

# Education At a Glance

## Keynote and Business 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.

**Saturday, March 28th**

**The Artists' Secrets**

**Marylin Lee Spiegel, Danielle Saunders Rush and Mary Klimek for Embryolisse**

**10:00-11:00**

From deciding what area of the industry to pursue to what product you carry in your kit, today's makeup artists have more choices to make than ever before.

In this The Makeup Show Panel, artist favorite, Embryolisse brings together some of the biggest names in the business to offer insight on choosing the right product, preparing the skin, designing makeup for character, client and continuing to develop your kit and career.

Celebrating 65 years in the industry this year Embryolisse has always been committed to being a resource for the professional artist and continues to do so with these this pro panel.

**Hollywood Insider – Fiona Stiles**

**11:30-1:00**

Known for her work in advertising, editorial and celebrity areas of the industry, Emmy nominated, LA based artist Fiona Stiles truly understands how to create makeup that is both compelling and beautiful. Her work with the world's most famous and recognizable faces shows her fresh, instinctive approach to creating beautiful faces within the fashion, music and entertainment worlds, as well as magazines and media outlets across the globe. In her first time keynote for The Makeup Show, Fiona will show you the technique that has landed her on the pages of publications including Vogue, Harper's Bazaar, Elle, W, InStyle and Vanity Fair and brought forward the famous faces of A-lister's Jessica Alba, Jennifer Garner, Jessica Chastain, Nicole Richie, Elizabeth Banks, Lily Aldridge, and too many more to list. She will share her story and her thoughts on what every artist can do to build a better portfolio, land an agent, brand themselves and become the artist they always wanted to be.

## **Signature Style – Ellis Faas**

**1:30-3:00**

Named, “One of the most influential make-up artists of her generation” by Vogue Paris Ellis Faas has had a career in beauty and fashion that is beyond belief. From her first foray into the industry as a photographer Ellis has always explored the versatility and magic of makeup. After working in Paris and London Faas headed back to her hometown of Amsterdam and began to work with photographers including Mario Testino, Peter Lindbergh, Karl Lagerfeld, Paolo Roversi, Miles Aldridge and many more and has worked on designer campaigns for Giorgio Armani, Chanel, Fendi, Jean-Paul Gaultier, Moschino, Junya Watanabe among others. With an eye for color and texture and the excitement she could bring across in a makeup application Faas captured the world’s attention. Her eponymous line captures her same aesthetic. In her first time as a keynote at The Makeup Show Ellis Faas joins our own James Vincent for an intimate Q and A where she will share her thoughts on the importance of developing your eye for makeup and your own makeup style, 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. Ellis will also show you some of her technique in a demonstration that delivers on everything you have heard about this industry icon.

## **Changing the Game – Donald Robertson**

**3:30-5:00**

Artist, illustrator and Instagram star Donald Robertson has charmed the fashion and beauty world and become an internet fan favorite with his immediately recognizable illustrations and collages that comment on pop culture, art and everyday life in a way that is truly original. The Toronto-born/New-York based artist whose prolific career spans decades in our creative industry, most recently in re-joining Estée Lauder on special projects where he continues to work today. Donald has worked with the founders of MAC Cosmetics, where he helped launch VivaGlam to raise millions globally for the fight against AIDS. Next, trading in beauty for fashion, Robertson launched American Marie Claire before redesigning American Glamour with Conde Nast and Hearst. In the past 18 months, he has focused free time on his solo art career after Instagram launched him into the global spotlight where the press has named him the “Andy Warhol of Instagram.” With his recent collaboration with another industry game changer, Smashbox Cosmetics, they took French retailer Colette by storm and rode into Art Basel in a classic Cadillac covered in kisses.

In this first time keynote Donald joins The Makeup Show’s James Vincent and Smashbox Global Pro Lead Artist, Lori Taylor Davis, on our keynote stage to share his story of life as an artist, father of five and how he found his unique place in the industry. He will share with you his professional experiences that lead him to features in countless publications including CR Fashionbook, Vanity Fair UK, Vogue Korea, Vogue Brazil, Harper’s Bazaar, the NY Post, and InStyle

Magazine, where he is a regular contributor.

Do not miss out as this Industry leader lets you in on what you can do to make your own mark in this makeup game by playing by your own rules.

**Sunday, March 29th**

**What's My Name?**

**Branding and Building a Career in Today's Industry**

**Ruby Polanco and Panel**

**10:00-11:30**

Having an understanding of marketing and the new media is crucial for career success and can mean the difference between landing or losing a client. Mastering social media, making a name for yourself and understanding how to build a brand can make the difference between success in this business or being stuck in the same spot. In this first time keynote, educator and artist Ruby Polanco shares her story of success that has led her from immigrant to entrepreneur and owner of the award-winning Ruby Makeup Academy, named one of Inc. Magazine's "America's Top 500 fastest growing companies." Join us for this panel presentation as Ms. Polanco shares the stage with The Makeup Show's James Vincent and Ruby celebrity artists Evelyn Ramirez, Daisy Lomeli and Henry Vasquez to offer insight on branding, input on how you can use social media to build your business and share the secrets to individual success in this makeup industry.

**Art and Influence:**

**A conversation with industry insiders and MAKE UP FOR EVER**

**Turner Floyd, Melanie Inglessis, William Lemon III and James Vincent**

**12:00-1:30**

For over thirty years MAKE UP FOR EVER has been inspiring and meeting the demands of the professional makeup community. With a desire to meet the needs of makeup artists working in every area of the industry, MAKE UP FOR EVER Founder and Creative Director Dany Sanz has brought to life product that is packed with pigment and creative force. MAKE UP FOR EVER products, including their iconic HD, Aqua, and Flash Color ranges, have managed to make the brand a must have for the professional artist and makeup enthusiast alike and have influenced the entire industry. In this The Makeup Show LA Keynote Panel, MAKE UP FOR EVER Pro Division Director, Turner Floyd, takes the stage with some of MAKE UP FOR EVER's favorite artists for an interview style session that will give you direct access to some of the greats! Join her and one of Hollywood's hottest artists – Melanie Inglessis, fine artist and musician turned makeup artist and skin printer – William Lemon III, and New York's rock and roll artist – James Vincent as they talk makeup, MAKE UP FOR EVER, social media, celebrity secrets, career highlights and more! They will offer their insight into a successful makeup artist's career, giving you an understanding of what's pretty, what's possible and what you can do to put yourself at the top of the industry.

**The New Movement in Makeup – Ashunta Sheriff**

## **2:00-3:30**

With over 16 years in this beauty industry, makeup artist Ashunta Sheriff has made a name for herself, mastered the art of makeup and managed to change the game. With an understanding of both beauty and business Ashunta has separated herself from other artists bringing her eye for beauty and brand of less is more makeup to some of the most famous faces in the world while managing to forge the way for fresh, new beauty looks. Ashunta will share with you her thoughts on how to build your own beauty brand and name while maintaining your own ideals and integrity. She will speak to the importance of surrounding yourself with the right people to push you further. She will shed some light on how to make your own artistry celebrity worthy and share her technique for developing her signature contour and glow gorgeous makeup look. Let Ashunta inspire you to look beyond the images we are inundated with and the carbon copy makeup techniques that flood the internet to truly develop your own signature style that will set into motion as part of this new makeup movement of individual beauty.

## **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 28<sup>th</sup>**

#### **Seminar Space A**

9:45-10:30 Hidden Money in Makeup - James Vincent & Danessa Myricks for The Makeup Show

11:00-11:45 Total Face and Body Contour - Vincent Ford for TEMPTU PRO

12:15-1:00 Spring/Summer 2015 Color Focus - Maurice Stein and Shanna Cistulli for Cinema Secrets

1:30-2:15 Flash Palette Focus - Jessie Powers for MAKE UP FOR EVER

2:45-3:30 The Art & Science of OCC Skin - David Klasfeld for Obsessive Compulsive Cosmetics

4:00-4:45 Art of Brows - Eugenia Weston for Senna Cosmetics

5:00-5:45 Mahasin Phillips for Inglot Cosmetics

#### **Seminar Space B**

9:30-10:15 Flawless Camera Ready Bridal Makeup - Buntricia Bastian for Pinnacle Cosmetics

10:15-11:00 Beat Around the Brush, Brush Basics - Kerry Herta for Crown Brush

11:15-12:00 Cheek Technique: Pop & Contour featuring Dual Intensity Blush - Cindy Rodriguez for NARS Cosmetics

12:30-1:15 Glamour at Tiffany's: How to recreate an Iconic Look - Barry Koper for Graftobian

1:45-2:30 How To Get Into the Union? - Susan Cabral-Ebert for Local 706  
3:00-3:45 It's Not About the Product; It's All About Your Artistry: HD Out of Your Kit - Sian Richards for London Brush Company  
4:15-5:00 Nikkie Metz for Friends Beauty Supply

### **Sunday, March 29<sup>th</sup>**

#### **Seminar Space A**

9:30-10:15 Uncovering Flawless Skin - Jessie Powers for MAKE UP FOR EVER  
10:45-11:30 Editorial Beauty Secrets - Valerie Hernandez for Youngblood Mineral Cosmetics  
12:00-12:45 Sephora  
1:15-2:00 The Art of Airbrush Makeup - Alphonse Wiebelt for MUSE BEAUTY  
2:30-3:15 Effortless Glam - Lilit Caradonian (MakeUpbyLilit) for Naimie's  
3:45-4:30 Couture Bridal Collection - Kayti Pillor for CAO Cosmetics

#### **Seminar Space B**

9:45-10:30 Editorial Makeup in Black and White vs. Color - Kanisha Perry for Stila Cosmetics  
11:00-11:45 Kit Focus - James Vincent for The Makeup Show  
12:15-1:00 Lori Taylor for Smashbox Cosmetics  
1:30-2:15 Beauty & The Beast: Versatility in all Aspects of Makeup - Trason Fernandes for Bdellium Tools  
2:45-3:30 NYFW 2015: Runway Makeup Trends, Tips & Tricks - Paloma Romo for Mehron Makeup  
4:00-4:45 Beauty Business for Entrepreneurs - Erik Kaiser for GlamcorTec

## **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**

#### **Danessa Myricks**

**\$300 – Friday, March 27, 2015 – 10:00-6:00 – 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.

### **MASTERING HAIR AND MAKEUP: COLLABORATION IN ARTISTRY**

#### **Orlando Santiago and Daven Mayeda**

**\$300 Friday, March 27, 2015 – 10:00-6:00 – Studio 2**

The Makeup Show continues our tradition of exploring the importance of the collaboration between the hair stylist and makeup artist on any set. Whether you are working with a hair stylist or an artist who also styles understanding the communication and and execution required in each medium is the key to success. In this full day hands-on workshop Makeup Artist Orlando Santiago teams up with Hair Stylist and Artist Daven Mayeda to take you through the design and styling process of both. watch and learn as these two bring you through a realistic celebrity and editorial situation and then let them take you through your own design on your model. with celebrity editorial and every area of the industry under their belts these two are sure to help you bring your own hair and makeup to all new levels.

### **RED CARPET BEAUTY & BEYOND**

**David Hernandez**

**\$140 Saturday, March 28, 2015 – 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.

### **EMPHASIS EYES**

**Orlando Santiago**

**\$140 Saturday, March 28, 2015 – 10:15-1:15 – Studio 2**

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.

### **CELEBRITY CHIC**

**Daven Mayeda**

**\$140 Saturday, March 28, 2015 – 1:30-4:30 – Studio 1**

Paying attention to what hair and makeup is being featured on Red Carpets, runways and award shows is critical to keeping your clients looking modern. Red Carpet expert Daven Mayeda has a long list of accomplishments and a celebrity clientele and can help you incorporate these looks into your own makeup repertoire and make every woman in your chair look and feel like a superstar. In this workshop you will see the application techniques and product choices that make a makeup artist the favorite of celebrities. Learn how to assess your own client needs, listen to your clients wants and make decisions based on the

situation and job at hand. Whether you working in bridal, behind the counter or with personalities yourself you will learn the skills to take your beauty makeup application to super-star status.

## **UNDERSTANDING COLOR THEORY AND COLOR CORRECTION**

**Orlando Santiago**

**\$140 Saturday, March 28, 2015 – 1:45-4:45 – 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.

## **DURABLE MAKEUP FROM DESIGN TO APPLICATION**

**David Hernandez**

**\$140 Sunday, March 29, 2015 – 10:00-1:00 – 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.

## **FUNDAMENTALS OF COMPLEXION AND CONTOUR**

**Danessa Myricks**

**\$140 Sunday, March 29, 2015 – 10:15-1:15 – Studio 2**

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.

## **LATINA BEAUTY**

**Daven Mayeda (Bilingual session)**

**\$140 Sunday, March 29, 2015 – 1:30-4:30 – Studio 1**

The Latin beauty market is one of the highest growth areas in the makeup industry. Understanding the needs of the Latina client is essential to success in most major markets. In this hands-on workshop, take an in depth look at beauty

and the Latina client. Understanding how and when skin tone, client age and cultural relevance should be considered can help to make your makeup stronger on any skin tone and take your makeup and career to the next level.

## **EDITING AND EXAMINING YOUR WORK**

**Orlando Santiago**

**\$140 Sunday, March 29, 2015 – 1:45-4:45 – 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.

## **FOCUS: Artist's Kit and Career Building Series**

Career Building Price: \$25 each session.

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.

Kit Building Price: \$20 each session.

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 Kit Focus Feature 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.

**Focus On Foundation – Bethany Townes – Studio 3**  
**Saturday, March 28, 2015 - 9:45-10:45**

Take an intensive look at the options available for complexion and get an understanding for the how, when and why in choosing the proper product.

**Eyebrow and Eyelash Examination – Danessa Myricks – Studio 3**

**Saturday, March 28, 2015 - 11:15-12:15**

For framing the face and finishing touches understanding these areas of artistry is crucial. Take a look at designing and applying the right lash and brow for completing your makeup brilliantly.

**Understanding Eyes – Danessa Myricks – Studio 3**

**Saturday, March 28, 2015 - 12:45-1:45**

Shadows and liners are almost unlimited in their options. Learn to sort through the pack and pick exactly what you need to put together a perfect makeup kit.

**Nailed It: The Secrets to a Successful Interview – Danessa Myricks – Studio 3**

**Saturday, March 28, 2015 - 2:00-3:00**

Finding and landing a job can be tough enough but in an industry where you are in constant conversation with potential employers, prospective clients and possible agents you need to know how to succeed in even the most harrowing situations. The presenter will bring you through the basics and advanced business techniques to having a perfect interview every time.

**Marketing Me: Strategies for Success in the Freelance Career – Danessa Myricks – Studio 3**

**Saturday, March 28, 2015 - 3:15-4:15**

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.

**The Name Game – Danessa Myricks – Studio 3**

**Saturday, March 28, 2015 - 4:30-5:30**

Branding yourself as a makeup artist or hair stylist in the beauty business can be difficult. You need to develop strong branding and business materials that can separate you from the other artists working in your area and ensure that you are the one that clients and customers think of first when they need beauty services. Business cards, websites, headshots, portfolios and other printed business materials can make a difference and we will show you how to make the best decisions for your individual business.

**Here's Where I Am: Perfecting Your Portfolio – James Vincent – Studio 3**

**Saturday, March 29, 2015 5:30–6:30**

Building a business as a makeup artist requires successful planning, promotion and branding in any market. Regardless of the city you work in or call home you must know how to put together successful business materials and a makeup

portfolio that represent you and appeal to various clients. From your business cards to your website and the images of your work you choose to represent yourself. In this session Makeup Artist and The makeup Show Director of Education James Vincent shows you how to choose the images that will get you hired, and shares insight on how to set up your book and website and how to separate yourself from other artists working in your market.

**Must-Have Makeup for a Complete Kit – James Vincent – Studio 3**  
**Sunday, March 29, 2015 - 9:30-10:30**

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.

**Red Carpet Ready – Orlando Santiago – Studio 3**  
**Sunday, March 29, 2015 - 11:00-12:00**

Knowing which products work best for the high intensity and invasive cameras of red carpet beauty 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 – Bethany Townes – Studio 3**  
**Sunday, March 29, 2015 - 12:30-1:30**

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.

**Blush, Bronzer and Beyond – Bethany Townes – Studio 3**  
**Sunday, March 29, 2015 - 2:00-3:00**

Contour, highlight and color can shape and structure a face and add flush, light and life. Learn what to keep in your kit for a pro pick every time.

**Insight: FX – David Hernandez – Studio 3**  
**Sunday, March 29, 2015 - 3:30-4:30**

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.