

MONDAY  
OCTOBER 15, 2018



*Join  
me*

at Runway 2019

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PARAMOUNT **BEAUTY**  
service with style

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A full day of intensive  
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WELCOME TO RUNWAY 2019

# *The Enigma of Beauty*

– Monday, October 15, 2018 –



**HOSTED BY PARAMOUNT BEAUTY**

HILTON LONG ISLAND • 598 BROADHOLLOW ROAD • MELVILLE, NY

WELCOME TO RUNWAY 2019

# The Enigma of Beauty

One day, a street artist decided he would create a portrait of the most beautiful woman that ever was; so stunning that no one would be able to deny

*her pure and absolute beauty.*

He sketched features he admired from all the women of the city. Just as soon as he picked up his pencil, he put it down. What would the one most beautiful woman look like?



*She must be ageless, yet timeless.*

She does not identify with any size or skin color, yet she is diverse. She is real, raw, yet she transcends society's beliefs of what beauty is supposed to be.

The artist quickly realized he would never be able to create the most beautiful woman. All of the women he saw were beautiful. He could not offend their beauty by confining it.

Beauty is provocative, eclectic, poetic, whimsical and most of all, personal. Beauty is an expression of our deepest selves. It flows from us free and unscripted.

We interpret beauty through the lens of our own experience. It is recreated again and again. The artist picked up his pencil and began to draw.

He finally understood the concept that defies definition yet surrounds us every day so viscerally. Looking upon his completed work, the artist had created

*The Enigma of Beauty.*



# Registration & Schedule

17 artists. 1 stage. Unlimited creativity.

TICKETS \$99

**TICKET INCLUDES:** Choice of one 2-hour look and learn session followed by lunch and cocktails, concluding with Runway Stage Presentation

## TO REGISTER:

- Order online at [paramountbeauty.com](http://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

9:30AM – 9:45AM

## CHECK IN

10:00AM – 12:00PM

### LOOK AND LEARNS

10:00AM

#### DAVINES

A Showcase of Bobs

#### SCHWARZKOPF PROFESSIONAL

The Best Blonder  
in the Business

#### KEUNE

Trends in Color & Design

10:15AM

#### JOICO

The JOI is the Journey

#### L'ANZA

Transcending Balayage

#### ALOXI

Design on the Edge

#### DEVACURL

For All Curl Kind

10:30AM

#### EUFORA

Editorial Upstyling

#### MOROCCANOIL

The Freedom Collection

#### BRAZILIAN PROFESSIONALS

Express Yourself:  
Advanced Techniques

12:00PM – 1:00PM

## LUNCH

1:00PM – 4:00PM

## RUNWAY STAGE PRESENTATION

Featuring keynote speaker Vivienne Mackinder

# Keynote Speaker



**VIVIENNE MACKINDER,  
JOICO GUEST ARTISTIC DIRECTOR**

Joico Guest Artistic Director, Vivienne Mackinder is a seven-time winner of the North American Hairstyling Awards (NAHA) and the recipient of NAHA's Lifetime Achievement Award. As Runway 2019's honorary keynote speaker, Vivienne will explore the primary motivation to becoming a hairdresser: to be creative, transform lives and earn a great living. Filled with humor and thought-provoking insights, she will unveil how to unleash and nurture your creativity while feeding both your heart and pocket.



**A SHOWCASE OF BOBS** WITH  
CHRISTINE ZILINSKI . . . 10:00AM

Inspired by runway and the street styles, Christine Zilinski keeps it blunt. She will showcase a variation of bobs focusing on **intricate graduation and texture**. The looks will have a creative twist, yet are wearable and salon-friendly.



**Christine Zilinski** has a strong foundation in the professional beauty industry – gained by decades working with the thought-leaders in hair. She has cultivated her creative and technical skills to become one of the top Davines Artistic Team Members.



## Schwarzkopf

**THE BEST BLONDER IN THE  
BUSINESS** WITH KIM VŌ AND  
AMY MCMANUS . . . . . 10:00AM

An educational experience featuring the best blonder in the business, Kim VŌ and social media balayage specialist and influencer @camouflageandbalayage, Amy McManus! Using the new IGORA VIBRANCE, learn fast and easy **hand painting techniques** along with perfect **toning formulations** for platinum blondes, cotton candy pastels or eye popping vivids!



**Kim VŌ** is a world renowned educator and beauty and style expert. He is the owner of Kim VŌ Salons at Montage and VŌBlow Salons. Vogue Magazine has named him the “Best Blonder in the Business.”



**Amy McManus** is better known on social media as @camouflageandbalayage. For eleven years, she has been the owner and operator of Trinity Salon in Massachusetts.



**TRENDS IN COLOR & DESIGN**  
WITH ELI MANCHA AND  
ALICIA DIXON . . . . . 10:00AM

Join Keune Haircosmetics as two creative minds collaborate to share the **latest trends in haircolor and design**. Don't miss this opportunity to learn usable techniques that will inspire you and your salon guest.



**Eli Mancha**, Keune Advanced Academy Trainer, is a world class platform artist educating thousands of stylists and was honored with the industry's most prestigious award as NAHA 2011 North American Hairstylist of the Year.



**Alicia Dixon** is an educator for Keune Haircosmetics both in salons and at the Keune Academy in Atlanta, Georgia. She specializes in balayage, with a special love for all things blonde.

“ WHAT WOULD THE  
*most beautiful woman*  
LOOK LIKE? ”

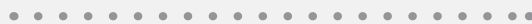


**THE JOI IS THE JOURNEY**  
WITH JAIME HERNANDEZ,  
JORGE MORALES, MARK MILETI  
AND ZOE CARPENTER . . 10:15AM

Four masters unveil how they artfully leverage color, cut and design to skillfully shape refreshing yet commercially modern “must-have” looks. See “step-by technical-step”: **shadow rooting, color contouring and balayage** plus styling.



**Jaime Hernandez** specializes in precision cut, color technique, styling and long hair dressing. He serves as an inspiration to his peers and fellow beauticians, all while honoring his family legacy of enhancing beauty.



**Jorge Morales** specializes in precision cut, color techniques, styling and long hair dressing styles, braids and updos. His works of art have been highlighted in events like fashion week, and are also highlighted within the Latin-American community.



**Mark Miletì** has spent the better part of the last three decades devoted to the art of hair color. By working closely with Beth Minardi, first as her protégé and then as her Color Director, he has established himself as one of New York's most sought after colorists.



**Zoe Carpenter** works at the esteemed Kim Vō Salon in Beverly Hills. She has expanded her role with Joico and now represents the entire family of Joico brands offering a true JoiColor experience.

# L'ANZA

**TRANSCENDING  
BALAYAGE** WITH  
AMMON CARVER . . . . . 10:15AM

Add depth to your **balayage techniques** with rich transcending hues. Explore strategic placement to create the right tonal shifts and deepen your overall results. Amplify your **styling techniques** with dimensional styling.



Since making his professional career debut, L'ANZA Global Creative Director **Ammon Carver** has become a prominent industry force and unparalleled beauty expert. He has received nine North American Hairstyling Awards (NAHA) nominations and brought home trophies in 2016 for Master Stylist of the Year and Salon Team of the Year.



# Aloxxi

**DESIGN ON THE EDGE**  
WITH ROBERTINA  
MARTINEZ . . . . . 10:15AM

Join Robertina and the Aloxxi Creative Team as they work with shapes, patterns, **color placement**, product and personalized color selection to create fashion forward looks and deliver **high-end cut, color and styling** results with ease.



**Robertina Martinez** is a lead hairdresser at the renowned Amari Salon & Spa in Salt Lake City, Utah, and member of Aloxxi's National Education Team.

“

*We  
interpret  
beauty*

THROUGH THE LENS OF  
OUR OWN  
EXPERIENCE.

”

# DevaCurl

**FOR ALL CURL KIND** WITH  
CAROLYN LONG . . . . . 10:15AM

Get the inside scoop on cutting and caring for curly hair with Carolyn Long as she shares the **revolutionary DevaCut**, a universal roadmap that speaks to **wavy, curly and super curly** textures, along with tips and tricks for using DevaCurl's full range of treatment and styling products developed For All Curl Kind.



**Carolyn Long** is a Regional Trainer and Artist for DevaCurl, educating new members of the DevaCurl team and instructing throughout the country, including the DevaCurl academies in New York City and Los Angeles.





# eufora.

**EDITORIAL UPSTYLING**  
WITH MIRZA BATANOVIC AND  
LISA WARREN. . . . . 10:30AM

Take an artistic journey through the world of **editorial upstyling**. Learn new, invaluable techniques and systems for moving hair up in an inspiring way! Leave with renewed confidence to design the perfect upstyle for any occasion, maximize the use of your “time to craft” and create visual and spatial style balance, and understand the importance of product, tool and technique choices.



**Mirza Batanovic**, Eufora Style Director and NAHA Winner, started his journey in the professional salon industry in 2003 and joined the Eufora Education team in 2008. He quickly became one of the most sought-after educators in the Eufora network due to his natural creative eye.



**Lisa Warren** is a Eufora National Trainer. Lisa’s creativity and artful eye has won her many accolades and awards, such as the Eufora Stylist of the Year Award.



# MOROCCANOIL®

**THE FREEDOM COLLECTION**  
WITH LIZA ESPINOZA . . 10:30AM

Be there for the **fearless debut of the newest styling collection**, “Freedom” and the latest from the Signature Cutting series, the “Stone Groove” Shag. The collection celebrates a woman’s independence and her desire to thrive as an unstoppable force in both her personal and professional lives.



**Liza Espinoza**, Moroccanoil Academy Team Member and Salon Owner, has enjoyed many accomplishments, including multiple North American Hairstyling Award (NAHA) nominations. Her imaginative hairdressing approach sets her apart as an innovative member of the Moroccanoil Creative Design Team.



# BRAZILIAN PROFESSIONALS

**EXPRESS YOURSELF:  
ADVANCED TECHNIQUES** WITH  
TOMMY SCHIAVONE . . . 10:30AM

Join the Brazilian Professionals Artists for a master’s approach to increasing revenue in your salon featuring **hybrid blonding and balayage** techniques, master certification and advanced master certification for existing Brazilian Blowout stylists, and the unveiling of their newest treatment happening this fall.



**Thomas Schiavone** is a corrective hair specialist, certified master colorist and texture cutting specialist who has worked alongside top artists from around the world.



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Get the offers you see today without the hassle.

**[paramountbeauty.com/runway](https://paramountbeauty.com/runway)**