

SHOW PREVIEW

SalonCentricSM STATE | RDA
BEAUTY SUPPLY | PROMART

Beauty Connect

Virtual Show



JAN
24-25

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

Welcome to the **VIRTUAL WORLD OF BEAUTY.**

Sunday, January 24

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

Monday, January 25

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

Tickets

2-Day Show Pass: \$35

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 Consultan

State|RDA

Online at
state-rda.com/beauty-connect

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



Attend from anywhere. Experience it all.



*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, plus a special **guest influencer** you won't want to miss! **Pages 4-5**

Explore the Virtual Exhibit Hall

Interact one-on-one by chat or video, network, and shop over 40 of the industry's top beauty brands. See the full exhibitor list. **Page 3**

Education Classes

Discover new **2021 class offerings** from top educators with over **40 digital interactive live classes** to choose from!

At-a-Glance Schedule:

- Sunday **Pages 6-10**
- Monday **Pages 11-13**

View Class Schedule and Descriptions in the SalonCentric App!



CE Information

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

*TX has been submitted for approval. See more details. **Page 15**



Virtual Exhibit Hall

Interact with the industry's top beauty brands, get the latest **product knowledge** from **brand experts** and **shop deals** on professional products including hair, nails, tools, makeup and skincare.

Featuring

Agadir

AMERICAN
CREW
Official Supplier to MenSM

amika:

andis

Artistic
NAIL DESIGN

**AUTHENTIC
BEAUTY
CONCEPT**

BaBylissPRO

Betty Dain
CREATIONS, INC.

BIO:IONICSM

BIOLAGE

CANVAS **ME**

colortrak

CND
Nails. Fashion. Beauty.

dermalogicaSM

dyson

essie.

fatboy.

Grande **G** Cosmetics

IGK
WORLDWIDE

it's a **10**SM
haircare

KERATINCOMPLEXSM
Beautiful hair every day

KENRA.

L'ANZA
HEALING HAIR COLOR & CARE

**L'ORÉAL
PROFESSIONNEL**
PARIS

MALIBUSM
wellness beauty collection

MATRIX

MIZANI
TEXTURE LOVE SINCE 1991

M.
MOROCCAN OIL

NORVELL
skin solutions, LLC

OLAPLEX.

Olivia GardenSM

Ouidad
THE CURL EXPERTSM

PRAVANASM

PULPRIOT

PUREOLOGYSM
PROFESSIONAL COLOR CARE

REDKEN
5TH AVENUE NYC

SAM VILLASM

★ **sexyhair.**

SPARKS

surface
HAIR HEALTH ART

tressa

WAHLSM

Wet
brush-pro



THE PLATFORM STAGE

Beauty. Amplified.

SUNDAY



Tiffany Minyon, Vanessa Gapezzani
& Kasey O'Hara
PULPRIOT
Mainstage
12:00pm ET/ 9:00am PT



Amanda Elaine Killen
amika:
Brooklyn Bridal Inspiration
12:45pm ET/ 9:45am PT



Min Kim
**L'ORÉAL
PROFESSIONNEL
PARIS**
French Balayage
1:30pm ET/ 10:30am PT



Scott Sueper
L'ANZA
HEALING HAIR COLOR & CARE
Perfect Placement
2:15pm ET/ 11:15am PT



Antonio Estrada &
Arlene Martin
★ sexyhair.
Mainstage
3:00pm ET/ 12:00pm PT



George Garcia
REDKEN
8TH AVENUE NYC
Split Lights
3:45pm ET/ 12:45pm PT



César DeLeón Ramírez
Celebrity Hair Stylist
presented by SalonCentric
How the Beauty Industry
Saved My Life & The Journey
to Becoming a Celebrity Stylist
4:30pm ET/ 1:30pm PT

THE PLATFORM STAGE

Beauty Redefined

5:45 – 6:45pm ET/ 2:45 – 3:45pm PT

SUNDAY



César DeLeón Ramírez
Celebrity Hair Stylist



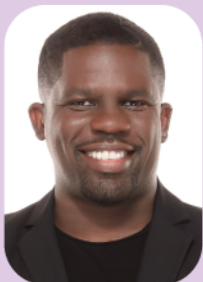
Min Kim
L'ORÉAL
PROFESSIONNEL
PARIS



Sam Villa
REDKEN
5TH AVENUE NYC



Yene Damtew
SalonCentric™
Love Ambassador



Jamal Edmonds
MIZANI
TEXTURE LOVE SINCE 1991



Kareema Acker
SalonCentric™
Host

The beauty industry is built on a foundation of love for beauty created by artists of all races, ethnicities, genders, and sexual orientations. Our Beauty Redefined event brings together top industry artists from multiple perspectives that will share their views on how unique backgrounds positively impact our industry and drive towards inclusivity for all.

Please join us as we speak on:

- Importance of Representation
- Self-Confidence
- Imposter Syndrome
- Carving Your Own Path

THE PLATFORM STAGE

MONDAY



Meg Rowlett

PRAVANA

Peak Into Pravana
12:00pm ET/ 9:00am PT



Chrystofer Benson

MATRIX

Award Winning
Hair Behind the Chair
12:45pm ET/ 9:45am PT



Jamal Edmonds

MIZANI
TEXTURE LOVES SINCE 1991

Experience the Texture Trifecta
1:30pm ET/ 10:30am PT



Dawn McKee & Amy Crump

surface
HAIR HEALTH ART

Bridal Hair 2021
2:15pm ET/ 11:15am PT

Class Schedule

SUNDAY

12:00 – 1:00 pm ET/ 9:00 – 10:00 am PT

Barbering



Andis: Essential Clipper Cutting

Lici LadyBarber

Business



Daniel Mason-Jones: Community Connection

Daniel Mason-Jones

Business
CE: 1 Hr.

Salon Sanitation

Linda Pochop

Color



Matrix: Fresh Look at Blondes

Lenny Strand

Color



Surface: The VIP Color Experience

Amy Crump & Sean Carlson

Color



Pravana: Pravana Perfects Pearl

Leticia Perez & George Blanco

Color



L'ANZA: Perfect Placement

Scott Sueper

Color



L'Oréal Professionnel: Creating Diffused Dimension

Min Kim

Design/Cut



Redken: All About the Clients... Cut & Finish

Sam Villa & Ruth Roche

Finishing/Styling



Bio Ionic: Speedy Spring Styles

Vasi

Tanning



Norvell: Learn the Art of Spray Tanning – Certification

Brandon Cardinal

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

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

Barbering



American Crew: Free Hand Fades and Beard Sculpting
Jim Massey & Sarah Myers

Business



Beauty Finance Group: Fundamentals of Finance
Anna Manukyan

Business



Iowa Law: Iowa Law & Infection Control (This class is 2 hours)
Sue Charles

Color



Malibu C: Architecture of Corrective Color (Advanced Class)
Katherine Maddox

Color



Olaplex: Brunette Sunkissed Balayage Featuring Olaplex
Bianca Hillier

Color



Redken: Cool Result... For Sure!
Lori Zabel & Cassandra McLaughlin

Curl/Texture



Mizani: The Mizani Aircut
Jamal Edmonds & Yvonne Daly

Curl/Texture



Ouidad: Calling All Curls!
Stevie Kennedy

Nails



CND: Art-Rageous
Diane Diaz

Styling



Biolage: Styling Tips for Any Occasion
Michael Albor

Styling



Sexy Hair: The Art of Exploring Texture
Antonio Estrada & Arlene Martin

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and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

2:30 – 3:30pm ET / 11:30am – 12:30pm PT

Barbering



BaBylissPRO: Barbering 101: Confidence with Clippers
Rachel Romero

Business



SalonCentric: The Soul of the 6 Figure Stylist*
Yene Damtew

Color **EN ESPAÑOL**



Matrix: Heroes De Color Todos Los Días
Robert Santana

Color



Redken: Blonde Baby Blonde
Sean Godard & Adrienne Dara

Color



Surface: Pure Color
Dawn McKee

Curl/Texture



Authentic Beauty Concept: Embracing Texture & Curls
Evan Joseph

Styling



Pureology: Pure Hair Hacks/Style in a Snap
Jamie Wiley & Nanette Guild

Styling



Wet Brush: I Love Wet Brush
Vasi

Tanning



Norvell: Learn the Art of Spray Tanning - Certification
Brandon Cardinal

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and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

3:45 – 4:45pm ET / 12:45 – 1:45pm PT

Barbering



Andis: Fades 101
Sean Casey

Barbering



Wahl: The Wahl North American Fade
John Carlo

Business



Canvas ME: Lead with Purpose & Humanize in a Digital World
Jen & Matt Martinelli

Business



Mireya Villarreal: Expand Your Marketing Reach & Grow Your Customer Base
Mireya Villarreal

Business



Summit Salon Business Center: Stress Free Promotion Planning for 2021
Kristi Valenzuela

Color



L'Oréal Professionnel: Bespoke Hairstyles for 2021
Frédéric Fekkai

Color



Pulp Riot: Total Color Education
Bethany Vannoy

Styling



Dyson: Leading Your Client's Healthy Hair Journey
Todd Tinnel

Styling



Moroccanoil: Mane Event
Kelly Bowen

Styling



Sexy Hair: The Art of Trends Advanced Cutting
Dawn Atkinson & Josh Perez

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and Descriptions in the
SalonCentric App!



Class Schedule

SUNDAY

5:00 – 6:00pm ET / 2:00 – 3:00 pm PT

Business



Biolage: More Retail, More Revenue: The Evolution
Eric Vaughn

Business



Daniel Mason-Jones: Beyond Leadership
Daniel Mason-Jones

Smoothing



Keratin Complex: Maximizing Manageability with KCSMOOTH
Paul Dobbert

Tanning



Norvell: Learn the Art of Spray Tanning - Certification
Brandon Cardinal

View Class Schedule
and Descriptions in the
SalonCentric App!



Class Schedule

MONDAY

12:00 – 1:00pm ET / 9:00 – 10:00am PT

Barbering



American Crew: High Texture
Crystal Ann Heric

Business



Daniel Mason-Jones: Financial Forecast
Daniel Mason-Jones

Business

Salon Sanitation
Linda Pochop

Color



Kenra Professional: Time-Saving Color with Maximum Impact
Kelly Murphy

Curl/Texture



Bio Ionic: Speedy Spring Styles
Becca M.

Curl/Texture



Mizani: The Mizani Aircut
Jamal Edmonds & Yvonne Daly

Design/Cut



Redken: All About the Clients... Cut & Finish
Sam Villa & Ruth Roche

Design/Cut



Sexy Hair: The Art of Trends Advanced Cutting
Dawn Atkinson & Josh Perez

Nails



CND: Art-Rageous
Diane Diaz

Styling



Matrix: Runway to Reality
Dilek Onur-Taylor

Styling



Surface: VIP Money, Blowout & Treatments
Amy Crump & Sean Carlson

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Class Schedule

MONDAY

1:15 – 2:15pm ET / 10:15 – 11:15am PT

Barbering



Andis: Beard Grooming
Lici LadyBarber

Business



Beauty Finance Group: Fundamentals of Investment Types
Anna Manukyan

Business



Iowa Law: Iowa Law & Infection Control (This class is 2 hours)
Sue Charles

Color



L'Oréal Professionnel: Creating Diffused Dimension
Min Kim

Color
EN ESPAÑOL



Pravana: Pravana Perfects Pearl
Leticia Perez & George Blanco

Color



Pulp Riot: Demi Education
Erin Hriczak

Color



Redken: Blonde Baby Blonde
Sean Godard & Adrienne Dara

Curl/Texture



Ouidad: Calling All Curls!
Jessica O'Brian

Styling



Dyson: Leading Your Client's Healthy Hair Journey
Todd Tinnel

Styling



Moroccanoil: Mane Event
Kelly Bowen

Tanning



Norvell: Learn the Art of Spray Tanning - Certification
Brandon Cardinal

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Class Schedule

MONDAY

2:30 – 3:30pm ET / 11:30am – 12:30pm PT

Barbering



BaBylissPRO: Barbering 101: Confidence with Clippers
Carlos Estrella

Barbering



Wahl: The Wahl North American Fade
John Carlo

Business



Mireya Villarreal: Building a Successful Business Foundation
Mireya Villarreal

Color



Matrix: Everyday Color Heroes
Lenny Strand

Color



Malibu C: Architecture of Corrective Color (Advanced Class)
Missy Peterson

Color



Olaplex: Halo Balayage
Sarai Speer

Color



Redken: The Secrets of Color on Textured Hair
George Garcia & Leysa Carrillo

Styling



Pureology: Pure Hair Hacks/Style in a Snap
Jamie Wiley & Nanette Guild

Styling



Sexy Hair: Endless Transformations Up-Styling
Paola Rascon & Shayla Robertson

Styling



Wet Brush: I Love Wet Brush
Becca M.

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Continuing Education

Continuing Education

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

***TX has been submitted for approval.**

Attendees are timestamped when they arrive into a classroom and when they leave. Attendees will only receive hours for the classes they attend in their entirety. Attendance reports will be verified before CE can be issued. CE is only available for classroom education and does not include "The Platform" (aka "Main Stage") sessions.

To Receive CE:

- Make sure you are registered for Beauty Connect with your Professional Licensed Name. Use an individual device to log into Beauty Connect. Screen sharing means attendee timestamp cannot be recorded, and this will result in no CE. Log into only one class at a time. If you log into multiple classes at the same time, CE for all classes will be void.
- Submit your CE request through the QR code/link provided in classrooms between classes. This request must be submitted within 30 minutes of the end of each day, in order to qualify for CE.
- This QR code/link will send you to a questionnaire regarding your license information and a survey on the event. This request can be completed and submitted any time throughout the day. Only 1 submission each day. You do not need to provide an Event Id; all log ins are tracked.
- SalonCentric will email certificates according to the verified attendance per class, within 6-8 weeks.

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