



Maritime Beauty

Shaping Success Together...

CELEBRATES

50

YEARS OF BEAUTY

CARNIVAL OF BEAUTY

APRIL 16-18, 2016
CUNARD CENTRE, HALIFAX

Advance Tickets \$59 (\$69 at the door)

Student Tickets \$35

Prices include tax.

HOTEL INFO

Book now and reference Maritime Beauty, Carnival of Beauty to secure these rates.

Delta Halifax

Reservations: 888-890-3222
Single/Double \$129

The Westin

Reservations: 888-627-8553
Double/Queen \$145 King \$155

MAIN STAGE Sunday



DAWN ATKINSON & STEVEN MELITO

2016 Collection – California Dreamin’
9:30am – 10:30am

The 2016 California Dreamin’ Sexy Hair Collection is quintessential California. Inspired by surf, sand, sun, and fun, this collection is easy, breezy, and super sexy with an element of surprise. California provides a certain amount of mystique and aura that allows one to dream and transform. These looks show the versatility that can be achieved with the perfect haircut and styling products. You will fall in love with these styles and be inspired by the easy glamour that defines the California coast and can be duplicated around the world.

For **Dawn Atkinson**, hairdressing is an art form. Her tools of the trade are like brushes and the people she styles serve as a canvas. Even after more than a decade in the industry, she still loves being able to channel her creativity and ingenuity to give clients new looks and carry out their vision of what they want.

Steven Melito – A veteran stylist and owner of Sivana Salon in Saint James, New York, Steven Melito is a force in the industry. His charisma, passion and creativity have made him a highly regarded and sought after artist who has inspired hairdressers around the world. Awarded Sexy Hair Master Artist of the Year in 2010, Steven has also served as lead instructor at the Institute of Courage and an international stage artist for Sexy Hair.



CHRISTOPHER HERMANN

Beyond Technique
10:30am – 11:00am

How do you create points-of-differences both individually and as a salon? In today’s market, it takes more than technical skill to be successful. To stand out as your client’s “Favorite”, you must connect the experience with Beauty, Fashion, Wellness and Art.

Christopher Hermann is Director of Global Education for Aveda. Throughout his career, he and his team were instrumental in significantly growing the retail business in stores (now called Aveda Experience Centers) around the world. Christopher began his career in the cosmetic industry while pursuing his undergraduate degree in biology and philosophy. He worked for high-end department stores in roles ranging from retail associate to department manager. Christopher brings over 25 years of knowledge, experience and passion for guest service and sales techniques. He educates and inspires owners, managers and service providers using real-life situations and humor. Christopher graduated from College of St. Thomas in St. Paul, Minnesota. He currently resides in Minneapolis, Minnesota.

AVEDA



CHRYSTOFER BENSON

Creative Hair Journey
11:00am – 12:15pm

Highly respected in the professional beauty industry for his exceptional creative vision, communication skills, and technical talent, Chrystofer is driven by his unparalleled creative energy to break down barriers and leave his mark and legacy on the world. He will be showcasing his latest collection which includes a very diverse range of looks from beautiful classic lines to creative award-winning color and avant-garde work. He delivers spellbinding artistic main-stage performances that are creative, technical and passionate. Join him for a creative hair journey.

Chrystofer Benson is highly respected in our industry for his exceptional creative vision, communication skills, and technical talent that clearly defines him as an industry leader, a MATRIX Artistic Director and Global Design Team Member. As an avid competitor, he has many international titles in cutting, color, and styling, 12 North American Hair Awards (NAHA) Finals, and many other career highlights. Chrystofer also has an impressive body of international photo work. From Advertising, Beauty, Fashion, and Editorial campaigns, his work has graced the covers and pages of international magazines around the globe. He has also launched his own brand of products and education at CBC – Chrystofer Benson Collective – HAIRCBC.com. With his drive and vision, he is undeniably one of the most progressive hairstylists of our time, constantly touring with MATRIX. When not traveling, he spends his time at his private creative studio preparing his next collections.

MATRIX



LAUREN HAGEN & MARILYN ROSE-IKEDE

The Trend Report
1:00pm – 2:15pm

Have you ever wanted to see inside the world of international session stylists? Now you can discover how they create the looks that become trends and how you can use this information to grow your business successfully. You'll see and understand how trends emerge, and how they translate them into wearable styles that keep ahead of the game. Learn how to use the products to create textures and shapes that your clients crave, and see how color plays an essential part in the creation of fashion forward hair.

Lauren Hagen was educated at the renowned Redken Exchange – 5th Avenue NYC. Lauren's zeal as a facilitator is captivating. She coaches across the globe transforming challenging concepts and techniques into simple everyday salon-solutions. She is among a select-few Exchange Facilitators who has the triple threat artistic skill set of color, design & finishing. Lauren keeps the "fun" in fundamentals with powerful presentations and a dynamic delivery consummating "WOW!" experiences from raving fans.

Marilyn Rose-Ikede has 20 years of experience in the beauty industry as a successful stylist and salon owner. Marilyn has perfected her technical skills and creativity and is now a certified Image Consultant. She is a highly sought-after international educator specializing in advanced design and curly hair. Marilyn travels throughout North America inspiring and motivating other stylists. Through her hands-on approach, she empowers stylists to pursue their journey of becoming experts at their craft.



ANN MINCEY

Spoil Your Best Clients
2:15pm – 2:45pm

Ms. Mincey began her career as a receptionist in an independently owned REDKEN salon in Dayton, Ohio. From her perspective as the first link to consumers, she has trained thousands of salon professionals in a unique view "from the chair up", inspiring their commitment to surpass client expectations. Though change is the only standard in the salon industry, Ann has stayed true to the founding values of REDKEN – namely, having unwavering respect for salon professionals and their clients. Join Ann to see what it means to Spoil Your Best Clients.

Ann Mincey training programs have helped tens of thousands of professionals reduce stress, refuel creativity, open their hearts and enrich their lives. As one of the first women in the professional salon industry to present personal and team motivation, inspiration, confidence and well being, Ann was employed by REDKEN 5th Avenue NYC for thirty-five years. She advanced to vice president public relations/global communications, taking the brand to the number one position in the professional salon business in media/press coverage. Ann has been recognized with numerous leadership awards and philanthropic honors and is a sought after public speaker / trainer. While Ann officially retired in 2009, she celebrates her 40th year with Redken as she remains a consultant and spokesperson for the brand.



MARTIN PARSONS

Series of Silhouettes
2:45pm – 4:00pm

The man that has inspired thousands is coming back to the Maritimes to present a new series of silhouettes including more dimensional shapes, fuller nape chignons and hand fashioned textures that create luxurious looks your clients will want. An incredible source of knowledge and inspiration, Martin will bring out the best stylist in you! His arsenal of tools will show you how to apply and enhance what you already know into a profitable and stunning updo business. Be entertained, enrich your knowledge and don't miss his only show on the East Coast!

Martin Parsons was listed among the elite in Modern Salon's Top 75 Educators for the past century and was the recipient of the first Lifetime Achievement Award in the Canadian Hairdressing Industry. In 2008 he was included in Modern Salon's 50 Most Influential Hairdressers and was awarded the prestigious NAHA's Lifetime Achievement Award for recognition as a leader in advanced education and for highly entertaining and educational stage performances. Martin is a proud Canadian who has travelled the world from North America to Asia, Australia to Africa and throughout Europe delighting audiences with his special brand of insightful techniques, creative style and a sense of humor. Martin's trademark in DVD education draws consistent rave reviews from guest artists, salon owners and stylists alike. As a testament to his expertise as an educator for all levels of stylists, the entire collection is included in the daily curriculum in hundreds of cosmetology schools across North America. Martin Parsons, always entertaining, always insightful and always educational!

Martin Parsons

SHOW FLOOR Sunday

HAIR

Be sure to drop by these interactive booths. We have world-class educators on hand to help you improve your skills. Look & Learn during the hourly presentations to see what's trending in the industry then stay to practice in a hands on session.



BABE – ALL THINGS EXTENSIONS

You're not too cool for this school. Babe's Kari Fuller will show you the ins and outs of hair extension application. Babe wants you to succeed, and knows that using their extensions can enhance your current services and even expand your customer base.

Kari Fuller

Kari has dedicated her career to teaching and developing talent for over 15 years. From salon stylist to educator and cosmetology school owner, her passion for teaching and sharing grows day by day. As a Babe Educator, Kari works with stylists all over the country and shows them the simplicity of how to create amazing and beautiful hair with Babe Extensions.



L'ORÉAL PROFESSIONNEL – BALAYAGE

Balayage is the in-salon color service choice among celebrities, models and fashionistas – those that demand hair color to be designed exclusively for them. Balayage hair painting isn't just for blondes, it is perfect for brunettes and redheads that want a subtle, sun-kissed look. Discover L'Oréal's Balayage salon professional services to highlight hair for radiant color.

Angela Lockert

Angela always wanted to be a teacher and a hairdresser and is now living her dream doing both. She works behind the chair full time in addition to gaining management and salon ownership experience. Her mission is to help hair artists take basic technology and techniques and turn them into a way to showcase their own artistic abilities.



MOROCCANOIL – BRAIDING

Join Creative Design Team Educator Salvatore Leonetti at the MoroccanOil booth for live demo sessions of the latest braiding trends found on the catwalks and red carpets!

Salvatore Leonetti

From a very early age, Salvatore Leonetti has had a gift for two things: style and people. He has trained closely with some of the most prolific and talented stylists in the heart of Yorkville, Toronto. His infectious personality, skill set and desire to continuously evolve as a stylist led him to become a MoroccanOil Junior Creative Design Team member in Canada.



MATRIX – CONTESSA LOOKS

Upon her first time entering the Master Colourist of the Year category, Heidi Kenney brought home the win! We are so proud of this Maritime talent! Please join her at the Matrix booth as she shares her collection and teaches you the techniques for a winning look!

Heidi Kenney – Contessa 2016 Master Colourist of the Year

Heidi has shared her passion and creativity all across Canada, in the U.S. and Mexico. Her work has been featured in Canadian Hair Dresser, Salon Magazine, and several online publications. Her fun approach along with her salon-friendly-yet-edgy techniques leaves hairdressers refreshed and inspired.



REDKEN – GET INSPIRED, BE PART OF IT

Toronto and New York have long been sources of inspiration for artists, musicians, designers and hairstylists. In the heart of these cities is the Redken Exchange. Now you have a chance to get a taste of the Exchange Experience by visiting the Redken Exchange booth at the show! Discover what it means to be fully immersed in a brand that defines inspiration, fashion and innovation for hairstylists all over the world.

Meet your Exchange Artists: Marilyn Rose-Ikede, Lauren Hagen, Stephanie Russell and Tasha Parker

ESTHETICS

The esthetics area will shine with the brightest in the industry. Immerse yourself in the finest products for all your clients' needs. Experts are on hand to help perfect your skills, improve your knowledge, and grow your business!

AVEDA – EXPERIENCE CENTER

Connecting beauty, environment and well-being; the mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world. The goal is to ensure our products will benefit our guests through exceptional performance, while we deliver our continued promise of environmental and social responsibility. Visit the Aveda booth and enter a world of aromatic pure flower and plant essences. Sip the Comforting Tea with certified organic licorice root and peppermint, and relax with a complimentary sensory experience.

QUANNESSENCE – NATURAL SKINCARE WITH RESULTS

In the beginning...a young woman named Sharon went to Germany to study holistic skin care. She returned to PEI and over the next twenty-odd years performed facial treatments on thousands of satisfied clients; but Sharon herself was not satisfied. She just couldn't find the natural skincare creams and serums to achieve the results she wanted for her beloved clients. For a long time she nurtured the dream of creating a natural skincare line that would perform to her exacting specifications, but she couldn't do it until she partnered with Reid. Reid had a solid background in science to recommend him. It turned out he also had an undiscovered talent for combining nature's bounty in novel formulations, and was able to achieve the outstanding skincare results Sharon had wanted to manifest. Together they refine each formula until it's just right to give the user that WOW! experience. Thus was born Quannessence... Come meet Sharon and Reid at their booth. Sharon will be offering diagnostics and answering all your skin care questions.

BODYOGRAPHY – THE BEST OF BODYOGRAPHY

Bodyography Professional Cosmetics offers mineral based makeup, boasting clean ingredient lists and sleek and simple packaging. Infused with skincare benefits such as fruit and plant derived vitamins and antioxidants, Bodyography is more than just your traditional makeup line. Along with top of the line formulations, Bodyography also offers vegan, gluten and paraben free products to fit within any lifestyle. The color payoff and quality of Bodyography is clear cut, but what really makes this brand shine is the way the makeup feels on the skin – the weightless effect of Bodyography makeup is incomparable. At Bodyography the goal is to make women feel comfortable with makeup, both on and off their skin. We believe that every woman is beautiful and has features to enhance in order to make them feel more confident. Stop by to try the products and find your new favorites!

CND – SEE WHAT'S NEW

CND is where Science and Beauty go hand-in-hand. Known as a leading innovator in the nail industry, CND always has something new around the corner. Join Jennifer to see where CND will take you next. Jennifer's journey in the beauty industry started in 1993 and she has been afforded the opportunity to do nails behind the runway at New York Fashion Week, to participate at many CND photo and video shoots and to be a member of Global Team CND. Her nails have been featured in American Salon, Salon Magazine, Nails, Nailpro and Instyle. Jennifer aspires to motivate and inspire Nail Professionals to develop and show their personal best. If you have a question, she will not only answer your need, but give you real-life solutions that are backed by science.

ALLPRESAN – FEEL THE DIFFERENCE

The experts behind the Foot Foam Cream will be on hand to assist you with all your foot care questions. With over 20 years of proven results, the product line has expanded to include solutions for every need. Have you experienced the NEW patented, breathable BarrioExpert® Technology? It creates a fine, protective mesh on the skin after application, which protects against external factors and strengthens the skin barrier. The balanced hydrolipid system in the Foam Cream provides ideal care for the skin without harming its natural functions. In addition, the lipids used in the LIPO2 Skin Repair Technology behave like the skin's own lipids increasing the effectiveness even further. If you dare, bare your feet and experience the difference.

Be sure to check out the rest of the show floor with NEW Booths plus all your favorites.

GOLDEN ANNIVERSARY GALA Sunday, 6:00pm



WITH GUEST HOST Jeanne Beker

Jeanne Beker started her career as an actress, but moved into radio then television, gaining international recognition as the host of Fashion Television. Her fashion and editorial credits include a number of product lines including clothing, shoes, jewelry, and sunglasses. We are thrilled to have her host our 50th Anniversary Celebration!

A LOOK INTO THE FUTURE

Matrix's Chrystofer Benson & Heidi Kenney will open the show with a glimpse into the Future of Beauty. These visionary talents are sure to impress with creative and innovative insights into what could be possible over the next 50 years. Prepare to be inspired!

RED CARPET RUNWAY READY!

Redken is seen backstage at many Fashion Weeks around the World! Our artist will show you what's hot off the runway in Hair and Fashion for 2016. Join us for a spectacular runway presentation with an insider look of the newest trends and how to construct them.

LOVE IS IN THE AIR!

Be surprised and entertained by North America's leading hairdressing educator Martin Parsons! Brilliant Bridal hair is featured this season with soft undulating styles, smooth dramatic shapes and soft romantic techniques. Learn some quick tips that transform Bridal hair for the reception, see Martin's collection and ideas for wedding parties and learn some quick tips for finishing. Don't miss this opportunity to see the man that has inspired thousands!

L'ORÉAL PRESENTS THE GALA RED CARPET 6:00pm to 7:00pm

Join L'Oréal and walk the Red Carpet to kick start this evening of golden glamour. Commemorate the night with a stop at the L'Oréal / Pureology Photo Booth. Be sure to arrive early – **the first 300 guests will receive a complimentary beverage.** ★

WIN

OVER \$10,000 IN PRIZES INCLUDING:

A LIMITED EDITION KASHO
DAMASCAS SHEAR!
(VALUE \$3000)
Sponsored by DWA

7pm EARLY BIRD DRAW
\$1000

10pm GRAND PRIZE
\$5000

AND MORE

Please note: Only licensed professionals attending the Gala will be eligible to win.





AVEDA CATWALK FOR WATER

Christopher Hermann

Fashion Hits the Green Carpet! Catwalk for Water is an annual event where local Aveda salons come together to raise money for Earth Month by showcasing their inspiration, creativity and technical skills in hair, makeup and fashion. Using the earth as their muse, design teams create a comprehensive look that celebrates beauty, fashion and Aveda's mission to care for the world we live in. Watch their models strut down the catwalk, and see which ones are awarded top honors!

Invite your friends and family to attend the Evening Gala for only \$10 each (to be purchased at the door). All proceeds from guest tickets will go to benefit the Aveda Catwalks For Water.



THE MELLOTONES

The Mellotones are Atlantic Canada's Premier Show Band playing favorites of American R&B, Funk and Soul music. Don't even try to stay in your chair - their energetic stage show and undeniable talent will be sure to keep you moving on the dance floor for the rest of the night!

Please note: Due to liquor regulations, all attendees must be 19 years of age.

PRIVATE CLASSES Monday

To register for private classes, please call Angela Romain at: 1-800-565-7721 ext 225 or 902-429-8510 ext 225 or Email: aromain@maritimebeauty.com Please note: Private classes are not included in the ticket price.

LONG HAIR SEMINAR

HANDS-ON CLASS

Martin Parsons

Do your updos take more than 30 minutes?
Have you ever turned away an updo client?
Do you get nervous when a client requests an updo?
Do you avoid Saturdays so you won't have to do an updo?

Maritime Beauty Supply has partnered up with Martin Parsons and his Education Group to conduct a program designed just for you. This 2 ½ hour hands-on class will give you the techniques and confidence to build a strong and profitable "Long Hair Updo Business". You will complete up to 5 different updos utilizing the techniques that made Martin famous including practical tips such as teasing for fullness, creating flattering shapes, secrets of invisible and flat pinning and using your products more effectively to create soft and romantic styles. Martin and his Educator's demonstrations pinpoint highlights of the newest looks and shapes and his supportive approach during hands on workshops guarantees positive results.

When: Monday, April 18
Where: Maritime Beauty Education Centre (Halifax)
Time: Session A – 9:00am to 11:30am
Time: Session B – 1:00pm to 3:30pm
(Choose Session A or B)
Price: \$200.00 per person in advance (\$250 at the door)
Class Size: Maximum 25

Martin Parsons

REDKEN INSPIRES - COLOR. DESIGN. FINISH. CURLY. MEN.

Lauren Hagen

This program will bring you up to speed with the latest looks from Start to Finish. Get the know-how on trends and how to spot them. This program targets total consultation, the latest cutting, coloring techniques and the principles of finishing the look.

What the program will teach you:

- How to find inspiration to create new looks for your guests
- How to create Beautiful Blondes
- The latest in creative cutting technique
- How to finish today's looks
- The new 2016 Looks for Men
- The latest innovations for Curly Hair

When: Monday, April 18
Where: Bayers Lake Cineplex
Time: 9:00am – 1:00pm
Price: \$95.00 per person
Class Size: Maximum 150

REDKEN
5TH AVENUE NYC

MATRIX TREND COLLECTION....LET'S ROCK 'N' STROBE

HANDS-ON CLASS

Chrystofer Benson & Heidi Kenney

The new Matrix Trend Collection features HAIR STROBING, a new highlighting technique in hair color to enhance your favorite facial features. Rock 'N' Strobe represents the rebellious trendsetter who loves to jam out, ham out, and break the rules. You will learn strobing and cutting techniques that will deliver the perfect Rock inspired look with a modern edge. Discover the youthful energy pulsing through our set, and the only accessory required is a little bit of attitude. Strobe on!

When: Monday, April 18
Where: Compass Room, Casino Nova Scotia
Time: 9:00am – 5:00pm
Price: \$215.00 per person
Class Size: Maximum 40

MATRIX

MODERN BARBER

Mark Peyton

What started as a love for classic barbering is displayed day in and day out in Sailor Bup's Barbershop, and now Mark's work, ethics, morals and passion have garnered international attention. Mark collaborates with shops and barbers from around the world to build a global barbering community, trained at the world famous Schorem Barbershop in Rotterdam, and has done guest spots at shops of the caliber of The Nite Owl Barbershop. In the first year and a half in business, Mark and Sailor Bup's Barbershop have received prestigious awards and acknowledgements, and he has caught the attention of some heavy hitters in the industry.

Morning – Look & Learn

You will learn to execute a selection of 2 signature haircuts from Schorem Barber's Collection. These cuts feature different classic techniques applied in a modern way.

Afternoon – Hands-On

Learn how to create classic looks with the essential barbering basics. This hands-on course is focused on classic barbering techniques, including clipper and shear-over-comb. We will also conduct an equipment inquiry including a look at clipper function and maintenance, blade lengths and different manufacturer product offerings.

When: Monday, April 18
Where: The Westin Hotel, Yuk Yuk's
Time: 9:00am – 12:00pm & 1:00pm – 5:00pm
Price: Morning \$45.00 Full Day \$195.00
Class Size: Morning Maximum 50
Afternoon Maximum 12 (includes lunch)

REUZEL



ADVANCED SKINCARE

HANDS-ON CLASS

Sharon Quann

Sharon Quann is recognized as a trailblazer in the spa and aesthetics industry in Prince Edward Island, with 30 years in the field. She holds over a dozen certifications and trained at the prestigious WALA Heilmittel in Germany, a forerunner in holistic pharmaceuticals and creator of the famous Dr. Hauschka. Sharon brings her experience as a licensed Naturotherapist and a holistic, healing philosophy to the Quannessence Skincare line. She is a member of the Academy of Naturopaths and Naturotherapists, and owns Mystical Touch Holistic Beauty Therapies.

Morning – Face Mapping

Sharon Quann will share her magic and understanding of reading skin indicators in the face for a more balanced approach to helping clients deal with skin conditions. Participants will learn how different internal issues manifest themselves in the face and what the aesthetician can do to assist their clients.

Afternoon – Acne / Hyperpigmentation

Enhance your services by incorporating advanced therapeutic peel techniques. This class will cover protocols to address non-inflammatory, inflammatory and cystic acne to produce unparalleled results. Hyperpigmentation, its causes, and how to lighten dark patches with therapeutic facials will be covered as well.

When: Monday, April 18

Where: Delta Barrington, Sackville Room

Time: 8:30am – 5:00pm

Price: \$195.00 per person

Class Size: Maximum 18



CND EXPERIENCE

HANDS-ON CLASS

Jennifer Mather

Morning– Natural Nail Clinic & Troubleshooting

Understand the facts of natural nail anatomy. Learn the fundamentals of Care, Condition and Coat. Discover the causes of nail damage and how to prevent and repair damage once it has happened. Then bring your most challenging technical issues to this customizable workshop. Allow CND to help you identify and solve common problems that can be corrected and prevented through science-based knowledge and proven techniques.

Afternoon – Painting Party

Discover how to identify clients' needs and recommend the best color coating dependent on nail type, lifestyle and style preference. Learn perfect polish application, proper removal and enhance speed with proven techniques.

When: Monday, April 18

Where: The Westin Hotel, Boardroom

Time: 9:00am – 5:00pm

Price: \$195.00 per person

Class Size: Maximum 12



COMPETITIONS

Saturday, 5:00pm

WOMEN'S TREND CUT AND STYLE (NEWTALENT) on Mannequins*

Sponsored by DWA
Registration Deadline: March 28, 2016
Entrance Fee: \$50

Competitors will create a cut and style on a mannequin for today's trendsetter, following today's newest trends. The style must demonstrate technical haircutting skills, using color choice and placement as an accent to emphasize the cut. The combination of technical emphasis in the cut, supported by the color and quality of finishing are important design elements needed to create your winning look. No hair extensions of any kind are allowed. Extreme or avant-garde hairstyles are considered out of category and will be demerited. All mannequin choices allowed - a competition mannequin is recommended. Maritime Beauty will offer a special price on mannequin heads. This competition is only open to students and recent grads - up to one year pre-competition date, from the Atlantic Provinces. For complete rules, regulations and registration forms please visit www.maritimebeauty.com or your local store.

1st - Trophy, \$300 and Panther Gift Valued Over \$650.00
2nd - Trophy, \$200 and Panther Gift Valued Over \$355.00
3rd - Trophy, \$100 and Panther Gift Valued Over \$145.00

WOMEN'S TREND CUT AND STYLE (PROFESSIONAL) on Mannequins*

Sponsored by DWA
Registration Deadline: March 28, 2016
Entrance Fee: \$100

Competitors will create a cut and style on a mannequin for today's consumer, following today's newest trends. The style must demonstrate technical haircutting skills, using color choice and placement as an accent to emphasize the cut. The combination of technical excellence in the cut, supported by the color and quality of finishing are important design elements needed to create your winning look. Mannequin choices are Dannyco Ladies 927 blonde or 927 brown. Maritime Beauty will offer a special price on mannequin heads. This contest is open to all Licensed Professional Hairstylists. For complete rules, regulations and registration forms please visit www.maritimebeauty.com or your local store.

1st - Trophy, \$1000 and Kasho Gift Valued Over \$1100.00
2nd - Trophy, \$300 and Kasho Gift Valued Over \$140.00
3rd - Trophy, \$200 and Kasho Gift Valued Over \$140.00

*Mannequin Heads can be purchased from Maritime Beauty at a cost of \$95 including tax and shipping.

Choose:
Blonde - DP 395531
Brown - DP 395622

Mannequin Holders can also be purchased from Maritime Beauty at a cost of \$7.65 including tax & shipping (if shipped with mannequin head)
46C - DP 309467

MEN'S AVANT-GARDE CUT AND STYLE on Live Models

Sponsored by DWA
Registration Deadline: March 28, 2016
Entrance Fee: \$100

Competitors will create an avant-garde cut, color and style using innovative ideas that are experimental and forward thinking. Avant-garde calls for more unconventional shapes and methods in the haircut supported with bold, highly pigmented or neon colors. Any lengths may be used, the finished look must be of a masculine nature. Attire must reflect this theme. Sages will demerit out of category such as fantasy and trend styles. No more than 30% of the surface of the head can be shaved with clippers, scissors or a razor. All levels of experience ranging from students, apprentices, and professional stylists within our industry and residing in the Atlantic Provinces are welcome to enter this competition. For complete rules, regulations and registration forms please visit www.maritimebeauty.com or your local store.

1st - Trophy, \$500 and Kasho Gift Valued Over \$700.00
2nd - Trophy, \$300 and Kasho Gift Valued Over \$140.00
3rd - Trophy, \$200 and Kasho Gift Valued Over \$140.00

EVENING LONG HAIR UP on Live Models

Sponsored by DWA
Registration Deadline: March 28, 2016
Entrance Fee: \$100

This competition is a ladies' evening long hair up style, suited for an elegant and sophisticated woman using the model's own hair to create a total look. The competitor has the freedom to create movement in the crown, top, front, and sides of their design. The movement in the nape and back of the head must be directed in an upward motion. The color and its placement are open to creative design of the artist's interpretation of evening long hair up. The hairstyle must be suited to the model and depict the theme of elegant evening. This is an open competition. All levels of experience including students, apprentices, and professional artists within our industry are eligible to enter. For complete rules, regulations and registration forms please visit www.maritimebeauty.com or your local store.

1st - Trophy, \$1000 and Sam Villa Gift Valued Over \$500.00
2nd - Trophy, \$300 and Sam Villa Gift Valued Over \$230.00
3rd - Trophy, \$200 and Sam Villa Gift Valued Over \$230.00

DWA

Official Sponsor of the Hair Competitions

Please note: Due to liquor regulations, all attendees must be over 19 years of age to attend.

NAIL ENHANCEMENTS

Sponsored by CND
Registration Deadline: March 28, 2016
Entrance Fee: \$100

This competition is designed to show the skills of a professional nail technician. Any style overlay such as fiberglass, silk, linen, gel, or acrylic may be used over any natural colored tip or sculpted nail to complete a set of French style "salon" nails. This competition is open to any professional nail technician. For complete rules, regulations and registration forms please visit www.maritimebeauty.com or your local store.

1st - Trophy, \$500 and CND Gift Valued Over \$300.00
2nd - Trophy, \$300 and CND Gift Valued Over \$200.00
3rd - Trophy, \$200 and CND Gift Valued Over \$150.00

NAIL ART

Sponsored by CND
Registration Deadline: March 28, 2016
Entrance fee \$100.

This competition is designed to show the creativity and skills of a professional nail technician. The design should be on medium to long nails (approx. double the size of the nail bed - natural or artificial nails). The design should flow so the eye is drawn from nail to nail. The nails individually represent the complete design. The theme or design should be original or done in a manner that is a new, creative and unusual use of art media. This competition is open to any professional nail technician. For complete rules, regulations and registration forms please visit www.maritimebeauty.com or your local store.

1st - Trophy, \$500 and CND Gift Valued Over \$300.00
2nd - Trophy, \$300 and CND Gift Valued Over \$200.00
3rd - Trophy, \$200 and CND Gift Valued Over \$150.00



Official Sponsor of the Nail Competitions

L'ORÉAL COLOR TROPHY – REGIONAL SEMI-FINALS

Sponsored by L'Oréal Professionnel
Registration Deadline: February 29, 2016
Entrance Fee: No Charge

The L'Oréal Color Trophy combines international fashion, inspirational creativity, and innovative live hairdressing in a spectacular and incredible competition. The winners from these regional competitions will be eligible to compete nationally. For complete rules, regulations and registration forms please visit www.lorealcolortrophy.ca.

L'Oréal Color Trophy - Salon teams must create an exquisite color and style on a female model that complements an editorially inspired L'Oréal Professionnel Spring/Summer 2016 total look. Your team may contain no more than 4 people and should include a colorist, stylist, make-up artist and model who will capture the attention of the judges.

L'Oréal Next Generation - No member of your team has ever participated in any of the competition's categories. You're ambitious and want to make your mark in the Canadian hairstyling industry. The total look must be original, innovative and fashion forward, reflecting the new season's trends. The hair color must be beautifully executed, technically brilliant and creative. The cut and style must complement the color. Your team may contain no more than 4 people and should include a colorist, stylist, make-up artist and model.



SCHEDULE OF EVENTS

SATURDAY, APRIL 16

5:00pm

COMPETITIONS

2:00pm

Registration Desk Opens

Hair:

Women's Trend Cut & Style (New Talent)
Men's Avant-Garde Cut & Style
Women's Trend Cut & Style
Evening Long Hair Up

REGISTER BY

4:30pm
5:30pm
6:15pm
7:30pm

START TIME

5:00pm
6:15pm
7:00pm
8:15pm

Nails:

Nail Enhancement
Nail Art

REGISTER BY

5:00pm
6:45pm

START TIME

5:45pm
7:30pm

L'Oréal Professionnel

Next Generation
Color Trophy

REGISTER BY

5:00pm
6:45pm

START TIME

5:45pm
7:30pm

SUNDAY, APRIL 17

8:30am

CONVENTION FLOOR OPENS

MAIN STAGE

9:30am Steven Melito & Dawn Atkinson – Sexy Hair
10:30am Christopher Hermann – Aveda
11:00am Chrystofer Benson – Matrix
12:15pm BREAK
1:00pm Lauren Hagen & Marilyn Rose-Ikede – Redken
2:15pm Ann Mincey – Redken
2:45pm Martin Parsons
4:30pm Floor Closes

GALA

6:00pm L'Oréal Professionnel Hosts The Red Carpet
7:00pm Host Jeanne Beker opens the Evening & Early Bird Draw
7:15pm Matrix – A Look into the Future
7:45pm Redken – Red Carpet Runway Ready!
8:15pm Martin Parsons – Love is in the Air!
8:50pm Aveda – Catwalk For Water
9:50pm Final Words & \$5000 grand prize draw
10:00pm Dance the night away with The Mellotones
12:00am Gala closes

MONDAY, APRIL 18

PRIVATE CLASSES

Martin Parsons – Maritime Beauty Education Centre, Halifax
Lauren Hagen, Redken – Cineplex, Bayers Lake
Chrystofer Benson, Matrix – Casino Nova Scotia, Compass Room
Mark Peyton, Reuzel – The Westin Hotel, Yuk Yuk's
Sharon Quann, Quannessence – Delta Barrington, Sackville Room
Jennifer Mather, CND – The Westin Hotel, Boardroom



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