

THE MAKEUP SHOW LA
Education November 9-11
Exhibits November 10-11
CHECK BACK WEEKLY FOR UPDATES!

KEYNOTES **Included in your show ticket*

SATURDAY, NOVEMBER 10

10:00 AM - 11:30 AM

Celebrity Skin - 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.

12:00 PM - 1:30 PM

Beauty Mark: Making An Impact In Artistry - Miss Fame



Making your mark in multiple industries on an international level seems impossible. Model, recording artist, performer and makeup artist, Miss Fame has done just that and managed to capture the collective imagination in the process. Miss Fame continues as trend-setter and a ground-breaker to make an impression with all she does. Miss Fame, whose real name is Kurtis Dam-Mikkelsen, will share the story of what led him from San Louis Obispo to the world of modeling and makeup. Watch a Master at work and witness the art of transformation. Miss Fame/Kurtis will answer questions, offer advice, and inspire you to develop your own style, find your own success, and make your own way in this beauty business.

1:45 PM- 3:15 PM

Image and Influence - Jordan Liberty



In the professional makeup industry there are few artists who have managed to make a mark for themselves. Jordan Liberty has created his brand as a well-respected makeup artist, educator, photographer, and product developer through mastering the social media game and reaching the masses. Jordan will share his background and the passions that led him to become one of the top names in makeup. He will discuss the importance of social media, share his styles on creating and capturing unforgettable images, and offer advice for those looking to take their career to the next level.

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SATURDAY, NOVEMBER 10

Innovation in Artistry: 3:30 PM – 4:45 PM – Joel Harlow

Creating iconic characters and makeup looks that burn their way into our collective imagination is a true achievement. As the artist and innovator behind some of the most memorable looks ever brought to the screen, Joel Harlow is an artist who has helped to define the job and elevate our makeup industry. Inspired in his childhood by the movie King Kong, Joel has become one of the few artists able to span the world of makeup effects design and creation to the world of department head and on set application. An Academy and Emmy Award winner, Joel is one of the best in the business, with a reputation for his humility, integrity and professionalism. In his first solo keynote at The Makeup Show, Joel shares his insight on our industry and the importance of developing your art and authenticity. He will show you some of the work is renowned for, share his stories and inspire you to become the artist you always wanted to be.

KEYNOTES **Included in your show ticket*

SUNDAY, NOVEMBER 11

10:00 AM - 11:30 AM

Social Commentary: Social Media for Makeup Pros - Stephanie Nicole

Developing innovative social media strategies is essential for today's working makeup artist. Are you making a difference or just adding to the noise? Finding your authentic voice, developing a plan for engagement, and speaking to the beauty masses in an impactful way requires authenticity, integrity and an understanding of yourself in the industry. In this first time keynote, Industry Expert and Social Influencer, Stephanie Nicole offers real information of the why, how and what of today's social media for the makeup community. With experience in beauty brand development and manufacturer representation, Stephanie's understanding of ingredients, product development and professional audience has made her much sought after and highly respected influencer. She will teach you how to use your platform in a positive, proactive and professional way. Learn how to create your voice, personality, and how to spotlight your brand on the digital page.

12:00 – 1:30 PM

Beyond Beauty- Sara Tanno (Sponsored by Marc Jacobs Beauty)

Recognized for her bold artistic choices, her ability to perfect complexion, her unconventional ideas and creativity, Sarah Tanno is that rare artist whose makeup makes an immediate impact. As one of the most influential artists working today, Sarah has an understanding of building a career in beauty that is both influential and art filled; making an indelible mark in this beauty business. In this first time keynote, Sarah takes to the stage to share her story, her unique style, and her ability to create influence with authenticity that characterizes her artistic talent.

Sarah will inspire you to go beyond the ordinary, while introducing some ideas you can put into practice in your own work. She will push you to find your muse, offer her thoughts on the importance of diversity, speak about her work on Emmy winning TV shows, editorial, advertising and immediate media sensation looks on the likes of Lady Gaga and others. Listen and learn as Sarah inspires you to take your own application to a place that will achieve legendary Artistic status.



2:00 PM - 3:30 PM

A Beauty Career - Damone Roberts

Damone Roberts' name is synonymous with creating iconic celebrity beauty. With a talent for painting faces and sculpting the perfect arch, he has truly positioned himself as one of the best in the beauty business. His personality, warmth and commitment to authenticity have allowed him to create a brand and reputation as one of the most inspirational artists in the industry. Watch and learn as Damone leads you through his technique for designing and applying the perfect eyebrow frame to enhance your personalized facial features.

SEMINARS **Included in your show ticket*

SATURDAY, NOVEMBER 10

Seminar A

- 9:30 AM - 10:15 AM
- 10:30 AM - 11:15 AM
- 11:30 AM - 12:15 PM
- 12:30 PM - 1:15 PM
- 1:30 PM - 2:15 PM
- 2:30 PM - 3:15 PM
- 3:30 PM - 4:15 PM

Seminar B

- 9:45 AM - 10:30 AM
- 10:45 AM - 11:30 AM
- 12:45 PM - 1:30 PM
- 1:45 PM - 2:30 PM
- 2:45 PM - 3:30 PM
- 3:45 PM - 4:30 PM

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Seminar B

- 9:45 AM - 10:30 AM
- 10:45 AM - 11:30 AM
- 12:45 PM - 1:30 PM
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FOCUS ON A BRAND **Included in your show ticket*

Take this opportunity to touch each product from the below brands. Try it, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items and learn the features and benefits of each. Let these brands show you what they are all about and share their must have for the professional makeup kit.

SATURDAY, NOVEMBER 10

10:00 AM - 11:00 AM - Focus On MUSE Beauty Pro - Jackie van Riet

11:15 AM - 12:15 PM - Focus On NYX Professional Makeup - James Vincent

12:30 PM - 1:30 PM - Focus On MAKE UP FOR EVER - Nicholas Lujan

1:45 PM - 2:45 PM - Focus On Crown Brush – Autumn Scruggs

3:00 PM - 4:00 PM - Focus On Mineral Air – Johnny Dosse

SUNDAY, NOVEMBER 11

10:00 AM - 11:00 AM - Focus On Smashbox Cosmetics - Lori Taylor Davis

11:15 AM - 12:15 PM - Focus On Benefit Cosmetics – Jose Rivera

12:30 PM - 1:30 PM - Focus On Friends Beauty Supply/Stilazzi – Brielle Esper

1:45 PM - 2:45 PM - Focus On Mehron – Stephanie Koutikas

3:00 PM - 4:00 PM - Focus On TEMPTU– Frederick Sanders

DEMO STAGE **Included in your show ticket*

This specifically designed area offers a demo stage for artists to be introduced to new product, practice and improve their makeup skills. Explore with product provided by The Makeup Show brands and interact in this fun environment under the guidance of brand experts and The Makeup Show team of experienced artists.

Touch it. Try it. Chart it. Apply it. Photograph it.

All About That Face – This stage shows you the secrets of complexion perfection from start to finish, from skin care to sculpt, to the skill sets required to makeup like a pro.

On Trend – Seasonal changes in design and product availability allow you to create looks that are of the moment and make major impact. Check out our trend stage for the latest looks and how to achieve them.

SATURDAY, NOVEMBER 10

All About That Face

10:00 AM - 11:00 AM

11:15 AM - 12:15 PM

12:30 PM - 1:30 PM

1:45 PM - 2:45 PM

3:00 PM - 4:00 PM

4:15 PM - 5:15 PM

On Trend

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4:30 PM - 5:30 PM

ALL DAY HANDS-ON WORKSHOPS **In addition to your show ticket* **FRIDAY, NOVEMBER 9**



From Prep to Set – Developing an Editorial: 11:00 AM – 4:00 PM Studio 3
Fidel Gonzalez – \$175
Class Level: Advanced

Understanding the process of designing and applying makeup for the camera is an essential part of any application. Developing a makeup look with an editorial eye requires knowledge of makeup, the narrative and your clients' needs. In this advanced makeup seminar, artist and photographer, Fidel Gonzalez, brings you through his process for preparing his materials, applying makeup on his models and looking at the final process through the lens. Listen as Fidel shares his story and offers insight on what a photographer looks for when hiring hair and makeup. Watch as he brings his vision and interpretation of a photo theme to life on his model. Learn how to self-critique and make any adjustments once you step onto set. This seminar is perfect for any artist who wants to break into beauty or fashion editorial. Learn how to best communicate with your photographer and team, take every makeup application to a more advanced level and allow your clients to look their best.

*Please note, this is not a hands-on workshop. No makeup kit or tools are required.



Elementos Esenciales del Maquillaje: 10:00 AM – 6:00 PM Studio 2
Paloma Romo – \$300
Nivel de clase: Principiante

Elementos esenciales del Maquillaje es la introducción perfecta al mundo del arte del maquillaje profesional. En este taller, explorarán todos los aspectos de la aplicación. Empezando por lo básico, se les instruirá durante todo el proceso de creación de un maquillaje impecable, desde la base hasta el final. Entender el producto y las herramientas que se necesitan para crear una comprensión de las texturas y contornos. Este taller es un complemento fantástico para sus habilidades actuales, afinará sus técnica y los guiará a lo largo del proceso a tomar decisiones. Los asistentes observarán demostraciones y participarán en la aplicación y práctica de todas las técnicas de maquillaje revisadas mientras reciben apoyo y comentarios.

10:00 AM - 6:00 PM - Studio 1
The Perfect Bride - Bethany Townes
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.



HANDS-ON WORKSHOPS **In addition to your show ticket* **SATURDAY, NOVEMBER 10**

10:00 AM - 1:00 PM - Studio 1

Makeup For Photography - Danessa Myricks

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.

10:15 AM - 1:15 PM - Studio 2

Fundamentals of Complexion and Contour- Bethany Townes

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.

1:30 PM - 4:30 PM - Studio 1

Red Carpet Beauty and Beyond - Yvonne MacInnis

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.

1:45 PM - 4:45 PM - Studio 2

Editing and Examining Your Work - Lijha Stewart

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 **In addition to your show ticket* **SATURDAY, NOVEMBER 10**



10:15 AM- 1:15 PM Studio 4

Reinventando la Alfombra Roja- Paloma Romo

Las pasarelas y alfombras rojas de esta temporada, nos han regalado inesperados cambios y adaptaciones a las tendencias clásicas; permitiendo a los artistas del maquillaje diseñar looks basados en la individualidad de cada cliente. Entender el diseño y aplicación correcta del maquillaje para alfombra roja, le permite al maquillador especializarse en todas las áreas que la industria ofrece.

En este taller impartido en español, la experimentada artista Paloma Romo, experta en maquillaje social, de novias y editorial; se adentra en los detalles para crear el look de alfombra roja perfecto, basado en el tono de piel, edad y características culturales del cliente. Al conocer la vasta variedad de culturas y estilos, Paloma se especializa en entrenar artistas de distintos países a encontrar su estilo propio, tomar mejores decisiones en cuanto al diseño del maquillaje y crear looks inolvidables para cualquier cliente en cualquier parte del mundo.

****Please note: This class is in Spanish.**

HANDS-ON WORKSHOPS **In addition to your show ticket* **SUNDAY, NOVEMBER 11**



9:45 AM - 12:45 PM - Studio 1

Emphasis Eyes - Bethany Townes

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.



10:00 AM - 1:00 PM - Studio 2

Makeup Breakdown: Myth Busters - Yvonne MacInnis and Lijha Stewart

Class Level: Beginner to Advanced



In our beauty industry, buzzwords are more prolific than ever as social media saturates us daily with new must know makeup practices. In this workshop, we will define the terms that get used and abused including contour, highlight and strobing. We will explore and examine the true design and application for areas including complexion, eyebrow and beyond.

HANDS-ON WORKSHOPS **In addition to your show ticket*
SUNDAY, NOVEMBER 11



1:00 PM - 4:00 PM - Studio 1
Beautiful Skin of Color - 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.



1:30 PM - 4:30 PM - Studio 2
Media Frenzy, Makeup, Marketing & More! - Jordan Liberty
Class Level: Intermediate to Advanced

In today's world, a great makeup application is never enough. You need to understand not only how to design and apply a beautiful makeup, but how it will be captured by the camera and also how you can use the image to market and promote yourself. In this hands-on workshop, our presenter shares their insight on being a makeup artist with influence. They will bring you through their process for completing a makeup look and making decisions about how, why and where to post it. You will learn how you can use your phone to capture makeup and behind the scenes moments to build your own social media platforms that have impact and authenticity.