

American Crew®

HOW TO BUILD YOUR MEN'S BUSINESS

Did you know that the men's category is one of the fastest growing categories in the salon industry? Designed by American Crew®, this course is for stylists and barbers who want to learn how to build their men's business. In this course, we will share statistics to give you a better understanding of the men's market and help you develop ways to target, service, and retain your male client. You will also receive tips on how to create a male-focused area within your shop to better attract new clients and make your current clients feel more comfortable during their salon experience. By the end of this class, you will be able to identify the steps to an effective consultation, understand the importance of male-specific language and be able to effectively recommend styles and products based on your male client's hair type and lifestyle. Our educator will help you outline menu-building services to create a unique, masculine salon experience and will highlight tools and techniques you can use to develop your skills in creating the lean, masculine cuts that men want. You will leave this course feeling completely prepared to take your business to the next level and become the expert that your male clients rely on for all their grooming needs.

Sun: 11:30 am to 1:00 pm
Sun: 4:00 pm to 5:30 pm
Mon: 9:30 am to 2:00 pm

Avlon®

THE SCIENCE OF HAIR CARE

Avlon® master stylists and educators share their experience and knowledge about the physical and chemical structure of hair, understanding the pH scale, product application, processing and timing for all Avlon® relaxers, lighteners and color systems. Learn the features and benefits of the KeraCare® Conditioning Hair Care System. All Avlon® products can be used on anyone with curly hair. Expand your knowledge in the science of hair care and uncover the secrets of relaxing, lightening and coloring hair with optimum strength and elasticity. Get ready to create styles with No Limits... No Boundaries.

Sun: 9:30 am to 10:30 am
Mon: 3:00 pm to 4:00 pm

CUTTING AND STYLING FOR CURLY AND TEXTURED HAIR

Are you turning away potential profits because you are not comfortable with cutting curly and textured hair? In this class, the Avlon® Master Stylist will teach you how to look at curly hair in a new light and cut hair based on curl type and head shape. We will discuss how to soften the curl pattern, minimize frizz and create long-lasting curls and waves.

Sun: 1:00 pm to 2:00 pm

RELAXERS 101: MAXIMIZING THE POTENTIAL

There are so many relaxers on the market, how do you know which relaxer to choose for your client? The Avlon® Master Stylist will give you the keys you need for successful relaxing. Learn the difference between relaxing hair straight and softening the curl pattern, deciding to color or not color relaxed hair, how to maintain curly hair while minimizing frizz and maintaining scalp health even on clients with dry, sensitive or itchy scalp. After this class, you will be able to confidently recommend a relaxer for your client's hair.

Mon: 11:30 am to 12:30 pm

Bio Ionic®

THE FINAL WORD ON FIGHTING THE FRIZZ!

Fernando Romero
Bio Ionic®, the leader in natural ionic technology brings you, the professional stylist, a complete arsenal of frizz-fighting tools and techniques. Bio Ionic® Founder and President, Fernando Romero will show you how to rid your clients of frizz using the latest Bio Ionic® techniques and products, which include the NEW KeraSmooth™ Anti-frizz Treatment and the fastest straightening iron ever. Time is money and Fernando will show you how to generate more income in less time using these frizz-fighting skills.

Sun: 9:30 am to 10:30 am
Sun: 2:00 pm to 3:00 pm
Mon: 12:00 pm to 1:00 pm

CND™

LIQUID AND POWDER SYSTEM SHOWCASE

Mimi Penhasi
Discover the power of custom client services when you attend this inspiring, two-hour event featuring the CND™ Liquid and Powder system. Participate in an interactive session that includes custom color blending, updated application techniques and time-saving finishing practices. If you're ready to exceed your clients' expectations and take your business to the next level, you can't miss this event.

Sun: 9:30 am to 11:30 am
Mon: 9:30 am to 11:30 am

CND™ Continued

UV GEL AND LAMP SYSTEM Mimi Penhasi

Discover the power of custom client services when you attend this inspiring, event featuring the CND™ UV Gel and Lamp system. Participate in an interactive session that includes custom color blending, updated application techniques and time-saving finishing practices. If you're ready to exceed your clients' expectations and take your business to the next level, you can't miss this event.

Sun: 12:30 pm to 2:30 pm
Mon: 12:30 pm to 2:30 pm

SPA SYSTEM SHOWCASE Mimi Penhasi

Discover the power of custom client services when you attend this inspiring, two-hour event featuring the CND™ Manicure and Pedicure systems. Participate in an interactive session that demonstrates how to customize spa services, create exciting new service options and present spa services in a whole new way. If you're ready to exceed your clients' expectations and take your business to the next level, you can't miss this event.

Sun: 3:30 pm to 5:30 pm

InfraShine™

USING INFRASHINE™ IONIC/CERAMIC IRONS AND DRYERS Steve & Cyndi Lehman and Tami Drown

Hair stylists will learn the foundation techniques that Steve and Cyndi Lehman use to create the styles they do while working on T.V. shows, editorial photo sessions, red carpet salon looks and in the salon daily. "An understanding of how to build a strong foundation when styling hair saves valuable time and creates a beautiful hair style that last throughout the day," say the Lehman's. InfraShine™ manufacturers three different sizes of ceramic flat irons. Steve and Cyndi will demonstrate how they use all three sizes to achieve the desired style while saving valuable time. Following their presentations, both Cyndi and Steve will assist hair stylists in one-on-one hands-on applications at the InfraShine™ Demonstration Theater located on the Show Floor.

SHOW FLOOR

Continuous presentations in booth Sunday and Monday.

Inspiring Champions

THRIVE DURING A CHALLENGING ECONOMY

Lance Courtney and Oscar Valencia
Join us and learn three proven ways to increase your income by \$10K to \$30K now! Learn a fast, easy, repeatable system to get two to three extra visits from your clients per year. Master guaranteed techniques on how to double your service sales without raising prices or seeing more clients. Make 2009 your year for victory! This workshop is a must for owners and managers who want to grow their team and for any hair designers, estheticians, nail technicians and massage therapists who want to double their income. You will receive proven tools that you can implement immediately to increase your income and sales now!

Sun: 9:30 am to 11:00 am
Mon: 2:00 pm to 3:30 pm

THREE SECRETS OF AN EXTRAORDINARY LEADER Lance Courtney and Oscar Valencia

Become an extraordinary leader who inspires ordinary people to produce extraordinary results. Learn the three secrets to bring out the best in your team, how to boost moral, build motivation and increase staff performance. Learn how to reprimand poor behavior in 30 seconds and leave the individual BIG, and how to gain long-term loyalty, commitment and accountability from your team.

Sun: 12:00 pm to 1:30 pm

RAISE YOUR PRICES WITH NO FEAR!

Lance Courtney and Oscar Valencia
This workshop will break down the barriers that stop you from raising your prices, and powerfully move you forward with a fast, easy and proven systematic approach. Learn the keys of when the time is right to raise your prices, how much and how often you should raise them, how to set boundaries and learn to say "no", and how to inform your clients. This program is a must if you plan to raise your prices now or any time in the future. It will provide you with proven tools and systems to set you and your clients up to win and succeed!

Sun: 3:00 pm to 4:30 pm
Mon: 11:00 am to 12:30 pm

Jatai®

JATAI® Christie Waldrop
Are you still wondering how to get the wispy, textured styles that your clients want? Use your razor! If you're already using a razor, GREAT! Come experience NEW texturizing techniques and combination cuts that will take your styles to NEW heights. Christie Waldrop and Jatai® International take the guesswork out of razor cutting and open up a whole NEW world of artistic opportunities for stylists.

Sun: 10:00 am to 11:30 am Mon: 10:30 am to 12:00 pm
Sun: 1:00 pm to 2:30 pm Mon: 1:00 pm to 2:30 pm
Sun: 3:00 pm to 4:30 pm

Joico®/ISO™

MINIMUM/MAXIMUM JOICO® 2009 COLLECTION Marc Galati and Anthony Morrison
Minimum/Maximum Joico® 2009 Collection explores the aesthetic extremes in the world of fashion; Minimum/Maximum is a visual study in Joico® hair design. Through cut, color and style, join the Joico® Design Team on a journey from short to long, soft to hard, light to heavy, pale to dark and simple to complex. Whether hair is minimally or maximally manipulated, let the results inspire you.

SHOW FLOOR
Sun: 11:30 am to 1:00 pm Mon: 9:30 am to 11:00 am
Sun: 3:30 pm to 5:00 pm Mon: 1:30 pm to 3:00 pm

ISO™ CHROMATIC 2009 COLLECTION
Dilek Onur-Taylor and Eric Mayes
Introducing a symphony of hair design that will illustrate the perfect balance between "white noise" and chromatic movement. Join the ISO™ Design Team and experience how to create "harmony" in the disciplines of color, cut, and texture. Add life to hair designs with individual flair and be inspired to design works that range from simply beautiful to creatively complex.

SHOW FLOOR
Sun: 9:30 am to 11:00 am Mon: 11:30 am to 1:00 pm
Sun: 1:30 pm to 3:00 pm

Joe Santy

TEXTURE VIA CURLING AND STRAIGHTENING
Learn the chemistry behind curling and straightening, a fresh approach to working with color treated hair, three specific dynamics for unlimited creativity and how to make texture easy, profitable and enjoyable. This presentation will allow you to walk away with a unique perspective on producing and understanding texture that is immediately usable on your clients. Joe Santy's passion, gentle manner and knowledge will build your confidence for all chemical texture services.

Sun: 9:30 am to 10:30 am Mon: 11:00 am to 12:00 pm
Sun: 1:30 pm to 2:30 pm Mon: 2:00 pm to 3:00 pm

Joewell®

KEN WHITTINGTON
Ken Whittington's perspective is contagious, as he brings energy and NEW ideas to his classroom. Simplicity, speed and versatility converge with creative visualization to stimulate your abilities. Learn the NEWEST techniques and styles to make your cuts stand out. Having over 25 years in the beauty industry, Ken Whittington shares knowledge in various areas including studio, stage, consumer looks and avant garde. He has been a member of NCA's Hair America since 1994, where he served on Spring/Summer 1998 "Catalyst Collection." Creating looks for Joewell® Shears since 1995, he has had the chance to share with stylists and encourage students nationwide.

Sun: 11:00 am to 12:30 pm Mon: 9:30 am to 11:00 am
Sun: 2:30 pm to 4:00 pm Mon: 1:00 pm to 2:30 pm

Kevin McKowen

INSPIRE YOUR BUSINESS, KICK START YOUR LIFE
Learn seven dynamic principles to open NEW doors for personal balance, empowerment and wealth. Ignite your passion to "love what you do, love who you do it with and love who you do it for!" Don't put your "blessed and favor filled" future off one more day... experience new ways to be more motivated and make more money. This seminar will empower you forever to become the person and professional you've always dreamt yourself to be.

Sun: 11:30 am to 12:30 pm Mon: 12:30 pm to 1:30 pm

TAKING CHARGE IN A TOUGH ECONOMY
This personal success seminar will teach you how to visualize, create and achieve a grander life and a bigger income! No matter what the economic climate, "You" are the president and CEO of your own world. Learn ten principles to balance your life, build your clientele and fill your bank account. Work with the flow of the economy to maximize your greatness!

Sun: 3:30 pm to 4:30 pm Mon: 9:30 am to 10:30 am

Make-Up Institute

2009 SPRING/SUMMER TRENDS
Learn the HOTTEST NEW trends and techniques! Watch a step-by-step makeup application. Learn cutting edge looks for eyes and lips, proper product application and more. Take NEW makeup techniques and great ideas back to your salon. Increase your revenue via service and retail sales.

Sun: 4:00 pm to 6:00 pm

BRIDAL MAKE-UP
Learn makeup styles for the bride and bridesmaids. Learn how to do a great consultation, color selection and application, the best way to book and price your services and tips to network for additional money.

Sun: 1:30 pm to 3:30 pm Mon: 9:30 am to 11:30 am

Malibu Wellness

THE SECRET WELLNESS WEAPON OF CELEBRITY COLORISTS Trisha Kemp
Malibu Wellness has been training master colorists, academy instructors, celebrity hairstylists, medical professionals and estheticians for over twenty-one years. In one short session, learn how one wellness technology will help you achieve better results from your current brand of color, cut your blow-drying and finishing time in half and solve the mystery to many hair, scalp and skin problems. Learn to identify marketing hype by understanding ingredient facts and how to involve your clients with quick, interactive demonstrations. Easily add modern wellness services to your service menu that provide results and increase your revenue.

Sun: 10:00 am to 11:30 am Mon: 2:00 pm to 3:30 pm
Sun: 2:00 pm to 3:30 pm

Medicool®

THE NEED FOR SPEED Robert Munkel
Using an electric file for manicure and pedicure procedures allows you to increase your speed without lowering your standards. This increased speed lets you fit in more clients, resulting in more income. Using an electric file not only helps you make more money, but it will help you prolong your career by avoiding aching elbows, wrists and shoulders. Also, disinfection practices and how to properly sanitize your drill bits and implements will be covered.

Sun: 9:30 am to 11:00 am

30-MINUTE WATERLESS PEDICURE
Robert Munkel
The waterless pedicure is a revolutionary procedure that allows you to remove calluses, file thick toenails, remove cracks in the heels and trim the toenails using an electric file. It's faster and safer than foot paddles and will reduce aching elbows, wrists and shoulders.

Sun: 3:30 pm to 5:00 pm Mon: 10:30 am to 12:00 pm

30-MINUTE PINK & WHITE FRENCH MANICURES Robert Munkel
See how you can safely file acrylic and gel to quickly produce crisp, white smile lines. See the usage of many different bits, as well as different techniques to help speed up the process. Help avoid aching elbows, wrists and shoulders by using an electric file instead of hand filing.

Mon: 2:30 pm to 4:00 pm

Mikal

SUPERCHARGE YOUR FRONT DESK
Fred Dengler
Learn how to make your front desk the most profitable part of the salon. We will help you effortlessly add an extra service to every sixth client, learn NEW rebooking strategies, and triple your retail in three easy steps.

Sun: 9:30 am to 11:00 am

STAFF UP Fred Dengler
This class will cover many areas of expertise: from writing ads, to setting goals and creating the perfect culture. Double your ad response, interview more effectively and build a winning team with these proven ideas and strategies.

Sun: 11:30 am to 1:00 pm Mon: 12:00 pm to 1:30 pm

Mikal Continued

SIX SECRETS TO SUCCESSFULLY OPEN A NEW SALON OR TO REINVENT YOUR PRESENT LOCATION

Fred Dengler
From planning to opening, learn six things that most new salon owners must know for a fast and profitable start in their new business. Also, a great class if you are ready to reinvent your salon/spa.

Mon: 2:00 pm to 3:30 pm

NailTek™

NATURAL NAIL CLASS **Enriqueta Corona**

The Hydration Therapy system offers a service that your customers will love with the results they expect. Your salon will build retail sales through the purchase of the Wrinkle Reducing Crème, as well as the entire Hydration Therapy System. Join our NailTek™ educator to learn this fabulous NEW nail service and begin to grow your nail business and retail dollars today. Get the tools you need to integrate NailTek™ Hydration Therapy products into all of your natural nail services. Plus, learn about CITRA Formaldehyde Free from NailTek™... the first formaldehyde free strengthening system that works!

Sun: 11:30 am to 1:00 pm
Sun: 1:30 pm to 3:00 pm

Mon: 12:30 pm to 1:00 pm

OPI®

NOTE: All attendees of OPI® classes will get a 20% savings coupon that can be used at the OPI® booth to purchase professional products (Sorry, no lacquers or treatments).

GET STATE BOARD CLEAN WITH OPI®

Find out how easy it is to be clean! OPI® Spa Complete is the only product your salon needs to both clean and disinfect in one easy step. Hard surfaces, implements, pedicure spas—Spa Complete does it all. Learn how to efficiently work hospital-grade cleaning into your busy schedule and why you can charge more for your services by increasing your level of clean!

Sun: 9:30 am to 11:30 am
Mon: 12:30 pm to 2:30 pm

AXXIUM GEL PERFECTION

Whether you are new to gels or an experienced user, Axxium has the ease of application, predictable results and uncomplicated approach you need to give your clients the gorgeous, lightweight enhancements they want. Axxium Gels provide unlimited service options, from overlays to stunning sculpts to fast, fabulous finishes! You'll learn how to turn gels into profits, quick, easy natural nail and tip overlays, pink and white sculpts and fast, money-making gel finishes.

Sun: 12:30 pm to 2:30 pm
Mon: 9:30 am to 11:30 am

MANICURE AND PEDICURE BY OPI®

Today's spa concept doesn't require a lot of space; it's a way of doing business and servicing customers to build long-term relationships. Discover how to put "ahhhh" into every service and keep clients coming back for more! Learn how to reduce the signs of aging on the hands, how to make a powerful retail connection during services and about products that produce results.

Sun: 3:30 pm to 5:30 pm

Paul Mitchell®

BEHIND THE BOTTLE

Robert Cromeans, Global Artistic Director for Paul Mitchell® and Stephanie Kocielski, Artistic Director for Paul Mitchell® & ARCS Team Paul Mitchell® invites you to take a closer look at what's Behind the Bottle. Learn how you and your clients can benefit from more time with the next generation of Paul Mitchell® Pro Tools™ and discover NEW cut, color and style techniques. Freshen up your skills or learn new ones with The Blending System, the A-Z resource that will help you approach every coloring guest with confidence.

BOOTH ARCS Color Team
Sun: 10:00 am to 11:00 am
Sun: 2:30 pm to 3:30 pm

Mon: 11:30 am to 12:30 pm

BOOTH ARCS Cutting and Styling Team
Sun: 11:30 am to 12:30 pm
Sun: 4:00 pm to 5:00 pm

Mon: 10:00 am to 11:00 am
Mon: 2:30 pm to 3:30 pm

ANGUS M. VOLUME 3: THE TRILATERAL COLLECTION PAC Team

Angus M. Volume 3: The Trilateral Collection showcases NEW geometric haircuts and salon ready color techniques. You will learn how to create length, depth and width through cut and color that translates to fresh, wearable shapes for your clients.

BOOTH
Sun: 1:00 pm to 2:00 pm
Mon: 1:00 pm to 2:00 pm

Paul Mitchell® Continued

ANGUS M. VOLUME 3: THE TRILATERAL COLLECTION (EN ESPAÑOL) PAC Team

Paul Mitchell® introduces the third installment of the Angus M Collection. Angus M Volume 3: The Trilateral Collection showcases four salon ready techniques with flexible and innovative triangle placements as the foundation. You will learn how to use the triangle-shaped sectioning to create fresh, wearable colors for your clients.

Sun: 10:00 am to 11:30 am
Sun: 3:00 pm to 4:30 pm

Mon: 10:00 am to 11:30 am

GETTING DANGEROUS: BUSINESS WITH ROBERT CROMEANS

"Robert Cromeans' mind is as sharp as the razor he wields, his ability second to none, his honed business sense is focused and poised for uncompromising success."—Maria Weijers, Salon Business magazine. Although the economy has taken one step back, we as an industry have decided to take two steps forward. Allow Robert Cromeans to share with you how he protects his business through experience marketing and guaranteeing an exceptional salon experience to each and every guest...one guest at a time. A true leader and visionary in our industry, Robert Cromeans will charm you, inspire you and motivate you into a more successful you! "Change the way you look at things, the things you look at change."—Robert Cromeans, Proud Owner of five A Robert Cromeans Salons, Global Artistic Director of John Paul Mitchell Systems®, and co-owner of Paul Mitchell® The School, San Diego.

Sun: 1:00 pm to 2:30 pm
Mon: 1:00 pm to 2:30 pm

Rusk®

FASHION+CULTURE+ATTITUDE = FUSION FORWARD

Fusion Forward Collection takes inspiration from the youth culture of the early 60's. It fuses that era's unique form of self expression and unconventional way of thinking with today's style and attitude to unleash a NEW and fresh appeal. Strong perimeters, a longer, heavy fringe and disconnected layers throughout the interior, give these looks an edgy, modern appeal. Timeless Rusk® cutting techniques fused with the NEW "On The Bias" cutting method, makes the Fusion Forward Collection this season's must-have look. Come join the world famous Rusk® Artistic Team and experience the Fashion+Culture+Attitude of Fusion Forward!

SHOW FLOOR
Continuous presentations in booth Sunday and Monday.

Satin Smooth®

FULL BODY 102 Debbie Coddens

Attend a waxing class that will be fun, educational and include an open floor discussion about what is happening in your spa. The newly graduated will benefit from an introduction of specialized tools that will perfect waxing services. This class will also introduce NEW marketing ideas and developments in advanced waxing techniques to inspire the seasoned professional. If a model is present, body waxing for all parts of the body (including bikini waxing) will be demonstrated. No Brazilian waxing will be demonstrated in this class. Please come with hair on your body as we will use models from the class.

Sun: 10:00 am to 1:00 pm
Mon: 9:30 am to 12:30 pm

FEMALE BRAZILIAN 201 Debbie Coddens

Attend a Satin Smooth® Female Brazilian waxing class that will take your waxing services to the next level. This is an advanced class with full-frontal nudity. This class will inspire the seasoned professional with advanced waxing techniques. Learn how to use hard wax, when to use soft or hard wax, why we customize, why you need professional tools, how short to trim the area, different Brazilian styles, why the client record card is so important and much more. Satin Smooth® suggests you take our Full Body Class 102 as a prerequisite.

Sun: 2:00 pm to 4:00 pm
Mon: 1:30 pm to 3:30 pm

TIGI®

REMIX COLLECTION

Remix, as the word suggests, is about taking looks that have sustained time and reworking them to give a contemporary twist. This ultimate collection, from the TIGI® International Creative Team, combines the philosophy and direction of the three TIGI® campaigns for Bed Head®, Catwalk® and S Factor®. Defining these collections, Remix enables hairdressers to understand how to use the ideas in their daily work. Each hairstyle combines both cutting and colour techniques. These two elements work in synergy to clearly demonstrate the power of the TIGI® "Colour with Style" theory.

SHOW FLOOR
Continuous presentations in booth Sunday and Monday.