

Baltic Beauty 2019



THE BIGGEST BEAUTY INDUSTRY EXHIBITION IN THE BALTICS! / 8–10 november / RIGA, LATVIA

Baltic Beauty 2019
International Beauty Exhibition
THE WORLD OF BEAUTIFUL HAIR, Hall I

Hairstyling Academy

8 November

Seminar room 2

12.00–15.00 The main thing is not a beautiful haircut, but a beautiful face highlighted by the haircut!

Face geometry in haircuts. Frontal part and fringe as the basis for face correction. Facial correction techniques with the help of haircuts. Haircut calculation, according to hair growth specifics, haircuts that do not need to be styled. Hair texture analysis for more effective hairdressing. Calculating haircut geometry for 4 months. Demonstration of hair cutting techniques and diagrams with detailed comments

Conducted by: Coach of the "Academy of Colour and Geometry" Natalia Tunikovskaya (Russia)

Cost: EUR 30

Seminar room 2

16.00–19.00 *Men's hair cut techniques*

Elongated haircuts for men. Differences in texture formation in ladies' and gentlemen's haircuts. Difficulties in shaping the masculine shape in men's haircuts. The rules to be followed when designing the front of the hairstyle for men's haircuts. And a lot more interesting tips and tricks in men's haircuts.

Conducted by: Coach of the "Academy of Colour and Geometry" Natalia Tunikovskaya (Russia)

Cost: EUR 30

Seminar room 4 (on the balcony)

12.00–16.00 *"Essential Look"*

We create tomorrow's hair colour today. Master class on the technique of creating hairstyles for the "Essential Look" collection.

This season's trends are based on colours and contrasts. The collection is inspired by the contrasts and everything in between – three ultra-modern trends created by renowned professionals.

Conducted by: Tibor Priklet (Slovakia), Katrina Vavilova (Latvia), Natalija Nova, Irina Tutoraine, Olga Terentjeva (Lithuania)

Cost: EUR 80

Seminar room 6

11.30–14.30 Modern men’s haircut techniques

This is a new classic haircut with versatile, modern styling options. Using the low taper fade technique and proper styling for elegant and stylish men.

Conducted by: German Saar (Estonia)

Cost: EUR 20

Seminar room 6

15.00–18.00 Gradient hair bleaching and creative dyeing

Demonstration of a fast gradient bleaching technique micro backcombing. The effect is very similar to the Air Touch technique, but the work is performed much faster. Commercial equipment is in high demand today. Creative dyeing using the Unicorn Tail technique. Multicoloured dyeing of pastel shades with vertical and horizontal gradient.

Conducted by: Marina Zajkowska (Belarus)

Cost: EUR 20

Seminar room 5

11.00–14.30 Perfect BLONDE, a technique for creating light shades of hair

Conference for hairdressers

Cost: EUR 15

9 November

Seminar room 4 (on the balcony)

11.00 - 14.00 The 2020 Most Trendy Hair Colouring Techniques

Open and closed colour application techniques, gradients and contrasting colour transitions. The workshop will look at popular hair colouring techniques – Air Touch, Babylights, Shatush and Balayage.

Conducted by: Oksana Voznesenska (Latvia)

Cost: EUR 20

Seminar room 4 (on the balcony)

17.00–18.30 OLLIN SHOW “Artwork”

The creative team of the Russian cosmetics brand OLLIN Professional offers a new exciting show programme for hair “Artwork”.

In the only programme of its kind, you will be immersed in the world of unique colours and scenes found in remarkable, world-famous works of art. Paintings and canvases, classics, conceptual art and inspirational muses combined with the latest trends in high hairdressing to create this unique hair show, “Artwork”. Spend this evening with true art lovers. A dazzling evening host, a buffet area with sophisticated snacks, champagne, interesting photo session venues and installations will perfectly complement the atmosphere.

OLLIN Professional - exceeds expectations!

Conducted by: Maija Silova.

Cost: EUR 30 – 50

Seminar room 1 (lobby)

16.00–20.00 Trends 2020 – haircuts for ladies and gentlemen

Hair cutting techniques with hair clippers.

For the professionals of hair cutting techniques: Texturing. Slicing. Point cutting. Razor cutting. Plastic cut. Graduating. Flick & Smack technique. Cuts and their combinations. Haircut techniques will be featured on female and male models, with both long and short hair.

Conducted by: Chris Mattick (Germany)

Cost: by 04.11.2019 – EUR 45, after 04.11.2019 – EUR 90

Seminar Room No. 2

15.00–18.00 Beard - the most stylish accessory

Facial correction using with beard and mustache. Haircut techniques. Creating a smooth transition from temple to beard. Varieties of forms. Modeling Shavette. Chever. Trimming. How? What for? Why?

Lead: Igor Konon (Belarus)

Cost of participation: 20 EUR

Seminar room 2

11.30–14.30 Extension of hairdressing services

Eyebrow and hair colouring technique “Two in One”.

If the hairdresser works in a small salon, you need to offer a wider range of services. Eyebrow modelling. Rules for the perfect eyebrow shape. Classification of eyebrow shapes. Two-in-one colouring techniques for hair, eyebrows and eyelashes. Choice of colouring products. Step by step techniques for colouring eyebrows, eyelashes and hair in one procedure.

Conducted by: Elena Plett, Irina Saar (Germany)

Cost: EUR 15

Seminar room 5

11.00–15.00 Foilayage

Training “Modern Bleaching Techniques” with dummy head models

Fundamentals of Air Touch method, scheme formation and explanation, working details using a hair dryer, foil wrapping, choice of bleaching products, colouristic tasks of the method, ways of tinting.

Conducted by: Ilona Rudoviča, Marina Kopilova (Latvia)

Cost: EUR 30

Seminar room 6

11.30–14.30 Problems with hair loss and hair growth activation

Conference for hairdressers

Cost: EUR 15

10 November

Зал семинаров № 2

11.00–13.00 NECTA Holistic Haircare

Presentation of a new hair care and color concept. Product line includes hair colors, hair and scalp care products that allows to offer a full range of hair care services. Ammonia free oil color enriched with pure essential oils. Personalized colors can be obtained by blending and mixing. Exclusive holistic hair care for all common problems. Exclusive scalp detoxifying and care. No SLS. No parabens. Luxury salons only.

Seminar room 6

11.00–14.30 Ladies' hairstyles for different hair lengths

A creative workshop for those who want to learn luxurious hair braids, Hollywood curls and waves creating techniques or voluminous textured hairstyles techniques. Let's discover the basic secrets of working with light and dark hair, the nuances and possibilities of working with different lengths of hair.

Conducted by: Inta Helmane (Latvia)

Cost: EUR 15

Seminar room 5

11.00–14.30 *Structural changes of hair*

Conference for hairdressers

Cost: EUR 15

Seminar participants receive a certificate after training.

Additional information and booking tickets by phone: +371 29217560; jevsejeva@skaistum.lv