

TMS Beauty Shop Washington DC

Education: August 3-4, 2019

Exhibits: August 3-4, 2019

** This agenda is subject to change*

MAIN STAGE PRESENTATIONS

**Main stage presentations are included in your show ticket.*

SATURDAY, AUGUST 3



Breaking News: Julie Meads, Tara Young & Toya Forbes

11:30am-12:30pm

Working in the news media is nonstop. With today's cameras, high profile guests and some of the most recognizable on air talent, professionalism, protocol, and personality are as important as makeup and hair skill. In this session, the CNN hair and makeup management team share their experience and expertise, giving you firsthand knowledge about what it takes to break into media hair and makeup



Following this session, CNN will be interviewing Makeup Artists for roles within their company. If you are interested in interviewing please bring your resume and portfolio.



Beauty Driven: Ashunta Sheriff

2:45pm-4:15pm

With over 20 years in the beauty industry, makeup artist, Ashunta Sheriff has made a name for herself by mastering the art of makeup and has managed to change the game. With an understanding of both beauty and business, Ashunta has separated herself from other artists by using the less is more makeup approach on some of the most famous faces in the world while managing to forge the way for fresh, new beauty looks. Her passion and drive have allowed her to keep moving forward and gained her a position in the industry that is unlike anyone else. In her return to The Makeup Show stage, Ashunta will share her thoughts on how to build your own beauty brand and name while maintaining your own ideals and integrity. She will speak on 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 glowing makeup look. Let Ashunta inspire you to look beyond the images that we are inundated with and the carbon copy makeup techniques that flood the internet. She will guide you to develop your own signature style and help you to become part of this new makeup movement of individual beauty.

HANDS-ON WORKSHOP SCHEDULE

**Hands-On Workshop registration is in addition to your show ticket. This is non-refundable and non-transferable.*

SATURDAY, AUGUST 3



Bridal Makeup: A Beautiful Business: Kevin James Bennett

Studio 1, 10:00am-1:00pm - \$140

Class Level: Intermediate to Advanced

Bridal makeup artists require a specific skill set to realize success in this extremely lucrative section of the beauty industry. Your artistry and business skills must be on-point. This three-hour, hands-on, bridal boot-camp presents real-world solutions to maximize your earning potential, as I teach you how to become a leader in your bridal market. We'll discuss marketing, the services you offer, pricing, and the creation of beautiful Bridal Makeup. We'll cover classic bridal looks, theme weddings, and current bridal trends. I'll show you techniques and tricks to elevate your bride's appearance and bulletproof their makeup, so EVERY picture looks fantastic. Let me show you how to provide exceptional services on the most important day of a bride's life – and how to take those skills to the bank!



Empasis Eyes: Yvonne MacInnis

Studio 2, 10:30am-1:30pm - \$140

Class Level: Beginner

The application an artist decides to emphasis the eyes 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 product options and the role they play in perfecting application. Learn techniques for lining and defining, understand the power of depth and volume, and explore the relationship between brow, lash and every area of the eye. Whether you are just starting out or elevating your makeup to the next level, this workshop will have you designing and applying a perfect eye for every occasion.



Makeup for Photography: Lijha Stewart

Studio 1, 1:30pm-4:30pm - \$140

Class Level: Intermediate to Advanced

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 class is designed to help you better understand the details that allow a makeup to be camera ready. Learn techniques required to transform makeup for photography and the products and tools that can be used, and explore the precision required for photographic applications.

HANDS-ON WORKSHOP SCHEDULE

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SATURDAY, AUGUST 3



Fundamentals of Complexion and Contour: Bethany Townes **Studio 2, 2:00pm-5:00pm - \$140**

Class Level: Beginner

In this intensive hands-on workshop, we will look at one of the most important aspects of any application in 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, cr me 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 a beginning makeup artist or artist who wants to explore the building blocks of a beautiful application.

SEMINAR STAGE A

**Seminar stage entrance is included in your show ticket.*

SATURDAY, AUGUST 3

10:30am-11:15am Getting Next Michael DeVellis for The Powder Group

11:30am-12:30pm Breaking News Julie Meads, Tara Young & Toya Forbes for The Makeup Show

12:45pm-1:30pm Enter the Darkroom Jordan Liberty for Stilazzi

1:45pm-2:30pm Detailing Beauty Alphonse Wiebelt for MUSE Beauty.Pro

2:45pm-4:15pm Beauty Driven Ashunta Sheriff for The Makeup Show

4:30pm-5:15pm Strange Beauty: Combining FX and Glam Tim Pearson for Kryolan Pro

DEMO STAGE A

**Demo stage entrance is included in your show ticket.*

SATURDAY, AUGUST 3

10:30am-11:15am Your Skin For The Win; Prepping your Skin for a Flawless Makeup Look Julia Dalton-Brush for B3, Brush Beauty Balm

11:30am-12:15pm The Ultimate Contour AJ Crimson for Stilazzi

12:30pm-1:15pm The Reality of Skin - Making Melanin come Alive on Camera Sian Richards for Sian Richards London

1:30pm-2:15pm Lash 101 with Ardell Beauty Eddie Giron for Ardell Beauty

2:30pm-3:15pm All That Glitters Jake Aebly for Alcone Company

3:30pm-4:15pm Glam on the Gram Mimi J for The Glamatory

4:30-5:15pm Bride Perfect Skin Solange Rivera for Solange Cosmetics

MAIN STAGE PRESENTATIONS

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SUNDAY, AUGUST 4



IN MY KIT-The Formula For Success: Kevin James Bennett

1:15pm-2:45pm

Ever wonder how some makeup artists are able to work on the fly and create any look... out of a compact kit? It's their knowledge of formulation.

Emmy Award winner and product expert, Kevin James Bennett, breaks down cosmetic and skincare formulas to key ingredients a makeup artist should look for, and which product types are a MUST for the core of your working kit. The discussion continues with tips on how to use your new formulation knowledge to combine products and multiply your creative options...without weighing down your kit with unnecessary extras.

This presentation is perfect for beauty professionals who want to optimize their kit investment (\$\$\$) and work more efficiently.



Multidimensional Makeup for Photography: Danessa Myricks

3:00pm-4:30pm

As a makeup artist, photographer, and entrepreneur, Danessa Myricks has mastered the perfect beauty application and made a name for herself as one of the most creative artists in our makeup industry. With the creation of her eponymous line, Danessa Myricks Beauty, and her work in the studio, Danessa continues to creatively combine art and product manipulation as she did in her role as Director of Innovation for Benefit Cosmetics. Her insight and ability to guide others on how texture, color, product payoff, and lighting can synergize on camera is unmatched. In this main stage presentation, Danessa shows us why a multidimensional strategy is key to producing impactful images. She shares her tips for manipulating texture, maximizing color, and creating dimension which sets the tone for creating memorable images.

HANDS-ON WORKSHOP SCHEDULE

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SUNDAY, AUGUST 4



Understanding Color Theory & Color Correction: Bethany Townes

Studio 1, 10:00am-1:00pm - \$140

Class Level: Beginner

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 makeup design. Color theory applied in beauty makeup 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 makeup 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.

HANDS-ON WORKSHOP SCHEDULE

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SUNDAY, AUGUST 4



Perfect Beauty: Danessa Myricks - SOLD OUT

Studio 2, 10:15am-1:15pm - \$140

Class Level: Beginners to Intermediate

Perfecting your technique, detailing your work and understanding control and precision in beauty makeup applications for everything from bridal to red carpet, commercial work to film, television and print is essential for becoming a well-known and well respected artist. In this workshop you will learn to create your precise and perfected make-ups and develop an understanding of the fundamentals of each area of the face in every application. In the hands on portion of the workshop you will learn to step back from your work and ask yourself the questions that will lead you to precise and perfect applications helping you client to achieve their most beautiful look. This workshop is ideal for early stage artists or those who want to breakdown their application and build a better understanding of how every choice and administration of color effects the end result.

SEMINAR STAGE A

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SUNDAY, AUGUST 4

11:15am-12:00pm TEMPTU: Hollywood's Secret Weapon in the Age of Ultra HD Frederick Sanders for TEMPTU PRO

12:15pm-1:00pm Inclusion, The Perfect Multicultural Foundation Palette DeShawn Hatcher for Graftobian

1:15pm-2:45pm IN MY KIT –The Formula For Success Kevin James Bennett for The Makeup Show

3:00pm-4:30pm Multidimensional Makeup for Photography Danessa Myricks for The Makeup Show

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SUNDAY, AUGUST 4

11:30am-12:15pm Leading the Revolution in A Beauty: Makeup America! Yvonne MacInnis for Makeup America!

12:30pm-1:15pm Advanced Camouflage Jackie van Riet for MUSE Beauty.Pro

1:30-2:15pm Empowering your Inner Lady Boss by Utilizing the Power of Makeup Irene Dele-Adejumo for Omolewa Cosmetics

2:30-3:15pm Smoke Show Tiyana Robinson for Stilazzi

3:30-4:15pm Make More Money with Permanent Makeup Nelly Kirschner for Nouveau Contour