

The Makeup Show California

Education: September 30, October 1-2, 2022

Exhibits: October 1-2, 2022

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

IN THE STUDIO

FRIDAY, SEPTEMBER 30

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



The Ultimate Skin Designer: Danessa Myricks
Studio 1: Friday September 30, 10:00am-2:00pm – \$200
Class Level: Intermediate to Advanced

Danessa Myricks – World-renowned Makeup Artist, Educator, Photographer and Brand Owner

When it comes to complexion there is definitely no “One size fits all” approach. There are so many considerations to take into account like skin tone, skin type, skin imperfections and taste, just to name a few.

Join Danessa for this intimate live session where she answers all your questions about strategically designing complexion for every skin type and occasion. During this exclusive, interactive session, Danessa will demonstrate a variety of complexion techniques including managing texture, designing natural bulletproof matte skin, color correction, and the strategic layering of textures and finishes to create the most natural, multi-dimensional skin.

- Building your texture tool kit
- The power of underpainting
- Strategically customizing glow
- Shape shifting features using radiance
- Minimizing texture while amplifying glow
- Glow and the Power of 3



The Creative Makeup Bootcamp: Lijha Stewart & Yvonne MacInnis
Studio 2: Friday September 30, 10:00am-2:00pm – \$200
Class Level: Beginner to Advanced

The Creative Makeup Bootcamp is designed for the working makeup artist at every level — from new MUAs to Seasoned Professionals.

This Intensive Workshop featuring the most sought-after skills and knowledge will cover everything from Advanced Color Theory + Creative Design, Developing your signature Style to Building your Dream Kit and Mobilizing your career. This full day workshop offers hands-on practice of the creative design process including one-on-one mentoring and in the moment supportive coaching and feedback.

You will learn:

- To approach the creative design aspect of your makeup artistry with fresh eyes and new inspiration.
- To create designs that incorporate art theory and support good decision making when applying for every look.
- To feel empowered to take creative risks in your career that will help you develop your personal style further.
- Master tricks and techniques to elevate your makeup applications in every area of the industry from Bridal to Events, from Fashion to Editorial and Beyond.



Working in TV and Film: Melanie Mills
Studio 1: Friday September 30, 2:30pm-5:30pm – \$140
Class Level: Early Stage to Advanced

Working in television and film is an exciting and rewarding opportunity in the makeup industry. With more production work than ever and more union positions available, it is important to understand the who, what, where, when, and why? At times, it can be overwhelming when it comes to landing the position, building the right skill set and succeeding as an artist in design.

In this hands-on workshop multiple Emmy Award winner and Makeup Guild award recipient Melanie Mills, demonstrates a step-by-step process to understand the needs of today's clients and cameras.

MAIN STAGE PRESENTATIONS

SATURDAY, OCTOBER 1

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



Making Up: James Molloy **Saturday October 1, 10:30am -12pm**

As one of the most talked about makeup artist in our industry in the last few years, James Molloy continues to redefine modern beauty. With an impressive resume that includes celebrities, international fashion and beauty and developing a brand that every artist wants, James Molloy has made a name for himself as an artist, entrepreneur and educator. His company MYKITCO continues to change the way we look at tools.

In his first time at The Makeup Show, James will share his inspiring story and show you how he creates his unforgettable looks. He will offer insight on choosing the right tool, take you through his process and talk about building your name in a competitive industry. Whether your work is in bridal, television or editorial, this is a presentation not to be missed.



Artist Redefined: James Vincent & Jon Hennessey **Saturday October 1, 12:30pm-2pm**

The cultural shift that has taken place over the last few years has made a major impact on the beauty industry. As artists we have an incredible opportunity to take a fresh look at our existing landscape and explore all of the possibilities available to us. In this session we will revisit the title of "Makeup Artist", and examine some new ways for artists to build their businesses and brands. We will refine where we delegate our energy, strategically targeting specific tools/skills to practice, update, etc. We will help you better understand the difference between being an

artist that is Acceptable vs. Unique vs. Exceptional. In this panel we will examine and explore these three levels of being through the lenses of Artistry, Marketing, Portfolio and more. Don't miss the chance to learn from the experts and see the unlimited potential this industry allows.

IN THE STUDIO

SATURDAY, OCTOBER 1

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



Flawless Beauty: Yvonne MacInnis
Studio 1: Saturday October 1, 9:30am-12:30pm – \$140
Class Level: Early Stage to Advanced

Today client expectations are higher than ever and modern cameras are increasingly unforgiving with new modern technology. In this competitive industry, it is essential that you create makeup that is not only impactful but it must be perfect in every aspect of your application. In this class, you will learn to create and apply precise and perfected makeup, while developing an understanding of the fundamentals of each area of the face for every application. You will learn:

- Explore questions and answers that will lead you to precise and perfect applications
- Build a better understanding of how every choice and administration of color affects the end result
- Master the precision, placement and application that allows you to become a better artist



Color for Correction & Creation: Lijha Stewart
Studio 1: Saturday October 1, 1:30pm-4:30pm – \$140
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 and 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

MOMENTUM SESSION SCHEDULE

SATURDAY, OCTOBER 1

**Please note, this is not a hands-on class, but a demo will be provided and attendees will observe and participate in all sessions. Momentum Sessions are in addition to your show ticket. You will have the option to register for a session when you purchase your show ticket.*



Marketing Me: Strategies for Success in the Freelance Career: Lijha Stewart
Studio 2: Saturday October 1, 9:30am-10:30am – \$40

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.



**Engaging Bridal: Aga Rhodes
Studio 2: Saturday October 1, 10:45am-11:45am – \$40**

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.



**The Art of Assisting: Lijha Stewart
Studio 2: Saturday October 1, 12:00pm-1:00pm – \$40**

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.



“Glam-ma” Makeup for Mature Clients: Yvonne MacInnis
Studio 2: Saturday October 1, 1:15pm-2:15pm – \$40

Learn beautifying tips and tricks for clients 50+. Because everyone deserves to feel beautiful! In this class you’ll learn how to enhance skin, eyes, and lips for clients at any age. Leave feeling confident knowing you can make any client in your chair feel absolutely beautiful.



New Standards in Hygiene and Sanitation for Makeup Application: James Vincent
Studio 2: Saturday October 1, 2:30pm-3:30pm – \$40

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 James 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 2: Saturday October 1, 3:45pm-4:45pm – \$60

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.

MAIN STAGE PRESENTATIONS
SUNDAY, OCTOBER 2

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



The Business of Beauty – Working with Makeup Brands: **Danessa Myricks & Lijha Stewart**
Sunday October 2, 10:30am-12pm

The definition of “Makeup Artist” is constantly evolving. It is a title that no longer means simply someone who applies makeup. We now see ourselves in an industry that allows the possibility of using our knowledge and skills in immeasurable ways to make a living. One of the most rewarding and lucrative areas available in the modern makeup industry is working with a brand. In this first time Makeup Show session, Danessa Myricks and Lijha Stewart bring forward their combined experience with iconic brands including Becca, Benefit, It Cosmetics, MAKE UP FOR EVER, and Morphe, as well as Danessa Myricks Beauty to offer insight into this exciting makeup arena. In this session you will learn how to land, and work with makeup brands. Understanding the who’s who of production, navigating working on video & still sets, multitasking, and camera retouching. Do not miss the chance to learn from these two and develop an entirely new pillar of your makeup career.



Making Up With: Ernesto Casillas – Sunday October 2, 12:30pm-2pm

As a Los Angeles based makeup artist who began his career as a photographer, Ernesto has an understanding well beyond the basics. With a Studio Art degree from CSU Long Beach, his eye for color theory and lighting and knowledge of the elements of art allow him unlimited possibility in his makeup design and application. His time working as a photographer and assisting other makeup artists has made him aware of the lack of options for women of color in makeup, which drove him to work to expand the standards of beauty to commit to help all women feel beautiful and included.

His work on clients including Doja Cat, Queen Latifah, Mel B, Ashanti, Tiffany Haddish and Jacy Douglas have helped him become an artist who inspires the industry. In his first session at The Makeup Show Ernesto will share tips and show us the techniques he is known for. Don't miss out on an opportunity to learn from a true artist.

**IN THE STUDIO
SUNDAY, OCTOBER 2**

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Glam + Go: Techniques for the business of glamour: Yvonne MacInnis

Studio 1: Sunday October 2, 9:30am-12:30pm – \$140

Class Level: Beginner to Intermediate

Learn how to add a special touch and longevity to event, glam, celebrity and red carpet applications.

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



In the Details: James Molloy – Master Class

Studio 2: Sunday October 2, 9:30am-1:00pm – \$190

James Molloy – Global Rimmel Ambassador, MYKITCO. Co-founder and World-renowned makeup Artist and Educator

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. Global Rimmel Ambassador, MYKITCO. co-founder and world-renowned Makeup Artist and Educator, James Molloy is an artist with an unmatched understanding the importance of developing and detailing your work to make it impactful. This Think Tank Advanced Master Class with James will bring you through the design, decision making and makeup application that will help you stand out. He will also demonstrate and lead you through a hands-on workshop where you will learn to look at the fine details of a finished look that allow you to perfect your makeup for each client.

You will learn:

– The process and questions for a better application

- The tools and technique for applying and finishing
- A deeper understanding for creating makeup that helps you stand out and make impact



Fundamentals of Complexion & Contour: Lijha Stewart

Studio 1: Sunday October 2, 1:15pm-4:15pm – \$140

Class Level: Beginner

In this intensive class, 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 achieve any desired coverage & texture and the importance of color theory, color matching, correction and coverage in creating flawless foundation.

You will learn:

- Discern the decision making process and the why & when in choosing liquid, crème or powder formulations
- Master color matching for multiple clients
- Learn to color correct, conceal, contour and shape and structure for any face



The Basics & Business of Bridal: Aga Rhodes

Studio 2: Sunday October 2, 1:30pm-4:30pm – \$140

Class Level: Beginner

The Bridal makeup artist has their own special set of required skills in matters of business and makeup application. In this lucrative but crowded field finding ways to separate yourself from other artists in your area can be the difference between success and failure. In this hands-on workshop, we will discuss some easy ways to make more money and be more organized in building your bridal business. In the makeup aspect of this workshop, you will see examples of how you can elevate bridal makeup to an editorial beauty level and achieve notoriety in your own market as well as the knowledge to make a woman look wonderful on the most important day in her life. The presenter will lead you through your own application and help you develop techniques for makeup in high intensity situations that range from romantic and classic to more modern looks.