

# 2019 TREND MOVEMENT WITH SONYA DOVE

## LEARN FROM AN INDUSTRY ICON!

### **SS2019 Trend Movement: #instavintage**

There's been a seismic shift in the world of fashion and beauty. Communities on social media now decide. Communities, united and enabled by technology, now lead the discussion. Fashion movements are no longer seasonal, trends can appear and disappear within weeks or last for years. Individuality is at the core.

Discover the influence social media communities have on trends. Understand the Insta-Vintage movement, creating filtered color with a lived-in feel. Learn how the looks can be tailored to suit the different types of clients in your salon. Upgrade your color technique with color melting, root shadowing, and texture blending.

Koleston Perfect Discovery: Understand how Koleston Perfect's Pure Balance technology delivers pure, balanced color results with natural depth and shine from root to tip. Learn how the ME+ Technology reduces the risk of developing a new allergy. Discover 3 NEW Pure Services to offer even more opportunities to your client.



To register, visit [trubautyconcepts.com](http://trubautyconcepts.com) or call 1(888) 371-5040 x101

**SOUTHAMPTON**

**SUNDAY, MARCH 17, 2019**

**\$50 - 9:30AM - 12:00PM - DEMO**

**\$199 - 9:30AM - 4:00PM - HANDS-ON**

**ALL SALES FINAL**

**109 Street Road, Southampton, PA 18966**