

# 2016 DISCOVER BEAUTY SHOW

APRIL 3-4 AMERICA'S CENTER | ST. LOUIS, MISSOURI

Sunday • 9:00AM - 6:00PM

Monday • 9:00AM - 4:00PM

701 Convention Plaza, St. Louis , MO 63101



**STATE | RDA**  
BEAUTY SUPPLY | PROMART

**BIO:IONIC**

**JOICO**  
THE ART OF HEALTHY HAIR

**L'ANZA**  
HEALING HAIRCARE

**MATRIX**  
IMAGINE ALL YOU CAN BE

**PRAVANA**  
NATURCEUTICALS

**PUREOLOGY**  
serious colour care

**REDKEN**  
5TH AVENUE NYC

**★ sexyhair**

**SURFACE**  
HAIR HEALTH ART

Plus Many More!

# 2016 DISCOVER BEAUTY SHOW

APRIL 3-4 AMERICA'S CENTER | ST. LOUIS, MISSOURI

## Tickets & Registration:

You should have received your ticket prior to the show. Tickets will be collected upon entry to the exhibit floor. If you need to purchase a ticket, please visit the ticket desk in the registration area for assistance. A valid photo ID is required to obtain your ticket. Misplaced or lost tickets will be subject to an onsite replacement fee. State|RDA Beauty Supply does not offer refunds, credits or exchanges on any educational events/shows. Non-licensed guests must purchase a guest ticket at the ticket desk and are not afforded access to any classrooms with the exception of the exhibit floor. All attendees must be 16 years of age or older. All purchases are final.

**Bag Check:** For your convenience, there will be a complimentary bag check located within the exhibit floor.

**Security:** All purchases are subject to search by authorized security personnel on site. Please have your receipt handy upon exiting the show floor.

## Accommodations:

Contact the Experient Housing Service by calling **800.967.8717** or **847.996.5846** or visit our website **www.state-rda.com** to make your hotel reservations. Experient Housing Service will officially open for reservations **January 4, 2016**.

**Drury Inn & Suites**  
711 North Broadway

King deluxe \$154+tax  
Queen/queen deluxe \$154+tax  
Queen suite \$154+tax

Reserve by March 15

**Hyatt Regency St. Louis at the Arch**  
4th & Chestnut Street

Single/double \$129+tax  
Triple/quad \$129+tax

Reserve by March 7

**Marriott St. Louis Grand Hotel**  
800 Washington Ave

Standard single \$169+tax  
Standard double \$179+tax

Reserve by March 9

## Show Hours

**Sunday** 9:00am-6:00pm & **Monday** 9:00am-4:00pm

## Shuttle Service

State Beauty Supply will provide free shuttle service to and from the hotels listed above and the America's Center. The shuttles will run during show days:

**Sunday** 7:30am-6:30pm & **Monday** 7:30am-5:00pm.

## Continuing Education

Iowa & Illinois – CE Offered. Maximum hours for CE if attending both Sunday & Monday – Cosmetology 14. Please ensure you pick up your CE form upon arrival in the morning at the CE registration booth. All forms are time-stamped with your arrival time. Please return your form, with all information filled in correctly, to the CE registration booth prior to your departure at the end of the day. Your form will be stamped with your ending time. Certificates will be mailed to the attendee within 6-8 weeks. Please keep your Day of Show Brochure and your Certificate for your records for up to 5 years.

## CLASSES:

### A I I (Ardell)

**Expert Eyes & Arches** • Cullen Greentaner

Sunday: 10:00AM - 11:30AM

Monday: 9:30AM - 11:00AM

Location: Room 101

Expand your clientele and boost your profits by adding lash and brow services. The lash masters at Ardell, the leader in false lashes for 45 years, will show you just how easy it is to become an expert in this growing field. This hands-on class with demonstrations will teach you how to apply strip and individual lashes as well as create perfect brows with the newest collection of pomades, powders and pencils. In just three hours, you will be able to take your clients from day to night looks and become a go-to resource for proms, weddings and special occasions!

### A I I (Clean+Easy)

**Cut Waxing Time in Half** • Cathy Jorgenson

Sunday: 1:30PM - 3:00PM

Monday: 11:00AM - 12:30PM

Location: Room 101

Discover the smarter, faster, easier, more precise and hygienic way to wax with the Clean+Easy Roll-on System. This detailed class will showcase exclusive Clean+Easy waxing techniques that will allow you to cut your appointment times in half without drips, spills or accidents. Speed up your services and double your profits!

### A I I (GiGi)

**Get GiGi with It** • Michele Baker

Sunday: 3:30PM - 5:00PM • Monday: 2:00PM - 3:30PM

Location: Room 101

Learn how to provide hair removal services according to the highest industry standards with GiGi's waxing system. With everything from pre-treatment to post-treatment and home care maintenance products, GiGi provides a complete and ultimate waxing experience. Learn detailed information on over 15 of our specialized waxes and see how GiGi best addresses your clients' hair removal needs to yield beautifully smooth, hair-free skin. Good things come to those who wax!

### American Crew

**Menswork Theory** • Patti Davenport

Sunday: 2:00PM - 3:30PM

Monday: 11:00AM - 12:30PM

Location: Room 223

Go beyond the basics of men's barbering as our American Crew All-Star teaches you our "Menswork" theory and discusses the five essential steps necessary in creating every successful men's haircut. You'll learn about our product line and leave with the confidence to make recommendations to your clients. This class focuses on helping stylists take their men's business to the next level by using proper clipper and shear cutting techniques in order to create lean, masculine shapes.



## Artistic Nail Design

**The Art of Perfect Polish** • Sarah Petersen

Sunday: 11:00AM - 12:30PM • 3:00PM - 4:30PM

Monday: 10:00AM - 11:30AM • 2:00PM - 3:30PM

Location: Room 105

In this class, we will focus on perfecting gel and French polish applications to make nails stronger and more resilient, while also avoiding chips, cracks and breaks. Get an understanding of color concepts, blending and marbling, as well as matte and shine techniques. Plus, learn how to make more money and create client loyalty in the process. Join us and discover all the features, advantages and benefits Artistic Nail Design has to offer!

## Avlon

**Cutting & Styling Textured Hair** • Martha Jo Watts

Sunday: 11:00am - 12:30pm

Monday: 1:30pm - 3:00pm

Location: Room 230

In this class, the Avlon Master Stylist will teach you how to cut relaxed, curly, and textured hair. Plus, you will receive technical instructions and creative tips based on head shape and facial features.

## Avlon

**Relaxer 101: Maximizing the Potential** • Martha Jo Watts

Sunday: 3:00pm-4:30pm

Location: Room 230

Learn the difference between relaxing hair for straightening or softening the curl pattern, and how to decide whether to color relaxed hair. This class will also review the steps necessary to maintain curly hair and minimize frizz while also managing scalp health, even on clients with dry, sensitive or itchy scalp, using Avlon KeraCare Conditioning Maintenance Systems.

## Avlon

**The Artistry & Science of Same Day Coloring & Relaxing** • Martha Jo Watts

Monday: 11:00am-12:30pm

Location: Room 230

See how to relax and permanently colored hair in the same day using Avlon FiberGuard Bridge Conditioning Serum. Learn about the physical and chemical structure of hair, understanding the pH scale, product application, as well as processing and timing for all relaxers, colors and lightener systems.

## Bioelements

**Bioelements Crash Course Retail Skin Care**

Sunday: 9:30AM - 11:00AM

Monday: 9:30AM - 11:00AM

Location: Room 100

Build your sales with at-home skincare formulas and give your clients the same professional results they expect after receiving a spa facial! Join us to learn about our newest retail launches and scientifically smart formulas, and get ready to dive into in-depth product knowledge so you can speak confidently with your clients. You will discover how retailing is an essential, professional service that will help your clients continue to see great results between appointments. Plus, learn how to professionally recommend products to build a complete at-home agenda for the best results.

## Bioelements

**Depigmenting Brightening Facial**

Sunday: 3:30PM - 5:00PM

Location: Room 100

Discover the latest depigmentation breakthroughs and how you can add them to your service menu and retail area in this interactive class. You'll learn the process of melanin production and how the skin reacts to UV exposure, hormonal imbalances, and injury. We'll discuss the science behind our powerhouse depigmenting products—LightPlex® MegaWatt Dark Spot Corrector and LightPlex® MegaWatt Skin Brightener—and how SkinReading® helps you choose the correct products and treatments based on your client's skin concern and type. Watch and participate in a full demonstration of our Depigmenting and Brightening Facial and learn how to design an at-home agenda for continued results.

## Bioelements

**VitaMineral Deep Detox Facial**

Monday: 1:30 PM - 3:00 PM

Location: Room 100

Do you have clients who drink alcohol, eat fast food, take medications, smoke cigarettes, or are just stressed out? It all results in toxic skin; wrinkles, congestion, sagging and sensitivities. Discover how to treat toxicity with confidence! You'll learn how intrinsic and extrinsic factors impair skin function, how to determine advanced skin toxicity, and the science behind how you can boost skin's natural detoxification process. Watch and participate in a full demonstration of the VitaMineral Deep Detox Facial, and learn effective detoxifying product choices and techniques to give your clients healthier, younger looking skin.



# CLASSES:

## Bodyography/Marilyn Brush

**Mature Beauty** • Rachel Nicholl

Sunday: 10:00AM - 11:30AM

Monday: 9:30AM - 11:00AM

Location: Room 241

This class will instruct attendees on how to achieve a flattering, age appropriate, and accentuated makeup look on mature women. We will tackle the common issues with mature skin and focus on a fresh look and application techniques to suit this particular clientele. During this class, students will learn how to adapt their skills to enhance features using color correction, foundation selection, contouring techniques, product selection, eyebrow definition and how to give the skin a youthful glowing appearance.

## Bodyography/Marilyn Brush

**Young & Dazzling** • Rachel Nicholl

Sunday: 3:30PM - 5:00PM

Location: Room 241

Discover the basics of teenage makeup and learn more about products that create a fresh and flawless complexion while helping to take the stress out of everyday breakouts. You will find out how to master natural "no makeup" looks and get creative using the latest trends from fashion, film, and television. This class will cover it all, from barely there beauty to age appropriate evening looks for proms, formals and other events. Attendees will learn how to choose the appropriate foundation, eye, and lip colors to suit their teenage clients.

## Jen Planck

**Team Strength**

Sunday: 11:00AM - 12:30PM

Location: Room 229

Get in the trenches of salon TEAM. What are the strategies, systems and behaviors driven by individuals that make up salon Dream Teams? You'll leave equipped with effective ways to introduce, present and implement new ideas with your team that create positive and consistent participation. This experience provides exceptional tools for mentors, teachers, leaders and coaches, also known as salon owners. Remember, great coaches create great teams!

## Jen Planck

**Courageous Conversations**

Sunday: 3:00PM - 4:30PM

Location: Room 229

Does your team use the phrase "it was/must have been a communication issue" over and over again? If so, this experience is for you! Discover fun and effective ways to turn your communication breakdowns into breakthroughs. Jen shares how using communication as a tool, instead of an excuse, can give your team strength. Learn how to create an exceptional client experience and an amazing place to work, all at the same time!

## Jen Planck

**Behind the Chair of a Champion**

Monday: 9:30AM - 11:00AM

Location: Room 229

Whether you're a new talent or a seasoned veteran, this experience will provide you with the mindset, perspective and behaviors found behind the chair of a champion. Jen gives a play-by-play look to provide an experience that narrows the focus and puts it directly on the two most important people in ALL our lives - the Client and Team.

## Jen Planck

**Impact Zones**

Monday: 1:00PM - 2:30PM

Location: Room 229

This experience will broaden your perspective of opportunities to grow a sustainable income and the lifestyle of your dreams. Jen dives deep into the four key areas that are proven to grow a salon/spa business at an accelerated rate and create residual sales and sustainability for professionals. This experience has been known to create immediate record breaking sales and new behaviors that change lives and bottom lines in the salon! This is a must for professionals at any level who are ready for a business breakthrough. Get in to the impact zones with Jen and CHANGE YOUR LIFE!

## Kasho/Universal Group

**Create with a Purpose** • Ryan Cromer

Sunday: 10:00AM - 12:00PM • 2:00PM - 4:00PM

Monday: 10:00AM - 12:00PM • 1:30PM - 3:30PM

Location: Room 232

The newest of Kasho's hands-on education has arrived! In this class, you will develop an understanding of shear design, ergonomics, and applied techniques that will form the basis of haircutting knowledge. Then, we will take it to the next level by showing you how to use your tools as an extension of yourself! Learn the "why" and "how" of techniques so you can apply them in countless situations behind the chair. Plus, maximize the capability of your tools by discovering the elements of point, channel and condensed cutting, as well as disconnection. You will use your new Kasho razor (FREE to ticketed class attendees) as we touch on the foundations of razor cutting. There is no need bring any equipment or tools since we will provide shears, razors and human hair mannequins for use in this class. Purchase your ticket (separately from the show). Register online by visiting [www.State-RDA.com](http://www.State-RDA.com). \*Hands-on, registration required. Ticket Price \$69. Limited to 24 people.

## Kenra

**2016 Kenra Color Artistic Collection** • Laken Rose

Sunday: 9:30AM - 11:00AM

Monday: 1:00PM - 2:30PM

Location: Room 242

Experience the current Kenra Color Artistic Collection through live model demonstration! These techniques will challenge your creativity through the Elements of Design, Kenra Color's signature guide to haircolor application. Join us and learn how to color fearlessly and beautifully, in five steps or less!



## Kenra

### 2016 Kenra Styling Essentials • Laken Rose

Sunday: 1:30PM - 3:00PM  
Monday: 9:30AM - 11:00AM  
Location: Room 242

In this class, we will combine Kenra Professional styling techniques and products to achieve various looks, both timeless and trending. This demonstration will include style inspiration for the everyday trendsetter as well as upstyling for any special occasion.

## Kopsa Otte

### Running Your Business by Your Numbers • Larry Kopsa

Sunday: 1:30PM - 3:00PM • 3:30PM - 5:00PM  
Monday: 11:00AM - 12:30PM • 1:30PM - 3:00PM  
Location: Room 224

If you're a typical entrepreneur, you likely have the confidence, intelligence and ambition to run your business. And if you have all those qualities—plus one more essential ingredient—then you have an excellent shot at success. The problem is, this one critical ingredient often gets the least attention. So what is this all-important ingredient? Having a complete understanding of the numbers that drive your business. During this class, CPA Larry Kopsa will teach you which financial statements you should be looking at, how to interpret those financials, and how to use them to make smart business decisions. In addition, Larry will also give you the industry averages that you need to keep your eyes on.

## L'ANZA

### L'ANZA...Believe • Leah Freeman & Matt Swinney

Sunday: 9:30AM - 11:00AM • 1:30PM - 3:00PM  
Monday: 9:30AM - 11:00AM • 1:00PM - 2:30PM  
Location: Room 220

What do you believe in? We believe in beauty. We believe in inspiration. We believe in growth. Most importantly, we believe in you! Join L'ANZA Global Creative Director Matt Swinney and L'ANZA Global Healing Color Director Leah Freeman for an inspiring journey through beautiful haircolor and dazzling style. Explore this season's shade palettes and style trends, and learn how L'ANZA Healing Haircare and Haircolor are essential to your design repertoire.

## Norvell

### Sunless Techniques and Business Building • Steve Edwards

Sunday: 11:00AM - 12:30PM • 3:00PM - 4:30PM  
Monday: 11:00AM - 12:30PM • 1:30PM - 3:00PM  
Location: Room 103

Whether you are starting from scratch or adding sunless spray tanning to your current menu of services, Norvell offers the industry's #1 comprehensive education and training program. Learn from a master educator with proven success methods on how to set you apart from your competition. The techniques and skills learned in the class will help you avoid and overcome challenges in the spray tanning business. You will learn how to educate your clients on proper preparation and maintenance techniques, increase revenue, and maximize client retention.

## Olaplex

### OLAPLEX: The Future of Chemical Services • Joe Santy

Sunday: 9:30AM - 11:00AM • 3:30PM - 5:00PM  
Monday: 9:30AM - 11:00AM • 2:00PM - 3:30PM  
Location: Room 226

Get ready to dramatically raise the bar on your color, perming, smoothing and straightening services with Olaplex, The Bond Multiplier. Find out how Olaplex can open the door for clients who haven't been able to get multiple chemical services because of the threat of destroying their hair. It's not a hollow promise! Once you understand the multiple uses of Olaplex, you will double your chemical service revenue with your existing clientele!

## Pravana

### Pravana Knows Color • Vadre Grigsby, Amie Kankelfitz & Marcie Owsinski

Sunday: 10:00AM - 11:30AM  
Monday: 10:00AM - 11:30AM  
Location: Room 221

Are you ready to truly unlock your artistry? Pravana has all the tools you need, from ChromaSilk, the fastest growing haircolor in the nation, to Vivids, the most vibrant, longest-lasting haircolor available. We'll cover everything that Pravana has to offer in the world of color, from superior gray coverage with ChromaSilk, to designing custom shades with Locked-In, and the styling you need to complete your look. Join Pravana's Artistic Education team as we show you how to unlock your artistry in the salon and beyond.

## Pravana

### Pravana Knows Balayage • Vadre Grigsby, Amie Kankelfitz & Marcie Owsinski

Sunday: 1:30PM - 3:00PM  
Monday: 1:00PM - 2:30PM  
Location: Room 221

Pravana has broken the mold with a new, groundbreaking approach to balayage; Pure Enlightenment. Hairstylists are artists, and just as a painter requires different tools for different forms of artistry, hairstylists need different products to achieve their masterpieces. Our specially formulated Pure Light Balayage Lightener is the perfect tool for the open-air form of highlighting, and will help you create effortless, natural blondes, as if touched by the sun. You will learn the techniques and tools needed to master this art, including our new, fast-acting, ammonia-free ChromaSilk Express Tones. Join Pravana's Artistic Education team as we show you how to unlock your artistry in the salon and beyond.

## Product Club

### Blueprint Highlighting - Balayage • Amanda Lenz & Melissa Johnson

Sunday: 9:30AM - 11:00AM • 2:00PM - 3:30PM  
Monday: 11:00AM - 12:30PM • 2:00PM - 3:30PM  
Location: Room 222

Blueprint Highlighting uses the concept of a blueprint to visually present highlighting techniques. Each blueprint starts with a core concept, and this acts as a foundation for the overall design. Once you've mastered the technique, you can use your creativity to build from it and make it your very own. In this class, you will learn techniques from our new DVD collection, including one that combines traditional foiling with balayage for stunning results. Techniques can also be modified and adapted for colorists of all skill levels, from beginner to advanced.



# CLASSES:

## Satin Smooth

**Female Brazilian Waxing Class | Advanced Techniques** • Marge Glazier

Sunday: 10:00AM - 11:30AM • 2:00PM - 3:30PM

Monday: 10:00AM - 11:30AM • 1:00PM - 2:30PM

Location: Room 106

In this class, we will take your waxing services to the next level with advanced waxing techniques that will inspire the seasoned professional. Become an expert in three different types of wax—soft, traditional hard, and thin film—to increase your income and create an atmosphere of confidence and success in your services. Join us and see tips and techniques for providing your clients with the most comfortable, efficient, and safe waxing service. \*Please note: This is an advanced class with full-frontal nudity.

## StyleNet.com

**You're Amazing...Let's Go Online and Tell Your Story** • Heather Smith

Sunday: 10:00AM - 11:30AM

Monday: 10:00AM - 11:30AM

Location: Room 228

Simply opening the doors and hoping customers arrive doesn't work anymore. The world around you is online and searching for the services and products you offer. If told properly, your story will generate new clients and further strengthen your existing client base. It's time to embrace the changing online world and face it head on. With a busy life and a business to run, adding on the need for a successful social media presence and a marketing strategy that generates new clients can feel overwhelming. We are dedicated solely to the beauty industry and focus on teaching serious business owners and booth renters the tools they need to grow their business. This fun, interactive, and informative class discusses websites, social media, texting, e-mail and mobile apps. You'll walk away with everything you need to conquer the world of customers waiting to find you online.

## StyleNet.com

**Grow and Engage: The Secrets to Growing Your Business Using Online Marketing** • Heather Smith

Sunday: 2:00PM - 3:30PM

Monday: 1:30PM - 3:00PM

Location: Room 228

A whopping 97% of consumers start their search for local businesses online, but having a website or a Facebook doesn't automatically mean customers will find you or book an appointment. If you're trying to generate more income, you need to learn the basics of how to grow your online audience and keep them engaged. Join us for a super fun, high energy and interactive class, and find out what it takes to create a terrific social media following! Plus, we'll discuss how to create a menu of services that stands out and how to develop promotions and contests that grab attention and increase sales. The information in this class is straightforward and easy, and will prepare you to start executing your online strategy immediately!

## Surface Hair

**PURE Freedom!** • Gerard Kierans

Sunday: 10:00AM - 11:30AM

Monday: 10:00AM - 11:30AM

Location: Room 227

Embrace your raw, organic inner self with the Surface Freedom Collection and experience superior lightening from nature with Surface Pure Blondes. You'll learn how to Freedom Balayage with confidence and add a new, "natural" blonde option to your menu. Plus, we'll cover Freedom Trend Cutting, which features RZ texture and "walking" your shear to personalize an earthy, bohemian, yet confident style! Surface Freedom will take you back to the strength and calm of the Earth.

## Surface Hair

**The "Specialist"** Sunday: Gerard Kierans | Monday: Wayne Grund

Sunday: 2:00PM - 3:30PM

Monday: 2:00PM - 3:30PM

Location: Room 227

Featuring Surface Pure Blonde, Surface Cutting Curls, Awaken Fine Hair, and Freedom Up Styling! We live in a world where consumers want specialization and will pay more for it. Learn to cut and style curly hair with definition, confidence and a system. We'll also show you how to master the ultimate cutting and finishing techniques that provide fullness to fine, thinning hair. Plus, learn tricks for long hair from the Freedom Collection and experience superior lightening from nature with Surface Pure Blonde. The difference between ordinary and extraordinary is just that little EXTRA, and that's what will make you The Specialist!

## V76

**"The Classic" V76's Intro to Men's Haircutting** • Jesse Taylor

Sunday: 11:00AM - 12:30PM

Monday: 11:00AM - 12:30PM

Location: Room 240

Porsche, jazz, and a tuxedo—what do these have in common? They are all classic. V76 is proud to offer an introductory class that will give you a strong understanding of men's haircutting using shears and razors. This method will allow you to confidently customize your services to meet your client's needs. Our class will address the importance of the consultation, which tools to use, and which products to choose. You will walk away with "classic" techniques to perfect timeless looks.



### V76

#### “The Tradition” V76’s Intro to Men’s Barbering • Jesse Taylor

Sunday: 3:00PM - 4:30PM

Monday: 2:00PM - 3:30PM

Location: Room 240

Men have been visiting barbershops for generations, and now we are excited to share our timeless barbering approach for the modern man, with you! In this class, you will discover proper consultation techniques, how to elevate your fade service with clippers, and how to give your client the “traditional” look he’s been waiting for.

### Wahl

#### The Flat Top • Juan Ramos

Sunday: 9:30AM - 11:00AM

Location: Room 231

In one way, shape, or form, the Flat Top has been a staple in our cycle of trends. While modified over time, this look has never gone out of style. Whether it’s a traditional, clean, bold look or a freehand, extreme, geometrical look, the core techniques are always the same. The only thing holding you back is your imagination!

### Wahl

#### The She Fade • Lauren Milner

Sunday: 3:00PM - 4:30PM

Location: Room 231

In this class, we will show you that women can wear ultra-short hair with class and sass! We believe short hair represents confidence and can be blended or disconnected with designs or placement fades. So what’s the difference between a men’s clipper cut and a ladies clipper cut? The techniques are the same, you just have to think differently! Don’t let your client go somewhere else because you aren’t confident you can do the work. Join us and see how just a few easy techniques and an open mind can change the way you approach women’s haircuts.

### Wahl

#### Think Like a Barber • Lauren Milner

Monday: 10:00AM - 11:30AM

Location: Room 231

Be the master of your tool and the artist of your canvas. If you aren’t using clippers as part of your regular practice, then you have fallen behind. Barbering is here to stay, regardless of your background, so join us to learn the core techniques of successful precision cutting. If you want to stay competitive, these techniques are a necessity, and lots of fun, too!

### Wahl

#### The Illusion • Juan Ramos

Monday: 1:00PM - 2:30PM

Location: Room 231

So you’ve done it all and mastered the fade? If you’re looking for something new and wondering how to hone your clipper skills, this class is for you. It’s time to go to the next level and learn how to design a fade using “placement” fading. You will learn how to create today’s most requested, classic, and trending haircuts such as the South of France, Burst Fade, and the V Mohawk fade, using our core techniques. Let your imagination go, remove your mental boundaries and do something different! Become a designer with your clippers and your clients will thank you. (This class applies to all hair textures and genders.)

### Young Nails

#### Beyond Gel Technology: An Insider’s Guide to Caption • Teresa Carter

Sunday: 9:30AM - 11:00AM • 1:30PM - 3:00PM

Monday: 9:30AM - 11:00AM • 1:00PM - 2:30PM

Location: Room 104

Who says you can’t have it all? You can with Caption. Come learn about the future of nail polish. Young Nails has developed a relentless polish exclusively for the professional nail tech. Caption with LAC Q3 Technology air dries three times faster than the average polish and doesn’t need a UV lamp. It’s tough as gel, stays chip-free for up to nine days, fortifies nails, and removes instantly without soaking.



# 2016 DISCOVER BEAUTY SHOW

APRIL 3-4 | AMERICA'S CENTER | ST. LOUIS, MISSOURI

Main Stage Presentations  
at the America's Center Ferrara Theatre

AMERICAN  
**CREW**  
Official Supplier to Men

**JEN PLANCK**

**JOICO**  
THE ART OF HEALTHY HAIR

**label.m**  
PROFESSIONAL HAIRCARE

**L'ANZA**  
HEALING HAIRCARE

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

**MATRIX**  
IMAGINE ALL YOU CAN BE

**PUREOLOGY**  
serious colour care

**REDKEN**  
5TH AVENUE NYC

★ **sexyhair.**

**surface**  
HAIR HEALTH ART

## SPECIAL EVENT

# GUY TANG & PRAVANA<sup>™</sup> NATURCEUTICALS

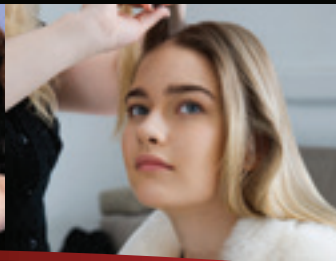
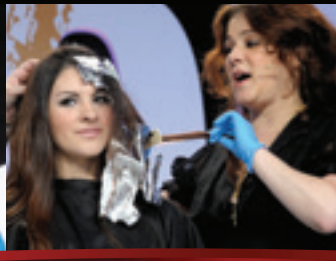
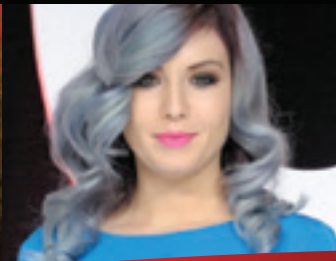


Saturday, April 2, 2016 • 6:00pm-8:00pm  
Ferrara Theatre

Experience a once-in-a-lifetime opportunity and learn everything about Balayage from the man behind the hashtag, **Guy Tang**. From the foundations of Balayage to more advanced applications, learn tips and tricks to perfect your technique using the groundbreaking, new **PRAVANA Pure Light Balayage Lightener**.

See your sales consultant or local STATE or RDA store for more details.

\*Tickets are limited.



To purchase tickets,  
ask your Sales Consultant, visit a STATE or RDA store,  
or go online to [www.state-rda.com](http://www.state-rda.com)

**STATE | RDA**  
BEAUTY SUPPLY | PROMART