



PARAMOUNT BEAUTY
presents...

RUNWAY to SUCCESS

MONDAY, OCTOBER 16, 2017
HILTON LONG ISLAND • 598 BROADHOLLOW ROAD • MELVILLE, NY



NEW WAY... RUNWAY

Paramount Beauty invites you, the salon professional, to the new "Runway to Success."

This year, we're taking an education-based approach starring the industry's leading professionals in a one-day-only event. We invite you to start your journey of education by choosing one Look and Learn from our spread of 10 educational seminars.

Getting an elite group of platform artists together is rare and important. The participation of our valued community of salon professionals like you, will be the beauty of this event. We're bringing 10 brands together on one stage. Every 15 minutes, the stage will change and new models will appear, giving each brand an opportunity to present fashion-forward, runway-ready looks live on stage.

Get educated with "Runway to Success."

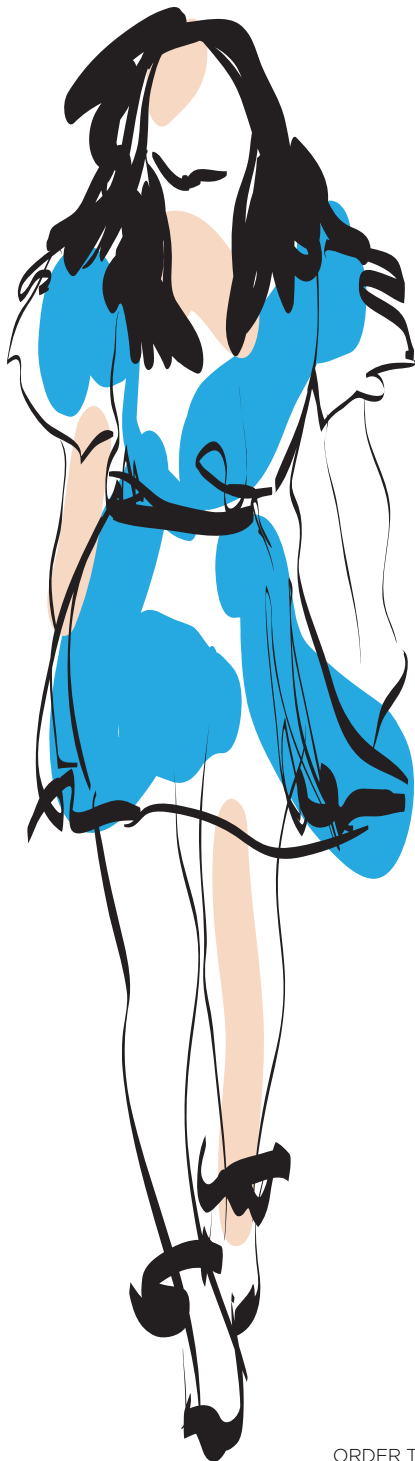
17 TOP INDUSTRY EDUCATORS

10 LOOK AND LEARN SEMINARS

**COCKTAIL RECEPTION
(OPEN BAR)**

**EARLY DINNER BUFFET AND COCKTAILS
(OPEN BAR)**

**10 MANUFACTURER "RUNWAY TO SUCCESS"
STAGE SHOW**



REGISTRATION AND SCHEDULE

tickets \$99

TICKET INCLUDES: Choice of 1 Look and Learn seminar, Cocktail hour, Early Dinner and Cocktails, and Runway to Success stage show presentation.

TO REGISTER...

- order online at www.paramountbeauty.com
- visit a Royal Beauty Supply store location near you
- contact your Paramount Beauty sales consultant
- call Paramount Beauty customer service at 631.242.3737

11:00am

ARRIVE: HILTON LONG ISLAND • 598 BROADHOLLOW ROAD • MELVILLE, NY

11:00am-11:15am

CHECK IN

11:30am-1:30pm

LOOK AND LEARN SEMINARS

ALOXXI
FROM RUNWAY TO REAL WAY
Eisenhower Room

BRAZILIAN PROFESSIONAL
YOUR BUSINESS YOUR WAY:
UNLEASH YOUR CREATIVITY
AND BUILD YOUR BOOKS
Mattituck Room

DAVINES
CUT MY COLOR
AND COLOR MY CUT
Wildwood Room

DEVACURL
INSIDE THE CUT
Heckscher Room

EUFORA
EUFORA STYLING JAM SESSION
Hargrave Room

1:30pm- 2:30pm

COCKTAIL RECEPTION (OPEN BAR)

2:30pm-5:30pm

RUNWAY TO SUCCESS STAGE SHOW PRESENTATION
PLUS EARLY DINNER AND COCKTAILS (OPEN BAR)

JOICO
JOICO GET EDU-TAINED
Salon B

KEUNE
FINDING TRUE BEAUTY
Banfi Room

MOROCCANOIL
A TRADITION OF BEAUTY
Belmont Room

SCHWARZKOPF
SCHWARZKOPF PROFESSIONAL
UNPLUGGED
Salon A

GHD
TOTAL GHD STYLE
Pindar Room

10 LOOK AND LEARN SEMINARS

One Look and Learn is included in your ticket price for "Runway to Success"

ALOXXI FROM RUNWAY TO REAL WAY

presented by

MICHAEL DUENAS

CASSI YOUNG PAXTON

Eisenhower Room

Join Aloxxi artists Michael & Cassi, as they share their passion for the beauty industry and unveil cut, color & style techniques inspired from today's hottest trends. They will share how they take inspiration from Mega Trends, Runway Fashion Shows and Red Carpet events and transform them into "real way" looks for your daily salon business. Discover tips and tricks, color and styling techniques as well as which tools to arm yourself with to offer fresh new looks to your clients.



BRAZILIAN PROFESSIONAL YOUR BUSINESS YOUR WAY:

Unleash your creativity
and build your books

presented by

BRAZILIAN PROFESSIONAL TEAM

Mattituck Room

Join a select group of the Brazilian Professionals Six Figure Stylist team as they bring you the new category services that will help build your business in the ever growing industry of today! You'll learn the latest techniques in customizing the award winning Brazilian Blowout for EVERY client in your salon and how to unleash your creativity with the aid of Behind The Chair's social media manufacturer of the year, Brazilian Bond Builder. They'll share with you a live step-by-step process on how they achieved some of the most popular colors, cuts and styles made possible with their treatment choices as well as how proven marketing strategies helped them and salons nationwide fill their books. Don't miss out on the opportunity to give yourself a raise with doing very little extra work. Become a Six Figure Stylist in 2018!

DAVINES CUT MY COLOR AND COLOR MY CUT

presented by

ANNA PACITTO

ROCH LEMAY

Wildwood Room

Together with Roch, Anna presents 4 cuts and color techniques (2 longer and 2 shorter) from her latest collection inspired by the Salon Pure team and the Davines world. A presentation of the cuts and color techniques including an overview of the seasons inspiration. A truly unique opportunity to get up close and personal with a truly talented Artist with numerous awards under her belt.

DEVACURL INSIDE THE CUT

presented by

DENIS DASILVA

Heckscher Room

With over 200 million naturally curly clients in the U.S. alone, curl specialists are needed more than ever! Get the inside scoop on cutting and caring for curly hair the DevaCurl way! Join DevaCurl Co-Founder, Denis DaSilva, as he demonstrates the revolutionary method for cutting curly hair - the DevaCut. Using a universal roadmap that speaks to the entire curl spectrum (Wavy, Curly & SuperCurly), Denis will delve in to the combined technical and intuitive approach that makes the DevaCurl's cutting approach For All Curl Kind so unique. This is a must see for any professional ready to become a curl specialist.



EUFORA EUFORA STYLING JAM SESSION

presented by

MIRZA BATANOVIC
Hargrave Room

Eufora Style Director, Mirza Batanovic, will be showcasing editorial and photo shoot styling techniques with a focus on the art of texture and upstyling. His presentation is inspired by the vibrancy and architectural elements of NYC and pays tribute to the diversity and creativity found in the city that never sleeps. Eufora products and hot tools will be featured to create a variety of textures and styles that any stylist can easily use behind the chair or at their next editorial photo shoot!

JOICO JOICO GET EDU-TAINED

presented by

BRANDON CORBITT
SHERRY RATAY
JAMIE HERNANDEZ
JORGE MORALES
Salon B

Get Ready to be edu-tained as Joico delivers 2-hours of action packed technical inspiration featuring 3 highly sought after segments covering all aspects of hair design; color, cut, finishing, up styling and braids.

THE ART OF ILLUSION

This opening segment will completely alter your perception! See how "color melting", a modern technique combined with bold, vivid shade selections will add incredible reflection and unique interest to any length of hair. To beautifully compliment the entire look, see first-hand how a customized cut completely transforms the design.

CREATIVITY TAKES SHAPE

Learn how to brilliantly enhance or visually altar your clients face shape through the magic of color placement. Add balance and beauty with "highs" (free hand painting) and "lows" (deposit only color) utilizing "brush blurring" to soften the effect.

TWISTS, KNOTS, BRAIDS & BUNS

The closing segment is dedicated to sexy, messy, brilliantly finished ... yet undone up styling techniques demonstrated by two masters of the trade. You will be dazzled and amazed at how replication is so simple and easy.

KEUNE FINDING TRUE BEAUTY

presented by

MEGHAN HARRAH
CARRIE JUHASZ HORTON
Banfi Room

Combining a passion for hair color, creative cutting techniques along with a drive to help stylist make the most of their time is what makes this duo a must-see. Join Carrie Juhasz and Meghan Harrah translate the most requested social media trends into simple, efficient and salon-able techniques. Carrie and Meghan are both salon owners and busy stylists who are constantly seeking to stay on the forefront of trends and work to develop techniques to create these looks for their clients, always looking to find their clients' True Beauty.

MOROCCANOIL A TRADITION OF BEAUTY

presented by

MARTIN PLASCENCIA
Belmont Room

"A Tradition of Beauty" creative styles that have origins from human anthologies from across the globe. Each look is accompanied with a narrative that tells the story of its cultural beginnings. The styles are modern recreations and incorporate elements from our Essential and Core education offerings.

SCHWARZKOPF SCHWARZKOPF PROFESSIONAL UNPLUGGED

presented by

DAMIEN CARNEY
Salon A

Join Schwarzkopf Professional's North American Creative Director and NAHA Master Hairstylist of the year Damien Carney, and Guest Artist Tatum Neiderhiser, on a journey through our Schwarzkopf Professional portfolio of color, care, and styling. Experience innovative new color placements, and revenue-building styling techniques! Discover customer-friendly looks to sophisticated catwalk styles, you will take away a look for every client! Experience IGORA ROYAL-the heart of our brands, and learn about business building services utilizing many brands within our award-winning portfolio!

GHD TOTAL GHD STYLE

presented by

JANINE JENNINGS
Pindar Room

ghd has one, clear purpose in mind: empower women to look and feel beautiful so they can fulfill their every ambition. From industry leaders to session artists and salon stylists, the most discerning professionals understand that working with the best tools gets the best results. This brilliant course will teach the features and benefits of the full ghd range, tips and tricks to make retailing ghd easy, and our 5 fundamental techniques. Join ghd while we excite and inspire you to increase your knowledge and develop your styling skills and techniques.



RUNWAY to SUCCESS

NO NEED TO FEEL LIKE YOU MISSED YOUR FAVORITE ARTIST...

We're bringing 10 brands together on one stage to deliver top notch presentations in our Runway to Success presentation.

Every 15 minutes, the stage will change and new models will appear, giving each brand an opportunity to present fashion-forward, runway-ready looks live on stage.

ALOXXI



MICHAEL DUENAS

Michael is well known for enthusiastically sharing tips and tricks for creating the most fashionable yet relevant styles seen on the runways and in print.



CASSI YOUNG PAXTON

Cassi brings a wealth of experience and inspiration to Aloxxi and the beauty industry. Whether on stage, on set for photo shoots, in a classroom or salon, Cassi shares her infectious passion for creating beautiful hair.

BRAZILIAN PROFESSIONAL



BRAZILIAN PROFESSIONAL TEAM

Join a select group of the Brazilian Professionals Six Figure Stylist team as they bring you the new category services that will help build your business in the ever-growing industry of today!

DEVACURL

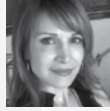
DENIS DASILVA



Denis made the case for products geared towards curly hair early on, creating the first five DevaCurl products: No-Poo, Low Poo, One Condition, Light Defining Gel, and Set It Free.

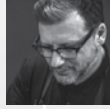


DAVINES



ANNA PACITTO

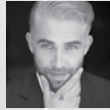
Anna began competing at hairdressing in 1995. Between hands-on competitions and various images awards (Mirror, Contessa, & NAHA), Anna has won nearly 30 awards.



ROCH LEMAY

Lemay believes that as colorists, we can manipulate the energy of colors, giving us the power to transform the hair fiber to a new dimension that will create a signature look for each of your clients.

EUFORA



MIRZA BATANOVIC

Mirza's love of sharing his knowledge and inspiration is evident in his classes. His talent and skills range from core technical to creative and avant-garde in cutting, long hairdressing, and color techniques.

RUNWAY TO SUCCESS PRESENTATIONS ORDER

KEUNE

BRAZILIAN PROFESSIONAL

GHD

ALOXXI

EUFORA

JOICO

DAVINES

DEVACURL

SCHWARZKOPF

MOROCCANOIL

JOICO



BRANDON CORBITT

Brandon's dedication to the world of beauty is driven by his tenacity and hard work to make every client he sees feel beautiful inside and out.



SHERRY RATAY

Sherry Ratay is an internationally-acclaimed, celebrity colorist, award-winning color expert and salon owner.



JAMIE HERNANDEZ

JORGE MORALES

Their constant education, enthusiasm and vision are the reasons why they are among the elite hairdressers in New York.

KEUNE



MEGHAN HARRAH

Meghan Harrah opened her salon, EYEFUL Beauty in Lowell, Mass in 2009. She is a disabled veteran who believes in a "team" with talent, education, customer service, and community involvement.



CARRIE JUHASZ HORTON

Carrie Juhasz Horton is one of Keune's rising stars. For the past 15 years, her passion for the salon industry has taken her all over North America.

MOROCCANOIL



MARTIN PLASCENCIA

Martin trained with Vidal Sassoon and TONI&GUY. Within the last decade, he has become a haircutting specialist, and prides himself in the precision of his technique.

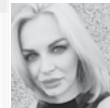
SCHWARZKOPF



DAMIEN CARNEY

Through his vision, Carney inspires artists around the world to take hair design to the highest level of creativity and excellence.

GHD



JANINE JENNINGS

Janine joined ghd as the Creative Educator for Scotland and the North East and within a year she won the "Educator of The Year" award.



Share your favorite "Runway to Success" moment with
#pararunway for a chance to win.

Follow **@paramountbeauty** on Facebook and Instagram
the day of the event for an exclusive look behind the scenes.

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ORDER TICKETS ONLINE AT WWW.PARAMOUNTBEAUTY.COM