

Keynote Forums

The Makeup Show Keynote & Business Forum has become an anticipated event for all of our attending artists as it allows artists and industry insiders at all levels of the industry to watch, listen and learn from icons, legends and the leading artists influencing and making an impact on our industries past, present and future. Whether it is the latest in technology, insight into one particular area of the industry, advice on union or agency, or an intimate look into the life of a leading artist, The Keynote & Business Forum has become a must for the attendees who want to learn the tips, tricks and techniques to advance their own artistry and careers.



Making Impact: Makeup and More – Charlie Green

Saturday, March 19, 10:30-11:30

Every successful artist develops a signature style that helps them gain notoriety. In this keynote Charlie Green gives you a glimpse first hand into the fun, fresh and flirty artistry, creative energy and charming personality that have helped her make her mark on the fashion and celebrity scene. As a leading authority and one of the most influential artists in the industry for nearly twenty years, Charlie has an understanding of makeup that is unmatched. In this exclusive keynote Charlie shares the secrets that have kept her working with the top photographers, models, and magazines in the business including covers of Vogue, Elle and GQ to name just a few. Listen in as she discusses her career, offer tips on how to take yourself to the next level, and demonstrate the techniques that have made her one of the most renowned makeup artists and mentors in makeup with such celebrity clientele that includes Courtney Love, Martha Stewart, Angelina Jolie, Salma Hayek, Penelope Cruz and Heidi Klum, Adriana Lima and Gisele Bunchen among her loyal fans.



The Signature Style of a Celebrity Artist – Scott Barnes

Saturday, March 19, 12:00-1:30

As one of the most celebrated and sought after makeup artists in the industry, Scott Barnes' work on some of the most famous faces in the world has changed the way we look at beauty. Scott's successful career as a makeup artist has made him the go-to for celebrities and photographers and takes him around the world, inspiring him to look beyond the conventional methods of color, contour, light and line. In this first time keynote, Scott shares his insight into working in the celebrity and editorial world, offers expert advice on what you can do to bring your makeup to an editorial level in every application and lets you know how to find your own footing and make your own stand in this always changing makeup business. Scott will also demonstrate the signature style and skill that have positioned him as a celebrity artist.



Living in Color – Kat Von D

Hosted by James Vincent

Saturday, March 19, 2:00-3:00

Artist, television personality and entrepreneur Kat Von D has been breaking down barriers in tough industries her entire career. As a tattooist she managed to not only make a name for herself in the male dominated world of professional ink but has managed to establish herself as a master celebrated by many. Her commitment to individuality and her spirit of independence paired with an eye for color and detail and her dedication and drive make her the ideal woman to build a beauty brand poised to take over the makeup

industry and the world. In this first time keynote at The Makeup Show, Kat takes to the stage joined by Erik Soto, Global Makeup Artist for Kat Von D Beauty to share the story behind her eponymous makeup line. Listen in as Kat offers insight into how she has made a name for herself by staying true to her own beliefs and lets you in on the her secrets to success. Gain an understanding on what separates the brand in this crowded beauty market and be inspired to find your own path to individual success.



Union Strong: Women in Television and Film

Christina Smith, Susan Cabral-Ebert, Eugenia Weston and Melanie Levitt

Saturday, March 19, 3:30-4:30

From brand creator to bridal and beauty makeup artists to department heads on movies and television show, the position of women as principal makeup artists and leaders in our industry has come a long way baby. It seems impossible to remember a time when women were not leading the industry let alone a time when they were not allowed to do makeup on union sets. In this panel discussion President of The Make-Up Artists and Hair Stylists Guild, IATSE Local 706, Susan Cabral-Ebert has helped us put together a panel of some of the very first women that were inducted into the union and have gone on to become our industries most influential artists. Award nominated and award winning women who have established that their talent and tenacity at doing what they love would have them leading the whole industry. Our panelists include Emmy and Academy Award nominees and winners and designers and department heads from some of the most iconic TV and film moments. Christina Smith, Melanie Levitt and Eugenia Weston will talk about their individual careers, their iconic accomplishments and the challenges still faced specifically by female artists in all areas of the industry today. These artists who can still be found on some of the most famous sets in the world will offer advice on what you can do to be part of today's union and guide you to build a career in any area of the industry by inspiring us to look forward while celebrating our past.



Changing the Game: A New Movement in Makeup – Jamie Greenberg

Sponsored by Temptu PRO

Sunday, March 20, 10:00-11:30

Celebrity Make-up Artist and Beauty Personality Jamie Greenberg is bringing something new to beauty. With wit, vivacity, and an imaginative approach to her craft, Jamie Greenberg has made herself one of young Hollywood's most indispensable makeup artists while also managing to establish herself as a beauty expert in conventional and social media. With magazine editorials for magazines including Allure, Elle, Lucky, Harper's Bazaar and L'Uomo Vogue, under her belt and a client list that includes Kaley Cuoco, Rashida Jones, Anna Faris, Lizzy Caplan, Elisabeth Moss, Jordana Brewster to name a few, Jamie not only inspires with her application she shares her knowledge with our makeup community. As an active personality within the beauty industry, she engages her audience through her personal YouTube Channel and countless guest spots on television and more, Jamie represents the modern artist with ingenuity and integrity. In this keynote Jamie will share her story and speak of inspiration and success. She will show you her application and demonstrate the technique that has made her one of the most sought after artists in Hollywood while introducing the all new TEMPTUair. This first ever cordless makeup device and interchangeable Airpod Makeup address multiple beauty needs replacing brushes, sponges and other set must haves.



The Skin That I'm In: Diversity in Artistry and Application

Nick Lujan, Ruby Polanco and Lori Taylor

Hosted by **James Vincent**

Sunday, March 20, 12:00-1:00

In this age of social media marketing and overwhelming amounts of information inundating us constantly the idea that the needs of our artists and clients of color are not being met seems impossible. As an African American sits in the White House and actors of all different skin tones and ethnicities are winning Emmy's, Grammy's and academy awards the idea that the professional artist community, cosmetic brands and our beauty industry continues to ignore faces of color in formulation, fashion, advertising and editorial features is an issue we need to recognize. In this first time panel our Director of Education and Artist Relations James Vincent invites a diverse panel of brand owners, artists and beauty insiders to join him on stage to discuss this hotly debated topic and explore what we can do as a community to become one of inclusion. We will discuss favorite products, personal view points and share information and opinions on the importance of breaking race barriers in our artistry and industry. We will speak about the idea that artists can only work on skin tones similar to their own and break down the myths and stereotypes while offering some of the solutions we have come up with in our own career. The Makeup Show pushes towards the future and in this most diverse of makeup markets we look toward ideas and implementations to creating a strong and diverse pro makeup community.



Our Industry Today

Michael DeVellis, Donald Simrock, Madeline Leonard and Taylor Babaian

Sponsored by The Powder Group

Sunday, March 20, 1:30-2:30

In this new, keynote program presented by The Powder Group, you will hear from a selection of top industry leaders as they discuss the ways that the pro makeup industry has evolved and what we can expect next from this dynamic and ever changing field. Hosted by On Makeup Magazine

and TPG founder, Michael DeVellis who will lead a panel of industry leaders including Donald Simrock, Celebrity Artist and Creative Director for VVV Magazine, Madeline Leonard, Director/Owner Cloutier Remix, and Celebrity Makeup Artist and Author, Taylor Babaian. through a discussion of pertinent issues that artists face today. With advances in technology, the influence of social media, more makeup artists entering the industry than ever before, adaptability and an understanding how to navigate your way through a career in makeup are more important than ever before. Today's clients are looking for more from today's pro, and this session will help you understand how to be all you can be so that you can build your most successful career ever. This must-attend event will provide you the understanding of what you need to be prepared for and what you can leave behind, and set you up for your most successful career ever.



Artistry and Innovation – Kathy Jeung

Sponsored by NARS Cosmetics

Sunday, March 20, 3:00-4:30]

From unforgettable celebrity red carpet makeup to advertising, commercials and music videos that capture a stars personality, Kathy is a master at incorporating a creative use of color and texture in all her work. With editorial work featured in publications including Marie Claire, W, Harper's

Bazaar, and Vogue and numerous music videos for artists ranging from Rita Ora, Pink, Gwen Stefani to 30 Seconds to Mars and David Bowie, Kathy's work captures the imagination and makes a strong impression. As the artist behind such iconic imagery Kathy has developed a reputation for innovation and an understanding for working with photographers and clients that are also changing the game. In this first time keynote Kathy takes to the stage and shares her story and shows you her secrets for an unforgettable makeup every time.

Main Floor Seminars

Enjoy seminars by the industries best. From Spring Trend and Bridal to Airbrush and FX, the Main Floor Seminars will provide a great selection of events, designed to inspire and inform. Presented by some of the biggest players in the business, these complimentary events are seated on a first-come first-served basis and do not require registration and are included in admission to The Makeup Show.

Saturday, March 19th Seminar A

- 9:45-10:30 Layering and Texture- R. Bennett Jason Green for Inglot Cosmetics
- 11:00-11:45 Airbrush Makeup and Hair- Adrienne Sanchez for Temptu PRO
- 12:15-1:00 So You want to be a Makeup Artist- Michael DeVellis for The Powder Group
- 1:30-2:15 Incorporating Color: Introducing Aqua XL- Nicholas Lujan for MAKE UP FOR EVER
- 2:45-3:30 Multimedia Makeup: Practical techniques for Film, TV, and Print - David Klasfeld for Obsessive Compulsive Cosmetics
- 4:00-4:45 Men's Grooming- Angela Wilson for MustaeV
- 5:00-5:45 Changing the Face of Beauty: A new approach to highlighting and contouring - Lynnette Cole for Pur Cosmetics

Seminar B

- 10:00-10:45 Adding Glitz and Glam to Professional Makeup- Alyssa Anderson for Crown Brush
- 11:15-12:00 Press, Buff and Blend? Complexion brush selection and technique for portfolio-worthy results - Helen Phillips for Sephora PRO
- 12:30-1:15 Cheek Technique- Raquel Grijalva for NARS Cosmetics
- 1:45-2:30 Studio Skin: Complexion for the Camera- Lori Taylor for Smashbox Cosmetics
- 3:00-3:45 Red Carpet Ready: The Glow- Friends Beauty Supply
- 4:15-5:00 Beyond Basics- Orlando Santiago for CAO Cosmetics
- 5:00-5:45 Melanie Mills Hollywood

Sunday, March 20th Seminar A

- 9:30-10:15 Mastering Complexion: Ultra HD- Nicholas Lujan for MAKE UP FOR EVER

- 10:45-11:30 Bridal Beauty for Women of Color - Val Hernandez-Garcia for Youngblood Mineral Cosmetics
- 12:00-12:45 Mastering the Runway- Shanna Cistulli for Cinema Secrets
- 1:15-2:00 Detailing Beauty- Ivan Betancourt for MUSE BEAUTY
- 2:30-3:15 Pamper like a Pro. How professionals treat celebrities in the chair- Barry Koper and Kristina Goldberg for Graftobian Makeup Company

Seminar B

- 9:45-10:30 How to create flawless, pretty skin with Kevyn Aucoin- Viviana Martin for Kevyn Aucoin Beauty
- 11:00-11:45 Discover Dermaflage: The out-of-kit solution for a flawless complexion and quick realistic silicone effects- Melissa Street for Nigél Beauty
- 12:15-1:00 Art of Brows - Eugenia Weston for Senna Cosmetics
- 1:30-2:15 Tattoo Coverups: Hiding and Concealing in Film, TV & Bridal - Trason Fernandes
- 2:45-3:30 The Art of "Baking Makeup Technique" - Megan Hill Luman for MEHRON Makeup

Hands on Workshops

Hands on Workshops allow an exclusive group of dedicated artists to be a part of intense learning with some of the largest names in our industry in an intimate setting. Each workshop is designed to allow attending artists to listen and learn through demonstration, discussion, coaching and critique via face to face attention from icons and celebrity artists allowing you to advance your artistry and career.



THE PERFECT BRIDE

Orlando Santiago

\$300 – Friday, March 18, 2016 – 9:30-5:30 – Studio 1

This event is ideal for freelancers, salon makeup artists and anyone who wants to add makeup to, or perfect their work in the area of bridal makeup. You will understand the best products and techniques for long-lasting, beautiful bridal makeup. Learn the must-ask questions when working with a bride/bridal party and considerations for photography and video work.



EVOLUTION OF A PHOTO SHOOT

David Hernandez

\$300 – Friday, March 18, 2016 – 9:30-5:30 – Studio 2

Creating a beautiful and effective editorial story or planning out any makeup application takes more than just great makeup artistry. In this unique event, we take you through the process of creating magazine editorials and using makeup artistry as a part of, or the lead story teller of the piece. Discussion and demonstration will review the process of putting together the story and working as an effective part of the team to create cohesive, current and beautiful work.



EMPHASIS EYES

Dani Fonseca

\$140 Saturday, March 19, 2016 – 10:00-1:00 – Studio 1

The emphasis on the eyes in most makeup applications cannot be denied and the decisions we make can make all the difference. In this hands-on workshop, we will explore the use of color, texture, and placement in creating shapes and illusions with multiple product options. We will discuss different product possibilities and the role they play in perfecting application and learn techniques for lining and defining, the importance and the power of depth and volume as well as explore the relationship between brow, lash and every area of the eye. Whether you are just starting out as an artist or want to bring your makeup to a more advanced level, this workshop will be sure to have you designing and applying a perfect eye for every occasion.



UNDERSTANDING COLOR THEORY AND COLOR CORRECTION

Orlando Santiago

\$140 Saturday, March 19, 2016 – 10:30-1:30 – Studio 2

Theory is used to allow us to understand how colors react to each other and how our eyes see that reaction. This reaction is the basis of all make up design. Color theory applied in beauty make up lets us enhance certain features like eye color, make educated choices to correct discoloration in the skin tone or skin imperfections, and helps with issues like under eye darkness. In more advanced or avant garde make up designs, color theory will help you create a unique and impactful end result. In this hands-on workshop, you will learn how to make your own foundations, customize colors to design the best looks for your clients, and develop your eye to see how color theory applies to all aspects of your work.



FUNDAMENTALS OF COMPLEXION AND CONTOUR

Bethany Townes

\$140 Saturday, March 19, 2016 – 1:30-4:30 – Studio 1

In this intensive hands-on workshop, we will look at one of the most important aspects of any application...achieving the perfect foundation. We will explore how product can be manipulated by an artist to attain any desired coverage and texture and the importance of color theory, color matching, correction and coverage in creating flawless foundation. We will discern the decision making process and the why and when in choosing liquid, crème and powder formulations. In the hands-on portion, you will be challenged to color match multiple clients and correctly apply three different formulas of foundation to achieve desired coverage. This workshop is ideal for beginning makeup artist or artist who wants to explore the building blocks of a beautiful application.



MAKEUP FOR PHOTOGRAPHY

Dani Fonseca

\$140 Saturday, March 19, 2016 – 2:00-5:00 – Studio 2

In this crucial event for anyone working in any print medium including bridal, editorial, headshot or other print work you will review what is involved in creating flawless beauty makeup for photography. This event is designed to help you better understand the details that make a makeup camera ready. The presenter will take you through the techniques required to transform a makeup for photography and the product and tools that can

be used. They will share personal procedures as well as explore the precision required for photographic applications.



RED CARPET BEAUTY & BEYOND

Orlando Santiago

\$140 Sunday, March 20, 2016 – 10:00-1:00 – Studio 1

Whether your work is with celebrities for award ceremonies or real women, red carpet beauty will help you better understand and execute special event makeup. Watch and learn the secrets to making your makeup long lasting and ensuring it will be flawless in photographs, video and in person and practice the techniques and tricks the biggest artists in the business

use to develop their signature looks.



EDITING AND EXAMINING YOUR WORK

Bethany Townes

\$140 Sunday, March 20, 2016 – 10:15-1:15 – Studio 2

Perfecting your technique, detailing your work and understanding control and precision in beauty makeup applications is essential for becoming a well-known or well respected artist. Stepping back from your makeup and making edits is as important as how you design your look and deal with your client. Knowing when to stop and developing your eye to see the small detail in your makeup makes every makeup stronger.

This workshop is a concentrated look at techniques including focusing on detailing and taking the extra steps to ensure your makeup goes from great to gorgeous. Learn the methods you need to create flawless, awe inspiring beauty makeup on every job from bridal to editorial. This workshop will allow you to see and experience your application in HD to better understand your own makeup.



FROM PREP TO SET: DURABLE MAKEUP FOR EVERY ARTIST

David Hernandez

\$140 Sunday, March 20, 2016 – 1:30-4:30 – Studio 1

The job of the makeup artist is to design, apply and maintain their makeup application. Applying extraordinary makeup in even the most extreme situations is integral to success as an artist. In this workshop you will be led through the decision making process during your initial design of a look and learn the thinking skills that you should apply to your application to make it last in any situation.



EDITORIAL BEAUTY|

Orlando Santiago

\$140 Sunday, March 20, 2016 – 1:30-4:30 – Studio 2

This workshop will help you develop an understanding of the process and logistics of working in Editorial and developing more fashion oriented looks in your work. We will discuss the editorial collaboration and creative process as well as demonstrate essential techniques and product choices in keeping your work modern, fashionable and controlled

FOCUS: ARTIST'S KIT AND CAREER BUILDING SERIES

The business part of this beauty industry can sometimes be the greatest obstacle to success. Having an understanding of how to prepare your materials and present yourself to potential clients can be the crucial factor in determining whether you are the artist who is given a coveted position. In this first time Career Focus seminar series industry leaders known for their honest advice and valuable insight will help you understand the industry standards and identify what you can do in your own career to make yourself stronger and more successful.

Determining which product takes the coveted place in your kit can be one of the most difficult decisions for the professional artist. With so many options available artists can spend too much time and money in the process of perusing and purchasing makeup or even get stuck in staying with the same product they have always used. The Makeup Show Focus Series: Artist's Kit Building Area is designed to give you the opportunity to compare and contrast products from the same category by looking, feeling and revealing the facts and fundamentals that separate one from another allowing every artist to make a more informed purchasing decision. Take this opportunity to touch each product, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items. All product and materials needed will be provided by The Makeup Show during each session.

Focus On Complexion – Bethany Townes – Studio 3

Saturday, March 19, 2016 – 10:00-11:00

Take an intensive look at the options available for complexion, contour, highlight and color to shape and structure a face and add flush and get an understanding for the how, when and why in choosing the proper product.

Insight: Bridal – Bethany Townes – Studio 3

Saturday, March 19, 2016 – 11:30-12:30

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durable requirements of the application make it the toughest makeup you can do. See what products meet the bridal challenge and create the perfect bride every time.

Choosing Product for All Clients – David Hernandez – Studio 3

Saturday, March 19, 2016 – 1:00-2:00

An exploration and examination the options available for complexion for all skin tones including African American, Latina, Asian and more. We will discuss favorite products and share information on what you can carry to meet the needs of any and all clients.

Marketing Me: Strategies for Success in the Freelance Career – Orlando Santiago – Studio 3

Saturday, March 19, 2016 – 2:30-3:30

Having an understanding of how marketing works and what it can do for your career is even more crucial when you are your own business. In this session we will explore the smartest ways you can use social media to set a plan into place and put your career in better motion.

Must-Have Makeup for a Complete Kit – James Vincent – Studio 3

Saturday, March 19, 2016 – 4:30-5:30

There are those products that exist in the makeup industry as the pieces every artists wants to have at hand. Do not miss this seminar that will show the whats and whys of some of our most famous classic and current makeup must haves.

The Makeup Show LA Career Fair – Studio 3 – \$10

Saturday, March 19, 2016 5:00-6:30

This provides the opportunity for face to face interviews and career tips from experts and the chance to meet with possible employers. Come and learn what potential employers are looking for in your

portfolio and resume and network with industry executives, decision makers and experts. The Career Fair is limited to those ticket holders of The Makeup Show LA attending on Saturday, March 19 and is limited to 100 attendees.

Special Event Makeup Secrets – Laquanna Chong – Studio 3

Sunday, March 20, 2016 – 10:00-11:00

Knowing which products work best for high intensity situations from red carpet and celebrity appearances to holiday parties and weddings allows you to choose these makeup must haves to apply high performance makeup and use the perfect finishing product on any client you are working with.

Insight: Working in Television – Laquanna Chong – Studio 3

Sunday, March 20, 2016 – 11:30-12:30

Working in television can be a tough business. You've got to be able to take on limitless scenarios with an application that will look good in HD, move with the actors and last. See what products can meet these challenges and get some insight from an artist currently keying multiple programs.

Insight: NYFW Wrap Up – James Vincent – Studio 3

Sunday, March 20, 2016 – 1:00-2:00

Get a first look at and a feel for current and upcoming trends and an understanding what you need in your kit. A must attend for anyone who wants to work on fashion week or bring a more fashion feel to any makeup application.

Insight: FX – Dani Fonseca – Studio 3

Sunday, March 20, 2016 – 2:30-3:30

Adding basic FX application to any makeup resume allows a makeup artist to take on some challenges beyond beauty. Learn what products can take any artists into an area of creating basic scars, cuts, burns, and bruises for realistic application.