

together we *a boutique show with mainstage artistry* learn



SalonCentricSM

Franchise Locations Independently Owned & Operated by The Goellner Group

4 Brands under one roof
to offer you a day of stellar education.

From fresh techniques to trend-driven looks, this event is filled with the tools, tips, and inspiration you need to take your craft to the next level.

Step into a day created for stylists, where three pioneering brands come together to spark your creativity and fuel your artistry.

What you can expect:

Cutting-Edge Product Innovations

Interactive Booth Experiences

Exclusive Giveaways and Samples

Special Show-Only Deals

Join us and discover what's next in hair. Leave inspired, energized, and ready to transform every client in your chair.

**monday,
april 13th**

10am-3:30pm

REGISTER NOW:

store | salon consultant

STORES: SalonCentric
Stateline Rd. or Westport

State Beauty Supply
Lee's Summit, Blue Springs,
Liberty or North Barry Rd.

SALON CONSULTANTS:

Chad Parkhurst
816-916-4314

Vonna Occhipinto
816-456-5772

Shelby Bowden
660-819-4123

TICKETS: *limited tickets*

\$79 early bird price ends 3/1

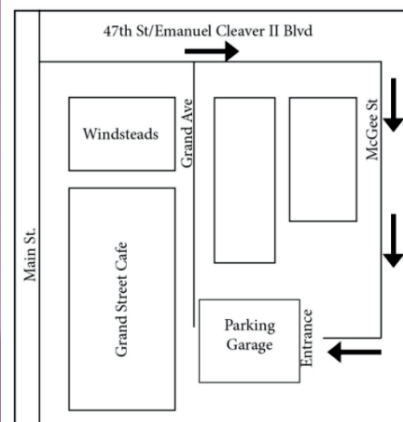
\$99 3/2 - 4/10 EDU188

Students \$69 early bird ends 3/1
EDU189

WHERE:

Grand Street Event Space
4740 Grand Ave.
Kansas City, MO 64112

FREE PARKING -----
Parking garage opens 9:15am
Event 10am-3:30pm
Garage closes 4:30pm



Take 47th Street east to McGee St.

Turn right.

Turn right again.

Enter the security gate on the east side of the parking garage.

Parking is allowed on levels A, B, and C.

Enter the building through the doors on the west side of the garage.

Once inside, take the elevator to Level 1.

JOICO
the joi of healthy hair

PRAVANA

★ **sexy**hair.

KENRA
PROFESSIONAL

JOICO

Seasonless Express Lightening: Mastering Tones & Contrast

Effortless, luxe color that lasts.
Learn modern techniques for
seamless blends, spot-on tones,
and efficient timing—creating
soft, low-maintenance looks
that evolve with your clients
year-round.

Strategic Blending Mastery: Low-Maintenance Looks with High-Impact Results



Explore trend-forward, effortless
color crafted for the modern
colorist—polished, fluid, and
fully personalized. Because
cookie-cutter color is out;
bespoke dimension is in.

PRAVANA®

Join us for an
exclusive event!

Elevate your artistry with

CHROMASILK™

DISCOVER THE
POSSIBILITIES

Special Show-Only Promo:

- Unlock exclusive offers available only at event

Loyalty Program:

- Learn about our newest loyalty program and receive special prize for signing up

Expert Education: Melody Larissa, Pravana Creative Artist

- Gain insights and tips from a talented and knowledgeable educator on the Chromasilk Creme Hair Color Collection.
- Melody Larissa brings strong technical expertise and she specializes in lived-in colors that range from blondes all the way to vibrant tones. Melody has a passion to help others curate their personal path to success. IG: @ml_methods

REGISTER TODAY!



SANDS OF THE EARTH - ARTISTIC COLLECTION 2026

A bold exploration of tone, depth, and identity. Inspired by nature's most breathtaking elements—sunlit dunes, molten sunsets, marbled stone—this collection channels the earth's raw beauty into radiant, dimensional color. Each look is layered with intention, crafted to reflect individuality in every strand. From smoldering ambers to sun-washed blondes, these tones aren't just beautiful—they're transformative.



TRANSFORMATIONAL CUTTING TECHNIQUES

Enhance your client consultation and cutting skills to bring out your client's natural features. Learn how to transform someone's look for the better by identifying their face shape, hair texture, and styling habits.

Get pro tips on how
elevate your styling
skills and boost your
retail business by
teaching your client
how to create two
completely different
styles with the same
haircut.



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