



Baltic Beauty 2017

BALTIC BEAUTY 2017
13th International Beauty Industry Trade Fair
THE WORLD OF BEAUTIFUL HAIR, Hall I
Hairstyling Academy

Register for seminars by calling +371 29247532 or upon arrival at the Exhibition Centre at the Gate 5 Hall I.

November 3

Seminar room No. 7 (Hall No. 1, balcony)

11.00–14.30 CUT & COLOUR with focus on blonde

Fashion trends for women's haircuts in Germany 2018. Cutting techniques and colour prescriptions for blonde hair. In which cases to choose special blonde shades, bleaching powder or cream. Colour enhancers and anti-correction for blonde hair. Creation of gradient colours, harmonious contrasts, trendy colour solutions and colour accents according to the selected haircut.

Conducted by: Dania Bredtmann (Germany), Marina Lāce (Latvia)

Participation fee: 30 EUR

15.00–18.30 Practical work with models for participants of the seminar

Seminar room No. 6

11.00–14.30 HAIR TATOO

Hair Tattoo – an extraordinary way to introduce yourself for brave and expressive personalities of any age or gender, because you create their look, a reflection of their inner personality, with your own hands.

Description and demonstration of various techniques – starting from basics up to masterpieces. Tools, practical advice, demonstrations.

Give your client the gift of expression!

Conducted by: Igor Konon, laureate of international hairstyling competitions (Belarus)

Participation fee – 20 EUR

Seminar room No. 7 (Hall No. 1, balcony)

15.00–18.00 Full Fashion Look and hairstyles for long hair

A seminar specially created for styling long hair. “Today you want to be bright and daring, but tomorrow you might want to be strict and no-nonsense or soft and romantic... How can you show the world what you’re like?” Hairstyling techniques for long hair. Professionals will demonstrate how the unique look of a client can be developed from the combination of make-up, outfit and hairstyle. You are not in fashion, you are higher than fashion!

Conducted by: stylists Inna Buchik and Yuliya Garkovskaya, designer Tatiana Efremova (Belarus)

Participation fee: 20 EUR

Seminar room No. 6

15.00–18.00 Haircuts and hairstyles for gentlemen

Gentlemen’s haircuts, hairstyles and dyeing techniques starting from classics up to the creative. The goal of the seminar – to share a unique experience with colleagues while creating modern haircuts and hairstyles for gentlemen. To help acquire new techniques for long-lasting gentlemen’s hairstyles, both with smooth and texture-accentuated shapes.

Conducted by: Irina Saar, Alyona Turnova (Finland)

Participation fee: 20 EUR

Seminar room No. 5

11.00–14.30 Colouristics without mistakes

Complex colouristics – in layman’s terms for any hairstylist! Colouristics formulas and rules with the help of which it is possible to achieve any shade the client wants, while observing the primary base in the roots, length and ends of the hair. How to consult the client and help them choose the right hair colour.

Conducted by: Marija Tihomirova, Vladimirs Žmiļevskis (Latvia)

Participation fee – 30 EUR

15.00–20.00 Practical work with models for participants of the seminar

Seminar room No. 7 (Hall No. 1, balcony)

19.00–22.00 BERRYWORLD AWARD 2017

We invite everyone to the BERRYWORLD 2017 hairstylist’s evening. We’ve prepared an evening programme with a reward ceremony for participants, a buffet with champagne, collections of hairstyles and pleasant surprises from the leading Latvian and international stylists. A festive mood is guaranteed!

Participation fee: 5 EUR

November 4

Seminar room No. 2

11.00–17.00 Haircuts that do not require styling

A seminar for hairdressers – stylists! Trendy looks for women's haircuts in 2018. Haircutting demonstration with detailed explanations. Face geometry in haircuts. The ponytail zone as a base for facial shape correction. Haircuts that boost volume at the back of the head without layering! Art Cut technique and its types. Texture creating technique and its types. Volume calculating for facial correction. Calculating haircut geometry for 4 months.

Conducted by: Alexander Slavin, trainer at Akademiya koloristiki i geometrii Tunikovskoy Natali Oleksandrovny (Moscow, Russia)

Participation fee: 35 EUR

Seminar room No. 5

11.00–14.30 Perfectly blonde

A creative seminar for those who want to find answers to difficult questions regarding hair bleaching in a practical way. Technologists will reveal the variety of blonde shades and tell you about the nuances of parlour work to achieve a perfect shade of blonde. Drastic hair colour change from dark to light, colour correction after "home bleaching". A variety of dyeing and toning products for blondes. The 21 System to achieve 50 shades of blonde in 10 degrees of lightness.

Conducted by: Marija Tihomirova, Vladimirs Žmiļevskis (Latvia)

Participation fee: 30 EUR

15.00–19.30 Practical work with models for participants of the seminar

Seminar room No. 4

11.00–14.30 Indola smart Color & Care. Smart solutions

The new Indola. Smart dye and care. The colour of autumn streets! Now it is easy to be creative! From the style in the streets to hairdos in the parlour. Be informed on how to easily achieve trendy hairdos – as easy as 1, 2, 3. Learn clever techniques from our experts that you simply must try this season – fabulous haircuts, creative dyeing techniques. Listen to the sound, personal advice of our agents and discover a variety of styling techniques.

Conducted by: Jelena Vasariene, the Indola brand agent in the Baltics

Participation fee – none

Seminar room No. 7

17.00 GENEVIE COLLECTION 2018 BY ESTEL

Workshop from the GENEVIE 2018 collection ESTEL Academy. Modern hair dyeing methods. Haircuts for ladies and gentlemen. Hairdos for long hair.

Conducted by: Andrei Pulin, Nikita Kavlakan (Saint Petersburg), Darya Bogdanova (Moscow)

Participation fee: 35 EUR

November 5

Seminar room No. 2

11.00–14.00 Gradient colour design techniques

Colour design techniques with gradual transitions while working simultaneously with several shades of colour. Quick colour techniques, colour lighting, dyeing and colouring streaks.

Conducted by: Marija Tihomirova, Vladimirs Žmiļevskis (Latvia)

Participation fee: 30 EUR

15.00–19.00 Practical work with models for participants of the seminar

Seminar room No. 7 (Hall No. 1, balcony)

14.30–19.00 Hair Cut & Style by Andy Larisch

Pure Identity 2018 hairdo collection – haircut, hairdo and dyeing techniques.

Conducted by: Andy Larisch (Germany)

Participation fee: 20 EUR

Seminar room No. 7 (Hall No. 1, balcony)

11.00–14.00 Balayage and free-style techniques

Learn the trendy Balayage, Ombré and other freehand dyeing techniques. They are techniques that will give you the chance to achieve creative colour patterns for your clients that cannot be repeated.

Conducted by: Dania Bredtmann (Germany), Marina Lāce (Latvia)

Participation fee: 30 EUR

15.00–19.00 Practical work with models for participants of the seminar