

Keynote and Business Forum



Women in the Industry - [Eugenia Weston](#), [Crystal Wright](#), [Joanna Schlip](#), [Danessa Myricks](#), [Eve Pearl](#) and others

Saturday, Feb 26, 10am-11am

From brand creator to bridal and beauty makeup artists to Department Heads on movies and television shows and key artists on the catwalk, the position of women as principal makeup artist and leaders in our industry has come a long way baby. In this panel discussion female business owners and celebrity artists from all areas of the industry talk about their careers, their accomplishments and the challenges faced specifically by female artists including makeup styles, motherhood, and making a name for themselves in an industry created by men. This panel will be moderated by [James Vincent](#), Director of Artist Relation & Education for The Makeup Show.



A Career in Makeup: [Kristofer Buckle](#)

Saturday, Feb 26, 11:30am-1:00pm

Makeup artist Kristofer Buckle's impeccable eye and unfailing devotion to the perfect balance of intrinsic beauty and the power of makeup has garnered the attention of the beauty, fashion, and film world alike. His reputation for strong bone structure with attention to individual style and innate glamour has consistently made him a popular name with Hollywood A-listers such as Charlize Theron, Demi Moore, Renée Zellweger. Featured on the covers and in the pages of major publications including Allure, Vogue, Harper's Bazaar and i-D. His creative work with photographers such as Mario Testino, Annie Leibovitz, and Patrick Demarchelier has led to an ever-growing list of advertising clients including Christian Dior, Dooney & Bourke, Stephen Webster, and Neutrogena. In this Key Note Kristofer gives insight into his career and shares his insight on the industry and helps you understand what has made him a go to artist for everyone from Jennifer Lopez to Christina Aguilera to Mariah Carey, performers and why they turn to Kristofer to create their signature look for music videos and live events. Kristofer will also reveal his vast knowledge of makeup and light that teamed with his diverse history in make him irreplaceable when creating looks for today's leading artists. [KristoferBuckle.com](#)



Working in Editorial: [Donald Simrock](#) for Flaunt Magazine

Saturday, Feb 26, 1:30pm-2:30pm

Distinguished for his powerful editorial makeup and creative use of color, texture and artistic eye Donald Simrock is a makeup artist like no other. As Beauty Editor for Flaunt Magazine Donald also sees sides of an industry other artists never do. In addition to Flaunt, Donald Simrock's bold editorial work has been featured in publications such as Rolling Stone, Interview, Harper's Bazaar and Vogue. His unique vision has given him the opportunity to work with celebrity clients that include Madonna, Britney Spears, and Milla Jovovich. His work is seen in numerous music videos, and has been nominated for best make-up at the

Video Music Awards. Simrock's wide artistic range has led him to collaborate with renowned directors and photographers alike, from Hype Williams to David LaChapelle. In this Keynote Donald shares with you the information you need to build a career in the editorial market and shows you the skills that can help separate you from the competition.



**Making Up with [Pati Dubroff](#)
Saturday, Feb 26, 3:30pm-5:00pm**

One of the most esteemed makeup artists in our industry, Pati Dubroff makes a mark in many areas. Her talent is coveted by celebrities and world-renowned photographers alike, with a resume that includes working with photographers, Peter Lindbergh, Annie Leibovitz, Terry Richardson, Norman Jean Roy, Tom Munro and Patrick Demarchelier, Pati's makeup has graced magazines including Vogue, Vanity Fair, Harper's Bazaar, W, Instyle, Glamour, Allure and Elle to name a few. As the current Celebrity Makeup Artist for Clarins Pati's understanding of color, texture and trend make her an innovator who understands what women want and what makeup artists need. For the first time at The Makeup Show LA, Pati will demonstrate the techniques that have made her a celebrity artist and share the secrets to becoming a success. She will showcase some of the tricks and techniques that make her the go to artist for clients including Gwyneth Paltrow, Jessica Biel, Miley Cyrus, Eva Mendes, Julianne Moore, Drew Barrymore and Gisele Bundchen, and discuss her career while offering tips on how to take yourself to the next level.



**A Career in Makeup - [Maurice Stein](#)
Sunday, Feb 27, 10am-11:30am**

Over his 50-year career, Maurice Stein's Academy Award-winning makeup artistry has touched the faces of some of the brightest stars and biggest personalities including Oscar, Emmy and Grammy award winners and even three US presidents. He has worked on over 200 films and television shows and has more than 4,000 commercials to his credit. In 1984 Maurice founded Cinema Secret's, a cosmetics and special effects supply in Burbank, CA. Cinema Secrets became an instant hit among makeup artists, studios, and celebrities as Maurice took his understanding of what makeup artists need and his signature techniques and created the Cinema Secret's cosmetic brand changing the way artists applied makeup and inspiring the creation of other makeup artist brands. Cinema Secrets continues to be the go to line for many of today's top artists. In this Key Note Maurice will demonstrate the makeup that has made him an icon in our industry and tell you his techniques for becoming a better artist and building a stronger career.



**Working in Film & Television, Sponsored by Make Up For Ever
Sunday, Feb 27, 12:30-1:30pm**

Becoming a successful Makeup Artist working in Television requires much more than a great makeup application. The expectations for artists in this area of the industry are extremely high as artistry, organization,

work ethic and professionalism play into every aspect of the job. In this informative panel sponsored by Make Up For Ever working artists from well known productions give you the insider information on what is required for getting started, getting hired and keeping yourself working in this competitive environment as well as what you need to know once you get on a television project. This panel will be moderated by [Michael DeVellis](#), Founder of the Makeup Show, Powder Group, and VP of Make Up For Ever



Celebrity Beauty with [AJ Crimson](#)

Sunday Feb 27, 2:30pm-4:00pm

As a beauty expert, artist and Creator of Kissable Couture, AJ Crimson is one of today's premier artists in beauty, fashion, and entertainment. With a reputation for clean makeup and skin techniques, AJ's attention to detail and his innovative ideas make him first choice for celebrities including Fergie, Hillary Duff, , Amerie, Mya, Missy Elliot, Christina Milian, Keyshia Cole, Sean Combs, and countless others. Whether your work is with celebrities for award ceremonies or real women, AJ will help you better understand and execute special event makeup while sharing the secrets to developing your own career. Watch and learn the secrets to long lasting makeup that will be flawless in photographs, video and in person. Learn to make decisions based on the situation and job at hand and take your beauty makeup application to super-star status in this session with one of today's hottest makeup super-artists.

All day Hands-on Workshops



Airbrush 101: [Myles O'Reilly](#)

Friday Feb. 25, 2011 - 9am-5pm – Studio 1

Whether you want to make more money from weddings, work in fashion or simply feel more confident on any set every makeup artist needs an understanding of the art and science of airbrush makeup as an option. In this full day workshop you will learn the different options for airbrush equipment, what products are perfect for which job and how to choose and use many of the products in an ever growing market. Myles will work with you to develop techniques for flawless skin, contour and highlight as well as eye shadow, eyebrow and blush and bronzer techniques. In the hands on portion you will work with various skin tones and take away tips for photography and HD and how to make your look long lasting for brides, models and any major client.



Makeup 101: [Orlando Santiago](#)

Friday Feb. 25, 2011 - 9am-5pm – Studio 2

For anyone just getting started or interested in pursuing a career in makeup, Makeup 101 is the perfect introduction to the world of professional makeup artistry. Starting from the basics, we'll take you through the entire process of creating a flawless beauty makeup, help you understand your product and tools, create a strong comprehension of face shape and how to design and create a perfect makeup application for every job. If you have already been doing makeup, but have never received formal training, Makeup 101 is a fantastic compliment to the skills you have begun learning and practicing as a professional makeup artist, Makeup 101 can't be beat to fine tune your technique and gain a stronger understanding of the decision making process you will use to become the best artist you can be. Attendees will observe demonstrations, and participate in hands-on application of all makeup technique reviewed.



Understanding Photography : [Jon Hennessey](#) & Brandon Showers

Friday Feb. 25, 2011 - 9am-5pm – Studio 3

This event is crucial for anyone working in or wanting to work in any print medium including bridal, editorial, headshot or other print work. In this hands-on workshop makeup artist Jon Hennessey and photographer Brandon Showers will bring you through the creative and critical process of designing, applying and photographing a flawless beauty look on a variety of faces. You will come to understand how attention to detail is essential for makeup artists as you participate in the photo process and then see your models on a monitor for critical evaluation. You will learn how to correct and perfect your application for a perfect photo every time positioning you as an artist that understands everything a photographer needs. Attendees will receive a disc of these unfinished images for your personal use. Images may be photo re-touched for an additional fee. All attendees must bring their own kit.

Hands-on Workshops



Master Workshop with [Eugenia Weston](#) - The Art of Brows Saturday Feb. 26, 2011 - 10am-1:00pm – Studio 2

The Art of Brows - Eyebrows are an essential part of every makeup application. In this session brow expert, founder of Senna Cosmetics and Emmy nominated celebrity makeup artist Eugenia Weston will demonstrate the skills that will separate you from other artists as you learn the tips, techniques and tools that have made her one of today's most celebrated stars. Deemed a cosmetic architect and considered the original brow guru, Weston perceives brows as the most important facial feature, serving as the face's primary framework. Weston has worked with top fashion and beauty photographers including Herb Ritts, Helmut Newton and Greg Gorman. Kevyn Aucoin cited Eugenia Weston as an inspiration in his dedications for his bestselling book, Making Faces. Fans of Weston's Senna Cosmetics line include such A-list celebrities as Tori Spelling, Angelina Jolie, Jessica Simpson, Lesley Ann Warren, Barbra Streisand and Bette Midler. Weston will show you what you need to know to make yourself a master of brow artistry.



Becoming a Makeup Artist for TV: [Orlando Santiago](#) Saturday Feb. 26, 2011 – 10:15am-12:45pm – Studio 1

As reality and makeover shows take over our televisions and every wedding is being filmed and watched on HD sets the demand for impeccable and unreadable makeup is more then ever before. Watch and learn the fundamentals and flair that will get you these coveted clients and keep you working.



Editorial Skills for Every Artist: [Jon Hennessey](#) Saturday Feb. 26, 2011 –1:30pm-4:00pm – Studio 1

This hands-on workshop with International artist and Nobasura Agency owner Jon Hennessey 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 and develop your "editorial eye" ...the ability to critique your own work and view the face in front of you the way the camera will capture it in order to make your makeup perfect for photos and just right for the job. This workshop is ideal for the artist that wants to work in editorial or bring these techniques into bridal and private client work.



Essential Eyes: [Kathy Aragon](#) Saturday Feb. 26, 2011 – 2:00pm-4:30pm – Studio 2

This event is an intensive look at the most diverse and interesting part of makeup artistry...the eyes. This will be an amazing review of eye

makeup in various forms. We'll focus on creating smoky eyes, classic Hollywood eyes, using false lashes and cream liner and finding unexpected ways to use color and texture. Discussion of key elements in creating these looks including product review and technique.



**Basic Hair Styling for Makeup Artists: [Daven Maveda](#)
Saturday Feb. 26, 2011 – 1:00pm-3:30pm – Studio 3**

As every makeup artist needs to know more about other areas of the industry to maximize their career and make more money it is essential to understand the product, principles and fundamental techniques of hair styling. In this workshop a celebrated hair and makeup artist brings you through simple products and techniques that you can use to develop a basic understanding of working with hair, simple straightening and curling techniques and the basics of bridal and red carpet ready hair. Mannequins will be provided, however attendees must bring their own hot tools (i.e. blow dryer, curling iron, brushes).



**Perfect Skin: [Danessa Myricks](#)
Sunday Feb. 27, 2011 – 10:00am-12:30pm – Studio 3**

Creating the perfect canvas is essential for every application. This event is a concentrated look at color correction, concealing, foundation and contour and how to perfect those techniques with various products. You will concentrate on developing an understanding of various foundation, powder and concealer types and formulations, their effects and versatility as well as exploring methods for shaping and contouring and shaping the face to bring out the best of your clients features.



**Makeup for Photography: [Jon Hennessey](#)
Sunday Feb. 27, 2011 – 10:15am-12:45pm – Studio 1**

In this crucial event for anyone working in any print medium including bridal, editorial, headshot or other print work, Jon Hennessey will review what's 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. Jon will take you through the techniques required to transform a makeup for photography and the product and tools that can be used. He will share his personal procedures as well as explore the precision required for photographic applications.



**Master Workshop with [Joanna Schlip](#): Everyday Hollywood Beauty
Sunday Feb. 27, 2011 – 10:30am-1:30pm – Studio 2**

Understanding how your client will look both up close and for the cameras is essential for every artist. In this master workshop celebrity makeup artist Joanna Schlip demonstrates the application techniques and

product choices that have made her the favorite of celebrities like Eva Longoria, Scarlett Johansson, Jessica Simpson and Kim Cattrall. Learn how to take your beauty makeup application to super-star status in this hands-on session with one of Hollywood's hottest makeup superstars and the details you need to know to keep your clients looking red carpet beautiful - be it for their wedding or a day at the office.



Airbrush Bridal: [Orlando Santiago](#)

Sunday Feb. 27, 2011 – 1:30pm-4:00pm – Studio 1

Every artist who has worked a wedding or beautified a bride understands the importance magnificent makeup as well as the business of bridal. In this advanced airbrush workshop you will see bridal looks that range from a soft and natural to glamorous. In This workshop you will be shown the secrets for flawless photographs and all day wear as well as how to achieve beautiful skin, contouring and highlighting, as well as workshop shadow, blush and brow techniques with the ease of the airbrush on various skin tones. Orlando will also discuss the need to know information for building your own bridal business and becoming the go to artist for every wedding in your area.