

EDUCATION SPRING 2020

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. **TRU** stands for **Trusted, Respected, Unique**. Our goal is to offer the best brands in the industry and the best service and support to our clients.

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 Martin Parsons, Tabatha Coffey, Phillip Wilson, Beth Minardi, Rachel Williams, Kell Grace, HairGod Zito, Sonya Dove, 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.

We are evolving with the industry and offering online education, certifications, live and on-demand classes to meet the needs of the beauty professional. We remain independent to serve our clients better and offer the highest quality products.

"Our goal is to create a home for hairdressers, a place in which we can **inspire, motivate, and educate** all salon professionals,"
- John Philipp.





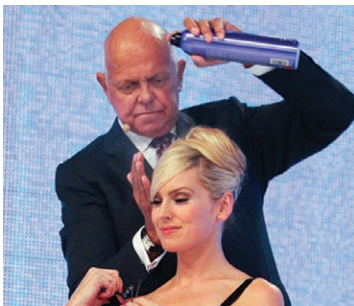
Remembering Industry Icon

Martin Parsons

We wanted to remember and honor Martin Parsons for the incredible person he was. He touched so many people throughout his life and we were honored to know him.

We want to thank him for his passion, extraordinary education, beautiful hair designs, and always leaving us with a smile!

Martin, you are a legend and will be deeply missed.





COLOR



THE PERFECT BLONDE

WITH MICKEY COLON JR.

LEARN HOW TO ACHIEVE THE PERFECT AND HEALTHY BLONDE:

- Secrets behind those bold and beautiful money pieces
- Seamless blends and healthy shine
- Tips and tricks that will help stylists master the most wanted Brazilian balayage techniques!



Mickey Colon Jr. is a salon owner and balayage expert. His work has been featured in numerous publications. Mickey is an International Educator, US Truss Ambassador, and a highly sought-after Platform Artist. He is also a 2019 winner for Cool Balayage. Mickey is a true hair artist and balayage expert specializing in creating the perfect contrast and tones. His Brazilian balayage technique results will please you and your clients!



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

SOUTHAMPTON

MONDAY, APRIL 6, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

THE PERFECT BLONDE

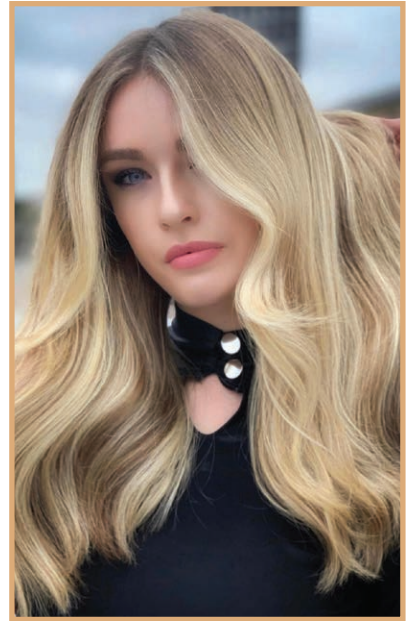
WITH GABRIEL SAMARA

LEARN HOW TO ACHIEVE THE PERFECT AND HEALTHY BLONDE:

- Secrets behind those bold and beautiful money pieces
- Seamless blends and healthy shine
- Tips and tricks that will help stylists master the most wanted Brazilian balayage techniques!



Gabriel Samara was born and raised in Venezuela and is best known for his expertise in color, specifically his balayage technique. Gabriel is a Miami-based salon owner and celebrity stylist, his undeniable talent and charisma makes him one of the most sought-after colorists in the industry. Combining technical skills and artistic sensibility is what makes him a true colorist and hair artisan. He is also a US Truss Ambassador and Platform Artist.



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

SOUTHAMPTON

MONDAY, MAY 4, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



MASTER COLORIST 3

COLOR CORRECTION

In this **TWO DAY PROGRAM** you will be immersed in the art of color correction.

Learn how to gain the technical confidence to determine the problem and how to attain the correct solution.

Learn how to determine problems dealt with in the salon and how they happen.

Must have completed Master Colorist 1 and 2 Courses.



ALFAPARF
MILANO



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

SOUTHAMPTON

TWO DAY PROGRAM

SUNDAY & MONDAY, JUNE 21 & 22, 2020

\$299 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

TWO DAY PROGRAM

SUNDAY & MONDAY, APRIL 5 & 6, 2020

\$299 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



GRAY COVERAGE BALAYAGE

WITH CASSIE

Achieving perfect gray coverage with a balayage can be challenging. This class focuses on how to marry gray coverage formulation with Alfaparf's Italian balayage technique based on the client's canvas and desired end result; a unique approach that every stylist can use, every day.

THIS CLASS FOCUSES ON THREE DIFFERENT APPROACHES:

- Tipping
- Freehand painting
- Foilayage

ALFAPARF
MILANO



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

SOUTHAMPTON

SUNDAY, JUNE 7, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

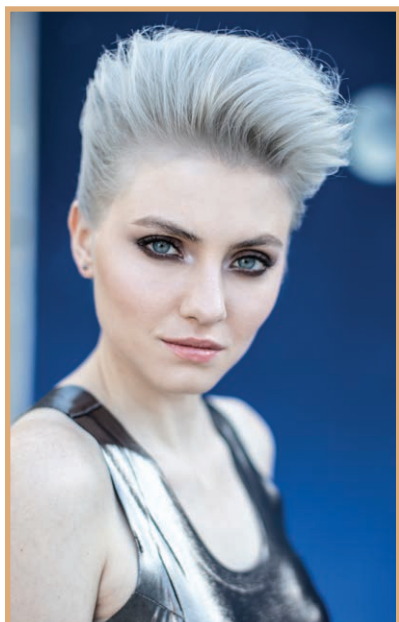


GET PLATINUM READY

WITH RACHEL WILLIAMS

BECOME A PLATINUM BLONDE BOSS!

- Get the knowledge necessary to create the platinum your clients are craving and discover tips and tricks that will guarantee success
- How to eliminate warmth
- Determine the correct toner level to achieve desired blonde
- Solutions for those stubborn areas that won't lift
- Formulas to achieve the icy blondes we love



Rachel is an Aloxxi Educator and an Arkansas-based blonding specialist known for her Instagram feed of cool-toned platinum blondes, seamless balayage blends, and smoky pastels. In 2018, Rachel was a top five finalist for Platinum Shot of the Year at the #ONESHOT Hair Awards. She's also a BTC Team Member and educated onstage for balayage and blonding at "On Tour" Dallas.



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

SOUTHAMPTON

SUNDAY, APRIL 26, 2020

\$75 - 9:00AM - 12:00PM - DEMO

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

ALL SALES FINAL

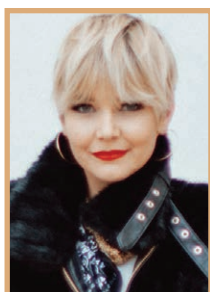
109 Street Road, Southampton, PA 18966

BRAZILIAN ILLUMINAGE

WITH BRIANA CISNEROS

BRAZILIAN ILLUMINAGE SERVICE FOR EXPRESSIVE ILLUMINATED CONTRASTS

- Learn the new trending blonding techniques
- Master the latest Brazilian blonding
- Painting, foilage shapes
- Proper saturation and much more



Briana Cisneros, Wella Hair Color Global Ambassador, has a passion for education and mentoring artists to further their careers. Her passion eventually spread outside of the salon and into the television and fashion industries where she developed a strong reputation as a must-have stylist. All the while gaining the knowledge of how to successfully use social media as a business tool.



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

SOUTHAMPTON
MONDAY, JUNE 8, 2020
10:00AM - 3:00PM
\$199 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



CUTTING

MASTER THE ART OF CURLY HAIR

WITH CHRISTO

Learn the secrets to keeping your curly hair clients! Curly hair clients are unique because they are very knowledgeable about their hair, therefore the more you know the more they will trust you!

- Diametrix Cutting will teach you how to approach any type of curl, from kinky to wavy, to deliver the perfect cut!
- Achieve healthy, hydrated curls and learn how to give a cut that shapes rather than thins
- Perfect your consultation to achieve the best results
- Gain further understanding of your client's curls and texture
- Perfect styling when finishing curly or straight

Curlisto®



**Purchase the Curlisto Large Salon Intro Kit and
Receive FREE: 2 Tickets to Curlisto Certification at HOPE!**

Lunch is included for hands-on attendees.



Christo is the Global Artistic Director of Curlisto, and a Celebrity Stylist and Curl Master. He began his career in the Greek Island of Cyprus. Christo is renowned as a curl expert and has been featured in numerous publications: The New York Times, American Salon, Modern Salon, Glamour, Teen Vogue, Vanity Fair, Marie Claire, and countless more. Christo's Fifth Avenue Salon is a state-of-the-art luxurious salon and spa where celebrities and loyal clientele come to experience the revolutionary Diametrix Cutting and Styling Technique.



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

SOUTHAMPTON

MONDAY, JANUARY 27, 2020

SUNDAY, FEBRUARY 23, 2020

MONDAY, APRIL 20, 2020

SUNDAY, JUNE 28, 2020

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

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

109 Street Road, Southampton, PA 18966

ALL SALES FINAL

NEW YORK

SUNDAY, APRIL 5, 2020

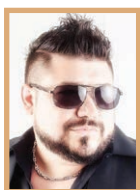
SUNDAY, MAY 3, 2020

SUNDAY, JUNE 14, 2020

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

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

35 West 45th Street, 3rd Floor, New York, NY 10036



Joe Anthony is the owner of Hair Dimensions, a salon in Victoria, TX. Joe was appointed as Creative Show Director for CosmoHair by Cosmopolitan for the

CosmoHair product launch. Now he is the International Creative Director of Education and Marketing for Wellness Premium Products. With 27 years experience of developing platform educational programs and igniting the creativity of salon owners, he is elevating experts to the next level as an international educator and platform artist. His passion for inspiring and educating professionals is apparent every time he takes the stage.

WELLNESS CUTTING

WITH JOE ANTHONY

Hair cutting system designed for the wellness of the hairdresser!

Wellness Premium Products introduces the world's first haircutting system created for the wellness of the hairdresser. This cutting system is designed to protect the body utilizing razor blade and upside-down haircutting techniques with 7" shears. These techniques allow the stylist to use their body to create beautiful, soft, long flowing layers and strong, balanced bobs.

THIS CLASS WILL:

- Deliver the healing benefits of the Award-Winning Wellness Premium Products with organic cold-pressed hemp seed from Israel
- Excite you and motivate the stylist to be the first Wellness Premium Products Salon in their area

WELLNESS
Premium Products



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

SOUTHAMPTON

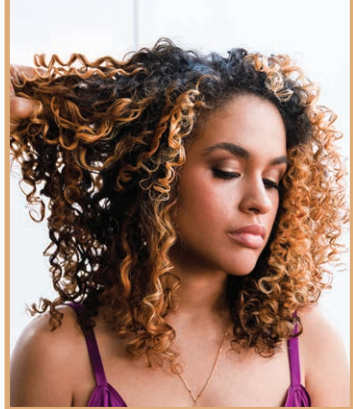
SUNDAY, APRIL 5, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



DEVA INSPIRED LEVEL ONE-CUTTING

DevaCurl's revolutionary cutting technique is designed for all natural textures, sculpted curl-by-curl, and personalized for each client's specific needs. This class will guide you through the fundamentals of the DevaCut, giving you the confidence to immediately start curl conversations with new and existing clients.

LEARN:

Hair and head analysis; foundational cutting principles and theory; customization of the DevaCurl Transformation and DevaCut technique.

BONUS:

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



DevaCurl

*Bring shears, sectioning clips, and blow-dryer.
Mannequins provided. Lunch is included.*



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

More classes to come! Check our website and follow us on social media for new classes.

ROCKVILLE
SUNDAY,
JANUARY 12, 2020
9:00AM - 4:00PM
\$295 - HANDS-ON

ROCKVILLE
MONDAY,
JANUARY 20, 2020
9:00AM - 4:00PM
\$295 - HANDS-ON

ROCKVILLE
SUNDAY,
FEBRUARY 2, 2020
9:00AM - 4:00PM
\$295 - HANDS-ON

ROCKVILLE
MONDAY,
FEBRUARY 24, 2020
9:00AM - 4:00PM
\$295 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



ESSENTIAL HAIR CUTTING EVOLUTION

WITH JORDAN DOWNS



Learn three classic cuts that evolve from long to short!

- Long layering techniques with movement & texture
- Classic bob, creating strong perimeter outline & how to execute interior sectioning
- Pixie how-to distribute weight using scissor over comb technique
- How to customize fringe for the soft & sexy cuts



Jordan was born with a passion for hair. His childhood was filled with giving friends and family haircuts any chance he got. In 1999, Jordan pursued another passion of his by joining the Marines, where he retired after serving two tours in Iraq. Upon his return, Jordan was eager to start his future as a hairstylist. He went on to work at prestigious salons where he was mentored by highly regarded stylists who showed him all the tips and tricks in becoming a much sought-after stylist. Jordan has now been a hair cutting specialist for over 15 years, focusing on bobs and seamless layering.

Lunch is included.



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

SOUTHAMPTON
SUNDAY, MAY 3, 2020
9:00AM - 4:00PM
\$175 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

DOPE NEW PRODUCTS & MASTER CUTTING

WITH TYSON KENNEDY

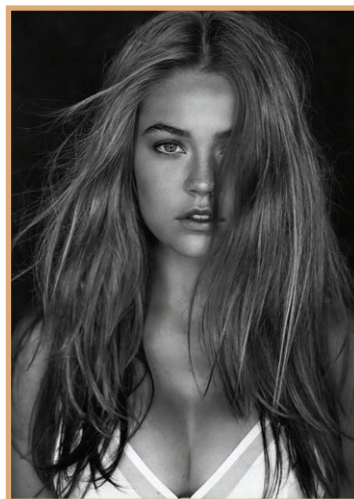
Fatboy offers a diverse cast of characters, fellow hairstylists, musicians, authors, photographers, and free-thinkers who inspire us.

In this class you will have the opportunity to learn cutting techniques from Tyson and the Master Cutting Team from Cutler Salon in NYC. Experience the versatility and performance of Fatboy styling products.



Tyson Kennedy is an acclaimed hair dresser and founder of Cutler Salon in Brooklyn, NYC. Working on hair all day, every day, Tyson became frustrated with the lack of styling products that performed and "really did the business". Tyson set out to change this and began working on a recipe in the kitchen of his Lower East

Side apartment. The result was Perfect Putty! Fatboy the brand was born and Perfect Putty soon became its first hit!



fatboy®



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

SOUTHAMPTON

MONDAY, APRIL 27, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

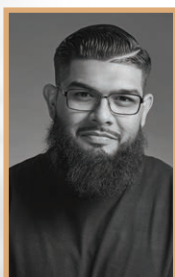
SEB MAN CUTTING

WITH CHRISTOPHER PEREZ

This class is a review of barbering tools and men's consultation. Learn how to customize cuts based on hair texture, length, desired look, maintenance, lifestyle, personal style, and design work.

- A combination of the elements in the "Theory" module will be demonstrated
- Learn advanced sectioning, tips, and tricks
- Understand the proper tools and consultation
- Learn how to recommend product to men
- Take-away advanced cutting and styling techniques for men
- Understand a combination of multicultural, long hair, customized cutting, and design work

**SEB
MAN**
PROFESSIONAL
SEBASTIAN



Christopher Perez is a Southern California native. He began working behind the chair as a barber 6 years ago and has been educating future barbers for the past 3 years. His goal is to simplify the process of men's hair cutting while focusing on fades and short hairstyles. Christopher specializes in full face shaves and beard sculpting.



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

SOUTHAMPTON

SUNDAY, MARCH 22, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



COLOR & CUT

CURL & TEXTURE CERTIFICATION

WITH JEANNETTA WALKER

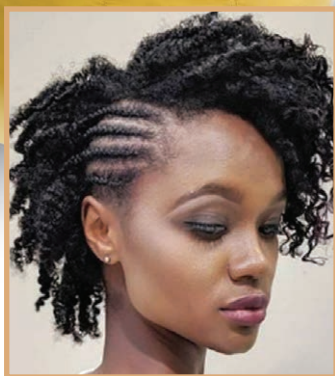
In this **TWO DAY PROGRAM**, Master Colorist Jeannetta Walker will help you gain the confidence to be the salon's go-to person for curly and textured hair.

DAY 1

Learn the theory of textured hair (curl type, texture scale, density, porosity, cuticle layer, pH). Understand lifting, treating, and toning of relaxed and natural hair.

DAY 2

Experience essential styling for textured hair (silk press, twists, and braids).



Jeannetta Walker

@watchmyhairbounce; #TBC
@trubeautyconcepts.com

ALFAPARF
MILANO



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

SOUTHAMPTON

TWO DAY PROGRAM

SUNDAY & MONDAY, MARCH 15 & 16, 2020

\$600 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

CLASE EN ESPAÑOL

EXPLORACIÓN DE TENDENCIAS

CON LEONARDO ROCCO

¡Crea las tendencias de color, corte y estilo más populares de esta temporada! Diseñada para inspirar, elevar y entregar, esta sesión práctica con el reconocido artista, Rocco, lo invita a probar los límites de su creatividad y traducir las mejores imágenes de este año en técnicas reales y relevantes que puede recuperar y aplicar en sus salones.



Conocido por superar los límites y redefinir el estilo, Leonardo Rocco de Rocco Donna Hair and Beauty Art Salon en el moderno South Beach de Miami aporta su filosofía personal de ofrecer un estilo de vanguardia, técnicas innovadoras y excelencia en el servicio a Aloxxi como asesor artístico. Procedente de Argentina, el buen gusto y la sofisticación de Rocco se han visto en medios impresos, de radio y televisión, en pasarelas de moda, sesiones de fotos, decenas de eventos y en las cabezas de celebridades de renombre internacional.



Aloxxi
SALON COLOR & CARE



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

ROCKVILLE (en español)

LUNES 11 DE MAYO DE 2020

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

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

TODAS LAS VENTAS FINAL

5054 Nicholson Lane, Rockville, MD 20852

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 text "STYLING & UPDOS" is overlaid in a large, bold, orange font.

STYLING & UPDOS

SPECIAL OCCASION HAIR STYLING

Weddings, proms, selfies, and festivals! There is always a reason to get a lil' fancy and dress up your hair! In this class, you will see a variety of looks that will appeal to your wide range of clientele's style and requests.

Watch as we complete each style classically and then show how to take each look to the next level with creative and fashion-forward hair accessories. You will leave this class with the knowledge to complete each style and how to elevate each one to Pinterest levels!

EXPERIENCE FOUR VERSATILE LOOKS FOR PARTY, PROM, FESTIVAL, & WEDDING

- **BAND IT, PIN IT, SEW IT-**
Learn how and when to change it up
- **BATTERIES NOT INCLUDED-**
Learn how to updo without your hot tools
- **MIXED MEDIA-**
Take your look to the next level



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

SOUTHAMPTON

MONDAY, JUNE 29, 2020

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

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

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, MAY 4, 2020

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

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

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



ON TREND STYLING

WITH KENDALL MCCAULEY

KendallMcstylist



Versatile looks for proms, bridal, and special events. Simple breakdown to make upstyling fast and easy.

YOU WILL LEARN:

- Tricks to achieve on-trend braids and waves
- How to simplify a formal style with four easy sections
- Learn wearable and trending styles that are suitable for any special event

Lunch is included for Hands-On attendees.



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

SOUTHAMPTON

MONDAY, MARCH 9, 2020

\$99 - 9:00AM - 11:00AM - DEMO

\$125 - 9:00PM - 3:00PM - HANDS-ON

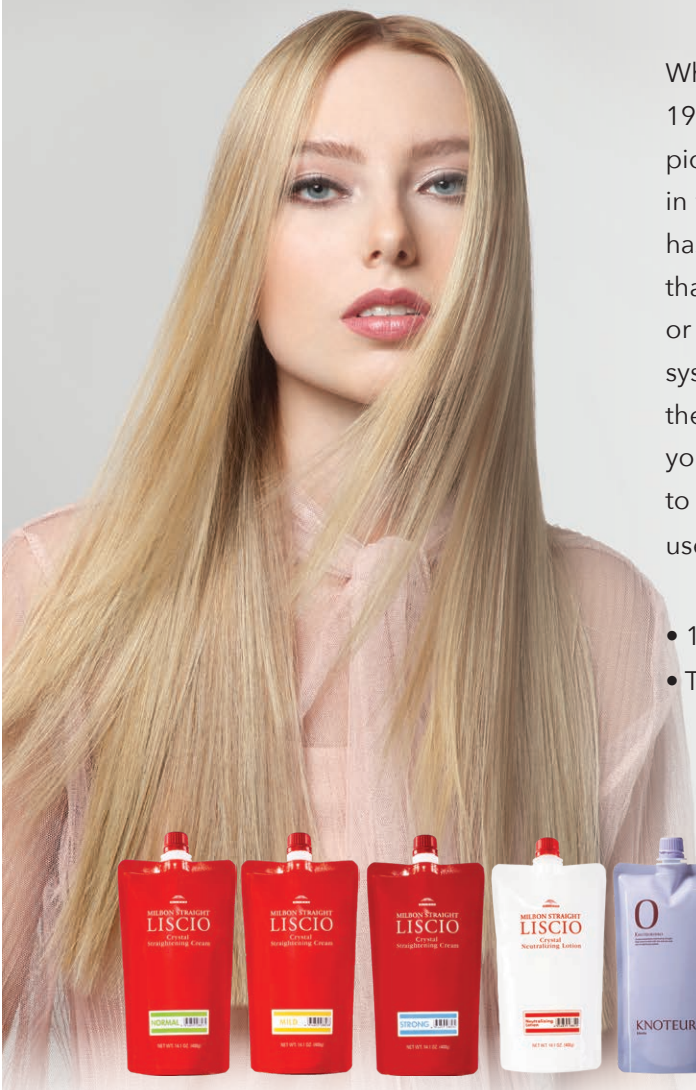
ALL SALES FINAL

109 Street Road, Southampton, PA 18966



SMOOTHING

LISCIO RETEXTURIZING



When first introduced to the US market in 1998, Milbon's LISCIO System became the pioneer of the Japanese straightening system in the US. Now LISCIO, in its third generation, has evolved for an easier and faster application that could be used on virgin, single-processed, or even highlighted hair. The versatility of this system has endless options that go beyond the traditional straightening service. We invite you to this observational, look and learn class to see our retexturizing technique along with useful tips to achieve beautiful results.

- 100% Formaldehyde-Free
- Thioglycolate Solution



*Includes Liscio Certification & Starter Pack.
Lunch is provided.*

MILBON



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

ROCKVILLE

MONDAY, MARCH 16, 2020

10:00AM - 3:00PM

\$150 - HANDS-ON / CERTIFICATION

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

SOUTHAMPTON

MONDAY, MARCH 23, 2020

10:00AM - 3:00PM

\$150 - HANDS-ON / CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

MASTER SMOOTHING

WITH BEAU DIEDA AND JEREMY STEPHENS

Learn from the masters Beau and Jeremy!
Experience the technique at the demo and
then master it in the hands-on.



Beau Dieda is one of the most sought-after hairstylist and colorists in LA. He educates on-stage at the largest hair shows in the country on technique, color, styling, and extensions. He is constantly educating himself to stay on top of his game and continues to learn and grow with today's cutting-edge developments. He loves what he does and most importantly loves seeing the joy in people's faces when they feel great about themselves!



Jeremy Stephens has worked and studied alongside the best artists and educators in North America. His career has been dedicated to creating a strong foundation of knowledge and training in not only artistry and technique, but also the technology and business of the hair and beauty industry. His work has been featured in industry publications as well as "lead hair and makeup" film credits with Trium Entertainment and Discovery Network. His educational events have become highly sought-after among hairdressers and salon owners, yet his passion is still channeled through this work at his privately-owned salon and studio in Hoover, Alabama.

Mannequins will be used. Tools required: blow dryer, brushes, 6-8 clips, combs, transformer or curling iron, 4 Velcro rollers.



KERATIN COMPLEX



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

SOUTHAMPTON

MONDAY, FEBRUARY 10, 2020

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

\$125 - 10:00PM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



KCMAX™ CERTIFICATION

A COMPREHENSIVE SMOOTHING CERTIFICATION CLASS

Elevate your craft with Keratin Complex's most powerful keratin treatment to date – KCMAX Maximum Keratin Smoothing System. Discover how this transformative three-step system combines a proprietary keratin blend with the most advanced smoothing technology. Deliver straighter, smoother, and healthier hair.

KERATIN COMPLEX ARTISTS WILL:

- Show you how to earn over \$10,000 with just one KCMAX Liter System and supporting retail
- Discuss how to grow your service and retail business with KCMAX Maximum Keratin Smoothing System and KCMAX™ Daily Treatment Spray
- Gain insight on the complete Keratin Complex Smoothing Treatment Portfolio to best serve all of your clients



KERATINCOMPLEX®



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

SOUTHAMPTON

SUNDAY, APRIL 19, 2020

10:00AM - 1:00PM

\$25 - DEMO / CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, APRIL 13, 2020

10:00AM - 1:00PM

\$25 - DEMO / CERTIFICATION

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

KERATIN 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 this 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 may last up to five months.



KERATINCOMPLEX®



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

SOUTHAMPTON

MONDAY, MAY 11, 2020

10:00AM - 1:00PM

\$25 - DEMO / CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

SUNDAY, MAY 17, 2020

10:00AM - 1:00PM

\$25 - DEMO / CERTIFICATION

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

MAGIC SLEEK SMOOTHING CERTIFICATION



100% formaldehyde-free. Contains no methylene glycol or any other harsh chemicals that produce formaldehyde when heat is applied.

- Repairs damaged hair by penetrating the hair shaft
- Increases shine for lackluster dry hair by locking moisture in
- Shields and protects hair against UV rays and environmental pollution
- The high Vitamin E content encourages hair growth and helps repair split ends
- Restores life to lifeless hair
- Softens hair



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

SOUTHAMPTON
SUNDAY,
MARCH 29, 2020
10:00AM - 2:00PM
\$25 - CERTIFICATION

SOUTHAMPTON
MONDAY,
JUNE 15, 2020
10:00AM - 2:00PM
\$25 - CERTIFICATION

ROCKVILLE
MONDAY,
MARCH 30, 2020
10:00AM - 2:00PM
\$25 - CERTIFICATION

ROCKVILLE
MONDAY,
JUNE 8, 2020
10:00AM - 2:00PM
\$25 - CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

A black and white photograph of a woman with long dark hair, wearing a white lab coat, applying hair extensions to a mannequin head. She is holding a long, light-colored hair extension. In the background, there are other people and a table with various hair care products, including a bottle and a bowl. The entire image is framed by a thin orange border.

HAIR & LASH EXTENSIONS

MASTERY TOUR

Embark on this **TWO DAY PROGRAM** of hands-on hair extension training with Babe's master educator and professional stylist.



Bid bon voyage to bad hair days and say hello to hair extension mastery! Includes hand tied wefts and all the tools you need.

Featuring: Official Babe Certification in I-Tip, Flat Tip, Tape-In, and Fusion Methods, including Micro Bonding and Hand Tied Wefts!

\$3000 WORTH OF PERKS!

- One-on-one professional attention from a team of experienced educators
- Comprehensive kit with all the tools you will need
- The confidence and skills you need for a flourishing hair extension practice in your salon

*Call or go online for details or to register.
Space is limited and fills quickly!*

Babe
HAIR EXTENSIONS



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

ROCKVILLE **TWO DAY PROGRAM**

SUNDAY & MONDAY,
APRIL 26 & 27, 2020

SUNDAY 10:00AM - 5:00PM
MONDAY 10:00AM - 4:00PM

\$499 - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852

SOUTHAMPTON **TWO DAY PROGRAM**

SUNDAY & MONDAY,
MAY 31 & JUNE 1, 2020

SUNDAY 10:00AM - 5:00PM
MONDAY 10:00AM - 4:00PM

\$499 - HANDS-ON

109 Street Road, Southampton, PA 18966

ALL SALES FINAL

HAND TIED WEFT CERTIFICATION

Come learn the quickest, best approach for applying seamless weft extensions, while still focusing on preserving the integrity of your client's hair! Brought to you by a top professional extension brand!

WHY WEFT EXTENSIONS?

- Low stress on client's hair
- No chemicals or heat
- Easy installation & removal
- Make more money in less time

Each attendee will receive a complete Pro Tool Kit including everything you will need to grow your hand tied weft extensions business. Bring combs, clips, cutting tools, notepad, and pen.

Lunch is provided.



Babe
HAIR EXTENSIONS



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

SOUTHAMPTON

SUNDAY, JANUARY 19, 2020

SUNDAY, FEBRUARY 16, 2020

MONDAY, APRIL 13, 2020

SUNDAY, JUNE 14, 2020

ALL SALES FINAL

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

109 Street Road, Southampton, PA 18966

ROCKVILLE

SUNDAY, FEBRUARY 9, 2020

SUNDAY, MARCH 8, 2020

9:00AM - 5:00PM

\$399 - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852



BABE LASH

LASH CERTIFICATION

*BECOME CERTIFIED IN LASH EXTENSIONS AND
GROW YOUR BUSINESS!*

Everything you need to know about eyelash extensions! Learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. 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.

Lunch is provided.



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

SOUTHAMPTON

MONDAY, JANUARY 20, 2020

MONDAY, MARCH 2, 2020

MONDAY, JUNE 15, 2020

ALL SALES FINAL

\$499 - 10:00AM - 5:00PM - HANDS-ON

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, JANUARY 13, 2020

MONDAY, MARCH 23, 2020

10:00AM - 5:00PM

\$499 - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852

VOLUME LASH CERTIFICATION

ARE YOU READY FOR THE NEXT LEVEL IN LASHES?

Volume lash extensions are one of the most sought-after services in the industry. Volume lashes can give every client the beautiful, full look they wish to achieve.

- Learn how to offer more customizable looks for your clients using advanced techniques
- Learn how to maintain healthy lashes and proper care

Prerequisite of prior Classic Lash Certification and at least 6 months experience of applying full sets.

Each attendee will receive a Volume Lash Starter Kit. Lunch is provided.



BABE LASH.



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

SOUTHAMPTON

MONDAY, FEBRUARY 24, 2020

SUNDAY, APRIL 19, 2020

9:00AM - 5:00PM

ALL SALES FINAL

\$499 - HANDS-ON

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, FEBRUARY 3, 2020

SUNDAY, JUNE 14, 2020

9:00AM - 5:00PM

\$499 - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852

A grayscale background image showing a close-up of a person's face during a microblading procedure. A gloved hand holds a microblading tool, which is being used to create fine, hair-like strokes on the eyebrow. The person's eyes are visible, looking upwards. The entire image is framed by a thin orange border.

MICROBLADING

MICROBLADING CERTIFICATION

EVERYTHING YOU NEED TO KNOW ABOUT MICROBLADING!

- Understanding skin, including age, texture, and skin tones to achieve natural-looking brows
- Client consultation, before and after treatment
- Identifying and drawing basic brow shapes
- Continued practice will be required to master independent skills
- Proper use of tools and products during the procedure
- Safety, sanitation, and sterile procedures
- Work on mannequin and live model
- Small class size for individual attention

Attendee will receive a complete Microblading Kit including everything needed to get started.

NOTES: Pre-course training is required prior to attending this class. If any student does not meet satisfactory requirements, a certification at the end of the class will not be granted. It is the attendee's responsibility to contact their state and local board of health agencies regarding rules and regulations for permanent cosmetics in their specific state. Each state and locality may differ. If any student does not meet satisfactory requirements (as deemed by the instructor) a certification may not be granted.

Lunch is provided.



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

SOUTHAMPTON
MONDAY, APRIL 13, 2020
10:00AM - 5:00PM
\$1,400 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE
SUNDAY, MARCH 22, 2020
10:00AM - 5:00PM
\$1,400 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

A black and white photograph of a woman with long, wavy hair, looking upwards and to the side. She is surrounded by several people whose hands are visible, applying makeup to her face. Various makeup tools like brushes, a spray bottle, and a comb are in use. The word "MAKEUP" is overlaid in large, bold, orange capital letters in the center of the image.

MAKEUP

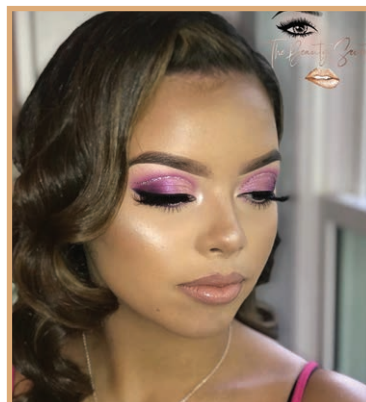
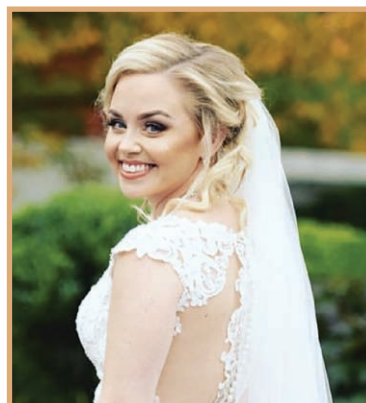
BRIDAL *glam* & *prom* BOMB

Learn the art of cut-crease techniques with well-blended glam eyeshadow.

This, with a touch of sparkle-not glitter-to complete your look for any special occasion. Airbrush-like makeup application that will create flawless finish for any complexion.

Prom Bomb fashion looks (this includes cat eye and sparkle liner) are just a few of the latest trends for proms.

You will see from start to finish how to create these looks, and how to work cleanly and neatly with detail application.



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

SOUTHAMPTON

SUNDAY, MARCH 8, 2020

9:00AM - 4:00PM

\$75 - INTERACTIVE DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A woman with blonde hair tied back, wearing a white short-sleeved shirt, is seated and looking down. A person's hands are visible, applying wax to her upper arm. The scene is set in a bright, modern interior with large windows in the background. The word "WAXING" is overlaid in large, bold, orange capital letters.

WAXING

WAXING HEAD TO TOE AND EVERYTHING IN BETWEEN

WITH LORI NESTORE



BERODIN

This class sets the foundation for all waxing, and covers client consultation, pricing, and appropriate wax for each body part.



CLASS ATTENDEES PLEASE GROW OUT YOUR HAIR SO LORI CAN USE YOU FOR DEMOS!



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

SOUTHAMPTON

SUNDAY, MAY 17, 2020

11:00AM - 2:00PM

\$99 - INTERACTIVE DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, MAY 18, 2020

11:00AM - 2:00PM

\$99 - INTERACTIVE DEMO

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



VIP & SPECIAL EVENTS

VIP EVENT INTRODUCING SOPHISTONE COLOR

*YOUR NEW FAVORITE COLOR
BALANCING TOOL*

Enjoy an evening of cocktails and
hors d'oeuvres and see what Milbon
Sophistone Color has to offer.

- Feel and see the shine
- New and improved "SHADES"
- Demi-permanent liquid gel color
- Flash toning ability

Prepare to be amazed by the results!



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

SOUTHAMPTON
SUNDAY, MARCH 29, 2020
6:00PM - 8:00PM
COMPLIMENTARY - ATTENDEES MUST RSVP

ALL SALES FINAL
109 Street Road, Southampton, PA 18966

VIP EVENT

WITH BEAU DIEDA AND JEREMY STEPHENS



BEAU DIEDA
@beausef



JEREMY STEPHENS
@jeremystephens_official

Come spend
the evening
with Jeremy
and Beau!

Keratin Complex National Artists, Jeremy Stephens and Beau Diedo, will share tips and tricks to take your clients from day to night, through easy, simple techniques. Relax and enjoy an evening of cocktails and fun.

KERATINCOMPLEX



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

SOUTHAMPTON

SUNDAY, FEBRUARY 9, 2020

\$25 - 6:00PM - 8:30PM - VIP EVENT

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

THE AMIKA EXPERIENCE

JOIN NAEEMAH & TRUBEAUTY CONCEPTS
FOR SOME BEAUTY & FUN

THIS IS A DON'T-MISS EVENT!

- Dive in and immerse yourself in all things amika
- Naeemah is always creating and leading the styling trends
- Connecting people, beauty, and fun
- Immersion experience
- Cocktails and hors d'oeuvres served

Immersion Experience: 5 - 7 pm

Immerse in all things amika! Be one of the first to experience & play with what is new in amika. Don't miss this Instagram photo op!

Naeemah Mainstage Event: 7 - 8:30 pm

Once you've played and had some fun with the products stay for an evening and learn the latest trends from the master!

Space is limited! Be sure to register early for both events to secure your space.



amika:



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

SOUTHAMPTON

MONDAY, MAY 18, 2020

\$25 - 5:00PM - 7:00PM - IMMERSION EXPERIENCE

\$25 - 7:00PM - 8:30PM - NAEEMAH MAINSTAGE

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



AN EVENING WITH BRIANA CISNEROS



Come enjoy an evening with Briana and Wella! Cocktails and hors d'oeuvres served.

Meet Wella Hair Color's Global Ambassador and learn about her revolutionary Brazilian Illuminage blonding techniques. Brazilian Illuminage Service for expressive illuminated contrasts.

Briana has a passion for education and mentoring artists to further their careers. Her passion spread into the television and fashion industries where she developed a strong reputation as a must-have stylist.



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

SOUTHAMPTON

SUNDAY, JUNE 7, 2020

\$25 - 6:00PM - 8:00PM - VIP EVENT

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

FATBOY VIP EVENT

*COME SPEND AN EVENING WITH
TYSON KENNEDY & THE MASTER CUTTERS
FROM THE CUTLER TEAM!*

This will be the real intro to the brand, the products, and the person behind them; Tyson Kennedy. We will also have some of the key editorial stylists from Cutler Salon who will show tips and tricks that can be used in the salon and beyond.

Fatboy is an artist-inspired, boundary-pushing, beauty and style brand made for all people, regardless of race, gender, politics, religion, haircut, color, texture, or length.

Cocktails and light food will be served.



fatboy®



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

SOUTHAMPTON

MONDAY, MARCH 30, 2020

\$25 - 6:00PM - 8:30PM - VIP EVENT

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

BUSINESS

BUSINESS BUILDING & BALAYAGE

WITH ERIN MILLS



Salon owner, acclaimed balayage expert, strong business builder, a member of Modern Salon's Top 100, and Alfaparf Milano Brand Ambassador Erin Mills (@erin.mills) is joining forces with the Alfaparf Milano team to teach stylists to increase their productivity and profit, while implementing new techniques in balayage.

Erin will demonstrate her go-to blonding techniques: incorporating her umbrella patter, foilage, and shark tooth methods to create one of her most requested looks. Erin will come in with fabulous toning techniques. All this through the lens of increasing profitability and salon success!



ALFAPARF
MILANO



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

SOUTHAMPTON

MONDAY, FEBRUARY 17, 2020

10:00AM - 3:00PM

\$125 - INTERACTIVE DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE

SUNDAY, MARCH 29, 2020

10:00AM - 3:00PM

\$125 - INTERACTIVE DEMO

ALL SALES FINAL

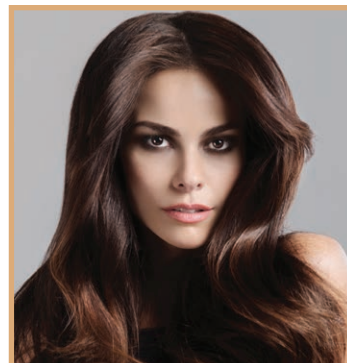
5054 Nicholson Lane, Rockville, MD 20852



EDUCATION OPPORTUNITIES

KERATINCOMPLEX®

EDUCATORS WANTED



Do you love to create healthy, beautiful hair?
Are you creatively driven and have a desire to share your passion?
Have you been looking to expand your career and love travel?

As the industry innovators of award-winning smoothing treatments, bond-rebuilding, color, and blow-dry remedies, Keratin Complex and our distributor partners, are looking for educators. Experience in-salon classes, trade shows, *The Complex* facilitators, photo shoots and more—with room to grow to an International Elite Artist alongside Ty Isobe, James Lebosquet, and many other talented artists.

SHARE YOUR TALENT WITH OUR EDUCATION TEAM!

Interested? Email the following:

- your resume
- a five minute or less demo video of your choice
- 4-5 photos of your work

Email to:

Education@TruBeautyconcepts.com
Dcarter@Keratincomplex.com
Mosorio@Keratincomplex.com
Kdurrant@Keratincomplex.com
Akustic@Keratincomplex.com

Deadline:

Training is March 29, 2020 in Orlando, FL so submit ASAP to be considered.

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



SPRING 2020 INDEX

SOUTHAMPTON

January 19, 2020

Babe Hair Extensions: Hand Tied Weft Certification
9:00am - 5:00pm
\$399 - Hands-On
pg. 33

January 20, 2020

Babe Lash: Lash Certification
10:00am - 5:00pm
\$499 - Hands-On
pg. 34

January 27, 2020

Curlisto: Master The Art of Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

January 27, 2020

Curlisto: Master The Art of Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

February 9, 2020

Keratin Complex: VIP Event with Beau Dieda and Jeremy Stephens
6:00pm - 8:30pm
\$25 - VIP Event
pg. 44

February 10, 2020

Keratin Complex: Master Smoothing with Beau Dieda & Jeremy Stephens
10:00am - 12:00pm
\$50 - Demo
pg. 27

February 10, 2020

Keratin Complex: Master Smoothing with Beau Dieda & Jeremy Stephens
10:00am - 4:00pm
\$125 - Hands-On
pg. 27

February 16, 2020

Babe Hair Extensions: Hand Tied Weft Certification
9:00am - 5:00pm
\$399 - Hands-On
pg. 33

February 17, 2020

Alfaparf: Business Building & Balayage with Erin Mills
10:00am - 3:00pm
\$125 - Interactive Demo
pg. 49

February 23, 2020

Curlisto: Master The Art of Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

February 23, 2020

Curlisto: Master The Art of Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

February 24, 2020

Babe Lash: Volume Lash Certification
9:00am - 5:00pm
\$499 - Hands-On
pg. 35

March 2, 2020

Babe Lash: Lash Certification
10:00am - 5:00pm
\$499 - Hands-On
pg. 34

March 8, 2020

Bridal Glam & Prom Bomb
9:00am - 4:00pm
\$75 - Interactive Demo
pg. 39

March 9, 2020

On Trend Styling with Kendall McCauley
9:00am - 11:00am
\$99 - Demo
pg. 24

March 9, 2020

On Trend Styling with Kendall McCauley
9:00am - 3:00pm
\$125 - Hands-On
pg. 24

March 15 & 16, 2020

Alfaparf: Curl & Texture Certification with Jeannetta Walker

9:00am - 4:00pm

\$600 - Hands-On
pg. 20

March 22, 2020

Sebastian: Seb Man Cutting with Christopher Perez
9:00am - 12:00pm
\$50 - Demo
pg. 18

March 22, 2020

Sebastian: Seb Man Cutting with Christopher Perez
9:00am - 4:00pm
\$125 - Hands-On
pg. 18

March 23, 2020

Milbon: Liscio Retexturizing
10:00am - 3:00pm
\$150 - Hands-On/
Certification
pg. 26

March 29, 2020

Magic Sleek: Smoothing Certification
10:00am - 2:00pm
\$25 - Certification
pg. 30

March 29, 2020

Milbon: Sophistone Color VIP Event
6:00pm - 8:00pm
Complimentary
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March 30, 2020

Fatboy: VIP Event
6:00pm - 8:30pm
\$25 - VIP Event
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April 5, 2020

Wellness: Wellness Cutting with Joe Anthony
9:00am - 12:00pm
\$50 - Demo
pg. 14

April 5, 2020

Wellness: Wellness Cutting with Joe Anthony
9:00am - 4:00pm
\$175 - Hands-On
pg. 14

April 6, 2020

Truss: The Perfect Blonde with Mickey Colon Jr.
9:00am - 12:00pm
\$50 - Demo
pg. 6

April 6, 2020

Truss: The Perfect Blonde with Mickey Colon Jr.
9:00am - 4:00pm
\$150 - Hands-On
pg. 6

April 13, 2020

Babe Hair Extensions: Hand Tied Weft Certification
9:00am - 5:00pm
\$399 - Hands-On
pg. 33

April 13, 2020

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 37

April 19, 2020

Keratin Complex: KCMAX Certification
10:00am - 1:00pm
\$25 - Demo/Certification
pg. 28

April 19, 2020

Babe Lash: Volume Lash Certification
9:00am - 5:00pm
\$499 - Hands-On
pg. 35

April 20, 2020

Curlisto: Master The Art of Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

April 20, 2020

Curlisto: Master The Art of Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

NEW YORK

April 26, 2020

Get Platinum Ready
with Rachel Williams
9:00am - 12:00pm
\$75 - Demo
pg. 10

April 26, 2020

Get Platinum Ready
with Rachel Williams
9:00am - 4:00pm
\$150 - Hands-On
pg. 10

April 27, 2020

Fatboy: Dope New
Products & Master Cutting
with Tyson Kennedy
10:00am - 12:00pm
\$50 - Demo
pg. 17

April 27, 2020

Fatboy: Dope New
Products & Master Cutting
with Tyson Kennedy
10:00am - 4:00pm
\$150 - Hands-On
pg. 17

May 3, 2020

Essential Hair Cutting
Evolution with Jordan Downs
9:00am - 4:00pm
\$175 - Hands-On
pg. 16

May 4, 2020

Truss: The Perfect Blonde
with Gabriel Samara
9:00am - 12:00pm
\$50 - Demo
pg. 7

May 4, 2020

Truss: The Perfect Blonde
with Gabriel Samara
9:00am - 4:00pm
\$150 - Hands-On
pg. 7

May 11, 2020

Keratin Complex: Keratin
Smoothing Certification
10:00am - 1:00pm
\$25 - Demo/Certification
pg. 29

May 17, 2020

Berodin: Waxing with
Lori Nestore
11:00am - 2:00pm
\$99 - Interactive Demo
pg. 41

May 18, 2020

The Amika Experience
5:00pm - 7:00pm
\$25 - Immersion Experience
pg. 45

May 18, 2020

The Amika Experience
7:00pm - 8:30pm
\$25 - Naeemah Mainstage
pg. 45

May 31 & June 1, 2020

Babe Hair Extensions:
Mastery Tour
Sunday: 10:00am - 5:00pm
Monday: 10:00am - 4:00pm
\$499 - Hands-On
pg. 32

June 7, 2020

Alfaparf: Gray Coverage
Balayage with Cassie
9:00am - 12:00pm
\$50 - Demo
pg. 9

June 7, 2020

Alfaparf: Gray Coverage
Balayage with Cassie
9:00am - 4:00pm
\$150 - Hands-On
pg. 9

June 7, 2020

Wella: An Evening with
Briana Cisneros
6:00pm - 8:00pm
\$25 - VIP Event
pg. 46

June 8, 2020

Wella: Brazilian Illuminage
with Briana Cisneros
10:00am - 3:00pm
\$199 - Hands-On
pg. 11

June 14, 2020

Babe Hair Extensions:
Hand Tied Weft Certification
9:00am - 5:00pm
\$399 - Hands-On
pg. 33

June 15, 2020

Magic Sleek: Smoothing
Certification
10:00am - 2:00pm
\$25 - Certification
pg. 30

June 15, 2020

Babe Lash: Lash Certification
10:00am - 5:00pm
\$499 - Hands-On
pg. 34

June 21 & 22, 2020

Alfaparf: Master Colorist 3
9:00am - 4:00pm
\$299 - Hands-On
pg. 8

June 28, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

June 28, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

June 29, 2020

ColorProof: Special
Occasion Hair Styling
9:00am - 12:00pm
\$50 - Demo
pg. 23

June 29, 2020

ColorProof: Special
Occasion Hair Styling
9:00am - 4:00pm
\$125 - Hands-On
pg. 23

April 5, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

April 5, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

May 3, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

May 3, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

June 14, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 12:00pm
\$95 - Demo
pg. 13

June 14, 2020

Curlisto: Master The Art of
Curly Hair with Christo
10:00am - 4:00pm
\$295 - Hands-On
pg. 13

SPRING 2020 INDEX

ROCKVILLE

January 12, 2020

DevaCurl: Deva Inspired
Level One-Cutting
9:00am - 4:00pm
\$295 - Hands-On
pg. 15

January 13, 2020

Babe Lash: Lash
Certification
10:00am - 5:00pm
\$499 - Hands-On
pg. 34

January 20, 2020

DevaCurl: Deva Inspired
Level One-Cutting
9:00am - 4:00pm
\$295 - Hands-On
pg. 15

February 2, 2020

DevaCurl: Deva Inspired
Level One-Cutting
9:00am - 4:00pm
\$295 - Hands-On
pg. 15

February 3, 2020

Babe Lash: Volume Lash
Certification
9:00am - 5:00pm
\$499 - Hands-On
pg. 35

February 9, 2020

Babe Hair Extensions:
Hand Tied Weft Certification
9:00am - 5:00pm
\$399 - Hands-On
pg. 33

February 24, 2020

DevaCurl: Deva Inspired
Level One-Cutting
9:00am - 4:00pm
\$295 - Hands-On
pg. 15

March 8, 2020

Babe Hair Extensions:
Hand Tied Weft Certification

9:00am - 5:00pm
\$399 - Hands-On
pg. 33

March 16, 2020

Milbon: Liscio Retexturizing
10:00am - 3:00pm
\$150 - Hands-On/
Certification
pg. 26

March 22, 2020

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 37

March 23, 2020

Babe Lash: Lash
Certification
10:00am - 5:00pm
\$499 - Hands-On
pg. 34

March 29, 2020

Alfaparf: Business Building
& Balayage with Erin Mills
10:00am - 3:00pm
\$125 - Interactive Demo
pg. 49

March 30, 2020

Magic Sleek:
Smoothing Certification
10:00am - 2:00pm
\$25 - Certification
pg. 30

April 5 & 6, 2020

Alfaparf: Master Colorist 3
9:00am - 4:00pm
\$299 - Hands-On
pg. 8

April 13, 2020

Keratin Complex:
KCMAX Certification
10:00am - 1:00pm
\$25 - Demo/Certification
pg. 28

April 26 & 27, 2020

Babe Hair Extensions:
Mastery Tour
Sunday: 10:00am - 5:00pm
Monday: 10:00am - 4:00pm
\$499 - Hands-On
pg. 32

May 4, 2020

ColorProof: Special
Occasion Hair Styling
9:00am - 12:00pm
\$50 - Demo
pg. 23

May 4, 2020

ColorProof: Special
Occasion Hair Styling
9:00am - 4:00pm
\$125 - Hands-On
pg. 23

11 de Mayo de 2020

Aloxxi: Exploración
de Tendencias con
Leonardo Rocco
9:00am - 12:00pm
\$50 - Demostración
pg. 21

11 de Mayo de 2020

Aloxxi: Exploración
de Tendencias con
Leonardo Rocco
9:00am - 4:00pm
\$150 - Clase Práctica
pg. 21

May 17, 2020

Keratin Complex: Keratin
Smoothing Certification
10:00am - 1:00pm
\$25 - Demo/Certification
pg. 29

May 18, 2020

Berodin: Waxing Head
to Toe and Everything In
Between with Lori Nestore
11:00am - 2:00pm
\$99 - Interactive Demo
pg. 41

June 8, 2020

Magic Sleek:
Smoothing Certification
10:00am - 2:00pm
\$25 - Certification
pg. 30

June 14, 2020

Babe Lash: Volume
Lash Certification
9:00am - 5:00pm
\$499 - Hands-On
pg. 35



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