SALON
CENTRE
BEAUTY SHOW
WINNIPEG CONVENTION CENTRE
OCTOBER 16
innovate
TWENTY ELEVEN
INNOVATION · SERVICE · EDUCATION
PRESENTED BY
saloncentre

FEATURED PRESENTER

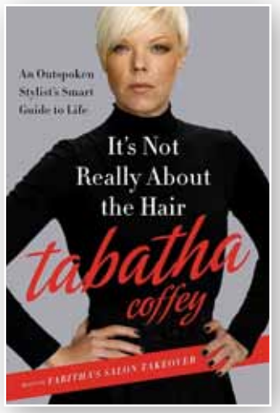
TABATHA COFFEY

tabatha

SUNDAY, OCTOBER 16

11 am Main Stage

Book signing following main stage presentation



TABATHA COFFEY

has devoted her entire professional life to achieving excellence in hair design and education. She now brings her years of hands-on experience to help struggling salon owners turn around their businesses in the Bravo series, Tabatha's Salon Takeover. With her signature edgy style, youthful energy and exceptional skills as an artist and educator, Tabatha Coffey is without question the industry's golden girl.

Coffey's resume reads like a biography of a born hairstylist. From the beginning of her career when she was 14 in her native Surfer's Paradise, Australia, to her appearance as the "Fan Favorite" on Bravo's hit series, Shear Genius in 2007, Coffey has been completely devoted to the art of hair. Over the last 27 years, Coffey has worked with a veritable who's who of the industry in Australia, Great Britain and the United States and has continuously developed, fine-tuned and broadened her skills as an artist, educator and business owner. For 10 years, Coffey represented a globally known hair company as a key member of the Artistic Team. In addition to regularly traveling around the world to educate stylists and represent the company at hair shows, Coffey also worked closely to help create the incredible hairstyles featured in advertising and trend collection imagery.

In 2011, Coffey released her memoir entitled, **It's Not Really About the Hair: The Honest Truth About Life, Love, and the Business of Beauty** (Harper Collins). Coffey works regularly as an editorial stylist for fashion and beauty publications and backstage during New York's Mercedes-Benz Fashion Week. Her work has been featured in several publications, and Coffey is the go-to girl for beauty questions in the industry. When she is not on the road taking over someone else's salon, Coffey is busy leading her team of hairstylists and colorists at her own salon, Industrie Hair Gurus in Ridgewood, New Jersey, where she is in high demand and has built a large clientele. Coffey also works with clients in Los Angeles at the Warren-Tricomi salon in West Hollywood.

JOICO
THE ART OF HEALTHY HAIR

DAMIEN CARNEY

Extraordinary. Visionary. Breathtaking. These are just a few of the adjectives often used to describe the creative genius of Damien Carney. Undeniably one of the most accomplished hairstylists in the last 20 years, Carney has elevated hairstyling into an art form through an impressive body of work.

With a keen eye for detail and the ability to showcase a person's natural assets, Carney has amassed a portfolio reflecting a virtual "Who's Who" in fashion and beauty. Music and film stars such as Ryan Gosling, Grace Jones, Olivia Munn, Krysten Ritter, Beth Riesgraf, Trudie Styler, super models including Abbey Lee, Magdalena Frackowiak, Liberty Ross, Jodie Kidd and Karen Mulder are just a few of the "A-List" celebrities and top models who turned to Carney to create their image-defining hairstyles.

In a career woven with honors and accolades, Carney's high notes include being voted one of Modern Salon Magazine's "50 Influential Hairdressers – Trendsetters" in 2008. In 2009, Carney was a finalist in the prestigious AIPP Coiffure Hairdressing Awards in Paris, honoring artistic achievement in internationally acclaimed hairdressing. He was a finalist in the 2007 NAHA Award Category of "Contemporary Classic" and received considerable world press as winner of the British Hairdressing Award, "Men's Hairdresser of the Year." Carney has also been honored to judge in the prestigious NAHA Awards. Passionate about giving back to an industry he loves, Carney designed a mask for auction at City of Hope's salon industry event, "Spirit of Life Dinner & Masquerade Ball - 2009."

A natural in front of the television camera, Carney has appeared on ABC, NBC, QVC as Certified Presenter and as lead stylist on America's Next Top Model. Bravo Network celebrity, Tabatha Coffey - "Tabatha's Salon Takeover" – specifically chose Carney's work for many of her latest book photos and was the stylist of choice to design her hair for an extensive fashion shoot. Carney was thrilled to accept the role of Emcee for the International Fashion Theater at PBA's International Salon & Spa Expo in Long Beach and Midwest introducing industry icons.

Throughout his career, Carney has globally collaborated with photographers Gilles Bensimon, Ellen von Unwerth, Norman Watson, Rankin and David Slijper. His work has graced the pages of international publications ELLE, Vogue, Harper's Bazaar, Marie Claire, W, Cosmopolitan and GQ. Carney was honored as on-set stylist for the Movember ad campaign shoot. The funds raised through Movember's US campaign benefit the Prostate Cancer Foundation (PCF) and LIVESTRONG, the Lance Armstrong Foundation, to promote cancer awareness and research. Kevyn Aucoin Cosmetics turned to Carney's luminous talent for an ad campaign shoot. He also was chosen as hair designer for Loree Rodkin's shoot launching her Men's Eyewear Collection.

Demonstrating strong talent early in his career, Carney served as Artistic Director and Principle Trainer for one of London's top hairstyling academies. Carney was tapped by creative powerhouse, Trevor Sorbie, to join his legendary Covent Garden Salon. Not only did Carney enjoy mentoring with one of the industry's most prolific artists of all time in Sorbie, he worked in the salon with industry icons Eugene Souleiman, Vivienne Mackinder, Ruth Roche and Antoinette Beenders, as all were developing their own skills. It was there, in the fertile ground of unbridled creativity, that he achieved the position of "Principle of Education" and in turn received the training of a lifetime.

Since 1999, Carney has wielded his scissors and unique artistic vision for Shiseido Laboratories as the "International Artistic Director" for the beauty giant's prestigious Joico hair care brand. In 2006, Carney channeled his passion for education into establishing Damien Carney London, a modern, mobile hairstyling academy with satellite offices in London, New York and Los Angeles. Through his vision, Carney inspires artists around the world to take hair design to the highest level of creativity and excellence.

WHAT THE INDUSTRY IS SAYING ABOUT DAMIEN CARNEY

" As an artist, Damien is in a league of his own, and to have been mentored by him has been an honor. To learn from him is to learn from the master of the craft."
~ Tabatha Coffey – Star of BRAVO'S Hit TV Show, "Tabatha's Salon Takeover"

" When I reflect upon the brilliant work of Damien Carney, the first things that come to mind are his strong technical skills, versatility and creativity. What a lucky girl I am to have worked with Damien during our Trevor Sorbie days in London. Thank you for your contribution to our art form. I remain your biggest fan."
~Vivienne Mackinder – Founder, HairDesignerTV.com

"I have worked with Damien for many years and am always amazed every time I see his work. Damien is truly one of the great artists of our generation, and he inspires hairdressers around the world."
~Brett Vinovich – Publisher, American Salon Magazine

SHANNON SIMMONDS

demands excellence in her work and it shows. Her intense desire to communicate a clear and concise message to those that look to her for guidance is obvious the minute you meet her. Her passion for our industry is contagious and her enthusiasm for her craft motivates those around her to expect the same excellence from themselves. Time after time her effectiveness as a mentor is proven as those she inspires achieve their own successes.

HANDS ON SESSIONS

JOICO HANDS-ON CUTTING WITH **DAMIEN CARNEY**
Monday, October 17, 2011
9:00am-4:00pm
Cost $175.00 (includes mannequin & lunch)

Space is Limited! Book Early!

PRIVÉ
formule aux herbes

LAURENT DUFOURG

A native of Biarritz, France, **Laurent Dufourg** began his remarkable styling career as an apprentice in a trendsetting Parisian salon. He later opened two exclusive European salons where his favorable reputation for artistic, cutting-edge hairstyles attracted a fashionable and prestigious clientele. Laurent then imported his French influenced techniques and style into the United States where his international following of celebrity clientele continued to grow. His reputation as a master stylist placed his services in high demand, leading him to open two signature Privé salons in Los Angeles and Manhattan. While Laurent continued to create innovative and trendsetting styles for his movie and television clientele, he was inspired to develop a line of hair care formulas that could perform up to the expectations of the most elite stylists and their clients. Laurent's discovery of this untapped need for a private reserve of products led to the creation of Privé formule aux herbes, a premium hair care collection. Returning to his French heritage, Laurent personally developed select herbal blends to achieve the most challenging styles naturally. This array of herbal blends provides extraordinary benefits to each Privé styling, finishing, cleansing, conditioning and treatment formula

FRANCK IZQUIERDO

Artistic Director for Privé Salon and Privé Products, **Franck Izquierdo** is highly regarded across the globe for his innovative techniques and eye for avant-garde styles. Acclaimed for his pioneering technique, acute cutting skills, and eye for shaping modern looks, Franck is a one-of-a-kind talent in the industry who continues to push boundaries with his vision and style. Through Privé Products prestigious Ecole "Privé" Academy classes, Franck inspires and motivates his fellow stylists, providing technical education with a creative flair and instructing the latest classic cutting fundamentals and advanced cutting techniques that he has perfected. A French native, Franck honed his skills in Paris and London for 13 years in the most prestigious salons, including Toni & Guy Salon on Faubourg St. Honore where he was part owner. Franck also served as Creative Director at the Paris and International Toni & Guy Academies and played a leading role in the creation and styles chosen and published in the annual Toni & Guy Style Book, distributed globally. Franck has worked with renowned stylists Odile Gilbert and Orlando Pita as part of the creative team working with high-end fashion designers such as Lanvin, Givenchy, Paul & Joe, Miu Miu, and Marni, creating runway looks for their Paris and Milan fashion shows. His creative force has also led to the organization of prominent hairdressing shows in Paris, London, India, Italy, and Russia. Additionally, Franck was an Ambassador for L'Oreal and has received the prominent L'Oreal Paris "Best Hairdresser of the Year" award in 2004. Franck shares his time between Privé Salon Los Angeles and Privé Salon Miami

CHIEF BEHR

For over a decade, **Chief Behr** has been constantly expanding his creativity and exploring new ideas and techniques by attending various academies all over the world. Chief's biggest inspiration is the work of Laurent D., and the French technique of hairstyling. Chief is now a member of Privé's International Artistic Team and is traveling the United States inspiring other stylists on the progressive cutting and styling techniques created from Ecole "Privé" Academies. Chief has a philosophy for life and hair, "stay flexible and teachable because there is always something new to be learned."

Other Privé Artists Appearing Include:

JENNY REY

CHASE KUSERO

AARON GRENLA

innovate

FHI

JOHN BERTORELLI

John Bertorelli, renowned educator and salon owner, lives by his philosophy that fashion and business can be mastered – and that's the secret. He has traveled the world, inspiring and educating stylists, utilizing his passion for the art of styling hair his entire career. John is global, having presented on Stage at the Royal Albert Hall in London England and being one of the first western artists teaching cutting and styling techniques in Warsaw, Poland and Seoul, Korea. His pure philosophy, incredible passion and super stylist abilities have provided John a gift… a gift he loves to share, every minute of his life.

RUTH RIVAS

Ruth Rivas brings creativity with function when it comes to hairdressing and a unique vision and fresh approach to her cutting and styling. Native to Los Angeles, she has worked behind the scenes of fashion week for various designers. Her work has appeared in magazines including Vogue, Modern Salon, American Salon and Nylon, all while working behind the chair. Ruth has most recently styled for a Corona and Dairy Queen commercial. She has also worked on the Taoi Cruz "Trouble Maker" music video, Bebe fashion show and Seychelles champaign

WAHL®

FREDDY QAYUMI

Freddie Qayumi, an enthusiastic, young hairdresser, has been working for Wahl Canada for the past 7 years. With a passion for his trade, and a constant desire to learn, Freddie has travelled extensively throughout the world teaching and attending Hairdressing courses and seminars. Freddie's main goal is education; he is inspired to share his clipper design and blade technique with other hairstylists. Always current and daring with the latest hair styling trend, Freddie will display his texturizing and razor cutting skills, together with creative clipper free hand designs using the Wahl Carving and Designer blades. We invite you to drop by the Wahl Booth to meet Freddie. You will be inspired and motivated by his clipper design performance.

WAHL HANDS-ON HAIR TATTOO CLASS WITH FREDDY QAYUMI

Monday, October17 ▪ 10:00am-4:00pm ▪ Cost $150.00 ▪ Space is Limited, Book Early!

KeraStraight

KeraStraight now has a trilogy of treatments to cater for an even greater amount of clients and their hair repair and smoothing needs. With the introduction of Colour Protect and KS Intensive you can now offer this increasingly popular service to clients who have never had the opportunity before.

From the finest, weakest hair to the tightest, strongest curls, KeraStraight now has the answer that your clients have been waiting for. With this choice and the ability to adapt the timings and temperature of the irons, the service can be personalised to each and every client.

GBB HAIR
www.globalbestbeauty.com

Global Best Beauty Trading Ltd, as top 1 and the most trustable extension company in North America, has been well-known for its superior quality and lowest price in the hair industries. Our mission is to make human hair extension affordable not only to celebrities but also to ordinary people who are looking for longer and higher volume sexy hair.

Our 100% Cuticle Human hair extensions are made from healthy and youthful hair, which is hand-picked strand by strand to ensure all cuticles are aligned in the same direction so no tangling occurs. Quality control is the key so that we go through an intensive control method to ensure exceptional quality. Because of our endless efforts to ensure the best quality, our hair will always deliver: Superior Quality, Luster, last longer than any other extensions.

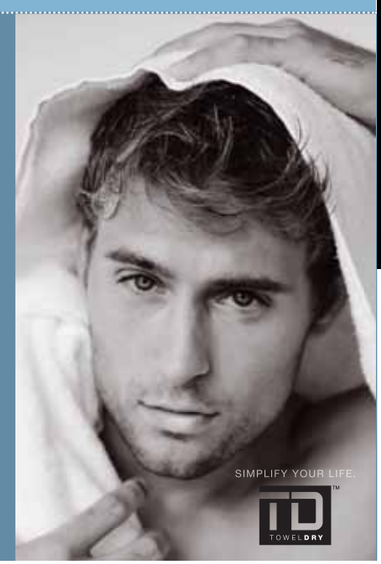
TD TOWELDRY

Life is complicated. Getting ready for it shouldn't be.

Introducing TOWELDRY, an innovative new line of professional hair care products designed to simplify the grooming experience for men. TOWELDRY's two- step system gets men looking great without the fuss. Super-effective shampoos with built-in conditioners are formulated specifically for different hair types. Each shampoo is matched to a high-performance styler that gives great results quickly, with minimal effort.

Merchandising is simple too. Our "Salon Six Pack" streamlines the number of SKUs on Salon shelves and makes it easy for men to select the right products.

TOWELDRY ... it's what men do.

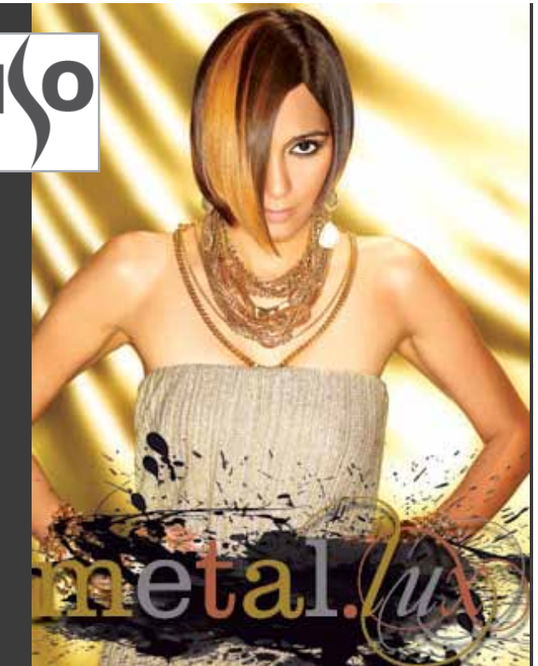


ISO

ISO is the leader in the professional hair industry with advanced waving technology, prescriptive-based texture products, and long-lasting, luminous haircolor. As an exclusive professional-only salon brand, ISO has earned a reputation as the preferred stylist choice for its innovative formulations.

For daily styling and specific hair needs, ISO's comprehensive hair care line features five easy to understand, color-coded product regimens, ranging from color-treated, curly, dry, chemically-treated to frizzy hair solutions. Also formulated with Tri-Active Technology, ISO offers superior performance with exceptional value – the result is beautiful hair at a beautiful price!

LIVE DEMONSTRATIONS AT THE SHOW



Diva Hair stays on top of the beauty industry to create products that you need and want. They will bring their artists and great products to the show to do live demonstrations and show you why their products stand out from the rest!

DIVA HAIR

WINNIPEG

& Many More Hair, Beauty and Esthetic Brands...

innovate
TWENTY ELEVEN

AN EDUCATED APPROACH TO MAKE-UP™

At Make-Up Designory (MUD), creating honest make-up products and providing quality education has been our passion for the past decade. We plan to stay loyal to that tradition. That's what makes us different from other make-up brands. We conduct rigorous testing for our MUD line of products through industry experts and up-and-coming make-up artists at our highly regarded schools in Los Angeles and New York, to ensure we meet professional standards for today and tomorrow. So whether you dare to be different, prefer polished and professional or simply want an all-natural look, MUD promises quality, long-lasting wearability, flawless application and radiantly accurate color. With our systematic lines, precision tools, how-to guides and insider tips, we've eliminated the frustrating guesswork. Just simple, smart, versatile make-up. No wonder MUD has been the expert choice of make-up professionals for the past decade.

REIVA CRUZE

Reiva Cruze has been a professional make-up artist for over nine years. She was born in Seattle, then moved to New York to study at Make-Up Designory. Ms. Cruze's television credits include the 2009 & 2010 Tony Awards, CNBC, the Today Show, Good Morning America, and the Food Network. Her extensive print and fashion work includes clients like Corduroy Magazine, Nylon Magazine, Antenna Magazine, High Times, menswear retail fashion publications MR and DNR, Birdy & Grace, Anoname Jeans, Bridgette, and Custo Barcelona. Ms. Cruze has also worked as a contributing editor for Lucire Magazine since 2007, where she writes about the make-up trends that are hot and trendy on the runway each season for Fashion Week. Cruze has been a dedicated and valued member of the Make-Up Designory staff since 2006. She is currently working as MUD's Lead Make-Up Artist in New York City, where she leads workshops and seminars. In addition, she develops and conducts cosmetics training seminars that have taken her to Spain, England, Greece, Cyprus, Italy, the Philippines, Africa, the Dominican Republic, and Canada.

YVONNE HAWKER

Yvonne Hawker, a professional hair stylist and make-up artist in film, television and print, is a Graduate of Golden West Cosmetology School in Huntington Beach, CA., a Graduate of the Vidal Sassoon Hair Academy in San Francisco, CA , and a Graduate of the American Airbrush Academy in Montclair, CA. Her credits include films (Showtime, Fox Family Channel and Castle Rock), infomercial, music videos , television and print (People, Skin & Ink) and interactive CD's. Yvonne's celebrity credits include, Henry Winkler, Lou Rawls, Judith Light, Gary Busey, Nathan Lane, Billy Bob Thorton, Estelle Harris, and Jerry Stiller among others.

MUD MAKE-UP CLASS WITH REIVA CRUZE
Monday, October17 ▪ 9:00am- 4:00pm ▪ Cost $100.00

Accel is a Canadian product that was recently recognized for being the first new class of disinfectant technology in the past 20 years. AHP (Accelerated Hydrogen Peroxide) offers some remarkable properties in the control of pathogens that offer great benefits when compared to existing disinfectant technologies.

ABOUT IMAGE SKINCARE

Image Skincare is an internationally operated professional skincare company founded in 2003 by Janna Ronert, President and CEO. Growing at a rapid pace, Image Skincare products are approved and available in 27 different countries including the US, Europe, Switzerland and the Middle East. Our FDA-certified laboratory utilizes the most scientifically advanced formulas in today's marketplace to create pharmaceutical grade skincare products that give licensed physicians and estheticians the ability to offer professional treatments and products that yield unparalleled results. Based in West Palm Beach, Florida, our outstanding facility also offers advanced paramedicals and continuing education in-house and across the country, guaranteeing your success in both administering and selling these amazing products. Image Skincare is simple to use, simple to educate and simply sells.

STACEY JOHNSON

Stacey Johnson brings over 10 years experience in the Esthetics field and offers a wealth of knowledge. Stacey shares her experience with high energy and professionalism. She travels throughout Canada providing continued and advanced education to Estheticians. Stacey Johnson is also the president of Esthetics Plus a successful distribution centre and education facility. Stacey has traveled North America and Europe for advanced training and specializes in Medical Esthetics.

LEIGH FOSTER

Originally from Newfoundland, **Leigh Foster** received her Esthetics certification in 2003. Leigh joined Esthetics Plus in 2007 and holds the position of Lead Educator. She takes time with each and every student to ensure their success in the field. Leigh has participated in several tradeshows across Canada. Her specialization is also in medical Esthetics.

DENISE ARNOLD

Multiple award winning nail professional **Denise Arnold** brings over 15 years experience to the table, in addition to working in the salon has served as an ambassador with CND for the past 12 years. Providing clients with exceptional customer service, using only the highest quality product and keeping skills honed to perfection are what keep clients loyal. Denise loves to share her knowledge and passion for the industry with other nail professionals.

LYNN TAYLOR

- CND Systems Education Ambassador
- Press & PR Liaison for Quebec
- Awarded "Most Professional" by CND April 2011
- 14 years experience in the Nail Industry
- Past OPI Educator
- Actively working as Nail Professional at La Scala, Rosemere, QC.
- Pleased and proud to be a part of CND, the Leader in Nail Enhancements

CND MASTER PAINTER
(Shellac, Color & Effect)
Hands-On Class
Monday, October17
10:00am-5:00pm, Cost $175.00
(Kit supplied. Space is Limited!)

innovate

TWENTY ELEVEN

Sunday, October 16, 2011 • Winnipeg Convention Centre

SHOW HOURS

Sunday October 16, 2011
9:00am to 5:00pm

TICKET PRICES

Tickets purchased in Advanced: **$75.00** each
Tickets purchased at the Door: **$85.00** each
While Tickets Last!

HOTEL INFORMATION

Delta Winnipeg
888-311-4990

Delta Room **$129.00**
Premier Room **$154.00**

*Must Quote Innovate 2011 for room rate
Book early as space is limited!

SALON CENTRE AFTER PARTY

WHISKEY DIX

Sunday Oct 16, 2011
Whiskey Dix, 426 Main Street (downtown)
Doors open at 8:00pm

saloncentre

INNOVATION

The beauty industry is always evolving, we make it our mandate to bring you the latest and most advanced products the beauty industry can offer.

SERVICE

We offer superior customer service, it truly separates us from the rest.

EDUCATION

We have professionally trained technicians and a dedicated team to keep you informed of all the latest products, trends, and techniques. We offer seminars in all our locations to help you succeed in making your salon a success.

CONTACT US TODAY TO SECURE YOUR SPOT

saloncentre

7 - 1680 Notre Dame Avenue, Winnipeg, MB R3H 1H6
Toll Free 1-800-455-6426 Ext 234 Or Local 204-786-0001 Ext 234

www.saloncentre.ca