

# Event Program

2022

PERTH  
HAIR &  
BEAUTY  
EXPO



thryv

O&M

smartpay

NEXT LEVEL  
AESTHETICS





# CLINIC STAGE

Hosted by Ashleigh Jade

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- 10.15am    EPILFREE Is A Revolutionary Permanent Hair Removal Product  
Grace, EPILFREE
- 10.50am    Discover the details of the Diploma of Cosmetic Tattooing  
Christine Comans, MediTatt
- 11.20am    Preview of Next Level Aesthetics flawless facial technique Masterclass  
Elke & Jocelyn, Educators from Next Level Aesthetics
- 11.55am    Australias first safest, successful glycolic-based tattoo remover  
Juanita French from Platinum Cosmetic Ink
- 12.35am    Dermapen 4 - the latest in advanced skin needling  
Anna & Kerri, Inskin Cosmetics
- 1.15pm    How SMP can add density to thinning hair  
Kate Dawes, Foli Sim Scalp Micropigmentation
- 1.55pm    Venus Viva - Your Next Step to Business Growth  
Lisa McFarland, Venus Concept
- 2.30pm    Body Sugaring Demonstration  
Julie Rigali, Body Sugaring Australia
- 3.05pm    Turning back the clock on ageing. Skin Rejuvenation Benefits  
Riana Janse van Rensburg from Dermaplaning Australia
- 3.40pm    Clairderm Skin Trio: All you need to know  
Paige Barrant, Clairderm Medical Aesthetics
- 4.15pm    CIRCADIA® Oxygen Rx Facial System Demonstration  
Rachael Stevens, Circadia Skin Australia

PERTH  
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10.30am Breakfast with Milk\_Shake

Start the day off how it should be- fun, fresh and exciting. Join Red carpet specialist and hairdresser to the VIP's & stars Dave Marchesi from Marchesi Coffiuer and his model, showcasing all things milk\_shake. There will be give aways so this is definitely one you don't want to miss.

11.00am Roll Up, Roll Up - Perm Rod Challenge

The contestants will be given 5 minutes to apply as many perming rods as humanly possible and in the neatest fashion!  
Beat the clock without losing your cool!

11.30 Creative styling with Stephanie Bellairs, Hairdresser of the Year 2022

Stephanie Bellairs, Cabello Academy, is Hairdresser of the Year 2022 WA/NT. Watch as she does her thing on stage and steps you through creative styling on various models.

1.00pm Say I Do - Hair Up Challenge

The contestant will be blindfolded and will be given 30 minutes to create their favourite up-do

1.45pm Choose your Weapon - Scissor Challenge

Beginning with each contestant choosing a lucky dip of unconventional cutting tools to create a haircut that could be the very next barber trend!

2.30pm Mish-Mash Barber Blend Challenge

Beginning with each contestant choosing a Lucky Dip of 2 styles as suggested below, to create a styling mish-mash!

Hair Games  
Sponsors



INTERNATIONAL | SALON SUPPLIES



## Awards

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3.30pm Award Ceremony, Make them Stare MUA Competition

4.00pm Award Ceremony, Live Lash Art Competition

4.30pm Award Ceremony, Oceania Nail Championships

# EDUCATION ROOM

Located in the Focus Room outside the Exhibition Hall

## 10.30 am **Mastering Reels & Presenting on Camera with Carmen Braidwood and Alyona Social**

Do you need to sharpen your skills on camera? Does the thought of Tik Tok and Reels make you sweaty?

In this 90 minute hands on workshop, media & social media experts Carmen Braidwood & Alyona Social will step you through mastering the art of presenting you and your business on video.

In this workshop you will:

- Create your own, personalised video to upload to use for your business
- Learn how to create seamless transformation transitions
- Step by step guide on editing
- Discover the powerful effects simple social media videos can have on you and your business
- Find out how to make effective content in minutes, not hours.

## 1.00 pm **Level up your team & step off the floor with Lisa Conway**

Are you working with a team of 3+ and finding it difficult to step away and let your team shine?

In this 2 hour intensive workshop with business coach Lisa Conway (Zing Project), you'll create a personalised plan to increase the productivity & profitability of your team so you can leave the floor and work ON on your business, not in it.

Find hidden dollars within your salon and discover how best to get your team to flourish under your guidance.

This unique workshop will give you the opportunity to bring together your salon's actual figures to create your unique plan, and implement real changes.

This workshop is best suited to salon owners who have a team of 3 or more.

## 3.30 pm **Supercharge your Clients with Elsa Mitchell**

Are you always hustling for new clients? Do you know how your customers find you? Do your new clients visit once and then not come back?

In this 60-minute class, discover how you can optimize your existing clients, and unlock the secrets to a steady stream of new customers to add to your books.

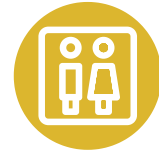
- How to keep your clients coming back
- Optimising your client journey
- Converting your clients to new services
- Unlock your retail sales potential
- Find your financial flow
- Receive a workbook to apply your new learnings straight away



Bar



Kiosk

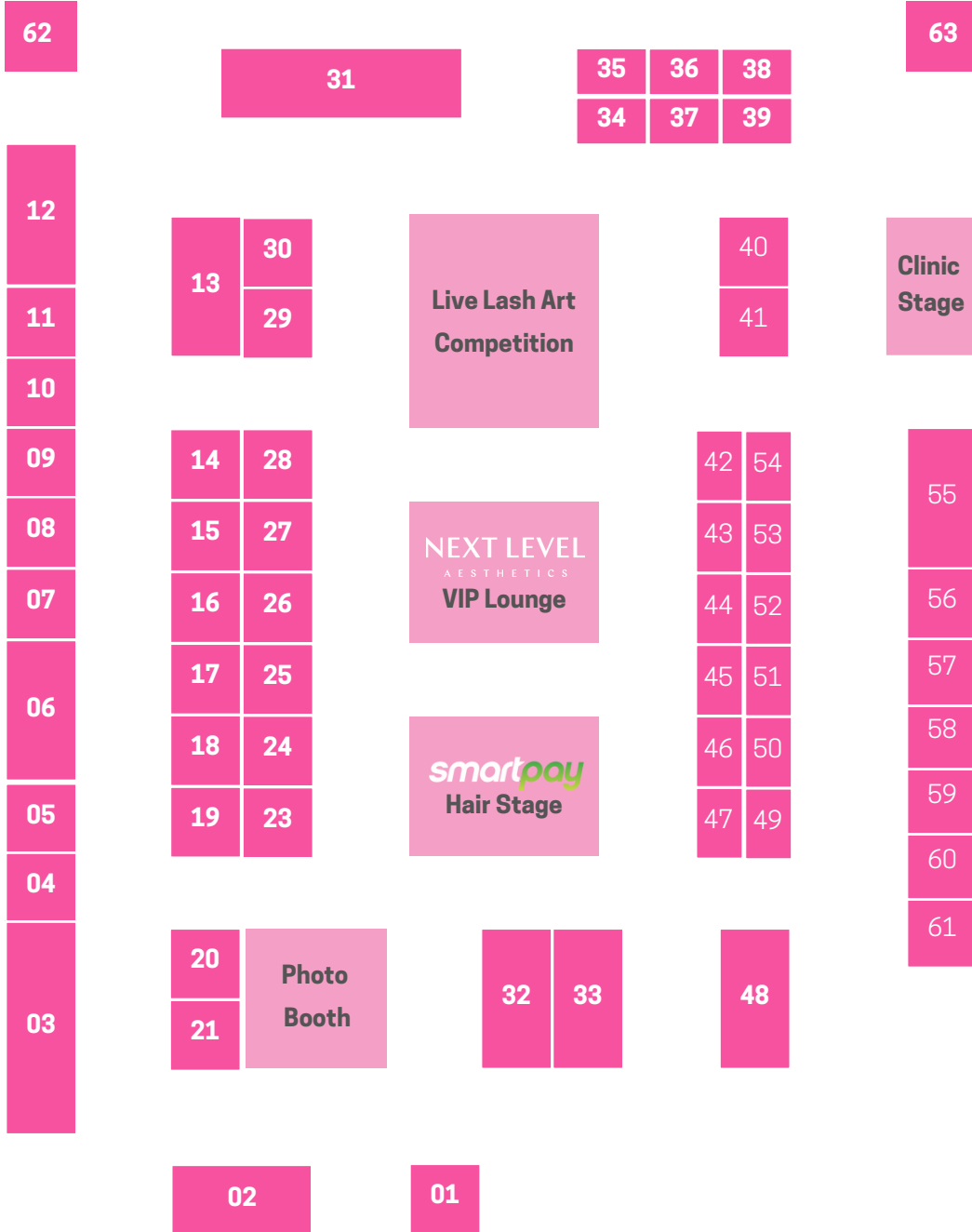


Toilets

**Make them  
 Stare Makeup  
 Competition**

**The Pavilion**

**Oceania Nail  
 Championships**



Education  
 Room



Entrance  
 Exit

# EXHIBITOR DIRECTORY

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- |    |                                 |    |                                 |
|----|---------------------------------|----|---------------------------------|
| 01 | Kenzina                         | 34 | Dirty Thirty Cosmetics          |
| 02 | Crown Brush                     | 35 | Kitomba Salon & Spa Software    |
| 03 | Comfortel Salon Furniture       | 36 | RainbowRealm Nail Supply        |
| 04 | Mother of Tan                   | 37 | Beeutify                        |
| 05 | Perth College of Beauty Therapy | 38 | Emendee                         |
| 06 | Ultimate Salon Supplies         | 39 | Niomi                           |
| 07 | Fast Foils                      | 40 | Advanced Cosmeceuticals         |
| 08 | Stardust Cosmetics              | 41 | Circadia Skin Australia         |
| 09 | Coming Up 4 Air                 | 42 | HL Skincare                     |
| 10 | Sundipped Tan                   | 43 | Lash Art Showbags               |
| 11 | Blanc Smiles                    | 44 | Foils by Jessica Sain           |
| 12 | Lash Sublime                    | 45 | Bladeology Australia            |
| 13 | Dual Perfection Distributors    | 46 | Foli Sim Micropigmentation      |
| 14 | Imbibe Living                   | 47 | The Hair Firm                   |
| 15 | T Wareham Collection            | 48 | De Lorenzo                      |
| 16 | WA Academy                      | 49 | Ace Sharpening                  |
| 17 | SkinMed Australia               | 50 | Rachel Lavelle Beauty & Academy |
| 18 | Thryv                           | 51 | Found My Skin                   |
| 19 | Pure Haircare                   | 52 | Pretty Nail Co                  |
| 20 | Locks Lash                      | 53 | MediTatt                        |
| 21 | Simply Naked Beauty             | 54 | InSkin Cosmedics                |
| 23 | O&M                             | 55 | Drip IV                         |
| 24 | Charlii                         | 56 | Clairderm Medical Aesthetics    |
| 25 | Davroe                          | 57 | Dermatonics                     |
| 26 | Phorest Salon Software          | 58 | Dermaplanning Australia         |
| 27 | Dr Spiller                      | 59 | Arcaya German Cosmetics         |
| 28 | Venus Concept Australia         | 60 | Platinum Cosmetic Ink           |
| 29 | Runway Room                     | 61 | Lip Lab                         |
| 30 | Runway Room                     | 62 | Centre of Attention Cosmetics   |
| 31 | International Salon Supplies    | 63 | Nail Competition Booth          |
| 32 | AACDS                           |    |                                 |
| 33 | Laser Clinics Australia Midland |    |                                 |