

EDUCATION SPRING 2019

HOPE

for beauty



trubeauty
CONCEPTS

EDUCATION

WHO IS THE TRU FAMILY

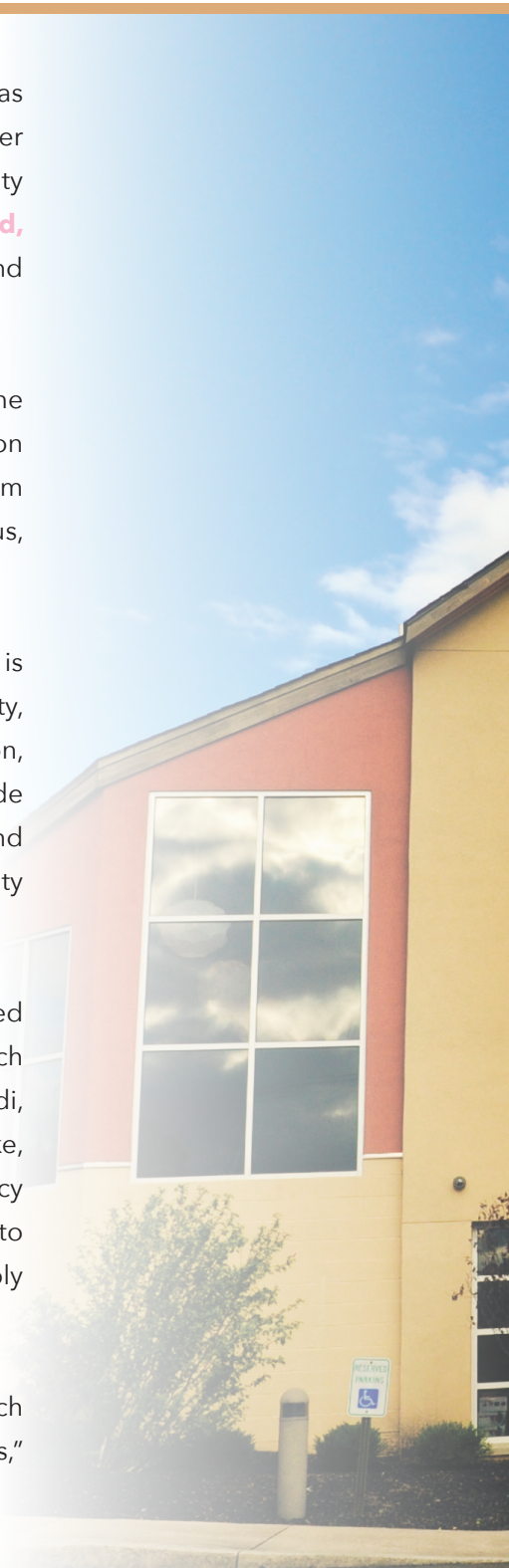
The TRU family of services has a dynamic mission, growing as our vision and offerings expand to serve an increasing number and type of customers on all sides of the professional beauty salon and spa industry. **TRU** stands for **Trusted, Respected, Unique**. Our goal is to offer the best brands in the industry and the best service and support to our clients.

Whether we are serving the wholesale beauty industry, the retail beauty products sector, beauty professional education or interior design for beauty and salon professionals, our team members all strive to be the most professional, courteous, helpful and creative for all our customers.

One of the ways we are able to better serve our customers is through the Home of Professional Education (HOPE) for Beauty, our 10,000 square foot education facility in Southampton, Pennsylvania. The center's primary mission is to provide expert, couture education to assist our clients in achieving and maintaining their superior position in the professional beauty industry, striving to fulfill needs not found elsewhere.

The HOPE center, a refurbished barn on eight acres that opened October 2010, has hosted the best in the beauty industry such as Martin Parsons, Tabatha Coffey, Phillip Wilson, Beth Minardi, Hair God Zito, Sonya Dove, The Doves, Michael O'Rourke, Nicholas French, Dr. Lew, Mike Varela (Kingly Group), Nancy Braun, Josh Demarco and countless other great educators to help stylists and salons realize their full potential. We simply want to help good people and inspire hairdressers.

"Our goal is to create a home for hairdressers, a place in which we can **inspire, motivate and educate** all salon professionals,"
- John Philipp.





Cover photo courtesy of Tocco Magico.



COLOR

2019 TREND MOVEMENT WITH SONYA DOVE

LEARN FROM AN INDUSTRY ICON!

SS2019 Trend Movement: #instavintage

There's been a seismic shift in the world of fashion and beauty. Communities on social media now decide. Communities, united and enabled by technology, now lead the discussion. Fashion movements are no longer seasonal, trends can appear and disappear within weeks or last for years. Individuality is at the core.

Discover the influence social media communities have on trends. Understand the Insta-Vintage movement, creating filtered color with a lived-in feel. Learn how the looks can be tailored to suit the different types of clients in your salon. Upgrade your color technique with color melting, root shadowing, and texture blending.

Koleston Perfect Discovery: Understand how Koleston Perfect's Pure Balance technology delivers pure, balanced color results with natural depth and shine from root to tip. Learn how the ME+ Technology reduces the risk of developing a new allergy. Discover 3 NEW Pure Services to offer even more opportunities to your client.



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 17, 2019

\$50 - 9:30AM - 12:00PM - DEMO

\$199 - 9:30AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A DAY IN THE LIFE AT THE SALON

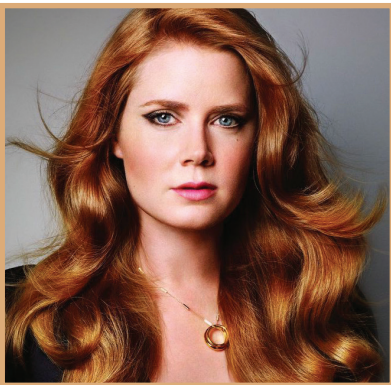
WITH NANCY BRAUN



In this model demonstration class, celebrity hairstylist Nancy Braun, will showcase real salon situations that we all encounter on a regular basis. You will get to see start to finish hair color services and learn all the steps needed for success!

SOME EXAMPLES INCLUDE:

- The art of the consultation
- Designing a new color placement
- Color correction and adjustments
- How to map out an action plan
- How to create relationships with your clients so they can help you build your business
- Don't miss this class, space is limited!



Nancy Braun is the owner of Balayage by Nancy Braun, which is a popular salon in Beverly Hills, CA. Nancy caters to many celebrity clients including Sharon Stone, Courtney Cox and Amy Adams. As a color specialist in Balayage and all hair color, Braun has a simple hair color philosophy: less is more. Her approach has made her one of the most sought after colorists in the industry.

Lunch is included.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, APRIL 28, 2019

9:00AM - 4:00PM

\$299 - DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

BALAYAGE

WITH NANCY BRAUN

Nancy Braun has a simple hair color philosophy: *less is more*.

Her branding of the Balayage technique, highlighting that duplicates what nature gave us as children, has been honed to the level of an art form and her approach has made her one of the most sought after colorists in the industry.

Balayage is a French word meaning to sweep or to paint. It allows for a sun-kissed, natural-looking hair color.

Each stylist will learn the principal idea of less is more when creating soft, natural looks. Attendees will be educated on how to create the freehand technique where color is applied by hand.



Lunch is included for Hands-On attendees.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, APRIL 29, 2019

\$99 - 9:00AM - 12:00PM - DEMO

\$495 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

TRU LABS 1

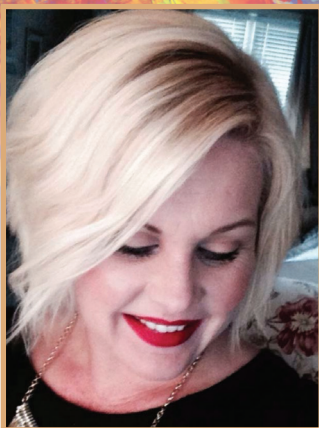
COLOR TRAINING THAT BRINGS ART & SCIENCE TOGETHER

Whether you're a new or experienced colorist, this class will provide you with a new way of looking at color! Explore the chemistry of hair color with in-depth formulations that will help you achieve the level and tone you desire.

In this hands-on class, you will learn to:

- master the art of formulation
- achieve desired results
- understand all color products (direct dyes, progressive dyes and oxidizing colors)
- embrace new technology within our industry, and how to utilize it for creative results
- consult with clients with confidence

*After this class, there will be no more fear, just great results. This class includes work on 5 quad mannequins for gray coverage, brilliant reds, cool tones, and much more. *** Certification Of Completion ****



KRISTINA ROSATO

Kristina Rosato, Director of Education for TruBeauty Concepts, is a master colorist who has worked with many manufacturers. Her platform work has been published and featured in consumer and professional publications. Kristina also developed and ran a color department in a large, successful salon for over 22 years.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, FEBRUARY 10, 2019
10:00AM - 4:00PM
\$199 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

TRU LABS 2

ADVANCED COLOR FORMULATION

In this class you will learn more advanced color formulation, creative trends, along with a strong foundation. This is the class that I refer to as ONCE YOU KNOW THE RULES YOU CAN BREAK THEM! Whether working on some of the latest techniques or color correction, you will leave with the tools needed for creative and technical growth in hair color.

- Learn how create with confidence
- Master the art of a successful color consultation, proper evaluation, pricing and time
- NOT about a brand, it's about art and science
- Creative Color Placement
- Learn the Fundamentals of color correction

Note: Must have completed TRU LABS 1.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, FEBRUARY 11, 2019

10:00AM - 4:00PM

\$199 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



PAINT 'N PLAY

WITH SAM LA BELLA

Rainbow hair is here to stay, so why not deliver it with confidence! This hands-on workshop heats up your creative color skills, empowering you to deliver bold, fun fashion hues.

From proper pre-lightening and pre-toning to road mapping a plan for success, precise fashion color placement for a fluid looking melt, tips for maintaining color and how to price creative color services, you will learn how to create seamless creative color melts that your client, and you, can rock!



Bringing her passion for the industry and unbridled creativity, Aloxxi National Team Educator, Sam La Bella strives to push the bounds of traditional coloring rules and redefine them for hairdressers behind the chair. Her inspiration comes from many facets of the industry she has explored, including session work for boudoir and fashion photography, participation in New York Fashion Week and work in famed salons worldwide. And while fashion and hair design serve as her muses, her roots are intertwined in the power of color.

Aloxxi
SALON COLOR & CARE



Each attendee will receive 2 InstaBoost shades with class purchase.



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, FEBRUARY 18, 2019

\$75 - 9:00AM - 12:00PM - DEMO

\$75 - 1:00PM - 4:00PM - DEMO

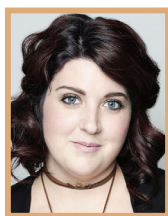
ALL SALES FINAL

109 Street Road, Southampton, PA 18966

FUSION

WITH JESSICA McCOLM

Freehand applications impacted the industry like a tidal wave. Balayage techniques such as ombres, hair painting, and color melting, brought to life a personalized feel to our structured lives of foiling in the industry. Our Fusion class will show you how to merge the art of freehand alongside the precision of foils, to bring seamless on-trend end results.



Jessica has been working in the industry for over 18 years. She has devoted the last decade to educating, inspiring, and sharing her knowledge with others. She believes knowledge is power and that there is always room for growth. She is an award-winning stylist, and is passionate about helping others grow and succeed.

Introduced to the Mekka System back in 2007, it quickly became her passion to share the principles to design thoughtful color placements and haircuts. In 2017 she became Mekka's Color Director, leading the teams color department creatively. The Mekka team joined Tocco Magico as their North American Artistic Team beginning of 2018, designing the imagery and the education portfolio.



TOCCOMAGICO



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, MARCH 4, 2019

\$50 - 9:00AM - 12:00PM - DEMO

\$199 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



COLOR CHALLENGE

*AMAZING OPPORTUNITY
TO PUT YOUR COLOR
TO THE TEST!*

Seeing Is Believing.

A side-by-side comparison between Alfaparf Milano's permanent color line, Evolution of the Color³ and other manufacturer's comparable colors. A demonstration that allows you to see the difference right before your eyes.

If you decide to purchase color, your \$25 will be put towards your color order.

ALFAPARF
MILANO



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, FEBRUARY 4, 2019

9:00AM - 12:30PM

\$25 - DEMO

ROCKVILLE

MONDAY, FEBRUARY 18, 2019

9:00AM - 12:30PM

\$25 - DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

5054 Nicholson Lane, Rockville, MD 20852

MASTER COLORIST

WITH WILLIAM "BEAU"
BEAUREGARD

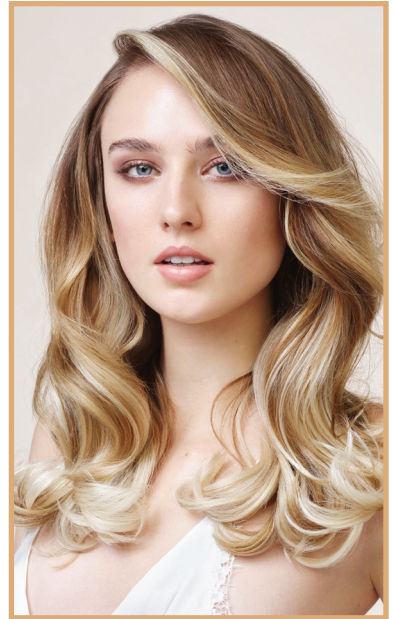
- Discover how hair color and color chemistry work in tandem to achieve the perfect result every time
- Master the tricks behind conquering even the most resistant gray hair
- Learn how to formulate to accomplish your desired color for every client
- This 2-DAY MASTER COURSE will cover theory as well as hands-on



"Beau" owns POP, a thriving salon. He began educating for Alfaparf Milano in 2010 and has worked the stage showcasing collections at international hair shows and VIP events throughout the country. Beau embraces his love for hair color by advancing his skills through continued work as a distinguished stylist and educator of others.

Lunch is included.

ALFAPARF
MILANO



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

PROGRAM IS TWO FULL DAYS!

SUNDAY & MONDAY,

MARCH 3 & MARCH 4, 2019

\$275 - 9:00AM - 4:00PM - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852

SOUTHAMPTON

PROGRAM IS TWO FULL DAYS!

SUNDAY & MONDAY,

APRIL 14 & APRIL 15, 2019

\$275 - 9:00AM - 4:00PM - HANDS-ON

109 Street Road, Southampton, PA 18966



GRAFFITI GLAM

Keratin Complex pulls fashion, street art and inspiration together with GraffitiGlam; beautiful hair color inspired by graffiti. *It's an art form we admire.*



KERATIN COMPLEX ARTISTS WILL:

- Take you on a creative color adventure
- Explore how to create intense high-fashion colors or soft subtle pastels
- Utilize It's a Blonde Thing® Keratin Lightening System® and GraffitiGlam to achieve the ultimate eye-catching results

**KERATIN
COMPLEX**



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

SUNDAY, MARCH 31, 2019

9:00AM - 12:00PM

\$25 - DEMO

5054 Nicholson Lane, Rockville, MD 20852

SOUTHAMPTON

MONDAY, APRIL 1, 2019

9:00AM - 12:00PM

\$25 - DEMO

109 Street Road, Southampton, PA 18966

ALL SALES FINAL

THE ART OF CREATIVITY

ARCHITECTURE OF FORM AND COLOR

STEP INSIDE THE MIND OF COLOR GURU TY ISOBE AND HAIR CUTTING EXPERT JAMES LE BOSQUET.

Learn how to personalize and customize techniques for every client. Master the art of blonding and soak up the how-to's on manipulating the tonality and light reflection when lightening hair. Discover how bone structure, face shape, and lifestyle, all play a significant role in providing the ideal haircut! Join this dynamic duo as they show you the true art of creativity!

GOALS:

- Discover creative color re-imagined
- Gain insight on designing wearable haircuts
- Experiment with form and color

**KERATIN
COMPLEX®**



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, JUNE 30, 2019

\$50 - 9:00AM - 12:00PM - DEMO

\$225 - 9:00AM - 5:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



THE LATEST IN BALAYAGE TRENDS

WITH TRUSS ARTISTIC
SPECIALISTS PHILIP FORESTO
& DANIEL TETREAUULT



- Master the latest in balayage techniques and the right products to achieve beautiful healthy-looking results
- Learn from the experts how to promote your work on social media, grow your followers and keep your book busy

Lunch is included for Hands-On attendees.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
MONDAY, APRIL 22, 2019
9:00AM - 12:00PM
\$50 - DEMO
9:00AM - 4:00PM
\$150 - HANDS-ON

ALL SALES FINAL

ROCKVILLE
MONDAY, MAY 20, 2019
9:00AM - 12:00PM
\$50 - DEMO
9:00AM - 4:00PM
\$150 - HANDS-ON

ALL SALES FINAL

SOUTHAMPTON
SUNDAY, JUNE 9, 2019
9:00AM - 12:00PM
\$50 - DEMO
9:00AM - 4:00PM
\$150 - HANDS-ON

109 Street Road, Southampton, PA 18966

5054 Nicholson Lane, Rockville, MD 20852

109 Street Road, Southampton, PA 18966



CUTTING

DYNAMICS OF GRADUATION & DISCONNECTION

THE KINGLY HAIR GROUP:

FOUNDER & CREATOR MIKE VARELA

This class focuses on a shorter soft internal graduated form along with disconnection in the layering. Mike's signature techniques are designed with a minimalistic approach to architectural design.

- Learn true craftsmanship in haircutting, and take your haircuts to another level!
- Learn shorter soft internal form
- Disconnection in layering
- Use new techniques to create soft shorter cuts



MIKE VARELA is a former educator at the world renowned Sassoon Academy in Los Angeles, CA and a former Sassoon Advanced Academy Director. Mike decided it was time to break away to focus and build his own brand, thus The Kingly Group was born.



Lunch is included for Hands-on attendees.

The Kingly Hair Group



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 31, 2019

\$99 - 9:00AM - 12:00PM - DEMO

\$395 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



DEVA CUTTING

LEVEL 1: INTRODUCTION TO DEVA CUTTING + SHAPING + STYLING

Become a Deva Inspired Stylist!

Earn your credentials as a Deva trained stylist. This one-day course will guide you through the fundamentals of two key DevaCurl signature services: The Waterfall Cut and the DevaCurl Transformation service. Additionally, a full overview of the DevaCurl product portfolio will give you the confidence to immediately start curl conversations with new and existing clients.

Upon successful completion of this course, you will be listed on the Deva Stylist Finder as a Deva Inspired Stylist and receive the benefit of ongoing client referral via DevaCurl.com!

Lunch is included. Bring your shears, sectioning clips and cutting apron.



DevaCurl®



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, JANUARY 28, 2019

MONDAY, FEBRUARY 4, 2019

MONDAY, MARCH 18, 2019

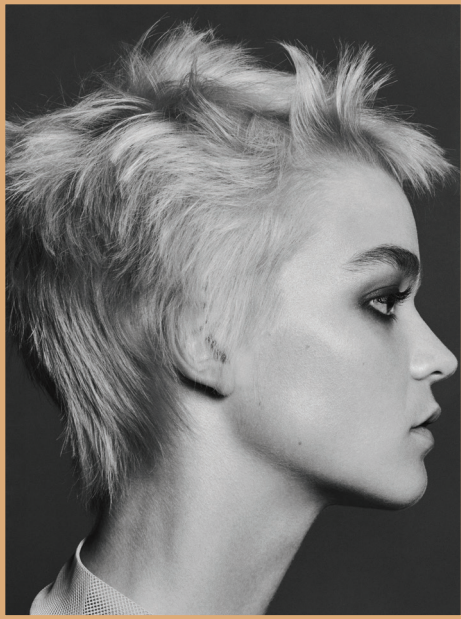
SUNDAY, MARCH 24, 2019

MONDAY, APRIL 8, 2019

\$295 - 9:00AM - 4:00PM - HANDS-ON

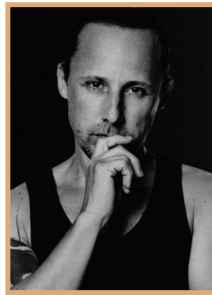
ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852



CREATIVE CUTTING DEMO

WITH RICHARD ASHFORTH



Look & Learn

Get the inside track on upcoming trends and techniques from industry leader and SACO International Creative Director, Richard Ashforth, with a full day of up-close and personal demonstrations on live models.

Richard will be sharing the latest SACO Collection - PERSONA, sharing tips, tricks, techniques alongside his own perspective on modern hairdressing.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 10, 2019

\$125 - 9:00AM - 12:00PM - DEMO OR

\$125 - 1:00PM - 4:00PM - DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

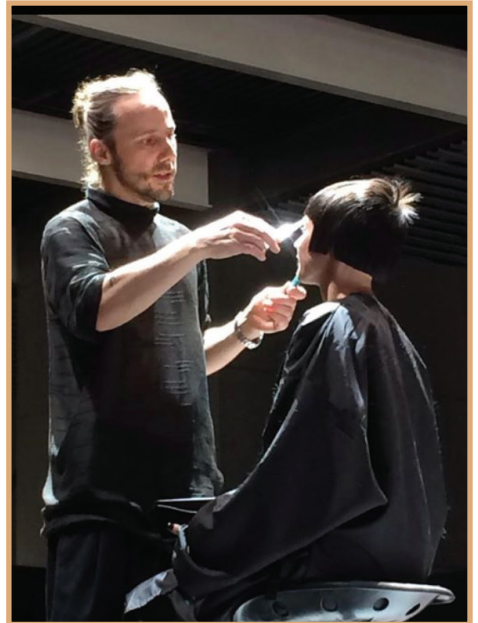
CREATIVE CUTTING WORKSHOP

WITH RICHARD ASHFORTH

Hands-On Workshop

A day devoted to replicating looks from the SACO Collection. Spend the day working alongside Richard in an intimate environment. Personally guided haircuts carried out on mannequins, will make for a richly rewarding and memorable day.

BRING: Scissors, Combs, Dryer, Irons, Sectioning Clips, Trimmers, Brushes (small, med and flat-headed brushes).



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
MONDAY, MARCH 11, 2019
9:00AM - 4:00PM
\$400 - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



PRECISION CUTTING

WITH JOSH DEMARCO



Josh has been exposed to a multitude of the world's finest education opportunities which have helped him craft his own unique skills behind the chair.

In this class, Josh will be educating on the fundamentals of haircutting as well as shape and technique. The art of finishing and refinement are techniques each attendee will walk away feeling confident in.

Learn a new approach to hair cutting and techniques to build and manipulate the shape of the hair within an intimate hands-on setting. Every attendee receives individual attention!



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, FEBRUARY 25, 2019

\$50 - 10:00AM - 12:00PM - DEMO

\$199 - 10:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

TWISTED CUTTING

WITH TONY COLE

- Experience cutting in a new and different way
- Get the right focus and excitement to create with haircutting like you never have before
- Open your mind to cutting hair in the most articulate way you will ever experience
- Learn the art of product mixes and cocktails

PROFESSIONAL
SEBASTIAN™



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, APRIL 7, 2019

\$50 - 9:00AM - 12:00PM - DEMO

\$150 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A black and white photograph of a barber in a white shirt and patterned bow tie, using clippers to cut a customer's hair. The customer is a man with a beard, wearing a dark barber's cape. The scene is set in a barbershop with a grid pattern visible in the background. The entire image is overlaid with a semi-transparent white rectangle that contains the word 'BARBERING' in large, bold, orange letters.

BARBERING

MASTER MEN'S GROOMING

WITH GARLAND "G-WHIZ" FOX

DESIGN ARTISTRY: *Where Breaking The Rules And Crossing Boundaries Are Required*

It started as a trend and has become a fundamental... personalizing the haircut with design artistry. From basic designs to elaborate portraits, your clients continue to push outside their comfort zone by experimenting with fashion colors, disconnected styles, and personalized designs. Learn how to get started by identifying design placement, stenciling, fading within the design, and tips to take basic design to the next level. Wahl Education has an easy, simplified method to creating hair designs. You are the artist, you know your canvas. Have fun, get creative, attract new clients, and make more money!

CLIPPER ESSENTIALS: *The Must Know for Clipper Success*

Let's face it; clippers can be intimidating if you aren't using them properly. In this class you will learn basic barbering techniques; the correct way to hold your comb and clipper to effortlessly produce consistent results. Learn how to properly maintain and care for your clippers to ensure superior performance. You will gain understanding of how to choose the right tools to achieve your vision. We will highlight the Male Consultation and what they look for when choosing a stylist. Learning how to use your clipper properly will expand your skills to grow your business.



MENTOR™ MODEL 8235

- Detachable Blade System
- Brushless Motor
- Heavy-Duty 2-Speed Clipper
- Lightweight & Ergonomic
- Constant Speed
- Extra-Long Flexible Cord
- Includes Cleaning Brush



HANDS-ON ATTENDEES will receive the Mentor™ Clipper and Mannequin! Lunch is included, too.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, JANUARY 28, 2019

\$50 - 10:00AM - 12:00PM - DEMO

\$375 - 10:00AM - 3:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A black and white photograph of a hairdresser styling a client's hair. The hairdresser is using a curling iron on a section of hair. The client is wearing a polka-dot top. The image is framed by a thin orange border.

STYLING & UPDOS

LONG LIVE THE QUEENS

WITH TONY COLE



Join us for an interactive seminar featuring **Trend Collection: Long Live the Queens.** Become a total pro in the features and benefits of ghd tools and Sebastian products. Learn the lingo to make retailing easy to bring these trend-led looks to your clients.

Bring:

- Styling kit (brushes, clips, styling tools, etc.)
- Don't forget heat protecting spray!
- Note-taking tools (pens, pencils, paper, phone)



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, MARCH 25, 2019

\$40 - 9:00AM - 12:00PM - DEMO

\$99 - 9:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



ADVANCED FRAMEWORK

*FOLLOWING A STEP-BY-STEP
APPROACH TO FOUNDATIONS,
THIS COURSE COVERS
TECHNIQUES CRUCIAL TO ALL
ASPECTS OF STYLING.*



Learn #hairhacks such as pinning with a purpose, backcombing with intention, and mastering the perfect pony. Leave this class with two full looks, including how to achieve that on-point "Glam Chignon".

amika:



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, MARCH 24, 2019

\$99 - 9:00AM - 12:00PM - HANDS-ON

ALL SALES FINAL

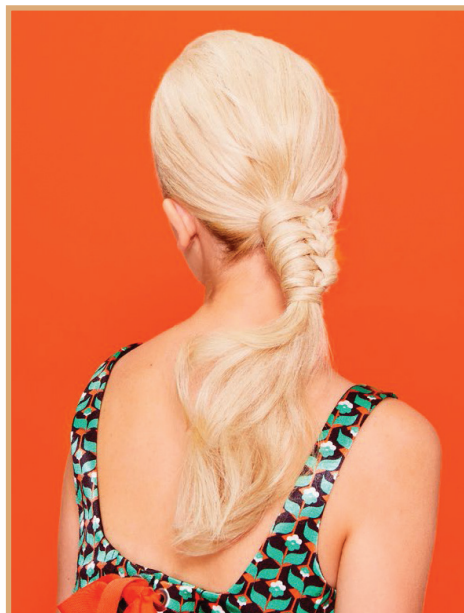
109 Street Road, Southampton, PA 18966

VIRAL BRAIDS

Ever wish you could recreate all these hot braids flooding your timeline? This is the class for you.

Insta-famous looks are deconstructed and taught “from the crown” for a simplified yet intense learning experience, which will leave you ready to take your skills to the next level.

From accent braids and tribal looks to statement braids, these advanced looks are easily customizable and photo-ready. Guaranteed to become client favorites.



amika:



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

MONDAY, MARCH 25, 2019

\$99 - 9:00AM - 12:00PM

HANDS-ON

SOUTHAMPTON

MONDAY, MAY 13, 2019

\$99 - 9:00AM - 12:00PM

HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

109 Street Road, Southampton, PA 18966

TIME SAVING UPDOS AND STYLING TECHNIQUES

WITH KELL GRACE



- Learn how to achieve beautiful updos in under 10 minutes
- Master braid trends including braided mohawk and fun romantic updos
- Earn more revenue and build a stronger client base



Kell is known for creating updos in under 10 minutes and now she is sharing her time-saving techniques! She is the founder and master stylist at KellGrace Salon in Winter Park, FL. Her desire is to help stylists become better



at their craft and to earn more revenue. This class will make you feel like a magician as Kell helps you develop your hand-mind coordination.



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

SUNDAY, MAY 19, 2019

\$50 - 10:00AM - 12:00PM - DEMO

\$150 - 10:00AM - 4:00PM - HANDS-ON

SOUTHAMPTON

MONDAY, MAY 20, 2019

\$50 - 10:00AM - 12:00PM - DEMO

\$150 - 10:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

109 Street Road, Southampton, PA 18966

BIOREPAIR-8

ANTI-AGING SCALP & HAIR THERAPY SYSTEM

Did you know that over 40% of women suffer from thinning hair or hair loss?

Learn how to approach your thinning hair clients and customize a solution for them!

Gain confidence that you can help transform your client's fine hair by using BioRepair-8 & its advanced ingredient technology system. This 3-step professional strength system targets the four main causes of hair loss to regenerate the scalp, improve strength and density while creating the optimum environment for hair to thrive.

- 86% of users noticed visibly fuller, thicker results after using the BioRepair-8 regimen for 4 weeks
- 93% of users said hair had more volume & all-over body
- You will learn tips and tricks to styling thinning hair and give your clients the confidence they need!



Before

After

Before

After



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

MONDAY, JUNE 3, 2019

\$25 - 10:00AM - 1:00PM - DEMO

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

A woman in a white lab coat is holding a large bundle of long, straight hair extensions. She is looking down at the hair. In the background, other people are visible, suggesting a salon or training environment. The entire scene is overlaid with a semi-transparent white rectangle containing the text.

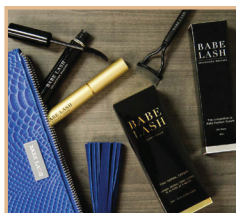
HAIR/LASH EXTENSIONS & MICROBLADING

BABE LASH

GROW YOUR BUSINESS & BECOME CERTIFIED IN LASH EXTENSIONS

BABE LASH CERTIFICATION

Everything you need to know about eyelash extensions! Learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. Learn several different styles for placing eyelashes, and the do's and don'ts associated with the placement.



Each attendee will receive a complete Babe Lash Extension Kit including everything you will need to grow your lash business.

Lunch is also included.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, JANUARY 27, 2019
SUNDAY, FEBRUARY 17, 2019
SUNDAY, MARCH 24, 2019
SUNDAY, MAY 19, 2019

10:00AM - 5:00PM
\$499 - HANDS-ON

109 Street Road, Southampton, PA 18966

ROCKVILLE

SUNDAY, JANUARY 20, 2019
SUNDAY, FEBRUARY 10, 2019
SUNDAY, MARCH 10, 2019
SUNDAY, APRIL 14, 2019
SUNDAY, MAY 5, 2019

10:00AM - 5:00PM
\$499 - HANDS-ON

5054 Nicholson Lane, Rockville, MD 20852

ALL SALES FINAL



MASTERY TOUR

Embark on **TWO FULL DAYS** of hands-on hair extension training with our master educator and professional stylist. Together, we'll bid bon voyage to bad hair days and say hello to hair extension mastery!



FEATURING:

Official Babe certification in I-Tip, Flat Tip, Tape-In, and Fusion methods, including Micro Bonding!

PLUS:

\$3000 worth of perks for only \$399

- One-on-one professional attention from a team of experienced educators
- A comprehensive Master Kit with \$424.98 worth of tools
- The confidence and skills you need for a flourishing hair extension practice in your salon

Call education office for more details. Space is limited and class fill quickly!



To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

PROGRAM IS TWO FULL DAYS!

SUNDAY & MONDAY,
APRIL 28 & APRIL 29, 2019

SUNDAY 10:00AM - 5:00PM
MONDAY 10:00AM - 4:00PM

\$399 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

PROGRAM IS TWO FULL DAYS!

MAY 19 & MAY 20, 2019:

RICHMOND, VA
VIRGINIA BEACH, VA
EDISON, NJ

JUNE 2 & JUNE 3, 2019:

PITTSBURGH, PA

\$399 - HANDS-ON

ALL SALES FINAL

Call for location details.

SOUTHAMPTON

PROGRAM IS TWO FULL DAYS!

SUNDAY & MONDAY,
JUNE 23 & JUNE 24, 2019

SUNDAY 10:00AM - 5:00PM
MONDAY 10:00AM - 4:00PM

\$399 - HANDS-ON

109 Street Road, Southampton, PA 18966

MICROBLADING CERTIFICATION

EVERYTHING YOU NEED TO KNOW ABOUT MICROBLADING!

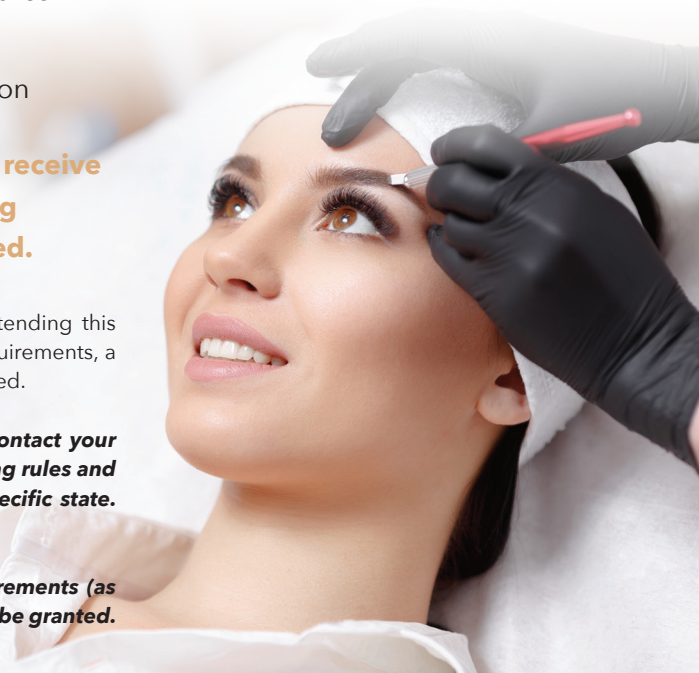
- Understanding skin, including age, texture, and skin tones to achieve natural-looking brows
- Client consultation, before and after treatment
- Identifying and drawing basic brow shapes
- Continued practice will be required to master independent skills
- Proper use of tools and products during the procedure
- Safety, sanitation and sterile procedures
- Work on mannequin and live model
- Small class size for individual attention

Lunch is included. Each Attendee will receive a complete Microblading Kit including everything you will need to get started.

Notes: Pre-course training is required prior to attending this class. If any student does not meet satisfactory requirements, a certification at the end of the class will not be granted.

It is the student's/attendee's responsibility to contact your state and local board of health agencies regarding rules and regulations for permanent cosmetics in your specific state. Each state and locality may differ.

If any student does not meet satisfactory requirements (as deemed by the instructor) a certification may not be granted.



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON

SUNDAY, JANUARY 20, 2019
SUNDAY, FEBRUARY 24, 2019
MONDAY, MARCH 18, 2019
MONDAY, APRIL 8, 2019
MONDAY, MAY 6, 2019

\$1,400 - 10:00AM - 5:00PM - HANDS-ON

109 Street Road, Southampton, PA 18966

ROCKVILLE

MONDAY, APRIL 15, 2019
MONDAY, JUNE 17, 2019

10:00AM - 5:00PM
\$1,400 - HANDS-ON

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

A woman in a white lab coat is performing a waxing procedure on a client's arm. The woman is leaning over the client, and her hands are positioned to apply wax. The client's arm is extended on a table. The background is a clean, professional setting, likely a spa or beauty salon. The word "WAXING" is overlaid in large, bold, orange letters across the center of the image.

WAXING

BERODIN

WAXING FROM HEAD TO TOE & EVERYTHING IN-BETWEEN!



Don't miss this opportunity to learn from the best, "the wax queen", Lori Nestore.



In this class you will learn advanced waxing techniques on all areas of the body including Brazilian, of course!

- Join us for a fun-filled day of education
- No area will be missed
- Receive a certification at completion

We are looking for models for all body parts, must have at least 3 weeks of growth. If interested, please email education@trubeautyconcepts.com with the class you are attending and the body part you are interested in modeling for.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, MAY 5, 2019
11:00AM - 2:00PM
\$99 - DEMO/CERTIFICATION

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

ROCKVILLE
MONDAY, MAY 6, 2019
11:00AM - 2:00PM
\$99 - DEMO/CERTIFICATION

5054 Nicholson Lane, Rockville, MD 20852



SMOOTHING

NATURAL SMOOTHING CERTIFICATION

Get certified by the industry leader in smoothing. Same day styling. Same day smooth. Spend the day with Keratin Complex and get to know award-winning Professional Natural Keratin Smoothing Treatment!

It penetrates the cuticle to reduce frizz and curl and makes hair smoother and healthier with each treatment. Repairs damage and blocks the effects of humidity to prevent frizz. Cuts styling time and allow for easier blow drying. Helps to lock-in color services for more vibrant and intense color results.

Results last up to five months.



**KERATIN
COMPLEX**



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

ROCKVILLE

SUNDAY, APRIL 7, 2019

10:00AM - 1:00PM

\$50 - DEMO / CERTIFICATION

ALL SALES FINAL

5054 Nicholson Lane, Rockville, MD 20852

A woman in a white lab coat is holding a magazine titled "MULTI MEDIA". The magazine cover features a woman's face and some text. The background is a blurred image of the same woman in the lab coat.

VIP & SPECIAL EVENTS

SONYA DOVE VIP EVENT

*JOIN US FOR AN
INTIMATE EVENING
WITH SONYA DOVE!*

FEATURING WELLA & GHD

During this special event you will have the opportunity to learn from the best and experience the latest from Wella and ghd.

- Experience what's new with Wella and ghd
- Intimate meet and greet with Sonya Dove
- Cocktails & hors d'oeuvres



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SATURDAY, MARCH 16, 2019
\$25 - 6:00PM - 9:00PM

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

COME CELEBRATE WAHL'S *100th Year!*



DON'T MISS THIS SPECIAL EVENT!

Join us for cocktails & hors d'oeuvres to help celebrate an amazing 100 years of clippers and the history of barbering! Special savings on the Wahl 100 year anniversary clipper for attendees.



Garland "G-Whiz" Fox

is recognized as a global educator and master competition judge. 'G-Whiz' made his way to the top with passion and determination. His ability to attract and captivate a crowd with his raw talent and sense of humor places him as a go-to barber for major television, film and record companies.

Multi award-winning barber Garland 'G-Whiz' aims to make a difference in others' lives through his passion for hair and education, gaining residency in each of their hearts. Garland 'G-Whiz' is honored to share a piece of his dream and his gift each place he travels throughout the world with Wahl Professional and W.E.A.T. to perform, educate and introduce new products.



To register, visit trubeautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
SUNDAY, JANUARY 27, 2019
\$30 - 6:00PM - 8:00PM

ALL SALES FINAL

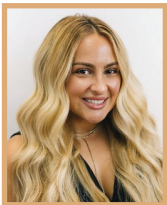
109 Street Road, Southampton, PA 18966

JOIN US for AN AMIKA VIP EVENT

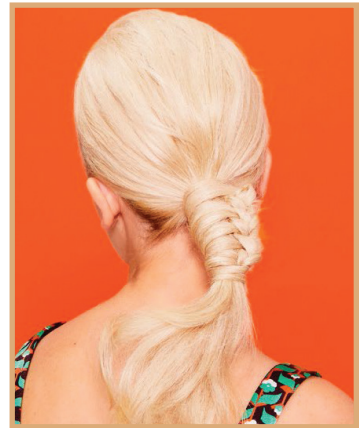
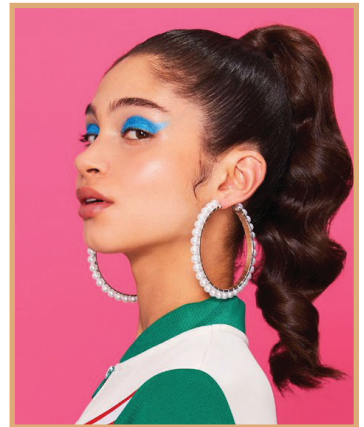
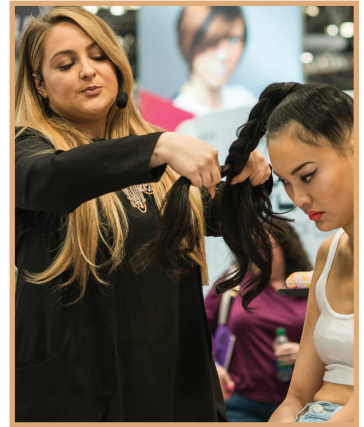
WITH TIFFANY CHIAPPARELLI

A special evening to celebrate beautiful hair and all things amika.

- Cocktails & hors d'oeuvres will be served
- Beautiful hair and the latest trends
- Call education office for more information



Tiffany Chiapparelli's artistry is evident in the beautiful looks she creates. Driven by her love for the industry, Tiffany styles hair for New York Fashion Week and works as a platform artist and Lead Pro Educator for amika.



amika:



To register, visit trubeadyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
MONDAY, MAY 13, 2019
6:00PM - 8:00PM

ALL SALES FINAL

109 Street Road, Southampton, PA 18966

“FREESTYLE”

• “FREE-STYLE” cutting system; a technique that combines the foundation of over hair cutting with modern dry cutting techniques.

• “FREE-STYLE” cutting the freedom to be creative with various cutting techniques and styles. “Like an artist who uses various brushes and different medias to create a master piece.”

“FREESTYLE”

“**Stroking**” – Cutting using the inside of blades. Closing the scissor on the way out in a stroking manner to achieve a diffused end result.

“**Point Cutting**” – Cutting with tips of scissors to remove add texture and space weight and volume.

“**Slicing**” – Using the tip of the scissor to cut along the hair shaft to remove weight and volume.

“**Chipping**” – Using the points of scissor to create a jagged edge, texture, and remove weight (great for short hair).

“**Upside Down Chipping**” – Cutting inside hair shaft with points of scissors while is client is “leaned over”. Adds interior texture and removes weight.

“**Upside down stroking**” – Taking section of hair to opposite side of head and Cutting using the inside of blades.



BUSINESS

PHOTOGRAPHING YOUR WORK

THIS HANDS-ON SEMINAR WILL DEMONSTRATE:

- **How our cameras work:** Starting with the fundamentals of photography and how to get the best from our cell phones, point and shoot and DSLR cameras.
- **Explore lighting techniques:** Use of natural daylight, continuous lighting-LED panels, ring lights, portable flashes and studio strobes.
- **Posing models:** With a combination of camera angles and lighting techniques, explore how to effectively show your creations! The beauty and form of the cut! Intricate color work!
- **The final image:** How to process and present final image/ photos. Discuss photography software to process your digital files. Proper sizing of photos; whether they are being used for social media, making prints for display or published in magazines.



TODD MURRAY

Todd Murray is an internationally published photographer & educator. His photographs have appeared in Philadelphia Magazine, Cosmopolitan, Lapidary Journal, Step by Step Beads, Step by Step Wire, Colored Stone, Creative Jewelry, Passion, Couture, Modern Salon, The Industry Standard & Wired. Photos have also appeared in publications in Canada, United Kingdom, Germany, South Africa & Japan.

Bring your phone, camera, lenses and laptop computer and let's explore a basic understanding of photography and how you can create photographs to be used to showcase your work!



To register, visit truebeautyconcepts.com or call 1(888) 371-5040 x101

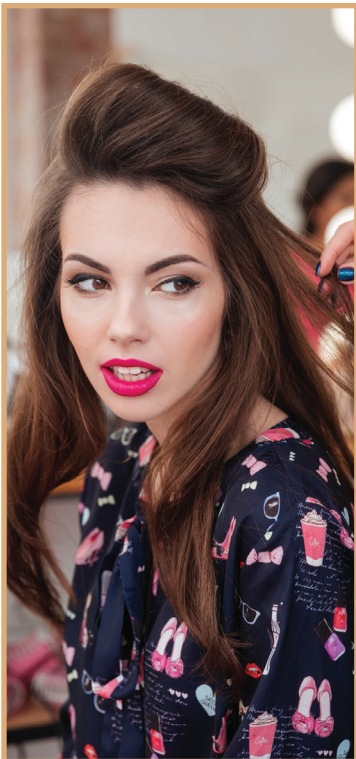
SOUTHAMPTON

SUNDAY, MARCH 3, 2019

\$225 - 10:00AM - 4:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



BE NOTICED

WITH JESSICA WALL-INNELLA

Discover how to update old marketing ways and usher in new strategies for building awareness in today's online world.

Learn to successfully promote your salon via your website, Facebook, Instagram, Snapchat, Groupon and Yelp to name a few. You will walk away with an action plan and knowledge as to how to grow your salon business.



With over 20 years in the Professional Beauty Industry, from Shampoo Assistant to Education and Sales Director, Salon Owner and Platform Artist to name just a few roles, Jessica has honed her skills as an educator and a leader. Today, as an Aloxxi Artist, she shares her insights on a vast array of business building topics such as managing efficiently, developing an effective salon team, raising the bar on customer service and technical topics, including basic & advanced color, cutting and styling theories.



Aloxxi
SALON COLOR & CARE



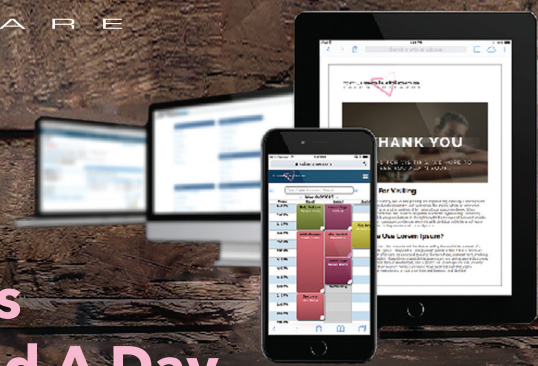
To register, visit trubautyconcepts.com or call 1(888) 371-5040 x101

SOUTHAMPTON
MONDAY, APRIL 8, 2019

\$199 - 9:30AM - 5:00PM - HANDS-ON

ALL SALES FINAL

109 Street Road, Southampton, PA 18966



TruBeauty Concepts Invites You To Spend A Day With TruSolutions

Put the latest technology to work for you! Do you have the right tools to manage your business? Do you have an online presence and the right marketing tools? Come join the revolution of salons discovering the right tool. TruSolutions Software!

LEARN HOW TO:

- Grow retail sales with eCommerce and product reservations
- Increase retail sales while decreasing inventory and overhead
- Increase customer visits with Online Customer Scheduling and Google Reserve
- Build a deeper relationship and enhance customer satisfaction with powerful communications and marketing tools
- Learn about the up-and-coming launch of eCommerce
- Q & A



Email TRUBEAUTYCONCEPTS.COM or call education department at 1-888-371-5040 for upcoming class dates or to schedule an in-salon class!

EDUCATION SPRING 2019 INDEX

SOUTHAMPTON

January 20, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

January 27, 2019

Wahl: Come Celebrate
Wahl's 100th Year!
6:00pm - 8:00pm
\$30 - VIP Event
pg. 42

January 27, 2019

Babe Lash: Grow Your
Business & Become Certified
In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

January 28, 2019

Wahl: Master Men's
Grooming With Garland
"G-Whiz" Fox
10:00am - 12:00pm
\$50 - Demo
pg. 25

January 28, 2019

Wahl: Master Men's
Grooming With Garland
"G-Whiz" Fox
10:00am - 3:00pm
\$375 - Hands-On
pg. 25

February 4, 2019

Alfaparf Milano:
Color Challenge
9:00am - 12:30pm
\$25 - Demo
pg. 12

February 10, 2019

Tru Labs 1
10:00am - 4:00pm
\$199 - Hands-On
pg. 8

February 11, 2019

Tru Labs 2
10:00am - 4:00pm
\$199 - Hands-On
pg. 9

February 17, 2019

Babe Lash: Grow Your
Business & Become
Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

February 18, 2019

Aloxxi: Paint 'N Play
With Sam La Bella
9:00am - 12:00pm
\$75 - Demo
pg. 10

February 18, 2019

Aloxxi: Paint 'N Play
With Sam La Bella
1:00pm - 4:00pm
\$75 - Demo
pg. 10

February 24, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

March 3, 2019

Photographing Your
Work With Todd Murray
10:00am - 4:00pm
\$225 - Hands-On
pg. 45

March 4, 2019

Tocco Magico: Fusion
With Jessica McColm
9:00am - 12:00pm
\$50 - Demo
pg. 11

March 4, 2019

Tocco Magico: Fusion
With Jessica McColm
9:00am - 4:00pm
\$199 - Hands-On
pg. 11

March 10, 2019

Saco: Creative Cutting Demo
With Richard Ashforth
9:00am - 12:00pm
\$125 - Demo
pg. 20

March 10, 2019

Saco: Creative Cutting
Demo With Richard Ashforth
1:00pm - 4:00pm
\$125 - Demo
pg. 20

March 11, 2019

Saco: Creative Cutting
Workshop With Richard
Ashforth
9:00am - 4:00pm
\$400 - Hands-On
pg. 21

March 16, 2019

Sonya Dove VIP Event
6:00pm - 9:00pm
\$25 - VIP Event
pg. 41

March 17, 2019

2019 Trend Movement
With Sonya Dove
9:30am - 12:00pm
\$50 - Demo
pg. 5

March 17, 2019

2019 Trend Movement
With Sonya Dove
9:30am - 4:00pm
\$199 - Hands-On
pg. 5

March 18, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

March 24, 2019

amika: Advanced Framework
9:00am - 12:00pm
\$99 - Hands-On
pg. 28

March 24, 2019

Babe Lash: Grow Your
Business & Become
Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

March 25, 2019

ghd: Long Live The
Queens With Tony Cole
9:00am - 12:00pm
\$40 - Demo
pg. 27

March 25, 2019

ghd: Long Live The
Queens With Tony Cole
9:00am - 4:00pm
\$99 - Hands-On
pg. 27

March 31, 2019

The Kingly Hair Group:
Dynamics Of Graduation
And Disconnection
With Mike Varela
9:00am - 12:00pm
\$99 - Demo
pg. 18

March 31, 2019

The Kingly Hair Group:
Dynamics Of Graduation
And Disconnection
With Mike Varela
9:00am - 4:00pm
\$395 - Hands-On
pg. 18

April 1, 2019

Keratin Complex:
Graffiti Glam
9:00am - 12:00pm
\$25 - Demo
pg. 14

April 7, 2019

Sebastian: Twisted
Cutting With Tony Cole
9:00am - 12:00pm
\$50 - Demo
pg. 23

April 7, 2019

Sebastian: Twisted
Cutting With Tony Cole
9:00am - 4:00pm
\$150 - Hands-On
pg. 23

April 8, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

April 8, 2019

Aloxxi: Be Noticed With
Jessica Wall-Innella
9:30am - 5:00pm
\$199 - Hands-On
pg. 46

April 14 & 15, 2019

Alfaparf Milano: Master
Colorist With William
"Beau" Beauregard
9:00am - 4:00pm
\$275 - Hands-On
pg. 13

April 22, 2019

Truss: The Latest In Balayage
Trends With Philip Foresto
& Daniel Tetreault
9:00am - 12:00pm
\$50 - Demo
pg. 16

April 22, 2019

Truss: The Latest In Balayage
Trends With Philip Foresto
& Daniel Tetreault
9:00am - 4:00pm
\$150 - Hands-On
pg. 16

April 28, 2019

A Day In The Life At The
Salon With Nancy Braun
9:00am - 4:00pm
\$299 - Demo
pg. 6

April 29, 2019

Balayage With Nancy Braun
9:00am - 12:00pm
\$99 - Demo
pg. 7

April 29, 2019

Balayage With Nancy Braun
9:00am - 4:00pm
\$495 - Hands-On
pg. 7

May 5, 2019

Berodin: Waxing From
Head To Toe & Everything
In-Between!
11:00am - 2:00pm
\$99 - Demo/
Certification
pg. 37

May 6, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

May 13, 2019

amika: Viral Braids
9:00am - 12:00pm
\$99 - Hands-On
pg. 29

May 13, 2019

amika: VIP Event With
Tiffany Chiapparelli
6:00pm - 8:00pm
VIP Event
pg. 43

May 19, 2019

Babe Lash: Grow Your
Business & Become
Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

May 20, 2019

Time Saving Updos & Styling
Techniques With Kell Grace
10:00am - 12:00pm
\$50 - Demo
pg. 30

May 20, 2019

Time Saving Updos & Styling
Techniques With Kell Grace
10:00am - 4:00pm
\$150 - Hands-On
pg. 30

June 3, 2019

ColorProof: BioRepair-8
10:00am - 1:00pm
\$25 - Demo
pg. 31

June 9, 2019

Truss: The Latest In Balayage
Trends With Philip Foresto
& Daniel Tetreault
9:00am - 12:00pm
\$50 - Demo
pg. 16

June 9, 2019

Truss: The Latest In Balayage
Trends With Philip Foresto
& Daniel Tetreault
9:00am - 4:00pm
\$150 - Hands-On
pg. 16

June 23 & 24, 2019

Babe Hair Extensions:
Mastery Tour
Sun: 10:00am - 5:00pm
Mon: 10:00am - 4:00pm
\$399 - Hands-On
pg. 34

June 30, 2019

Keratin Complex:
The Art Of Creativity
9:00am - 12:00pm
\$50 - Demo
pg. 15

June 30, 2019

Keratin Complex:
The Art Of Creativity
9:00am - 5:00pm
\$225 - Hands-On
pg. 15



STAY INFORMED
ON EDUCATION

Be sure to check our
online schedule for the
most up-to-date classes!

EDUCATION

SPRING 2019 INDEX

ROCKVILLE

January 20, 2019

Babe Lash: Grow Your Business & Become Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

January 28, 2019

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 19

February 4, 2019

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 19

February 10, 2019

Babe Lash: Grow Your Business & Become Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

February 18, 2019

Alfaparf Milano: Color Challenge
9:00am - 12:30pm
\$25 - Demo
pg. 12

February 25, 2019

Saco: Precision Cutting With Josh Demarco
10:00am - 12:00pm
\$50 - Demo
pg. 22

February 25, 2019

Saco: Precision Cutting With Josh Demarco
10:00am - 4:00pm
\$199 - Hands-On
pg. 22

March 3 & 4, 2019

Alfaparf Milano: Master Colorist With William "Beau" Beauregard
9:00am - 4:00pm
\$275 - Hands-On
pg. 13

March 10, 2019

Babe Lash: Grow Your Business & Become Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

March 18, 2019

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 19

March 24, 2019

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 19

March 25, 2019

amika: Viral Braids
9:00am - 12:00pm
\$99 - Hands-On
pg. 29

March 31, 2019

Keratin Complex: Graffiti Glam
9:00am - 12:00pm
\$25 - Demo
pg. 14

April 7, 2019

Keratin Complex: Natural Smoothing Certification
10:00am - 1:00pm
\$50 - Demo/Certification
pg. 39

April 8, 2019

DevaCurl: Deva Cutting Level 1
9:00am - 4:00pm
\$295 - Hands-On
pg. 19

April 14, 2019

Babe Lash: Grow Your Business & Become Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

April 15, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

April 28 & 29, 2019

Babe Hair Extensions: Mastery Tour
Sun: 10:00am - 5:00pm
Mon: 10:00am - 4:00pm
\$399 - Hands-On
pg. 34

May 5, 2019

Babe Lash: Grow Your Business & Become Certified In Lash Extensions
10:00am - 5:00pm
\$499 - Hands-On
pg. 33

May 6, 2019

Berodin: Waxing From Head To Toe And Everything In-Between!
11:00am - 2:00pm
\$99 - Demo/Certification
pg. 37

May 19, 2019

Time Saving Updos & Styling Techniques With Kell Grace
10:00am - 12:00pm
\$50 - Demo
pg. 30

May 19, 2019

Time Saving Updos & Styling Techniques With Kell Grace
10:00am - 4:00pm
\$150 - Hands-On
pg. 30

May 20, 2019

Truss: The Latest In Balayage Trends With Philip Foresto & Daniel Tetreault
9:00am - 12:00pm
\$50 - Demo
pg. 16

May 20, 2019

Truss: The Latest In Balayage Trends With Philip Foresto & Daniel Tetreault
9:00am - 4:00pm
\$150 - Hands-On
pg. 16

June 17, 2019

Microblading Certification
10:00am - 5:00pm
\$1,400 - Hands-On
pg. 35

OTHER LOCATIONS

**MAY 19 & MAY 20, 2019
RICHMOND, VA**

Babe Hair Extensions: Mastery Tour
\$399 - Hands-On
pg. 34

**MAY 19 & MAY 20, 2019
VIRGINIA BEACH, VA**

Babe Hair Extensions: Mastery Tour
\$399 - Hands-On
pg. 34

**MAY 19 & MAY 20, 2019
EDISON, NJ**

Babe Hair Extensions: Mastery Tour
\$399 - Hands-On
pg. 34

**JUNE 2 & 3, 2019
PITTSBURGH, PA**

Babe Hair Extensions: Mastery Tour
\$399 - Hands-On
pg. 34

TRAINING FACILITIES ACCOMMODATIONS AND ATTRACTIONS



SOUTHAMPTON

109 Street Road, Southampton, PA 18966

Easily Accessible:

Conveniently located between Philadelphia and New York.

- Warminster Train Station (1.5 miles)
- Philadelphia International Airport (33 miles)

Recommended Hotel:

Holiday Inn Express & Suites

240 Veterans Way, Warminster, PA 18974

Located less than a mile away from HOPE Education Center. Mention TruBeauty Concepts to receive discounted rate of \$99 per night.

Recommended Dining:

Steam Pub

606 2nd St. Pike, Southampton, PA 18966

Blue Sage (vegetarian)

727 2nd St. Pike, Southampton, PA 18966

Recommended Shopping:

Willow Grove Park Mall

King Of Prussia Mall

Other Attractions:

Take a short trip to visit beautiful **Historic Philadelphia!**



ROCKVILLE

5054 Nicholson Lane, Rockville, MD 20852

Easily Accessible:

Conveniently located near Baltimore and Washington, DC.

- Ronald Reagan Washington National Airport (23 miles)
- Washington Dulles International Airport (27 miles)
- Baltimore/ Washington International Thurgood Marshall Airport (37 miles)

Recommended Hotel:

Even Hotel Rockville

1775 Rockville Pike, Rockville, MD, 20852

Located 1.9 miles from HOPE Education Center.

Mention TruBeauty Concepts to receive discounted rate of \$75 per night.

Recommended Dining:

Pike & Rose

11580 Old Georgetown Rd., North Bethesda, MD 20852

Seasons 52

11414 Rockville Pike, North Bethesda, MD 20852

Shopping/Attractions:

Montgomery Mall or take the **Metro** into **Washington, DC!**



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STORE LOCATIONS

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109 Street Road
Southampton, PA 18966
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5054 Nicholson Lane
Rockville, MD 20852
(301) 217-5977

CORPORATE HEADQUARTERS

985 Mearns Road
Warminster, PA 18974
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