

# FALL/WINTER 2011 EDUCATION CATALOGUE

# Get Inspired!

In this exciting and ever-changing industry, you need to be in touch with all of the new trends and technology. Maritime Beauty is committed to providing you with the education that will teach you the techniques and skills required to be at the top. We can help you progress your career and increase your income! Whether you are looking for advanced training or planning to return to the industry and need to update your skills, we will help you reach your goals!

At Maritime Beauty, we believe education is the key to ensuring your success. That's why we have 9 education centres located throughout the Maritimes, and why we offer hands-on educational classes, in-store demos, and customized in-salon training with top national and local educators. To find out what Maritime Beauty Education can do for you or to enroll in a class, please contact your DSC, your local Maritime Beauty store, or Customer Service (1-800-565-7721).

To avoid cancellation, seats must be reserved and paid in full a minimum of 2 weeks prior to a class. Classes are non-refundable: in the event of a client's cancellation, an educational voucher will be issued and redeemable towards MBS education only.













APPRENTICE Recommended for apprentices.



**NAIL TECHNICIAN** Recommended for nail technicians.









Participants will need: Shears, texturizing shears (preferably 30 tooth), electric clipper with detachable blades, T-Edgers (detailers), straight razor with extra blades, minimum of 8 duck bill clips, water bottle, cutting combs (regular, taper, clipper & flat top), brushes (Denman, round boar bristle, vent), lift comb, apron, 6 towels, hair dryer with nozzle, diffuser, curling & flat irons.



# **HIGHLIGHTING TOOLS**

Participants will need: 2 color bottles, 2 color brushes, 2 color bowls, graduated cylinder, foils of various lengths, highlighting board, gloves, combs (metal tail foiling, sectioning & other), brushes (Denman, round boar bristle, vent), minimum of 8 clips, small elastics, color apron, 6 towels, hair dryer with nozzle, curling & flat irons.



# **COLOR TOOLS**

Participants will need: 2 color bottles, 2 color brushes, 2 color bowls, graduated cylinder, gloves, combs (metal tail & other), brushes (Denman, round boar bristle, vent), minimum of 8 clips, color apron, 6 towels, hair dryer with nozzle, curling & flat irons.



# UP DO TOOLS

Participants will need: Shears, combs, vent, Denman & paddle brushes (with natural hair bristles), black elastics, brown & black bobby pins, roller pins & hair pins, hot rollers, hair dryer & 1/2 inch barrel curling iron



# **ESTHETIC TOOLS**

Participants will need: Bowl, face brush, 4 mixing glasses, cotton swabs, eye pads, gauze, Gibson towels, gloves, bed sheet, blanket, 6 hand towels.



# **DIFFICULTY LEVEL**

2=Intermediate



# **PREREQUISITE** lass has a prerequisite











# EDUCATION SCHEDULE

August 28-29 August 29-30	Moncton Halifax	CND Brisa UV Gel 2-Day Certificate Program LCN Artificial Nails Level 1 - Part I	Page 10 Page 11
September 19 September 19-20 September 25 September 25-26 September 26	Moncton Halifax Halifax Charlottetown Miramichi Saint John Halifax New Minas Moncton	Redken 2011 Shades EQ Launch LCN Artificial Nails Level 1 - Part II CND Master Painter L'Oreal Colour Keys Redken 2011 Shades EQ Launch Redken 2011 Shades EQ Launch Matrix C.R.A.F.T. HiLiting Redken 2011 Shades EQ Launch LCN Nail Art Workshop	Page 4 Page 10 Page 9 Page 4 Page 4 Page 8 Page 11
October 2 October 3 October 3 October 3 October 3 October 24 October 24	Moncton Fredericton Charlottetown Charlottetown Halifax Moncton Moncton	Matrix Understanding Retail Redken Principles of Color Babe Hair Extension Training KeraStraight Training LCN Artificial Nails Level 1 - Part III Inspiring World of Redken OPI Academy on Tour	Page 8 Page 4 Page 7 Page 1 Page 1 Page 5 Page 10
November 6 November 7 November 7 November 7 November 7 November 7 November 14 November 14 November 20-21 November 21 November 21 November 21 November 21 November 21 November 23 November 23 November 24 November 27-28 November 28	Moncton Charlottetown Bathurst Halifax Fredericton Fredericton Sydney Yarmouth Halifax Charlottetown New Glasgow Moncton Halifax Halifax Sydney	CND Master Painter Redken 2011 Shades EQ Launch Redken 2011 Shades EQ Launch Redken Principles of Foil Placement Babe Hair Extension Training KeraStraight Training TIGI Singled Out Redken 2011 Shades EQ Launch L'Oreal H³ LCN Artificial Nails Level 2 Redken 2011 Shades EQ Launch Matrix Dual Voltage Matrix Understanding Retail CND Brisa UV Gel 2-Day Certificate Program Redken Design, Color & Finish	Page 10 Page 4 Page 6 Page 7 Page 7 Page 7 Page 4 Page 9 Page 11 Page 4 Page 8 Page 8 Page 10 Page 4

To avoid cancellation, seats must be reserved and paid in full a minimum of 2 weeks prior to a class.



# 2011 NEW Shades EQ Crème Launch

Double your options with Shades EQ, now available in two formulas so you can glaze, refresh, correct, shadow, lacquer and more! **NEW SHADES EQ CRÈME** features the same no-ammonia, no-lift technology you love, in a rich cream formula with pomegranate oil, rice protein and a conditioning polymer to help protect, moisturize and nourish the hair fibre. Add it to your Shades EQ toolbox today!

## Learn

- The many uses of Shades EQ
- Formulation
- Color Correction
- Formulas and Techniques
- Glazing
- Refreshina
- New color trends

## Schedule

Sept	t 19	Moncton	Barb Horsman
Sept	t 26	Miramichi	Tasha Parker
Sept	t 26	Saint John	Becky Lewis
Sept	t 26	New Minas	Sheila Simon
Nov	7	Charlottetown	Tasha Parker
Nov	7	Bathurst	Jamie Guitar
Nov	14	Yarmouth	Chrissy Dugas
Nov	21	New Glasgow	Tracy Bezansor









\*No charge with the purchase of a small Redken Intro deal















# Design, Color & Finish

Perfect for intermediate to advanced stylists who want to further develop their creativity, cutting, coloring, and finishing skills. Find inspiration to create new looks for your clients. Work hands-on to explore new techniques and be guided through the latest cutting, coloring and finishing techniques that will take your creativity to new heights.

- How to develop the hottest new looks from concept to creation
- The latest techniques from two of the industry's top design and color specialists
- How to find inspiration to create new looks for your clients

# **Schedule**

Sydney

Matt Scott Tanya Ozolins

























This 2-Part Class is perfect for colorists competent in the basic application of color, those new to Redken color, and those who wish to refresh their core knowledge of color. You will eliminate guesswork when choosing the perfect colors through understanding the color laws behind every choice.

# Part I - Learn

- The law of color
- The color wheel
- The level system
- The composition of natural, gray, and white hair
- When to use hydrogen peroxide and alkaline agents
- To differentiate between permanent, semi and demi permanent, and temporary haircolor
- To have confidence using lighteners and high-lift blondes

Part II - Spring 2012



Part I is required to participate in Part II.

Part I - Schedule

Oct 2-3 Fredericton Becky Lewis

Tasha Parker

Part II - Schedule

Will be held in Spring 2012





9:00am 5:00pm





\* Includes Parts I & II.





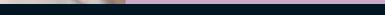


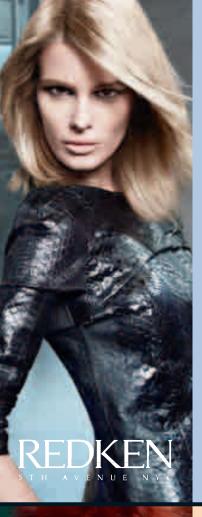












# **Principles of Foil Placement**



## **Overview**

This class is perfect for all colorists competent in the basic application of color, and for those who wish to perfect their core highlighting techniques and understanding of the principles of placing highlights in the haircut. In this program you will learn the laws and principles of highlighting. In this hands-on approach we will use our "stitch guide", and horizontal, vertical and diagonal placements and show you how it creates movement in the hair.

# Schedule

Nov 7

Halifax

Jane Rudolph











## Learn

- ~ To create/recreate any look that has highlighting
- The different results that can be achieved with different types of weaving techniques
- How to understand section patterns and the various results they give
- No more disappointing results as you learn the "Laws of Highlighting"
- ~ To increase your revenue with simple techniques
- ~ To create patterns to achieve the looks you want

# Inspiring World of Redken

# **Overview**

This class is perfect for intermediate and advanced level stylists who want to move beyond their existing creative boundaries with the art of cutting, coloring and finishing. You will learn from an incredible collaboration of talent, knowledge and creativity from around the world. See raw, urban inspiration taken directly from the street and made commercially viable. Get an additional injection of inspiration and creativity in this action packed programthere are no creative boundaries.

# Learn

- Creative brainstorming and storyboarding
- ~ How to talk change with your clients
- How trends become "trends" and where to spot them
- The latest techniques in cutting, coloring and finishing
- Get the scoop on what's hot on the catwalk
- ~ See-do practical techniques on mannequins

# Schedule

Oct 24 Moncton



\$195 +Tax



















PKEN RENDEZ~VOUS

OLD ORCHARD INN, WOLFVILLE SEPTEMBER 11-12, 2011 **COME SEE WHAT'S POSSIBLE!** 

TICKETS \$295 PLUS TAX

# CONTACT ANGELA AT MARITIME BEAUTY FOR TICKETS

TOLL FREE: 1-800-565-7721 ext. 243 IN HALIFAX: 429-8510 ext. 243

Breakfast Sunday and Monday morning. Lunch on Sunday, breaks. Dinner Sunday night.

Guests are responsible for booking and paying for their own rooms or cottages. A special price is being offered.

# BOOK YOUR ROOMS OLD ORCHARD INN, WOLFVILLE, NS

Toll Free Reservations: 1-800-561-8090 www.oldorchardinn.com Book early to avoid disappointment.

Tickets are non-refundable. Seats are confirmed when paid.









**ALL YOUR** PROFESSIONAL NEEDS UNDER THE SAME ROOF HAIR, NAILS & AESTHETICS

MONCTON AGRENA COMPLEX

OCTOBER 22 COMPETITIONS OCTOBER 23 SHOW OCTOBER 24 **PRIVATE CLASSES** 



The ABA is featuring Tabatha Coffey, the star of TABATHA'S SALON

TAKEOVER. Coffev used her years of hands-on experience and love of her craft to help struggling salon owners turn around their businesses in the hit series, Tabatha's Salon Takeover. Tabatha has a new memoir coming out from Harper Collins titled It's Not Really About the Hair: The Honest Truth About Life, Love, and the Business of Beauty.

Catch Tabatha at this year's ABA, an opportunity to see her up close and personal...Tabatha will be on the main stage on Sunday and facilitating a private class for Owners and Managers on Monday.



# Singled Out

## **Overview**

A personalized haircut is like a custom-made suit - while created in a standard basic shape, it has been perfectly tailored for your client. Singled Out is a full day hands on workshop that will teach you the best tips for texturizing to add that personal touch to any haircut and give your client a unique look. With these personalizing techniques in your pocket, you'll be able to create a signature style that will have your clients Singled Out.

## Learn

- How to design a custom cut to accent and highlight your client's features
- How to create a superior cutting consultation to set yourself apart from the competition
- Proper posture and body positioning to execute top-tier techniques and extend the health of your career
- TIGI cutting terminology and breakdowns that take you to the next level of your profession
- Ways to incorporate some of the latest cutting trends to fit your salon marketplace clientele
- Inspiration that will keep your career exciting throughout the year!



# Schedule

Nov 7 Sydney





Domenico Tomei













SHOW YOUR CURRENT COSMETOLOGY LICENSE AND RECEIVE 10% OFF YOUR TIGI CLASS!



# **Babe Hair Extension Training**

## Overview

Babe Hair Extensions are providing our local salons and stylists with a quality product at an affordable price. Combined with a convenient supply through Maritime Beauty Stores and DSCs, it is a winning solution. In this introduction to Hair Extensions and **Hair Feathers\*\*** you will learn how to add extensions or feathers to achieve various looks. You will learn quick application techniques and will be shown proper sectioning, placement & blending.

# Learn

- ~ Proper consultation
- ~ Color choices
- How to promote to your clients
- Highlight and lowlight techniques
- ~ Fringe techniques

# Schedule

Oct 3 Charlottetown
Nov 7 Fredericton



\$50\* +Tax



9:00am 11:00am



\*Attendees will receive a \$40 coupons toward the purchase of Babe Hair Extensions, Feathers or Tools.











Lori Clark



Attendees will practice on a shared mannequin head.

\*\*Training on Feathers subject to availability at time of class.



# **KeraStraight Training**

# Overview

KeraStraight provides an evolution in straightening and repair. KeraStraight is 100% aldehyde and formaldehyde free, using a unique formulation to achieve great results. This class is designed for stylists that have previous training and experience with hair smoothing and conditioning treatments. One model will be prepped and all attendees can participate in trying the KeraStraight products and techniques. The education focus will be on understanding KeraStraight's product knowledge and the important steps to achieve great results with all hair types.

# Learr

- ~ What is KeraStraight
- ~ How KeraStraight works
- ~ Proper consultation
- Application techniques
- ~ How to create smooth, frizz-free hair

# **Schedule**

Oct 3 Charlottetown Nov 7 Fredericton Lori Clark Lori Clark



\$50\*







\*Attendees will receive a \$40 coupons toward the purchase of a KeraStraight Treatment or a KeraStraight Intro.













# **Dual Voltage**

## **Overview**

Turn it Up. Turn it Down

Versatile designs let you switch the voltage from high to low by moving the hair around. Fiery fusions of copper and red flicker and flash. Colors contrast, opposites attract. Strong laser-cut lines are set off with soft asymmetry. Styles can be powered up or down. Sparks fly, emotions ignite. The effect is electrifying. Caution: Dual Voltage will leave you breathless. Introducing Fall-Winter 2011-12 MATRIX Individuality Collection.

- To be challenged to creative cutting techniques
- ~ Incorporating cut and color to form the look
- ~ How to develop creative technique with your working tools
- Finishing techniques

## Schedule

Nov 21

Moncton

Vince Galvin Heidi Kenney



















SHOW YOUR CURRENT COSMETOLOGY LICENSE AND RECEIVE 10% OFF YOUR MATRIX CLASS!



# **Understanding Retail**

This in depth class will give you a better understanding of the importance of retail and of the benefits to you and your client.

- ~ Closing the sale

Oct 2

Moncton

Mindy MacDonald











\*Attendees will receive a class gift valued at \$99













SHOW YOUR CURRENT COSMETOLOGY LICENSE AND RECEIVE 10% OFF YOUR MATRIX CLASS



# C.R.A.F.T. HiLiting

# **Overview**

This CRAFT program is developed for stylists who would like to upgrade their skills and foil more efficiently. Have fun learning easy techniques that you will use over and over and your clients will love!

- ~ Efficiency in foiling
- ~ Quick and easy foiling techniques

# Schedule

Sept 26

Halifax

Mindy MacDonald

























SHOW YOUR CURRENT COSMETOLOGY LICENSE AND RECEIVE 10% OFF YOUR MATRIX CLASS!



# Colour Keys

## **Overview**

This is the essential colour class for anyone serious about haircolour. If you want to deepen your colour knowledge, be capable of performing an accurate diagnosis and choose the correct shade for the optimal result, this class is for you. This 2-day training course is divided as followed: Theory to acquire knowledge of colorimetry and L'Oréal Professionnel haircolour line, and hands-on work to practice the acquired knowledge on mixing and application. At the end of your training, you will receive a certificate of participation.

- The colorimetry
- L'Oréal Professionnel's numbering system
- What are the levels of shades and undercoats?
- How to perform an accurate diagnosis
- Professionally assess the shade level of your client
- Precisely determine the reflects
- Foresee the result of colour
- Choose a suitable shade for the optimal result
- Perfect coverage of grey hair
- Mixing and applying



## Schedule

Sept 25-26 \$295\*

Charlottetown



\*Attendees will receive a gift valued at \$90







9:00am 5:00pm





Lori MacLeod-Dovle

SHOW YOUR CURRENT COSMETOLOGY LICENSE AND RECEIVE 10% OFF YOUR L'OREAL CLASS!



H3 is L'Oréal Professionnel's box of creativity for cutting and styling. The 15 looks of the new H3 2011 collection: AMPLIFIED ID, were created by a team of 6 top international hairstylists from different backgrounds all around the world. This new cut and style collection reveals how hair texture can shape and reshape our identities; wavy or airy, curly, slick, fluffy or spiky... have fun in this class, play with the looks! If you want to integrate new cutting and styling trends to your portfolio or take a step further in offering clients new looks, this 1-day class is perfect for you.

- ~ Acquire the cutting techniques of renowned international hairstylist
- 2 women's cuts
- 2 men's cuts
- 2 women's style transformation
- Improve your styling know-how
- How to perform the perfect consultation
- How to perform the perfect styling
- How to perform the client styling lessons
- Techniques and tips of styling



# Schedule

Nov 14

Halifax

Lori MacLeod-Doyle













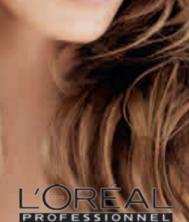
















## **Overview**

CND's complete Brisa UV Gel product system infusion intensive, interactive, professional, hands-on guidance on all aspects of technical application, finishing and refinement practices. Advanced theory workshops teach excellence in Client Consultation, Custom Client Service Protocols, Business Building Strategies and Salon Wellness to maximize in salon profitability using CND's award winning Brisa UV Gel enhancement brand.

## Learn

- To master proven Brisa UV Gel techniques to deliver deep beautiful smile lines for Forever French enhancements
- Perfect single colour overlay application & practice skin tone analysis to create unique custom-client enhancement services that allow you to charge premium service prices in salon and gain loyal customers for life

Tools you will need: 2 hand towels, 2 table towels, cuticle pushers, and both hands free of nail enhancements. Attendees will practice on one another.

## Schedule

Aug 28-29 Nov 27-28

Moncton

Andrea Likourgiotis Andrea Likourgiotis





9:00am 5:00pm



Includes a Brisa Master Pack, CND UV Lamp, Workbook, DVD & CND Brisa UV Gel Master Certificate











Hairstylists working in Nova Scotia or PEI only.



# Master Painter ~ Featuring Colour & Effects and Shellac

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.

- 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:**

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

## Schedule

Sept 25 Nov 6

Halifax Moncton Andrea Likourgiotis Andrea Likourgiotis





9:00am 5:00pm





\*Includes Master Painter Kit & CND UV Lamp



# **OPI Academy on Tour**

# **Overview**

The OPI Academy on Tour is an action-packed day of discovery featuring hands-on technical training with John Hauk, OPI Technical Advisor and award-winning nail competitor. John teams with Joey Brown, OPI International Spokesperson, to help you take your new techniques to the bank! Stay on top of the latest trends with the hottest products. Don't miss out on this fast-paced and informative event that will take your skills and your business to the next level!

- Hands on training with John Hauk, award-winning nail technician
- New techniques and timesaving tricks of the trade
- Proven salon marketing strategies
- How to make the most of the runaway gel color trend!

# FIRST TIME IN CANADA!

# **Tools Needed:**

Tooling implements, files, Axxium brushes, Axxium UV light, and one hand free on nail enhancements. Attendees will practice on one another.

# Schedule

Moncton

John Hauk Joey Brown





















# **Artificial Nails Level 1**

## **Overview**

In this course you will receive the comprehensive theory and practical training that will give you the knowledge and skills to become a successful Nail Technician. The class is taught with the most advanced artificial nail technology in the world. Various tip application techniques with light cured sculpting products are taught to create artificial nails with the most natural appearance possible. You will gain an understanding of different nail types, appropriate product use and chemical composition of products. In addition you will learn proper salon and spa sanitation procedures in accordance with the Canada Health Act.

## Learn

- ~ Professional image
- Personal skills needed to become a successful Nail Technician
- Hygiene/Spa Infection Control to keep yourself and clients safe and healthy
- Nail disorders and how to prevent their spread in the salon
- ~ Anatomy of the hand and nails
- Step-by-step application procedures of tip application for new sets, maintenance and safe and correct proper removal using products customized to meet each clients needs



**Tools Needed:** A starter kit which can be purchased at Maritime Beauty at a cost of \$495+tax, a white lab coat and professional attire required (no jeans, sweats or runners), 2 white table towels and Gibsons.

# Model Required:

Part I > For 1:00 p.m. on day-1 and same model is required on day-2 at 1:00pm as well.

Model must have natural nails.

Part II > For 1:00 p.m. on day-3 in need of a fill. Another model is required at 1:00pm on day-4 with natural nails.

Part III > For 1:00pm with natural nails.

## Schedule

Aug 29-30HalifaxGlenda MartinSpt 19-20HalifaxGlenda MartinOct 3HalifaxGlenda Martin



95 ax















Hairstylists working in Nova Scotia or PEI only.



# **Artificial Nails Level 2**

## **Overview**

Complete your training as a professional Nail Technician by learning the technique of using forms and the art of sculpting a free edge.
Customization of tips and forms are also taught. This detailed class is a must for all professional Nail Technicians.

# Learn

- ~ How to properly remove nails
- ~ The tricks of the trade for fills and repairs

# Tools Needed:

Light Unit, Brushes, Lab Coat, Implements

**Model Required:** A female model is required on day-1 at 1:00pm with nails free of enhancements. A female model is required on day-2 at 1:00pm in need a of fill with one of the following conditions: excessive lifting, breaking, chipping, cracking or extensive repairs

# Schedule

Nov 20-21

Charlottetown

Nadine Wakelin















\* Includes Training Manual and Student Product Kit valued at \$304)



# **Nail Art Workshop**

# **Overview**

Create innovative Nail Art that clients crave with this hands-on workshop. Try colored free edging, permanent polish, marbleizing and more! Work with the NEW 3-D Colour Gel, and the NEW Stamping System. Share your creative side with your classmates. A perfect opportunity to TRY the extensive line of color gels. A must for all Nail Technicians!

# Learn

- To add glitters, bouillons, nail art chips and decals.
- How to create "new" looks for the season

# **Tools Needed:**

Light Unit, Brushes, Lab Coat, Implements

# Schedule

Spt 26

Moncton

Jane Dekker







9:00am 12:30pm













Toll Free: 1-800-565-7721 In Halifax Area: 429-8510 www.MaritimeBeauty.com

# **16 LOCATIONS**

Bathurst	(506) 548-3099
Bridgewater	(902) 543-4466
Charlottetown	(902) 894-5800
Dartmouth	(902) 481-0222
Dieppe	(506) 854-9961
Edmundston	(506) 739-8222
Fredericton	(506) 455-0248
Halifax	(902) 429-8510
Miramichi	(506) 778-4098
Moncton	(506) 857-1994
New Glasgow	(902) 752-6295
New Minas	(902) 681-5588
Saint John	(506) 658-9976
Summerside	(902) 436-7348
Sydney	(902) 562-8557
Yarmouth	(902) 742-6160