

BEAUTYexpo AUSTRALIA

28-29 August 2021

ICC Sydney, Darling Harbour



AUSTRALIAN
BEAUTY &
AESTHETICS
CONFERENCE.

*EARLY
BIRD
TICKETS*
End 4 July

*PROGRAM &
TICKET GUIDE*

THE ULTIMATE PROFESSIONAL BEAUTY EVENT IS BACK!

Beauty Expo Australia unites the beauty industry in the country's largest celebration of all things beauty. Be inspired with this unparalleled opportunity for connection and inspiration with a community of like-minded professionals.

With the whole industry at your fingertips, discover and experience over 200 leading brands and products, world class education, live demonstrations and competitions across one wonderful weekend.

“Everything you need to know about the evolving beauty landscape, plus much more.”

VENUE

ICC Sydney Exhibition Centre
Darling Harbour

DATES

Saturday 28 August 9am – 5pm
Sunday 29 August 9am – 5pm

beautyexpoaustralia.com.au

BEAUTYexpo AUSTRALIA

200+ Leading Brands

Shop from Australia's largest collection of professional beauty brands and products across 32 categories.

The Australian Beauty & Aesthetics Conference

Over 30 sessions of immersive education, including our new Aesthetics stream, providing cutting edge insights, innovations and skills for your business and team.

Afterpay Main Stage

Watch exciting demonstrations, tutorials and performances, live and free, right in the heart of the show floor.

F2F Makeup Awards

Marvel at the incredible talents of up and coming make-up artists as they showcase their creativity and passion in a series of live competition categories.

The Business Couch

Need some one on one time with the industry experts? Book a free half hour consultation with our line-up of specialists in Salon Management, Sales and Marketing, Training & Development on the Business Couch.

Connection & Conversation Lounge by Beaute Industrie

Meet you at the Lounge! Create community connections and network with like-minded professionals in comfort and style.

Spotlight: Natural & Organic

Spotlight is our new curated space to showcase brands with a specific theme each year and in 2021 we focus on all-natural brands & products.



Event Partners



Introducing the

AUSTRALIAN BEAUTY & AESTHETICS CONFERENCE.



Beauty Expo Australia has championed the local beauty scene for almost two decades. Our events and community have helped shape the future of beauty trends, innovations and product offerings in Australia and beyond and in 2021 we introduce the inaugural Australian Beauty and Aesthetics Conference.

With a vision to enlighten, inspire and motivate Australia's professional beauty industry, the ABAC is 2 days of feature keynote presentations, panel discussions, case studies and educational sessions tailored around the business of beauty, wellness and aesthetics.

A platform to connect and meet with thought leaders and like-minded beauty professionals, the Australian Beauty and Aesthetics Conference allows you the flexibility to curate your own program over either 1 or 2 days, based on your personal interest and business needs.

Mix and match sessions across 3 simultaneous streams covering; The Business of Beauty, Dermal Health & Wellness and our exciting new addition; Aesthetics to build your own personalised education experience.

BUY TICKETS NOW.

Our simplified ticket options make booking your place even easier, giving you the control to pick and choose your sessions on the day!

| TICKET TYPE | EARLY BIRD | STANDARD | DOOR |
|--|------------|----------|------|
| Expo Pass Gives you access to the expo floor and free content on the Main Stage and Business Couch etc all weekend. | \$30 | \$40 | \$45 |
| 1 Day Conference Pass Book either Saturday or Sunday and have access to over 15 sessions across all 3 streams. Includes expo entry on both days. | \$165 | \$195 | - |
| 2 Day Conference Pass Unlimited freedom with access to over 30 sessions across all 3 streams. Includes expo entry on both days. | \$285 | \$325 | - |

All prices listed are inclusive of GST

Hurry!
Early Bird ends 4 July 2021

Book online at
beautyexpoaustralia.com.au

TICKET ENQUIRIES
02 9211 7544
beautyexpo@infosalons.com.au

Attend any of these sessions
with your 1 day or 2 day
Conference Pass

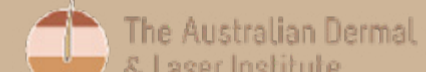
| SATURDAY 28 AUGUST | | | |
|--------------------|--|---|--|
| 9.30am | Welcome | | |
| 9.40am | Keynote: Redefining Beauty Maria Thattil – Miss Universe Australia 2021 | | |
| 10.00am | Panel: The Future Looks Bright Tamara Reid – Beaute Industrie, Emma Hobson – Dermalogica, Lance Kalish – Salon Lane, Trina Storey-Hollis – TAFE NSW, Mary Haddock-Stanliand – Timely | | |
| 10.45am | MORNING TEA BREAK | | |
| | The Business of Beauty | Dermal Health & Wellness | The Art of Aesthetics |
| 11.00am | Building a strong team culture = Team retention Faye Murray – Your Coach | Essential fatty acids, omega supplementation and the skin Fiona Tuck – Vita-sol | Where is the aesthetics industry heading? Tina Viney – Aesthetics Practitioners Advisory Network (APAN) |
| 11.45am | Win/Win commission structures and profit sharing for your team Julie Plantadosi – Total Coaching Academy | The gut-skin hormone connection; an inside out approach to treating skin Dominique Salemi – Skin Nutrition Co | Learn how non-surgical cosmetic treatments (cosmetic injections can enhance your skin treatments Fiona Kuysters – FJK Aesthetics |
| 12.30pm | LUNCH BREAK | | |
| 1.30pm | The Shaken & Stirred Consumer; What's important to them and how are they buying post-pandemic Vanessa Main – LOFT Inc | Natural extracts to help calm and manage inflammatory skin conditions Dr Donna Marçal – Dermatronics | Incorporating skin needling into your business Madeline Firkins – AACDS Trainer & SM Aesthetics Lab |
| 2.15pm | Branding – Defining the face of your business Sarah Garner – Digital Bloom | Herbal management and clearance of acne Jacine Greenwood – Roccoco Botanicals | Plasma Fibroblast – what you need to know Nancy Abdou – The Australian Dermal & Laser Institute |
| 3.00pm | AFTERNOON TEA BREAK | | |
| 3.15pm | Repacking your offerings for increased profit Carly Knowles – Belle Pelle Body Clinic | Panel: The clean beauty movement and the conscious consumer Margo Woolcott – Agencie Plus Louisa Hollenberg – Earth & Skin Paul Frasca – Sustainable Salons Michelle Reeve – Waterlily | Choosing the right aesthetic devices for your business and effectively use multi-modalities Lashana Shepherd – The Skin PT |

| SUNDAY 29 AUGUST | | | |
|------------------|---|--|---|
| 10.00am | Welcome | | |
| 10.05am | Panel: Elevating Your Salon: Strategies to increase customer engagement and satisfaction Julie Plantadosi – Total Coaching Academy, Rene Herald – The Temple Skincare, Matt Williams – Professional Beauty Solutions, Meghan Croft – The Haven Skin Body Shop | | |
| 10.45am | MORNING TEA BREAK | | |
| | The Business of Beauty | Dermal Health & Wellness | The Art of Aesthetics |
| 11.00am | 7 keys to selling high-end products and treatments Cherie Stokic – Elevate My Clinic | The HPA axis and the impact it has on the skin Gay Wardle – Gay Wardle Education | Key considerations in the consultation Susan Neilon – The International Dermal Institute |
| 11.45am | How to build a profitable business Daniela Boerma – Bliss Day Spa | Managing stress through nutrition and lifestyle Chiza Westcarr – Glow Skin and Nutrition | The top 5 things you need to know about dermal fillers & anti-wrinkle injections Dr Mariusz Gajewski – Star Cosmetic Medicine |
| 12.30pm | LUNCH BREAK | | |
| 1.30pm | Top 10 tips on influencer marketing Adam Bouris – snatchit.shop | Unpacking skincare ingredients Rita Sellers – pH Factor | Advancements with threads Madeline Firkins – SM Aesthetics Lab |
| 2.15pm | Panel: Social media success in salons (when you're short on time) Dawn Rose – The Bridal Business School Jazz Pampling – Brow Artist Karla McDiarmid – Macquarie Medispa James Vivian – James Vivian | My skin struggles and how they lead me to create a quality skincare range Nina Gajic – Skin Virtue | How Covid has impacted the heart shaped face Dr Martina Lavery – +Aesthetics |
| 3.00pm | AFTERNOON TEA BREAK | | |
| 3.15pm | Panel: Remaining relevant in today's changing beauty market and how to successfully transition into Aesthetics Sarah Hudson – Skin by Sarah Hudson, Nancy Abdou – The Australian Dermal & Laser Institute, Rebecca Miller – La Bella Medispa, Paul Widdowson – Heritage Healers | | |

CONFERENCE PROGRAM

VIEW FULL PROGRAM ONLINE HERE

Conference Partners



STREAM 1

The Business of Beauty

STREAM 2

Dermal Health & Wellness

STREAM 3

The Art of Aesthetics

ABCA

AUSTRALIAN
BEAUTY &
AESTHETICS
CONFERENCE.

beautyexpoaustralia.com.au

MIX AND MATCH SESSIONS ACROSS 3 SIMULTANEOUS STREAMS
TO CURATE YOUR OWN PERSONAL EDUCATION PROGRAM

KEYNOTE SESSION

REDEFINING BEAUTY

MARIA THATTIL
MISS UNIVERSE AUSTRALIA

Saturday 28 August
9.40am - 10.00am

As only the third woman of colour to represent Australia after 69 years of the Miss Universe competition and placing in the Top 10 globally, standing at 5'3 tall, Maria is breaking several barriers for women and people of colour.

In this special interview with *Beaute Industrie's* Tamara Reid, Maria will discuss her multi-hyphen career as a curation of projects that champion critical social justice issues including anti-racism, diversity, inclusion, representation, youth empowerment, mental health and gender equality advocacy.



INDUSTRY PANEL

THE FUTURE LOOKS BRIGHT

Saturday 28 August
10.00am - 10.45am

This panel of industry experts will look at how the beauty market has changed post-COVID, the technology and treatment trends emerging, and the stronger community connection and collaboration.

TAMARA REID
Beaute Industrie

LANCE KALISH
Salon Lane

EMMA HOBSON
Dermologica

TRINA STOREY-HOLLIS
TAFE NSW

MARY HADDOCK-STANILAND
Timely





STREAM 1

The Business of Beauty

Saturday 28 August



FAYE MURRAY
Your Coach

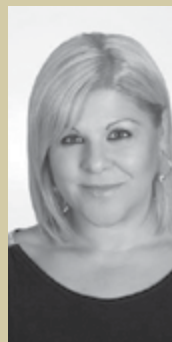
11.00am – 11.45am

Building a strong team culture = Team retention

Recruiting well trained therapists is a challenge all business owners are facing. This session will guide you through some exciting and inspiring ways you can create a great team culture where your current team will want to be part of your business long term.

By attending this session you will:

- Reassess your management style for 2021.
- Discover what is important for a motivated, happy team.
- Understand how to create a culture that provides opportunities for the growth and development of both your staff & business
- Learn how to recruit and induct new team members so they understand and embrace your "special" team culture.
- Create simple and easy to work with systems for all to follow.



JULIE PIANTADOSI
Total Coaching Academy

11.45am – 12.30pm

Win/Win commission structures and profit sharing for your team

Join Julie as she shares her insights into how to incentivise and retain quality staff to minimise business disruption and make it more profitable. A win/win for everyone!

You will learn:

- New ways to find and recruit staff
- Profit driving Key Performance Indicators (KPIs) & budgets to assist staff to make more money.
- Commission structures for staff that actually work
- The benefits of looking at profit sharing arrangements and even shareholder agreements with your key managers.



VANESSA MAIN
LOFT Inc

1.30pm – 2.15pm

The Shaken & Stirred Consumer; What's important to them and how are they buying post-pandemic

Join Vanessa for a deep dive into the major consumer changes post COVID, the impact of online shopping and how salon businesses can respond to ensure they remain relevant, profitable, and in-demand.

This jam-packed session will help you:

- Adapt your service offering in new ways to ensure you remain in high demand
- Identify ways to help and support your clients – even when they are not in the salon
- Utilise the power of online shopping and digital marketing channels to attract your audience
- Build resilience in your business so your ready for whatever may come next



SARAH GARNER
Digital Bloom

2.15pm – 3.00pm

Branding; Defining the face of your business

Feel inspired, lighter and brighter knowing your branding, when applied consistently over time builds your business for you. Gone are the days of paid advertising, figuring out that pesky algorithm and wondering why your marketing isn't working for you. Be the go-to salon in your community and ooze authenticity by applying consistent branding and understanding who your dream clients are.

By attending this session:

- You will learn how to pinpoint the characteristics you want in your a-grade dream clients
- Have an understanding of the vital role your colours & fonts play in your visuals
- Know how to apply your branding consistently throughout every single touchpoint – your signage through to your social posts & beyond!



CARLY KNOWLES
Owner, Belle Pelle Body Clinic

3.15pm – 4.00pm

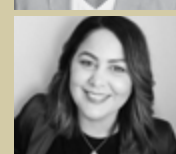
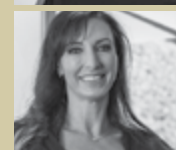
Repacking your offerings for increased profit

Effective packaging of your services is a sure pathway to improving your business's profits. Join Carly, Owner, Belle Pelle Body Clinic as she shares the secrets of how she sets the focus, value and offerings to clients to drive revenue and improve business performance.

In this session attendees will:

- Discover the Beauty of Packages at fostering customer connection and engagement.
- Understand your client's needs and find the gaps.
- Learn how to value yourself and your services correctly.
- Gain practical tips on how to bundle and sell the best packages for your client and your business.

Sunday 29 August



10.05am – 10.45am

Panel: Elevating your salon; Strategies to increase customer engagement and satisfaction

Customers are more savvy than ever and it's not about meeting expectations but exceeding them. How do you ensure your salon/clinic understands your clients' needs and wants and delivers the best service at each touch point of your business?

JULIE PIANTADOSI
Director, Total Coaching Academy

RENE HERALD
Director, The Temple Skincare

MATT WILLIAMS
Managing Director, Professional Beauty Solutions

MEGHAN CROFT
Director, The Haven Skin Body Shop



CHERIE STOKIC
Elevate My Clinic

11.00am – 11.45am

7 keys to selling high-end products and treatments

Does your team struggle with not being able to sell high-end products and treatments? It is vital for a clinic with high end products and treatments to have the right processes, offers and training in place to bring in the right clients. With the right promotion and the advanced sales techniques you too can have the ultimate sales machine for your clinic.

In this session learn:

- How to find and attract the ideal clients and how to avoid the mistakes clinics make trying to sell to the wrong crowd.
- How to create the ultimate promotion to create interest and intrigue with your clients and get them raising their hand even before your launch.
- How to train your team to sell high-end products and treatments with confidence and ease and avoid costly sales mistakes.



DANIELA BOERMA
Bliss Day Spa

11.45am – 12.30pm

How to build a profitable business

Daniela Boerma has been in the industry for over 38 years, successfully running businesses from both from her home and in salons. Now the founder of the award-winning Bliss Day Spa in Caringbah Sydney, Daniela loves what she does and is passionate about helping others find their path. Join Daniela to hear what it takes to build a profitable business – all the inside tips and tricks.

In this session you will learn:

- How to increase revenue through choosing the right equipment for your business and when to purchase.
- How to budget correctly once you know your numbers.
- How to ignite the power within through education and motivation.



ADAM BOURIS
snatchit.shop

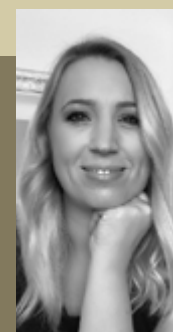
1.30pm – 2.15pm

Top 10 tips on influencer marketing

Join Adam as he takes you through the top 10 tips on influencer marketing that will help you engage influencer's with your business, learn how to best to use them across marketing channels and drive your online sales.

Adam will also answer the questions;

- Is there a way to engage influence for your brand that's quick, simple and used across any social media platform or marketing channel? YES
- Is there a way you can track sales directly from pieces of content? YES
- Is there a way you can engage influencer's without paying upfront? YES



DAWN ROSE
The Bridal Business School



JAZZ PAMPLING
Brow Artist



JAMES VIVIAN
James Vivian



KARLA MCDIARMID
Macquarie Medispa



STREAM 2

Dermal Health & Wellness

Saturday 28 August

Sunday 29 August

Presented by
Murad®



FIONA TUCK
Vita-sol

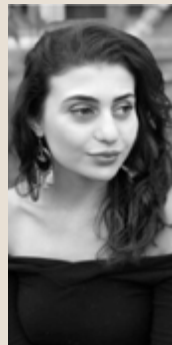
11.00am – 11.45am

Essential fatty acids, omega supplementation and the skin

This presentation will cover the different types of essential fatty acids, their function and role in skin care. Understand the difference between the different EFA forms and why choosing the right form is imperative to achieving results. Fiona will discuss common EFA myths, what to look for when choosing supplements and what to avoid.

In this session learn;

- The different types of EFAs and which lipids and EFAs benefit the skin
- Common EFA myths
- Nutritional and genetic influences that affect EFA metabolism pathways
- Side effects to be aware of with EFA supplementation
- What to look for and what to avoid when choosing an EFA supplement
- The importance of staying within scope of practice



DOMINIQUE SALEMI
Skin Nutrition Co

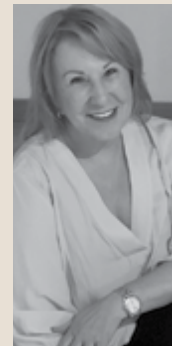
11.45am – 12.30pm

The gut-skin hormone connection – an inside out approach to treating skin

Join Dominique as she discusses how to approach inflammatory skin conditions in your clinic from the inside out, looking at the gut, internal health and hormones, and the role of nutrition to support skin healing.

In this session you will learn:

- The common drivers of chronic and inflammatory skin conditions
- Practical ways to support these conditions topically and internally.
- The impact in which the gut, liver and hormones affect our skin
- Key nutrients and dietary changes that support optimum skin health



GAY WARDLE
Gay Wardle Education

11.00am – 11.45am

The HPA axis and the impact it has on the skin

The hypothalamic-pituitary-adrenal axis, or HPA axis describes the interaction between the hypothalamus, pituitary gland, and adrenal glands. It is our central stress response system. Research has confirmed skin as both an immediate stress perceiver and as a target of stress responses. We recognise the skin as being largest organ of the body and it plays a very important role with both the barrier and immune functions, developing a fully functional peripheral HPA system.

In this session you will;

- Understand what the HPA axis is and the pathways
- Understand the impact stress has on the immune system.
- Understand the impact stress has on skin cells and the barrier function.
- Identify some skin disorders caused by the exacerbation.



DR DONNA MARÇAL
Dermatonics

1.30pm – 2.15pm

Natural extracts to help calm and manage inflammatory skin conditions

Dr Marçal will discuss inflammation in the skin, how this can be addressed topically and natural extracts that can be used to help manage inflammatory skin concerns. She will summarize some known inflammatory skin conditions seen in the clinic and how they may present.

Dr Marçal will also discuss the importance of recognizing modalities in the clinic that have the potential to induce uncontrolled inflammation.

This session will cover:

- Identifying factors contributing to inflammation in the skin
- A summary of modalities in the clinic that may induce inflammation and how we can help keep induced inflammation in check
- Learning natural actives that help calm and reduce inflammation through the skin



JACINE GREENWOOD
Roccoco Botanicals

2.15pm – 3.00pm

Herbal management and clearance of acne

When treating acne often herbs are dismissed as inferior to chemical peels and actives such as retinoids, however many herbs have the ability biologically to act in a stronger capacity than many of their synthetic counterparts.

Learn what works and what percentages clinically they need to be in a formula. Discover how to decipher cosmetic labels, to ensure you have the correct clinical percentage of efficacy in your products.

By attending this session:

- Botanical alternatives that exist to retinoids for increasing cellular turnover
- How to calm inflamed acne quickly with botanicals
- What ingredients are direct replacements for benzoyl peroxide use
- How to decipher your ingredient deck to ensure the actives are in the right percentage.



CHIZA WESTCARR
Glow Skin & Nutrition

11.45am – 12.30pm

Managing stress through nutrition and lifestyle

Research has linked high levels of ongoing stress with numerous health problems, and these include inflammatory skin conditions.

Join Chiza to learn more about the impact of stress on various organ systems and effective ways to manage stress through dietary and lifestyle modifications.

Key Learnings:

- Understand the physiological differences between short and long term stress
- Learn about the impact of stress on gut function
- Learn about the relationship between diet and mental health
- Learn about effective solutions to stress management



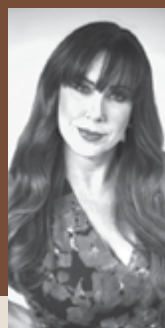
MARGO WOOLCOTT
Agence Plus



LOUISA HOLLENBERG
Earth & Skin



PAUL FRASCA
Sustainable Salons



MICHELLE REEVES
Waterlily

3.15pm – 4.00pm

Panel: The Clean Beauty movement & the conscious consumer

Clean Beauty is part of a growing worldwide wellness trend, with the market size expected to double from 2016-2024.

This panel will delve into:

- What does clean beauty mean?
- Who is the conscious consumer and why is it important to understand their values?
- How do salons appeal to the conscious consumer and become an eco-friendly, sustainable salon.



RITA SELLERS
pH Factor

1.30pm – 2.15pm

Unpacking skincare ingredients

Join Rita as she discusses the effectiveness and safety of ingredients in cosmetics and navigates the jargon, hype and claims that are confusing consumers.

In this session you will learn:

- The science of your skin
- The benefits of particular ingredients.
- The synthetic versus natural debate
- Ingredient efficacy and synergy – concentrations, quality, origins and how they work with other ingredients.



NINA GAJIC
Skin Virtue

2.15pm – 2.45pm

My skin struggles and how they lead me to create a quality skincare range

Join Nina as she explains her personal skin journey and why she decided to create her own skin care brand. Decades later, she has developed an Australian owned anti-allergen and anti-aging skincare range that uses cutting-edge technology and natural active ingredients.

In this session Nina will discuss:

- Why Nina started the brand and how she identified the market gap
- The product development journey
- How and why she chose her ingredients
- The testing and technology behind the products
- Range development to cater to different skin types, especially the most sensitive skins





STREAM 3

The Art of Aesthetics

Saturday 28 August

Sunday 29 August

Presented by



TINA VINEY
Aesthetic Practitioners Advisory Network

11.00am – 11.45am

Where is the aesthetics industry heading?

We live in a rapidly changing world. Meanwhile, competition is fierce, new technologies and innovations are flooding our industry punctuated with global uncertainties. The threats are real, but so are the incredible opportunities.

The language of success has changed. We need a new mindset, a new way of looking at our future. This compelling lecture will present an update of where the Aesthetic Industry is Heading. It will also address the key attributes we will need to develop to ensure our challenges become our stepping-stones to success.



FIONA KUYSTERS
FJK Aesthetics

11.45am – 12.30pm

How non-surgical cosmetic treatments (cosmetic injections) can enhance your skin treatments

In this interactive session Fiona will share her knowledge on the shifting trends and advancements in the field of aesthetics, including the evolution and rise of non-surgical/minimally invasive treatments into the mainstream.

In this session you will learn:

- How non-surgical cosmetic treatments (cosmetic injections) can enhance your skin treatments
- Identify the areas of cosmetic injecting treatment according to individual client needs
- Have an holistic approach to beautification and treating the aging face
- Gain knowledge on how best to address patient concerns tailoring a treatment plan with devices, skincare and injectables to meet client concerns



SUSAN NEILON
The International Dermal Institute

11.00am – 11.45am

Key considerations in the consultation

The foundation of effective service delivery, home care sales and customer retention is the skin consultation, analysis and customised treatment planning.

This session will look at:

- Advanced analysis of skin conditions and how they relate to choosing the correct ingredient technology and advance device technology
- The important conversations with the client, their lifestyle and finding out their 'why' to ensure the treatment delivers on both needs versus wants
- The new way of conducting digital consultations both prior to and within the salon
- Using advanced skin analysis equipment and how to integrate with traditional skin analysis
- Why detailed Skin Analysis is vital at each visit and how to keep it relevant and engaging for the repeat customer



DR MARIUSZ GAJEWSKI
Star Cosmetic Medicine

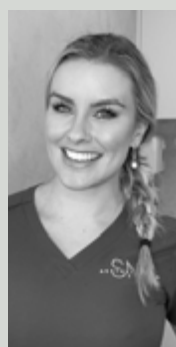
11.45am – 12.30pm

Beauty through a needle: The top 5 things you need to know about dermal fillers and anti-wrinkle injections

With more than 500,000 procedures carried out each year, cosmetic injectable treatment has become Australia's most sought-after non-surgical skincare solution. As beauty practitioners, it is important to fully understand the nature and risks of various treatments.

Key Learnings:

- What are Dermal Fillers?
- What are Wrinkle Injections?
- Be able to talk confidently when answering your client's questions about cosmetic medicine
- How can they complement my existing practice?



MADELINE FIRKINS
AACDS Trainer & SM Aesthetics Lab

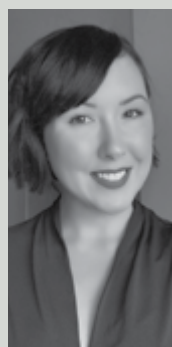
1.30pm – 2.15pm

Incorporating skin needling into your business

Skin needling has become a popular non-ablative treatment due to its effectiveness in rejuvenating the skin surface. As more clients are looking to engage in this treatment, incorporating skin needling into your business can be a rewarding, boosting sales and expanding your clientele ... but where do you start?

This session from the Australasian Academy of Cosmetic Dermal Science will equip you with:

- Practical skills and theoretical knowledge required to implement skin needling in your practice
- Understanding the best treatment and needling device for different skin conditions, treatment parameters and protocols
- How to properly follow-up treatments and provide continuous care for clients during different phases of wound healing, and
- Where to receive reputable training for staff



LASHANA SHEPHERD
The Skin PT

3.15pm – 4.00pm

Choosing the right aesthetic devices for your business and effectively use multi-modalities

Investing in beauty technology is expensive and you want to make sure that you have the equipment that achieves the best outcomes for your clients. This session will look further into:

- What you should invest in first?
- Understanding skin anatomy and its interaction with LED, laser and IPL devices
- The advantages and disadvantages of each device type and the opportunities to use in combination
- Selling your treatment to clients for the right outcomes
- What to look for when choosing equipment
- How to make the return on your investment before equipment is obsolete?
- What skills and qualifications are required and where do you receive the training?



MADELINE FIRKINS
SM Aesthetics Lab

1.30pm – 2.15pm

Advancements and results with threads

PDO Threads launched into the Australian market a few years ago and have created a lot of interest. An aesthetic treatment to provide a non-surgical face lift and improve skin elasticity, this session examines how they are currently being used in a practicing cosmetic clinic, their success and considerations.

This session will look at:

- What are Threads and how and where can they be used?
- What has changed and developed in this treatment?
- Risks and Complications?
- How can they complement your existing practice?



DR MARTINA LAVERY
+ Aesthetics

2.15pm – 3.00pm

How Covid has impacted the heart shaped face

The challenges of 2020 COVID living has impacted all facets of our lives. The uncertainty and anxiety has escalated stress in our bodies. Our faces are changing too! ... Gone is the coveted heart-shaped face, the highly sought-after feminine face shape requested by on trend beauty seekers globally morphed to the masculine square jawline...

The culprit ... the masseter muscle ... over used and bulked up during times of stress .. presenting with facial pain, sore joint and broken/sensitive teeth.

This presentation will discuss:

- 2020- CHANGING TIMES: CHANGING FACES The significance of stress during COVID
- How the face shape changes from heart shape to square due to masseter muscle bulking
- How to treat and prevent



NANCY ABDOU
The Australian Dermal & Laser Institute

2.15pm – 3.00pm

Plasma Fibroblast – what you need to know

Plasma fibroblast has evolved over the past two years and become an important treatment for all aestheticians in their clinics. When correctly used it produces amazing results.

In this session you will learn:

- The importance of prepping the skin to reduce adverse reactions/risks and increase efficacy
- The latest techniques that are safer and deliver exceptional results
- Combining plasma with other modalities
- What to look for when choosing a plasma pen



SARAH HUDSON
Skin by Sarah Hudson



REBECCA MILLER
La Bella Medispa



PAUL WIDDOWSON
Heritage Healers



3.15pm – 4.00pm

Panel: Remaining relevant in today's changing beauty market and how to successfully transition into aesthetics

How are Salons ensuring that they are remaining relevant in today's changing Beauty market?

What does it take to successfully transition into Aesthetics? This panel will look at the technology, education & training, marketing and collaboration required and how the journey can be in made in stages to match a business' resources.

afterpay

MAIN STAGE

VIEW
FULL BRAND
DIRECTORY
HERE



ISABELLE de VRIES



RAE MORRIS



MERTON MUAREMI



CHARLOTTE RAVET

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INTRACEUTICALS
JAX WAX
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BEAUTYexpo AUSTRALIA FACE2FACE MAKEUP AWARDS



Makeup Artist: Krista Jade Photographer: Veronika Mamot

Let your creativity run wild! An annual highlight of the Australian makeup industry, the Face2Face Makeup Awards reward extraordinary makeup artists for their craft, creativity and passion. This is the must-enter competition for any makeup artist serious about their career.

CATEGORIES:

BRIDAL My Modern Bride

Saturday 28 August 2021
3.00pm – 4.00pm

BODY ART 2021 Gratitude

Sunday 29 August 2021
8.30am – 2.30pm

CREATIVE MAKEUP Portrait of My Creative Dreams

Sunday 29 August 2021
10.30am – 2.30pm

DOWNLOAD
COMPETITION GUIDE

ENTER HERE

BEAUTY EDITORIAL PHOTOGRAPHIC CATEGORY Love Letter to My Makeup Artist Heart

Entries close 5pm,
Friday 6 August 2021

HOW TO ENTER

Please enter online by 5pm, Friday 6 August 2021
Head to beautyexpoaustralia.com.au for further details and
click 'BUY TICKETS' to register

ENTRY PRICE PER CATEGORY

EARLY BIRD | STANDARD
\$55 | **\$70**

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28-29 AUGUST 2021 AT THE ICC SYDNEY, DARLING HARBOUR

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ITS EASY!

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| Expo Pass Gives you access to the expo floor and free content on the Main Stage and Business Couch etc all weekend. | \$30 | \$40 | \$45 |
| 1 Day Conference Pass Book either Saturday or Sunday and have access to over 15 sessions across all 3 streams. Includes expo entry on both days. | \$165 | \$195 | - |
| 2 Day Conference Pass Unlimited freedom with access to over 30 sessions across all 3 streams. Includes expo entry on both days. | \$285 | \$325 | - |

All prices listed are inclusive of GST

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Early Bird
ends 4 July
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Book online at
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EXHIBITING ENQUIRIES

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rosie.mitchell@reedexpo.com.au

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