

Keynote & Business Forum

The Makeup Show Keynote & Business Forum is a much 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 the icons, legends and leading artists influencing and making an impact on our industries past, present and future. Whether it is the latest in technology, an understanding of trend, some professional application tips or insight into one particular area of the industry The Makeup Show makes it happen with some of the biggest names working today. Artistry, 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, June 13th

What's My Name?

Branding and Building a Career in today's Industry – Ruby Polanco

Saturday, June 13th 10:00-11:30

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. 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 keynote, educator and artist Ruby Polanco shares her story of success that has led her from immigrant to entrepreneur. 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 important presentation as Ms. Polanco shares her story, offers insight on branding, gives input on how you can use social media to build your business and tells the secrets to individual success in this makeup industry.

Innovation in Artistry – David Klasfeld for OCC Makeup

Saturday, June 13th 2:00-3:00

Obsessive Compulsive Cosmetics began in 2004 with only two shades of lip balm. Since then, the brand has grown into an entire range of innovative, professional-quality makeup that makes a major stance for the causes it supports. Best known for Lip Tar, a high-pigment liquid lipstick collection, OCC is cruelty-free and PETA-certified as 100 percent vegan. As Creator and Founder of Obsessive Compulsive Cosmetics, David has managed to make his ground breaking line a must have for makeup artists and enthusiasts everywhere while growing the business with integrity and an understanding of the needs of the professional artist. In this presentation, David will share the story of how he started OCC from the ground up (with only two Lip Balms, Tarrred and Feathered)

and offer insight into the process of starting a makeup line. Listen in as David details how to become a trendsetter while staying true to your core beliefs, . If you've ever dreamed of owning your own makeup brand or need to understand better ways to separate yourself from the pack this presentation is one you should not miss.

Superstar Makeup Artistry with Melanie Mills

Saturday, June 13th 3:30-5:00

Becoming a successful makeup artist working in the world of television requires much more than a great makeup application. Expectation for artists in this area of the industry is extremely high as application, organization, work ethic, integrity and professionalism also play an important part. Creating your own makeup brand also goes far beyond anything the average artist deals with. Melanie Mills is one of the hardest working women in our industry. In this inspiring keynote Emmy Winning Makeup Artist and Cosmetic Brand Creator behind the beautiful line Gleam, Melanie Mills, lets you in on the secrets to finding your own success in this ever changing industry. Join Melanie for her keynote presentation as she shares her story and shows you the makeup application she has become so famous for. Let Melanie answer your questions and help you get on the way to finding your own success in any area of this makeup industry.

Sunday, June 14th

The Dream, The Drive, The Hustle – AJ Crimson

Sunday, June 14th 10:00-11:30

AJ Crimson is a rock-star in the beauty industry. An Entrepreneur, Makeup Artist and Beauty & Lifestyle Expert as well as one of the most trusted names and leading authorities in the beauty industry AJ's reputation as an innovative beauty visionary has made him and his eponymous line of makeup product a first choice for artists and celebrities including Fergie, Hilary Duff, Angela Bassett, Adrienne Bailon, Christina Milian, Brandy, and Academy Award Winner Forest Whitaker to name a few. The AJ Crimson products are used on television series including American Horror Story, Empire, Scandal, The Game, The View, and in countless runway shows. In his first time as a featured keynote at The Makeup Show Dallas, AJ tells us the truth about branding yourself as an artist in saturated industry shows his signature flawless makeup application and reveals his secrets for success and longevity in the age of social media.

Making Impact: Makeup and More – Charlie Green

Sunday, June 14th 12:00-1:30

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.

Making Up With – Merrell Hollis

Sunday, June 14th 2:00-3:30

Merrell Hollis has made himself a force to be reckoned with in the makeup industry. As an award-winning make-up artist and grooming expert, Merrell has worked with some of the biggest names in music, film and fashion. Whether dealing with the esoteric, the sensational or the ordinary, Merrell's eye for detail influences all that he does. Merrell believes that good skin is the foundation for great make up and in his first ever keynote at The Makeup Show Dallas, Merrell will share how he got started in the industry and show you the why's and how's of creating a flawless foundation, the essentials to stunning celebrity makeup and demonstrate the artistry that has transformed the faces of icons and legends including Wendy Williams, Sean 'P. Diddy' Combs, Mary J. Blige, Usher, Faith Evans, Naomi Campbell, Diane Von Furstenberg and Kim Cattrall to name a few. Watch as he shows the detailed techniques for which he has become known for and listen as he shares insight on what you can do to build your own career in the celebrity makeup field.

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 required registration and are included in admission to The Makeup Show.

Saturday, June 13

Seminar A

9:30-10:15 Editorial Eye Elevation - Helen Phillips for Sephora PRO

10:45-11:45 Here She Is... Winning at Pageant Beauty - Danielle Doyle for The Perfect Face

12:15-1:00 The Art of AIRbrush: Flawless Complexion, Seamless Contour and Highlight, Defined Brows - Nicky Posley for Temptu PRO

- 1:30-2:15 Idea to Image: How the mood board becomes final look - Lori Taylor Davis for Smashbox
- 2:45-3:30 Uncovering Flawless Skin: Introducing Ultra HD - Jessie Powers for MAKE UP FOR EVER
- 4:00-4:45 Color Me INGLOT - Color Theory & Make-up Artistry - Mahasin Philips for Inglot

Seminar B

- 9:45-10:30 ARCHitecture: Creating symmetry and balance with brow and contouring- Cory Bishop for Anastasia Beverly Hills
- 11:00-11:45 The Texas Bride: A Guide to the Perfect Face - Megan Luman for Mehron
- 12:15-1:00 Mastering Foundation - Shanna Cistulli for Cinema Secrets
- 1:30-2:15 The Art of Complexion through Correction - Brian Sutherby for Muse Beauty PRO
- 2:45-3:30 Beauty that Lasts - Terri Tomlinson for Michael Marcus Cosmetics
- 4:00-4:45 Contouring & Shading - James Vincent Crown Brush
- 5:00-5:45 Utilizing the Airbrush for All Jobs/Occasions - Marc Harvey for Marc Harvey Beauty

Sunday, June 14

Seminar A

- 9:30-10:15 Dare to be Gorgeous! Classic Stila Beauty - Dominick Briguglio for Stila Cosmetics
- 10:45-11:30 Transfers & Tattoo Cover Ups: Exaggerating and Simplifying Your Look At the Stroke Of A Brush – Trason Fernandes for Bdeium Tools
- 12:00-12:45 The Art & Science of OCC Skin - David Klasfeld for Cosmetics Obsessive Compulsive Cosmetics
- 1:15-2:15 Ladies First: Breaking down the barriers and making a name for yourself - Sian Richards for London Brush Company
- 2:30-3:15 Flash Palette Focus: Artistry for Every Day - Jessie Powers for MAKE UP FOR EVER
- 3:45-4:45 Eyes Wide Open - Michael DeVellis

Seminar B

- 9:45-10:30 Choosing the Right Tools - Angela Wilson for MustaeV
- 11:00-11:45 Nars Cheek Technique: Contour, Pop, Sculpt - Allison Elliot for NARS Cosmetics
- 12:15-1:00 The Art of Brows- Eugenia Weston for SENNA Cosmetics
- 1:30-2:15 The Creation of Visart, From Paris to Hollywood; Art of the Neutral: Bridal, Editorial, Film - Anastasia Palmer for Friends Beauty Supply
- 2:45-3:30 Wedding Season Styling - Whitney Olson for Voce Hair
- 4:00-4:45 Durable Tattoo Cover Up - Heather Henry for Naimie's Beauty Center

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, June 12, 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.

IDOL EYES: FROM LASHES TO LEGENDS

Danessa Myricks – \$300

Friday, June 12, 2015 – 10:00-6:00 – Studio 2

This fun and fashion makeup workshop is designed to show modern versions of classic applications associated with periods and personalities from different decades that are still seen on the runways, red carpets and in magazines today. Learn and understand the impact that these iconic eye looks have made on the face of fashion and how their timeless looks will always stay in style. Step back, examine and master makeup applications including wash of color, traditional four color, smoky and Hollywood eye as well as individual and strip eye lash

application. See how to determine your design based on eye size and shape. Learn the tricks of the celebrity artists and signature looks of icons that might include and are not limited to Josephine Baker, Elizabeth Taylor, Twiggy, Pam Grier or Joan Jett and learn how these looks translate easy in every application.

THE BASICS AND BUSINESS OF BRIDAL

Orlando Santiago

\$140 Saturday, June 13, 2015 – 10:00-1:00 – Studio 1

The Bridal makeup artist has their own special set of required skills in matters of business and makeup application. In this lucrative but crowded field finding ways to separate yourself from other artists in your area can be the difference between success and failure. In this hands-on workshop, we will discuss some easy ways to make more money and be more organized in building your bridal business. In the makeup aspect of this workshop, you will see examples of how you can elevate bridal makeup to an editorial beauty level and achieve notoriety in your own market as well as the knowledge to make a woman look wonderful on the most important day in her life. The presenter will lead you through your own application and help you develop techniques for makeup in high intensity situations that range from romantic and classic to more modern looks.

MAKEUP FOR PHOTOGRAPHY

David Hernandez

\$140 Saturday, June 13, 2015 – 10:15-1:15 – Studio 1

In this crucial event for anyone working in any print medium including bridal, editorial, head shot 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.

FUNDAMENTALS OF COMPLEXION AND CONTOUR

Danessa Myricks

\$140 Saturday, June 13, 2015 – 1:30-4:30 – 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.

EDITING AND EXAMINING YOUR WORK

Orlando Santiago

\$140 Saturday, June 13, 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.

RED CARPET BEAUTY AND BEYOND

Merrell Hollis

\$140 Sunday, June 14, 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

Danessa Myricks

\$140 Sunday, June 14, 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

David Hernandez

\$140 Sunday, June 14, 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 David Hernandez 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 are working in bridal, behind the counter or with personalities, you will learn the skills to take your beauty makeup application to super-star status.

UNDERSTANDING COLOR THEORY AND COLOR CORRECTION

Orlando Santiago

\$140 Sunday, June 14, 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.

FOCUS: Artist's Kit and Career Building Series

FOCUS Price: \$25 each session.

For Your Career: 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.

For Your Kit: 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, June 13, 2015 – 10:00-11:00

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, June 13, 2015 – 11:30-12:30

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 – Bethany Townes – Studio 3

Saturday, June 13, 2015- 1:00-2:00

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 – James Vincent – Studio 3

Saturday, June 13, 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. James 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 – Bethany Townes – Studio 3

Saturday, June 13, 2015 – 3:30-4:30

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

Sunday, June 14, 2015 – 10:00-11:00

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, June 14, 2015 – 11:30-12:30

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, June 14, 2015 – 1:00-2:00

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.

Blush, Bronzer and Beyond – Danessa Myricks – Studio 3

Sunday, June 14, 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: Bridal – Bethany Townes – Studio 3

Sunday, June 14, 2015 – 3:30-4:30

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.