blonding Class: Ready to take your blondes to the brink? Get up close and personal with our full blonding arsenal before moving onto more advanced formulations using HydraGloss. From icy to honey and platinum to golden you'll learn how to take your blonding skills to the next level! | Kayla Boyer Liliana Mayberry |
| 10:30-11:15 | Farouk | Farouk Systems, Inc Global Artist Anna Cantu is ready to inspire industry pros in Galveston Tx with her hands-on education. Discover how to offer you clients the ultimate salon experience with the natural Royal Treatment Professional by CHI and the first to market LG CHI Color Master Factory. Plus, learn how to grow your business and improve the loyalty of your customers. | Anna Cantu |
| 11:30-12:15 | Color Wow | Color Wow Presents The Power of Wow: your hair game will never be the same again. Learn Cutting-Edge Curl Techniques and Session Looks. Take your styling skills and Business to the next level with the industry's most innovative, game changing team. | Kendall Dorsey |
| 12:30-1:15 | Matrix | Fearless Blonding: Color is All about control.. Join Robert as he shares classic to modern blonding techniques and formulas as well as toning options for every level and hair type. Key takeaways will be Classic & Modern blonding techniques, Formulation mastery, toning, shadowing and so much more. | Robert Santana |
| 1:30-2:15 | Nu Standard | Nu Standard's HYDRASILK Hydrating Bond System levels up your haircare services to a hair wellness experience with an opportunity to cash in on multiple services for eager clients seeker healthier-looking hair. This is a 2-step 2-product bond system that provides intense hydration and strength or all hair types where performance exceeds promises. | Alana Snowden Antwan Marcel |
| 2:30-3:15 | Paul Mitchell | Let us at John Paul Mitchell Systems inspire you! Come join our world-renowned artists Orlando Rodriguez and David Lowry to learn and be inspired by fashion forward hair color and trend setting cutting techniques. See Paul Mitchell's newest and exciting launches up close and personal. | Orlando Rodriguez David Lowry |
| 3:45-4:30 | Redavid | Canadian luxury Haircare manufacturer Redavid invites you to a showcase of science, trend and fashion! Join Leonardo Redavid and Katherine Sims to discover their innovative blonde therapy system as well as some of the latest trends in hair. Go from brass to ash with this 3 step chemical free toning system that brightens, tones, and repairs and offers total care for blonde hair. | Redavid Artistic Team |

FLAGSHIP - STAGE 2

| Time | Vendor | Class Description | Artist |
|-------------|--------------|--|-------------------------------------|
| 9:30-10:15 | Babyliss Pro | Houston Barber Tito will show a simplistic barbering approach, coupled with a deep understanding of the craft, by covering classic barbering techniques to achieve modern styles. | Tito Rodarte |
| 10:30-11:15 | Schwarzkopf | BlondeME- The Authority in Blonde Take your blonde skills to a new level with BLONDME- the authority in blonde. BLONDME is truly dedicated to the diverse needs of blondes, and with our versatile color and care system with integrated DUAL BOND Technology it will enable you to master any blonde challenges and create stunning blonde results! Join Sash Laub as she demonstrates the versatility of the new BLONDME portfolio. | Sasha Laub |
| 11:30-12:15 | Goldwell | Introducing Topchic Zero. A mindful choice to coloring hair. Topchic Zero offers you and your clients a feel-good solution to beautiful, radiant-looking hair that is environmentally friendly from the inside out. Maximize your creativity and versatility with a variety of color possibilities and techniques. Join us as we take a mindful approach and demonstrate some high impact color placements to maximize your creativity and efficiency behind the chair. | Carlos Alvarez Heather Torriente |
| 12:30-1:15 | Wella | Wella proudly presents our newest trend sweeping the industry, Color Blocking. There are several ways in which color blocking techniques translate to the hair. Although most of the traditional color blocking looks don't have multiple areas of the same color, the secret to create a supreme color block lies in the combination of precise color tones carefully selected for the aspired contest together with the placement of the PRO. Using shinefinity to allow for infinite possibilities with the shade pallet. | Nicole Obert |
| 1:30-2:15 | Joico | Build Bonds for Strong Blondes- With an emphasis on creating damage-free blonde looks, you'll learn expert level toning techniques that make all the difference in the world. Learn to pre-lighten, highlight, melt, and gloss your blondes to perfection, with unique patters, formulas, and blending affects offering gorgeous, predictable results. Step out of the box and expand your creativity with tips and tricks that take your coloring skills up a notch (or three!) | Mai Hernandez Nikole Wood |
| 2:30-3:15 | Moroccanoil | A debut you don't want to miss. Join Moroccanoil Global color Ambassador Lisa Dinh and Moroccanoil Artistic Team member Tatiana Dudley to experience Moroccanoil's New Chocolate shades An addition to the Professional Haircolor collection and gives you the ability to create both Chocolate Blondes and Brunettes. Be the first to see these luxurious shades come alive on stage and walk away inspired to create your own Chocolate recipe behind the chair. | Lisa Dinh Tatiana Dudley |
| 3:30-4:15 | Johnny B | Johnny B. Get Technical: Clipper Cutting: This straightforward class is packed with substance, designed to be informative and technique-based to give you the best opportunity at self-growth. Learn the best methods in achieving the perfect clippercut from our knowledgeable educators who share proper techniques and tips while highlighting the latest trends in mens grooming. | Johnathan Valdez |

LA PLAYA - CLASSROOM A1 (Spanish Classroom)

| Time | Vendor | Class Description | Artist |
|-------------|------------------|---|----------------|
| 9:30-10:30 | Matrix (Español) | El color tiene que ver con el control...Unase a Robert mientras comparte tecnicas y formulas de rubio clasico a moderno, asi como opciones de tonalizacion para cada nivel y tipo de cabello. Las 3 mejores conclusiones de su clase son tecnicas clasicas y modernas de rubios. Dominio de la formulacion tonalizante, sombra y mucho mas. | Robert Santana |
| 10:45-11:45 | Joico (Español) | Construye lazos para rubios fuertes: con énfasis en crear tonos rubios sin daños, "La diferencia en el mundo". | Mai Hernandez |

LA PLAYA - CLASSROOM A1 (Spanish Classroom)

| Time | Vendor | Class Description | Artist |
|------------|-------------------------|---|----------------------------------|
| 12:00-1:00 | Paul Mitchell (Español) | Únase a nosotros para una inspiración de moda audaz con Colorways. Enlaces, Rubios y Tonos usando Demi y Bond RX para crear un cabello hermoso, brillante y saludable. | Orlando Rodriguez David Lowry |
| 1:15-2:15 | Farouk (Español) | La artista global de Farouk Systems, Inc. Anna Cantu está lista para inspirar a los profesionales de la industria en Galveston, TX con educación práctica. Descubra como ofrecer a sus clientes la mejor experiencia de salón con las líneas naturales Royal Treatment Professional de CHI y las primeras en comercializar LG CHI Color Master Factory. | Anna Cantu |
| 2:30-3:30 | Schwarzkopf (Español) | BLONDME, Lleva tus habilidades de rubios a un nuevo nivel. BLONDME está realmente dedicado a las diversas necesidades de los rubios, y con nuestro versatil sistema de cuidado y color con tecnología DUAL BOND integrada, Te permitirá dominar cualquier desafío de rubios y crear impresionantes resultados. | Becca Ortiz |
| 3:45-4:45 | Wella (Español) | Descubre las últimas tendencias y técnicas de color de alrededor del mundo, que elevarán e inspirarán tu creatividad. El seminario de Bloqueo de Color ofrecido por Wella Professional, traerá a la vida colocación precisa, con la extensa variedad de opciones disponibles en su gama de color. | Denise Roman |

THE STRAND - CLASSROOM A2

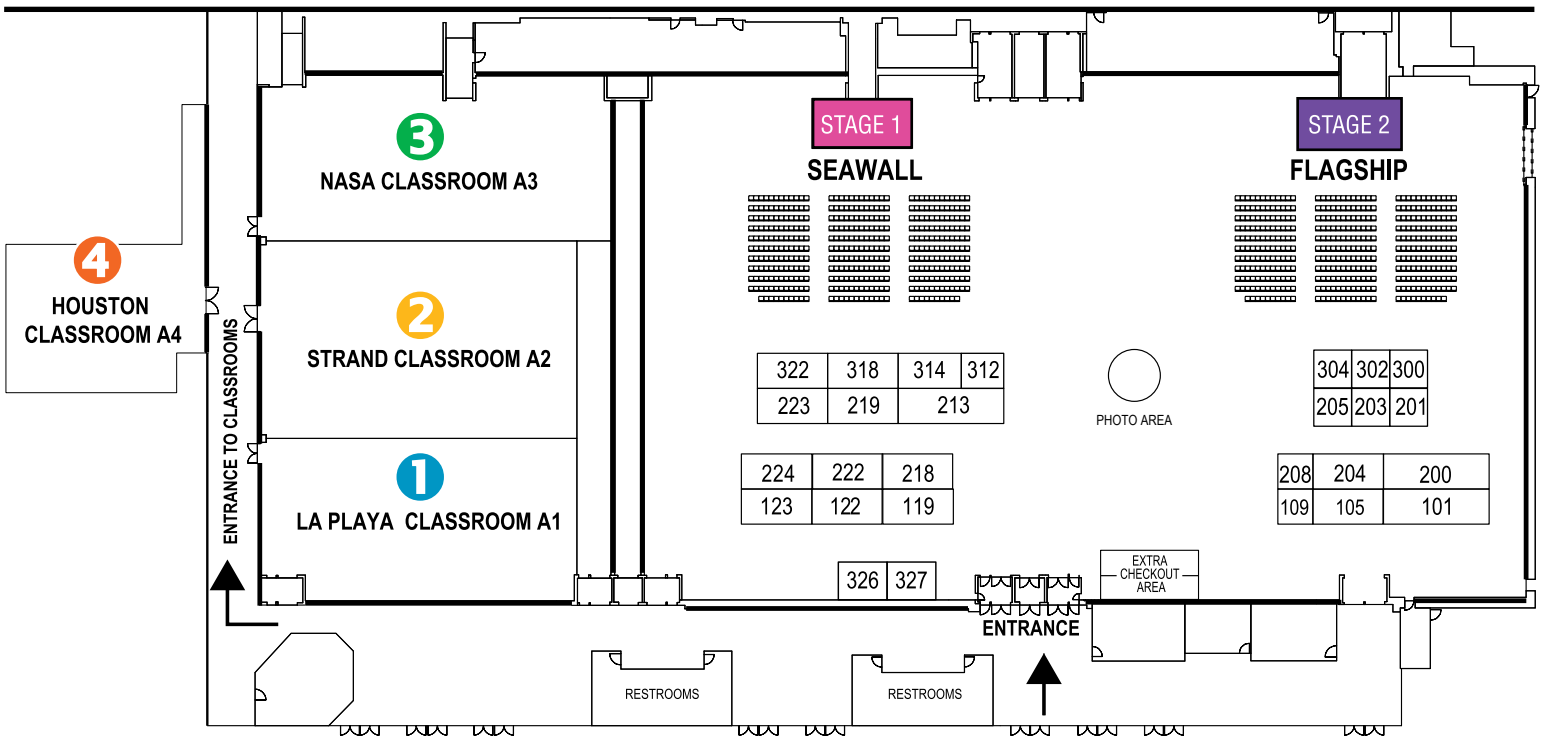
| Time | Vendor | Class Description | Artist |
|-------------|---------------|--|---|
| 9:30-10:30 | Olivia Garden | Casual Beauty Cut & Style Elevate your artistry behind the chair with Olivia Gardens Casual Beauty Style. Join our Educators for a presentation full of tips and techniques to create all the HOTTEST TRENDS HAPPENING NOW. If you are looking to take this season's Bobs, super Shags or natural texture hair styles to the next level this look and learn is for you. We will demonstrate how to create these effortless casual looks making it easy to implement on your Salon clientele. This presentation will cover cutting & styling to achieve the styles and finishes most requested in the salon today. Our new tools and appliances combined with our gold standards of OG brushes will all be showcased in this inspiring class. | Cherry Petenbrink |
| 10:45-11:45 | Wella | Texture: With Wella's newly released curriculum, Curl Craft I, II, & III this segment will cover the proper color techniques for curly/coily hair plus different care and styling techniques that will keep your client coming back with confidence. | Loufel Velasco |
| 12:00-1:00 | Moroccanoil | Business: Are you a victim of the dreaded phone scroll? You know, the one where your client adds products to their digital cart and not to their in-salon experience. Online shopping is at your clients fingertips, and nothing hurts more than watching them do it while they are in the chair. Learn why clients purchase online and the variety of client's buying behaviors. Join Richelle McLaughlin and learn easy to adapt strategies that will result in salon purchases and more more money in your pocket! | Richelle McLaughlin |
| 1:15-2:15 | Goldwell | Join us in the classroom for a deeper dive and more in depth look at the high impact color placements creating the looks on the main stage. Maximize your creativity and learn a more mindful approach to coloring hair. | Carlos Alvarez Heather Torriente |
| 2:30-3:30 | Matrix | Fearless Blonding: Color is All about control. Join Robert as he shares classic to modern blonding techniques and formulas as well as toning options for every level and hair type. Key takeaways will be Classic & Modern blonding techniques, Formulation mastery, toning, shadowing and so much more. | Robert Santana |
| 3:45-4:45 | Joico | Color Correction: Get ready to tackle corrective-color with confidence. Consistency is key, and this comprehensive class arms you with strategies for approaching each client with a unique plan for success. From foiling methods to decolorization techniques -- you'll learn how to choose the right products, tools, and techniques for every challenging correction in your chair. | Nicole Wood Mai Hernandez Kacey Ketebrink |

NASA - CLASSROOM A3

| Time | Vendor | Class Description | Artist |
|-------------|---------------|--|---|
| 9:30-10:30 | Paul Mitchell | Join us for bold fashion inspiration with Colorways, Bond blonde and tone using demi and Bond RX to create beautiful, shiny, healthy hair. | David Lowry Orlando Rodriguez |
| 10:45-11:45 | Redavid | Master the Blowout: With Hollywood worthy results and effortless technique as a Master Stylist Katherine will take the mystery out of creating more body and fluidity of movement from roots to ends to create a Red Carpet worthy finish. You'll learn how to analyze any hair type and adjust your technique to enhance any cut for a look that stuns. | Katherine Sims |
| 12:00-1:00 | Pravana | Vivids: Down to turn your VIVIDS'-skills up a notch—or ten? It's easy with the industry's largest semi-permanent creative color collection. Score pro tips for creating unparalleled formulas and placements that are guaranteed to turn heads in an instant. Fun. Fierce. Foolproof! | Kayla Boyer Liliana Mayberry |
| 1:15-2:15 | Danger Jones | Join Danger Jones creative as Doug Theoharis @doug_theo and Kasey O'Hara @hairbykaseyoh share a behind the scenes look into the most talked about brand in the industry. Become experts in Danger Jones semi-permanent colors while learning custom coloring and hair cutting techniques. | Doug Theoharis Kasey O'Hara |
| 2:30-3:30 | Color Wow | Let's Get REELS: Master the art of scroll-stopping videos! The interactive session is designed to teach you how to optimize Instagram reels and TikTok to develop your personal brand, build an online community and boost your retail sales. | Giles Robinson Leon Downing |
| 3:45-4:45 | Nu Standard | Hot Topic: Protecting textured hair when using heat: Heat tools are among the most popular but misunderstood stressors disrupting textured hair. Clients suffering hair damage desperately crave their natural hair texture to revert. We are here to set the Nu Standard with your expertise the HYDRASILK Hydrating Bond System. Together, we can restore and protect your client's hair texture from heat damage. Join the Nu Standard team to learn how to perfect the Hydrating Bond System Reconstructive Treatment to repair heat-stressed hair and prevent irreversible damage from blow dryers, flat irons, and silk press styling. | Alana Snowden Lenita Griffis-Browning |

HOUSTON - CLASSROOM A4

| Time | Vendor | Class Description | Artist |
|-------------|--------------------|--|------------------|
| 9:30-10:30 | Johnny B | Johnny B. Get Technical Magic Barbers looking to master their craft through education should enroll in this class. In-depth instruction by veteran Johnny B. educators ensures that participants walk away with an enhanced knowledge of the skills required for today's grooming trends. Hone the clipper-over-comb technique, blending, line-ups and styling while learning detailed product knowledge from one of the leading men's lines in the industry. Class also features a full men's shave portion. | Johnathan Valdez |
| 10:45-11:45 | Wella | Welcome to our Modern Classic captivating session where Rusk will take you in a journey through the art of creating classic hairstyles with a modern twist. We will teach you the essential styling techniques and principles that will elevate traditional craftsmanship with cutting-edge trends. | Matt Swinney |
| 12:00-1:00 | Wahl | The Designer Collection: Wahls educator will feature a cut from "The Wahl Designer Collection". Haircuts and styles anyone can wear. These textured haircuts are a balance between masculinity and femininity. We demonstrate the steps necessary to properly execute a trendy haircut using Wahl Clippers. The techniques demonstrated will include blending, finishing tools, and a haircut line up. As well as demonstrate the steps necessary for proper tool maintenance, tool sanitation, and tool selections. | Rick Morin |
| 1:15-2:15 | Babyliss (Español) | Tito, Barbero de Houston, mostrará un enfoque de barbería simplista, junto con un profundo conocimiento del oficio, al cubrir las técnicas clásicas de barbería para lograr estilos modernos. | Tito Rodarte |
| 2:30-3:30 | Kenra | Radiant Ember Glow-Up technique: Ring the alarm, because this look is fire! The Radiant Ember Glow-Up Technique is a smart approach to hair coloring that utilizes strategic sectioning to allow for stunning, customized results. Learn the why behind our smart sectioning and different ways to approach it on various guests. Being intentional about placement, blending & toning this class simplifies the process of achieving vibrancy without need for a shadow root. | Karey Villalobos |
| 3:45-4:45 | Moroccanoil | "Warm + Cool = Neutral...Right?! Join Todd Moore, Elite Color Professional, and learn why this isn't always true. It's a deep dive into the haircolor formulation process, where you'll learn how to use your Swatch book the color wheel, and the hair canvas to achieve predictable haircolor results. It's not just Color Theory, it's knowledge; it's knowledge that will boost your confidence at the color bar, and your revenue behind that chair!" | Todd Moore |



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