

The 14<sup>th</sup> United Baltic Beauty Care Project  
**BALTIC BEAUTY 2018**  
**THE WORLD OF BEAUTIFUL HAIR**

**CONFERENCES**

**2 November**

**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.

**Event venue:** seminar room No. 2

**Participation fee:** EUR 60

**2 November**

**11:00–20:00**      **Hairdresser conference “Berrywell”**

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

**11:00–15:00** 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!

**Event venue:** seminar room No. 7

**Participation fee:** EUR 20

**3 November**

**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!

**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.

**Event venue:** seminar room No. 2, No. 7

**Participation fee:** EUR 60

**3 November****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.

**Event venue:** seminar room No. 106

**Participation fee:** EUR 60

**4 November****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!

**Event venue:** seminar room No. 4, lobby area

**Participation fee:** EUR 40

**4 November**

**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.

**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.

**Event venue:** seminar room No. 2

**Participation fee:** EUR 60

Every day **from 10:00 until 10:50:** participant registration and morning coffee.

After the training, each participant will receive a certificate.

The number of participants is limited!

Prior registration required over e-mail: [hairfestivalriga@gmail.com](mailto:hairfestivalriga@gmail.com) or phone: +371 27148954

Additional information: +371 29217560