

CONTACT
STATE PUBLIC RELATIONS
KRISTINA RATLIFF + RYAN URCIA
PH 646.714.2520 FX 646.478.9515
KRISTINA+RYAN@STATEPR.COM

STATE
PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

METROPOLITAN PAVILION EVENTS & THE POWDER GROUP ANNOUNCE
THE MAKEUP SHOW MIAMI 2008
TWO-DAY EDUCATIONAL SERIES: BEAUTY SEMINARS & HANDS-ON WORKSHOP SPRING '08

THE MIAMI BEACH CONVENTION CENTER
FEBRUARY 24TH & 25TH 2008
WWW.THEMAKEUPSHOW.COM

MIAMI (October 3, 2007) – Bringing together the best talent the industry has to offer, The Makeup Show Miami, **February 24th & 25th** at **The Miami Beach Convention Center**, will provide attendees with inspiration and education in the hottest techniques and form the makeup industry has to offer. Artists from film and television, editorial and fashion, theater and FX, as well as leaders in education and business will all be on hand to present special seminars and demonstrations from every area of makeup artistry, offering two motivation-filled days of intense learning.

The Makeup Show Miami will offer dedicated seminars on the Show Floor area and Hands-on Workshops on the Main Floor of the Convention Center. Below is a schedule of events taking place.

Keynote and Business Forum

The Keynote and Business Forum is exclusively available to The Makeup Show Miami attendees.

Industry Panel: Hi-Def Forum (Speakers TBD)

Sunday, February 24, 1:00 pm - 2:00 pm:



Michael DeVellis presents Ten Words to a Stronger Career

Sunday, February 24, 3:00 pm - 4:30 pm

Marietta Carter Narcisse presents The Business of Makeup

Monday, February 25, 10:00 am - 11:30 am

Industry Panel presents The Agency Forum - Speakers TBD

Monday, February 25, 12:30 pm - 1:30 pm

Billy B presents A Career in Makeup

Monday, February 25, 2:30 pm - 4:00 pm

Show Floor Events

Enjoy complimentary seminars by renowned artists in the business. From spring trends and bridal to airbrush and FX, the Show Floor Seminars will provide a great selection of events, designed to inspire and inform. Three intimate classroom areas provide space for up to 60-seated attendees to watch exhibitor demonstrations right on the main floor of the show. Open to all show attendees, on a first come first serve basis. Complete schedule will be available December 2007, visit www.themakeupshow.com for updates.

Hands-on Workshops

The Miami Makeup Show Hands-on Workshops are located on the main floor of the Convention Center, next to the main entrance.



Billy B presents Beautiful Makeup (Master Workshop)

Bilingual – Presented in English with Spanish Translation

Sunday, February 24 - 10:00am - 12:30pm – Studio 1

This event will cover Billy B's version of the perfect Beauty Makeup - strong, clean and gorgeous. Knowing how to use product, technique and artistic control in order to get the most beautiful work possibly is a true art. This workshop will take you through the process, techniques and skills required to create beautiful makeup for everything from everyday clients to print, commercial or video work.

Billy B presents Editorial Beauty (Master Workshop)

Bilingual – Presented in English with Spanish Translation

Monday, February 25 – 10:00am - 12:30pm – Studio 1

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. Billy 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.



Orlando Santiago presents Airbrush Basics

Bilingual – Presented in English with Spanish Translation

Sunday, February 24 - 10:15am - 12:45pm – Studio 2

The Airbrush Basics Workshop will present you with a review and demonstration of the range of airbrush equipment and products on the market. Orlando Santiago will provide you with the need-to-know information that will make using the equipment a breeze. You'll be introduced to the key airbrushing techniques required for beauty and body makeup and practice basic airbrush makeup application.

Orlando Santiago presents Advanced Airbrush

Bilingual – Presented in English with Spanish Translation

Monday, February 25 – 1:30pm - 4:00pm – Studio 2

This event is designed for artists with at least a basic knowledge of airbrush technique and use who are interested in exploring additional product choices, equipment and techniques. Beauty and body application will be addressed with a focus on contour, precision and detail work.



James Vincent presents Perfecting the Canvas

Sunday, February 24 - 10:30am - 1:15pm – Studio 3

This event is a concentrated look at color correction, concealing, foundation and contour and how to perfect. Concentration on developing an understanding of various foundation types, their effects and using foundation as contour.

James Vincent presents Understanding Hi-Def Makeup

Monday, February 25 – 1:45pm - 4:15pm – Studio 3

In this workshop James will shed light on one of the most talked about topic in the industry – the new artistic requirement of High Definition makeup. We'll explore what this medium means to the art of makeup and how it will affect your work. In the hands-on portion of the event, our work will be viewed in real-time filmed with HD Camera's and viewed on HD Monitors.

(continued)



Daniel Sandler presents Eye Focus

Sunday, February 24 – 1:15 - 3:45 – Studio 1

A study of foundation and how it effects your makeup application. A focus will be placed on creating a perfect finish, dewy and matte looks, concealing and camouflaging, and using foundation as contour.



Eve Pearl presents the Flawless Face

Sunday, February 24 - 1:30pm - 4:00pm – Studio 2

Review of the basic FX techniques every artist needs to know whether they are working in film, television, commercial work or fashion. Los Angeles and New York based Myles O'Reilly will review creating black eyes, cuts, bruises, scrapes and burns. He'll demonstrate methods for producing skin conditions and aging and discuss considerations for film, lighting and working conditions including continuity.



Johnny Lavoy presents the Perfect Bride

Sunday, February 24 – 1:45 - 4:15pm – Studio 3

This event is perfect for freelancers, salon makeup artists and anyone who want to add makeup to, or perfect their work in the area of bridal makeup. Moda Rey Salon Owner Johnny Lavoy will present 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.

Johnny Lavoy presents Makeup for Photography

Monday, February 25 – 1:45 - 4:15pm – Studio 2

In this crucial event for anyone working in any print medium including bridal, editorial, headshot or other print work, Johnny Lavoy will review what's involved in creating flawless beauty makeup for photography. Johnny will review the creative process including creating a story with makeup and creating makeup changes within a beauty story.



Marietta Carter Narcisse presents Makeup for Women of Color

Monday, February 25 – 1:15pm - 3:45pm – Studio 1

This event will help you gain the confidence you need to approach darker skin tones with ease. Presented by Marietta Carter-Narcisse, this event will review, review important considerations for skin color and undertone, discuss in-depth foundation matching and choosing eye, lip and cheek colors appropriate to skin tone.

Latina Beauty - To Be Announced

Monday, February 25 - 10:30am - 1:00pm – Studio 3

An in depth look at beauty and the Latina audience. Understanding how and when skin tone, client age and cultural relevance should be considered when designing looks, choosing product and applying makeup when working with Latina women, and for Latin market clients.

FX Studio: February 24 & 25 – Schedule coming soon.

(continued)

STATE PUBLIC RELATIONS

There is an event fee of \$135 per workshop and \$275 per Master workshop. Space is limited. Registration is required through info@themakeupshow.com. Please note that presenters and scheduled times of all events are subject to change without notice.

For information on how to be part of **The Makeup Show Miami** and **The Makeup Show Miami NYC 2008 (May 18-19)**, please contact **Shelly Taggar** at +1.212.242.1213 or via email at shelly@metropolitanevents.com.

For press inquiries, media accreditation and passes, contact **STATE Public Relations, Kristina Ratliff** directly at +1.646.714.2520 or via email at kristina@statepr.com or **Ryan Urcia** at ryan@statepr.com.

About The Makeup Show

Created in 2006 at the epicenter of the glamour industry by event producers Metropolitan Pavilion Events and beauty experts **The Powder Group**, The Makeup Show is the first forum designed exclusively for professionals in the artistry of makeup and beauty. It has succeeded as an unparalleled event casting divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development bringing together beauty professionals, industry educators, retailers, product companies and manufacturers. More than 60 top brands from all shades of artistry display latest products and looks in a boutique setting for two days of education, inspiration and community building.

The Makeup Show Miami is sponsored by Platinum Sponsor **Temptu**, and in part by **Alcone, Artists by Timothy Priano, Crown Brushes**, along with media sponsors **On Makeup Magazine** and **Color Mundo**. Exhibitors for The Makeup Show Miami include **M.A.C., Billy B Beauty, Face Atelier, Obsessive Compulsive Cosmetics, Lord & Berry, Iredale Mineral Cosmetics** and **Auraline**, to name a few. For a complete list of exhibitors and information, visit www.themakeupshow.com.

About Metropolitan Events

Metropolitan Pavilion is where events make history. From the Chocolate Show and Lingerie Americas, Metropolitan Pavilion has emerged as one of New York's top event spaces. With a combination of unbridled flexibility and style, Metropolitan Pavilion is unrivaled as one of the City's most versatile and reliable event spaces for gala benefits, corporate dinners, fashion shows, cocktail receptions, private wine tasting, product launches, art shows and media events. For more information please visit www.metropolitanevents.com.

About The Powder Group

Introducing your ultimate makeup confidant, The Powder Group is a one-stop makeup and beauty concierge service and powerhouse resource for professionals and consumers who are passionate about the art of makeup. Intelligence for all aspects of the art of maquillage, from artist services, events, and program development to the latest include tip-offs on how to achieve the latest look direct from the fashion runways and celebrity red-carpet. Founded in 2003 by **Michael DeVellis**, architect of the M.A.C Pro product line and store concept, The Powder Group is comprised of professional and celebrity makeup and beauty talent from around the globe with backgrounds in fashion, editorial, television, film, and special effects; a go-to team of makeup artists from every area of expertise. Events and services are offered internationally. The Powder Group also publishes *On Makeup Magazine*- a pro-driven makeup magazine launching Winter 2008. For more information please visit www.thepowdergroup.com.