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RENEW

EDUCATION & INSPIRATION TO BUILD YOUR BUSINESS

OCT. 2-3, 2022

COLUMBUS, OHIO

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Hair by 2022 NAHA
Finalist Nicole Pede

We're Back & Ready to See YOU!

Hey Beauty Pros and Students! We know it's been a while — we've been dreaming of the day we'd all be together again!

It means so much to us to be able to host an inspirational show that brings you the opportunity to expand your career, build your business and explore new trends, education & products!



Save
\$25

**Beauty Professionals,
Register by August 29 &
SAVE \$25**

premierecolumbusshow.biz
See page 27 for details and prices

SHOW LOCATION

Greater Columbus Convention Center
400 North High Street
Columbus, OH 43215

SHOW SCHEDULE

Sunday, October 2
9:00a – 6:00p

Monday, October 3
9:00a – 4:00p

130+ classes by your favorite artists **FREE** with your show pass

200+ booths to SHOP from — stock your salon & spa for the holidays

NEW! Meet industry leaders at the **INFLUENCERS SPOTLIGHT** stage

Network & build connections with **thousands of industry professionals**

Plus — Obtain your CE credits in Safety & Sanitation

Premiere Columbus is renewed — with the latest education in hair color and cutting techniques, high fashion nail art, edgy barber designs, wow-factor lashes, brows and makeup, in-demand dayspa procedures and business skills!



SEE INSIDE

EDUCATION

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Safety & Sanitation

CE COURSES



Precision Nails featuring Jaime Schrabeck, Ph.D.
Salon Safety: Compliance & Best Practices
SUNDAY 10:00a - 1:00p • C171

Ohio cosmetologists & barbers earn 3 CE hours by completing this course.

What state and federal laws apply to your beauty business? Are you doing enough to protect yourself and the safety of your clients? Don't wait for an emergency, complaint, lawsuit, investigation or fine to find out. Evaluate your business and apply best practices to reduce your potential liability and improve compliance with the state board, OSHA, FDA, and other regulatory agencies.

Licensed since 1992, Jaime Schrabeck, Ph.D. works as a manicurist and owner of Precision Nails in Carmel, California. Beyond her salon, Jaime advocates for compliance, writes savvy articles, mentors educators, co-hosts Outgrowth: A Slice of Pro Beauty and advises California's Board of Barbering and Cosmetology as an expert witness.

For additional classes with PRECISION NAILS > see page 21



Edgar Renee Aesthetic Education Group
featuring Cynthia Malcom
Ohio State Board Safety & Sanitation
MONDAY 10:00a - 1:00p • C171

Ohio cosmetologists & barbers earn 3 CE hours by completing this course.

Join Edgar Renee Aesthetic Education Group for an interactive understanding of Ohio State Board Safety & Sanitation. Throughout this class, we will discuss salon & spa workplace safety including an action plan in the event of an emergency. We will also cover sanitation and disinfection methods, understanding communicable diseases, requirements, and suggested protocols. Raise the bar of your professional expertise by feeling confident in your knowledge to keep yourself & clients safe.

For additional classes with CYNTHIA MALCOM > see page 15

These classes will be provided on a first-come, first-served basis.
Each attendee must have their Show Pass scanned at the classroom entrance to receive credit.

Ohio State Board of Cosmetology — New CE Hour Requirements

Do you know what you need to renew your license?

On March 8, 2022 the CE Hours requirement was reduced to:

One (1) hour of CE concerning Board Laws and Rules:

This course can be applied to multiple licenses.

NOTE: Only provided by the Board, available on CE Broker

Three (3) hours of CE concerning Infection Control and Safety:

If the Safety and Infection Control course is taken as a "stand-alone" course, it may be applied to multiple licenses held.

Cosmetology and Branch of Cosmetology CE Hours are required to be completed between July 2, 2021 and January 15, 2023.

Barber CE Hours are required to be completed between September 1, 2022 and August 15, 2024.



INFLUENCER *Spotlight*

CONNECT WITH ARTISTS & BRANDS GOING VIRAL!

Experience tutorials & get up-close with all your fave artist on the
Premiere Columbus exhibit floor:

★ Photo Ops

★ Q & A Sessions

★ Meet & Greet



LALA CHIHAIA
@lalasupdos

SUNDAY 12:00 - 12:45p & MONDAY 11:00 - 11:45a
"I DO"

Bring your skills to the next level exploring the art of upstyling and learn how to work smarter, not harder, through Lala's quick and innovative techniques.



AMELIA FUGITT
@ameliahairmakeup

SUNDAY 1:00 - 1:45p & MONDAY 10:00 - 10:45a

PLATINUM CARD

Learn the theory and technique behind a Platinum Card application to create a show-stopping, and healthy, roots-to-ends, platinum blonde.



DANNY AMORIM
@successaddict

SUNDAY 11:00 - 11:45a & MONDAY 1:00 - 1:45p

THE ART OF BARBERING THE SUCCESSADDICT WAY

Come watch Danny Amorim "aka" the SuccessAddict show you his tips and tricks on Male Grooming. In

this presentation, you will learn about clippers, trimmers, motor types, proper consultation, fading techniques, mechanical shear techniques, beard grooming/ sculpting and how to turn your time into money.



SEASON BENNETT
@thesocialbarber

SUNDAY 3:00 - 3:45p

SECRET TO CREATING DIGITAL PRODUCTS

Discover how beauty professionals build 6 and 7 figure online businesses without tech skills, a team or an audience. In the world of digital products, hourly rates don't matter. You don't have to trade your time for money and can make money while sleeping. Leave with concrete ideas for digital products and the exact steps on how to monetize your gifts and talents online.



NICCK TOWNSEND
@niccktownsendsalon

SUNDAY 10:00 - 10:45a & MONDAY 2:00 - 2:45p

IMPORTANCE OF BROW MAPPING

As an award winning professional Makeup & Eyebrow Artist, Nicck Townsend changes the way his clients look, feel and the way they treat themselves. His artistry is

an enduring gift of beauty. "There is a beauty inside all of us, and that beauty anticipates your arrival," says Nicck. Join him to learn how to change your clients' lives and to have your beauty questions answered!



IRA POPE SAGE
@trapopesage

SUNDAY 4:00 - 4:45p

PERSPECTIVE IS KEY: FOUNDATIONS

Open up your mind to a whole new perspective of haircutting with Ira Pope Sage. In this fundamental class, Ira will show you how simple things can be when you think inside the box, work the rules and have proper boundaries. Inspired by his Clock Cutting Method, you'll learn a simplified approach to precision cutting through a very original, visual and inspirational demonstration.



PRESLEY POE — @presleypoe

SUNDAY 2:00 - 2:45p & MONDAY 12:00 - 12:45p

BETTER HAIRCUTTING

Learn how to use your client as a benefit to your haircutting success. No more back aches during a cut or round brushing for your life! This presentation will be packed full of education you can take right back to your chair for a life-changing experience!

HAIR TRENDS



SUNLIGHTS® featuring Abby Warther

Creating Bigger Impact by Painting Less Balayage Placement Made Easy!

SUNDAY 2:00 - 3:00p & 3:30 - 4:30p • C171

Let's face it – Balayage placement can be overwhelming, frustrating, and confusing! Do you find yourself picking up the foil because it's more comfortable and you're more confident in your results? SUNLIGHTS® Artisan Educator and Balayage Specialist Abby Warther has created a 'Balayage Placement Guide' to make painting approachable, even for the foil masters out there! With strategic placement, you can paint less, work faster, and generate a more loyal clientele. If you're ready to approach Balayage with confidence and love your results, we'll see you in class!



SUNLIGHTS® featuring Candy Shaw

la Coupe - Intro into French Cutting w. Candy Shaw

MONDAY 9:00a - 12:00p • D280

\$249 on or before Oct 1 | \$269 Day of Show

We don't teach haircuts. We teach haircutting! Let Candy Shaw guide you on a journey to completely revolutionize the way you cut hair. Her coveted French Cutting curriculum will help you increase your bottom line and overall client satisfaction. She teaches a full-fledged system of haircutting that is faster, softer and better compared to the traditional British techniques. You and your guests will instantly feel the French difference!

Investment includes: Use of a mannequin & certificate of completion.

What to bring? Straight cutting shears, water bottle & a learning attitude!

Back to Basics for Better Balayage w. Candy Shaw

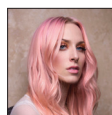
MONDAY 1:00 - 4:00p • D280

\$229 on or before Oct 1 | \$249 Day of Show

Candy Shaw, recently named Educator of the Year, teaches a style of hair painting that gives you consistent results every time. Her 'back to basics' approach will equip you with the core fundamentals and clear road map to begin executing custom tailored balayage highlights for your guests. Learn from the world's foremost authority on better balayage as she shares her unique recipe for creating highlights faster, brighter and better in this intensive hands-on workshop.

Investment includes: use of a mannequin & certificate of completion.

What to bring? A color apron & all your burning balayage questions!



Amelia Fugitt

Mental Wellness Panel

MONDAY 2:00 - 3:00p • C171

Amelia & her panel of stylists will discuss the following to help every stylist improve their mental wellness at home and behind the chair:

- Acknowledgment & acceptance
- Substance abuse & escapism: drugs, alcohol, phones, etc
- Overcoming adversity & discrimination: LGBTQ+, minorities
- Self reflection, setting Goals & overcoming obstacles
- Recognizing your worth, & prioritizing yourself



CHI by Farouk Systems

Artistry and Innovation

SUNDAY 9:00a - 6:00p | MONDAY 9:00a - 4:00p

EXHIBIT FLOOR • BOOTH 200

Artistry and innovation collide at Farouk Systems, Inc. to bring Premiere Columbus and stylists an exclusive event featuring the LG CHI Color Master Factory, an industry-first color machine for the digital age. Watch and learn as Farouk Systems, Inc. experts give you a step-by-step tutorial on how this revolutionary technology will formulate, dispense, and manage color in your salon with a few clicks.



Product Club featuring Melissa Johnson & Adrienne Rogers

The Art of Dimensional Hair Color

SUNDAY 10:00a - 11:00a & 2:00 - 3:00p • C170

MONDAY 12:00 - 1:00p • C170

Dimensional hair color has become one of the most highly requested salon services in recent years. Clients are now asking for lived-in, seamless color that is low maintenance enough to fit busy lifestyles, but also creates high impact results that enhance their individual look. That's why finding the right application method for each one of your clients is so important!

Learn different ways to achieve dimension using a variety of techniques like balayage, foilyage, highlighting, lowlighting, root smudging, color melting, and more. Adding these methods to a salon menu will help you diversify your services, set yourself apart from competition, and attract more clientele behind the chair. You will also learn timesaving salon hacks and innovative pro-tips that will help optimize the way you use your color tools and formulas to increase profits. Advance your hair color skills and take your hair painting techniques to the next level with Product Club.



ASHTAE Products featuring Sha'Quanna Young

I Do Bridal Updos

SUNDAY 12:00 - 1:00p • D283

The Bridal market is a billion-dollar industry. Learn how to tap into this market. In this class, we will show you the latest money-making wedding styles for both relaxed and natural hair, how to price them, and how to book them appropriately.

Stop Oiling, Start Hydrating

MONDAY 2:00 - 3:00p • D283

The key to maintaining healthy, hydrated hair is in the products and technique. Get the list of items to avoid in your natural clients' hair! Learn how to properly hydrate for both a twist and out and silk press.

Sha'Quanna Young became a licensed stylist in 2001 and immediately started working at a JCPenney salon. She was a booth renter for three years before leaping out on faith to open her first salon, Studio 828. Studio 828 has been in business for over 6 years now.



Hattori Hanzo Shears featuring Michael O'Rourke & Wayne Tuggle

A.I.M - Angles In Motion

SUNDAY & MONDAY 10:00a - 11:00a • C162

In this class you will learn about the art of cutting the perfect shape on a rounded head. The movement of angles to give everyone the perfect haircut for their own head shape.

Creator of Big Sexy Hair, Michael O'Rourke is a world champion hair artist who has been teaching and motivating stylists for 5 decades. The knowledge and power that his presentations bring to the beauty industry knows no equal. Michael, a truly inspiring visionary, brings a dynamic presence to every stage.

Featuring Patrick Burke

Haircutting with a NAHA Master

SUNDAY 12:00 - 1:00p • C162

This class will be a technique based class. Oscar Bond is one of the Vidal Sassoon giants of the haircutting industry. He has owned multiple salons, a hair academy, worked on the runways of Paris and New York, and has won a Master NAHA award. If you see one class this year, this is the one. Come cut hair with a Master Jedi!

Featuring Wayne Tuggle

Head Shape Haircutting

SUNDAY 2:00 - 3:00p • C162

Head Shape hair cutting combines multidimensional texture with revolutionary cutting techniques. Cutting off the head shape allows you to create the most custom looks for your guests. With proper blending, you will raise the bar and set brilliant standards that are easy to take back to the salon. Simplicity is the key. From making flat hair bounce to making curly hair sway, there's NO type of hair that you will not conquer after taking this class. Head Shape hair cutting for multidimensional texture and revolutionary cutting techniques. Simplicity is key to conquer the volume and movement that your clients desire.

Featuring Melinda Kay

Short Hair Cutting

SUNDAY 3:30 - 4:30p | MONDAY 12:00 - 1:00p • C162

Melinda Kay brings a different approach to short hair cutting. As an artistic and visual dry cutter, she teaches simple, efficient ways to achieve feminine short haircuts that can be used for gentleman's cut. Melinda will give you tips on how to customize cuts based on head shape, texture, density, hairlines, etc. (You CAN leave the ducktails!) Her techniques and proper tool selection have shortened her haircut time from an hour/hour and a half, to 10-30 minutes, thus making more money behind the chair. Come eager to learn AND laugh!

Featuring Patrick Burke

Ditch the Clippers

MONDAY 2:00 - 3:00p • C162

Ditch the clippers and pick up your shears! Learn Patrick's techniques for using his Hattori Hanzo blending and texturizing shears to add shape, volume and style to any men's haircut!

Patrick Loyal Burke is a multi-award-winning master barber, licensed barber instructor, advisory board member of Polaris cosmetology college, and has been in the barbering industry for 15 years. He is honored to have received Ohio's industry award for Barber of the Year 2018 and The Community Impact Award by the mayor of Cleveland.



Bonika Shears featuring Robin DeMarchi

5 Fast, Easy and Fun Dry Cutting Techniques

SUNDAY & MONDAY 10:00 - 11:00a • C170

Discover novel techniques that will perk up your style and increase your speed. Discover new tools that will make your haircutting even faster. Leave this class with an arsenal of fast trendy haircut techniques to use every day in the salon.

You will learn:

- Killer curtain bangs
- Radical bob and twistie cut
- Chipping and sharp shaving
- Swoopy” technique
- Frothy layers

Robin DeMarchi is a stylist from Beckley WV. She worked for two manufacturers and does motivational speaking. She has trained in cutting, coloring and even shear sharpening with the industry’s greatest educators. Robin loves making the stylist’s job easier and more lucrative.

Featuring Bonnie Megowan

How to Start a Business Sharpening Hair Shears

MONDAY 2:00 - 3:00p • D284

Discover how to start a rewarding business sharpening hair shears. Work part-time as a “side hustle”, or a full-time high-income career. Bonnie’s book, “Sharpening Hair Scissors” has helped hundreds along this lucrative path.

You will learn in this class what skills, equipment and training are needed to sharpen high end beauty shears successfully. You will also learn about beauty shears and why the shear sharpening business is so specialized. Watch as a shear is sharpened in the class.

Bonnie authored “Sharpening Hair Scissors” and “DIY Care of Stylist Shears.” Her credentials include “Master Sharpener” certification with the NBTSG and training from various international scissor factories. Sharpener throughout the world have been trained by Bonnie. She is the owner of Bonika Shears and has an extensive YouTube channel following.



T’s Chair featuring Terrence Manning

Curly Girl Smooth

SUNDAY 10:00 - 11:00a | MONDAY 12:00 - 1:00p • D283

Learn Terrence’s curl cutting techniques and how smooth it looks blown out. Learn this transitional technique that allows a client to wear it in a full curl cut.

Terrence Manning is well known for his work for the New England Patriots and celebrities around the country. He is a national educator for Hattori Hanzo Shears and a former national educator for Pravana.



TEAL featuring Ryan Teal

Color Cutting

SUNDAY 12:00 - 1:00p • C170

The perfect hairstyle is only achieved when the hair color complements the haircut. Learn how to bring the same artistic techniques from hair cutting to hair coloring. Watch as we dissect the nine basic haircutting techniques and shapes and see how we complement each one with the perfect flow. 9 out of 10 Doctors recommend this class for everyone that loves making money doing hair.

No Fail Haircutting

MONDAY 2:00 - 3:00p • C170

Have you ever cut the perfect cut and it just didn’t seem like it was everything they wanted? Are you tired of having clients tell you how “they” want their hair cut? Would you like to fall back in love with hair cutting? Join Ryan TEAL as he dissects the two-step process of the consultation that has helped him grow his clientele exponentially.

Known as a legendary platform artist as well as industry icon, Ryan TEAL has built his reputation by being outspoken in support of the Hairdressing community. His absolute love for all things creative is only matched by his desire to see hairdressers become more successful. A well-accomplished and award-winning salon and school owner, session, and stage artist, he’s also a passionate teacher who openly shares his vision and inspiration, while keeping everything salon friendly.

For additional classes with TEAL > see page 24



The Fab Four featuring Taylor Jameson, Francesca Rivetti, Albie Mulcahy and David Kinigson

Come Together & Cut Together

SUNDAY 4:00 - 5:30p • D284

Each “Come Together & Cut Together” class is a 90-minute haircutting journey filled with inspiring and practical technical takeaways each professional in attendance will share with confidence to their clients and guests when they return home to their salon. ALL haircutting! NO round brushes. NO product overuse. NO curling irons. Just shears, comb, sections, hands, a lot of heart and soulful inspiration, with over 160 years combined of Four Fab career experience.

Taylor Jameson, Creator of Rock the Razor, approaches classic Sassoon shapes with her Bohemian system utilizing the straight razor. Taylor hails from Scotland and has traveled USA and Canada and is an award-winning platform artist.

Francesca Rivetti is originally from the UK and is a NAHA winner, as well as a five-time NAHA nominee in various categories. She is renowned for her teaching skills as an editorial, innovative hairstylist, and educator. She always leaves her audience wanting more.

Albie Mulcahy reimagines the personalized, one-of-a-kind Sahag inspired Dry-Cutting Method designed with the individual in mind. Albie was previously Director of Education for John Sahag product line.

David Kinigson considered one of our industry’s most eloquent speakers, is an award-winning NYC A-list haircutter, independent educator, and editorial session stylist. He is the author of the acclaimed The Haircutter’s Handbook and The Power of Asking What?



Pure0 Natural Products featuring Nicole Shuler

Are You Suffering from FFF?

SUNDAY 4:00 - 5:00p • D283

Are you suffering from a Full-Blow Frizz Freakout? Well fret and frizz no more, we have the solution and unique technique that will help you and your clients achieve gorgeous, tousled tresses. Learn everything you need to break free from frizz and flyaways once and for all. No more impossible coils, for all hair types! Learn about our unique hydrating solutions and natural products to achieve the bounce your clients deserve.

Nicole O Shuler is the owner of Pure0 Natural Products. She's a multi-faceted, detail oriented professional with more than a decade of experience as a licensed cosmetology educator in Pennsylvania. With her commitment to continuing education, and her passion for the Beauty Industry, Nicole is proud to be bringing her expertise and knowledge in creating an exclusive all-natural line exclusive to salons and salon professionals.

For additional classes with Pure0 Natural Products > see page 12



Caliber Pro featuring Andrew Blaney

Advanced Cutting Techniques

SUNDAY 3:30 - 4:30p • C151

Join Andrew for advanced cutting techniques. You will learn:

- History of relaxed cutting
- Benefits (cutting the hair where it wants to live)
- Review proper safety precautions and procedures & why they are important
- Single Comb/Double vs Single Brush/Double
- Reasoning why we choose each method

Pai-Shau®
Tea Infused Haircare

Pai-Shau

Tea Infused Haircare

SUNDAY 9:00a - 6:00p | MONDAY 9:00a - 4:00p

EXHIBIT FLOOR • BOOTH 334

Pai-Shau's Signature Tea Complex blends a variety of enriching teas, nourishing vitamins and protective antioxidants in a rich formula that soothes the scalp and leaves hair silky soft with an illuminating gloss. Citrusy neroli and sweet vegan musk fragrances are balanced by floral notes of jasmine and ylang ylang, turning every Pai-Shau experience into a heavenly pampered escape for the senses. Infused into every product, the Signature Tea Complex works at every level, root to tip, inside and out. Come to Pai-Shau booth to find out for yourself.



Lisap Milano featuring Cherry Petenbrink

Tripleayage

SUNDAY 12:00 - 1:00p • D284

The Perfect Customization of Highlights, Colormelt/ombre, and Balayage! This versatile technique will become your go to for so many scenarios in the Salon. The customized combination of 3 on trend techniques merging to create a unique result of all your guest's looking for a modern refresh. Highlight, colormelt and balayage produce different results: however when combined in a versatile and adaptable design the outcome is breathtaking. Hi-low contrast, modern grey coverage soft subtle options will all be covered.

Balanced Brunettes

MONDAY 12:00 - 1:00p • D284

This class will take all the guess work out of your creative corrective coloring, refreshing, re-pigmenting, and reversing color scenarios. Over blonding is out and depth, richness and soft subtle dimension is in. Deep dive into valuable information and chemistry for perfect results in your corrective color work everytime. Refresh and add depth to blondes, create brilliant brunettes, and radiant reds with confidence and knowledge, formulating fillers, final formulas, glosses, glazes will all be covered in depth. This priceless information and insights into creating brilliant beautiful brunettes is a must.



Shark Fin Shear Company featuring Willy Hyde

Shag Haircut

SUNDAY 3:30 - 4:30p • C170

Join us for a salon friendly way to cut a Shag.

Willy has dedicated himself to education and has worked with our industry's finest. Along with mentoring under some of the savviest business owners in the beauty industry, and motivated by his passion for hair, he has done education for multiple companies that includes cutting, coloring and styling.

Showcase
YOUR ARTWORK!

HEY BEAUTY PROS & STUDENTS –
Submit your most creative artwork for a chance to have it displayed onsite!

.....

For more information, go to
premiercolumbusshow.biz



CALIFORNIA • ESTABLISHED 1994
JOHNNY B.
 ★ AUTHENTIC HAIR CARE ★

Johnny B. Clipper Cutting Essentials
 SUNDAY 2:00 - 3:00p | MONDAY 10:00 - 11:00a • D283

This straightforward class is packed with substance, designed to be informative and technique-based to give you the best opportunity at self-growth. Learn the best methods in achieving the perfect clipper cut from our knowledgeable educators who share proper techniques and tips while highlighting the latest trends in mens grooming.



WAHL featuring Garland Fox
Bridging the Gap
 SUNDAY 2:00 - 3:00p • C151

Are you passionate about learning and don't want to be restricted with whom you can service in the salon? Become proficient with your clippers! This technique, referred to as a 'Graduation' system, is designed to help you achieve the perfect taper and fade for all hair types.

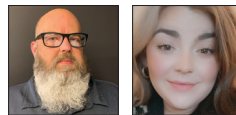
Clipper Essentials – Fundamentals of Tapering
 MONDAY 10:00 - 11:00a • C151

Learn about clippers, blades, motors, reasons for purchase, basic fundamentals of the classic unisex taper, and how to properly perform a taper from start to finish.



Meet the Scumbassadors
 SUNDAY 9:00a - 6:00p | MONDAY 9:00a - 4:00p
 EXHIBIT FLOOR • BOOTH 600

Visit the REUZEL® booth to chew the fat with your fellow brothers and sisters of the smock. From Pompadours, Flattops to Modern Styles, learn how to approach these timeless cuts and how to integrate the Schorem classic shapes and REUZEL® products into your everyday work.



All Star Grooming featuring Jason Kingsbury
How to Attract & Retain Male Guests
 SUNDAY 10:00 - 11:00a • C151

Join Jason to learn how to get men into your salon and keep them including what men are looking for in a salon.

Featuring Taylor Sageman
Beard Boss
 MONDAY 2:00 - 3:00p • C151

Join Taylor, AKA Beard Boss, to learn everything you wanted to know about beards including planning, growth and health, trimming, and grooming.



Ivan Zoot
Cosmo-Barber-Ology
 SUNDAY 12:00 - 1:00p • C151

What would happen to your haircutting if you mixed the best of classic barbering with modern approaches to cosmetology? What if you tapped into the best of both disciplines? Take your haircutting to the next level.

Modern Blending
 MONDAY 12:00 - 1:00p • C151

From classic tapers to tight fades, you will experience a totally different approach to transitioning and blending short, tapered haircuts.



HALOCOUTURE® featuring Taylor Boren

HALOCOUTURE 101 Power Hour

SUNDAY 10:00 - 11:00a | MONDAY 12:00 - 1:00p • D281

Extension 101 Power Hour for HALOCOUTURE Extensions: learn essential tips with placement, cutting, and coloring of extensions, as well as the benefits of offering these services to your clients! This class caters to all stylists who are interested in expanding their knowledge and learning from our Master Hair Extension Specialist @_itstaylormarie.



CinderellaHair featuring Jessica Gallo

6 Systems, Endless Possibilities

SUNDAY 4:00 - 5:00p | MONDAY 10:00 - 11:00a • D281

An interactive presentation where you will see firsthand and experience for yourself our totally unique hair extension systems where you can apply some hair extensions in under 1 minute, take them out and in some methods reapply and reuse again. With 6 Systems to choose from, it creates endless possibilities and Cinderella Hair will show you each: Classic Bond, I-Hair®, Flat Tip I-Hair®, T-Hair®, Cinderella Hair Strips® and Cinderella Hair Veil®. We will also review our Masterclass Day 1 and Masterclass Day 2 Hands on Certification seminars and our new virtual class options.

For an additional workshop with CINDERELLAHAIR > see page 19



Fun Hair Shop featuring Deborah Blair

Installing InstaTinsel Taped Extensions

SUNDAY 2:00 - 3:00p • D284

Hair tinsel reinvented! No more tying in one strand at a time or beading in a clump. This training teaches how to attach 150 metallic highlight strands evenly throughout the hair in 10 minutes! Glistening strands are easily applied under a light layer of hair for a stunning effect. Clients can wear these for a night or a month. Remove without losing hair & reuse. Heat tolerance up to 400 degrees. Create walking advertisements for your business by offering this hot new trend.



Beauty InsideOut(ish) featuring Genevieve Strazisar

The Big Business of Extensions: 101

SUNDAY 12:00 - 1:00p • D281

Whether you've implemented hair extensions into your book long ago, or you're on the fence - one thing is for sure; you need a plan on how you'll communicate with your guest. In this class, you'll learn the must haves to create an amazing client experience from start to finish. Learn about client agreements and how to streamline your booking process. Save time, earn more money and take away the business knowledge you need to succeed.

For an additional class with BEAUTY INSIDEOUT(ISH) > see page 24



EXTENSIONS, WIGS, & WEAVES

HAIR LOSS



PureO Natural Products featuring Nicole Shuler **Natural Remedies for Hair Loss and Thinning**

SUNDAY 2:00 - 3:00p • D281

Join Nicole as she demonstrates unique hair grown herbs and techniques that are known to cure baldness according to Holistic Wellness & backed by science. Experience a long-term solution for both men and women who struggle with hair loss at any age, all without serious side effects. Help your clients resolve several issues they have faced with their hair simply by using the power of natural herbs and nutrition.

Nicole O Shuler is the owner of PureO Natural Products. She's a multi-faceted, detail oriented professional with more than a decade of experience as a licensed cosmetology educator in Pennsylvania. With her commitment to continuing education, and her passion for the Beauty Industry, Nicole is proud to be bringing her expertise and knowledge in creating an exclusive all-natural line to salon and spa professionals.

Featuring Alethia Benjamin **Repairing Locs & Loc Extensions**

MONDAY 2:00 - 3:00p • D281

Treat and repair your locs effectively! We will show you how to stop your clients' locs from thinning and halt the progression of thinning locs. We will discuss common causes of thinning locs and how to prevent your clients locs from balding. Also learn to add length and volume to any loc, proper techniques for locs and loc blending. Loc extensions are extremely popular, fun to do and a lucrative addition to your business. We will teach you the art of how to create and install a loc extension, loc styling and proper maintenance techniques.

Alethia Benjamin is a licensed professional stylist of over 15 years with over 25 years experience overall. As of 2013 she decided to shift her focus to solely natural texture hair care and design. She is currently the owner of Truly Rooted Natural Hair and Barber Studio located in Lauderhill FL., a full service salon offering a wide variety of natural hair services but specializing in intricate braid and loc designs with or without extensions. She and her staff are also brand ambassadors for Pure O Natural Products and travel all over the nation to various hair expos styling and giving demos in product use. She and her staff have an exceptional track record of providing exceptional service and styles in the South Florida region.

For an additional class with PureO Natural Products > see page 9



Sharon's Total Hair Transformation featuring Sharon Reams **Unit Attachment for Hair Replacements**

SUNDAY 10:00 - 11:00a • D284

The locking foundation is an amazing technique used to attach hair replacement units (Cranial Prosthesis). Designed for clients with severe alopecia or male pattern baldness. There are no braids, glues and links used. With this attachment the units will lay absolutely flat and long lasting. It's a must see.

Bridging the Gap Between Weaving **and Hair Replacement**

MONDAY 10:00 - 11:00a • D284

Are you stuck on how to transition from weaving to non-surgical hair replacement services in your business? Not sure how to market your services to new customers? Would you like to offer medical coverage and financing options for your clients? Sharon will go over the things a beauty professional needs to know to run a successful non-surgical hair replacement business.

ALL NATURAL HAIRCARE PRODUCTS



FOLLICLE HAIR REGROWTH SYSTEM
AND LOC & BRAIDS COLLECTIONS



NATURAL PRODUCTS



FOLLICLE HAIR
REGROWTH
SYSTEM

LOC & BRAIDS
COLLECTIONS



DAYSPA & ESTHETICS



Vadzazzle.com featuring Grace J Power

Vajazzle Upsell & Application

SUNDAY 11:30a - 12:30p • C172

Vajazzling—short for “vagina bedazzling”—can be an easy and fun way to increase your profits by attracting new clients looking for these services or upselling your current clients. Vajazzles are body gems glued to the skin near and around the pubic area, primarily for women. Vajazzles must be applied to clean, smooth, hairless skin. Grace and her team will teach you the application art form to get perfect placement the very first time. Vajazzles offer another high profit margin service and product to your salon.

Intimate Bleaching Process

MONDAY 9:30 - 10:30a • C172

Bleaching is by far one of the most profitable menu items at Grace’s studios. Client time bookings of 20-30minutes yield a base price of \$250 per session appointments plus gratuity. Given the sensitive nature of bleaching, Grace’s procedure is delicate and professional, yet efficient. Repeat clients make up 85% of her successful studio business. Grace will show her technique and trustworthy products that have kept her clients coming back for years. Learn how to easily upsell the procedure to your current clientele and attract new customers.

The Art of Brazilian Sugaring

MONDAY 11:30a - 12:30p • D180

The average cost per Brazilian wax is \$7. The average Sugaring Brazilian cost per service is \$1.50. By cutting out sticks and using one ball of sugar per client, this is an easy way to increase revenue. You can charge \$10 more for all natural sugar options and clients experience less irritation, slower regrowth and smoother skin. Boost client loyalty and your bottom line with Sugaring added to your menu. Grace will show you advanced techniques with the paste/ball method and how to best integrate sugaring services to your salons and studios.

Grace J Power is an esthetician and entrepreneur. Specializing in Brazilian waxing, she developed My Pink Wink Cream, Vadazzle Designs, and My Gold Sugar. She currently owns salons in Colorado, Florida, and Montana where they offer sugaring, skin lightening, and magnetic eyelashes. Grace offers virtual and in person certification classes for her products.



Green Harvest Health featuring Dr. Bridget Williams M.D.

The Beauty and Wellness of CBD

SUNDAY 1:30 - 2:30p | MONDAY 1:00 - 2:00p • C172

The global CBD skin care market is expected to reach \$ 1.7 billion by 2025, according to Million Insights. Increasing awareness related to the healing properties of CBD infused beauty products is majorly driving the market growth. CBD is an excellent anti-inflammatory and helps skin care in a few important ways.

- Reduces potential triggers that cause eczema, dermatitis, and psoriasis.
- Soothes skin and reduces the appearance of irritation
- Decreases the production of sebum which causes acne
- Hydrates dry skin

As the medicinal research behind cannabis increases, the CBD beauty industry is undoubtedly growing and is the next big step for this diverse and effective cannabinoid. Keep in mind if deciding to enter into the beauty realm of CBD, the chosen medium that the CBD is infused within can enhance the potential effect tremendously. Proper formulation and concentration can make the difference between a placebo effect and a medicinally beneficial product.



**Best Foot Forward Distribution LLC featuring
Brenda J. Ribble, BSc Pod, Certified Melanoma Educator**
SEE Something! SAY Something! Save a Life!
SUNDAY 9:30 - 10:30a | MONDAY 11:30a - 12:30p • C172

Salon/Spa professionals are in a unique position to spot or identify early changes, or warning signs of skin, hair, and nails, key to catching life threatening Melanoma. Learn the ABCDEs of Melanoma, the DEADLIEST and AGGRESSIVE form of skin cancer, how to bring changes to your client's attention, and refer to a physician without making a medical diagnosis. Early detection is key to SAVING A LIFE!

Owner of Best Foot Forward Distribution, LLC, LNT, CMP, C(Pod), BSc Pod, Retired Nurse, Lead Educator for NASP, Brenda, Reiki Master/ Energy Healer places a heavy emphasis on wellness inspired education/products. She strives to bring advanced education to all her courses helping professionals take THE NEXT STEP!



E.F. Tropics featuring Rene' Stufano
Epilfree Non-Laser Hair Removal
SUNDAY 11:30a - 12:30p | MONDAY 1:00 - 2:00p • D180

Epilfree is an alternative to laser hair removal or electrolysis. The modality is completely different than either of those options. Epilfree consists of two serums that are used by the professional immediately after waxing, sugaring, threading, or tweezing. The serums work on the empty anagen hair follicle by stopping the duplication of the new hair cells, leaving the follicle unable to produce any more hair. It reduces unwanted face and body hair at the same rate as laser, but it is not a medical device. Since it works on an empty follicle it has none of the limitations of laser, like hair color, Fitzpatrick, or the ability to use when tattooed.

Rene' Stufano has been in the beauty industry for over 30 years. She has owned 10 different salons and spas all over the country during that time. Rene is one of the top educators for Epilfree No-laser Hair Removal in the US and globally. She has a unique and entertaining way of educating her audience.



Plush Beauty Academy featuring Kara Meade
BBGlow: Semi Permanent Foundation Facial
SUNDAY 1:30 - 2:30p • D180

Learn this innovative South Korean beauty facial technique using nano infusion. Customize your client's complexion with BB creams formulated for all skin types and tones! Results last up to 6 months with multiple treatments.

Kara is an Aveda Alumni that focuses on bringing the latest facial techniques to the Columbus area. She is a master esthetician and specializes in BB Glow.

For additional classes with [PLUSH BEAUTY ACADEMY](#) > see page 16



Queen Taylor Cosmeceuticals featuring Cynthia Malcom
Mandatory Facial
SUNDAY 12:00 - 1:00p • D182

The Mandatory Facial is an electro-cleansing treatment which covers skin analysis, consultation, and you will learn to form a detailed treatment plan followed by a deep cleansing and deep product penetration. This should be performed on all first-time clients prior to moving forward with any other desired services. Throughout this facial, you will remove debris, sebaceous filaments, and congestion without painful extractions or harming the skin.

Calming & Soothing Facial
MONDAY 2:00 - 3:00p • D182

Learn how to address inflammation, stress, rosacea, and vascular hyper-activity through this Calming & Soothing Facial which uses indirect high frequency. This treatment is perfect for clients who have erythema, inflammation, dry/dehydrated skin, rosacea, spider veins, broken capillaries, and stressed skin. Clients will notice immediate effects such as the increase of collagen and elastin production as well as improved blood circulation resulting in a more hydrated & youthful glow.

Internationally certified CIDESCO Diplomat Cynthia Taylor has gathered all the knowledge that she has learned behind the treatment table within the last 20 years in the beauty industry.

For additional classes with [CYNTHIA MALCOM](#) > see page 4



Nano-Stamp 360 featuring Karla Barrick
Nano Infusion and Microchanneling
SUNDAY 3:30 - 4:30p • D183

Do you want to learn how you can enhance your service offerings and grow your client base using NanoStamp 360? NanoStamp 360 will take you to the next level. How soon will my clients expect to see results? What to look for when shopping for a device? What are the benefits of NanoStamp 360? In this class, we will provide answers to all of your questions and also provide the education needed to operate the technology effectively to rejuvenate both skin and hair.

Karla has been in the healthcare and beauty industry for almost 20 years. She is an LPC, PMU artist and aesthetic nurse who's passion is in skin and hair rejuvenation.

MAKEUP, LASHES & BROWS



Plush Beauty Academy featuring Tina Sharaby

Cosmetic Tattooing

SUNDAY 3:30 - 4:30p • D180

Tina will be educating you on powder brows, lip blush and eyeliner. You'll learn about PMU fundamentals, service overhead costs and profit margins! Join her class to see what it takes to be your own boss!

Featuring Rachel Clyde

Speed Lashing: Mega Volume Lash Extensions

MONDAY 9:30 - 10:30a • D180

Maximize your revenue by cutting your service time in half using Plush Beauty's one second volume fans!

For additional classes with [PLUSH BEAUTY ACADEMY](#) > see page 15



niccktownsend enterprises featuring niccktownsend

Six Figure Brows Masterclass

SUNDAY 11:30a - 12:30p | MONDAY 11:30a - 12:30p • D181

Learn the art of Brow Shaping and Customized Brow Dye! What is included?

- Sit down FAQ's & must have products
- Colour mixing ratio & chart
- Close up application tips & tricks
- How to achieve the best pigment & skin
- My go to tools & equipment list



Rude Cosmetics

Why Be Nice, When You Can Be RUDE?

SUNDAY 9:00a - 6:00p | MONDAY 9:00a - 4:00p

EXHIBIT FLOOR • BOOTH 628

Rude Cosmetics is very excited to be back at Premiere Columbus! Stop by our booth to see some of our trendiest and innovative products. Also be one of the first to sneak peek some of our upcoming never before seen launches! In addition, you will receive up to 50% off exclusively at Premiere Columbus! Whether you are going with a natural, bold, fierce or RUDE look - our goal is simply to let your imagination loose without regrets.



Mann Brow featuring Larry Ball

Build Your Brow Bank

SUNDAY 1:30 - 2:30p | MONDAY 1:00 - 2:00p • D181

Streamline your business, and increase brow revenue. Join Larry to learn tips on consultation, brow mapping, communication during services and client follow up.



Bovanti Cosmetics featuring Marquel Bohannon

Microblading, a Tattoo Technique

SUNDAY 3:30 - 4:30p • C172

Do you want to become a 6-figure earner in 2022? Bovanti presents our Microblading Look & Learn training course. This course will teach you all fundamentals for Permanent Brows. This is a great course for those looking to get into Microblading. You will learn:

- Why this business is for you?
- What it takes to become a Microblading Boss?
- Sanitation, Hygiene Safety & Standards
- How to make the perfect stroke?
- Tools you need and more!

Featuring Marquis & Marquel Bohannon

Learn Makeup Application Skincare

MONDAY 2:30 - 3:30p • C172

Learn makeup application, skincare and other helpful tips for creating a natural and seductive night looks. You will also learn the perfect smokey eye, matching the perfect foundation, contouring, covering dark circles and blemishes the right way.

Marquis & Marquel Bohannon have master's degrees in business, and host for Bovanti Beauty Star TV. They have 25 years' experience in the beauty industry. The sister duo are successful entrepreneurs, educators, makeup artists and Creative Directors. Marquel & Marquis are retailers and own a national brand, Bovanti Cosmetics.



Evalash Beauty featuring Quyen Nguyen

Brow Lamination! Brow Henna Tattoo Technique That's Blowing-Up The Market!

SUNDAY 9:30 - 10:30a • D181

Come learn steps on brow lamination and ombre henna. Are you having problems mapping out the brows? Want to make that perfect henna ombre tinting brows. Look no further! Quyen will show you how to laminate, thread, and map the brows, and introduce an innovative henna brow tinting technique that will help you achieve that ombre tattoo look. Making your clients want to return every 2-3 weeks. Take yourself to the next level! Live demonstration.

40 Minutes Lash Service Using 10D Premade Fans Styling According to the Eyeshapes!

MONDAY 9:30 - 10:30a • D181

Are you looking for a lash service that is faster and the price point is fabulously affordable? Look no further Quyen will show you how to achieve full lashes in 30-40 minutes using 10D Pre-made fans. Adding a new innovative lash service to your menu. First, we are going to customize the lashes according to the different eye shapes. Placement of the lashes so you can be faster using 10D, making your clients want to be back every 2-3 weeks. Take yourself to the next level! Live demonstration.

Quyen Nguyen CEO of ÉVALASH Beauty Corp... Holds 6 Patents. Started her first salon when she was 19 and currently owns a Lash and Microblading Lounge, Beauty Supply, and training center in Bethesda MD. Through experience of handling and running the business, she ventured to find her own brand of products to educate others to be successful and thrive.

For a hands-on workshop with EVALASH BEAUTY > see page 19



Luxury Lash Academy featuring Paige Conner

LED Lash Extension System

SUNDAY 3:30 - 4:30p • D181

Introducing the game changer in lash extensions. Our new innovative system utilizes LED technology. Temperature and humidity will no longer be a concern, the LED curing system is perfect for sensitive eyes. Lashing will not stick together, special adhesive ensures lasting and perfect results. Increase revenue and maximize profits. We invite you to be part of this new revolutionary game changer and how to market this new skill.

East Coast Microblading featuring Paige Conner

Microblading,

The Time is Now to Expand Your Career Path

MONDAY 2:30 - 3:30p • D181

Whether you are a newcomer to the industry or a seasoned professional, find out if Microblading is for you. This hands on Q & A will help determine if this career choice is in your future. Each attendee will receive practice materials and be entered to win a complimentary microblading course valued at \$1500.

Paige Conner is a licensed master esthetician, makeup artist, lash extensionist and micro-blading artist. She is the owner of Luxury Lash Beauty, Co-owner of Luxury Lash Academy and East Coast Microblading. She is NCEA Certified and a member of the Dermatology Society of Skin Care Specialists. Paige has been featured in Eye Lash Magazine, Best Self Magazine, Jezebel, the Atlantian and named Best Lash Boss of Atlanta.

For a hands-on workshop with LUXURY LASH ACADEMY > see page 18



Elevate Academy of Beauty featuring Stefani Carol

HD Bridal Makeup with Stefani Carol

SUNDAY 9:30 - 10:30a | MONDAY 2:30 - 3:30p • D180

Join this exciting class with International Educator, Stefani Carol, as she shares her High Definition Camera Ready techniques for Bridal Makeup! Learn the art of long-lasting luxurious makeup applications that look beautiful not only in person... but for HD photography and videography! Stefani will demonstrate the "faux-filter" effect along with color correcting, custom lashes, and much more using her favorite professional makeup products. This class is perfect for anyone who loves makeup and wants to elevate their makeup skills!



Crown Brush

Unleash Your Inner Pro

SUNDAY 9:00a - 6:00p | MONDAY 9:00a - 4:00p

EXHIBIT FLOOR • BOOTH 552

With over 35 years of experience, Crown Brush is recognized in the beauty industry as a global leader in professional cosmetics and brushes. Come see all that we have to offer such as eyeshadow palettes, glitter eyeshadow, and more.

WORKSHOPS

Advance Registration Recommended - visit premierecolumbusshow.biz



SUNLIGHTS® featuring Candy Shaw

la Coupe - Intro into French Cutting w. Candy Shaw

MONDAY 9:00a - 12:00p • D280

\$249 on or before Oct 1 | \$269 Day of Show

We don't teach haircuts; we teach haircutting! Let Candy Shaw guide you on a journey to completely revolutionize the way you cut hair. Her coveted French Cutting curriculum will help you increase your bottom line and overall client satisfaction. She teaches a full-fledged system of haircutting that is faster, softer and better compared to the traditional British techniques. You and your guests will instantly feel the French difference!

Your Investment Includes:

- Use of a mannequin
- Certificate of completion

What You Need to Bring:

- Straight cutting shears
- Water bottle
- A learning attitude!

Back to Basics for Better Balayage w. Candy Shaw

MONDAY 1:00 - 4:00p • D280

\$229 on or before Oct 1 | \$249 Day of Show

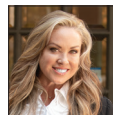
Candy Shaw, recently named Educator of the Year, teaches a style of hair painting that gives you consistent results every time. Her 'back to basics' approach will equip you with the core fundamentals and clear road map to begin executing custom tailored balayage highlights for your guests. Learn from the world's foremost authority on better balayage as she shares her unique recipe for creating highlights faster, brighter and better in this intensive hands-on workshop.

Your Investment Includes:

- Use of a mannequin
- Certificate of completion

What You Need to Bring:

- A color apron
- All your burning balayage questions!



Luxury Lash Academy featuring Paige Conner

Introduction to Lashes

SUNDAY 9:00a - 12:00p • D280

\$325 on or before Oct 1 | \$375 Day of Show

Learn core application techniques to propel you into a successful lash career. With our streamlined educational system, you will learn proper techniques, retention, designing know-how, and introduction to the newest global trends. In this Hands-On workshop, each attendees will receive a professional kit with all the essentials to start your career, certificate of completion and our innovative patented lash tool debuting at Premiere Columbus.

Your Investment Includes:

- 1 Massage Bed
- Starter Kit (\$275 Value)
- 6 Ring Lights

What You Need to Bring:

- Willingness to Learn
- Great Attitude



CinderellaHair featuring Jessica Gallo

1-Day/8 Hour 6 System Certification –

Saturday Only

SATURDAY 11:00a - 7:00p • D280

\$395 on or before Oct 1

Our hands-on workshop will expose you to six hair extension application methods. Classic Bond hair extensions, I-Hair, Flat Tip I-Hair, T-Hair, Cinderella Hair Strips and Cinderella Veil. 6 systems to choose from to create endless possibilities.

Your Investment Includes:

Everything you need to become a master hair extension expert! **(\$1350 value)**

- Certification • I-Hair Loop & Hook tool • I-Hair Application/Removal Tool
- I-Hair Copper/Silicone Links • T-Hair Sealer • T-Hair Replacement tape
- T-Hair replacement chart • Chrome Star 2 • Classic Bond removal tool
- Classic bond/Fantasy color ring • Bond splitting shear • Clear protector shields
- Super looper brush • CinderellaHair Prep Shampoo • CinderellaHair pH balancer with applicator bottle • 2 oz bond remover • Training Hair: Classic, T-Hair/T-Hair Pro, I-Hair/Flat Tip, Strips and Veil • Rat tail comb • CinderellaHair Tape measure • Mannequin Head • Technical Training Manual • CinderellaHair bag • Free refresher class at anytime

What You Need to Bring:

- 5 metal duck bill clips • 5 butterfly clamps • Styling & cutting comb • Shears



Evalash Beauty featuring Quyen Nguyen

The New Hottest Lash 3D Dimension

Layering Wispy Effect

SUNDAY 12:30 - 4:30p • D280

\$320 on or before Oct 1 | \$350 Day of Show

Come learn how to perform individual volume lash. Creating a 3D layering wispy effect using a variety of lengths, curls and eye shape customization. Learn how to make 2d-6d fans, know the steps where to place the wispy strands to add different lengths and the 3 steps to create the 3D effect. You will learn to speed up your volume lash service, remove lashes for touchups, and the tricks of individual lashes. Quyen will show you how to make mega-volume fans with her techniques, trouble shooting and why volume lash has its advantages. Don't worry if you are a beginner - online video training is included with certification. It is time to take yourself to the next level!

Your Investment Includes:

- 1 Ultrabond Adhesive
- 2 Mink Lash Mix Size Tray
- 1 Mannequin Head / 2 Lash Tweezer
- Cream Remover
- Certification and Online Videos

What You Need to Bring:

- Pen and Paper
- Glass Needed

premiere COLUMBUS

Your • Artistry & Education • Event

YOU'RE INVITED

SUNDAY, OCT 2



**THE OFFICIAL PARTY OF
PREMIERE COLUMBUS**

**DOORS OPEN AT 11AM
PARTY STARTS AT 8PM**

**PARK STREET CANTINA
491 PARK STREET, COLUMBUS OH**

NAIL WORLD



Gimmeahand Inc Nail Systems featuring Lachelle Bender
Fortify Odorless and
Fortify No Primer Technology
SUNDAY 2:00 - 3:00p • D182

For years nail technicians have been taught the steps to secure nail enhancement products to the nail has been to properly prep the surface, dehydrate, and prime. Although that still holds true with the Fortify No Prime formula, primer is not necessary for strong acrylic nails that adhere to a nail surface. Let us show you how. With Ohio requiring odorless monomer for manicure examination and more salon environments requiring an odor-free product system, we will discuss the benefits and demonstrate how to make an odorless system work for you in the salon.

From Booth Rent to Ownership
MONDAY 12:00 - 1:00p • D182

The course will discuss the journey of building business from booth rent to ownership through education and business development. The process of raising capital for your small business can be frustrating but key resources are available and we will discuss how to navigate your career as a licensed manicurist through education.

Lachelle is Founder, Director of Education Lead instructor for manicuring program at Ohio's First Nails Only Beauty School GIMMEAHAND ACADEMY, founded in 2005. She has a Bachelor of Arts in Communication with minor in Organizational Leadership from Purdue University North Central, Westville, Indiana.



Oshi featuring D.Smith
Acrylic Anonymous
SUNDAY 2:00 - 3:00p • D183

Have you been a nail technician for three years or more and not making \$1,000 per week? Are you discouraged, inconsistent, or lack product knowledge? Join D.Smith as she teaches you how to increase your revenue with the Oshi Acrylic Nail System.

D.Smith helps nails techs make money, market, and master their skills. Drawing from her garnered expertise, salon experience and abilities, she is the ideal educator for nail professionals who are ready to build a solid foundation to expand their business.

Featuring Tahra Clarke
Building Your Ticket with Nail Art
MONDAY 2:00 - 3:00p • D183

Join Tahra as she shows you how to take your nail art skills to the next level and increase your income by learning to create hand painted abstract nail art designs to build your ticket.

As the owner of Artistry ATL Salon Studio in Atlanta, Georgia, Tahra Clarke is a licensed Nail Technician and Nail Artist specializing in natural nails and abstract nail art.



Gina Cella, CND Education Ambassador

CND™ ART-RAGEOUS

SUNDAY 12:00 - 1:00p • D183

Brush up on the latest in nail artistry and find out why this course is all the “rage”! The crystal-clear nail trend has never been easier to achieve! We’ll focus on an encapsulation technique while adding embellishments to create gorgeous one-of-a-kind works of art! Leave feeling confident to create cool, fun art styles!

Skill Booster: CND™ PLEXIGEL™

MONDAY 10:00 - 11:00a • D183

Learn how to create crystal clear, perfectly enhanced nails with CND™ PLEXIGEL™ brush-in-a-bottle gel enhancement system. You’ll understand the versatility of the portfolio and master the techniques that empower you to provide fast, effective solutions for any situation. Fill it. Fix it. Shape it. Build it.

A nail educator for more than 15 years, CND Education Ambassador, Gina loves paying her knowledge and artistry forward to help emerging talent. Constantly working to advance her own knowledge of design and the professional nail industry, Gina says, “I want to reach more nail professionals and empower them — helping others is the pinnacle of my career.”



Precision Nails featuring Jaime Schrabek, Ph.D.

Waterless Spa Pedicures

SUNDAY 3:30 - 4:30p • D182

Elevate your pedicures by offering the cleanest, greenest, most effective experience possible. By eliminating the water soak, you’ll avoid risk and the cleaning requirements associated with traditional equipment. Learn the benefits of this innovative method, including a relaxing massage and greater focus on your technical skills. Produce superior results for all your clients while minimizing your costs, time, and effort.

Price Yourself Right

MONDAY 10:00 - 11:00a • D182

Not sure how to price your services? Frustrated by vague advice to “charge your worth?” Take the guesswork out of pricing by learning the simplest way to do math for yourself. Calculating your operational, product, and labor costs gives you the information you need to translate your passion for nails into a financially rewarding career as a respected professional.

Licensed since 1992, Jaime Schrabek, Ph.D. works as a manicurist and owner of Precision Nails in Carmel, California. Beyond her salon, Jaime advocates for compliance, writes savvy articles, mentors’ educators, co-hosts Outgrowth: A Slice of Pro Beauty, and advises California’s Board of Barbering and Cosmetology as an expert witness.

For additional classes with PRECISION NAILS > see page 4



Naturally Beat Feet Nails featuring

Dominique Danielle Coleman

The Joy of Pedicures

SUNDAY 10:00 - 11:00a • D182

MONDAY 12:00 - 1:00p • D183

This class will discuss the importance of getting routine pedicures and educating your clients on why routine foot care is a must. We will discuss how to safely pedicure clients with diabetes, cancer and other at risk issues.

Dominique is a Nail Technician, Advanced Nail Technician, Certified Master Pedicurist, Salon Owner, Instructor and Celebrity Nail Technician. She has won 1st Place in the Natural Nail Competition at Premiere Orlando and has a nail column in Natural Woman Magazine as well as a blog post and podcast.

Showcase
YOUR ARTWORK!

HEY BEAUTY PROS & STUDENTS –

Submit your most creative artwork for a chance to have it displayed onsite!

Whether it be on a mannequin head at home, a photo of your client’s hair in the salon or barbershop, makeup sketches or full glam pics on a model, designed nail sets or more – we want to see it!

Connect with your peers, educators & influencers, and share your inspirations with one another as a part of this beautiful community we get to create & work in!

For more information go to premierecolumbusshow.biz.



BUSINESS FORUM



Inspiring Champions featuring Lauren Gartland

Lead Like a Champion

How to Retain, Motivate, & Grow Your Dream Team!

SUNDAY 9:30 - 10:45a & 3:30 - 4:45p • C160

MONDAY 9:30 - 10:45a • C160

Do you struggle to MOTIVATE your team? Are you challenged by finding ways to MAXIMIZE your team's results? Do you want to be a more EFFECTIVE leader that inspires & influences others? If YES, you won't want to miss this class!

YOU WILL LEARN:

- From an NFL Super Bowl Champion what it takes to possess the Heart and Mindset of an extraordinary leader and how to create a championship team
- How to CONDUCT empowering 1-on-1 coaching sessions using a 6-step system that will enable you to UNLEASH your team's performance & results
- Deliver a PROVEN & REPEATABLE 4-step system to impact and bring out the BEST in others, so they never forget you

Double Your Income Now

How to Generate \$100K to \$200K Working SMART!

SUNDAY 11:30a - 12:45p | MONDAY 11:30a - 12:45p • C160

WOULD YOU LIKE TO... Work LESS and earn MORE money than you ever have before? Learn proven systems to GROW your business in only 75-minutes? Double your income WITHOUT seeing more clients or raising your prices? If so, don't miss out! Come learn how we have helped THOUSANDS achieve these results; now you can too!

LEARN HOW TO:

- ADD \$100 to \$400+ to your book EVERY DAY!
- BOOST your Avg. Service Ticket per client by 25% to 40%.
- INCREASE your income by \$10,000 to \$30,000 in 12 months or LESS.
- A SUCCESS FORMULA to Gross \$100K to \$200K per year, every year!

The Ultimate Retail SOLUTION

Increase Your #1 Profit Center NOW!

SUNDAY 1:30 - 2:45p | MONDAY 1:30 - 2:45p • C160

FACT: Did you know...

- 71% of all customers are NEVER offered a recommendation.
- 45% said they would buy if recommended by their Service Provider.
- Consumers spend 9 billion dollars on hair care products each year; however, 83% never buy products from salons.

Would you like a bigger piece of this pie? If so, don't miss learning how to double & triple your Retail Sales NOW.

YOU WILL LEARN:

- How to prescribe versus sell
- A proven 4-step repeatable system that will have retail flying off your shelves
- A 5-step repeatable system that will empower you to close the sale every time with confidence and WITHOUT feeling like a pushy salesperson

Meet Your Trainer

Lauren is known as the "Queen of Inspiration" and the "Champion Whisperer" because of her unique ability to teach and inspire salon & spa professionals how to make MORE money, work FEWER hours, and create their IDEAL Dream business!

Lauren founded Inspiring Champions in 1995. Her "Success Methods" have trained TENS of THOUSANDS on how to produce substantial Income, Revenue & Profit growth using her easy, proven, and repeatable business systems. Rated as one of the top "Success Coaches" in the industry, her energy, passion, and enthusiasm are contagious!



Stephen Gomez Business Coaching featuring Steve Gomez

**Financial Fitness:
6 Ways to Create More Profit Today!**

SUNDAY 11:30a - 12:30p • C161

Increasing your profit means learning how to understand your finances, create goals and actions based on those goals, and get the team involved in executing the plan. In this session learn how to get financially organized, understand your key performance indicators, use your retail profit to fuel future savings, price your services for profit, and get the team involved to execute the plan.

Recruiting 101

MONDAY 11:30a - 12:30p • C161

As a leader the reality is that your staff supports your salon as much as your customers, and that a powerful team can make an enormous difference for your business. Learn recruitment strategies that attract the right people at the right time and the tools and systems needed to recruit the right team. Topics covered include the best recruiting methods for "new" versus "experienced" technicians, how to maximize your advertising effectiveness and recruit the best and understand which interview techniques work best and when.

Steve's experience as a business coach & trainer span over 28 years. Recognized as one of the top experts on business systems in the beauty industry, Steve has delivered over 800 trainings and seminars to over 400,000 people internationally. As a coach, Steve has supported over 500 salons to increase sales and profits!



Empowering You Consulting featuring Amy Carter

Salon and Spas Owners Guide to Profits

SUNDAY 9:30 - 10:30a • C161

Its time you scale to seven figures and beyond. Let's make your dreams of growth a reality. We'll show you how and where to put a piece of your profits so you can guarantee a strong financial future. Ideal for owners hungry for long-term growth strategies. Come join Amy to learn how to plan a profit roadmap, secrets and strategies to scale to 7 figures and beyond, build a client attractor system, and master simple money making tools.

Get New Clients NOW with Social Media

SUNDAY 1:30 - 2:30p • C161

Create a Constant Stream of NEW Clients. This class will teach you simple solutions that will ensure your success as a client magnet, how to create a clear plan to attract high-paying clients, powerful marketing hacks that will grow your business, and an intentional social media content strategy that actually converts.

Charge Your Confidence, Charge Your Worth

MONDAY 2:30 - 3:30p • C161

It's time to ditch the bad habits that hold you back from your own success. Learn effective ways to increase prices so you can make the most of your time and expertise. Say hello to a bright financial future! This session is a must-attend for Owners and Service Providers ready to maximize profits.

As the owner of one of Indiana's top salons, Amy knows what it takes to reinvent a business and train a leadership team that's invested in long-term success. She has turned her knowledge into a passion for coaching and as a Founder of Empowering You Consulting, her goal as a coach is simple: to inspire you to become a better leader, smarter business owner, and help you achieve personal and professional satisfaction.



Knowledge By Niki featuring Niki Smith

**24 Things I Bet You Don't Know About
Business Credit**

SUNDAY 1:30 - 2:30p | MONDAY 2:30 - 3:30p • D282

Are you using all your personal resources to build your business? Have you tapped out and/or destroyed your personal credit trying to build your business? Well, NO MORE! Learn how to give your business its own identity SEPARATE from you. Topics discussed include setting up, changing, or dissolving your legal structure, changing your SIC classification, business licensing requirements, and visibility and setting up your business bank account properly.



The Statements Project featuring Nikki Le

Salon Owner Business Success Systems

SUNDAY 11:30a - 12:30p • D282

What do employees want most? What can you do right now? A salon owner's success, profitability, and fulfillment will be derived through employee training and support. Learn how to position yourself to grow a larger team and minimize turnover.

**Creating a Salon HR System:
Compensation & The Employee Experience**

MONDAY 9:30 - 10:30a • D282

A workshop that empowers business owners to develop strong compensation and pricing strategies to grow their people and their companies. Nikki Le hopes to inspire salon owners/professionals with a method of interpreting business metrics, and the keys to dynamic leadership that will renew dual experience, technical innovation, and inspiration for happier, more fulfilling careers.



Boulevard featuring Shanalie Wijesinghe

**Relationships and Retention:
Actionable Strategies for Creating a
More Connected Culture**

SUNDAY 3:30 - 4:30p | MONDAY 1:00 - 2:00p • C161

As salons large and small struggle to retain talent amid a sea of change in the wants and needs of the modern professional, the relationship between a manager and their team is more critical than ever. Shanalie will explore the role of effective communication, support, and processes play in forming stronger, more meaningful relationships with your team members and explain why what was effective yesterday may no longer be effective today, while also examining:

- What effective communication looks and feels like to a modern professional
- Why it's time to reimagine what it means to be a supportive manager
- How to act more like a mentor and less like a boss
- The importance of creating a schedule that works for everyone
- Why the link between technology and retention is stronger than you think

Leave with a set of actionable steps you can take to impact change in your salon starting today.



Danny Amorim @successaddict
Are You a Success-Addict?!?
SUNDAY 9:30 - 10:30a • D282

Are you addicted to success? Are you the type of person that hates to lose at ANYTHING and does whatever it takes to WIN by all means necessary? Are you tired of settling and ready for change? Ready to LEVEL UP? This is exactly what the rollercoaster of SUCCESS is! LOTS of ups and downs, lots of No's we will turn into Yeses and involves lots of sacrifice, hard work, dedication, passion, energy & creativity! Are you ready to take this ride.... join Danny to hop on.

For additional classes with DANNY AMORIM > see page 5



TEAL featuring Ryan TEAL
KILLIN' IT
MONDAY 11:30a - 12:30p • D282

Make more by charging more and doing more. Everyone always says that money doesn't buy happiness... but it can buy you things that will make you super happy! In this class, we will discuss pricing, assistant vs. apprentice, customer service and not wasting time.

For additional classes with TEAL > see page 8



ShearShare featuring Dr. Tye Caldwell
5 Top Ways to Recession-Proof Your Business
SUNDAY 3:30 - 4:30p | MONDAY 1:00 - 2:00p • D282

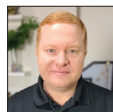
With "Recession 2022" right around the corner, we're all looking for ways to future-proof our beauty and barbering businesses. Hear from 30-year industry veteran and celebrity barber-stylist Dr. Tye Caldwell as he shares lessons learned running an award-winning salon and barbershop during Ebola, the 2007 recession, Y2K, multiple economic downturns, COVID, and now what reporters are calling "Recession 2022." If you want to know how to navigate any kind of transition and future-proof your beauty and barbering business, don't miss this inspirational session! Are you ready?



Beauty InsideOut(ish) featuring Genevieve Strazisar
Goal Casting: Your Best Year Ever
SUNDAY 9:30 - 10:30a • C150

In this interactive class, we'll workshop your goals and how to plan on achieving them. Whether it's more money, time spent, better health, or specific career milestones - we'll cover it. Attendees will be given an outline to personalize upon the in-class experience and be able to take it home to crush those goals through continued vision, planning, and execution.

For additional classes with BEAUTY INSIDEOUT(ISH) > see page 11



Salon.Marketing featuring Lucas Renfro
The Digital Marketing BOOM
SUNDAY 3:30 - 4:30p • C150

Attention Salon Owners! Learn the marketing tips and tricks that I used to grow our salon from \$0 to over \$1 Million in less than 3 years. This class discusses how to transform your current marketing practices and create a New Client Generating Machine! Take a dive into the real world of Digital Marketing and learn how New Clients are finding salons in your city EVERY DAY! We will explore your Google Business Profile, Awesome Website Designs, SEO and Target Marketing.

The New Client Digital Journey
MONDAY 9:30 - 10:30a • C161

Attention Salon Owners!!! Do you really know where your NEW CLIENTS are coming from? We will explore the path clients are taking to find new salons, why your website is so important and how you can use it to generate multiple new clients per day. All websites are not created equal, so if you don't know your website conversion rate... then this class is a must attend! Find out how to transform your website from a pretty brochure into a new client generating conversion machine!



ActionCOACH Business Coaching - Central Ohio
featuring Heather Yakes
The 6 Secrets to a Profitable Beauty Business
That Can Work Without You
SUNDAY 11:30a - 12:30p • C150

Do you want to make more money? Do you want control of your time? Do you want to find and keep good people on your team? Learn the 6 proven steps you must implement right away to grow your beauty business and make MORE money with LESS effort from you. As a business owner, ask yourself: Are you running your business or is it running you? Join Heather to learn how to develop and maintain a high growth business, attract and maintain a winning team, achieve freedom as a business owner, and thrive during times of uncertainty.



Set Life Academy featuring Cassandra Powell
Intro to Working in TV & Film
SUNDAY 1:30 - 2:30p • C150

The Intro to TV & Film is for barbers, hairstylist, or makeup artists that are interested in breaking into TV & film or want to learn more about what it's all about. In class we discuss what production is, how it works, set etiquette, and lingo, and what the role of the beauty industry professional is in production.

For additional classes with SET LIFE ACADEMY > see page 25



Salon Evolve Academy featuring Christina A. Dunbar

12 Ways to Prepare for Your Success

MONDAY 9:30 - 10:30a • C150

Join Christina Dunbar in the amazing journey of one's self. Gaining the ammunition needed to become a skilled and highly recommended leader in the beauty industry. Remember, YOU set the tone of self and of the business for your clients, and with your peers, and associates. Learn how to:

- Develop a plan to help you achieve, take control, and accomplish your goals
- Project a positive energy towards growth & enhancement
- Develop a solid personal foundation to build upon your success
- Basic practical approaches to help you develop a working plan

Breaking the Barriers to Learning in the Classroom

MONDAY 11:30a - 12:30p • C150

No one lives to know anything – the Career Cosmetology Educator must regard him/herself as a student as well as, learn something new with every class you teach... or, you should. After this class, you will have a better understanding of how to recognize the barriers of student learning. Join Christina to learn:

- Practical approaches to help you excel and enhance your creative abilities with confidence
- 15 proven key characteristics to help you become a “Dynamic Educator”, and not just a teacher
- Systematic steps that contribute to defining your teaching skill, attitude and work ethics to create class participation



Set Life Academy featuring Cassandra Powell

So, I Graduated Beauty School Now What?

MONDAY 1:00 - 2:00p • C150

Students learn how to get their career started in the beauty industry. Often times you graduate from school and you are left to figure out what to do next to get your career and/or business started and not sure what steps to take first. Join Cassandra to learn how to brand your business, find out the importance of networking, how having a mentor can improve your career, how to structure your business, and common pitfalls when starting out on your own.

For additional classes with SET LIFE ACADEMY > see page 24



Ivan Zoot

The Roadmap to Beauty and Barber Career Success

MONDAY 2:30 - 3:30p • C150

This is the way. This is the path. Let Ivan show you the road you will travel to success in pro beauty. Allow me to point out the shortcuts. Want to steer clear of the potholes? Gas up. Off we go.

For additional classes with IVAN ZOOT > see page 10



ESPECIALLY FOR SCHOOLS

PARTICIPATING COMPANIES

MORE EXHIBITORS ARE BEING ADDED EACH WEEK.
VISIT PREMIERECOLUMBUSHOW.BIZ FOR DETAILS.

List as of August 11, 2022. Subject to change.

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Plus Many More.

COMPANIES OFFERING CLASSROOM EDUCATION OR EXHIBIT BOOTH DEMOS ARE BOLD.

Showcase

YOUR ARTWORK!

HEY BEAUTY PROS & STUDENTS –

Submit your most creative artwork for a chance to have it displayed onsite!

Whether it be on a mannequin head at home, a photo of your client's hair in the salon or barbershop, makeup sketches or full glam pics on a model, designed nail sets or more – we want to see it!

Connect with your peers, educators & influencers, and share your inspirations with one another as a part of this beautiful community we get to create & work in!

For more information go to premiercolumbusshow.biz.

