

THE MAKEUP SHOW NYC

Education: May 4-6

Exhibits: May 5-6

HANDS-ON WORKSHOPS SATURDAY, MAY 4TH



Essentials of Makeup Artistry: Lijha Stewart, Studio 2
10:00am-6:00pm – \$300

For anyone just getting started or interested in pursuing a career in makeup, The Essentials of Makeup Artistry is the perfect introduction to the world of professional makeup artistry. In this workshop you will explore all aspects and an application. Starting from the basics, we'll take you through the entire process of creating a flawless beauty makeup, from foundation to finish help you understand your product and tools, create a strong comprehension of texture and contour and how to design and create a perfect makeup application for every occasion. If you have already been doing makeup, but have never received formal training, The Essentials of Makeup Artistry is a fantastic compliment to your current skills and will fine tune your technique and gain a stronger understanding of the decision making process you will use to become the best artist you can be. Attendees will observe demonstrations, and participate in hands-on application of all makeup technique reviewed while receiving support and feedback from a celebrity artist.



The Perfect Bride: Kevin James Bennett, Studio 1
10:00am-6:00pm – \$300

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.

MAIN STAGE PRESENTATIONS

SUNDAY, MAY 5TH



Making Up: Daniel Martin – 10:00am-11:30am

As one of the most talked about makeup artists in our industry in the last few years, Daniel Martin continues to redefine modern beauty. Coveted by celebrities, copied by brides and watched with intense interest by the industry, Daniel has brought natural beauty back to the spotlight, elevated what it can be and inspired many to do the same. With an unmatched eye for beauty, New York-based Daniel Martin began his career apprenticing at an Aveda concept salon before teaching for the brand regionally. His work has been featured in British Vogue, Vanity Fair, and Harper's Bazaar, and he was also one of two makeup artists to participate in the historic "All Black" issue of Vogue Italia, shot by photographer Steven Meisel. Martin counts Her Royal Highness, the Duchess of Sussex as his loyal client, as well as Elisabeth Moss, Jessica Alba, Gemma Chan, and Jessica Biel.



Beauty Driven: Tabatha Coffey – 12:00pm-1:30pm

With over 20 years in beauty, hair designer, business owner, television personality, educator, author and mentor, Tabatha Coffey has made a name for herself as one of the most respected people in the industry. With an understanding of both beauty and business, Tabatha has a reputation for taking her honest approach to achieving excellence in businesses all over the world. Her passion and drive have allowed her to keep moving forward and develop a place in the industry that is unlike anyone else. Known for her television shows including "Tabatha Takes Over", her expert advice has been sought after by many television shows and publications including the TV Guide Channel as their red carpet award show correspondent for the Academy and Grammy Awards. In her first time on The Makeup Show stage, Tabatha will share her thoughts on how to build your own beauty name and beauty brand while maintaining your own ideals and integrity.



The Art of Makeup: Erin Parsons – 2:00pm-3:30pm

Makeup Artist Erin Parsons is one of the most respected artists working today and has managed to earn a reputation as an artist's artist. Published in the pages of magazines including Vogue US, Harper's Bazaar, Allure and sought after by designers and celebrities like; Gigi Hadid, Bella Hadid, Gisele Bundchen and Kendall Jenner, to name a few, Erin's talent for combining beauty with an artistic eye or avant-garde aesthetic has made her a celebrated artist and true inspiration for so many of us. In this session Erin talks about her career and shares some thoughts on what you can do in your own to make your mark.

MAIN STAGE PRESENTATIONS

SUNDAY, MAY 5TH



Artists United: Danessa Myricks, Vanessa Davis, Einat Dan, Lorcan Jude Devaney and Isabelle De Vries– 4:00pm-5:30pm

It's no secret that the art and career of makeup have captured the collective imagination. Once an unappreciated area of film and fashion with artists working quietly behind the scenes, makeup is now celebrated by both pros and the masses in a major way all over the world. In this first time panel, Danessa Myricks invites well-known working artists from all over the world to our The Makeup Show stage to share their ideas and experiences. Join us as their artists offer insight on building an international career to becoming a better artist by creating work that is impactful, engaging and elevates the idea of what a makeup artist can be.

HANDS-ON WORKSHOPS

SUNDAY, MAY 5TH



Makeup Artistry Exposed: Yvonne MacInnis and Lijha Stewart, Studio 1, 10:00am-1:00pm – \$140
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.



Fundamentals of Complexion & Contour: Bethany Townes
Studio 2, 10:15am-1:15pm – \$140
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 SUNDAY, MAY 5TH



Detail Your Work: Ivan Betancourt for MUSE Beauty.Pro
Studio 1, 1:30pm-4:30pm – \$140

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 or well respected artist. Learn to refine your applications, regardless of style or medium and gain an understanding of how making the right decisions for both product and technique can minimize the need for post-production work. The artist will guide you through the process of fine-tuning your work to ensure that your makeup looks flawless from every angle.



Makeup for Photography: Yvonne MacInnis, Studio 2
1:30pm-4:30pm – \$140
Class Level: Intermediate to Advanced

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.

INTERNATIONAL STAGE SUNDAY, MAY 5TH

*International Stage entrance is included in your show ticket.

Located on the 1st Floor

10:00am-3:00pm Vanessa Davis – Great Britain
10:00am-1:00pm Einat Dan – Israel
10:00am-1:00pm Isabelle De Vries – Australia
1:00pm-4:00pm Lorcan Jude Devaney – Ireland
1:00pm-4:00pm Pepe Gutierrez – Mexico
4:30pm-6:00pm Toshi Salvino aka Dollfille

MOMENTUM SESSION

SUNDAY, MAY 5TH

Complexion Perfection: Danessa Myricks
Studio 3, 9:45am-11:00am – \$35

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 application.

SKIN Games: Felicia Walker
Studio 3, 11:30am-12:45pm – \$35

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.

Engaging Bridal: Paloma Romo
Studio 3, 1:15pm-2:30pm – \$35

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.

MOMENTUM SESSION

SUNDAY, MAY 5TH

Editorial Edge: Lijha Stewart

Studio 3, 3:00pm-4:15pm – \$35

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

Studio 3, 4:30pm-5:45pm – \$35

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.

SEMINAR STAGE

SUNDAY, MAY 5TH

Seminar Stage A

9:30 – 10:15 AM Runway makeup trends AW/2019: Daniela Bell for Daniela Bell Beauty

10:30 – 11:15 AM Strange Beauty: Combining FX and Glam: Tim Pearson for Kryolan

11:30 AM – 12:15 PM Flawless Skin: Priscilla DiStasio for Era Beauty

12:30 – 1:15 PM Skin Focus: Tony Tolve for Alcone

1:30 – 2:15 PM Detailing Beauty Alphonse Wiebelt for MUSE Beauty.Pro

2:30 – 3:15 PM: L.A Looks Good on You Lori Taylor Davis for Smashbox Cosmetics

3:30 PM – 4:15 PM Fundamental Foundations: Andy Calero for Cinema Secrets

4:30 – 5:15 PM Glitterology 101 Amber Blanchard for LIT Cosmetics

Seminar Stage B

9:45 – 10:30 AM A Masculine Side to Makeup - Essential Tips for Men's Makeup: Angela Wilson for MustaeV

10:45 – 11:30 AM Trucos Para Lucir Una Piel de Porcelana. "Makeup no Makeup" Doreen Guterrez for Bana Cosmetics

11:45 – 12:30 PM Complexion as Canvas: Perfecting Skin: Nicholas Lujan for MAKE UP FOR EVER

12:45 – 1:30 PM TEMPTU: Hollywood's Secret Weapon in the Age of Ultra HD: Frederick Sanders for Temptu

SEMINAR STAGE - SUNDAY, MAY 5TH

Seminar Stage B (Continued)

1:45 – 2:30 PM Inclusion, The Perfect Multicultural Palette DeShawn Hatcher for Graftobian

2:45 – 3:30 PM Prep, Set, and Glow with Alight Clean Foundation and Glow Products Leah London for Pacifica Beauty

3:45 – 4:30 PM Natasha Denona's Secret to Glowing Skin: Clinton Brock for Natasha Denona

4:45 – 5:30 PM Stopping All Bullying in Our Culture - Working Together For Beauty Zachary Garfinkel for Mr.Eyeliner

Seminar Stage C

9:45-10:30AM Healthy Skin: The True Foundation: Rosalba Martone for Perricone MD

10:45 AM-12:00 PM Pose Panel: Christopher Milone, Sherri Laurence, Deja Smith, Nicky Pattison Illum

12:15-1:00 PM The Art of Gleaming Skin for TV & Editorial: Melanie Mills for Melanie Mills Hollywood

1:15-2:30 PM IN MY KIT – The Formula For Success: Kevin James Bennett

2:45-3:30 PM The NEW Secrets to Picture Perfect Skin: David Hernandez for Face Atelier

3:45-4:30 PM Beyond The Brush, Expanding Your Earning Potential: Racheal Adetayo for Lippiebook

4:45-5:30 PM Seamless eyelash application for beauty and red carpet makeup Mari Shten for Mari Shten Makeup

DEMO STAGE - SUNDAY, MAY 5TH

Demo Stage A

10:00 AM-11:00 PM Make More Money with Permanent Makeup: Nelly Kirschner for Nouveau Contour

11:15 AM-12:15 PM Your Skin For The Win; prepping your skin for a flawless makeup look: Julia Dalton Brush for B3, Brush Beauty Balm

12:30 PM-1:30 PM Customize your lashes like a pro: Alex LaMarsh for Kasha Lashes

1:45 AM-2:45 PM Glowly Skin, Feathered Brows, Naked Reloaded: Amanda Rodriguez for Urban Decay Cosmetics

3:00 PM-4:00 PM Festival Looks with CHROM Toothpolish Glitterati: Yelle Belle for CHROM Toothpolish

4:15-5:15 PM Bold Beauty: Bethany Townes for Mehron

Demo Stage B

10:15 AM-11:15 PM How to achieve an eye look using Too Faced core products Whitney Alexander for Too Faced

11:30 AM-12:30 PM Spring to Summer Slay: T. Cooper for Pacifica Beauty

12:45 AM-1:45 PM Maquillaje Social Glam: Jonathan Lule for Nuestro Secreto

2:00 PM-3:00 PM Makeup in Minutes: Jose Rivera for Benefit Cosmetics

3:15 PM-4:15 PM Editorial Look : Gilbert Estrada for NY Makeup Academy

4:30 PM - 5:30 PM Blush, Bronze and Glow: Jose Corella for NUDESTIX

MAIN STAGE PRESENTATIONS

MONDAY, MAY 6TH



Camera Ready: Matthew Jordan Smith and Danessa Myricks
10:00am-11:30am

A makeup artist can create unforgettable images when the photographer and the collaboration is strong. The relationship between a makeup artist and photographer requires trust, communication and a mutual respect. In this panel, award winning educator, author and Master Photographer, Matthew Jordan Smith takes to the stage with Makeup Artist Danessa Myricks to bring you through an experience every artist should witness. As an American photographer based in Tokyo, Japan and working between Tokyo, New York City and Los Angeles, Matthew has photographed some of the world's most famous celebrities including Oprah Winfrey, Queen Latifah, Angela Bassett, Tyra Banks and more. His advertising clients include Olay, Pantene, Revlon, Showtime and HBO. In this first time keynote, Danessa and Matthew will talk about the relationship between a photographer and an artist. They will share what a photographer looks for in an artist's portfolio and will take you through the process of working with a photographer in the most professional way. Witness as these two titans as they share the stage to show you a behind the scenes look of an intimate shoot and let you in every step of the way.



Signature Style: Natasha Denona
12:00pm-1:30pm

Acclaimed Makeup Artist Natasha Denona has captured the international imagination with her must have palettes, her pro approved formulations and her affinity for beautiful skin. Beginning her career as a model Natasha's sense of style, her passion for learning and her understanding of the camera led her to her next career as a makeup artist. With a well trained eye, her individual aesthetic and her talent for innovation Natasha has a celebrated career with her own Natasha Denona Makeup Academy, and work top photographers, publications and celebrities. She has been twice recognized as Israel's Makeup Artist of the Year. Always an entrepreneur Natasha wanted to develop a makeup line that allowed for individual expression with the most elevated formulations' she continues to take her brand and her beauty beliefs all-over the world. In her first time keynote at The Makeup Show, Natasha shares her story, inspires you to pursue your own passions, find your own voice and place and shows you the ground breaking concepts, methods and outstanding makeup she is known for.

MAIN STAGE PRESENTATIONS MONDAY, MAY 6TH



A Beauty Career: Damone Roberts
2:00pm-3:30pm

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. With a belief that every person has an opportunity to develop their own path and find their own success, Damone generously shares his passion and insight. At a time when understanding all aspects of the industry is more important than ever, this master shares his experience with you. Watch and learn as Damone leads you through his technique for designing and applying the perfect eyebrow frame to enhance your personalized facial features.

HANDS-ON WORKSHOPS MONDAY, MAY 6TH



Emphasis Eyes: Bethany Townes, Studio 1, 9:45am–12:45pm – \$140
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.



Understanding Color Theory & Color Correction: Orlando Santiago
Studio 2, 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 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.

HANDS-ON WORKSHOPS

MONDAY, MAY 6TH



Perfect Skin- Felicia Walker, Studio 1, 1:00pm-4:00pm – \$105
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: Kevin James Bennett, Studio 2
1:30pm-4:30pm – \$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!

MOMENTUM SESSION

MONDAY, MAY 6TH

Serving Glamour: Yvonne MacInnis
Studio 3, 9:30am-10:45am – \$35

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.

Understanding Avant-Garde: Lijha Stewart
Studio 3, 11:15am-12:30pm – \$35

New and unusual or experimental ideas, especially in the arts, or the people introducing them is the definition of Avant-Garde. An important piece to understand, if you want to take your makeup to exciting places, watch as we bring you through unexpected applications beyond beauty and share some of the tools and techniques to help you bring the unexpected to your own makeup.

Tools of the Trade: Bethany Townes
Studio 3, 1:00pm-2:15pm – \$35

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.

A Stronger Foundation: Danessa Myricks
Studio 3, 2:45pm-4:00pm – \$35

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

SEMINAR STAGE

MONDAY, MAY 6TH

Seminar Stage A

9:30-10:15 AM The Step By Step Guide On Creating A Flawless Glitter Cut Crease: Kai Douglas for Glamorous Chicks

10:30 AM-11:15 AM Preparing Your Space, Preparing Your Face James Vincent for Rebels and Outlaws

11:30 AM-12:15 PM If you can Lash Here, You can Lash Anywhere: Yvonne MacInnis for Kiss Products

12:30-1:15 PM Slay the Day. Jose Rivera for Benefit Cosmetics

1:30-2:15 PM Street Art: Yvonne MacInnis for Ruby May Cosmetics

2:30-3:15 PM The Insta-Bride: Megan Garmers for MG Hair and Makeup

3:30-4:15 PM Brush Techniques: Bethany Townes for Crown Brush

Seminar Stage B

9:45-10:30 AM Kevyn Aucoin Summer Kit Must Haves: Viviana Martin for Kevyn Aucoin at Nigel Beauty

10:45-11:30 AM Crease Lighting: Gilbert Estrada y Ana Siquenza for NY Makeup Academy

11:45 AM-12:30 PM Media Mixology for Photography: Roque Cozzette for Cozzette Beauty

12:45-1:30 PM Storytelling Eyes: Jordan Liberty for Stilazzi

1:45-2:30 PM Perfecting Your Skin + Brow Game: Lijha Stewart for NYX Professional Makeup

2:45-3:30 PM Maquillaje Social Glam: Jonathan Lule for Nuestro Secreto

3:45-4:30 PM Maquillaje en redes sociales, monetiza tu contenido! Martha Pardo for G4E Beauty

Seminar Stage C

9:45-10:30 AM The Magic Behind The Makeup Light: Michael Astalos & Special Guest for The Makeup Light

10:45-11:45 AM Getting Next: Michael Devellis for The Powder Group

12:00-12:45 PM From Breakups to Makeup: Angelique Velez for Breakups To MakeUp

1:00-2:00 PM Breaking News - CNN: Julie Meads, Tara Young & Toya Forbes

2:15-3:00 PM Uniting Beauty Across The World: David Stella for Sian Richards London

3:00-4:00 PM Community Board: James Vincent and guests for The Makeup Show

DEMO STAGE

MONDAY, MAY 6TH

Demo Stage A

10:00-11:00 AM 3rd Degree: 3D FX on the go: Joe Drobezko for Alcone

11:15-12:15 PM Eyebrows...The Damone Roberts Way: Jenny Finken for Damone Roberts

12:30-1:30 PM Naturally Flawless- Mastering the No Makeup Makeup Skin: Angela Wilson for MustaeV

1:45-2:45 PM Era Beauty Comprehensive Training: Mikyle Miller for Era Beauty

3:00-4:00 PM Bridal look- Maquillaje de novias: Doreen Guitierrez for Bana Cosmetics

Demo Stage B

10:15-11:15 AM PERFECTING THE CANVAS: Cleansing, prepping, & boosting the skin: Nicholas Lujan for MAKE UP FOR EVER

11:30 AM-12:30 PM Old Age Make-up for Stage and Screen: Kitty Lee for Kryolan

12:45-1:45 PM ADVANCED CAMOUFLAGE: Jackie van Riet for Kett @ Muse Beauty. PRO

2:00-3:00 PM It Starts with Skin: Isabelle De Vries for Temptu

3:15-4:15 PM Highlighting & Contour for a seamless finish: Sheila McKenna for Kett Cosmetics at MUSE Beauty.PRO

INTERNATIONAL STAGE

MONDAY, MAY 6TH

*International Stage entrance is included in your show ticket.

Located on the 1st Floor

10:00am-1:00pm Mia Connor – Australia

10:00am-1:00pm Bastian Russ – Germany

11:00am-2:00pm Ederson Oliveira – Brazil

1:00pm-4:00pm Darya Kholodnykh – Russia

1:00pm-4:00pm Daniel Takahashi – Mexico