

Your Premier Professional Beauty Event

BEAUTYexpo AUSTRALIA

2 4 + 2 5
A u g u s t
2 0 1 9
ICC Sydney

8,000+
Beauty Professionals

300+
Leading and
Boutique Brands

40+
Free Live Shows

25+
Education Sessions

New in 2019! The Beauty Super Pass
allows you to mix & match your favourite Education Sessions

Ticket Brochure

Register at beautyexpoaustralia.com.au

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**Early Bird
Ends on
19 July**

Stylist, Colourist: UVA Salon Photographer: Ed Purnomo

WELCOME TO BEAUTY EXPO AUSTRALIA

Experience Australia's largest display of beauty brands and products, world-class education and live demonstrations.

Beauty Expo Australia will help you keep up with the hottest trends, stay ahead of the competition and provide the best services for your clients. Join us at the largest gathering of beauty brands and suppliers in Australia, connecting you with the latest innovations and product offerings from over 300+ leading brands, globally-esteemed expert educators, and thousands of like-minded peers to network with.

2019 EXPO EXHIBITORS*

Aduro Australia
Advanced Cosmeceuticals
Afterpay
Amara Elegance Pty Ltd
Amazing Oils
Apres Nail
Artav Australia
Ashley Black's FasciaBlaster
Aulida
Aussie Medi Tech
Australian Aesthetic Devices
Australian Wholesale Oils
Avention Global
Babor Cosmetics
Beautique Designs
Best of Beauty
Biosculpture
Black Magic
BleachBright
Bodecare
Brow Squad
Careline Group
Caronlab
Christian Faye
CJP Beauty
Claiderm Medical Aesthetics
ClinicalPRO
CND
Colour Me Bronze
Cosmetex
CRYO TONED
Crown Brush Australia
Crystal King
Cutera Australia
DERMAPLANE PRO AUSTRALIA
Deveney's
Dualforms
Eco Tan
Elogio Asia
emendee
ENS BEAUTY GROUP
Epilab
EX-IMPORT Niche Products
Eyelash Emporium
EyEnvy
Firm-n-fold Massage Equipment
German Instruments Surgical Co.
Glamour Makeup Mirrors
Glitter Haven

Guinot
H&S Nail & Lash Supplier
Hanjin Eymay Korea
Herbicos Australia
Herbs + Heart
High Tech Laser Australia
HL Skincare
Hydro Skin Care
Hypop
Indiba
Inglot
Inika
Intermedia
Karma Naturals
Kate of Tokyo
Kindred Beauty
Kitomba
KK Packaging Inc
Koru Pharma
La Cosmelique
Lanopearl Australia
Lash Box LA
Lash Sublime
LEA International
Leigh Nails & Beauty Supply
Lipsence
Long Lashes
LOVESILK
Lumenis
Lycon Cosmetics
Maggie Beauty
Mancine Cosmetics
Masey Cosmetics
MDL Scientific
Melbourne Lash Supplies
Micole Secret
Mimic Lashes
MINDBODY
MODELROCK Lashes
Modern Basics
Murad Australia
Myungshin Medical
Neveya Cosmetics
Niche Education Group
Nouveau Lashes
NovaLash
OPI
Oz Nails Beauty Supply
OzMask

Payment Advantage
Payot
Payright
Perfume Network of Australia
Petit Bonheur
Pevonia
PhiAcademy Australia
Plasma Elite
PlasmaBlast Australia
ProMed
PURE BODY LUXE
Pure Smile
PUREBEAU Australia
QTFORYOU
RefectoCil Australia
RS Cosmetics
Ruby Beauty Corporation
Ruby Simone Silk
Ruiliang Packaging
Runway Room
Salon Concepts
SALON FIRST
Salon Supplies
Salubre
Signature Nails
Skin Juice
SOLAIRE
Southern Cross Cosmetic
Spafinder
Spectrum
Sunny Park Skincare - Jincostech Australia
Syneron Candela
Syrene Skincare
The Global Beauty Group
The Lemon Tree Apothecary
THE SOCIAL MEDIA NETWORK
Timely
Totally Hair Direct
Ultra Aesthetics
ULTRACEUTICALS
Ultraderm
Universal Medical Aesthetics
Young Nails Australia
YUMI Lashes Australia
Yves Lashes
Zedpac

*Exhibitor list is correct at time of printing.

2 4 + 2 5
A u g u s t
2 0 1 9
ICC Sydney
9 a m - 5 p m
both days

**Early Bird Ends
on 19 July 2019**

Any questions regarding the Expo?

Contact us at visit@beautyexpoaustralia.com.au
or at 02 9422 2535.



Find the very best in homegrown beauty products with the **Proudly Australian** icon. If you're looking for products with natural ingredients, look for the **Proudly Natural** icon. Or if you are keen to explore the latest beauty products, keep an eye out for the **New Launch** icon.

Makeup Artist: Isabelle De Vries

SHOW HIGHLIGHTS

INCLUDED IN YOUR ENTRY TICKET

2 FREE STAGES

For all you need to know on the hottest tips, trends, techniques and innovations in beauty, check out our 2 stages, featuring FREE live demonstrations and must-see education by industry experts throughout the weekend. Witness amazing makeup artistry, perfect brows and lashes, and leading grooming techniques on the **Makeup & Grooming Stage**. Get up-to-date with the latest in dermal, anti-ageing and wellness topics on the **Anti-Ageing Stage**. It's all here on the expo floor!

NEW!

ADVICE HUB

Our new Advice Hub will be offering visitors free, confidential one-on-one support from qualified professionals, on a wide range of business topics. With experts on tax, bookkeeping and accounting, insurance, as well as workplace relations and apprentices, the Advice Hub is the perfect place to bring all your business related questions. For more information see page 13.

SHOW SPECIALS

Shop from well-known and boutique brands offering exclusive show specials on next season's hottest products.

NEW!

NAIL BAR

Another brand new feature in 2019. Visitors can make an appointment to get their nails done at our complimentary nail bar running throughout the 2 days of Beauty Expo.

LIVE EXHIBITOR DEMOS

See cutting-edge techniques demonstrated by leading artists and industry trend-setters.

BEAUTYexpo AUSTRALIA

FACE2FACE
MAKEUP AWARDS

Marvel at the incredible talents of up and coming makeup artists as they showcase their creativity and passion in a series of live competition categories. Plus, don't forget to check out the gallery of Beauty Editorial images that are sure to inspire. For more details or information on how to enter, see page 14 or visit www.beautyexpoaustralia.com.au

EDUCATION

Education is at the forefront of the Beauty Expo experience! Our amazing globally-esteemed experts will showcase their styles, tips, techniques and talents to the beauty industry's eager professionals.

With sessions covering Business, Anti-ageing/Dermal, Professional Skills and Hands-on Workshops, there is plenty to immerse yourself in over two days of all things beauty!

Luisa Andrews

Kelley Baker

Danielle Ingram

Billy Rickman

Justin Herald

Fiona Tuck

Penny Antuar

Carla Oates

Gay Wardle

Coming in 2019

EARLY BIRD ENDS ON 19 JULY! BOOK YOUR TICKETS AT BEAUTYEXPOAUSTRALIA.COM.AU

Pricing	Early Bird	Standard
2 DAY EXPO ENTRY	\$25	\$35*
SINGLE LOOK 'N' LEARN EDUCATION SESSION	\$110	\$125
BUSINESS PASS (All 8 Business sessions)	\$220	\$250
PROFESSIONAL SKILLS PASS (All 8 Professional Skills sessions)	\$220	\$250
ANTI-AGEING / DERMAL PASS (All 8 Anti-ageing/Dermal sessions)	\$220	\$250
BEAUTY SUPER PASS Can't decide which stream? Why not upgrade to the Beauty Super Pass which includes all of the above + Expo entry!	\$299	\$330
IN-DEPTH WORKSHOPS	From \$195	From \$220

*Make sure you book early to avoid the \$5 onsite fee!

Please note all passes exclude in-depth workshops.

For queries about the program or the expo, please contact visit@beautyexpoaustralia.com.au or phone **02 9422 2535**.
For queries about tickets and registration, please contact Info Salons at beauty@infosalons.com.au or phone **02 9211 7344**.

NEW IN 2019

The Beauty Super Pass!

Build your own Beauty Expo education experience
for just \$299*

*early bird price

Education Program - See the following pages for pricing options

WORKSHOPS	BUSINESS	PROFESSIONAL SKILLS	ANTI-AGEING/DERMAL
SATURDAY 24th August 9am-5pm			
Celebrity Brow Masterclass - A hands-on training experience with Kelley Baker Kelley Baker	Be the Boss of your Mindset! Billy Rickman 10.15am - 11.30am	Mastering Male Facial Waxing Lydia Jordane 10.15am - 11.30am	Slow Ageing – The Must-Have Holistic Approach to Skin Fiona Tuck 10.15am - 11.30am
Proudly brought to you by Elleebana 9.30am - 1.30pm	Overcoming Sales Anxiety Misty Henkel 11.45am - 1.00pm	Mastering the Glow with Penny Antuar – A Look and Learn Penny Antuar 11.45am - 1.00pm	How Hormones Affect your Skin Gay Wardle 11.45am - 1.00pm
Perfecting your Fan for Volume Lashes Danielle Ingram & Luisa Andrews 2.30pm - 5.00pm	Content is King: Converting Online Visitors to Loyal Customers Claire Deane 1.45pm - 3.00pm	Boost your Business with Nail Art: Designs in under 10 minutes Clare Yates 1.45pm - 3.00pm	Infection Control: Are you meeting your obligations for safe practice? Jennifer Byrne 1.45pm - 3.00pm
	Bots, Bots, Bots! The Most Effective Marketing Strategy in the World! Billy Rickman 3.15pm - 4.30pm	Can't Tell It's Tattooed! Gordana Willesee-Poljak 3.15pm - 4.30pm	The Role of Nutraceuticals in Skincare – Choosing Internal Skincare Supplements Fiona Tuck 3.15pm - 4.30pm
SUNDAY 25th August 9am-5pm			
Capture the Glow with Penny Antuar – Hands-On Workshop Penny Antuar 10.00am - 12.30pm	Pricing your Services for Profit Mick Dwyer 10.15am - 11.30am	Tips and Tricks from a Celebrity Brow Master Kelley Baker Proudly brought to you by Elleebana 10.15am - 11.30am	The Stress Connection to Ageing Skin Gay Wardle 10.15am - 11.30am
	Consultation Champion Bernadette Beswick 11.45am - 1.00pm	Best Ways to Lash Map Luisa Andrews 11.45am - 1.00pm	Beauty Through The Ages Linda Long 11.45am - 1.00pm
Content Is King: Creating a Content Plan for your Beauty Business Claire Deane 1.30pm - 4.00pm	Salon Success Is Not For The Lazy - Secrets from a Superstar Panel Faye Murray with Karla McDiarmid and Nicole Brown 1.45pm - 3.00pm	The Best of Buttery Skin and Colourful Glossy Eyes Isabelle DeVries 1.45pm - 3.00pm	Introducing Cosmetic Injectables into your Business Deb Farnworth-Wood 1.45pm - 3.00pm
	Creating a Customer Culture: Be the Salon of Choice Justin Herald 3.15pm - 4.30pm	The Marriage of Hair & Makeup – Simple Hair Styling Tips for Makeup Artists Bernadette Beswick 3.15pm - 4.30pm	Beauty Begins in the Belly Carla Oates 3.15pm - 4.30pm

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PROFESSIONAL SKILLS

Saturday 24th August

	EARLY BIRD	STANDARD
SINGLE SESSION	\$110	\$125
PROFESSIONAL SKILLS PASS (ALL 8 PROFESSIONAL SKILLS SESSIONS)	\$220	\$250
BEAUTY SUPER PASS (INCLUDES EXPO ENTRY)	\$299	\$330

Mastering Male Facial Waxing Lydia Jordane



10.15am - 11.30am

Bring your salon into the spotlight with the upcoming trend of male grooming by mastering men's facial hair removal with waxing queen and LYCON Founder and CEO Lydia Jordane.

Covering the basics to the advanced, Lydia will demonstrate male brow sculpting, ear and nose waxing, along with tackling illusive beard tidying and sculpting techniques.

This on-trend waxing masterclass will give you the confidence you need to offer efficient, precise and comfortable waxing to your new or existing male clientele.



Mastering the Glow with Penny Antuar – A Look and Learn Penny Antuar

KITOLGY

11.45am - 1.00pm

Beauty influencer and internationally renowned makeup artist, Penny Antuar, is known for her beautiful glowy skin and bronzed peachy makeup. Watch and learn as Penny works her magic and creates her signature look – one which has gained much attention on social media and secured her both national and international clientele.

Penny will share her tips and tricks for this look, plus techniques that you can apply to all makeup applications to help with speed and accuracy. Discover the lessons Penny has learnt from working backstage at the likes of New York and Paris fashion weeks, and how that has helped to shape her signature style. Don't miss this chance to see a truly inspiring artist, at the top of her game.



Boost your Business with Nail Art: Designs in under 10 minutes Clare Yates

BIO SCULPTURE

1.45pm - 3.00pm

Do you always admire nail art but think it may be too time consuming or difficult to apply? Well then this session is for you!

Nail art can be such an amazing way to increase your salon exposure to new customers, as well as a great addition to increase your nail profits.

Make the feature nail a must with these easy-to-master nail art designs and techniques that you can easily apply in under 10 minutes!

These designs will not only impress your clients, but are a great way to boost your nail service income. Combine these simple designs to create more intricate nail designs that will be sure to WOW your customers and make for some seriously eye catching social media content too.



Can't Tell It's Tattooed! Gordana Willesee-Poljak

3.15pm - 4.30pm

It's not easy to tattoo a freckle that looks real, or brows that look fluffy...but there are tricks to ensure your cosmetic tattoo procedures appear natural and escape undetected! Discover the benefits of cosmetic tattooing, and the many techniques involved in making permanent makeup look NATURAL.

Join celebrity makeup artist and cosmetic tattooist, Gordana Willesee-Poljak, as she shares her wisdom and even shows you the 'tap method' to tattoo something as tiny as a freckle.



Purchase these sessions on their own OR why not **UPGRADE** to the Professional Skills Pass or Beauty Super Pass. See page 4 for details!

Sunday 25th August

Tips and Tricks from a Celebrity Brow Master - A Look and Learn with Kelley Baker

Proudly brought to you by **Kelley Baker**



10.15am - 11.30am

Are you wanting to know the secrets to achieving the perfect brow? Learn some of the signature tips and tricks with Kelley Baker, Celebrity Brow Stylist for the Kardashians, Cardi B, Ariana Grande, Zendaya Coleman and many more.

Kelley will perform a live on-stage demonstration showcasing how you can achieve insta-worthy brows and raise your brow game to the next level.

Don't miss this incredible opportunity to see this award-winning arch artist, entrepreneur, and social media beauty maven in action as Kelley joins us live all the way from the US!



The Best of Buttery Skin and Colourful Glossy Eyes

1.45pm - 3.00pm

Join multi award-winning makeup artist Isabelle De Vries as she shares with you her pro tips for creating a flawless glowing base and the advanced glossy eye techniques that she uses to create her renowned editorial looks. Known as the "Gloss Queen", Isabelle will also help you master her buttery skin technique and up your confidence with colour and texture, all in keeping with her signature flawless glowing skin. Step out of your normal routine and be inspired by this passionate self-made superstar!



Best Ways to Lash Map

Luisa Andrews



11.45am - 1.00pm

Come and meet The Eyelash Emporium's Brisbane Educator, Luisa Andrews, as she showcases how to Lash Map for different eye shapes. To create a good set of Eyelash Extensions, you will need to adapt to the client's natural eye shape and lash type. Experience will help you to give your client a stunning look that is both durable and comfortable to wear. In this session, you will learn how to map different styles for different eye shapes, how to mix lash curls and how to correct lashes.

The Marriage of Hair & Makeup - Simple Hair Styling Tips for Makeup Artists

Bernadette Beswick

3.15pm - 4.30pm

Don't miss 3 x 2019 FINALIST for Educator of the Year & Excellence in Education, Bernadette Beswick, as she demonstrates live up to date hair trends and looks! This is your chance to hear how to build your clients' experience in the makeup chair so you become the artist of choice.

This exciting session will:

- Build on the skills you have as a makeup artist to help you boost revenue and grow your business.
- Inspire and deliver skills on how to link hair and makeup.
- Use Bernadette's exclusive '3Ps of Hair' - Prep, Prime and Polish - you'll become more confident when working with hair by increasing your knowledge and mastering simple go-to looks.
- Leave this session with real skills to wow your clients and uplift your business.



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ON 19 JULY 2019**

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ANTI-AGEING/DERMAL

Saturday 24th August

	EARLY BIRD	STANDARD
SINGLE SESSION	\$110	\$125
ANTI-AGEING/DERMAL PASS (ALL 8 ANTI-AGEING/ DERMAL SESSIONS)	\$220	\$250
BEAUTY SUPER PASS (INCLUDES EXPO ENTRY)	\$299	\$330

Slow Ageing – The Must-Have Holistic Approach to Skin Fiona Tuck

10.15am - 11.30am

Sought-after media commentator and one of the most televised nutritionists in Australia, Fiona Tuck takes a holistic look at the role of nutrigenomics and the ageing process in this very topical session.

In a relatable and easy to understand way, Fiona shares her invaluable insights and will help you gain a greater understanding of the important role nutrition plays when it comes to treating the skin holistically.

- Discover the latest research in slow ageing
- Theories of ageing
- Investigate how nutrients and bioactive components in food turn on or off certain genes, impacting important metabolic and physiologic processes in the body
- Key factors including dietary, that accelerate ageing
- Key nutrients and foods to slow ageing



How Hormones Affect your Skin Gay Wardle

11.45am - 1.00pm

Your body is a symphony and your hormones are the instruments. It only takes one to be out of balance before you start to develop problems. Disorders such as acne, pigmentation, rosacea, ageing, dryness and oiliness are just some of the skin conditions that can occur as a result.

Join internationally recognised skin and beauty educator, Gay Wardle, as she helps you understand:

- The power of hormones and how they affect the skin
- How hormones can fluctuate daily, and the impact of this on our metabolism, mental focus, memory, cognition, ageing, sleep, cardiovascular health, bone growth, blood sugar regulation and even sex drive
- How to approach your clients with skin influenced by hormones and better identify and treat their condition.



The Role of Nutraceuticals in Skincare – Choosing Internal Skincare Supplements Fiona Tuck

3.15pm - 4.30pm

"The nutraceutical market is set to be worth \$7.9bn USD by 2020 and is an area of growing interest within the skincare industry. This eye opening seminar explores the role of nutrition and skin health and how to introduce nutraceuticals into your practice. Join accomplished Business Woman, Author, Nutritional Medicine Practitioner and Skincare Expert, Fiona Tuck, as she explains:

- The growing market of nutrition and the skin
- The difference between functional foods, nutraceuticals and synthetic vitamins
- Working within your scope of practice when recommending ingestible products
- Myth busting ingredients and misleading marketing claims
- What to look for when choosing a nutraceutical brand

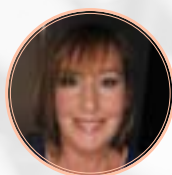
Infection Control: Are you meeting your obligations for safe practice? Jennifer Byrne

1.45pm - 3.00pm

When performing beauty and dermal therapy procedures, effective and appropriate infection control is paramount. This seminar will get you back up to speed on the latest in clinical infection control and governance, and help you to:

- Understand risk assessment and the various factors that need to be considered
- Manage the risk of complications and adverse events, and
- Ensure the safety of your clients and employees.

A session of high importance, not to be missed!



Purchase these sessions on their own OR why not **UPGRADE** to the Anti-Ageing/Dermal Pass or Beauty Super Pass. See page 4 for details!

Sunday 25th August

The Stress Connection to Ageing Skin Gay Wardle

10.15am - 11.30am

Stress doesn't just make a person feel older. In a very real sense, it can speed up ageing.

In this informative session with prominent and respected skin educator, Gay Wardle, you will gain a comprehensive understanding of the intricate relationship between stress and skin conditions, including inflammation and ageing.

Gay will share her insights on:

- How the "brain-skin connection" actually works
- The major pathways and effector cells, and how they negatively affect skin functions and diseases, and
- How chronic stress can have a detrimental effect on skin ageing.

Leave this session feeling well-informed and prepared to support your clients with stress-related skin conditions.



Beauty Through The Ages Linda Long

11.45am - 1.00pm

From topical skincare solutions and chemical peels to cosmetic injectables, laser treatments and skin needling, our industry offers a myriad of beauty treatments and skincare ingredients to alleviate the visual signs of ageing.

But at what age are these different skin treatment modalities the most effective?

Join certified dermal therapist, Linda Long, as she discusses the ageing process through the 20's, 30's, 40's and beyond in this interactive and engaging session. Better understand the timeline for the visual effects of ageing such as open pores, fine lines, pigmentation, loss of fat pads, skin elasticity and gravitational changes. See real results through 'before and after' images of age-relevant skin treatments.

A must-attend session to ensure you are giving your clients valuable, age-appropriate skin advice.



Introducing Cosmetic Injectables into your Business Deb Farnworth-Wood

1.45pm - 3.00pm

Should you employ a cosmetic injector? What qualifications do they need to have? What laws and hygiene regulations do you have to follow?

Introducing cosmetic injectables into your business can be a minefield, but with the right injector, marketing and financial information, it can be a really strong direction for any aesthetic business, increasing your client base and creating more revenue.

Join founder of the world-leading medi-aesthetic franchise Australian Skin Clinics, Deb Farnworth-Wood, for all the need-to-know details about bringing a cosmetic injector into your business.



Beauty Begins in the Belly Carla Oates

3.15pm - 4.30pm

Join pioneer of the inner beauty industry, Carla Oates, as she shares her philosophy – that Beauty Begins in the Belly®. Having experienced her own issues with eczema and allergies as a child, Carla has always understood the close link between what we eat and our overall health and wellbeing.

Via an intimate Q&A, Carla will delve into the importance of our gut microbiome and its relationship to our skin, mood, health and wellbeing, shining a light on the latest science and gut health research. Don't miss the opportunity to speak with The Beauty Chef herself and share with your clients, the knowledge that the most important skincare is the one you drink.



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BUSINESS

Saturday 24th August

Purchase these sessions on their own OR why not **UPGRADE** to the Business Pass or Beauty Super Pass. See page 4 for details!

	EARLY BIRD	STANDARD
SINGLE SESSION	\$110	\$125
BUSINESS PASS (ALL 8 BUSINESS SESSIONS)	\$220	\$250
BEAUTY SUPER PASS (INCLUDES EXPO ENTRY)	\$299	\$330

Be the Boss of your Mindset! Billy Rickman

10.15am - 11.30am



You can have the best strategy in the world, the best product and the best service. Without the right mindset and motivation however, the reality is, you won't end up achieving all that you set out to achieve. Mindset is one of the least spoken about topics in business, but arguably, the most important when it comes to success.

In this session, Billy is going to lay it all out and teach you what you need to know about having a positive mindset and working at peak performance! He will also show you how you can achieve this insanely positive mindset, every single day in your business and your life!

Content is King: Converting Online Visitors to Loyal Customers Claire Deane

1.45pm - 3.00pm



If you have a beauty business, online store or salon, and want to take it to the next level or are in the process of starting one, this seminar will equip you with an understanding of how to drive sales, establish your brand and make more money from the content you create. The online space has levelled the playing field for entrepreneurs and artists, but that doesn't mean if you build it, buyers will come. Your content, including your imagery, copy and branding, all play a vital role in converting visitors to paying customers.

This seminar will teach you the importance of consistency, share tips and tricks on styling your images to help them sell, and will also provide you with recommendations on how to build trust with your audience. You'll leave with an understanding of how to optimise your content for conversion through your imagery, storytelling and content.

Overcoming Sales Anxiety Misty Henkel

11.45am - 1.00pm



"I'm not a born salesman!" "I can't sell!" "I don't have the gift of the gab!" "I don't like sales!" These are just a few of the things you will say when you don't want to sell. If you've ever felt anxious about sales, then this seminar is for you! Traditional sales training teaches the techniques of 'How to Sell' without ever addressing the reasons you resist selling. Let Misty guide you through what's getting in the way of your sales.

You'll learn how to talk about money, allow a customer to buy, and increase your sales without feeling like you're 'selling'. You'll walk away from this seminar feeling refreshed, confident and inspired.

Bots, Bots, Bots! The Most Effective Marketing Strategy in the World! Billy Rickman

3.15pm - 4.30pm

There's nobody in the industry doing Bots like Billy does them. Undoubtedly, they are the most powerful tool and biggest advantage you will have in your Salon. In this session, you will get the chance to find out exactly how to use these in your salon, and get maximum returns!



Sunday 25th August

Pricing your Services for Profit **Mick Dwyer**

10.15am - 11.30am



Success is not based on luck or guesswork. Managing your expenses, giving your clients value and setting your price structure and strategy is a calculated winning formula. In this in-depth presentation, accomplished salon business owner Mick Dwyer will explain:

- How to accurately calculate your salon prices using Cost + Margin Pricing
- Pricing structure & price rise strategies
- The effects of discounting on your profit
- Strengthening your market position by adding perceived value for your clients
- Why and how market pricing affects your business
- You will walk away with an understanding of how to bring all this information together to best place your business into a position that enables you to maximise your profit.

Salon Success Is Not For The Lazy - Secrets from a Superstar Panel **Faye Murray with Karla McDiarmid and Nicole Brown**

1.45pm - 3.00pm



When three highly successful beauty salon experts get together for one presentation you are sure to be overloaded with ideas. Renowned salon business coach Faye Murray will be joined by two very successful beauty business owners who will share their success stories.

Karla McDiarmid from Macquarie Medi Spa has two amazing spas and a team of 20. She is an Australian and world award winning business.

Nicole Brown from Face2Face Beauty has a very different salon with a team of 10, and has enjoyed great success when others in regional areas have struggled.

Faye will share what she knows works in modern, forward thinking salons, and Karla and Nicole will share their individual success stories. The result is two very different salons with two different brands but with one very similar outcome...outstanding results. Together they will share success strategies for:

- How to get the best from your team... this alone will be powerful
- How to win and retain clients... you can't be a success without this
- Their best marketing ideas... tried and tested
- How to build gift vouchers... the whole year
- How to have financial success... the big one that everyone wants
- If you are a salon owner looking for some new ideas that are guaranteed to work and a good dose of positive energy, don't miss this session.

Consultation Champion **Bernadette Beswick**

11.45am - 1.00pm



Unlock the secrets of how to be an exceptional beauty business with leading educator Bernadette Beswick.

Using Bernadette's signature 'Moment Mapping' process you will learn how to track the customer journey, win more retail sales and create raving loyal customers!

Bernadette will cover how to:

- Refine the goals for your brand
- Reach your peak performance
- Engage your clients through building and maintaining rapport
- Understand client motivators and needs

Leave this session armed with the enthusiasm, skills and knowledge to be a champion at consultation! You'll feel empowered to transform your clients' experience, increase your salon profit and drive business loyalty. A truly exceptional session.

Creating a Customer Culture: Be the Salon of Choice **Justin Herald**

3.15pm - 4.30pm



These days your customers have more choice than ever, and it can take just one bad experience for them to go elsewhere.

Join popular business growth mentor, Justin Herald, for this highly informative and entertaining session as he gives you a better understanding of what your customers are actually looking for to stay loyal to your salon. Discover the 6 areas customers search for when dealing with a salon, hear practical ways to grow your business through giving your customers an amazing experience, and ensure you are giving every customer the level of service you want them to have.

There will be a lot of "take home value" throughout this session, so come prepared to learn!

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IN-DEPTH WORKSHOPS

Saturday 24th August

Celebrity Brow Masterclass - A hands-on training experience with Kelley Baker

Proudly brought to you by

EARLY BIRD	STANDARD
\$1,000	\$1,050



9.30am - 1.30pm elleebana

This exclusive training is a hands-on experience with Kelley Baker, Celebrity Brow Stylist for the Kardashians, Cardi B, Ariana Grande, Zendaya Coleman and many more.

Delivering a 4-hour masterclass performing an intimate demonstration showcasing her secrets for creating the perfect brow, this will be Kelley's first visit to Australia!

The 'Kelley Baker style' is Instagram famous worldwide. Following Kelley's demonstration, she will invite you to take the wheel as you wax, trim, shape and fill in (using Kelley Baker product, of course) your own model's brows. No need to be nervous, Kelley and her team will be by your side the entire time to instruct, critique and inspire!

Price includes:

- Product and tools to use during the class
- Certificate of Attendance
- Masterclass tutorial booklet
- Product tutorial guide
- Swag bag from Kelley Baker and Elleebana valued at over \$500!
- Plus time at the end of the class for photos and light refreshments
- And that's not all... you will also have VIP access to a "meet and greet" photo opportunity with drinks and nibbles sponsored by Elleebana at an exclusive party held at Sofitel Darling Harbour from 6:30pm-8:30pm, Saturday 24th August.

Kelley's classes are always a great time and very inspirational. You will gain incredible knowledge and value, and of course get Kelley's secrets for creating the perfect celebrity brow, helping you lift your brow game to the next level.

Hurry – admission is limited and exclusive – only 10 seats available!

Please note: Aesthetician / Beauty / Makeup qualification is required to attend. Model is required for this class. If you cannot provide your own model, we will try and co-ordinate one for you. Please e-mail info@eximport.com.au if you need help with a model. Time allows for one model per trainee.

Perfecting your Fan for Volume Lashes Danielle Ingram and Luisa Andrews



EARLY BIRD	STANDARD
\$195	\$220

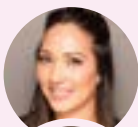
2.30pm - 5.00pm

Come and join passionate international lash expert from the UK, Danielle Ingram, and our Brisbane lash educator, Luisa Andrews, as they guide you through a combination of lash theory and practical application to help you master your skills in creating fans for Russian volume lashes.

In this hands-on workshop, you will learn the advantages and disadvantages of using pre-made versus hand-made fans, the importance of using the correct weights, and how to 'lash map'.

Practice creating a hybrid set of lashes using fans and individual lashes, plus, discover the best lash fanning technique for you while learning how to style different eye shapes using a mixture of curls and weights.

What to bring: Tweezers, Notepad and pen



Sunday 25th August

Capture the Glow with Penny Antuar, Hands-On Workshop

Penny Antuar

EARLY BIRD	STANDARD
\$195	\$220



10.00am - 12.30pm

Work alongside internationally renowned makeup artist, Penny Antuar, as she shares her signature glowy skin and bronzed makeup look with peachy accents, while having full access to her knowledge, industry experience and what she has in her kit.

Learn how to master brows, approach bold lips with confidence and how to capture your work to promote yourself on social media. In this practical workshop, you will be given the chance to recreate Penny's signature look on your own model, get tips on how to photograph your makeup and receive Penny's invaluable feedback.

Plus, Penny will be available to answer all of your burning questions regarding the industry, products and tools, techniques and self-promotion.

What to bring:

- Your full makeup kit and brushes
- Phone with working camera
- Model for makeup application

KITOLGY

Content Is King: Creating a Content Plan for your Beauty Business

Claire Deane

EARLY BIRD	STANDARD
\$195	\$220



1.30pm - 4.00pm

Know that content is king, but still not sure what the next steps are?

If you have a beauty business, online store or salon, content is one of the best ways to build brand awareness and loyalty, which translates into customers!

In this hands-on session, with Claire's guidance, you'll actually create a content plan for your business that you can implement as soon as you walk out of the workshop. Claire will cover the best ways to plan and post on social media as well as 'owned' channels like your website and email list, the importance of video and more.

What to bring:

- Your laptop or tablet
- Any examples of content you've created previously, including links to your social channels, examples of emails you've sent or a link to your website.
- All your content questions!



FREE ONE-ON-ONE CONSULTATION

Free THE ADVICE HUB

Our new Advice Hub will be offering visitors FREE, confidential one-on-one support from qualified professionals, on a wide range of business topics.

With experts on tax, bookkeeping and accounting, as well as salon insurance, apprentices, and workplace relations, the Advice Hub is the perfect place to bring all your business related questions. Whether you're a business owner or manager, or dreaming of opening a salon of your own, we've got you covered.

Book your FREE consultation online at beautyexpoaustralia.com.au. Limited spaces will also be available on show days.

Ask the Salon Insurance Expert



Do you have specific and appropriate cover for your salon or beauty business? Are you a time-poor business owner and want to better understand your insurance needs or how to handle a claim? No matter what the size or type of business you have, be sure to visit the **Sparrow Insurance** team in the Advice Hub over the weekend with all your burning insurance-related questions.

Ask the Tax Expert



Deductions, concessions, incentives, superannuation... we know tax time can be stressful for many salon and beauty business owners, which is why the **ATO Small Business Education Team** for NSW will be on hand at Beauty Expo to simplify your task.

Ask the Bookkeeping & Accounting Experts



Take the worry and stress out of your bookkeeping, payroll, GST and management of cloud accounting software files. Ask our experts from **Accounting Angels** to help you get to know your numbers.

Ask the Fair Work Expert



Do you know about Australian workplace laws and what they mean for your business? Being an employer brings responsibilities and there are workplace laws you need to follow. The National Fair Work system includes laws about how much you should pay your employees, how people should be treated at work and the types of written records you need to keep. Meet the team from the **Fair Work Ombudsman** to get your questions answered.

Ask the Apprentice Expert



If you want to grow your business and maximise its full potential, making apprentices a part of your talent mix might be your key to success. But finding the right candidates is not always easy, and once they are on board, it's crucial to provide the right support and advice to retain them. The team at **Skillsroad** can provide you with expert guidance.



Book your **FREE** consultation at
www.beautyexpoaustralia.com.au

BEAUTYexpo AUSTRALIA

FACE2FACE

MAKEUP AWARDS

A highlight of the Australian makeup industry, the Face2Face Makeup Awards reward extraordinary makeup artists for their craft, creativity and passion. It is the must-enter competition for any makeup artist serious about their career.

CATEGORIES:

FASHION EDITORIAL

MAKEUP DESIGNER

Saturday 24th August, 11.00am - 12.00pm

BRIDAL

MY MODERN BRIDE

Saturday 24th August, 3:00pm - 4:00pm

BODY ART

MOST INFLUENTIAL FILM

Sunday 25th August, 8:30am - 2:30pm

CREATIVE MAKEUP

INSTAGRAM KILLED THE AVANT-GARDE STAR

Sunday 25th August, 10:30am - 2:30pm

BEAUTY EDITORIAL PHOTOGRAPHIC CATEGORY

CREATIVE DIRECTOR

HOW TO ENTER

PLEASE ENTER ONLINE BY 5PM, MONDAY 12TH AUGUST 2019
- HEAD TO BEAUTYEXPOAUSTRALIA.COM.AU FOR FURTHER
DETAILS AND CLICK 'BUY TICKETS' TO REGISTER

ENTRY PRICE PER CATEGORY:

EARLY BIRD
\$50

STANDARD
\$60

Hair and Makeup Artist - Peadar Bricewell, Photographer - Detec Ethan Lee

SEE YOU AT BEAUTY EXPO AUSTRALIA
24-25 AUGUST 2019 AT THE ICC, DARLING HARBOUR

EXHIBIT WITH US !

Be part of Australia's ultimate beauty event and benefit from the business platform that delivers **over 8,000 visits** by beauty industry professionals **across 2 days**.

With salon owners, beauty therapists, managers and freelance operators flooding the halls, this is a unique opportunity to launch products, promote your brand, retail and build your database **face-to-face with dedicated buyers**.



RAISE YOUR COMPANY PROFILE

Whether you are already in the industry, new to the market or expanding, having your brand seen is imperative to capitalise on new opportunities.



GENERATE QUALITY LEADS

Nothing beats face-to-face business where the buyers come to you. Achieve more in a two-day exhibition than your sales team could in months.



HIGHLY TARGETED MARKETING

A comprehensive marketing campaign will be implemented to attract a high-quality audience, both in the months leading up to the show and during the event itself.



ORGANISED BY THE WORLD'S LEADING EVENTS BUSINESS

Beauty Expo Australia is organised by Reed Exhibitions, which attracts over 7 million people to more than 500 events in 40 countries each year.

For more information about Exhibiting at Beauty Expo Australia

Please contact **Rosie Mitchell** on +612 9422 8937
or email rosie.mitchell@reedexpo.com.au

THANKS TO OUR PARTNERS



For queries about the program or the expo, please contact
visit@beautyexpoaustralia.com.au or phone **02 9422 2535**.

For queries about tickets and registration, please contact
Info Salons at beauty@infosalons.com.au or phone **02 9211 7344**.

**Early Bird
Ends on
19 July**

Buy your tickets now

W beautyexpoaustralia.com.au

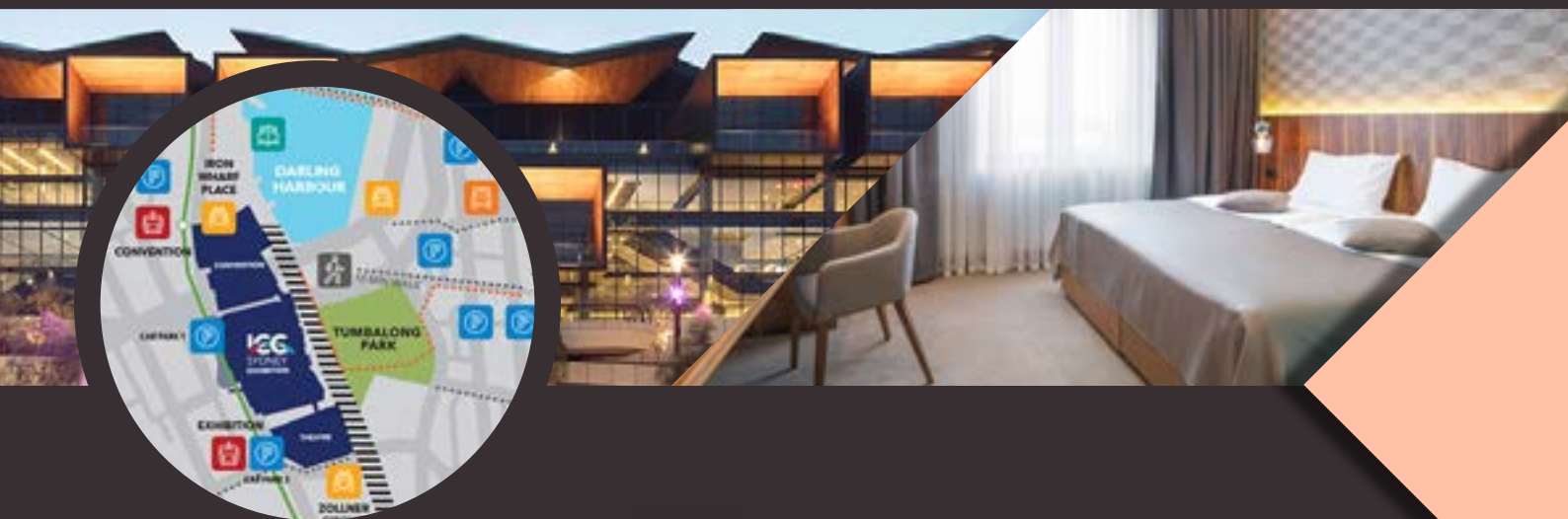
E beauty@infosalons.com.au

P 02 9211 7544

	EARLY BIRD	STANDARD
2 DAY EXPO ENTRY	\$25	\$35*
SINGLE LOOK 'N' LEARN EDUCATION SESSION	\$110	\$125
BUSINESS, PROFESSIONAL SKILLS OR ANTI-AGEING/DERMAL PASS (ALL 8 SESSIONS)	\$220	\$250
BEAUTY SUPER PASS (INCLUDES EXPO ENTRY)	\$299	\$330
IN-DEPTH WORKSHOPS	FROM \$195	FROM \$220

**Make sure you book early to avoid the \$5 onsite fee!*

Please note all passes exclude in-depth workshops.



Where & When

International Convention Centre,
Darling Harbour, Sydney

Saturday 24th August 2019:

9am – 5pm

Sunday 25th August 2019:

9am – 5pm



Travel & Accommodation

Positioned at the heart of Darling Harbour, just minutes from Sydney's CBD, the world-class ICC is easily reachable by car, train, light rail, bus and ferry, and is just 8km from Sydney Airport. For those travelling from outside Sydney, OzAccom+ are the official Travel & Accommodation partner of Beauty Expo. To secure great rates with a number of hotels and airlines, contact OzAccom+ free on 1800 814 611, or go to www.BeautyExpoAustralia.com.au/visit/travel-and-accommodation

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