

# INTERNATIONAL SHADES OF BEAUTY™

## CLASSES 2021



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Shades of Beauty™

### THE ART OF SCULPING THE NATURAL BROW

#### DR. FAITH OLIVER ROBERTSON



In this interactive class, the students will learn the do's and don'ts of shaping and enhancing their natural eyebrows. As I use a live model, they will see the process of proper brow sculping from start to finish. Students will also learn proper maintenance, care, and

enhancement techniques. I will also introduce The Simply Sculpted Brow Kit which is an all-inclusive kit that helps women to fill in and maintain their beautifully sculpted brow between their professional appointments. You will learn about tools, the Ombre brow technique, and the correct brow shape for one's facial features.

#### "LOVING THE SKIN YOU'RE IN"

In this class, I will be addressing common skin issues like acne, hyperpigmentation, and signs of aging. I will also explain the treatment goals for oily, dry, and combination skin. I will introduce products and ingredients to combat those issues. The attendees will walk away with a greater knowledge of causes and treatments of skin issues as well as a greater understanding of the importance of knowing exactly what's in skin care products. I will introduce Truth by Dr Faith, the medical grade skincare line and explain its benefits.



### THE BOSS BUSINESS CODE" HOW TO MOVE YOUR BUSINESS TO MILLIONS!

#### DR. SONYA HAMM



In this session you will take away powerful keys to activate:

1. The Most Overlooked Million-Dollar Asset.
2. Your Million-Dollar Blueprint.
3. Your Million-Dollar Squad.

Get Ready to Accelerate Your Income, Influence, and Impact!

### ITS MORE THAN TECHNIQUES & TOOLS



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TRACCI JOHNSON

PENNA'E AKPURU

In the industry of beauty there is a multitude of talented and creative people with potential to become leaders in the beauty industry. However, there's a common denominator that hinders true success - mastering the craft of business. Knowing the latest techniques coupled with purchasing all the hottest hair tools and products will only make you a talented hairstylist. When you make the decision to move from behind the chair and take the steps to growing a nationally recognized global household beauty brand there are some key elements that you will have to learn. Joining Penna'e & Tracci at 'It's More than Tools and Techniques' will be a life and business transformation. Together they will provide you step by step ways to grow your business and become one of the most sought after beauty professionals in the country. You will connect back to you why and be reminded how amazing you are the most importance is clients and customers. Things to consider as you decide to move from behind the chair to expand and or elevate.

1. Have an exceptional team
2. Not only look good, but feel good
3. Possess a next level mindset

You will learn:

1. Financial wisdom
2. Marketing and promotions
3. Health & wellness
4. Managing your emotions
5. Managing yourself
6. Managing your business
7. Managing your mind, body, soul & spirit.

INVESTING IN OUR CLASS IS TRULY YOUR LIFE AND BUSINESS BEST INVESTMENT! ALLOW US TO LOVE YOU ON AND WATCH YOU WIN!!!

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### YOU'RE BEAUTIFUL FROM THE INSIDE OUT: NOURISHING YOUR SELF-CARE

#### SHANI BRINKLEY



In this workshop with Holistic Health Coach, Shani Brinkley, attendees will explore what is Self-care and how to cultivate a daily practice in your life. Self-care is important for all of us, especially anyone in the service industry. Giving of yourself everyday shouldn't

leave you depleted. Shani will teach you how to give from your overflow. You'll leave with key tips and strategies to protect your energy, nourish your soul and listen to what your body is saying.



### LIGHTS MAKEUP CAMERA ACTION: THE TEA ON BECOMING A PROFESSIONAL MUA FOR MAJOR FILMS AND MOTION PICTURES.

#### MARIETTA CARTER-NARCISSE



If you ever dreamed about being a MUA Rockstar who works on films and movie sets, you must know making up celebrity faces for Hollywood Motion Pictures is different than doing makeup for award shows, fashion shows, television, and

makeup studios. The legend herself, Educator, Makeup Artist, and Beautypreneur, Marietta Carter-Narcisse, will share how professional makeup artists can transition into film and movies, behind the scene makeup in the film industry, what department heads are looking for when hiring their teams, dissect the steps it takes to bring movie characters to life, and film product knowledge. Tools needed: Notepad and Pen.

### "WHAT IS PANDEMIC HAIR?"

#### ANDREA 'DR.DRE' RAMSEUR



Investigate how hair has been impacted by Covid-19 quarantine. People were inside their home without professional skills, products or knowledge of product usage. Let's debunk the myth of social media educated clients who were unconsciously abusing their hair strands.



### 6 FIGURE BEAUTY BRAND BASICS- HOW TO GROW YOUR BEAUTY BRAND TO 6 FIGURES AND BEYOND

#### TANIEKA VANCE-RANDALL

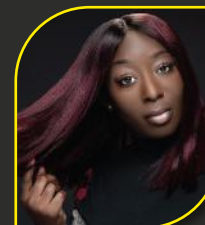


At the end of this class you will know  
-How Tee personally grew her brand  
-Tee's Hair Secret revenue from a \$34k year in 2019 to \$30k+ months in 2020.  
-Do's and Don't when scaling your beauty brand.-Tee's must-have apps or services.-Tee's timesaving equipment for product manufacturing.



### TITLE: THE BEST MADE WIG

#### BRANDI AMBROSE



In this 2 hour course, students will learn the proper functions of the sewing machine to create full Custom Wig units, Upart wig units, Frontal/Closure Units. We provide you with wholesale private labeling information for hair/beauty products, marketing and how to make \$500 or more for your first unit!

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### MEN WANT HEALTHY PERIODS TOO, PERIOD.



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**DEMOND CRUMP**

**OLIA ALEXANDER**

Why would a black man build a business dedicated to women having healthy periods? Wellness and women's health go hand in hand. Mr. Crump, CEO of REIGN Sanitary Pads and Olia Alexander, CEO of Face 2 Face With Olia and a REIGN Distributor will have a candid conversation about the next revolution in menstrual care products. REIGN is a black-owned company and their pads not only keep women comfortable and dry during their periods but also helps with overall menstrual health and wellness. Not all pads are made equal; we will learn why REIGN's Nobel Prize winning Graphene sets the company's products above other big giants in the industry. The company is steadily growing, and their sales increased during the COVID 19 Pandemic. We will find out why and how we can get a piece of the pie.



### PROTECT YOUR BUSINESS IN ADVANCE - WHY BUSINESS ESTATE PLANNING IS IMPORTANT!

#### LASHEA CAVERS



Lashea is the owner of Synergy Innovative Solutions, LLC, a start-up small business that offers business services to new and existing business owners and entrepreneurs; and co-owner of SheServes2, LLC, a start-up

business that offers resources and support to military spouses and women service members

### BRANDING, MARKETING, AND DISTRIBUTING: A BUSINESS BLUEPRINT FOR SUCCESS



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**LAFAYETTE JONES**

**SANDRA MILLER JONES**

In this class, we definitely want to keep up with the Joneses. This power couple have many years of experience in branding, marketing, product distribution, and sales working for well-known companies such as Lever Brothers, Pillsbury Company, General Mills, ConAgra Foods, Kraft, Hunt-Wesson, Johnson Products, Supreme Beauty Products, American Health and Beauty Aids Institute, Quaker Oats, etc. Mr. and Mrs. Jones both retired from Corporate America and became serial entrepreneurs; they now own and operate several companies. If you ever had a dream to develop your own products and distribute them globally in retail stores or via ecommerce, you do not want to miss this class. You will learn the ins and outs of branding, the importance of having a marketing and communication strategy, and a protocol for getting your products from your kitchen to a shelf in a store. Tools Needed: Notepad and Pen



### FRESH PERSPECTIVES : THE ART OF AIRBRUSH

#### VICTORIA PRINCE



Participants will learn how to put their best face forward by achieving a flawless makeup application with professional results using airbrush makeup.





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### KNOWING THE SKIN YOU ARE IN: HYPERPIGMENTATION BE GONE

#### ESENAM ADETUNJI



Learn how to get rid of your hyperpigmentation and most importantly, how to prevent it, because when it comes to hyperpigmentation prevention is the best cure.



### THE JOY OF FASHION

#### OMOLARA ODEDIRAN-AYODEJI



An overview of starting and producing a fashion collection! - Planning your collection (create a timeline for subsequent steps); ideation, creating a sketch, choosing your fabric, working on your prototypes, reviewing the production (rectifying the minor and major oversights. e.g. poor finishing), mass production & quality control, product shoot ( what type of shoot? lifestyle, etc), product preview, launching and promotions

### WHEN COLOR & A PERFECT CUT UNITE: A CUT MASTER'S SECRETS TO OBTAINING THE OPTIMUM HAIRSTYLE

#### CHRISTIAN MARVIS



In order to have a beautiful style or look, a nice cut or trim is the first step followed by using the right products for the hair type. When color enters the equation, selecting the right color (Every color is not for everyone!) is a must. In

this class, attendees will learn the following:

- how to properly cut and shape hair
- how to master color by choosing the right color(s), toning, and application
- how to maintain the look

### MASTERING THE DROP LINE TECHNIQUE

#### ESTHER TABASU



If you are passionate about healthy hair and protecting your "crown of glory" from the consequences of certain hairstyles such as sew-in weaves and over-processed hair, then this is the session for you. Ester will share a popular protective style used in Kenya called drop lines using salsa braids/hair.



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