

SHOW PREVIEW



SalonCentric™

STATE | RDA
BEAUTY SUPPLY | PROMART

Beauty Connect

Virtual Show



JUNE
6-7

See inside for
classes, exhibitors,
daily schedules,
artists and more.

Reinventing the Way You Learn, Explore & Stay Inspired!

Sunday, June 6

11:30am-6pm ET/ 10:30am- 6pm CT/ 8:30am-3pm PT

Monday, June 7

11:30am-4pm ET/ 10:30am- 3pm CT/ 8:30am-1pm PT

Tickets

2-Day Show Pass: \$40

Information to access the virtual show will be emailed to attendees before the event.

How to Purchase

SalonCentric

In Stores, Online or with your
Salon Success Consultant

State|RDA

Online at
state-rda.com/beauty-connect

All sales are final. No refunds, credits or exchanges.



**Your ticket includes 14-day access
to over 80 education sessions available until
June 19, so you won't miss a moment!**

*Access from a laptop, desktop computer, smartphone or tablet.
Web-based 2D platform experience is mobile-friendly on all devices.*

Show Highlights

THE **PLATFORM** STAGE



Ignite your creativity with inspiring education from some of the biggest names in the industry. **Page 3**

Explore the Virtual Exhibit Hall

Shop and save on the interactive exhibit floor, network and get the latest product knowledge from brand experts. **Page 16**

Education Classes

More live classes than any other virtual industry event. Choose from over 70 digital interactive live classes!

#ItTakesAProTeam

Page 4

Just for Students

Page 5

Clases En Español

Page 8, 11

At-a-Glance Schedule:

Sunday **Pages 6-9**

Monday **Pages 10-12**

**View Class
Schedule and
Descriptions in the
SalonCentric App!**



CE Information

Earn your CE hours online—it's easier than ever!
See more details. **Page 13-14**



THE PLATFORM STAGE



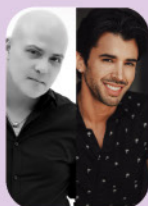
Beauty. Amplified.

**Spark your creativity with
these top artists!**

SUNDAY



Sally Lemmo
L'ANZA
HEALING HAIR COLOR & CARE
Blonde Squad
12-1pm ET
11am-12pm CT
9-10am PT



**Robert Santana
& Eric Vaughn**
matrix
**Blondes Around
the World**
1:15-2:15pm ET
12:15-1:15pm CT
10:15-11:15am PT



**Suzie Bond &
Sebastian Langman-Kirtley**
L'ORÉAL
PARIS
**French Balayage & French Color
Express Techniques**
3:15-4:15pm ET
2:15-3:15pm CT
12:15-1:15pm PT



**Dawn McKee &
Shannon McKee**
SURFACE
HAIR BY SURFACE
Here Comes the Bride
4:30-5:30pm ET
3:30-4:30pm CT
1:30-2:30pm PT

MONDAY



Ashley Brown
MIZANI
TEXTURE LOVE SINCE 1991
The MIZANI Aircut Preview
12-1pm ET
11am-12pm CT
9-10am PT



Yureesh Hooker
PUREOLOGY
PROFESSIONAL COLOR CARE
**Protect Your Environment,
Grow Your Business**
1:15-2:15pm ET
12:15-1:15pm CT
10:15-11:15am PT



Ambrosia Carey
Olivia Garden*
**Timeless Beauty: Cutting, Styling
& Finishing Technique**
2:30-3:30pm ET
1:30-2:30pm CT
11:30am-12:30pm PT

#ItTakesAPro Team

FEATURED CLASSES

**Amp up your skills with our
#ItTakesAProTeam!**

SUNDAY



Annette Waligora
Bridal Updos
12-1pm ET
11am-12pm CT
9-10am PT



Naeemah LaFond
Building Texture
through Styling
1:15-2:15pm ET
12:15-1:15pm CT
10:15-11:15am PT



Rachel Redd
Thermal Styling Color
Treated Texture
4:30-5:30pm ET
3:30-4:30pm CT
1:30-2:30pm PT

MONDAY



Mireya Villarreal
Get Motivated and Build
a Successful Business
Foundation
12-1pm ET
11am-12pm CT
9-10am PT



John Mosley
The Art of Fading
1:15-2:15pm ET
12:15-1:15pm CT
10:15-11:15am PT



Blake Reed Evans
Growth Hacks: How to
Expand Your Business
2:30-3:30pm ET
1:30-2:30pm CT
11:30am-12:30pm PT



Yene Damte
The Soul of the
6 Figure Stylist
2:30-3:30pm ET
1:30-2:30pm CT
11:30am-12:30pm PT

Calling

**ALL
STUDENTS**

**Let us help you make your
career dreams come true
with featured classes from the**

#ItTakesAPro
Team

MONDAY



Yene Damtew

Business Building & Finance Tips

The core of your business begins with you. Let's build a solid foundation of what you do, who you are and your purpose.

12-1pm ET/ 11am-12pm CT/ 9-10am PT



Mireya Villarreal

Crush the Barriers to Success

Learn how to crush the barriers that are preventing you from getting to next level success!

Mireya Villarreal, Founder and CEO of Pink Pewter, will share her journey of successes, failures, and valuable lessons.

1:15-2:15pm ET/ 12:15-1:15pm CT/ 10:15-11:15am PT



Daniel Mason-Jones

Social Currency

Learn the latest tips and tricks to build your presence with social media and explore what REALLY works and what no longer does. Social media is ever changing, are you up to date on the latest changes?

2:30-3:30pm ET/ 1:30-2:30pm CT/ 11:30am-12:30pm PT

Class Schedule

SUNDAY

12-1pm ET/ 11am-12pm CT/ 9-10am PT

Barbering



American Crew: The New 2021 Collection: HQ
Crystal Ann Heric

Business



Daniel Mason-Jones: Community Connection
Daniel Mason-Jones

Business



SalonCentric: Sexual Harassment Awareness
Christa McDearmon

Color



L'Oréal Professionnel: Breakdown of Express Balayage & Foliage
Sebastian Langman-Kirtley

Color



Biolage: Grow Your Business with Treatments and Retail
Eric Vaughn

Color/Cut



Surface: New Earth 'The Edge'
Dawn McKee, Shannon McKee

Cutting/Styling



Redken: Beyond the Cut: Design and Finish
Sam Villa, Sarah Bramham

Styling/
Finishing



Ulta Beauty Pro Team: Styling & Finishing Co-Lab
Ammon Carver, Danielle Keasling, David Lopez

Updo



#ItTakesAProTeam: Bridal Updo
Annette Waligora

Tanning



Norvell: Spray Tanning Certification and Training
Brandon Cardinal

Curl/Texture



Sexy Hair: All About Curls
Amanda Fator, Ingrid Young

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

1:15-2:15pm ET/ 12:15-1:15pm CT/ 10:15-11:15am PT

Business



Summit: Stress Free Promotions for 2021 and Beyond
Kristi Valenzuela

Business



Inspire Software by STX: Ready Set Grow!
Stephan Thompson

Business



SalonCentric: Salon Sanitation
Linda Pochop

Business



SalonCentric: More Than Numbers – Introducing the Enneagram
Keanu Trujillo

Color



Pulp Riot: Total Color
Lauryn Lee

Cutting/Styling



Sexy Hair: Cutting & Up-Styling
Dawn Atkinson, Antonio Estrada

Nails



CND: Art-Rageous!
Mary Chhea

Smoothing



Keratin Complex: Keratin Treatments 101
Paul Dobbert

Styling/Finishing



Olivia Garden: Timeless Beauty: Cutting, Styling & Finishing Technique
Ambrosia Carey

Cutting/Texture



Mizani: MIZANI Aircut Preview
Ashley Brown

Styling/Texture



#ItTakesAProTeam: Building Texture through Styling
Naeemah LaFond

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

3:15-4:15pm ET/ 2:15-3:15pm CT/ 12:15-1:15pm PT

Barbering



Sexy Hair: Barbering

Josh Perez, Steve Wren

Barbering



Andis: Essential Clipper Cutting

John Mosley

Business



Daniel Mason-Jones: Financial Forecast

Daniel Mason-Jones

Business



Iowa Law & Infection Control for Cosmetology, Esthetics, Nails & Barbering

Sue Charles

Color



Pulp Riot: All the Reds

Cory Hoffman

Color



Redken: Blonde Baby Blonde Part 2

Sean Godard, Adrienne Dara

Color **EN ESPAÑOL**



Matrix: El Remix Rubio En Español

Robert Santana

Haz que tu corrección de color rubio sea menos complicada con con el director artístico de Matrix, Robert Santana, mientras te lleva a través del Remix Rubio. Robert compartirá pasos exclusivos para cambiar de tonos cálidos no deseados a hermosos frescos. ¡No querrás perderte esto!

Color



L'ANZA: Blonde Squad

Sally Lemmo

Color/Cut



Olaplex: OLAPLEX No.2 & Calligraphy Cutting

Jackie R. Chan

Tanning



Norvell: Spray Tanning Certification and Training

Brandon Cardinal

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

4:30-5:30pm ET/ 3:30-4:30pm CT/ 1:30-2:30pm PT

Business



Suite Emotion
Shonna Curtis

Business



Dyson: Leading Your Client's Healthy Hair Journey
Matthew Collins

Business



Pureology: Protect Your Environment, Grow Your Business
Yureesh Hooker

Color/Styling



Kenra Professional: 2021 Trending Color & Styles
Alyssa Vivirito

Styling/Finishing



Amika: Viral Braids
Katelyn McGinn

Styling



Authentic Beauty Concept: How To: Breezy Summer Texture
Tiffany Hunter

Texture



Ouidad: Curl Talk
Stevie Kennedy

Color/Texture



#ItTakesAProTeam: Thermal Styling Color Treated Texture
Rachel Redd

Extensions



Marcella Ellis: Micro Link I Tip
Marcella Ellis

Color



Matrix: High Impact Blonding
Eric Vaughn

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

MONDAY

12-1pm ET/ 11am-12pm CT/ 9-10am PT

Barbering



American Crew: The New 2021 Collection: HQ
Crystal Ann Heric

Business



Daniel Mason-Jones: Beyond Leadership
Daniel Mason-Jones

Business



SalonCentric: Sexual Harassment Awareness
Christa McDearmon

Business



#ItTakesAProTeam: Get Motivated and Build a Successful Business Foundation Mireya Villarreal

Color



L'Oréal Professionnel: Color Blocking and Placement, The Professional Difference Suzie Bond

Color/Texture



Redken: Coloring & Bonding Textured Hair
Lindsey Olson, Rachel Redd

Cutting/Styling



Fatboy: Environmentally Sustainable Styling
Jason Viera

Business



#ItTakesAProTeam: Business Building & Finance Tips (For Students)
Yene Damtew

Tanning



Norvell: Spray Tanning Certification and Training
Brandon Cardinal

Curl/Texture



Sexy Hair: All About Curls
Amanda Fator, Ingrid Young

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

MONDAY

1:15-2:15pm ET/ 12:15-1:15pm CT/ 10:15-11:15am PT

Barbering



#ItTakesAProTeam: The Art of Fading

John Mosley

Business



Iowa Law & Infection Control for Cosmetology, Esthetics, Nails & Barbering

Sue Charles

Business



Training: The Beauty Community Against Domestic Abuse

Elizabeth Teixeira

Color



Pulp Riot: Intro to Blending & Toning

Lida Parks

Color



Matrix: The Blonde Remix

Lenny Strand

Color/Cut



Surface: New Earth 'Windswept'

Dawn McKee, Shannon McKee

Cutting/Styling
EN ESPAÑOL



Sexy Hair: Peinado Recogido

Paola Rascon

Encuentra inspiración con la dinámica de este miembro de nuestro equipo visionario (Visionary Team), considerado la experta en acabado de cabello. No te preguntes más como conseguir este intrigante look porque tendrás la oportunidad de aprenderlo de cerca.

Nails



CND: Art-Rageous!

Mary Chhea

Business



#ItTakesAProTeam: Crush the Barriers to Success (For Students)

Mireya Villarreal

Styling



AIIR Professional: Elevate Your Styling

Jenny Strebe

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

MONDAY

2:30-3:30pm ET/ 1:30-2:30pm CT/
11:30am-12:30pm PT

Barbering



Sexy Hair: Barbering

Josh Perez, Steve Wren

Barbering



Andis: Mechanical Shears

Katrice Thompkins

Business



Canvas ME: Market Yourself Like a Boss

Jen Martinelli & Matt Martinelli

Business



Dyson: Leading Your Client's Healthy Hair Journey

Anh Co Tran

Business



SalonCentric: Salon Sanitation

Linda Pochop

Business



#ItTakesAProTeam: Growth Hacks: How to Expand Your Business

Blake Reed Evans

Color



Pulp Riot: Advanced Creative Color

Kristi Day

Color



Redken: Trade Secrets of Shades EQ

Lori Zabel, Ryan Morgan

Business



#ItTakesAProTeam: Social Currency (For Students)

Daniel Mason-Jones

Tanning



Norvell: Spray Tanning Certification and Training

Brandon Cardinal

Business



#ItTakesAProTeam: The Soul of the 6 Figure Stylist

Yene Damtew

View Class Schedule
and Descriptions in the
SalonCentric App!



Continuing Education

Continuing Education

Cosmetology CE available for (but not limited to): DC, IA, IL, NC, NE, & TX

To Receive CE:

Make sure you are registered for Beauty Connect with your Professional Licensed Name.

- Sign in on an individual device (phone, computer, tablet), screen sharing is not allowed for CE.
- For each class attended in its entirety you will receive 1 hr of CE, for the profession presented.*
- All attendance is recorded so be sure to stay logged in and active in your classroom chats.
- Log into only one class at a time. If logged into multiple classes at the same time, CE for all classes during that time will be void.
- You must submit Only 1 CE request for the entire event at any time during the event, but no later than 30 mins after the end of the last day. The CE request QR code will be shown multiple times throughout each class each day. Scan the QR Code and complete the questionnaire regarding your license and any feedback you would like to add. Make sure to click submit when the CE request is complete, to ensure it is submitted. You will receive a confirmation email within the week.
- CE is not available on the post-show class replay.

Texas Approved CE:

- Salon Sanitation Course #23683 (1Hr) w Linda Pochop - TDLR Provider #2158
- Surface New Earth Course #24156 (1Hr) w Dawn McKee - TDLR Provider #2158
- Sexy Hair All About Curls Course #24155 (1Hr) w Ingrid Young - TDLR Provider #2158
- Financial Forecast Course #24157 (1Hr) w Daniel Mason-Jones - TDLR Provider #2158
- Discover Beauty Connect State RDA Show – Show Hour Course #23683 (1Hr) ONLY FOR TX - TDLR Provider #2158 Receive a 1-hour show credit for attending the show. Attendee must be present within classes for an accumulation of 1 hour, other than approved TX classes.

*Please note not all states will allow CE for this event. For any questions, please email CE@Support.LorealUSA.com.

Specialized CLASSES



Elizabeth Teixeira

Training: The Beauty Community Against Domestic Abuse

The Beauty Community Against Domestic Abuse raises awareness of domestic violence by training salon professionals to recognize the signs and symptoms to safely and confidentially refer clients, friends, family and co-workers to local resources for help.

Monday: 1:15-2:15pm ET/ 12:15-1:15pm CT/ 10:15-11:15am PT



Sue Charles

Iowa Law & Infection Control for Cosmetology, Esthetics, Nails & Barbering

This 2-hour Iowa Law and Infection Control Class meets the requirements for the Iowa Board of Cosmetology Arts & Sciences. In this class, you will learn the most current Laws & Infection Control practices required by the State of Iowa.

Sunday: 3:15-5:15pm ET/ 2:15-4:15pm CT/ 12:15-2:15pm PT

Monday: 1:15-3:15pm ET/ 12:15-2:15pm CT/ 10:15am-12:15pm PT



Linda Pochop

Salon Sanitation

This comprehensive safety and sanitation course will provide you with interesting facts, tons of knowledge, and loads of fun, all while giving you the tools you need to ensure a safe and sanitary space for you and your clients. This course meets the CE Safety and Sanitation requirements for your state.

Sunday: 1:15-2:15pm ET/ 12:15-1:15pm CT/ 10:15-11:15am PT

Monday: 2:30-3:30pm ET/ 1:30-2:30pm CT/ 11:30am-12:30pm PT



Christa McDearmon

Sexual Harassment Awareness

Learn to identify the sign of sexual harassment and the appropriate corrective actions to take in the event of an occurrence. This class qualifies for the 1 hr sexual harassment CE required for IL Cosmetology, Nails & Esthetics renewal.

Sunday & Monday:

12-1pm ET/ 11am-12pm CT/ 9-10am PT

Virtual Exhibit Hall

Don't miss our scavenger hunt for a chance to win prizes!

Interact with the industry's top brands on our virtual exhibit floor. Get the latest **product knowledge** from **brand experts** and **shop great deals!**

15% OFF Participating Brands

10% OFF Color 12+ Tubes

(mix and match within brand)

Featuring

AMERICAN
CREW.
Official Supplier to MenSM

amika:

BIOLAGE

dyson

fatboy.



L'ANZA
HEALING HAIR COLOR & CARE

L'ORÉAL
PROFESSIONNEL
PARIS

matrix

MIZANI.
TEXTURE LOVE SINCE 1991

NORVELL
skin solutions, LLC

OLAPLEX.

Olivia Garden[®]

PUREOLOGY[®]
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC

SAM VILLA[®]

★ **sexyhair.**

surface
HAIR HEALTH ART



Participating brands subject to change. Promotional offers exclude Olaplex.

Dyson not available on SalonCentric.com

State|RDA attendees will receive a coupon to shop deals in their local store from June 9-22!