

# Baltic Beauty 2018



THE BIGGEST BEAUTY INDUSTRY EXHIBITION IN THE BALTICS! / 2-4 november / RIGA, LATVIA

BALTIC BEAUTY 2018  
14<sup>th</sup> International Beauty Industry Trade Fair  
THE WORLD OF BEAUTIFUL HAIR, Hall I

CONFERENCES, SEMINARS

CONFERENCES

2 November

*Seminar room No. 2*

11.00–20.00 Hairdresser conference “Hair Cutting Techniques for Ladies”

- 11.00–15.00 **Alexander Slavin (Russia, Moscow), instructor at Natalia Tunikovskaya’s Academy of Colour and Geometry**  
Demonstrations of hair cutting techniques with detailed commentary. Facial geometry and haircuts. Bang area as the basis for correcting face shape. Volume at the back of the head for long haircuts without graduation. The Art Cut texturising technique and types thereof. Estimating haircut geometry four months ahead.
- 16.00–20.00 **Alexandra Lozovskaya (Russia, Moscow), hairdressing instructor and president of the Confederation of Beauty Academy and Alexandra Lozovskaya’s School**  
A highly technical course. Hair cutting techniques. Understanding planes in silhouette, form and line with the client’s individuality in mind. Different types of cuts in the layering technique, Sassoon style (with millimetre precision). Bombage hairstyling technique, creating a hairstyle. ALS methodology training course: using diverse modulating designs, techniques and technologies in the creation of contemporary hairstyle compositions.  
Participation fee: EUR 60

*Seminar room No. 7*

11.00–20.00 Hairdresser conference “Berrywell”

**Dania Bredtmann (Germany), Igor Konon (Belarus), Irina Saar (Finland)**

- 11.00–18.00 **3D-Colour Techniques. Spa for hair: colouring, saturation with pigment, collagen therapy with protein and vitamin C. Paradox Cutting. Fringes and lines.**  
Shades of Blonde – new level 13. Reconstruction of hair structure (rebonding). Information about innovations and answers to your

questions.

- 18.00–20.00** Surprises from Latvian and foreign stylists, demonstration of hairstyle collections, awarding ceremony – **BERRYWORLD 2018**.  
Festive mood guaranteed!  
Participation fee: EUR 20

### 3 November

#### *Seminar room No. 2*

- 11.00–20.00** Hairdresser conference “Barbering”. A new perspective for barbershops  
**Igor Konon (Belarus), German Saar (Finland)**

**11.00–13.30** **Igor Konon (Belarus)**

Geometry of men’s haircuts. Demonstration of salon haircuts. Working with Fade. Principles of beard shaping. Beard styling.

**13.30–16.00** **German Saar (Finland)**

Hair cutting techniques for men. Diagonal hair cutting technique with scissors and clippers. **Honeyforming: royal shaving**, shaping and styling beards and moustaches. Men’s haircuts and beard shaping – your strong suits!

#### *Seminar room No. 6*

- 11.00–20.00** Hairdresser conference “Technician/Colourist”  
**Alexander Slavin (Russia, Moscow), instructor at Natalia Tunikovskaya’s Academy of Colour and Geometry**

**11.00–15.00** 3D Stretching hair colouring techniques – the basis for ombré and other techniques. The perfect colouring solution for any hair length. Works with dark, coloured hair without prior bleaching, facilitating the colourist’s work without compromising the quality of the client’s hair. Demonstration with detailed colouring schemes and formulas.

**16.00–20.00** Babylights – hair colouring technique with a sun-kissed effect. Perfect for any face shape and for creating a romantic look. Professional hair colouring helps to create the desired effect and transforms a woman, improving her image or creating a whole new one. Demonstration with detailed colouring schemes and formulas.

Participation fee: EUR 60

#### *Seminar room No. 7*

- 17.00–20.00** **Igor Konon (Belarus), German Saar (Finland)**

Practical execution of one men’s salon haircut technique, beard shaping. Independent work on a model or mannequin head, based on the study material and instructor’s consultations. Analysing the work and defining perspectives for strengthening the acquired knowledge. Individual work with each participant. Practice independently with your own tools (scissors, brushes, straight razor, clippers) or by watching other participants.

Participation fee: EUR 60

## 4 November

### *Seminar room No. 2*

**11.00–20.00 Hairdresser conference “Hair Tattoo”**

**Igor Konon (Belarus), German Saar (Finland)**

**11.00–13.30 Igor Konon (Belarus)**

Hair Tattoo for commercial haircuts: an unconventional way of making a statement regardless of age, sex or gender (unisex). Hair Tattoo with Shavette.

**13.30–16.00 German Saar (Finland)**

Principles of creating designs for the chosen haircut: from simple (geometric) patterns to complex 3D ART elements and designs. The technique and specifics of working with clippers in the creation of 3D Hair Tattoo designs. Fadeout from dark to light. Hair Tattoo is a modern accent in your hair that will not only make you stand out but also hide any scarring or hair loss.

### *Seminar room No. 4*

**11.00–18.30 Salon Business**

**11.00–15.00 Alexandra Lozovskaya (Russia, Moscow), hairdressing instructor and president of the Confederation of Beauty Academy and Alexandra Lozovskaya’s School**

A course for beauty salon owners, managers, administrators and hairdressers by Alexandra Lozovskaya’s School, (official partner Global Intellect Service): “The international loyalty system UDS Game for the beauty industry helps to attract and, most importantly, retain salon customers. Building a customer base, flexible use of marketing, campaigns and much more. Salon business organisation from the customer’s perspective.”

**15.30–17.15 Ralfs Goba (Riga, Latvia), digital marketing expert and teacher at the Baltic Computer Academy: the significance of digital technologies in today’s beauty market and the importance of being noticed online. The habits of the modern customer. Successful use of various internet platforms, such as YouTube, for reaching target audiences. Effective visual and audio advertisements.**

**17.15–18.30 Evita Brilte (Riga, Latvia), social media expert and teacher at the Baltic Computer Academy**

Facebook and Instagram for growing your business: committed work with social media. Facebook: creation and efficient positioning of the company’s page, page analytics, target audience research, advertisement development and analysis. Instagram: news, stories, campaigns, communication with followers. Analytics with Instagram Insights. Double your number of customers by becoming an expert social network user!  
Participation fee: EUR 40

## SEMINARS

November 2

### “HAIRSTYLING ACADEMY” SEMINARS FOR HAIRDRESSERS

*Seminar room No. 2*

- 11.00–15.00 Geometry of Ladies’ Haircuts**  
**Conducted by: Alexander Slavin (Russia, Moscow), instructor at Natalia Tunikovskaya’s Academy of Colour and Geometry**  
Demonstrations of hair cutting techniques with detailed commentary. Facial geometry and haircuts. Bang area as the basis for correcting face shape. Volume at the back of the head for long haircuts without graduation. The Art Cut texturing technique and types thereof. Estimating haircut geometry four months ahead.  
Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)
- 16.00–20.00 Haircut – Foundation for Ladies’ Hairstyles**  
**Conducted by: Alexandra Lozovskaya (Russia, Moscow), hairdressing instructor and president of the Confederation of Beauty Academy and Alexandra Lozovskaya’s School**  
A highly technical course. Hair cutting techniques. Understanding planes in silhouette, form and line with the client’s individuality in mind. Different types of cuts in the layering technique, Sassoon style (with millimetre precision). Bombage hairstyling technique, creating a hairstyle. ALS methodology training course: using diverse modulating designs, techniques and technologies in the creation of contemporary hairstyle compositions.  
Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)

November 3

*Seminar room No. 2*

- 11.00–16.00 Barbershop**  
**Conducted by: Igor Konon (Belarus), German Saar (Finland)**  
**Igor Konon (Belarus)**  
Geometry of men’s haircuts. Demonstration of salon haircuts. Working with Fade. Principles of beard shaping. Beard styling.  
**German Saar (Finland)**  
Hair cutting techniques for men. Diagonal hair cutting technique with scissors and clippers. Honeyforming: royal shaving, shaping and styling beards and moustaches. Men’s haircuts and beard shaping – your strong suits!  
Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)

*Seminar room No. 4*

- 16.00–19.30 Unisex Clipper Cuts = Creative Clipper Cuts**  
**Conducted by: Enes Dogan (Germany) (Wahl Academy)**  
Hair cutting techniques using professional clippers.

Unique possibilities provided by various hair cutting techniques using clippers. Building up texture. Slicing. Pointing Thinning. Slanted cut. Graduation. Flick & Smack Technique. Bangs and lines for long hair. Slicing and thinning of long hair. Processing split ends, an effect that lasts much longer than using “hot scissors”. Short haircuts and structuring. Layered haircuts. Hair cutting techniques will be demonstrated on models with both short and long hair. Limited attendance!  
Participation fee: EUR 25 (by 02.11.2018), EUR 45 (after 02.11.2018)

*Seminar room No. 6*

**11.00–15.00 Colour Technician, 3D Stretching**

**Conducted by: Alexander Slavin (Russia, Moscow), instructor at Natalia Tunikovskaya’s Academy of Colour and Geometry**

3D Stretching hair colouring techniques – the basis for ombré and other techniques. The perfect colouring solution for any hair length. Works with dark, coloured hair without prior bleaching, facilitating the colourist’s work without compromising the quality of the client’s hair. Demonstration with detailed colouring schemes and formulas.

Participation fee: EUR 40 (by 1.11.2018), EUR 60 (after 01.11.2018)

**16.00–20.00 Colour Technician, Babylights**

**Conducted by: Alexander Slavin (Russia, Moscow), instructor at Natalia Tunikovskaya’s Academy of Colour and Geometry**

Babylights – hair colouring technique with a sun-kissed effect. Perfect for any face shape and for creating a romantic look. Professional hair colouring helps to create the desired effect and transforms a woman, improving her image or creating a whole new one. Demonstration with detailed colouring schemes and formulas.

Participation fee: EUR 40 (by 1.11.2018), EUR 60 (after 01.11.2018)

*Seminar room No. 7*

**11.30–15.30 Hairstyles for Long Hair**

**Conducted by: Alexandra Lozovskaya (Russia, Moscow), hairdressing instructor and president of the Confederation of Beauty Academy and Alexandra Lozovskaya’s School**

Commercial ladies’ hairstyles on long hair with a variety of elements – braiding, texture, waves and bouffant taking into account the model’s individuality and the demand of today’s customers.

Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)

**16.30–20.00 Barbering**

**Conducted by: Igor Konon (Belarus), German Saar (Finland)**

**Practical execution of one men’s salon haircut technique, beard shaping.**

Independent work on a model or mannequin head, based on the study material and instructor’s consultations. Analysing the work and defining perspectives for strengthening the acquired knowledge. Individual work with each participant. Practice independently with your own tools (scissors, brushes, straight razor, clippers) or by watching other participants.

Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)

## November 4

### *Seminar room No. 2*

#### **11.00–16.00 Hair Tattoo**

Conducted by: Igor Konon (Belarus), German Saar (Finland)

#### **11.00–13.30 Igor Konon (Belarus)**

Hair Tattoo for commercial haircuts: an unconventional way of making a statement regardless of age, sex or gender (unisex). Hair Tattoo with Shavette.

#### **13.30–16.00 German Saar (Finland)**

Principles of creating designs for the chosen haircut: from simple (geometric) patterns to complex 3D ART elements and designs. The technique and specifics of working with clippers in the creation of 3D Hair Tattoo designs. Fadeout from dark to light. Hair Tattoo is a modern accent in your hair that will not only make you stand out but also hide any scarring or hair loss.

Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)

#### **16.30-20.00 Alena Trunova (Finland), Artemov Andrey (Germany).**

New salon service - NOXX hair reconstruction. Open hair dyeing techniques. New features with the new generation NOXX guard.

Participation fee: EUR 20

### *Seminar room No. 4*

#### **11.00–15.00 Salon Business**

**Conducted by: Alexandra Lozovskaya (Russia, Moscow), hairdressing instructor and president of the Confederation of Beauty Academy and Alexandra Lozovskaya's School**

A course for beauty salon owners, managers, administrators and hairdressers by Alexandra Lozovskaya's School, (official partner Global Intellect Service). The international loyalty system UDS Game for the beauty industry to attract and, most importantly, retain salon customers. Building a customer base, flexible use of marketing, campaigns and much more. Salon business organisation from the customer's perspective."

Participation fee: EUR 20 (by 01.11.2018), EUR 40 (after 01.11.2018)

### *Seminar room No. 6*

#### **11.00–19.00 50 Shades of BLONDE**

Conducted by: Marija Tihomirova (Latvia)

Blonde hair has always been topical: platinum and gold blond, calm beige, mild pink, honey or caramel blond. Combining different techniques and shades of blond create unique images.

Agenda:

- Hair lightening and bleaching, characteristics and differences. Problems, mistakes and solutions.
- LK EXTRA CLAIRE, shades and application. 4D technique for a perfect blonde.
- From black to light without problems. Color removal with LISAP Color Remover. Light Scale up to 9 decolouration treatment (lightens up to 9 levels).
- LISAPLEX – the ultimate lightening guarantee.
- Unwanted shades and neutralization with LISAPLEX Pastel Color, instant toning and correction with LISAPLEX Filter Color.
- Mix tones. Universal application formulas.

Participation fee: EUR 60

Seminar room No. 7

**12.00–15.00 Chanel in My Imagination**

Chanel in My Imagination: five images based on modern fashion trends that I offer to you and your customers. I would like to emphasize five main components of the image: haircut, colour, makeup, clothing and accessories! Your image will always be perfect!

**Conducted by: Viktorija Pojeckih (Latvia)**

International TOP stylist, eight-times Latvian Champion. Has participated and won various international hairdressing awards in Russia, the USA, Korea, Italy and Great Britain. Takes an active part in various fundraising shows, such as "Hair Fusion Show" in Estonia and "Alternative Show" in London. Appears on fashion magazine covers quite often.

**Nataliya Gorelko (Belarus)**

As an image consultant took part in the Women's International Forum and the Lady Boss project, performed on radio. Lecturer and stylist at Irina Illinskaya's Studio. Stylist of the International Beauty Contest "Elite Beauty Queens" (Belarus) held in Riga.

Participation fee: EUR 20 (by 01.11.2018), EUR 40 (after 01.11.2018)

**17.00–20.00 Hair Tattoo**

**Conducted by: Igor Konon (Belarus), German Saar (Finland)**

Practical execution of one men's salon haircut technique, beard shaping. Independent work on a model or mannequin head, based on the study material and instructor's consultations. Analysing the work and defining perspectives for strengthening the acquired knowledge. Individual work with each participant. Practice independently with your own tools (scissors, brushes, straight razor, clippers) or by watching other participants.

Participation fee: EUR 40 (by 01.11.2018), EUR 60 (after 01.11.2018)