

16th Baltic Beauty Industry Fair
Baltic Beauty 2020
“THE WORLD OF BEAUTIFUL HAIR”
Hairstyling Academy
Workshops

6 November

11.00–13.50 Silvers Rotsi (Latvia)
Salon haircuts No. 1

Workshop for masters, as well as young, emerging hairdressers. Three modern salon haircuts that correspond to modern haircut trends will be demonstrated during the workshop. Salon haircuts are easy to discern, understand and simple to perform. The master of the given haircut technique will be able to use it in everyday work. We will also demonstrate the latest blow dryer techniques. During the workshop, we will discuss how the price of the service and the selling price of hair cosmetics to customers are formed.
Participation fee: EUR 20

11.00–12.00 Pjotrs Palčejs (Latvia)
Hair cutting tools

Workshop for masters to improve their professional skills in order to choose the most suitable tools for an optimal haircut. How to care for your tools so that they last a long time. Diagnostics and sharpening professional hair scissors for each participant.
Participation fee: EUR 15

14.00–16.50 Kristaps Slaktērs-Zvejsalnieks (Latvia)
Barber – an expert

Beard - this is very topical. The key to the success of a beautiful beard is the right choice of shape, and it is best to entrust your beard to an expert. Beard modelling - creating a well-groomed shape based on the shape of the face. Professional barber attitude. Filling in the customer card. Work planning after facial skin and hair analysis. Drawing diagrams and deciphering signs. How to properly care for a beard so that it maintains a beautiful and well-groomed appearance. Various modern haircutting techniques. Step-by-step demonstration on two models. The workshop includes a theoretical part with demonstration. You have a unique opportunity to acquaint yourself with the training method developed by K. Slaktērs-Zvejsalnieks.
Participation fee: EUR 50

17.00–20.00 Alex Solo (Latvia)
Ladies and gentlemen's hair cutting techniques

Workshop for master hairdressers having either much or little experience. This is an opportunity to get the necessary knowledge on how to get a perfect, multi-layered and voluminous short haircut for both women and men. Combining classic and complex shapes. By mastering the method of geometric construction, the master increases his professionalism, thus raising the price of his service and gaining an even more satisfied customer.
Participation fee: EUR 20

7 November

11.00–13.50 Marija Tihomirova (Latvia)
Non-academic colouristics

Analysis of pigments in colouring products and application of this knowledge in practice. How to get 100% grey hair coverage. Hair treatment before colouring. Different hair colouring techniques to get colour tones from darker to lighter.
Participation fee: EUR 20

14.00–16.50 Natālija Rivoņenko (Latvia)

Management strategy in a beauty salon

Economics in a beauty salon. Pricing. Crisis management strategy. Service package reformatting. Service and sales. Partners. A team. Salon image. You will receive specific recommendations and suggestions on the management of the company in the beauty industry - from a creative studio to a beauty salon.

Participation fee: EUR 20

17.00–20.00 Inta Helmane (Latvia)

Ladies' hair cutting techniques

From classic to avant-garde. Vidal Sassoon believed that hairdressing is related to the architecture: it is important to understand form and work with lines, not to copy foreign creations. The time a hairdresser spends to get flawless lines is rewarded with an amazing result: styling hair after a cut only takes as much time as it takes to shake your head. What does it mean to cut correctly? Haircut geometry. Face shape correction with a haircut. Topical shapes and textures. Razor cutting techniques. Haircut demonstration with comments.

Participation fee: EUR 20

8 November

11.30–14.30 Natālija Rivoņenko (Latvia)

Hairdresser – a colourist

An era of a new profession. Service quality standards. Service and consultation. Service pricing policy. Consultation structure. Effects of diagnosis. Colour grading. The workshop includes fundamentals of hair colouring service. Target audience - masters with experience, technologists and teachers, as well as young hairdressers.

Participation fee: EUR 30

15.00–18.00 Inese Alšāne (Latvia)

Different hairstyling techniques

Creative workshop for those who want to improve their hair styling skills. During the workshop, you will discover a variety of hairstyling options and see different hairstyling techniques. Hairstyles with different textures will be demonstrated step by step on five models. We will reveal the secrets of styling and nuances when working with hair of different length.

Participation fee: EUR 40