

TMS Beauty Shop San Francisco

Education: August 16-18, 2019

Exhibits: August 17-18, 2019

** This agenda is subject to change*

HANDS-ON WORKSHOP SCHEDULE

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

FRIDAY, AUGUST 16



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 and Yvonne MacInnis

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.

MAIN STAGE PRESENTATIONS

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

SATURDAY, AUGUST 17



Artistry in Action: Timothy Hung

12:30pm-2:00pm

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 at The Makeup Show, you will watch a Master Artist in Action as he takes on the elements of art. 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 and showcase how two dimensional ideas are adapted to three dimensional in an application.

MAIN STAGE PRESENTATIONS

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SATURDAY, AUGUST 17



A Career in Makeup: Rachel Goodwin

2:15pm-3:45pm

Makeup artist Rachel Goodwin is one of the most respected artists working today. Working with clients such as Brie Larson, January Jones and Emma Stone. sought after by celebrities and loved by fellow makeup artists, she has become synonymous with makeup that is impactful and as individualized as the icons she has worked with. In this session, Rachel talks about her career and shares some thoughts on what you can do in your own career to make your mark. She will show you an application and bring you through the decision making and product selection process. Rachel will encourage you to channel your inner artist and create a memorable makeup every time.



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

4:00pm-5:30pm

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.

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SATURDAY, AUGUST 17



Emphasis Eyes: Yvonne MacInnis

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

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SATURDAY, AUGUST 17



Red Carpet Beauty & Beyond: Lijha Stewart

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

Class Level: Beginner to Advanced

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. You will practice the techniques and tricks the biggest artists in the business use to develop their signature looks.



Fundamentals of Complexion and Contour: Danessa Myricks

Studio 1, 1:30pm-4:30pm - \$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, crême 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.

MOMENTUM SESSION SCHEDULE

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SATURDAY, AUGUST 17



Engaging Bridal: Kevin James Bennett

Studio 3, 11:15am-12:45pm - \$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.



Marketing me: Strategies for Success in the Freelance Career: Lijha Stewart

Studio 3, 1:30pm-2:45pm - \$35

Having an understanding of how marketing works and what it can do for your career is even more crucial when 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.

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SATURDAY, AUGUST 17



A Stronger Foundation: Yvonne MacInnis

Studio 3, 3:15pm-4:30pm - \$35

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.

MAIN STAGE A

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

SATURDAY, AUGUST 17

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

11:30am-12:15pm Kit Focus James Vincent for Stilazzi

12:30pm-2:00pm Artistry in Action Timothy Hung for The Makeup Show

2:15pm-3:45pm A Career in Makeup Rachel Goodwin for The Makeup Show

4:00pm-5:30pm In My Kit-The Formula For Success Kevin James Bennett for The Makeup Show

SEMINAR STAGE B

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

SATURDAY, AUGUST 17

10:45am-11:30am Enhancing Beauty Through the power of Superfoods Jennifer Yen for YENSA Beauty

11:45am-12:30pm Working More Efficiently with a LippieBook Rachel Adetayo for LippieBook

12:45pm-1:30pm Detailing Beauty Alphonse Wiebelt for MUSE Beauty.Pro

1:45pm-2:30pm Sanitation 101 Jake Aebly for Alcone Compant

2:45pm-3:30pm SMASHBOX: Your Guide to Camera Ready Skin Lori Taylor Davis for Smashbox Cosmetics

3:45pm-4:30pm Your Skin For The Win; Prepping your Skin for a Flawless Makeup Look Desiree Falcon for B3, Brush Beauty Balm

DEMO STAGE A

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

SATURDAY, AUGUST 17

10:00am-12:00pm Zombie Bride Wendy Dispennette for TMS I Artist 2.0

DEMO STAGE A

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

SATURDAY, AUGUST 17

12:15pm-1:15pm The Art of Drag Makeup Joel King for Kryolan Pro

1:30pm-2:30pm Advance Highlight & Contour Sheila McKenna for MUSE Beauty.Pro

2:45pm-3:45pm Get a Salon Blowout at Home - Using Just One Brush! Kellie Little for Kellie Little

4:00pm-4:45pm Make More Money with Permanent Makeup Val Joseph for Nouveau Contour

MAIN STAGE PRESENTATIONS

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

SUNDAY, AUGUST 18



Artistry and Innovation: Roshar

12:00pm-1:30pm

Roshar is an international makeup artist who is recognized for creating unforgettable looks. Roshar is a master renowned for incorporating a creative use of color and texture in all of his work. With editorials featured in publications, Roshar's work captures the imagination and makes a strong impression. Roshar has developed a reputation for innovation and an understanding, working with photographers and clients that are also changing the game. In his first time Main Stage Presentation at TMS Beauty Shop San Francisco, Roshar takes the stage and shares his story and shows you one of the unforgettable makeups he has become known for.



Signature Style: Sam Visser

2:30pm-4:00pm

Acclaimed Makeup Artist Sam Visser has become one of the most talked about men in makeup. Beginning his career at the age of thirteen, his sense of style, his passion for learning, his understanding of the camera and ability to find the individual beauty in every face has led him to makeup success; working with iconic women including Ariana Grande, Kylie Jenner and Kim Kardashian. With a well trained eye, an individual aesthetic and a work ethic that is well respected, Sam works with top photographers and celebrities while pursuing his passion. In his first time main stage presentation at The Makeup Show, Sam shares his story, inspires you to pursue your own passions, find your own success and shows you his methods of the outstanding makeup he is known for.



Girl Interrupting – Working in the Bay Area: Debra Dietrich, Deedee Crosssett, Cheryl Snodgrass, Danessa Myricks

4:00pm-4:45pm

Join us for this VIP morning panel all about the importance of women standing strong and taking their place in our industry. Listen as they discuss how to develop your career in the Bay Area.



HANDS-ON WORKSHOP SCHEDULE

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SUNDAY, AUGUST 18



Understanding Color Theory & Color Correction: Lijha Stewart **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.



Makeup for Photography: Yvonne MacInnis **Studio 2, 10:15am-1:15pm - \$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.



Bridal Makeup - A Beautiful Business: Kevin James Bennett **Studio 1, 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!

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SUNDAY, AUGUST 18



Serving Glamour: Danessa Myricks

Studio 3, 12:30pm-1:45pm - \$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.



Editorial Edge: Yvonne MacInnis

Studio 3, 2:15pm-3:30pm - \$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.

MAIN STAGE A

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

SUNDAY, AUGUST 18

11:15am-12:00pm Preparing Your Space, Preparing Your Face James Vincent for Rebels and Outlaws

12:00pm-1:30pm Artistry and Innovation Roshar for The Makeup Show

1:30pm-2:15pm Strange Beauty: Combining FX and Glam Thomas German for Kryolan Pro

2:30pm-4:00pm Signature Style Sam Visser for The Makeup Show

4:00pm-4:45pm Girl Interrupting – Working in the Bay Area Debra Dietrich, Deedee Crossett, Cheryl Snodgrass and Danessa Myricks for The Makeup Show

SEMINAR STAGE B

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SUNDAY, AUGUST 18

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

12:30pm-1:15pm Media Mixology for Photography Roque Cozzette for Cozzette Beauty

SEMINAR STAGE B

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

SUNDAY, AUGUST 18

1:30pm-2:15pm Street Art Lijha Stewart for Ruby May Cosmetics

2:30pm-3:15pm Master Flawless Brows Danessa Myricks for Benefit Cosmetics

3:30pm-4:15pm Editorial Beauty Ivan Jose for MUSE Beauty.Pro

DEMO STAGE A

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SUNDAY, AUGUST 18

11:00am-2:00pm The Alchemy of Body Art and Makeup Rachel DeBoer for The Makeup Show

2:00pm-3:00pm Advanced Camouflage Jackie van Riet for MUSE Beauty.Pro

3:00pm-4:00pm All that Glitters JD Kramer for Alcone Company

4:00pm-5:00pm Get a Salon Blowout at Home - Using Just One Brush! Kellie Little for Kellie Little