

MARITIME INSPIRATION

a fun hair experience!



Maritime Beauty
Shaping Success Together...

MAY 15 & 16, 2022
PIER 21, HALIFAX

COMPETITIONS

SUNDAY, MAY 15TH | 7PM - 11PM
(DOORS OPEN AT 6PM)

**FREE
DRINK
TICKET**
FOR THE FIRST
100 TO ARRIVE!

EDUCATION SEGMENTS & INTERACTIVE BOOTHS

MONDAY, MAY 16TH | 9AM - 4PM

TICKETS: \$70+ tax
(INCLUDES BOXED LUNCH)

SCAN HERE
FOR TICKETS



REDKEN
5TH AVENUE NYC

MOROCCANOIL®

matrix

BIOLAGE

DESIGNME

PULPRIOT

*Professionals only. Proof of license required to enter

SUNDAY, MAY 15

7PM (DOORS OPEN AT 6PM)

COMPETITIONS

Scan for more information
and registration details



All competitions will be on live models.
Registration Deadline: May 9, 2022

Evening Long Hair Up

(New Talent Level)

Entry Fee - \$50 + tax

1st Place Winner - \$500

2nd Place Winner - \$300

3rd Place Winner - \$200

Evening Long Hair Up

(Professional Level)

Entry Fee - \$100 + tax

1st Place Winner - \$1,000 + Steampod

2nd Place Winner - \$500

3rd Place Winner - \$300

The Crowns of Clipping Commercial Barbering

Entry Fee - \$100 + tax

1st Place Winner - \$1,000 + Clipper

2nd Place Winner - \$500

3rd Place Winner - \$300

All competitors receive
a complimentary event ticket.

FEATURING SPECIAL GUEST

ROUGE FATALE & FRIENDS!



Rouge Fatale is known as the legendary Drag performer of Atlantic Canada. With a heart as big as her mouth. Holding a plethora of awards under her wig including "The Best" Drag Performer and Hall of Famer from The Coast, Entertainer of the Year, Best Halifamous Queer, Best Lipsync and Most Halifamous Person for 2019-2020, just to name a few. Rouge had an amazing 4-year show run at Casino Nova Scotia, making her the first drag entertainer to have a show like this in Canada. Rouge is a proud Caper who travels all over Canada representing and entertaining as only a true Maritimer can. With her multitude of characters, impersonations as well as her live singing moments. She will have you laughing in the aisles one minute and have you reaching for a tissue the next. Rouge will give you a show!

**FIRST 100 TO
ARRIVE RECEIVE A
FREE DRINK TICKET!**

**JOIN US FOR
AN EVENING OF
GENDER FOOLERY!**

Rouge invites you to come in your best
drag attire! **Prizes for Best Dressed!**

MONDAY, MAY 16

9AM - 4PM

EDUCATION SEGMENTS & INTERACTIVE BOOTHS



REDKEN
5TH AVENUE NYC

TASHA PARKER, GREGORY KENNEDY & CRAIG MACEACHERN

Mastering Your Skills to the Next Level

This Program is for anyone wanting to up their Clipping Skills! To learn fast easy Color techniques to grow your income. Mastering these skills will take your design and color skills to the next level. No matter if you are a stylist or barber you will find this program educational, empowering and fun!

New Color Trends & Techniques for Maximum Effect in Less Time

This Dynamic duo will share New Color Trends and salon friendly looks to maximize your income and help you Earn Better, Learn Better and Live Best! Join them for a high energy segment where you will learn new Tips & Tricks to take your work to the Next Level. BE EMPOWERED!



matrix BIOLAGE

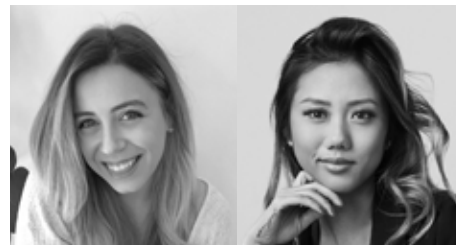
HEIDI KENNEY & RODRIGO ARANEDA

Summer of 2022 - Color and Cut Collection

Join the exciting Rodrigo Araneda (former NAHA winner) and Heidi Kenney (former Contessa Color winner) as they give you the latest fashion in hair Color and Cuts for the summer of 2022. Plus you'll learn about the new launches of the season before everyone else!

ColorBalm - innovation to Refresh, Enhance & Condition your Color Clients

Join our artists as they show you innovative salon service techniques to have your Blondes play with lavender, or add subtle iridescence; brunettes to add richness and depth, redheads to combat faded color. It's all about creativity and personalized color services for your clients!



MOROCCANOIL®

SARAH GAZIE & LISA DINH

Blonding and Global Shading

Creating stunning Blondes can propel your service business. Join Lisa and Sarah as they bring you new technology and creative techniques for the "perfect" blondes. You will have fresh inspiration for your blonde clients.

Creative Toning & Pastels

Refine your color toning skills and learn new ways to create nuances of highs and lows with Face framing. Lisa and Sarah will be showcasing the Pastels in this new color line.



DESIGNME

AMY STOLLMEYER & SARAH HEATH

DMH Collections

Hair besties, it's time for great hair days, always! Experience the DMH collections PUFF.ME Volume, BOUNCE.ME Curl, and GLOSS.ME hydration & Shine!



PULPRIOT

THOMAS MELONG

Creative Color Placements using Pulp Riot Semis and Faction8

Join Pulp Riot's own Thomas Melong @tmelong for a fun show opening segment! Thomas will be styling 2 and cutting 1 finished look on stage. These looks will be created incorporating the new Elemental Collection and a faction8 look using our booster shades. LET'S HAVE SOME FUN!!

DIGITAL MARKETING

Let's Get Phygital!

Your clients are digitally connected, EVERYDAY! Join this session to learn ways to digitally connect with your clients - enhancing your client's experience, loyalty, and your income. **Participants will receive a digital \$25 online coupon.**

SOCIAL MEDIA

Enhancing your Social Connection

Consumer's connection with digital is, especially as a result of the pandemic. Studies show up to 75% of consumers want to connect with their favorite brands & services. Learn how to enhance your images and videos that engage your clients.

SCHEDULE OF EVENTS

SUNDAY, MAY 15

COMPETITIONS

6:00pm	Doors Open **FIRST 100 TO ARRIVE RECEIVE A FREE DRINK TICKET!**
6:50pm	Introduction
7:00pm	Evening Long Hair Up Competition (New Talent)
8:15pm	Evening Long Hair Up Competition (Professional Level)
8:45pm	Best Dressed Contest & Voting
9:15pm	The Crowns of Clipping - Commercial Barbering Competition
10:15pm	Presentation of Winners
10:30pm	Close of the Evening

MONDAY, MAY 16

INTERACTIVE BOOTHS & EDUCATION SEGMENTS

9:00am	Doors open
9:30am	Digital Marketing - Let's Get Phygital!
10:00am	REDKEN Mastering your Skills to the Next Level
10:30am	PULP RIOT Creative Color Placements Using Pulp Riot Semis & Faction8
11:00am	MOROCCANOIL Blonding and Global Shading
11:40am	BIOLAGE Color Balms - Innovation to Refresh, Enhance & Condition your Color Clients
12:00pm	LUNCH (Boxed lunch included) - Visit Manufacturer Booths
1:00pm	REDKEN New Color Trends & Techniques for Maximum Effect in Less Time
1:45pm	DESIGNME DMH Collection
2:20pm	MOROCCANOIL Creative Toning & Pastels
2:55pm	MATRIX Summer of 2022 - Color and Cut Collection
3:35pm	Social Media - Enhancing your Social Connection
4:00pm	Event Close & Draw for \$500 Gift Card