

# THE MAKEUP SHOW HOUSTON

Education: March 22-24, 2019

Exhibits: March 23-24, 2019

CHECK BACK WEEKLY FOR UPDATES!

---

## ALL DAY HANDS ON WORKSHOPS FRIDAY, MARCH 22



### **The Perfect Bride: Kevin James Bennett**

**Studio 1, 10:00am-6:00pm – \$300**

*Class Level: Beginner to Advanced*

This hands-on workshop 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.



### **Essentials of Makeup Artistry: Lijha Stewart**

**Studio 2, 10:00am-6:00pm – \$300**

*Class Level: Beginner*

Essentials of Makeup Artistry is the perfect introduction to the world of professional makeup artistry. In this workshop, you will explore all aspects of an application. Starting from the basics, you will be instructed through the entire process of creating a flawless beauty makeup, from foundation to finish. Get an understanding of the product and tools you need to create a strong comprehension of texture and contour. This workshop is a fantastic compliment to your current skills, will fine tune your technique, and guide you along your decision making process. Attendees will observe demonstrations, and participate in hands-on application of all makeup techniques reviewed while receiving support and feedback.

**KEYNOTES** *\*Included in your show ticket*

**SATURDAY, NOVEMBER 10**



### **Multidimensional Makeup for Photography: Danessa Myricks**

**10:00-11:30 am**

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 first time keynote, 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.



### **The Basics of Beauty – Sam Fine – 12:00pm-1:30pm**

A master class is a class given to students of a particular discipline by an expert of that discipline. Sam Fine, among the world's leading makeup artists, is the man of choice when it comes to beautifying women of color. He has been called upon to work his magic on supermodels Naomi Campbell, Tyra Banks, Iman and superstars Queen Latifah, Kerry Washington, Jennifer Hudson and more. Sam's work has appeared on magazine covers and fashion pages of Vogue, Harper's Bazaar, and Essence. In 1998, he became a top selling author after the release of Fine Beauty: Beauty Basics and Beyond for African-American Women. In this Keynote, you will experience firsthand the artistry that separates him from others in the industry and establishes him as an expert and innovator in our field. You will gain advice to further your own artistry and success in our industry. You will learn the secrets to creating unforgettable makeup applications and design for the specific needs of women of color.



### **Beauty Driven: Ashunta Sheriff – 2:00pm-3:30pm**

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, 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

**KEYNOTES** *\*Included in your show ticket*  
**SUNDAY, MARCH 24**



**Makeup Kit Breakdown – 10:30 – 12:00 PM Kevin James Bennett**

When it comes to building the perfect, professional makeup kit and breaking down the ingredients in your favorite product, there is no industry voice more knowledgeable than Kevin James Bennett. In this first time keynote at The Makeup Show, the makeup master behind so many brands offers his assessment of what every artist should be carrying in their kit. He will review the essentials for every media format, help you separate the actual needs from the wants in an ever growing market and offer insight on what are the actual must-haves for the makeup pro. Listen in as he offers advice on the significance of formulation knowledge as a pro tool, breaks down basic formulas, demonstrates the process of editing a kit for efficiency and demystifies consumer and professional product.



**Celebrity Skin: 3:30 PM-4:45 PM Pati Dubroff**

As one of the most esteemed makeup artists in our industry, Pati Dubroff continues to redefine modern beauty and make her mark in many areas including changing the way we perceive THE perfect complexion. Coveted by celebrities and world-renowned photographers alike, Pati's influence on makeup lovers and leading role in creating makeup trends is a true inspiration for any makeup pro. With a resume that includes working with photographers the likes of Peter Lindbergh, Annie Leibovitz and Patrick Demarchelier; Pati's makeup has graced magazines including Vogue, Vanity Fair and Harper's Bazaar, to name a few. Pati's understanding of color, texture and trend make her an innovator, her understanding of perfecting complexion for every client and situation makes her a master. In this keynote, Pati will discuss the process for perfecting skin and complexion by demonstrating techniques and "foundations" of building a look and the journey that has made her the artist she is today. She will showcase some of the tricks and techniques that make her the Go-To Artist for clients including Margot Robbie, Priyanka Chopra, Melissa McCarthy, Kate Bosworth, Amanda Seyfried, and Natalie Portman and offer tips on how to take any application to the next level.

## HANDS ON WORKSHOPS SCHEDULE

### SATURDAY, MARCH 23



#### **Emphasis Eyes: 10:00 AM – 1:00 PM Studio 1**

**Lijha Stewart**

*Class Level: Beginner*

The application an artist decides to emphasize 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.



#### **Fundamentals of Complexion & Contour: 10:15 AM – 1:15 PM Studio 2**

**Orlando Santiago**

*Class Level: Beginner*

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.

## -HANDS ON WORKSHOPS SCHEDULE SATURDAY, MARCH 23

### **Red Carpet Beauty & Beyond: 1:30 PM – 4:30 PM Studio 1**

#### **Bethany Townes**

*Class Level: Beginner to Intermediate*

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.

### **Makeup for Photography: 1:45 PM – 4:45 PM Studio 2**

#### **Yvonne MacInnis**

*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 WORKSHOPS SCHEDULE SUNDAY, MARCH 24

### **Editing & Examining Your Work: 9:30 AM – 12:30 PM Studio 1**

#### **Yvonne MacInnis – \$140**

*Class Level: Advanced*

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.

## HANDS ON WORKSHOPS SCHEDULE

### SUNDAY, MARCH 24

#### **Understanding Color Theory & Color Correction:** **9:45 AM – 12:45 PM Studio 2 - Orlando Santiago**

*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.

#### **Skin Deep: Skincare Essentials for the Makeup Artist** **10:00 AM – 1:00 PM Studio 4 - Felicia Walker Benson**

*Class Level: Beginner to Intermediate*

Today's client has unprecedented access to a plethora of beauty information. And thanks to social media and modern cameras, your client's quest for complexion perfection presents a challenge that mere makeup application might not solve. As the beauty expert and a trusted source, the makeup artist is in a unique position to offer the client education, tips, and techniques to help enhance his or her skin, beyond makeup. Having a basic knowledge of skincare is essential to diminishing texture, adding lift and glow and eliminating discoloration. In this workshop, the facilitator walks you through the basics of skin preparation from decision making to actual process. You'll have an opportunity to practice under the guidance of a master and gain valuable knowledge from her feedback. The facilitator will also address skin care concerns including rosacea, acne and scarring and address the best products for artists to carry in their professional makeup kit.

#### **Bridal Makeup – A Beautiful Business:** **1:00 PM – 4:00 PM Studio 1- Kevin James Bennett**

*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!

## HANDS ON WORKSHOPS SCHEDULE SUNDAY, MARCH 24

### **Beautiful Skin of Color**

**1:15 PM – 4:45 PM Studio 2 Danessa Myricks**

*Class Level: Beginner to Intermediate*

This event will help you increase your confidence when you approach any skin tone. The presenters will review the skills required for working on a variety of mid and darker skin tones, review important considerations for skin color and undertone, discuss in-depth foundation matching and choosing eye, lip and cheek colors that are appropriate to skin tone. Focus on color matching, highlight, contour and concealing skin to create a flawless canvas for women of color.



**MOMENTUM: IN SESSION**  
**SATURDAY, MARCH 23**



**A Stronger Foundation: 9:30-11:00 AM – Studio 3**  
**Yvonne MacInnis**

Foundation and complexion products have become one of the most important parts of any application. With more choices than ever and knowing how to meet your client's needs and make better decisions, allows you to become a stronger artist. Focus On Foundation takes an intensive look at the options available for complexion and get an understanding for the how, when and why in choosing the proper products.



**Skincare for the Working Makeup Artist: Felicia Walker Benson**  
**11:30-1:00 PM – Studio 3**

Thanks to our obsession with social media, the demand for perfect skin is at an all time high. Skincare for the Working Makeup Artist is a career essential. This seminar is your guide to elevating your makeup artistry and increasing your value through skincare education, tips, techniques and products. Go beyond makeup artistry by adding this invaluable skill set to your kit. The "must-attend" seminar will equip you with information and expertise that will amplify your artistry and establish a point of difference between you and your competition. Skincare education and makeup application go hand-in-hand. This seminar will transform your artistry.



**Editorial Edge: Orlando Santiago**  
**1:15-2:45 PM – Studio 3**

Defining editorial, designing editorial and elevating your work to an editorial level, are an important way for any artist to better develop their skill. Understanding which product allows you to work with any and every editorial concept is as important as understanding the process itself. Learn what must-haves make editorial work easier and allow you to meet any makeup challenge. Listen in as we share the secrets to breaking into editorial and making that skill level part of every application.



**Marketing Me: Strategies for Success in the Freelance Career: Lijha Stewart**  
**3:00-4:30 PM – Studio 3**

Having an understanding of how marketing works and what it can do for your career is even more crucial when you have your own business. In this session, we will explore the smartest ways you can use social media to set a plan into place, wow potential employers, prospective clients and possible agents to put your career in better motion.

## MOMENTUM: IN SESSION SUNDAY, MARCH 24



### **Serving Glamour: Danessa Myricks** **10:00-11:30 AM – Studio 3**

Knowing which products work best for high intensity situations from red carpet and celebrity appearances to holiday parties and weddings, 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. Watch and learn as we breakdown the design process for giving glamour as well as sharing industry secrets for application and the finishing touches.



### **Engaging Bridal: Bethany Townes** **12:00-1:30 PM – Studio 3**

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durable requirements of the application, makes it the toughest makeup you can do. See what products meet the bridal challenge, learn how to build a better bridal business, and learn to create the perfect bride every time.



### **Tools of the Trade: Angela Wilson** **Studio 3, 1:00pm- 2:30pm**

Every job requires its own set of tools. With more options than ever, choosing the right instrument can seem impossible. In this intimate intensive session, Brush Expert Angela Wilson will bring you through the process of choosing the correct brush hair, size, and shape. We will bring you through the process of building a brush and how to choose the right one based on your own needs. Gain insight on how you can maximize your potential to complete a job with minimum means by discerning which implements can make any makeup look its most excellent.



### **Complexion Perfection: Yvonne MacInnis** **2:00-3:30 PM – Studio 3**

With the advent of high-definition photography and clients becoming more product savvy than ever before, makeup artists need to be more proficient in analyzing their clients skin, identifying issues and taking immediate action in skin preparation. In this session, we will take an intensive look at the options available for skin care and complexion and show you how to properly care and prepare for any complexion need. We will offer insight on skin products that's perfect for the professional artist and show you how to bring them into your makeup application.

## SEMINARS

SATURDAY, MARCH 23

### SEMINAR A

**9:30am-10:15am**

**10:30am-11:15am** How to Achieve Gleaming Skin: Melanie Mills for  
Melanie Mills Hollywood

**11:30am-12:15pm** Detailing Beauty: Alphonse Wiebelt for MUSE Beauty.Pro

**12:30pm-1:15pm**

**1:30pm-2:15pm** Makeup Universe: Victor Guadarrama for Nuestro Secreto

**2:30pm-3:15pm**

**3:30pm-4:15pm**

### SEMINAR B

**9:45am-10:30am**

**10:45am-11:30am**

**11:45am-12:30pm** TEMPTU: Hollywood's Secret Weapon in the Age of Ultra HD:  
Tanya Deemer for Temptu Pro

**12:45pm-1:30pm** L.A Looks Good on You: Lori Taylor Davis for  
Smashbox Cosmetics

**1:45pm-2:30pm** A Masculine Side to Makeup - Essential Tips for Men's Makeup:  
Angela Wilson for Musteav

**2:45pm-3:30pm** Uniting Beauty Across The World: David Stella for  
Siân Richards London

**3:45pm-4:30pm**

## SEMINARS

SUNDAY, MARCH 24

### SEMINAR A

**9:30am-10:15am**

**10:30am-11:15am** Flawless HD Makeup for TV and film: Daniela Bell for Daniela Bell Beauty

**11:30am-12:15pm** Onstage Glamour: The Beauty Behind Miss Universe: Danielle Doyle for The Perfect Face

**12:30pm-1:15pm**

**1:30pm-2:15pm** The New Face of Beauty: Orlando Santiago for Mineral Air

**2:30pm-3:15pm**

**3:30pm-4:15pm**

### SEMINAR B

**9:45am-10:30am**

**10:45am-11:30am**

**11:45am-12:30pm**

**1:45pm-2:30pm**

**2:45pm-3:30pm**

**3:45pm-4:30pm**