

THE MAKEUP SHOW ORLANDO

Education September 14-16

Exhibits September 15-16

KEYNOTES **Included in your show ticket*
SATURDAY, SEPTEMBER 15

**CHECK BACK WEEKLY
FOR UPDATES**

10:30 AM - 12:00 PM

Makeup Kit Breakdown - 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.

12:30 PM - 2:00 PM

Artistry in Action - Timothy Hung

Makeup Artist Timothy Hung has taken the title of makeup artist to new levels. With knowledge in fashion and art and the ability to combine the passions that drive him, Timothy creates and captures works of art that draws the line between makeup art and fine art. In his first keynote, Timothy will showcase the visual components of color, form, line, shape, texture and value to take you from fundamentals to the fantastical. Watch and experience how an artist can use color and texture to elevate an application.

2:30 PM - 4:00 PM

Multidimensional Makeup For Photography - Danessa Myricks

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. 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.

4:30 PM - 5:30 PM

An Artist Conversation - James Vincent, Danessa Myricks, Kevin James Bennett, Lori Taylor Davis and Jon Hennessey

In a business that is constantly changing, professional artists are making their money and making their mark in many different ways. With the influx of social media, the celebrity makeup artist and makeup influencer titles have become very common creating opportunity, options and also controversy. In this important panel, we will explore the similarities, the disparities and the disputes. Our panel of experts from the very traditional career artist to today's multimedia makeup darlings, discuss the different options available to you and offer opinion and advice on everything from rates, bookings, creating beauty, having a career with integrity and the important relationship between art and influence.

****An Artist Conversation will be followed by cocktails and networking from 5:30-7:00 PM.**

KEYNOTES **Included in your show ticket*

SUNDAY, SEPTEMBER 16

10:00 AM - 11:30 AM

Quite The Character: Creation and Application of Character Makeup - Joe Dulude II



Expertise in design, application, adaptability, and problem solving is a must in character creation. In this first time keynote at The Makeup Show, Broadway's most sought after artist, Joe Dulude II shares his story and offers expert insight on the creation, inspiration, development and design of a makeup application. Joe will offer industry-leading advice on the tools and technique that allow all levels of artists to execute a flawless application. With credits including Wicked, Sponge Bob, Beautiful, Into the Woods, NBC's Jesus Christ Superstar and the upcoming Beetlejuice and Torch Song Trilogy, Joe is a master artist who will help you gain a better understanding of your makeup skills and refine your vision to success.

12:30 PM - 2:00 PM

Creative Thinking - Ryan Burke



At a time when makeup has become more homogenized than ever and the design and application have become a little expected, there is an artist who continues to push the very concept of beauty and makeup to all new levels. Ryan Burke has managed to capture the collective imagination of our makeup industry as a makeup artist, model, photographer and muse who seems to have no limits in his design process and no boundary in his mastery of the craft. In this first time The Makeup Show keynote, Ryan Burke shares his story and offers insight into the mind of a makeup master before delivering one of his majestic makeups and takes the audience through his creative process. He will show us his mastery of makeup technique, shed some light on what you can do to keep artistry in your makeup applications, deliver some surprises with unexpected makeup materials and answer your questions about all things makeup and career. Join Ryan as he brings you through the creative process for makeup applications outside of the everyday from conception to final look. Learn his story and the importance of finding your own artistic aesthetic.

2:30 PM - 4:00 PM

A Career In Makeup - Yolonda Frederick-Thompson



After years of being told it was impossible to maintain a thriving career based in a city outside of NYC or Los Angeles, Yolonda Frederick-Thompson has made her mark and broken all the rules. With a widely respected name in the makeup industry, Yolonda's career is truly International. She invented her own full palette/vanity/iPhone case product – Glam Or Ring, and launched the internationally patented product just this year. In this first time keynote at The Makeup Show, Yolonda will share her story and show you her process for designing and applying unforgettable makeup. Watch as she shares the detailed techniques for which she has become known for and listen as she offers insight on what you can do to build your own career in makeup.

SEMINARS **Included in your show ticket*

SATURDAY, SEPTEMBER 15

Seminar A

9:30 AM - 10:15 AM Complexion Perfection. Reggie Wells for TwinMedix.

10:45 AM - 11:30 AM Natural Skincare & Advances on Cosmetic Medicine and Surgery. Dr. Luis Jaramillo for Natural Skin Solutions.

12:00 AM - 12:45 PM Masculine Side to Makeup: Angela Wilson for MustaeV

1:15 PM - 2:00 PM Turn Around Bright Eyes. James Vincent for Stilazzi.

2:30 PM - 3:15 PM Business of Beauty, Color, and Photography: Roque Cozzette for Cozzette Beauty

3:45 PM - 4:30 PM Trucos para lucir una piel de Porcelana.

“Makeup no Makeup”. Doreen Guterrez for Bana Cosmetics.

Seminar B

9:45 AM - 10:30 AM Flawless in Bold Colors. Aga Kaskiewicz for Blot Beauty Cosmetics.

11:00 AM - 11:45 PM Preparing your Space, Preparing your Face. James Vincent for Rebels and Outlaws.

12:15 PM - 1:00 PM The Celebrity Secret for Flawless Skin. Frederick Sanders for Temptu.

1:30 PM - 2:15 PM Skin MATTERs. Nicholas Lujan for MAKE UP FOR EVER.

2:45 PM - 3:30 PM Ice Fantasy Makeup: Jordan Plath for Kryolan Professional Makeup.

3:45-4:30 PM From Breakups to Makeup: Angelique Velez for Breakups To Makeup

SEMINARS **Included in your show ticket*

SUNDAY, SEPTEMBER 16

Seminar A

9:30 AM - 10:15 AM Los Secretos del Maquillaje para preparar tu Piel

“Makeup and Skin Beauty Secrets”. Bernardo Vazquez for Nuestro Secreto

10:45 AM - 11:30 AM Brush Technique Secrets. Orlando Santiago for Crown Brush.

12:00 PM - 12:45 PM Real Skin. Marietta Carter-Narcisse for Makeup Atelier Paris

1:15 PM - 2:00 PM Smashbox Studio Secrets: Lori Taylor-Davis for Smashbox Cosmetics.

2:30 PM - 3:15 PM Why Every Successful Makeup Artist Must Know FX Makeup! Omar Sfreddo and Avi Ram for Cosmix School.

3:45 PM - 4:30 PM Celebrity Skin Trend. James Vincent for NYX Professional Makeup.

Seminar B

9:45 AM - 10:30 AM Being a Beauty Boss and Making Money. Sara Fealla for Beauty Boss Book.

11:00 AM - 11:45 PM Creating The Perfect Image. Daryna Barykina for Mehron.

12:15 PM - 1:00 PM Detailing Beauty. Ivan Betancourt for MUSE Beauty.Pro

1:30 PM - 2:15 PM Business 101: Jake Albey for Alcone

2:45 PM - 3:30 PM In Case of Emergency: Assemble the Ultimate Artist Kit. Nicholas Lujan for MAKE UP FOR EVER.

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, SEPTEMBER 15

- 10:00 AM - 11:00 AM - Focus On Smashbox (with Lori Taylor-Davis)
- 11:15 AM - 12:15 PM - Focus On Temptu (with Tanya Deemer)
- 12:30 PM - 1:30 PM - Focus On MUSE Beauty Pro (with Jackie van Riet)
- 1:45 PM - 2:45 PM - Focus On Stilazzi (with Kiani Love)
- 3:00 PM - 4:00 PM - Focus On Crown Brush (with Orlando Santiago)

SUNDAY, SEPTEMBER 16

- 10:00 AM - 11:00 AM - Focus On Cosmix School
(with Alexandra McWilliams & Cecilia Meunch)
- 11:15 PM - 12:15 PM - Focus On MAKE UP FOR EVER (with Nicholas Lujan)
- 12:30 PM - 1:30 PM - Focus On Mehron (with Stephanie Koutikas & Daryna Barykina)
- 1:45 PM - 2:45 PM - Focus On Mineral Air (with Michael McCarthy)

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.

STAGES

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.

The Eyes Have It – This most exciting area of makeup application provides endless possibilities in design and application. From liner, to lashes to the application techniques artists love; this stage shows it all.

SATURDAY, SEPTEMBER 15

All About That Face

10:00 AM - 11:15 AM New Generation Matte Complexion: Nicholas Lujan for MAKE UP FOR EVER

11:30 AM - 12:45 PM Michael McCarthy for Mineral Air

1:00 PM - 2:15 PM Working on Global Skin Tones: Marietta Carter- Narcisse for Makeup Atelier Paris.

2:30 PM - 3:45 PM Dominate your Industry by Developing a line of Products: Vanessa Thomas for Freelance Formulations

The Eyes Have It

9:45 AM - 11:00 AM Belle Moi: Domonique Hayes for Belle Moi

11:45 AM - 12:30 PM Bridal Look- Maquillaje de Novias: Doreen Guterrez for Bana Cosmetics

12:45 PM - 2:00 PM Basic Out of Kit Effects for Halloween: JD Kramer for Alcone.

2:15 PM - 3:30 PM Discover the Power of Permanent Beauty & Earn 4x More. Val Joseph for Nouveau Contour.

SUNDAY, SEPTEMBER 16

All About That Face

10:00 AM - 11:15 AM All About the Face: Amitay Eshel for Zero Gravity Skin

11:30 AM - 12:45 PM Out-of-the-Kit Halloween makeup: Brian Mahoney for Vamp FX.

1:00 PM - 2:15 PM Naturally Flawless: Mastering the No Makeup Makeup Skin. Angela Wilson for MustaeV.

2:30 PM - 3:45 PM Tattoo Camouflage: Jackie van Riet for Kett By MUSE Beauty.Pro

The Eyes Have It

9:45 AM - 11:00 AM Creating Digital Magic: Roque Cozzette for Cozzette Beauty

11:15 AM - 12:30 PM Orange Crush: Myke Silva for Stilazzi.

12:45 PM - 2:00 PM Art of Avant Garde: Jordan Plath for Kryolan Professional Makeup.

2:15 PM - 3:30 PM Meeting MedixBeauty: Jon Hennessey for MedixBeauty.

ALL DAY HANDS-ON WORKSHOPS **In addition to your show ticket*
FRIDAY, SEPTEMBER 14



10:00 AM - 6:00 PM - Studio 1

The Perfect Bride - Aga Kaskiewicz

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 make-up. 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.



12:00 PM - 4:00 PM - Studio 2

**On Set Editorial - James Vincent, Danessa Myricks,
Orlando Santiago, Fidel Gonzalez, Roque Cozzette**

Behind the scenes on an editorial set from start to finish. This workshop is designed to offer you an opportunity to observe and participate in actual editorial photo shoots with five different artists, each with their own style. Watch, learn and gain a better understanding of what goes into the design, application, communication and finishing on a photo shoot. Ask questions, assist them in their process, seek advice, and learn the ins and outs of how to get started or to the next stage in the editorial world.



HANDS-ON WORKSHOPS **In addition to your show ticket* **SATURDAY, SEPTEMBER 15**



10:00 AM - 1:00 PM - Studio 1 **Emphasis Eyes - Orlando Santiago**

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.



10:15 AM - 1:15 AM - Studio 2 **Makeup For Photography - Danessa Myricks**

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.



1:30 PM - 4:30 PM - Studio 1 **Beautiful Skin of Color - Roque Cozzette**

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.



1:45 PM - 4:45 PM - Studio 2 **Editing & Examining Your Work - Fidel Gonzalez**

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* **SUNDAY, SEPTEMBER 16**



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

Red Carpet Beauty & Beyond - Aga Kaskiewicz

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.



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

Fundamentals of Complexion and Contour - Danessa Myricks

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.



1:00 PM - 4:00 PM - Studio 1

Bridal Makeup: A Beautiful Business - Kevin James Bennett

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 bullet-proof 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!



1:15 PM - 4:15 PM - Studio 2

Understanding Color Theory & Color Correction - Orlando Santiago

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.