

THE MAKEUP SHOW ATLANTA

Education Agenda: Saturday, February 24th — Sunday, February 25th

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

FRIDAY, FEBRUARY 23rd — IN THE STUDIO

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



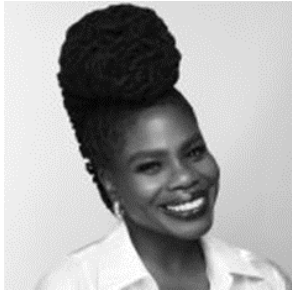
Bridal & Special Event Makeup: From Fundamental to Fabulous: [Aga Rhodes](#)

Studio 2: Friday, February 23rd | 10:00am-5:00pm – \$275

Class Level: Beginner to Advanced

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.

- Explore questions and answers that will lead you to precise and perfect applications.
- Techniques to apply long lasting makeup.
- Master the precision, placement and application that allows you to become a better artist.



The Ultimate Skin Designer: [Danessa Myricks](#)

Studio 1: Friday, February 23rd | 11:00am-3:00pm – \$165

Class Level: Intermediate to Advanced

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.

SATURDAY, FEBRUARY 24th — MAIN STAGE PRESENTATIONS

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



Beauty Driven with [Ashunta Sheriff-Kendricks](#) Saturday, February 24th | 10:00am-11:30am

With over 20 years in the beauty industry, makeup artist, Ashunta Sheriff-Kendricks has made a name for herself by mastering the art of makeup and has managed to change the game. With an understanding of both beauty and business, Ashunta has separated herself from other artists by using the less is more makeup approach on some of the most famous faces in the world while managing to forge the way for fresh, new beauty looks. Her passion and drive have allowed her to keep moving forward and gained her a position in the industry that is unlike anyone else. In her return to The Makeup Show stage, Ashunta will share her thoughts on how to build your own beauty brand and name while maintaining your own ideals and integrity. She will speak on the importance of surrounding yourself with the right people to push you further. She will shed some light on how to make your own artistry celebrity worthy and share her technique for developing her signature contour and glowing makeup look. Let Ashunta inspire you to look beyond the images that we are inundated with and the carbon copy makeup techniques that flood the internet. She will guide you to develop your own signature style and help you to become part of this new makeup movement of individual beauty.



Making Up with [James Molloy](#) Saturday, February 24th | 12:00pm-1:30pm

As one of the most talked about makeup artists in our industry in the last few years, James Molloy continues to redefine modern beauty. With an impressive resume that includes celebrities and international fashion and beauty figures, 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. 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.



Collaboration is Key with [Derek Blanks](#), [Tony Stylez](#), [EJ Jamele](#), and [James Vincent](#)

Saturday, February 24th | 2:00pm- 3:15pm

A deep dive discussion about how, when iconic excellence combines and ego moves to the side, art that moves us is born. If a makeup artist, photographer, and director work together seamlessly, magic happens. Clear communication and mutual respect allow creative professionals to play to their strengths. Sharing ideas openly and proactively while being receptive to feedback can elevate a project to its highest potential. The end result captivates audiences and provokes thought, ideas and even change.

SATURDAY, FEBRUARY 24th — IN THE STUDIO

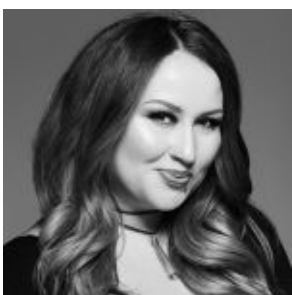
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Glam & Go : Techniques for the Business of Glamour: [Nick Lujan](#)
Studio 1 – Saturday, February 24th | 9:30am-12:30pm – \$145

Class Level: Beginner to Intermediate

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.



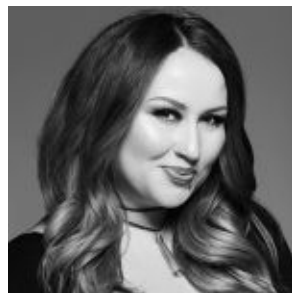
Understanding Color Theory & Color Correction: [Lijha Stewart](#)
Studio 1: Saturday, February 24th | 1:00pm-4:00pm – \$145

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 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.

SATURDAY, FEBRUARY 24th — BUSINESS OF BEAUTY SESSIONS

**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.*



Natural Glamour Makeup for Mature Clients: [Lijha Stewart](#)
Studio 2: Saturday, February 24th | 10:00am-11:00am – \$40

Learn how to comprehensively understand every client's unique needs no matter what stage of life. Having the knowledge and skill set to make every client feel beautiful is essential. In this session you'll learn how to identify the specific needs of aging skin as well as enhance eyes and lips for mature clients. Leave feeling confident knowing you can make any client in your chair feel gorgeous.



Working with a Brand: [Lijha Stewart](#)

Studio 2: Saturday, February 24th | 11:15am-12:15pm – \$40

Seeking prospective work and landing it can be tough enough. In the beauty industry, where you are constantly networking with potential employers, prospective clients, and possible agents, you need to know how to succeed in even the most harrowing situations. Building a relationship with a brand can be a great way to launch a career or create more work, but separating yourself from the fray can feel difficult. In this session we will determine who you need to reach out to, how you can create a better network, what you need to land lucrative contracts and rewarding relationships with the best in the business.



Kit Building 101: Building a Professional Kit: [Nick Lujan](#)

Studio 2: Saturday, February 24th | 12:30pm-1:30pm – \$40

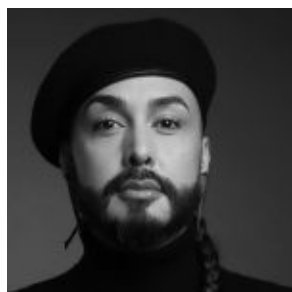
Whether you are a veteran in the industry or just beginning to build your makeup kit, the educator will share the secrets to organization and efficiency that will save you money, time, and a bad back. You will be exploring how to make the most out of what you have while bringing the least amount of makeup to salon or set. We will breakdown the basics of a pro kit as well as explore some of the product must-haves for every pro.



Engaging Bridal: [Aga Rhodes](#)

Studio 2: Saturday, February 24th | 2:00pm-3:00pm – \$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.



Skin Games: [Nick Lujan](#)

Studio 2: Saturday, February 24th | 3:15pm-4:15pm – \$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.

SATURDAY, FEBRUARY 24th — SEMINAR STAGES

**Seminars are complimentary events and are included in admission to The Makeup Show.*

STAGE A



Mastering Grooming with [Jake Aebly](#) for [Alcone Company](#)

Saturday, February 24th — 3:30pm-4:15pm

Demonstrating the fundamentals of successful grooming makeup.

STAGE B



Gleam & Glam — Learn how to seamlessly transition glowing soft glam and body makeup with [Melanie Mills of Melanie Mills Hollywood](#) for [The Makeup Altar](#)

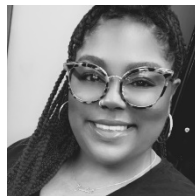
Saturday, February 24th — 9:45am-10:30am



Skincare Favorites with [James Vincent](#) for [B3 Balm](#)

Saturday, February 24th — 10:45am-11:30am

James Vincent talks about B3 Balm products he can't live without, how he uses them in his makeup, and how to incorporate B3 skincare into any and all of your clients' desired looks.



Danessa Myricks On-Set Kit Essentials with [Jordan Graye](#) for [Danessa Myricks Beauty](#)

Saturday, February 24th — 11:45am-12:30pm



Standout Tools for Glowing Skin with [Melanie Mills](#) for [OMNIA](#)

Saturday, February 24th — 12:45pm-1:30pm



Soothe + Shine = \$uccess with [Jacob Hyzer](#) for [LimeLife by Alcone](#)

Saturday, February 24th — 1:45pm-2:30pm

With two highly anticipated new product launches, we will show you the latest in luxury beauty tech, our hottest new product launch and how it can all help you earn more money.



Corrective Makeup Simplified with [Tanya Deemer](#) for [TEMPTU](#)

Saturday, February 24th — 2:45pm-3:30pm

SATURDAY, FEBRUARY 24th — DEMO STAGES

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

STAGE A



Mastering Color for Darker Skin Tones with [Synthe Maria](#) for [Elaine Sterling Institute](#)

Saturday, February 24th — 10:00am-11:00am



Balanced & Beautiful with [Aga Rhodes](#) for [ESUM Cosmetics](#)

Saturday, February 24th — 11:15am-12:15pm



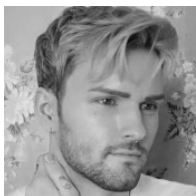
Customized Artistry — Tailoring the Ultimate Beauty Experience for Every Client with [Renelyn Thomas & Ebony Miller](#) for [Industry Makeup Academy](#)

Saturday, February 24th — 12:30pm-1:30pm



Brow Care & Brow Styling Masterclass: The Power of Brow Perfection with [Alyson Howard-Hoag](#) for [Genuist Beauty Cosmetics](#)

Saturday, February 24th — 1:45pm-2:45pm



Music Video Glow & Glam Essentials with [Charlie Boehm](#) for [The Makeup Altar](#)

Saturday, February 24th — 3:00pm-4:00pm

STAGE B



The Art of Character Transformation: [Claire Mints](#) for [The Academy of Make Up Arts](#)

Saturday, February 24th — 11:00am-12:00pm



Red Carpet Glam with [Mimi J](#) for [The Glamatory](#)

Saturday, February 24th — 12:15pm-1:15pm



**Complexion Perfected: [Jennifer Harbour-Heape](#) for [KETT Cosmetics](#)
Saturday, February 24th — 1:30pm-2:30pm**

SUNDAY, FEBRUARY 25th — MAIN STAGE PRESENTATIONS



**Skin Game – Yummy Skin with [Danessa Myricks](#)
Sunday, February 25th — 10:30am-12:00pm**

“Game-changer” is a description that gets thrown around a lot in the beauty industry. Innovators that shift the way we look at beauty and trends while challenging tradition. Creating beautiful skin is a must for every makeup artist. Understanding the design and decision-making process for complexion is more important than ever especially when meeting the demands of today’s cameras and lifestyles. In this session, Danessa Myricks takes you through the what, when, why and how of complexion coverage with an eye towards unforgettable makeup.

As an industry innovator, her understanding of perfecting complexion for every client and situation makes her a master! In this keynote, Danessa will discuss the process for perfecting skin, by demonstrating the techniques that have made her a celebrity artist and sharing the secrets to becoming a success. She will showcase some of the tricks and techniques that make her an internationally loved artist.



**The Category is FACE with [Simone Tisci](#)
Sunday, February 25th — 12:30pm – 2:00pm**

Simone Tisci in conversation while beating her face for the GAWDS! This powerhouse creative director, makeup artist and model/dancer artist will chat about beauty and style, and how their taste is influenced by the blending of ballroom & pop culture. A deep dive chat about how Simone’s fashion & beauty sense empowers her to take risks and succeed to stand out in a crowded industry! From Rihanna, Aaliyah, Crystal LaBejia, Paris Dupree, Brandy, Beyoncé, Grace Jones, Tina Turner, and more she discusses how all of them and more have impacted the beauty industry. Hosted by Ej Jamele.



**Union Strong with [Denise Tunnell](#), [Kimberly Jones](#), [Ashleigh Chavis](#), [Ashley Langston](#), and [Alex Lucas](#)
Sunday, February 25th — 2:30pm-3:30pm**

Our makeup unions are stronger than ever with more projects for hair and makeup artists than ever before. Our Local 798 is comprised of Make-up Artists and Hair Stylists who work on Film, Television, Network

Broadcasting TV, Commercials, Theater, Video, New Media ... any job where Local 798 has a contract. The advantages to membership in Local 798 are not only fair wages and an opportunity to form lifelong professional relationships with other artists, but you can qualify for great medical, annuity and pension benefits in addition to many discounts available to union members. In this seminar panel you will meet current union members and learn all you need to know about what you can do to become a union member and become a part of this historical group of artists that creates some of the most iconic images of our time.

SUNDAY, FEBRUARY 25th — IN THE STUDIO

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Working in TV & Film: Yaneek Proctor

Studio 1: Sunday, February 25th | 9:30am-12:30pm – \$145

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.



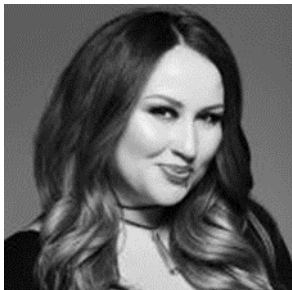
Beautiful Skin for Every Client: Aga Rhodes

Studio 1: Sunday, February 25th | 1:30pm-4:30pm – \$145

This event will help you increase your confidence when you approach any skin tone. The presenter 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 clients.

SUNDAY, FEBRUARY 25th — BUSINESS OF BEAUTY SESSIONS

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Media Frenzy: Makeup, Marketing and More: Lijha Stewart

Studio 2: Sunday, February 25th | 10:30am-11:30am – \$40

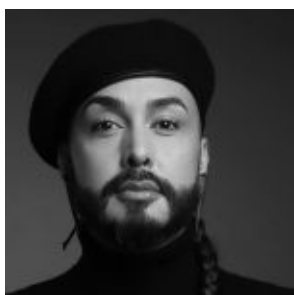
In today's world, a great makeup application is never enough. You'll need to understand not only how to design and apply beautiful makeup, but how it will be captured by the camera as well as how you can use the image to market and promote yourself. In this hands-on workshop, our presenter will

share their insights on being a makeup artist with influence. This will be presented while bringing you through their process for completing a makeup look, making decisions about how, why, and where to post it and shows you how you can use your phone to capture makeup and behind the scenes moments to build your own social media platforms that have impact and authenticity.



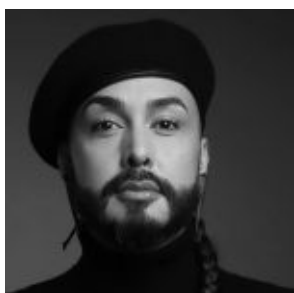
**Brow Beat: Eyebrow and Eyelash Examination: [Aga Rhodes](#)
Studio 2: Sunday, February 25th | 12:00pm-1:00pm – \$40**

Developing your expertise on framing the face and finishing touches is essential for your artistry. Understanding the ins and outs of eyebrows based on face structure and eye shape can seem daunting. The Brow Beat clarifies the best way to design and apply the best lash and brow for whole makeup look shine brilliantly. We will explore the right product, placement, and approach for every situation.



**Mastering Complexion: [Nick Lujan](#)
Studio 2: Sunday, February 25th | 1:30pm-2:30pm – \$40**

Mastering every skin type, texture, and tone from glossy, to matte, to satin; you will learn how to create any type of skin on demand. This class takes a look at the options available for complexion and helps you to get an understanding of the how, when and why in choosing the proper products.



**Editorial Edge: [Nick Lujan](#)
Studio 2: Sunday, February 25th | 3:00pm-4:00pm – \$40**

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.

SUNDAY, FEBRUARY 25th — SEMINAR STAGES

**Seminars are complimentary events and are included in admission to The Makeup Show.*

STAGE A



**Mastering the Art of Foundation: [Kim Baker](#) for [Glamazon Beauty](#)
Sunday, February 25th — 3:45pm-4:30pm**

STAGE B



Brushes for Beauty with [James Molloy](#) for [MYKITCO](#)
Sunday, February 25th — 10:45am-11:30am



Harmonious Beauty: [Nick Lujan](#) for [ESUM Cosmetics](#)
Sunday, February 25th — 11:45am-12:30pm

Learn how to take classic structured makeup to the NEXT level with this season's latest hues & techniques. Ideal for all genres of makeup artistry.



Clicks to Clients: Strategies To Grow Your Beauty Business Online with [Brian Esper](#) for [HYER Studios](#)
Sunday, February 25th — 12:45pm-1:30pm

Learn how having a website and local listings will enhance your online presence, credibility, and accessibility.



From Makeup Artist to CEO with [Tisha Thompson](#) for [LYS Beauty](#)
Sunday, February 25th — 1:45pm-2:30pm

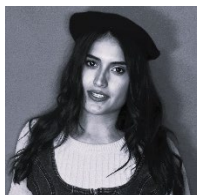


Glowing Complexion — Illuminating the Art of Color Theory for Creating Stunning Beauty in Photography and Video with [Roque Cozzette of Cozzette Beauty](#) for [The Makeup Altar](#)
Sunday, February 25th — 2:45pm-3:30pm

SUNDAY, FEBRUARY 25th — DEMO STAGES

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

STAGE A



How to Install and Style DNA Hair Extensions with [Maria Garcia](#) for [DNA Hair Tools](#)
Sunday, February 25th — 10:30am-11:30am



Latest and Greatest in Beauty Tech with [Jacob Hyzer](#) for [LimeLife by Alcone](#)
Sunday, February 25th — 11:45pm-12:45pm

Join us as we show you the latest in skin care technology and how it will change your client experience and earn you more money.



Runway Recap: [Clara Rae](#) for [Alcone Company](#)

Sunday, February 25th — 1:00pm-2:00pm

Recap the trends of NYFW utilizing some of Alcone's favorite pro makeup brands such as Visart, Smith Cosmetics, Senna Cosmetics and more.



The Essentials for a Long-lasting Glowing Complexion with Focus on Skin Prep with [Melanie Mills](#) for [The Makeup Altar](#)

Sunday, February 25th — 2:15pm-3:15pm

STAGE B



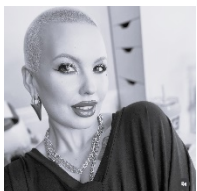
The Ultimate Finishing Touch: Perfect Canvas with [Frederick Sanders](#) for [TEMPTU](#)

Sunday, February 25th — 10:30am-11:30am



Prosthetic Character Makeup with [Alex Breijak](#) for [OMNIA](#)

Sunday, February 25th — 11:45am-12:45pm



Skin Mapping: Complexion for Every Skin Type with [Bri Swing](#) for [Danessa Myricks Beauty](#)

Sunday, February 25th — 1:00pm-2:00pm



Fast FX: Discover the Essentials of Special FX Makeup with [Magen Grays](#) for [Industry Makeup Academy](#)

Sunday, February 25th — 2:15pm-3:15pm

Perfect for beginners to pros, this introductory session will equip you with quick and effective techniques for TV and film sets.