

Eugene Beauty Supply presents...

2013 Hair & Nails

March 16-17, 2013
Hilton Eugene

Saturday: Registration begins at 4:30pm
Show Floor Open 5:00pm - 8:00pm

Sunday: Show Floor Open 8:00am - 6:00pm

Sunday: Educational Classes Start at 9:00am,
11:00am, 1:30pm, 3:30pm (each class is 90min.)

Platform Artists • Educational Classes
Product Demos • Show Specials and More!

featuring...

ABBA | BAIN DE TERRE | SOMA | BABE | RETROHAIR
OSTER | OPI | HOLISTIX | ANDIS | CND | EZ FLOW
LIGHT ELEGANCE | SATIN SMOOTH | IAN ZACHARY
MEDICOOL | PRODESIGN | L'AVANT GARDE | BABYLISS
LIGHT CONCEPT NAILS | ANDRE | FROMM
EARTHLY BODY | CRICKET/CENTRIX | GRAYCE
WAHL | CONAIR | HAIR U WEAR | BETTY DAIN

1.800.452.2620 • ebsinc@proaxis.com • www.eugenebeauty.com

Sunday Educational Classes presented by...

abba®
pure performance hair care™



BRADFORD SCOTT

andis



LYNN YAFCHAK

Babe



RUBEN MARTINEZ

bain de terre



CAROL RATHBUN

SOMA hair technology



AMY WALKER

CND®
Hands. Feet. Beauty.



SHELENA ROBINSON

LCN



BLACK DIAMOND

LIGHT ELEGANCE



CASSIE FERRO

Oster
Professional Products



DAVID GUERIN

PRODESIGN



DR. LEE HUNTER

Retro hair



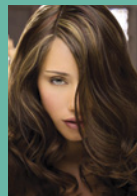
GINO MARTINO

SOMA hair technology



ALBIE MULCAHY

IAN ZACHARY



HAIR COLOR

Medicool



ROBERT MUNKLE

O·P·I



DAWN SHARP

SATIN SMOOTH



DIANE TEMPLETON

Hair Classes

• Abba Texturizing: 9:00am and 1:30pm

BRADFORD SCOTT has been an abba educator for the last 4 years, salon owner for 11 years, and stylist for 14 years. His belief in what abba, the brand, stands for is a direct parallel to his life. He has built a strong community reputation based on the abba principles, producing award winning results. Come and join Bradford for an abba experience you will never forget.

• Andis Clipper Cutting: 11:00am and 3:30pm

LYNN YAFCHAK has been in the beauty industry over 23 years and an Andis educator for 11 years. Her parents, both hairdressers have owned salons in New York and Las Vegas. She now resides in Las Vegas Nevada and loves to educate and share her love for cutting hair with a clipper. Also a standup comic, she brings fun and humor to her Andis presentations. "Clipper cutting should be fun not scary, I want stylists to have fun with them and have the confidence to master your skills while cutting hair with a clipper" — Lynn Yafchak

• Babe Hair Extensions: 9:00am and 1:30pm

RUBEN MARTINEZ is the educator in Online Education videos for Babe Hair Extensions. He's worked with Babe for six years. He has traveled all over the United States teaching hair stylists how to do hair extensions and installed extensions on more than 1,000 heads of hair.

• Bain de Terre Cutting | Styling: 11:00am and 3:30pm

CAROL RATHBUN — Would you like to know how to customize each client's personal style based on their face and body shape as well as the type of hair they have? Then come learn this unique cutting technique designed by independent artist, Carol Rathbun. With over 25 years in the industry, Carol's knowledge of design allows her to customize a unique look for each client utilizing "Seamless Layering" along with separate design enhancements to create a distinct style for each individual. Nurture your vision and enhance your skills with Bain de Terre!

• Ian Zachary Hair Color Perfection: 9:00am and 1:30pm

Ian Zachary is an international professional hair color line under the well-known Spanish laboratories (FARVITAL-CARASA). Colour is IAN ZACHARY's passion and hair care is the brand's reason to be. Committed to quality, innovation and R&D, the brand has vibrant permanent and demi-permanent shades and a full line of color support and treatment products.

• Oster Clipper Cutting: 9:00am and 1:30pm

DAVID GUERIN, Global Artistic Director for Oster Professional, skills and knowledge of clipper cutting has made him the leader in this professional field. His methods to clipper cutting will make you want to challenge your own creativity. David's natural high energy in his performance will keep you motivated as you will learn countless techniques to perform your own art with clippers. You will experience David's passion for not only clipper cutting but also in sharing what he knows with each and every person that attends one of his performances.

• ProDesign Science Makes a Better Hairstylist: 11:00am and 3:30pm

TIGER SMOOTHING SYSTEM: • Safe - No Toxic Formaldehyde • No Aldehydes - Period! • Breakthrough Tiger Catalyst Technology by Dr. Lee Hunter • Permanent Smoothing & Straightening • Permanent De-Frizzing • Improve Hair Condition.
DR. LEE HUNTER is President and CEO of ProDesign. He has had thirty-seven years of successful and distinguished experience in the personal care products industry leading R&D groups for several major corporations. Dr. Hunter is generally recognized as one of the world's experts in the science of hair and personal care product development. Dr. Hunter holds a BS degree in Mathematics and Chemistry; and a Ph. D. in Physical Chemistry from Iowa State University.

• RetroHair Cutting | Styling: 11:00am and 3:30pm

GINO MARTINO — This year's spring collection from RetroHair introduces the new artfully "tousled look" and the season's hottest hair colors. Learn to craft these looks with innovative cutting and styling techniques. Master stylist Gino Martino will be "raising the bar" sharing how to increase your clientele and make more money.

• Soma Color | Cutting: 11:00am and 3:30pm

ALBIE MULCAHY — Soma is incredibly lucky to have Albie Mulcahy on board as creative director. He is a legend in the industry and his unique cutting style has put him on magazine covers, backstage and the Grammys, and posters around the globe. This program is a win win for everyone attending. They will see, hear, and experience a different and creative way to cut hair. The mind stretching ideas and insights to a new way of designing hair. Everyone walks away a winner after this one.

AMY WALKER — As a member of the American Board of Certified Haircolorists since 2005, Amy aims to establish a higher level of professionalism and credibility for the consumer. Amy guides you through a successful consultation that will put the client at ease and stop making you feel like a glorified salesperson. Finally stand apart from the masses. Gain the knowledge to be confident about what you do every day. Learn the critical questions to ask your clients before, during and after every visit. She currently works in a salon in Connecticut and teaches for Coastline Enterprise.

Nail Classes

• CND Brisa Lite 411: 11:00am

The cutting edge just got moved. Introducing Brisa Lite, a new line of removable gels from CND. Discover the only gel that safely removes without nail damage, builds instant length and shape and delivers 3-weeks of perfect, color stable enhancements. You may have tried the rest but now experience the BEST in removable gel technology!

SHELENA ROBINSON brings her passion and love of creating beautiful nails to each and every class. Shelena's primary goal is to educate nail professionals in all aspects of hand and foot beauty, and to help raise the standards of professionalism throughout the industry. Don't miss the opportunity to enhance your skills and knowledge for creating beautiful nails.

• CND Shellac 'Art-Attack': 3:30pm

Technology and fashion collide in this inspirational workshop. Experience the endless possibilities using CND Shellac with easy techniques and mediums including foil, glitter, and CND Additives! New seasonal styles showcase nails as the 'ultimate accessory'! Educator, Shelena Robinson (see above).

• LCN Black Diamond Manicure | Recolusion: 11:00am and 3:30pm

BLACK DIAMOND MANICURE is a service you should be offering. In this class we'll show you how to create versatility with one product. Who is the perfect "Black Diamond Manicure" client? Someone who visits the salon regularly, has worn a soak off gel, acrylic or other hard gel, does not like damage to the natural nail, prefers low maintenance manicures, wants that natural looking and feeling nail that doesn't "look fake", wants to add a bit of length or wants additional strength but not length. Set yourself apart by offering an alternative to customers that are repeat soak off users looking for healthy results.

RECOLUTION — No solvents make LCN's soak-off gels good to the last drop. With 36.9% more in the bottle than the leading brand that means no waste and more profit. During this class let us show you our gorgeous range of over 70 colors in the Recolusion soak-off line and how easy they are to work with. Everyone wants more choices right? Add Recolusion to your color collection!

• Light Elegance Pink|White Gel: 9:00am

LEVEL ONE CLASS: CASSIE FERRO, EDUCATOR — This is the official Welcome to Light Elegance Introductory class that will take you through the whole product line—front to back, top to bottom, left to right. We won't just show you the products, we'll tell you when to use them, in what combination and why. We'll even talk about the intricate chemistry of several products so you know exactly what you're doing as a nail professional. (We promise you'll love this part, too.) These are the tools of your trade and you must know how to use them perfectly and professionally. The second half of this Intro class involves your Educator demoing the products so you can ask questions as each process is happening. You'll leave this class knowing how versatile Light Elegance is and how versatile you can be, too.

• Light Elegance Gel Nail Art: 1:30pm

LET'S GET COLORFUL AND PLAY: CASSIE FERRO, EDUCATOR — Your clients are your best marketing campaign because the better their hands and feet look, the more they get asked "Who does your awesomely artsy nails?" That's why this class is designed to have your clients walking out with 20 flashing billboards on their fingers and toes. It's designed for you to maximize the fun, arty, shiny, giggly, attention-getting sets your clients love to get to treat themselves. You tell your Educator what you want to learn and the whole class gets a lesson. How to use gel polish, glitter polish and fun, simple 3-D art. What do you want to learn how to do that there's never a class in? This is a class to take over and over and to give you something new to take back to your clients. It's all about fun—and making money doing your job well.

• Medicool Electric Nail File: 9:00am and 1:30pm

ROBERT MUNKLE — With over 20 years salon experience and 15 years experience teaching advanced technique throughout the United States, Robert Munkle has advanced his career from Auto Mechanics to being one of the industry's top nail technicians. His energetic style and informative classes will set you above all other nail professionals. Learn how to use the electric file with proper, safe techniques to eliminate fill lines, increase your speed, and make your smile lines crisp and complete a dry pedicure in 30 minutes. Join Robert as he shares his knowledge and insights to achieve that competitive edge nail professionals need in order to increase clientele base and make positive income.

• OPI Speed of Light Gel Color: 9:00am

Iconic OPI colors and weeks of glossy wear will make GelColor by OPI your new signature service. Reinvigorate your salon menu with services that dazzle year-round with instantly dry, chip-free OPI color! Learn: Revolutionizing color finished services, Fast "French" finishes, Street-smart nail art, Simple, economical removals. What to Bring: Implements, files, brushes, and one hand free of product.

DAWN SHARP has been a nail technician since 1980, she has watched and experienced the many different changes in the industry. Dawn became a member of the OPI family in 2008. She has done work with Nails Magazine on acrylic trouble shooting. She travels for OPI, product training, working shows, workshops, and detailing with distributors. Dawn's has a unique passion for education and strives to bring each student to a new level of enthusiasm and ability.

• OPI Booked Solid: 1:30pm

Get the 411 for getting (and keeping!) clients in your chair, while putting you in control of your profit potential in this fast-paced workshop designed to reboot your business! Learn: Service add-ons that add up, How to reduce costs and increase profits, Putting the "custom" in customer service, Retail strategies for real people. What to Bring: Calculator & calendar. Educator: Dawn Sharp (see above).

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PHOTO COURTESY OF OPI

Skincare Classes

• Customize Your Waxing Service: 9:00am and 1:30pm

FULL BODY WAXING CLASS WITH SATIN SMOOTH — Learn how you can take your waxing expertise to the next level. This class will be educational and interesting to the novice as well as the seasoned professional. Demonstrations using pot wax, hard wax, and thin film wax will be performed customizing the service with twelve different designer waxes. This class will equip you with the tools you need to make your waxing business successful in the spa or salon. Last 30 minutes of class will be Brazilian Wax demo (optional).

DIANE TEMPLETON has been with Satin Smooth for over 10 years. As one of the first educators hired when Satin Smooth started scheduling hands on classes, she brings along with her 43+ years of beauty industry experience. First as a cosmetologist, then co-owner of eight beauty salon and supply stores in and around the Sacramento, California. With teaching the Satin Smooth techniques in classes and working with attendees hands on they will become expert waxers and increase their business.

• Satin Smooth Skin Rejuvenation: 11:00am and 3:30pm

DERMARADIANCE — Learn about the latest innovation in microdermabrasion. DermaRadiance Pure Flower Grains and Diamond technology is bringing science, technology and nature to a whole new level of sophistication for healthy exfoliation. You don't want to miss this training in advanced esthetic technology with a noninvasive approach to skin revitalization.

SMOOTHSCULPT — Take the next positive step in your career by participating in Satin Smooth, SmoothSculpt training. Learn the new technology that is bringing smoother, tighter, more youthful faces and bodies to clients while increasing the bottom line for estheticians. You don't want to miss this training in advanced, noninvasive technology to skin revitalization. Educator: Diane Templeton (see above).

All Classes, Times and Educators Subject to Change.

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Monday, March 18, 2013 Hands-On Classes presented by...

Babe Hair Extension Certification Class

Bead and Tape-In Method
 Instructed by: Ruben Martinez
 9:00am – Noon | \$30
 Eugene Hilton Hotel — Vistas II Room



In addition to being an ultra successful stylist in the salon, Ruben and his team travel to any major hair event in the U.S. to share their skills and passion for the latest innovative hair extension techniques. His goal is to inspire hairdressers to understand that almost every client is a candidate for hair extensions. Whether it's a full head or just a few highlights, it means happier clients and more money in your pocket. You'll learn everything you need to know about the latest extension methods: application, removal, cutting and styling.

Learn:

- Hair Extension Theory
- The art of cutting, coloring, texturizing and blending Babe high quality 100% human remy hair extensions
- How to do a consultation, including pricing, color selection and determining how many bundles of hair are needed for each client.
- Placement Techniques
- How to attach and remove extensions and much, much more

Soma In Living Color / Foil Placement

Instructed by: Amy Walker
 9:00am – 1pm | \$50
 Eugene Beauty Supply Classroom



Mannequin will be provided

This very insightful demonstration will take even the most advanced colorist to the next level of hair color. It will help the stylist renew and expand color creativity and chemistry all in one. This chemist-written class will give knowledge of all hair color lines. Take control of your color instead of your color taking control of you.

Many stylists are still following the "old school way". Foiling has been around for a long time and has had many facelifts and alterations — keeping up with a new generation of colorists, technology and trends. Stylists are very surprised at how much foiling has progressed and how far behind they have fallen. Do you still start of the nape? Finish in front? Making even neat packets? Then this class is a must for you... This class is a win-win for everyone, no matter the years of experience or training. This class is just plain fun to take! Your foiling will become faster, better and more creative.

Retro Institute on Tour

Instructed by: Gino Martino
 9:00am – 1pm | \$100
 Eugene Hilton Hotel — Vistas I Room



Mannequin will be provided. Bring: clips, combs, water bottle, cutting tools

Spend four hours with Creative Director Gino Martino from Retrohair. Gino will share his vision and the techniques used to create this year's spring collection "Euro-Coiffure 2013". The session will begin with our signature blow-dry class and follow with in-depth cutting and styling techniques that you can take back to your salon and use every day behind the chair. Learn how you can increase your clientele and make more money doing what you love!

Hands-on Classes

Pre-register Now to Reserve Your Spot! Call 1-800-452-2620 or Contact Your Sales Consultant for More Information.

You're Invited...

Saturday Evening — Registration begins at 4:30 p.m.
 Show Floor opens at 5:00 p.m. with big discounts for great savings and show floor demos.

All Day Sunday — Education and Exhibits are offered all day from 8:30 a.m. to 6:00 p.m. Platform Artists, Educational Classes, Product Demos, Show Specials and more all day!

Hotel Reservations — Hair and Nails 2013 will be held at the Eugene Hilton Hotel, 66 E. 6th, Eugene, Oregon.
 Call 1-800-937-6660 for reservations.

Visit <http://bit.ly/ebshow2013hotel> to reserve online or scan this QR Code with your smart phone or mobile device!

Room Rates: \$129.00 Single/
 Double Occupancy (2 guests per room) \$10 per person extra up to 4 people). Must be booked by March 7, 2013.



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March 16-17, 2013
 Hilton Eugene

Name _____
 Salon Name _____
 Address _____
 City/State/Zip _____
 Phone (H) _____ (W) _____
 Sales Consultant _____
 Visa or MC# _____ Exp. _____

Eugene Beauty Supply • 516 Lawrence St. • Eugene, OR 97401

Ticket price includes:
 Saturday Eve., Sunday Education and Sunday Lunch.
 by March 15
 \$70
 At the door \$80
 (Absolutely No Refunds)

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