

EDUCATION SPRING 2018

HOPE

for beauty



EDUCATION

WHO IS THE TRU FAMILY

The TRU family of services has a dynamic mission, growing as our vision and offerings expand to serve an increasing number and type of customers on all sides of the professional beauty salon and spa industry.

Whether we are serving the wholesale beauty industry, the retail beauty products sector, beauty professional education or interior design for beauty and salon professionals, our team members all strive to be the most professional, courteous, helpful and creative for all our customers.

One of the ways we are able to better serve our customers is through the Home of Professional Education (HOPE) for Beauty, our 10,000 square foot education facility in Southampton, Pennsylvania. The center's primary mission is to provide expert, couture education to assist our clients in achieving and maintaining their superior position in the professional beauty industry, striving to fulfill needs not found elsewhere.

The HOPE center, a refurbished barn on eight acres that opened October 2010, has hosted the best in the beauty industry such as Tabatha Coffey, Phillip Wilson, Beth Minardi, The Doves, Michael O'Rourke, Nicholas French, Dr. Lew, Mike Varela (Kingly Group), Nancy Braun, Josh Demarco and countless other great educators to help stylists and salons realize their full potential. We simply want to help good people and inspire hairdressers.

"The goal was to create a home for hairdressers, a place in which they felt comfortable to come, be inspired and thrive,"
- John Philipp.





COLOR

THE ART OF PAINTING

WITH JOSEPH MULLEN



Hair Painting uses our traditional understanding of pigment, light and the natural world to create soft, natural, seamless hair color. Although commonly referred to by its French name, Balayage, the term Hair Painting refers to a one-of-a-kind process of creating illustrations in the hair that traditional foiling can't replicate. We will be covering placement, multi-tonal dimension, shadowing and color reflection to create contrast and movement.

PAINTING OBJECTIVE:

- Creating seamless illustrations in the hair.
- Soften the demarcation line to create a more natural effect.
- Create subtle dimension in the hair using multiple tones and light reflection.

Hands-On Attendees Will Receive Gift Bag With:

- Full size Eugene Perma Solaris Poudre #magicclay
- 20 and 30 Volume Developer 2 oz.

PROFESSIONNEL
EUGENE PERMA
Paris



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, APRIL 2, 2018

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

\$175 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

TRU LABS 1

COLOR TRAINING THAT BRINGS ART & SCIENCE TOGETHER

Whether a new or experienced colorist, this class will provide you with a new way of looking at color! Explore the chemistry of hair color with in depth formulations that will help you achieve the level and tone you desire.

In this hands-on class, you will learn to:

- master the art of formulation
- achieve desired results
- understand all color products (direct dyes, progressive dyes and oxidizing colors)
- embrace new technology within our industry, and how to utilize it for creative results
- consult with clients with confidence

*After this class, there will be no more fear, just great results. This class includes work on 5 quad mannequins for grey coverage, brilliant reds, cool tones, and much more. *** Certification of completion ****

Kristina Rosato, Director of Education for TruBeauty Concepts, is a master colorist who has worked with many manufactures.

Her platform work has been published and featured in consumer and professional publications. Kristina also developed and ran a color department in a large, successful salon for over 22 years.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, FEBRUARY 26, 2018

10:00AM - 4:00PM

\$199 - HANDS-ON

RICHMOND

SUNDAY, MARCH 25, 2018

10:00AM - 4:00PM

\$199 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

3537 Ellwood Avenue, Richmond, VA 23221

TRU LABS 1

*CAPACITACIÓN DE COLOR QUE
UNE EL ARTE Y LA CIENCIA JUNTAS*

Si eres una colorista nueva o con experiencia, ¡esta clase le proporcionará una nueva manera de mirar el color! Explorar la química del color del pelo con formulaciones a fondo que le ayudará a alcanzar el nivel y tono que deseas.

En esta clase práctica, vas a aprender cómo:

- dominar el arte de formulación
- alcanzar los resultados deseados
- entender todos los productos de color (tintes directos, tintes progresivos y colores oxidantes)
- abrazar nueva tecnología en nuestra industria y cómo utilizarlo para resultados creativos
- consultar con sus clientes con confianza

Después de esta clase no habrá más temor, solo resultados excelentes. Esta clase incluye trabajo en maniqués de 5 quads para la cobertura de las canas, los rojos brillantes, los tonos fríos y mucho más.

***** Certificado de Finalización *****

Kristina Rosato, Director de Educación de conceptos TruBeauty, es una maestra colorista que ha trabajado con muchos fabricantes.

Su plataforma de trabajo se ha sido publicado y destacado en publicaciones de consumidores y profesionales, y ha desarrollado y maneja un departamento de color en un salón de belleza grande y exitoso por más de 22 años.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE (EN ESPAÑOL)

DOMINGO, 6 DE MAYO DE 2018

\$199 - 10:00AM - 4:00PM - CLASE PRÁCTICA

TODAS LAS VENTAS FINAL

5054 Nicholson Lane, Rockville, MD 20852



VIVID COLOR PLACEMENT

- Understand the proper lightening and toning techniques necessary to achieve these vibrant looks showcased all over social media
- Step-by-step demonstrations of the Color Fusion technique utilizing color melting with a stretched root and the Color Echoing technique and how to achieve creative haircolor
- Opportunity to learn the looks hands-on in the afternoon session

Scruples[®]



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 25, 2018

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

\$125 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

PINTURA HIGHLIGHTING

BECOME A DEVA INSPIRED STYLIST!

Level 1: Introduction to Pintura Highlighting + Shaping + Styling

Learn the ins and outs of Pintura—our award-winning highlighting technique designed to add gorgeous, light-reflecting highlights to curls. This technique brings perfect harmony and balance giving your curls brilliance and dimension.

This one-day course will guide you through the fundamentals of two key DevaCurl signature services: Pintura Highlighting and the DevaCurl Transformation service. Additionally, a full overview of the DevaCurl product portfolio will give you the confidence to immediately start curl conversations with new and existing clients.

Upon successful completion of this course, you will be listed on DevaCurl's Stylist Finder as a Deva Inspired Stylist and receive the benefit of ongoing client referral via DevaCurl.com!

Lunch is included. Attendees please bring your own color bowl, color brush, shears, sectioning clips and color apron.



DevaCurl



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

RICHMOND

MONDAY, MAY 14, 2018

9:00AM - 4:00PM

\$295 - HANDS-ON

ROCKVILLE

SUNDAY, MAY 20, 2018

9:00AM - 4:00PM

\$295 - HANDS-ON

ALL SALES FINAL

3537 Ellwood Avenue, Richmond, VA 23221

5054 Nicholson Lane, Rockville, MD 20852



EDITORIAL CORTE, COLOR Y ESTILO

CON ARIEL CUBAS

¡Aprende las técnicas de corte, color y estilo utilizadas para crear looks que se pueden ver en los interiores de American Salon, Modern Salon y The Colorist!

Ariel mostrará las herramientas y técnicas utilizadas para crear looks editoriales. También compartirá cómo personalizar las selecciones de color y la ubicación para adaptarse a la clientela de su salón.



Ariel Cubas, un exitoso propietario de salones en Miami, es uno de los educadores más buscados en la industria de la belleza. Ha tenido la oportunidad de compartir el conocimiento y la pasión con estilistas en todo Estados Unidos, así como en América Latina.

Aloxxi
SALON COLOR & CARE



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE (EN ESPAÑOL)

DOMINGO, 29 DE ABRIL DE 2018

\$150 - 9:00AM - 4:00PM - CLASE PRÁCTICA

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

HIGHLIGHTS & BALAYAGE

Have fun mastering the art of balayage! This hands-on workshop inspires you to create flawless, seamless, natural highlights with ease.

Learn how Balayage is different than foiling and how it can be used to create ombre techniques and more.

Freddy will share how to consult a client on what they truly want from their highlights. You will walk away with a roadmap of when to use each one to get the desired look.



With 20+ years in the industry and 7+ years as the top educator for elite industry brands, Freddy has made his dreams a reality by teaching stylists around the world. He has learned from some of the most talented and influential designers in the industry. Today he owns and operates two successful salons in NY. His passion is teaching hairdressers how to help clients look in the mirror and walk away feeling confident and current.

Aloxxi
SALON COLOR & CARE



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, MAY 7, 2017

\$125 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



PIGMENTS CLASS

Latest generation product, with an extremely wide use to customize all in-salon services, be they color, care, shape and styling.

They're mixable with each other and the intensity of the resulting color can be adjusted by adding a high or low concentration of pigment into the mixture.

Pure pigments are suitable for natural, color-treated or bleached hair, to make tones more intense, to add new ones, to correct undesired tones, to add shine, to create a 2 in 1 services (color + treatment, color + shape, color + styling).

Register now. Space is limited.



PIGM ENTS

ALFAPARF
MILANO



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

RICHMOND

MONDAY, APRIL 16, 2018

COMPLIMENTARY - 9:00AM - 1:00PM

ALL SALES FINAL

3537 Ellwood Avenue, Richmond, VA 23221

BALAYAGE & BLONDING

*PERFECT THE ART OF PAINTING AND GIVE
YOUR CLIENTS THE BLOND THEY DESIRE*

- Master the trend for blondes and brunettes to look effortlessly and naturally cool
- Create dimension through freehand techniques
- Give your clients the natural look of color created by the sun



ALFAPARF
MILANO



To register, visit trubeadutyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, APRIL 30, 2018

\$125 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



CUTTING

LEARN THE HOW AND THE WHY

WITH CHELSEA JAMES

Chelsea is a International Platform Artist. NAHA winner 2017 for Avante' Garde and the first women to win the HairBrained Video Award! Chelsea has a passion for hair behind the chair, editorial work and multimedia. She has a genuine love for our industry and education as well as a dedication to never stop learning!

This cutting class will inspire
and elevate your skills:

- Learn the principals of disconnection and invisible layering
- Translatable techniques for any haircut
- Dive into social media, learn how to build and gain authentic followers



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, APRIL 9, 2018

\$99 - 9:00AM - 12:00PM - DEMO

\$395 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



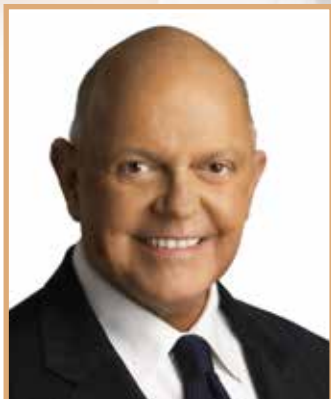
CUTTING

WITH MARTIN PARSONS

Concise and inspiring cut demonstrations will motivate you with time saving tips for the latest cutting shapes. Learn techniques that can easily be incorporated into your existing skills. Experience immediate results in your choice of design and improve consistency in your work. Join Martin and his fabulous trainers for one of the most inspiring days of your career!

This workshop will teach you facial analysis techniques to:

- Create the right shape for the face
- Reproduce a cut exactly until your client is ready for a new style
- Modernize a client's favorite look
- Cut more quickly and consistently
- Understand how to reproduce the latest trends
- Proportion hair length to suit client's face and body
- Choose the most suitable cut from any angle
- Giving any style a contemporary look by utilizing up-to-date cutting edges layering & graduation effects
- Balance every cut by using simple standing positions
- Give fringe the right shape, length and weight for each face



Martin Parsons



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
TUESDAY, MAY 1, 2018
9:00AM - 4:00PM
\$375 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

DRY CUTTING

WITH ALEXEY KATS

Dry cutting is comparable to both sculpture and architecture. With the hair as the medium and your scissor your tool, the shape is carved into the hair to accentuate the person's best features and diminish others. You start carving or building a shape from the foundation up, with every section you visualize the cut and watch it take its form. Considered hair couture, the finish is always unique.

By learning the techniques and concepts behind dry cutting, you are able to develop your own vision. The artistic approach is what sets it apart from other methods. You don't learn haircuts, you learn how to use your hands and scissor to accomplish any look you desire.

Class includes a shear set made of cobalt reinforced stainless steel for long edge retention! The A15A shear tapers hair with sharp precision while the FH224 shear glides through hair effortlessly.



Alexey Kats is the owner of Architekt Salons and founder of Fountainhead Beauty Technology, a company which creates and develops new and innovative cutting tools for the modern stylist. He is also a platform artist who has worked for Sahag and Goldwell.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, MARCH 26, 2018

\$295 - 10:00AM - 4:00PM - HANDS-ON

INCLUDES: shear set, mannequin and lunch!

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, APRIL 2, 2018

\$295 - 10:00AM - 4:00PM - HANDS-ON

INCLUDES: shear set, mannequin and lunch!

5054 Nicholson Lane, Rockville, MD 20852



DEVA CUTTING

BECOME A DEVA INSPIRED STYLIST!

Level 1: Introduction to Deva Cutting + Shaping + Styling

Earn your credentials as a Deva trained stylist! This one-day course will guide you through the fundamentals of two key DevaCurl signature services: The Waterfall Cut and the No Poo™ Curl Transformation. Additionally, a full overview of the DevaCurl product portfolio will give you the confidence to immediately start curl conversations with new and existing clients. Upon successful completion of this course, you will be listed on DevaCurl's Stylist Finder as a Deva Inspired Stylist and receive the benefit of ongoing client referral via DevaCurl.com!

Lunch is included. Bring your cutting shears, combs and sectioning clips.

DevaCurl®



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

DATES CLASS IS OFFERED:

TUESDAY, FEBRUARY 27, 2018

SUNDAY, MARCH 25, 2018

SUNDAY, APRIL 8, 2018

9:00AM - 4:00PM

\$295 - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852

RICHMOND

DATES CLASS IS OFFERED:

MONDAY, MARCH 12, 2018

SUNDAY, APRIL 22, 2018

9:00AM - 4:00PM

\$295 - HANDS-ON

3537 Ellwood Avenue, Richmond, VA 23221

ALL SALES FINAL



MASTER THE ART OF CUTTING CURLY HAIR

Every Curl is Different:

Upon experiencing the Curlisto Diametrix Cutting Technique in person, each stylist in attendance will learn all about the fundamentals of curly hair from the King of Curls, Christo. Christo will share his special tips on how to perform the best consultation with curly clients.

How 1 Cutting Technique Benefits All Curl Types:

Christo will perform and explain why Curlisto Diametrix Cutting Technique works best for curly hair. This technique features the innovative "inner layers sliding texturizing cut" which helps reduce bulkiness and avoid the pyramid-like shape that is often synonymous with curly hair. Apply this technique on any type of curl, and deliver perfect styling - curly or straight!

Each Attendee will Experience:

- Great Tips for Curly Hair
- Further understanding your clients curls and texture
- Perfect styling when finishing curly or straight
- Perfecting consultations for achieving the best results

Each attendee will learn the Curlisto styling method. Those attending the full day class will also receive a goody bag valued at \$135.00. This will help complete the final step in successful styling for shiny, amazing curls.



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, FEBRUARY 18, 2018

MONDAY, APRIL 23, 2018

\$95 - 10:00AM - 12:00PM - DEMO

\$295 - 10:00AM - 4:00PM - HANDS-ON

109 Street Road, Southampton, PA 18966

ROCKVILLE

SUNDAY, MARCH 11, 2018

MONDAY, MAY 14, 2018

\$95 - 10:00AM - 12:00PM - DEMO

\$295 - 10:00AM - 4:00PM - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852



PRECISION CUTTING

WITH JOSH DEMARCO



Josh has been exposed to a multitude of the world's finest education opportunities which have helped him craft his own unique skills behind the chair.



In this class, Josh will be educating on the fundamentals of haircutting as well as shape and technique. The art of finishing and refinement are techniques each attendee will walk away feeling confident in.

Learn a new approach to hair cutting and techniques to build and manipulate the shape of the hair within an intimate hands-on setting. Every attendee receives individual attention!



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, APRIL 16, 2018

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

\$295 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ESSENTIAL CUTTING

WITH JOSEPH SANTIAGO

Learn the core
principals of lines,
layering & graduation!

- This class is for new or seasoned stylist to help expand your expertise behind the chair
- Master precision cutting techniques
- Further your creative talents and innovation in your cuts

ALFAPARF
MILANO



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 18, 2018

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

\$250 - 9:00AM - 5:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A black and white photograph of a barber cutting a customer's hair. The barber is on the left, wearing a white shirt and a patterned bow tie, holding a pair of scissors. The customer is on the right, with a beard and hair being cut. The word "BARBERING" is overlaid in large, bold, orange capital letters in the center of the image.

BARBERING

OLD SCHOOL BARBERING

In this class you will be introduced to the Barbering techniques used at the world-renowned Schorem Barbershop in Holland.

The Reuzel Scumbassador will demonstrate scissor and clipper cutting as well as the correct Reuzel product usage to create one of the Signature Schorem Haircuts on a live model.

**Reuzel: created by Barbers,
used by Gentlemen.**



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

RICHMOND

ALL SALES FINAL

ROCKVILLE

SUNDAY, MARCH 11, 2018

MONDAY, MARCH 12, 2018

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

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

\$150 - 9:00AM - 4:00PM - HANDS-ON

\$150 - 9:00AM - 4:00PM - HANDS-ON

** SPACE IS LIMITED FOR THE HANDS-ON PORTION SO REGISTER EARLY **

3537 Ellwood Avenue, Richmond, VA 23221

5054 Nicholson Lane, Rockville, MD 20852

MASTER MEN'S GROOMING

CLIPPER CUTTING WITH CARLOS SANTIAGO



THE GENTLEMAN'S SMOOTH TAPER



THE CLASSIC COMBER

Perfect your barbering techniques while developing your own style! Learn versatile style and cutting with a modern take on clipper cutting!

- Learn the history of barbering/clippers and see the trends of today
- Learn 2 cuts and a few surprise techniques you can take back and begin using in your salon

DEMO: Attendees will receive the trimmer, valued at \$99!

HANDS-ON: Attendees will receive the trimmer, clipper and mannequin to take home, valued at \$349!



Carlos Santiago is a leading educator and platform artist who travels across the nation to share his passion for hair. Carlos has a unique blend of technical skills and creativity with an urban edge that he brings to each of his classes.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

SUNDAY, MARCH 18, 2018

\$99 - 9:00AM - 12:00PM - DEMO

\$299 - 9:00AM - 5:00PM - HANDS-ON

SOUTHAMPTON

MONDAY, MARCH 19, 2018

\$99 - 9:00AM - 12:00PM - DEMO

\$299 - 9:00AM - 5:00PM - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

109 Street Road, Southampton, PA 18966

A black and white photograph of a hair stylist using a curling iron on a client's hair. The stylist's hand is visible, holding the iron, and the client's hair is being styled. The background is slightly blurred, showing a salon setting. The entire image is framed by a thin orange border.

STYLING & UPDOS

VIRAL BRAIDS MASTER CLASS WITH NAEEMAH



Don't miss this special event master class with world famous platform artist, Naeemah! Naeemah's artistry speaks for itself. She has been published in many magazines and has a recent article featuring her work in *Cosmopolitan*!

Ever wish you could recreate all these hot braids flooding your timeline? This class is for you! Instafamous looks are deconstructed and taught from the crown for a simplified yet intense learning experience that will leave you ready to take your skills to the next level.

Learn accent braids, tribal looks to statement braids. These advanced looks are easy, customizable and photo ready.

Extend your day with Naeemah's Mainstage VIP Event! Turn to the VIP & Special Events section to learn more!



amika:



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

TUESDAY, APRIL 24, 2018

\$150 - 10:00AM - 1:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

UPDOS

WITH MARTIN PARSONS

Join Martin & his fabulous trainers for one of the most inspiring days of your career!

Martin Parsons is known throughout the hairdressing world as one of the true masters of long hair. Regardless of your experience, you will see up to 8+ looks followed by a hands-on workshop utilizing a longer length mannequin. Learn great ideas and techniques that will allow you to produce stunning styles in minutes. Inspire your creativity and increase your salon revenue stream.

- Preparation, detailing and spraying techniques to bring out your best work
- Simple, fast and secure pinning techniques for styles that last and smoothing secrets for natural and super gloss finishes
- Suitability tips to control volume and shape of a style. Mixing techniques for stunning creations for all lengths and textures of hair
- How to grow your reputation and business for special occasion hair.

Martin Parsons



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, APRIL 30, 2018

\$375 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

THE ART OF UPDOS & LONG HAIR DESIGN



Learn Techniques to build the base to create the latest trends as well as classic styles

- Once you master the foundation you can create any style successfully
- Create formal Red carpet looks & Romantic styles & On Trend Looks
- Boost your salon profits by taking your skills to the next level



Kristina Rosato has been published in Bridal & Trade magazines and has won numerous updo competitions. She developed and ran a successful Bridal department for over 25 years and has been featured on TLC Bridal Story.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

RICHMOND

MONDAY, MARCH 26, 2018

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

\$125 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

3537 Ellwood Avenue, Richmond, VA 23221

CLASS IN SPANISH

EL ARTE DE LOS PEINADOS Y EL DISEÑO DEL CABELLO LARGO

Aprenda técnicas para construir la base para crear las últimas tendencias y estilos clásicos

- Una vez que dominas la base, puedes crear cualquier estilo con éxito
- Crea looks formales de alfombra roja y estilos románticos y en looks de tendencia
- Aumente las ganancias de su salón llevando sus habilidades al siguiente nivel



Kristina Rosato ha sido publicada en las revistas Bridal & Trade y ha ganado numerosas competiciones de updo. Desarrolló y dirigió un exitoso departamento de Bridal por más de 25 años y ha aparecido en TLC Bridal Story.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE (EN ESPAÑOL)

DOMINGO, 18 DE FEBRERO DE 2018

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

\$125 - 9:00AM - 4:00PM - CLASE PRÁCTICA

TODAS LAS VENTAS FINAL

5054 Nicholson Lane, Rockville, MD 20852



TIME SAVING UPDO'S AND STYLING TECHNIQUES

WITH KELL GRACE

- Learn how to achieve beautiful updos in under 10 minutes
- Fun romantic updos
- Master the braid trends including braided mohawk
- Earn more revenue and build a stronger client base



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, MAY 7, 2018

\$50 - 10:00AM - 12:00PM - DEMO

\$150 - 10:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

BRIDAL TRENDS

WITH KENDALL McCAULEY

The main focus on the class will be bridal trends using techniques to achieve full, textured, romantic styles. Whether already a bridal consultant or a beginner to formal styling, each attendee will leave with techniques that they can build upon.

Kendall will also incorporate braiding and braid placement to customize any formal look. Taking a classic bridal style and including today's trends to achieve a stunning, signature look that will take your artistry to the next level.

Kendall McCauley is a bridal specialist and stylist at a high end salon and has developed her own approach to up-styling. Her passion and amazing skills with simple but highly skilled techniques will teach you how to incorporate all the classics with a modern twist.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 11, 2018

\$99 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ADVANCED FRAMEWORK



*FOLLOWING A STEP-BY-STEP
APPROACH TO FOUNDATIONS,
THIS COURSE COVERS
TECHNIQUES CRUCIAL TO ALL
ASPECTS OF STYLING.*

Learn #hairhacks such as pinning with a purpose, backcombing with intension, and mastering the perfect pony. Leave this class with two full looks, including how to achieve that on-point "Glam Chignon".

amika:



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, FEBRUARY 11, 2018

\$99 - 9:00AM - 12:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

VINTAGE VIXEN

ICONIC HAIRSTYLES REIMAGINED

The artistry of iconic hairstyles from Lauren Bacall, Veronica Lake & Isabella Rosselini have been reimagined + inspired by the "It-girls" of today. Building upon the Nitty Gritty Series techniques, you will create two red-carpet ready looks that are ideal for the client who wants a #fierce, flashback style.



amika:



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, FEBRUARY 11, 2018

\$99 - 1:00PM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



ADVANCED FINISHING 1

LEARN THE ART OF SETTING



Learn proper tool usage + precision "ironwork" in this intensive course designed to understand the art of setting. Explore a wide range of techniques including "cool-girl waves", the "rock & roll" blowdry technique, a "silk press", and mastering a Marcel iron.

amika:



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, FEBRUARY 19, 2018

9:00AM - 12:00PM

\$99 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

BROOKLYN BRIDE

*THINK WEDDING HAIR,
THE BROOKLYN WAY*

This course takes a modern spin on wedding day updo's, teaching styles for the more sophisticated woman who prefers fabulous over fancy, and cool over classic. Approachable yet advanced techniques are used to combine runway chic and effortless glam to create looks that suit the contemporary bride.

amika:



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, FEBRUARY 19, 2018

1:00PM - 4:00PM

\$99 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

TRENDING BRAIDS

*LEARN ADVANCED BRAIDING TECHNIQUES
TO EMPOWER YOUR ARTISTIC CREATIVITY!*



Whether it's ready to wear, bridal or a special occasion, braids are the most sought after styles that offer endless options and versatility for all seasons. Sharpen your braiding skills by learning how to effectively execute this year's must-have looks!

- Learn up to 10 different step-by-step process of on-trend braided looks; including different braiding, twisting and knotting techniques
- Choosing the best products to prep the hair for long-lasting finishes
- Learn how to add extensions for a seamless look
- Tips on managing beyond the 3 strands
- How to create braid foundations for intricate looks



MILBON



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, MAY 14, 2018

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

\$100 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A black and white photograph of a woman with long dark hair, wearing a white shirt, applying hair extensions to a mannequin head. She is holding a long, thin hair extension and is in the process of attaching it to the mannequin's hair. The background is slightly blurred, showing other people and what appears to be a classroom or workshop setting. The entire image is framed by a thin orange border.

HAIR & LASH EXTENSIONS



MASTERY TOUR

Embark on **TWO FULL DAYS** of hands-on hair extension training with our master educator and professional stylist. Together, we'll bid bon voyage to bad hair days and say hello to hair extension mastery!



FEATURING:

Official Babe certification in I-Tip, Flat Tip, Tape-In, and Fusion methods, including Micro Bonding!

PLUS:

\$3000 worth of perks for only \$399

- One-on-one professional attention from a team of experienced educators
- A comprehensive Master Kit with \$424.98 worth of tools
- The confidence and skills you need for a flourishing hair extension practice in your salon



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

PROGRAM IS TWO FULL DAYS!

SUNDAY & MONDAY, JUNE 3-4, 2018

\$399 - 9:00AM - 5:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

TAPE-IN CERTIFICATION LEVEL 1

*IN THIS HANDS-ON CERTIFICATION
CLASS ATTENDEES WILL LEARN:*

- How to install and remove Babe Tape-In Hair Extensions
- How to properly cut and blend the extensions to make them look natural
- How to properly market your extension services and increase your business
- How to price the installation, removal and touch-ups for your extension clients
- Proper daily care & maintenance for your extensions to save your client money and retain them as a long term extension client

****If you want to expand your knowledge and technical skills, be sure to register and stay for the Thinning Hair Solutions class directly following this class****

Babe™
Hair Extensions



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, FEBRUARY 4, 2018
9:00AM - 12:00PM
\$99 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

RICHMOND
MONDAY, MARCH 19, 2018
9:00AM - 12:00PM
\$99 - HANDS-ON

3537 Ellwood Avenue, Richmond, VA 23221



THINNING HAIR SOLUTIONS

Real solutions for your clients with thinning and aging hair!

Come and learn how to solve some of the most challenging issues that surround thinning hair!

We will help you understand some of the major causes of thinning hair, how it affects our clients, and offer real solutions for your clients.

- Learn specific extension placement for difficult areas like bangs, crown and the top and sides of the head using a technique called Micro Bonding with Fusion Extensions.
- Create unbelievable results and possibilities you never thought possible with extensions.

****Attendees will keep mannequin and fusion practice hair to continue to master their skills.****



Babe™
Hair Extensions



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, FEBRUARY 4, 2018
1:00PM - 4:00PM
\$125 - HANDS-ON

RICHMOND
MONDAY, MARCH 19, 2018
1:00PM - 4:00PM
\$125 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

3537 Ellwood Avenue, Richmond, VA 23221

BABE LASH

LASH CERTIFICATION

Learn everything you need to know in this Babe Eyelash Extension class. Participants will learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. Participants will learn several different styles for placing eyelashes, and the Do's and Don'ts associated with the placement.

Each attendee will receive a complete Babe Lash Extension kit including everything you will need to grow your lash business.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, JANUARY 28, 2018
SUNDAY, FEBRUARY 25, 2018

10:00AM - 3:00PM
\$499 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

SUNDAY, FEBRUARY 11, 2018
10:00AM - 3:00PM
\$499 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

RICHMOND

SUNDAY, MARCH 18, 2018
10:00AM - 3:00PM
\$499 - HANDS-ON

3537 Ellwood Avenue, Richmond, VA 23221



SKINCARE AND WAXING

MEET THE GENE-IUS

DR. NEAL KITCHEN

Clinical results & luxury experience!
Learn how to create happy, healthy
more beautiful skin.

- Learn from the creative gene-ius Dr. Neal Kitchen
- This interactive class will teach you about the innovative science of epigenetics and why it is important to you and your clients
- See the latest technologies and award winning products that can transform your skin and your salon and spa business

HydroPeptide uniquely combines impressive clinical results with luxury experiences in every product. Our no down-time approach and award-winning formulations are beloved by dermatologists, plastic surgeons and skin care professionals.

Attendees will receive a gift bag!

 
HydroPeptide®



Dr. Neal Kitchen



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, APRIL 8, 2018

\$25 - 9:00AM - 1:00PM - DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, APRIL 9, 2018

\$25 - 10:00AM - 2:00PM - DEMO

5054 Nicholson Lane, Rockville, MD 20852

BERODIN

WAXING FROM HEAD TO TOE & EVERYTHING IN BETWEEN!



Don't miss this opportunity to learn from the best, "the wax queen", Lori Nestore.



In this class you will learn advanced waxing techniques on all areas of the body including Brazilian, of course!

- Join us for a fun-filled day of education
- No area will be missed
- Receive a certification at completion

We are looking for models for all body parts, must have at least 3 weeks of growth. If interested, please email education@trubeautyconcepts.com with the class you are attending and the body part you are interested in modeling for.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, APRIL 22, 2018

11:00AM - 2:00PM

\$99 - DEMO/CERTIFICATION

ROCKVILLE

MONDAY, APRIL 23, 2018

11:00AM - 2:00PM

\$99 - DEMO/CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

5054 Nicholson Lane, Rockville, MD 20852



SMOOTHING

PERSONALIZED BLOW OUT™ CERTIFICATION

SAME DAY KERATIN TREATMENT

KERATIN COMPLEX®



Keratin Complex again revolutionizes the beauty industry with Personalized Blow Out Same Day Keratin Treatment! This customizable, zero-downtime treatment is powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids.

Personalized Blow Out caters to today's trend of embracing one's own natural hair texture by offering different finish options – from straight to smooth to curly. This class will demonstrate how Personalized Blow Out can take your smoothing business to the next level!

- Tame frizz, increase manageability and preserve hair fibers.
- See the latest smoothing trends



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, MAY 20, 2018
9:00AM - 12:00PM
\$50 - DEMO / CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

PERSONALIZADO BLOW OUT™ CERTIFICACIÓN

EL MISMO DÍA EL TRATAMIENTO DE QUERATINA

¡Keratin Complex nuevamente revoluciona la industria de la belleza con el tratamiento de queratina personalizado Blow Out Same Day! Este tratamiento de tiempo de inactividad cero personalizable es impulsado por K-Pure Juice™, una mezcla patentada de jugos de queratina, botánicos y aminoácidos.

El Blow Out personalizado atiende la tendencia actual de abrazar la textura del cabello natural de uno mismo al ofrecer diferentes opciones de acabado, desde liso a liso y rizado. ¡Esta clase demostrará cómo Customized Blow Out puede llevar su negocio de suavizado al próximo nivel!

- Controle el frizz, aumente la manejabilidad y preserve las fibras capilares.
- Ver las últimas tendencias de suavizado

KERATIN COMPLEX®



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE (EN ESPAÑOL)

LUNES, 21 DE MAYO DE 2018

9:00AM - 12:00PM

\$50 - DEMOSTRACIÓN / CERTIFICACIÓN

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



NATURAL SMOOTHING CERTIFICATION

Get certified by the industry leader in smoothing. Same day styling. Same day smooth. Spend the day with Keratin Complex and get to know award-winning Professional Natural Keratin Smoothing Treatment!

It penetrates the cuticle to reduce frizz and curl and makes hair smoother and healthier with each treatment. Repairs damage and blocks the effects of humidity to prevent frizz. Cuts styling time and allow for easier blow drying. Helps to lock-in color services for more vibrant and intense color results.

Results last up to five months.

KERATIN COMPLEX®



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, MAY 20, 2018
1:00PM - 4:00PM

\$50 - DEMO / CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

CERTIFICACIÓN DE SUAVIZADO NATURAL

Obtenga la certificación del líder de la industria en suavizado. Estilo del mismo día. El mismo día sin problemas. ¡Pasa el día con Keratin Complex y conoce el galardonado tratamiento profesional de suavizado de queratina natural!

Penetra en la cutícula para reducir el frizz y el rizo y hace que el cabello sea más suave y saludable con cada tratamiento. Repara el daño y bloquea los efectos de la humedad para evitar el frizz. Reduce el tiempo de peinado y permite un secado más fácil. Ayuda a mantener los servicios de color para obtener resultados de color más vibrantes e intensos.

Los resultados duran hasta cinco meses.

**KERATIN
COMPLEX®**



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE (EN ESPAÑOL)

LUNES, 21 DE MAYO DE 2018

1:00PM - 4:00PM

\$50 - DEMOSTRACIÓN / CERTIFICACIÓN

TODAS LAS VENTAS FINALES

5054 Nicholson Lane, Rockville, MD 20852



VIP & SPECIAL EVENTS

JOIN US FOR A MAINSTAGE VIP EVENT *WITH NAEEMAH*

Experience Naeemah and the amika team in action at this mainstage event!

Naeemah is Amika's Global Artistic Director. She is driven by an unwavering passion for the art of hairstyling. Naeemah is one of the industry's most sought after stylist and educators.

- Engage your inner artist
- Watch as Naeemah executes the ever evolving industry trends
- Cocktails & Hors d' oeuvres
- Meet & greet with Naeemah
- Attendees will receive a gift bag

amika:



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
TUESDAY, APRIL 24, 2018
\$50 - 6:00PM - 9:00PM

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



MASTER PLAN PHOTO SHOOT

*LEAD BY MIA LIGUORI, NAHA
JUDGE & COMMITTEE MEMBER*

Build your photo blueprint to develop your brand. Are you planning to use your photos for a competition or just build your brand?

- Want to become instafamous? Mia will teach you the skills how to master your social media.
- Learn how to plan and organize a photo shoot. Learn the tools necessary to design a collection from conception to execution.
- You will need to bring a laptop or iPad with you to create your digital photo board, as well as, your passion and creativity!



MIA LIGUORI,
Co-President
Creative and
International
Business for
Scruples and
NAHA Judge
and Committee
Member.

Scruples[®]



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

**SOUTHAMPTON
MONDAY, MAY 21, 2018**

9:00AM - 4:00PM

\$299 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



VIP EVENT

Please join TruBeauty Concepts for an exciting announcement from Keratin Complex! Be the first to know! Register now to attend.

TruBeauty Concepts welcomes Ty Isobe as the New International Platform Artist for Keratin Complex.

**Enjoy an evening of Cocktails,
Hors d' oeuvres & Inspiration!**

See the latest trends in color during the runway show! Gift bag to attendees.



**KERATIN
COMPLEX®**

Ty is known for having exceptional creative vision, strong technical & educational skills and a knack for being a trend setter.

Ty brings with him extensive industry & salon experience. He is an award winning American Board Certified Colorist as well as an internationally know Stylist.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, MARCH 12, 2018

6:00PM - 9:00PM

\$25 - VIP EVENT

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, MARCH 19, 2018

6:00PM - 9:00PM

\$25 - VIP EVENT

5054 Nicholson Lane, Rockville, MD 20852

VIP EVENT

*JOIN US FOR INSPIRATION,
EDUCATION AND THE CHANCE
TO EXPERIENCE THE REVOLUTION
IN PROFESSIONAL HAIR COLOR,
CARE AND STYLE.*

During this special event you will have the opportunity to see the superior performance of Aloxxi creative colors and receive real and relevant techniques that you can use on your clients to reinvigorate your color business.

Explore Aloxxi's unique Color Personalities, interactive consultation process and Aloxxi's Salon Partnership Programs. Discover how Aloxxi is driving clients into your salon to help you build your business.



Teri Dougherty, Aloxxi Artistic Advisor, brings over 30 years in the Professional Beauty Industry to the team. Her award-winning work has pushed the boundaries of hair design, transferring raw inspiration into visions, concepts and designs that hairdressers can use daily in their salons.

Aloxxi
SALON COLOR & CARE



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
TUESDAY, MAY 8, 2018
\$25 - 6:00PM - 9:00PM

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

BUSINESS

"FREE STYLE" cutting
is a technique that
combines the best of
wet hair cutting with
modern dry cutting
techniques.

- "FREE STYLE" is the
freedom to be creative with
various cutting techniques
and styles. "Like an artist
who uses various brushes
and different medias to
create a master piece."

"FREESTYLE"

"Stroking" – Cutting using the inside of
blades. Closing the scissor on the way
out in a stroking a manner to achieve
a desired result.

"Point Cutting" – Cutting with tips of
blades to create texture and space.

"Etching" – Using the inside of blades
to create texture and add texture.

"Shaving" – Using the inside of blades
along the hair shaft to create
channels within hair shaft and remove
weight. Great for long hair.

"Chipping" – Using the points of scissor
to create a layered edge, texture, and
remove weight. Great for short hair.

"Upside Down Chipping" – Cutting
inside hair shaft with points of scissors
while is client is "leaned over". Adds
interior texture and removes weight.

"Upside down stroking" – Taking
section of hair to opposite side of head
and cutting using the inside of blades.



TruBeauty Concepts Invites You To Spend A Day With TruSolutions

Put the latest technology to work for you! Do you have the right tools to manage your business? Do you have an online presence and the right marketing tools? Come join the revolution of salons discovering the right tool. TruSolutions Software!

Session includes how to:

- Grow retail sales with eCommerce and product reservations
- Learn how to increase retail sales while decreasing inventory and overhead
- Increase customer visits with Online Customer Scheduling and Google Reserve
- Build a deeper relationship and enhance customer satisfaction with powerful communications and marketing tools
- Learn about the up-and-coming launch of eCommerce
- Q & A

RSVP to secure your spot!

Cost is free and includes software overview and free 30 day trial for attendees!



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, FEBRUARY 19, 2018

9:00AM - 12:00PM or 1:00PM - 4:00PM

COMPLIMENTARY

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, MARCH 26, 2018

10:00AM - 1:00PM

COMPLIMENTARY

5054 Nicholson Lane, Rockville, MD 20852

FORTUNE 5000 STYLIST

*LEARN HOW TO COMMUNICATE TO RETAIN CLIENTS AND
CLOSE THE DEAL ON RETAIL WITH DAMIANO GUARDINO*

This class is for every stylist
and salon owner.

- Increase the amount of money you earn this year!
- Learn how to add 150 new clients to your business annually and retain them
- Take your business from ordinary to extraordinary!

ALFAPARF
MILANO



Fortune 5000 Stylist, Damiano Guardino brings a unique expert approach to the salon. His has been featured in Redbook, Allure, and Cosmopolitan's 50th Anniversary. Elle magazine has touted his Salon as the "Best of the Best" and "Best Color Salon". Oprah Show invited his experience for makeovers on her show for LOCKS OF LOVE. As a successful salon owner in NYC for 20 years and now in Florida, he stays in-touch with salon life and business building, while connecting to the fashion world.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, FEBRUARY 12, 2018

\$150 - 9:00AM - 4:00PM

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



EDUCATION OPPORTUNITIES



EDUCATOR OPPORTUNITIES

TruBeauty Concepts is looking for stylists that would like to expand their career and become an educator. Education is such a strong foundation in our industry, and TruBeauty Concepts is a leader and innovator not only supporting education, but creating it.

We also offer many unique brands of color, styling lines and so much more. TruBeauty strives to give advanced and cutting edge education along with brand certification classes with the latest trends and techniques. You can email education@trubeautyconcepts.com to become part of our education team and family. Please send bio and resume to apply.

HOPE EDUCATION INTERN PROGRAM

TruBeauty is offering an intern program at our HOPE location in Southampton, PA for any stylist, no matter how long in the industry, to come experience working and learning behind the scenes of one of the most unique and innovative training facilities in our industry. We host artists from all over the world every Sunday and Monday from September to November and from January to June. Come experience and see some of the best education as you learn and see the work done behind the scenes. This is a great opportunity to learn more about education and work with some of our top educators and brands, along with some of the featured artists on the platform and social media circuit. If this sounds like an opportunity for you, please send a short bio and resume to education@trubeautyconcepts.com

3 TRAINING FACILITIES:

SOUTHAMPTON

109 Street Road
Southampton, PA 18966

ROCKVILLE

5054 Nicholson Lane
Rockville, MD 20852

RICHMOND

3537 Ellwood Avenue
Richmond, VA 23221



Learn more at trubeautyconcepts.com or call 1(888) 371-5040 x101



EDUCATION

SPRING 2018 INDEX

SOUTHAMPTON

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10:00am - 3:00pm
\$499 - Hands-On
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Babe: Tape-In Certification Level 1
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\$99 - Hands-On
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February 4, 2018

Babe: Thinning Hair Solutions
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\$125 - Hands-On
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Amika: Advanced Framework
9:00am - 12:00pm
\$99 - Hands-On
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February 11, 2018

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\$150
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Master The Art Of Cutting Curly Hair
10:00am - 12:00pm
\$95 - Demo
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February 18, 2018

Master The Art Of Cutting Curly Hair
10:00am - 4:00pm
\$295 - Hands-on
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February 19, 2018

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Alfaparf: Essential Cutting
With Joseph Santiago
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\$99 - Demo
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Master Men's Grooming: Clipper
Cutting With Carlos Santiago
9:00am - 5:00pm
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\$50 - Demo
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Scruples: Vivid Color Placement
9:00am - 4:00pm
\$125 - Hands-on
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\$50 - Demo
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April 2, 2018

Eugene Perma: The Art of
Painting with Joseph Mullen
9:00am - 4:00pm
\$175 - Hands-On
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HydroPeptide: Meet The
Gene-ius Dr. Neal Kitchen
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April 9, 2018

Cutting: Learn The How And The
Why With Chelsea James
9:00am - 4:00pm
\$395 - Hands-On
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9:00am - 12:00pm
\$50 - Demo
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Precision Cutting With Josh Demarco
9:00am - 4:00pm
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Master The Art Of Cutting Curly Hair
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\$95 - Demo
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RICHMOND

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Master The Art Of Cutting
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10:00am - 4:00pm
\$295 - Hands-on
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10:00am - 12:00pm
\$50 - Demo
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Time Saving Updo's &
Styling Techniques With
Kell Grace
10:00am - 4:00pm
\$150 - Hands-On
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\$25 - Evening VIP Event
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\$50 - Demo
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Milbon: Trending Braids
9:00am - 4:00pm
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Keratin Complex:
Personalized
Blow Out Certification
9:00am - 12:00pm
\$50 - Demo/Certification
pg. 46

May 20, 2018

Keratin Complex: Natural
Smoothing Certification
1:00am - 4:00pm
\$50 - Demo/Certification
pg. 48

May 21, 2018

Scruples: Master Plan Photo
Shoot With Mia Liguori
9:00am - 4:00pm
\$299 - Hands-On
pg. 52

June 3-4, 2018

Babe: Mastery Tour
9:00am - 5:00pm
\$399 - Hands-On
pg. 38

March 11, 2018

Reuzel: Old School Barbering
9:00am - 12:00pm
\$50 - Demo
pg. 23

March 11, 2018

Reuzel: Old School Barbering
9:00am - 4:00pm
\$150 - Hands-On
pg. 23

March 12, 2018

DevaCurl: Deva Cutting
Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 18

March 18, 2018

Babe Lash: Lash Certification
10:00am - 3:00pm
\$499 - Hands-On
pg. 41

March 19, 2018

Babe: Tape-In Certification
Level 1
9:00am - 12:00pm
\$99 - Hands-On
pg. 39

March 19, 2018

Babe: Thinning Hair Solutions
1:00pm - 4:00pm
\$125 - Hands-On
pg. 40

March 25, 2018

Tru Labs 1: Color Training That
Brings Art & Science Together
10:00am - 4:00pm
\$199 - Hands-On
pg. 6

March 26, 2018

The Art of Updos & Long
Hair Design
9:00am - 12:00pm
\$50 - Demo
pg. 28

March 26, 2018

The Art of Updos & Long
Hair Design
9:00am - 4:00pm
\$125 - Hands-On
pg. 28

April 16, 2018

Alfaparf: Pigments Class
9:00am - 1:00pm
Complimentary
pg. 12

April 22, 2018

DevaCurl: Deva
Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 18

May 14, 2018

DevaCurl: Pintura
Highlighting
9:00am - 4:00pm
\$295 - Hands-On
pg. 9

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EDUCATION SPRING 2018 INDEX



ROCKVILLE

February 11, 2018

Babe Lash: Lash Certification
10:00am - 3:00pm
\$499 - Hands-On
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18 De Febrero De 2018

El Arte De Los Peinados Y El Diseño
Del Cabello Largo (En Español)
9:00am - 12:00pm
\$50 - Demo
pg. 29

18 De Febrero De 2018

El Arte De Los Peinados Y El Diseño
Del Cabello Largo (En Español)
9:00am - 4:00pm
\$125 - Clase Práctica
pg. 29

February 19, 2018

Amika: Advanced Finishing 1
9:00am - 12:00pm
\$99 - Hands-On
pg. 34

February 19, 2018

Amika: Brooklyn Bride
1:00pm - 4:00pm
\$99 - Hands-On
pg. 35

February 27, 2018

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 18

March 11, 2018

Master The Art Of Cutting Curly Hair
10:00am - 12:00pm
\$95 - Demo
pg. 19

March 11, 2018

Master The Art Of Cutting Curly Hair
10:00am - 4:00pm
\$295 - Hands-on
pg. 19

March 12, 2018

Reuzel: Old School Barbering
9:00am - 12:00pm
\$50 - Demo
pg. 23

March 12, 2018

Reuzel: Old School Barbering
9:00am - 4:00pm
\$150 - Hands-On
pg. 23

March 18, 2018

Master Men's Grooming: Clipper
Cutting With Carlos Santiago
9:00am - 12:00pm
\$99 - Demo
pg. 24

March 18, 2018

Master Men's Grooming: Clipper
Cutting With Carlos Santiago
9:00am - 5:00pm
\$299 - Hands-On
pg. 24

March 19, 2018

Keratin Complex: VIP Event
Introducing Ty Isobe
6:00pm - 9:00pm
\$25 - Evening VIP Event
pg. 53

March 25, 2018

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 18

March 26, 2018

TruSolutions Salon Software
10:00am - 1:00pm
Complimentary
pg. 56

April 2, 2018

Dry Cutting With Alexey Kats
10:00am - 4:00pm
\$295 - Hands-on
pg. 17

April 8, 2018

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 18

April 9, 2018

HydroPeptide: Meet The
Gene-ius Dr. Neal Kitchen
10:00am - 2:00pm
\$25 - Demo
pg. 43

April 23, 2018

Berodin: Waxing With Lori Nestore
11:00am - 2:00pm
\$99 - Demo/Certification
pg. 44

29 De Abril De 2018

Aloxxi: Editorial Corte, Color y
Estilo Con Ariel Cubas (En Español)
9:00am - 4:00pm
\$150 - Clase Práctica
pg. 10

April 30, 2018

Alfaparf: Balayage & Blonding
9:00am - 4:00pm
\$125 - Hands-On
pg. 13

6 De Mayo De 2018

Tru Labs 1: Capacitación De
Color Que Une El Arte Y La Ciencia
Juntas (En Español)
10:00am - 4:00pm
\$199 - Clase Práctica
pg. 7

May 7, 2018

Aloxxi: Highlights & Balayage
With Freddy
9:00am - 4:00pm
\$125 - Hands-On
pg. 11

May 14, 2018

Master The Art Of Cutting Curly Hair
10:00am - 12:00pm
\$95 - Demo
pg. 19

May 14, 2018

Master The Art Of Cutting Curly Hair
10:00am - 4:00pm
\$295 - Hands-on
pg. 19

May 20, 2018

DevaCurl: Pintura Highlighting
9:00am - 4:00pm
\$295 - Hands-On
pg. 9

21 De Mayo De 2018

Keratin Complex: Personalizado
Blow Out Certificación (En Español)
9:00am - 12:00pm
\$50 - Demo / Certificación
pg. 47

21 De Mayo De 2018

Keratin Complex: Certificación De
Suavizado Natural (En Español)
1:00pm - 4:00pm
\$50 - Demo / Certificación
pg. 49



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TRAINING FACILITIES ACCOMMODATIONS AND ATTRACTIONS



SOUTHAMPTON

109 Street Road, Southampton, PA 18966

Easily Accessible:

Conveniently located between Philadelphia and New York.

- Warminster Train Station (1.5 miles)
- Philadelphia International Airport (33 miles)

Recommended Hotel :

Holiday Inn Express & Suites

240 Veterans Way, Warminster, PA 18974

Located less than a mile away from HOPE Education Center. Mention TruBeauty Concepts to receive discounted rate of \$99 per night.

Recommended Dining:

Steam Pub

606 2nd St. Pike, Southampton, PA 18966

Blue Sage (vegetarian)

727 2nd St. Pike, Southampton, PA 18966

Recommended Shopping:

Willow Grove Park Mall

King Of Prussia Mall

Other Attractions:

Take a short trip to visit beautiful Historic Philadelphia!



RICHMOND

3537 Ellwood Avenue, Richmond, VA 23221

Easily Accessible:

- Richmond Main Street Train Station
- Richmond International Airport

Recommended Hotel :

Quirk Hotel

(beautiful dining on premises!)

201 W Broad St., Richmond, VA. 23220

Recommended Dining:

Sweet Teas Southern Cuisine

1700 E Main St., Richmond, VA 23223

Recommended Shopping:

Stoney Point Fashion Park

Other Attractions:

The American Civil War Museum

White House of the Confederacy

Explore **Downtown Richmond** at
1201 E Clay Street.



ROCKVILLE

5054 Nicholson Lane, Rockville, MD 20852

Easily Accessible:

Conveniently located near Baltimore and Washington, DC.

- Ronald Reagan Washington National Airport (23 miles)
- Washington Dulles International Airport (27 miles)
- Baltimore/ Washington International Thurgood Marshall Airport (37 miles)

Recommended Hotel :

Even Hotel Rockville

1775 Rockville Pike, Rockville, MD, 20852

Located 1.9 miles from HOPE Education Center. Mention TruBeauty Concepts to receive discounted rate of \$75 per night.

Recommended Dining:

Pike & Rose

11580 Old Georgetown Rd., North Bethesda, MD 20852

Seasons 52

11414 Rockville Pike, North Bethesda, MD

Shopping/Attractions:

Montgomery Mall or take the **Metro** into **Washington, DC!**



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Whether we are serving the wholesale beauty industry, the retail beauty products sector, beauty professional education, or interior design for beauty and salon professionals, our team members all strive to be the most professional, courteous, helpful and creative for all our customers.

Our Home of Professional Education (HOPE) for Beauty, has as its primary mission to provide expert, couture education to assist our clients in achieving and maintaining their superior position in the professional beauty industry, striving to fulfill needs not found elsewhere.

Most importantly, our customers have inspired us to remain TRU in all our interactions with them –

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