

# The Makeup Show Houston

**Education: August 20-22, 2021**

**Exhibits: August 21-22, 2021**

*\*Please note that the agenda is updated weekly. Agenda is subject to change.*

## **IN THE STUDIO**

### **FRIDAY, AUGUST 20**

*\*IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**Photo Ready, Makeup for Photography: Danessa Myricks**

**Master Class, Studio 1, 10:00am-2:00pm - \$185**

**Class Level: Intermediate to Advanced**

Think Tank – our advanced education sessions combine seminar style learning, hands-on workshop experience and question & answer in an intimate environment with a master artist.

This master class is ideal for artists working in any print medium including bridal, editorial, head shot and other print work or any artist who wants to know more about creating and capturing the perfect makeup application. In this class, Danessa will share her experience from both sides of the camera as she reviews all that is involved in creating flawless looks for photography. This class is designed to help you better understand the details and create and apply camera ready makeup that makes an impact.

You will learn:

- Techniques required to transform makeup for photography
- Gain an understanding of the products and tools that can be used
- Explore the precision required for photographic applications



**The Perfect Bride: Kevin James Bennett**

**Studio 2, Studio 2, 10:00am-6:00pm – \$300**

**Class Level: Beginner to Advanced**

This IN the Studio class 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.



**Diversifying Your Artistry in the Digital Age: Lijha Stewart & Yvonne MacInnis**

**Studio 3: Friday August 20, 1:00pm-4:30pm – \$185**

**Class Level: Beginner to Advanced**

Being a makeup artist in today's landscape requires artists to be multifaceted. 2020 has challenged us to diversify our artistic tool box and expand past our traditional roles as pro makeup artists. As we step on set, it is our goal to become the makeup story tellers we were born to be. Through communication, connection and conversion: you can acquire new projects, clients and most importantly multi-stream income potential. As working makeup artists in the industry, we are making our way to diversifying our backgrounds to work as our own Directors, Videographers, and Marketers all from the comfort of our own homes and phones! In this 4 hour IN the Studio session, you will learn what it takes to create compelling content, from lighting to on-camera makeup 'magic tricks'. We will share the three golden rules for making stand out imagery that captures audiences and elevates your personal brand. You'll be guided through each step of the process from planning, creating and curating content for your media platforms and create the content brands look for. We will give you the tools and techniques to elevate your skills and how to capture it all in moving imagery.

WHO IS IT FOR? This class is for professional Makeup Artists wanting to gain the expertise in producing beauty videos and tutorials. If you have ever looked at a post and thought, "why can't I do that?" This class is for you! We will demystify it all and give you the crucial hands-on practice you won't find

anywhere else. The makeup industry is hungry for your expertise and untapped knowledge and we will show you how to share it!

You will learn:

- The 3 Golden Rules for producing online content
- Tips and tricks for creating video imagery that gets you noticed
- How to leverage your professional expertise
- Setting up an easy at home studio
- Simple ways to light, record, and edit
- Hands on practice
- In the moment coaching

## MAIN STAGE PRESENTATIONS

### SATURDAY, AUGUST 21

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



#### **Transcending Glamour: Fidel Gonzalez**

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

Fidel Gonzalez is taking over the beauty world. Whether his work with celebrities, international magazines or major beauty brands, he has a talent for making every client feel like a celebrity and look like a movie star. With his partner, Josh McIntyre, Fidel has managed to bring his experience as an artist and educator to every area of the makeup and beauty world including their agency, McIntyre Management, and their globally recognized publication, Xiox Magazine.

In this first Main Stage presentation for The Makeup Show, Fidel shares his secrets to giving glamour in any makeup situation. Knowing which products work best for high intensity situations from red carpet and celebrity appearances to holiday parties, weddings and editorial, allows you to choose the makeup must-haves to apply high performance makeup and use the perfect product and technique on every client. Watch and learn as Fidel shares the design process for giving a soft Hollywood glamour as well as sharing his secrets for application, last looks and career success on every level.



### **Artistry & 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. In this first time keynote for The Makeup Show, Roshar takes the stage and shares his story and shows you one of the unforgettable makeups he has become known for.



### **Editorial Artistry: Danessa Myricks & Linh Nguyen**

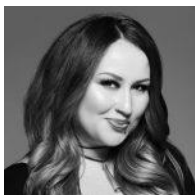
**3:00pm-4:30pm**

Developing hair and makeup for editorial requires an eye for artistry and an advanced skill set. In this session, celebrity hair stylist and makeup artist Linh Nguyen and Danessa Myricks take to the stage to share their insight on editorial. They will offer advice on how to work in this exciting area of the industry while sharing their inspirational editorial beauty work they're known for.

## **IN THE STUDIO**

**SATURDAY, AUGUST 21**

*\*IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**Red Carpet Beauty & Beyond: Lijha Stewart**  
**Studio 1, 10:00am-1:00pm – \$135**  
Class Level: Beginner to Intermediate

Whether your work is with celebrities for award ceremonies or you want to make every client look and feel like a celebrity, this class will help you better understand and execute special event makeup.

**You will learn:**

- Watch and learn the secrets to making your makeup long lasting
- Learn to design and apply flawless makeup for photographs, video and in person
- Practice the techniques and tricks the biggest artists in the business use to develop their signature looks



**Mastering the Bridal Trial: Kevin James Bennett**  
**Studio 1, 1:30pm-4:30pm – \$135**  
Class Level: Intermediate to Advanced

Bridal makeup artists require a specific skill set to gain 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, build a stronger portfolio & skill set, and become a leader in your bridal market.

**You will learn:**

- Learn to market the services you offer, pricing and the creation of beautiful Bridal Makeup
- Cover classic bridal looks, themed weddings and current bridal trends
- Master techniques and tricks to elevate your bride's appearance and make it last all day
- Learn to provide exceptional services on the most important day of your client's life

## **MOMENTUM SESSION SCHEDULE**

### **SATURDAY, AUGUST 21**

*\*This is not a hands-on workshop, but a demo will be provided and attendees will observe and participate in all sessions. Registration is in addition to your show ticket. This is non-refundable and non-transferable.*



#### **Engaging Bridal: Kevin James Bennett** **Studio 3, 9:30am-10:30am – \$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 make 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.



#### **New Standards in Hygiene and Sanitation for Makeup Application: Kevin James Bennett** **Studio 3, 11:00am-12:00 pm – \$35**

In today's current climate, proper hygiene and sanitation protocols and practices are more crucial than ever. In an industry with so many products and options for disinfection and sanitation of your kit, as well as conflicting information on kit set-up and client interaction, it can feel confusing and overwhelming. In this session Kevin will touch on which products can help you in becoming a more sanitary and hygienic artist. How to maintain the cleanest, safest work environment and experience for your clients and the latest rules for on-set protocols and product sanitation and disinfection.



**Social Strategy – Influence in Action: Danessa Myricks**  
**Studio 3, 12:30pm-1:30pm – \$35**

Understanding social media and marketing from an activation standpoint is essential for success. In this momentum, you learn to separate the fact from fiction and develop your own individual strategy.



**A Stronger Foundation: Lijha Stewart**  
**Studio 3, 2:00pm-3:00pm – \$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.



**Understanding Avant-Garde: Yvonne MacInnis**  
**Studio 3, 3:30pm-4:30pm – \$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.

## **SEMINAR STAGE A**

### **SATURDAY, AUGUST 21**

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

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

**10:45am-11:30am:** Artist Apparel Focus Racheal Adetayo with special guest Kelly Coleman for LippieBook

**12pm-12:45pm:** Business Fundamentals: Revisiting best business practices in a post-pandemic world Jake Aebly for Alcone Company

**1:15pm-2pm:** Make-Up, Intention & Photography: Making Photo Magic! Roque Cozzette for Cozzette Beauty

**2:30pm-3:15pm:** The Ultimate Pro Complexion: Sensual Skin Nick Lujon from Kevyn Aucoin for Riot Beauty

**3:45pm-4:30pm:** Makeup and Make Money James Vincent for LimeLife by Alcone

## **SEMINAR STAGE B**

### **SATURDAY, AUGUST 21**

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

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

**11am-11:45am:** Perfecting Bronzed Sun Kissed Makeup for Face & Body Melanie Mills for Melanie Mills Hollywood



**12:15pm-1pm:** Mexican Bride Victor Guadarrama for Nuestro Secreto

**1:30pm-2:15pm:** Achieving Dimensional Complexion Eddie Duyos from MAKE UP FOR EVER for Camera Ready Cosmetics

**2:45pm-3:30pm:** The Business of Bridal Danielle Doyle for The Perfect Face

**4pm-4:45pm:**

## **DEMO STAGE A**

### **SATURDAY, AUGUST 21**

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

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

**11am-12pm:** How to Apply Magnetic Lashes in 2 Easy Steps Niki Rhodes for Ruby May Cosmetics

**12:30pm-1:30pm:** Explore the Latest Additions to OMNIA® Professional Clint Brock for OMNIA®

**1:45pm-2:45pm:** How to apply skincare to your client to give them the most luxurious experience Julia Dalton-Brush for B3, Brush Beauty Balm

**3:15pm-4:15pm:** How to Create Editorial to Everyday Looks with a Stroke of Your Finger Daniel Medina for Face Cult

## **MAIN STAGE PRESENTATIONS**

### **SUNDAY, AUGUST 22**

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



## **Image & Influence: Jordan Liberty**

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

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. In this main stage presentation Jordan 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. Jordan shows us strength and determination, he will inspire you to make your own makeup artist career one of influence.



## **Signature Style: Daniel Martin**

**12:00pm-1:30pm**

Acclaimed Makeup Artist Daniel Martin has become one of the most talked about men in makeup. 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.



**Reigniting your Career: James Vincent, Danielle Doyle, Terri Tomlinson, Julia Dalton-Brush, Racheal Adetayo & Melanie Mills**

**2:00pm-3:00pm**

In this professional beauty industry post-pandemic, there are so many new ways to reimagine, develop and curate a successful career. In a business that is constantly changing and was so heavily impacted, professional artists are making their money and making their mark in many different ways. Pursuing union work, starting brands and building education and service based business are allowing the bridal, editorial and commercial artists to stay strong and build a career on their own terms. In this session, this panel of successful artists offers insight, advice and understanding on making your own mark in the makeup and beauty industry.

**IN THE STUDIO**

**SUNDAY, AUGUST 22**

*\*IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**Color for Correction & Creation: Yvonne MacInnis**

**Studio 1, 9:00am-12:00pm – \$135**

Class Level: Beginner

Theory allows 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. Major issues like under eye darkness or distraction, helps create a unique and an impactful end result.

**You will learn:**

- Learn how to make your own foundations
- Customize colors to design the best looks for your client
- Develop your eye to see how color theory applies to all aspects of your work



**Hair Styling 101: Linh Nguyen**  
**Studio 1, 12:45pm-3:45pm – \$135**  
Class Level: Beginner

Master Hair Stylist Linh Nguyen – World-renowned expert and educator, known for his editorial artistry and celebrity work.

Success in today's industry demands that makeup artists have at least a minimum knowledge of hair styling. In this hands-on workshop session, you will learn some simple terminology and dry styling techniques from an established industry expert who understands the demands of creating the perfect style for any occasion.

**You will learn:**

- Skills for the basic blowout and hair assessment
- Gain an understanding of curling techniques and tools
- Watch and try some simple styles under the guidance of an expert

## **MOMENTUM SESSION SCHEDULE**

### **SUNDAY, AUGUST 22**

*\*This is not a hands-on workshop, but a demo will be provided and attendees will observe and participate in all sessions. Registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**Hair & Beyond: Linh Nguyen**  
**Studio 3, 9:30am-10:30am – \$35**

As a working artist, having even a basic understanding of hair styling is essential for success in today's makeup business. In this important Momentum Session, you will

learn some simple styling techniques for a basic blowout, curl and a bridal updo. You will better understand the work and skills that are needed of a hair stylist or try these techniques yourself.



**Editorial Edge: Lijha Stewart**  
**Studio 3, 11:00am-12:00pm – \$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 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.



**Serving Glamour: Yvonne MacInnis**  
**Studio 3, 12:30pm- 1:30pm – \$35**

Knowing which products work best for high intensity situations from red carpet and celebrity appearances to holiday parties and weddings, allow 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.



**Marketing Me: Strategies for Success in the Freelance Career: Lijha Stewart**  
**Studio 3, 1:45pm-2:45pm – \$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.



**Skin Games: Lijha Stewart**  
**Studio 3, 3:00pm-4:00pm – \$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 session 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” class 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 session will transform your artistry.

**SEMINAR STAGE A**  
**SUNDAY, AUGUST 22**

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

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

**10:45am-11:30am:** Preparing Your Space, Preparing Your Face James Vincent for Rebels and Outlaws

**12pm-12:45pm:** Discover the Premium Performance of OMNIA® Kevin James Bennett for Omnia

**1:15pm-2pm:** Skin Techniques: Perfecting Glowing Skin for Face & Body Melanie Mills for Melanie Mills Hollywood

**2:30pm-3:15pm:** Get Creative Yvonne MacInnis from The Creative Makeup for Riot Beauty

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

## **SEMINAR STAGE B**

### **SUNDAY, AUGUST 22**

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

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

**11am-11:45am:** Fundamentals of Bridal Makeup Teresa Luz Ramos for Mehron

**12:15pm-1pm:** Skincare to Elevate Your Makeup Technique Lijha Stewart for B3, Brush Beauty Balm

**1:30pm-2:15pm:** The Crimson Code: Designing Luxury Beauty for Everyday Wear Ana Acevedo from AJ Crimson Beauty for Riot Beauty

**2:45pm-3:00pm:** Shape and Perfect the Brows for a Complete Makeup Look Kim Roxie for Lamik Beauty

## **DEMO STAGE A**

### **SUNDAY, AUGUST 22**

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

**9:30am-10:30am:** Lights, Camera, Glam Danielle Doyle for The Perfect Face

**11am-12pm:** Approaching Trend – Balancing and interpreting trend with a modern eye  
Tony Tulve for Alcone Company

**12:30pm-1:30pm:** Social Makeup Victor Guadarrama for Nuestro Secreto

**1:45pm-2:45pm:** Distinta Pedrería y Cristales, Inspirados en la Cultura Precolombina  
Naty Castro for Meraki Cosmetics

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