



Model: Matrix



Maritime Beauty

Shaping Success Together

Carnival of BEAUTY

APRIL 14-16, 2012

HALIFAX WORLD TRADE
& CONVENTION CENTRE

CALL TODAY FOR TICKETS!

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

Student Tickets **\$35**

Prices include tax.

1-800-565-7721

in Halifax 429-8510

hotel
info

Cambridge Suites

1583 Brunswick Street, Halifax
902-420-0555 or 1-800-565-1263
www.cambridgesuiteshalifax.com
\$133 (+tax) for Studio Suites
Single or Double Occupancy
Continental Breakfast
Rooms reserved until March 19

Delta Halifax

1990 Barrington Street, Halifax
902-425-6700 or 1-888-423-3582
www.deltahalifax.com
\$135 (+tax) for Delta Rooms
Single or Double Occupancy
Rooms reserved until March 13

The Prince George

1725 Market Street, Halifax
902-425-1986 or 1-800-565-1567
www.princegeorgehotel.com
\$154 (+tax) for Deluxe Rooms
Single or Double Occupancy
Rooms reserved until March 18

ON THE MAIN STAGE

SUNDAY, APRIL 15, 2012



'Collection X' A Trilogy of Looks for 2012

As part of the Saco Creative Team, Kristopher will be presenting 'Collection X', a trilogy of looks for 2012 from the London based Salon & Academy group. "With an unsurpassed reputation as educational leaders in precision cutting and colouring - Saco are fast becoming known as a huge Creative force within our industry."



Kristopher Tien

SAN DIEGO, CALIFORNIA

Kristopher' hairdressing career began at the legendary Vidal Sassoon organization where he began as an assistant in Scottsdale, Arizona. His remarkable talent led Kristopher to teach at VS Academies in Los Angeles, London, Toronto & New York, finally closing that chapter of his career as Sassoon Creative Director in Beverly Hills.

His enthusiasm and dedication to his craft continually inspires others to achieve. A key part of the Saco Creative Team, he works on shows and events around the globe. Kristopher believes that hard work focus and determination create success - education is key in elevating not only our personal skills but also our profession as a whole.

9:45am - 10:45am



Redken Color Generation!

An incredible collaboration of talent, knowledge and creativity from around the Globe. Raw, urban inspiration directly from the street and made commercially viable. Get an additional injection of Inspiration and creativity in this action packed class.



Adam Browne

LONDON, ENGLAND

Adam Browne believes in a strong commercial reality when it comes to color. He is known for innovation, constantly developing cutting-edge techniques and engineering ultimate color formulations, showcasing his technical expertise as a Redken Artist and Salon Professional in Soho, London.

Well known for his insightful perspective, Adam has the ability to communicate the technical aspects of hairdressing in a language that is easy to understand, applicable and believable.

Adam has vast international experience, being part of Redken Australia for the past decade and now part of the Redken UK team; Presenting Redken events in Australia, New Zealand, Singapore, Malaysia, South Africa, UK and USA.

Adam will be joined by international artists **Marilyn Rose** and **Tanya Ozolins**.

11:00am - 12:00pm

L'ORÉAL
PROFESSIONNEL



REDKEN
5TH AVENUE NYC



TICKETS
1-800-565-7721
IN HALIFAX AREA 429-8510



MORE CARNIVAL OF BEAUTY INFO
maritimebeauty.com

ON THE MAIN STAGE

SUNDAY, APRIL 15, 2012



High Fashion, Trendy, Urban Looks

Join Matrix as we bring you on a creative journey through high fashion, trendy, urban looks. From the richest reds to sultry brunettes to stunning blondes, Derrick Rutherford and Heidi Kenney will inspire you with their creative, on the edge colour philosophy. Experience the most advanced technology and the latest artistic techniques from cuts to colour and dresswork that you will immediately be able to bring back to your salon.



Derrick Rutherford GUELPH, ONTARIO

Derrick is recognized as one of Canada's leading stylists and is part of a new generation of hair designers responsible for shaping today's hair industry. As part of the Matrix International Design Team, Derrick travels the globe sharing his creativity and precision cutting techniques with stylists eager to expand their knowledge and skill.



Heidi Kenney YARMOUTH, NOVA SCOTIA

With 26 years in the industry, Heidi Kenney's work stands on its own merit. She won Matrix Destination Fame 2010, and her work is showcased in the 2011 Matrix Calendar. She has been featured in Canadian Hair Dresser, Matrix Magazine, and in Salon Magazine. As a member of the Matrix Canada Color Elite team, she works as a stage colorist across Canada. As a busy salon owner she was named 2010 Female Entrepreneur of the year.

1:00pm - 2:00pm



Introduction to Little Voice Mastery

You may be wondering what your "Little Voice" is exactly. It's that voice in your head that just said, "What 'Little Voice'?" That's the one. It's the chatter in the six inches between your ears that turns you into a hero one minute and into a dunce the next.

Blair's mission is to empower you. To help you get control of your "Little Voice" so you, too, can have a better life. In fact, if your "Little Voice" is saying, "Impossible!" clue it in that the bigger you, the you that you are destined to be, is closer than you think.



Blair Singer PHOENIX, ARIZONA

Blair Singer is the author of three best-selling books in the Rich Dad Advisor series including, SalesDogs: You Don't Have to be an Attack Dog to be Successful in Sales; the ABCs of Building a Business Team that Wins; and Building a Championship Team in Your Business. He is a Robert Kiyosaki Rich Dad Advisor and frequent presenter at Rich Dad events. His techniques are used by some of the most successful people in our industry including Sam Villa, Chris Baran, and Chris Sorbie as well as numerous companies like IBM, CitiGroup, LA Weight Loss, Prudential Insurance, UPS Stores, Dunkin' Brands, Century 21, CIBC - Canada, and Westin Hotels.

3:00pm - 4:30pm

MATRIX
INSPIRE ALL YOU CAN BE



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1-800-565-7721
IN HALIFAX AREA 429-8510



MORE CARNIVAL OF BEAUTY INFO
maritimebeauty.com

STAGE 2

SUNDAY, APRIL 15, 2012

Limit 200 attendees
per class

NEW! Smooth Hair Trial Program!

KeraStraight has been pushing the boundaries for the past two years, and their latest product developments are innovative and designed to transform your client's lives and boost your business.

If you have been wanting to add this lucrative service to your repertoire, WAIT NO LONGER! In this informative and practical session, Lori will show you what you need know to perform the KeraStraight Service. After the class, trial kits will be available for only \$20 including tax (value \$62.85!). Save time, save money, and build your business!



Lori Clark

HALIFAX, NOVA SCOTIA

With 16 years' experience in the beauty industry as a master stylist, Lori Clark specializes in color, styling, hair extensions, and non-chemical straightening. Lori educates for such brands such as Babe Hair Extensions, and KeraStraight Smoothing. Driven by her passion for continued education, Lori enjoys sharing her knowledge, industry experience and being inspired by others.

KeraStraight
The Professional Straightening System

9:30am - 10:45am

TIGI ©opyright Your Colour

The best shades are the ones you create. The NEW TIGI ©opyright Colour allows for unparalleled creativity with unlimited intermixing capability, perfectly measured pigments, and stronger and more consistent results. Allow the launch of TIGI ©opyright Colour to catapult you back into your salons with heightened motivation and all the tools that you will need to grow your business.



Brian Hart

HALIFAX, NOVA SCOTIA

With over seven years of educating experience, Brian believes that educators are only as brave and motivated as their students. It is this dedication that has led him to be the primary TIGI Colour Educator in Atlantic Canada for the past three years. He adores the versatility of the TIGI Colour line and its ability to help a salon grow their business.

TIGI

11:00am - 11:45pm

The Next Generation of Hair Color. NEW CHROMATICS

- Prismatic Permanent Color •
- Break Through Technology •
- Zero ammonia • 2 x Fortified •
- Up to 100% gray coverage •
- Multi-dimensional, 4D color results •



Adam Browne

LONDON, ENGLAND

Adam believes in a strong commercial reality when it comes to color. He is known for innovation, constantly developing cutting-edge techniques and engineering ultimate color formulations, showcasing his technical expertise as a Redken Artist and Salon Professional.



Tanya Ozolins

HALIFAX, NOVA SCOTIA

"Go confidently in the direction of your dreams. Live the life you have imagined." ~ Henry David Thoreau. Tanya believes that education is the key to the growth and evolution that is required in this industry. Tanya is an award winning stylist who teaches advanced Color classes, is an internationally trained Artist and proud owner of an Award Winning Hair Studio. Tanya was selected as one of six stylists from around the World to share her color inspirations in Redken's Color Generation book for 2012. She performed her looks in Las Vegas at the 2012 Global Artist Training.

REDKEN
5TH AVENUE NYC

1:00pm - 1:45pm

ONE Tool Infinite Creations

You may have the basics, but it is time to perfect the finish. Learn to be a magician with your flat iron and finesse your way to the next level. This seminar takes the stylist through a variety of techniques of creating curls, waves, smoothing and straightening, and other fun unconventional ways to style with a flat iron.



David Lopez

NEW YORK CITY, NEW YORK

David Lopez is a top session and celebrity stylist based out of New York City. David moved from one exotic location to another, living in Puerto Rico, Italy, and Germany. This experience opened up a whole new world as he learned at an early age to appreciate the beauty of different cultures and hair types. He started gaining industry experience working as a hairstylist in New York City's top salons opening up the way for work at Mercedes Benz Fashion week and today's top magazine publications. It wasn't long before he started creating buzz through his glamorous styling and "hair make-overs". Equally comfortable in front of the camera as he is behind the scenes, David also provides commentary on today's hottest styles and dishing out style secrets on a variety of media outlets including: Warner Bros, Celebrity blogs, Glamour.com, Essence, WWD, as well as filming tutorial videos for various hair brands. Traveling all over the country David is known on set as being creative and always enthusiastic with an infectious passion for innovation.

one
THE ESSENTIALS TO STYLING

2:00pm - 2:45pm



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IN HALIFAX AREA 429-8510



MORE CARNIVAL OF BEAUTY INFO
maritimebeauty.com

ESTHETICS STAGE

SUNDAY, APRIL 15, 2012

Creating Beautiful Lashes

Join Rebecca as she shares the latest evolving fashion in the beauty industry. From Lash Extensions and Lash Conditioners to Lash Perms - It's definitely all about LASHES!

Learn how to get the spidery, smudge-free eyes that flutter on red carpets and catwalks. Come see the many reasons why people are buzzing about LASHES!



Rebecca Daniel

HALIFAX, NOVA SCOTIA

Rebecca has taken education to another level. She began her career in the beauty industry in 2002 graduating with a diploma in Beauty and Aesthetics. She worked in the beauty industry while studying for her degree in Developmental Chemistry. As a formulation scientist, she developed cosmetic products for several years before moving to Canada and starting her career at Maritime Beauty. She is now the lead educator for lashes in the Maritimes!



9:30am - 10:45am

LCN Pedique The Essential Pedicure!

Attention Nail Techs and Estheticians!!! LCN's Pedique system is the only one of it's kind in the world! Only Pedique gives your client a beautiful, permanent French Manicure for her toes! Only Pedique has the flexibility to take all the punishment of everyday footwear. It's easy to learn, takes no time to apply, and will add hundreds of dollars to your service totals. Join us and let us show you how!



Glenda Martin

HALIFAX, NOVA SCOTIA

Glenda has over 16 years experience as a Nail Technician and has been teaching for the past 12 years. She loves helping others learn by sharing her knowledge and experience. Glenda has just returned from an Elite Educator Training in Germany & looks forward to sharing her knowledge with you. Join Glenda and her team of LCN educators as they invite you to experience the wonderful world of LCN! " Life is about dreaming, and teaching is about making dreams come true! "



11:00am - 11:45pm

TIGI Cosmetics Complete the Look!

What is a beautiful new hair color without a new lip shade to accent it? No look is complete without the finishing touches of TIGI Cosmetics. Learn the concept and practices of fast and easy application techniques to take back to your salon. End every service with a TIGI Cosmetics application and provide a customer experience that will set you apart from your competition.



Judy Antonello

CAPE BRETON, NOVA SCOTIA

Hailing beautiful Cape Breton, Judy Antonello is a Master Esthetics Instructor with over ten years of industry experience in the classroom and as an owner/operator of her own esthetics business. For over four years, she has also been the chief local member of the TIGI Cosmetic Artistic Team, sharing her passion and knowledge on stages and in private classrooms across the Maritimes. She prides herself on profitability, quoting 'The more you know, the more you will tell. The more you tell, the more you will sell.'

Take advantage of the great opportunity to learn with her in an intimate and private classroom setting the Monday following the show.

TIGI

1:00pm - 1:45pm

CND Inspiring Nail Art

You can create unique nail art designs using Shellac on natural nails or over Brisa. See fun and easy designs that are in stride with today's fashion trends, and be inspired by bold and artistic looks that will arouse your creativity. Playful and bright, rich and regal, or dark and sophisticated - Jennifer will show you what you can accomplish using CND Shellac.



Jennifer Mather

BURLINGTON, ONTARIO

Jennifer is owner of Polished Nail Design Group Inc. in Ontario. She has been a nail Professional for fourteen years, specializing in artificial and natural nail enhancements. She is a multi award winning nail competitor, and was Contessa's winner of Nail Enhancement Artist 2009. Her work is showcased in magazines including Nails, Nailpro, Salon Magazine and In Style.

Jennifer has been an Educational Ambassador for CND for the past ten years, teaching nail enhancement classes, working trade shows and working backstage at New York Fashion week with some of the world's top designers and beauty professionals.

CND
Hands, Feet, Beauty.

2:00pm - 2:45pm



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1-800-565-7721
IN HALIFAX AREA 429-8510



MORE CARNIVAL OF BEAUTY INFO
maritimebeauty.com

EVENING GALA

SUNDAY, APRIL 15, 2012



**Join Heidi Petracek
for an evening of Beauty and
Fashion at the 2012 Evening Gala!**

COCKTAILS 6:30PM · GALA SHOW 7:00 - 9:30PM

**EVENING
GALA
GUEST PASS
\$10**

Our Main Stage Artists Adam Browne, Derrick Rutherford, and Kristopher Tien will wow you once again with stunning runway looks and avant garde designs in hair. Fashion and beauty will combine for a spectacular evening showcasing some of the best our industry has to offer!

Redken Coloring Outside the Box!

with Adam Brown

Adam will inspire you creatively with this action packed interpretation of what's happening on the streets of London. Get Inspired! Be Part of it!

Matrix Makeovers!

with Derrick Rutherford

Join Matrix as we bring you on a creative journey through edgy, trendy, urban looks. Derrick Rutherford and Heidi Kenney will inspire you with their makeovers touched by a metropolitan vibe, which you will be able to bring back to your salon.

L'Oreal Professionnel Styles

with Kristopher Tien

Creativity, beauty and technical expertise combine as Kristopher shows you why the SACO Creative Team has been at the top of the hairdressing profession for decades!

**We will round out the night congratulating the winners
of the Carnival of Beauty Total Look Competition.**

DON'T MISS THIS SPECTACULAR EVENT!

One lucky winner will walk away with a trip to their dream destination (value \$3,500)! And someone will win a pair of Millenium Shears valued at \$1,295! But you must be at the Gala when your number is called to claim your prize!

Due to liquor regulations, all attendees at the Sunday Evening Gala must be over 19 years of age.

**WIN A PAIR OF
MILLENNIUM
SHEARS!
VALUE \$1,295!**

*Win a
trip to your
Dream
Destination!*



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1-800-565-7721
IN HALIFAX AREA 429-8510



MORE CARNIVAL OF BEAUTY INFO
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PRIVATE CLASSES

MONDAY, APRIL 16, 2012



The "Little Voice" Mastery with Blair Singer

Overview

Blair Singer is the author of three best-selling books in the Rich Dad Advisor series including, SalesDogs: You Don't Have to be an Attack Dog to be Successful in Sales; the ABCs of Building a Business Team that Wins; and Building a Championship Team in Your Business. He is a Robert Kiyosaki Rich Dad Advisor and frequent presenter at Rich Dad events. His techniques are used by some of the most successful people in our industry including Sam Villa, Chris Baran, and Chris Sorbie as well as numerous companies like IBM, CitiGroup, LA Weight Loss, Prudential Insurance, UPS Stores, Dunkin' Brands, Century 21, CIBC - Canada, and Westin Hotels.

Learn

- ~ Maintain your power in any situation
- ~ Stop the debilitating chatter in your brain so you can attract what you want now
- ~ Uncover and realize your lifelong dreams
- ~ Break through self-sabotaging habits
- ~ Build powerful, lasting confidence
- ~ Resurrect the hero inside of you
- ~ Embody the 21 proven techniques to reprogramming the "Little Voice" in your brain in 30 seconds

Master your "Little Voice" and master life!

Redkenites:

You can use your C5A points to attend Blair's class!

\$195 +Tax 9:00am 5:00pm Max 200

World Trade & Convention Centre

1800 Argyle Street



CANS APPROVED

TIGI Make-upology

Simplifying the Path

With **Judy Antonello**

Overview

Sure, make-up can be a project; complex and boring with too many rules. If you are OVER the same-old, tired one through a ka-trillion steps of make-up application, this class is for you! Using TIGI's Face Atlas, technique mapping will be revealed in the morning and experienced in the afternoon. Your TIGI Talent artist will be your travel guide as you experience a make-up approach that is easy to understand and fun to learn!

Learn

- ~ Shade selection to compliment skin tone and eye/hair colors
- ~ Contouring techniques to accentuate bone structure and photographic lighting conditions
- ~ TIGI Cosmetics 'No-Rules' approach to using any piece of cosmetics on any zone of the face
- ~ Full looks to take back to your salon/spa to help gain more clients and grow your cosmetic business
- ~ Cosmetic retailing techniques that are FUN and simple to increase your revenue

Tools Needed:

Mascara wands, make-up sponges, cotton swabs, tissues and a full set of make-up brushes. Attendees will practice on one another.

Recommended for:

Hairstylists, Estheticians and Make-up Artists

Skill Level: Intermediate

\$150 +Tax 9:00am 4:30pm Max 14

Delta Halifax

1990 Barrington Street



CND Master Painter

Featuring Colour & Effects and Shellac

With **Jennifer Mather**

Overview

Inspired by Van Gogh, our new Master Painter class featuring Shellac and Colour & Effects will bring out your creative side and help build your natural nail care business. You'll spend the day designing with color in this comprehensive hands-on class.

Learn

- ~ Comprehensive hands-on advanced application techniques including meticulous manicuring, colour layering and artistic techniques
- ~ How to further build your natural nail care business and grow client loyalty

Tools Needed:

A CND UV lamp, 2 hand towels, 2 table towels, implements, and one hand free of nail enhancements. Attendees will practice on one another.

Recommended for:

Estheticians and Nail Technicians.

Skill Level: Advanced

\$175* +Tax 9:00am 5:00pm Max 14

*Includes Master Painter Kit

Delta Halifax

1990 Barrington Street

ALL FULL DAY CLASSES INCLUDE LUNCH.

TO REGISTER PLEASE CALL CATHY AUCOIN (902) 429-8510 ext. 225

Schedule

SATURDAY APRIL 14

5pm-10pm

COMPETITIONS

Total Look
Nail Enhancements
New Talent Cut & Style
Men's Avant-Garde Cut & Style
Ladies' Trend Cut & Style
Announcement of Winners



COMPETITION GUEST PASS \$10

SUNDAY APRIL 15

8:00am
8:30am

Registration
Convention Floor Opens

SHEAR SHARPENING ON SITE!

MAIN STAGE

9:45am-10:45am **L'Oreal Professionnel Collection X A Trilogy of Looks for 2012** ~ Kristopher Tien
11:00am-12:00pm **Redken Color Generation** ~ Adam Browne
1:00pm-2:00pm **Matrix High Fashion, Trendy, Urban Looks** ~ Derrick Rutherford
3:00pm-4:30pm **Introduction to Little Voice Mastery** ~ Blair Singer

STAGE 2

9:30am-10:45am **KeraStraight Smooth Hair Trial Program** ~ Lori Clark
11:00am-11:45am **TIGI ©opyright Your Colour** ~ Brian Hart
1:00pm-1:45pm **Redken The Next Generation of Hair Color New Chromatics** ~ Adam Browne
2:00pm-2:45pm **One Tool, Infinite Creations** ~ David Lopez

ESTHETICS STAGE

9:30am-10:45am **Creating Beautiful Lashes** ~ Rebecca Daniel
11:00am-11:45am **LCN Pedique - The Essential Pedicure** ~ Glenda Martin
1:00pm-1:45pm **TIGI Cosmetics - Complete the Look** ~ Judy Antonello
2:00pm-2:45pm **CND Inspiring Nail Art** ~ Jennifer Mather

SUNDAY EVENING GALA

with host Heidi Petracek

6:30pm
7:00pm-9:30pm

Access to Gala
Gala Event Opening
Redken's Fashion Runway Looks ~ Adam Browne
Matrix Makeovers ~ Derrick Rutherford
L'Oreal Professionnel Style ~ Kristopher Tien
Total Look Competition Winners
Trip Draw & Close

EVENING GALA GUEST PASS \$10

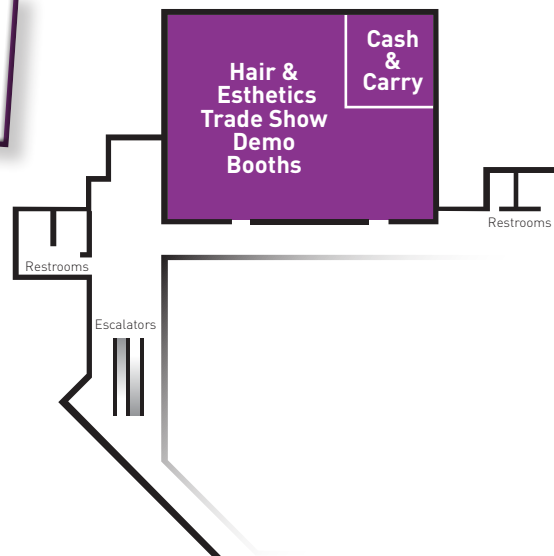
MONDAY APRIL 16

PRIVATE CLASSES

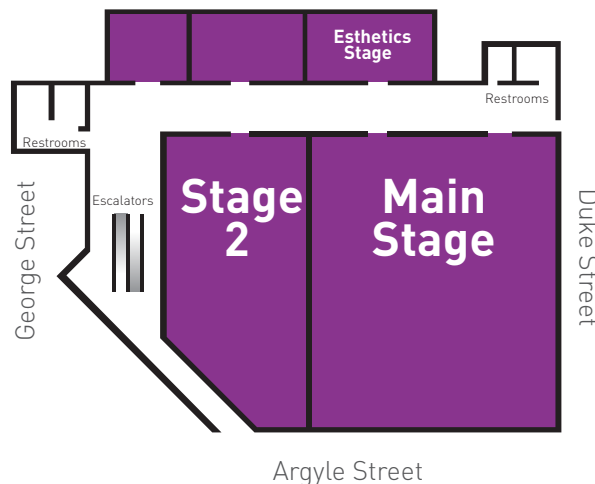
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|---|---------------|-------|
| The Little Voice Mastery with Blair Singer | WTCC | \$195 |
| CND Master Painter with Jennifer Mather | Delta Halifax | \$175 |
| TIGI Make-upology with Judy Antonello | Delta Halifax | \$150 |

Floor Plans

3rd FLOOR



2nd FLOOR



1st FLOOR



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