

The 16th Joint Baltic Beauty Care Project "Baltic Beauty 2021"
"THE WORLD OF BEAUTIFUL HAIR"
(Riga, Kipsalas iela 8)
Hairstyling Academy

10 December

12:00 – 16:30 Kristaps Slakters-Zvejsalnieks (Latvia)
"Formula for Success. Expert Barber"

12:00 – 14:00 Part 1. Beard Design

Beards are very trendy. The key to a beautiful beard is a well-groomed form, which should ideally be worked on by an expert. Beard grooming – the making of a well-groomed form based on the morphological features of one's face. The work culture of a professional barber. Filling out the customer card. Planning of work, skin and hair analysis. Drawing schemes and understanding terms. How to properly grow and groom a beard in order for it to retain a beautiful and well-groomed look. The most popular hair, moustache, and beard styles. Modern methods of hairstyling.

14:00 – 14:30 Break

14:30 – 16:30 Part 2. Four models – step-by-step walkthrough and work demonstration.

A unique opportunity to get to know the teaching method developed by Kristaps Slakters-Zvejsalnieks.

Fee at the fair – EUR 40, fee online – EUR 30

17:00 – 20:00 Una Jansone (Latvia)

Hair Tattoo

Hair tattoo – a way to personalise your image and highlight your identity. Quick makeover. Suitable for men and women, as well as children. You'll get to see techniques for easier and quicker hair tattoo creation. Line, fill-in, 3D and coloured tattoos, and emoji tattoos for children. Description of the necessary tools and cosmetic products. The seminar is meant for specialists that are new to the field.

Language: Latvian

Fee at the fair – EUR 15, fee online (over Zoom) – EUR 10

11 December

11:00 – 12:00 Pjotrs Palčejs (Latvia)

Hair cutting tools

A seminar for hair stylists to develop their professional skills and learn how to pick the most suitable tools for the right haircut. Maintenance of personal tools to prolong their lifespan. Diagnostics and sharpening of professional scissors for each participant of the seminar.

Fee: EUR 15

12:30 – 15:30 Helena Kuortti (Finland)

Finnish national champion, winner of multiple international hairstylist contests, winner of the silver medal (in the technical category of women's haircuts), coach and international judge at the "OMC HairWorld 2010" World Cup.

Artistic technique – evening hairstyles for long hair

A creative seminar for those who wish to improve their skills in the styling of evening hairstyles for women with long hair. During the seminar, you'll get to know diverse and modern evening hairstyle techniques for long hair, as well as the opportunities they provide. The secrets of hairstyling will be revealed on four models. You'll discover new nuances and professional tricks for working with long hair. After the seminar, those interested will be able to apply for further online training that will include practical assignments with models or mannequins, final attestation, and the possibility to receive the *ARTHAIRFINLAND* certificate.

Fee – EUR 20

16:00 – 19:00 Marija Jermolajeva (Latvia)

Afro marry – braiding

African hairstyle. In this day and age, those are not just braids. Over the past decade, the African hairstyling industry has experienced rapid growth in Europe, and is gradually conquering the Baltics. More and more customers are trying out this style to personalise their image and highlight their identity. The seminar is meant for everyone who wants to try out something new. You don't need a diploma in hairstyling to learn how to do African braids and offer it as a paid service for others. You'll get to know the African ponytail styled with hair bands, 3D braids, the waterfall hairstyle and other types of African hairstyles. A step-by-step walkthrough of the braiding technique, braiding with and without accessories.

Fee at the fair – EUR 20, fee online (over Zoom) – EUR 15

12 December

12:00 – 15:00 Marija Tihomirova (Latvia)

NON-academic colouring

Analysis of pigments included in colouring products and the use of acquired knowledge in practice. How to attain a 100% covering of grey hair. Hair treatment before colouring. Different hair colouring techniques for colour tone attainment from darker ones to lighter ones.

Fee: EUR 20, fee online (over Zoom): EUR 15

15:30 – 18:30 Dania Bredtmann (Germany)

Hair colouring techniques

You'll learn about the German hair colouring and hair strand bleaching techniques "Strahlenfreude", "Farbrausch", and "Hellefreude". There will be a lot of blonde and pastel tones with transitions to *crazy* tones.

Fee: EUR 20, fee online (over Zoom): EUR 15

IMPORTANT INFORMATION!

Seminars can be attended in person by individuals with a valid interoperable COVID-19 certificate and a personal ID or online via Zoom.

The admission fee includes an entrance ticket to "Baltic Beauty 2021". After being accredited, participants of the seminars will be able to pick up their ticket at Gate No. 5 of the Exhibition Centre from 11:00.

Reserve tickets:

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