

#1 BEAUTY & EDUCATION SUMMIT

ELEVATE YOUR SKILLS

LEARN FROM SOME OF THE BEST
EDUCATORS IN THE INDUSTRY!



HERSHE
HAIR EDUCATION
BEAUTY SUMMIT
LEARN & GROW

LEARN & GROW

EDUCATORS



CLASS TOPIC

The Body **BLOW DRY** **MAY 4TH** "ART OF CREATING LUSCIOUS VOLUME & MOVEMENT"



JTAVAR

@jtavar_

ROOM: A - 10:30 AM

Join this hands-on styling class to master the art of blow-drying using multiple round brushes. Learn two signature techniques: The Body Blow Dry, which creates volume and movement, and The Bone Straight, a sleek finish without a flat iron. Expert instructors will guide you through brush control, rhythm, and product selection for long-lasting, salon-quality results. Whether you're a seasoned stylist or just starting out, this workshop will elevate your blow-drying skills and enhance your client experience. Unlock the secrets to flawless styling and transform your blow-dry technique into an art form!ve that coveted, salon-fresh look.

CLASS TOPIC

Loc **STYLING** **MAY 4TH** "MAXIMUM YOUR INCOME WITH INNOVATIVE TECHNIQUES"



MZ LADY LOX

@mzladylox

ROOM: A - 12:00 PM

This hands-on boot camp is designed to obtain knowledge on loc styling, loc maintenance, loc grooming, and building techniques to ensure that hair care professionals walk away with an array of skills to offer services. During class, all demonstrations will be done on mannequin heads and/or models.

CLASS TOPIC

BUILDING BUSINESS **MAY**
In Beauty **4TH**



ERINN POPE

@epthequeen / @cospresnetwork

ROOM: A - 1:30 PM

Dive into the beauty of business in the beauty industry! This class covers key topics like developing a strong brand identity, enhancing customer retention, ensuring legal protection, and implementing effective marketing strategies. We'll also highlight the importance of community outreach to build lasting relationships. Attendees will gain insights into these often-overlooked elements, helping them create a holistic approach to elevate their brand and foster customer loyalty. Perfect for anyone in the beauty sector looking to grow their business and thrive in a dynamic industry.

CLASS TOPIC

Skin **CARE** **MAY**
"PAMPER THYSELF WITH SENSATIONAL FACES" **4TH**



TONYA NOWDEN

@sensationalfaces

ROOM: A - 3:00 PM

"Pamper Thyself" is a comprehensive skincare class designed to empower individuals with the knowledge and skills to care for their skin effectively. The class focuses on understanding different skin types and the selection and use of skincare products tailored to individual needs. Participants will learn to identify their skin type, understand the ingredients and formulations in skincare products, and create a personalized skincare routine.

CLASS TOPIC

Stitch **BRAIDS** MAY 4TH
"THE SCIENCE OF STITCH BRAIDING WITH LOCN"



MEYA SOPHIA
@meya__sophia

ROOM: A - 4:30 PM

Learn product knowledge, parting, creating clean stitches, and longevity.

CLASS TOPIC

Hair **COLOR** MAY 4TH
"THE DO'S AND DON'TS WITH AMOURE COLORE"



CORI EARL
@amorecolorepro

ROOM: B - 10:30 AM

In this color crash course, stylists learn to create stunning hair colors without pre-made formulations. It begins with analyzing real-world inspiration from client requests, magazines, and websites, challenging students to think critically about color formulation. The focus then shifts to understanding hair type, structure, density, and porosity to develop customized formulas. Through expert instruction, stylists will master product selection and application techniques to bring their vision to life. Develop the skills and confidence to formulate and achieve any hair color with precision and creativity.

CLASS TOPIC

Pixie **WEAVES** **MAY 4TH**
"THE ART OF NATURAL PIXIE WEAVES"



EKEENA MAJORS

@keena360 @masters_brand
@stylist2ceosociety

ROOM: B - 12:00 PM

Learn how to achieve a flawless natural textured pixie weave using expert cutting tools and techniques. Attendees will learn my exact methods to create a seamless, natural look. Perfect for stylists looking to refine their skills and master the art of textured pixie weaves.

CLASS TOPIC

HAIRLOSS **MAY 4TH**
Solutions
"WIG MAKING 101"



ALEXIS BAXTER

@iamalexisbaxter @Phillyhairhealer

ROOM: B - 1:30 PM

Discover the art of crafting a wig using the sewing machine.

CLASS TOPIC

Raising **THE BAR** **MAY 4TH**
“ CREATIVE BRAIDING AND BRAND BUILDING ”



TIFFANY POLES
@typhsbraids

ROOM: B - 3:00 PM

Join a passionate, licensed natural hair specialist with over 20 years of braiding experience, including 10 years as a celebrity braider. This class offers valuable insights on not only mastering trending styles but also creating your own unique wave in the industry. Learn how to thrive, sustain a long-lasting career, and stay ahead in this ever-evolving field. Perfect for everyone ready to elevate their natural hair expertise and build a lasting brand.

CLASS TOPIC

Locs & **FADES** **MAY 4TH**



CROWNED BY SAVVY
@crownedbysavvy

ROOM: B - 4:30 PM

This class focuses on expert loc maintenance and precision haircutting, providing essential techniques for healthy, well-groomed hair. Participants will learn how to properly care for locs, including scalp treatments, hydration methods, and trimming techniques to maintain shape and structure. The session will also highlight the use of all-natural haircare products, including hydration mist, scalp oil, and leave-in conditioner, to nourish both the hair and scalp.

CLASS TOPIC

HAIR *Tattoos* MAY 4TH

"CRAFTING CAPTIVATING BARBERING DESIGNS."



TONI BANKS

@thetonibanks911

ROOM: C - 10:30 AM

“ Hair tattoo designs are my specialty, and they have become a signature element of my craft. These intricate and eye-catching designs not only set me apart in the industry but also help barbers significantly increase their clientele—even if clients don’t opt for such bold styles themselves. I teach barbers how to master the art of detail and design placement, a skill that parallels the precision required in actual tattoo artistry. Proper placement ensures that the designs command attention and stand out to the average eye.”

CLASS TOPIC

FABULOUS *Nails* MAY 4TH

"PREP & STYLE NAILS LIKE A PRO"



JACQUELINE PASTRANA

@nails_byjacqueline

ROOM: C - 12:00 PM

“ Learn the fundamentals of proper nail prep, from cuticle cleaning to flawless filing techniques. Master the art of tip application and encapsulation, ensuring long-lasting and durable nails. We'll cover proper product application, smooth filing, and nail art techniques. Whether you're a beginner or looking to refine your craft, this course provides the knowledge and confidence to elevate your nail artistry.”

CLASS TOPIC

LASHES WITH *Tany Minks* **MAY 4TH**
"DO'S & DON'TS OF LASH EXTENSIONS"



TANY MINKS

@tanyminksco

ROOM: C - 1:30 PM

Attendees will learn how to properly make a lash fan, inaugurating the lash wrapping method to ensure one-month retention.

CLASS TOPIC

Time **EFFICIENCY** **MAY 4TH**
"BUILDING A SUCCESSFUL CLIENT BOOK"



NICHOLAS MAYER

@nick_thebarber43

ROOM: C - 3:00 PM

This session will introduce essential techniques developed over a decade of professional barbering, focusing on time efficiency behind the chair. By mastering strategic shortcuts, barbers can increase their client base without sacrificing quality. The discussion will cover key fundamentals that contribute to long-term success in the industry, including providing exceptional service, maintaining proper health and hygiene, and practicing self-care. Attendees will also explore the impact of networking and social media in building a strong reputation and expanding reach. Designed for both new and experienced professionals, this class offers valuable insights to enhance efficiency and career growth.

CLASS TOPIC

What **UNIT!!** **MAY 4TH**
"MEN'S HAIR REPLACEMENT UNIT"



BOBBY HARRIS

@I_Am_BobbyHarris

ROOM: C - 4:30 PM

Hair loss affects many men, whether due to alopecia, male pattern baldness, or genetics. This class focuses on restoring confidence and a youthful appearance through the art of men's hair units, also known as "man weaves." More than just applying hair, this technique requires skill and precision. Attendees will learn proper tool selection, clipper techniques, hair placement, skin preparation, product selection, color enhancement, fading tips, and client maintenance. This hands-on session provides essential knowledge to master men's hair replacement and create natural, long-lasting results that keep clients looking and feeling their best.

CLASS TOPIC

Mastering **MICROLOCS** **MAY 4TH**
"NATURAL HAIR ESSENTIALS AND PROFESSIONAL GROWTH"



KENYETTA CLARKE

@elite_ladez_only

ROOM: D - 10:30 AM

With the growing demand for natural hair stylists and microlocs professionals, this class covers everything you need to succeed in this thriving industry. Learn the basics of natural hair care, how to build and grow your platform, and the art of microlocs installation, design, treatment, repair, and maintenance. This class is for anyone looking to specialize in locs and enhance their skill set in the natural hair industry.

CLASS TOPIC

No **GLUE** *No* **FUSS**

**MAY
4TH**

"UNLOCK THE INDUSTRY'S BEST KEPT SECRETS"



J STAY READY

@jstayready

ROOM: D - 12:00 PM

J will demonstrate how to achieve a flawless wig installation without the use of any adhesives. In this look & learn session you'll unlock the industry's best kept secrets to styling, product use, and turning any lace you own into your new favorite glue-less unit.

CLASS TOPIC

Wick **STYLES**
TECHNIQUES

**MAY
4TH**



THE WICK LADY

@thewicklady

ROOM: D - 1:30 PM

Explore the unique world of wick styles and the culture behind them. This class covers how to start wicks from natural hair and locs, along with comprehensive crochet techniques and proper needle use. Learn the essential skills and tricks for creating and maintaining wick styles, while gaining a deeper understanding of the cultural significance and artistry involved.

CLASS TOPIC

Perfect your

PRESS **MAY 4TH**

"FROM START TO FINISH"



BRITNEE KRISTINE

@britneekristine

ROOM: D - 3:00 PM

Join Britnee Kristine for "Perfect Your Press," a look and learn workshop designed to elevate your silk press skills. In this comprehensive session, you'll learn the essentials of delivering a flawless silk press service, focusing on client consultations, retention strategies, and effective client preparation. Discover the best products and techniques to achieve stunning results while avoiding heat damage, all aimed at helping you build lasting client relationships and a successful silk press business.

CLASS TOPIC

Structured
GEL MANICURE **MAY 4TH**

"PREP, PRODUCTS, AND PROCEDURES WITH LUX GEL"



SHANA REED

@Luxury_manicuresbyshana

ROOM: D - 4:30 PM

Discover the secrets to achieving a perfectly crafted gel manicure that endures for a splendid four weeks! Special discounts are available!

CLASS TOPIC

Beard Grooming &
UPSELLING TECHNIQUES **MAY 5TH**
" WITH THAT URBAN EDGE "



NANDO CORPS

@nandocorps

ROOM: A - 10:30 AM

Learn the essentials of proper beard care, including how to moisturize both the beard and the skin underneath to promote healthy growth while preventing dryness and irritation. This class will cover product selection, application techniques, and the importance of using high-quality grooming products. You'll also discover how offering premium beard care services and recommending top-tier products can help you upsell, enhance the client experience, and boost your revenue.

CLASS TOPIC

The **ART OF WAXING** **MAY 5TH**
"BEGINNER'S GUIDE TO HAIR REMOVAL WITH SENSATIONAL FACES"



TONYA NOWDEN

@sensationalfaces

ROOM: A - 12:00 PM

Unlock the secrets to smooth, hair-free skin! This introductory class is perfect for those looking to learn safe and effective waxing techniques, whether for personal use or a future in beauty. Gain hands-on experience and expert guidance on skin preparation, waxing methods, and post-care. You'll also explore different wax types, hair growth patterns, and client comfort strategies. Build confidence in your skills and start your waxing journey with this comprehensive course designed to help you achieve smooth, professional results.

CLASS TOPIC

The Beauty of **BUSINESS** **MAY 5TH**
"ALL BEAUTY ENTREPRENEURS ARE WELCOME"



GERDIE RENÉ GORDON

@GerdieReneGordon

ROOM: A - 1:30 PM

Most beauty businesses fail NOT due to the lack of great results and happy clients. Most beauty businesses fail due to lack of foundation, no clear direction and missing or grossly inadequate systems and models in place. This class breaks down the key fundamentals to ensuring an efficient, sustainable, and profitable beauty business. All beauty entrepreneurs are welcome including hairstylists, nail technicians, barbers, estheticians, and more!

CLASS TOPIC

The Art of **FACIAL MASSAGE** **MAY 5TH**
"FOR GLOWING SKIN"



NATASHA SHANEE

@natashashanee

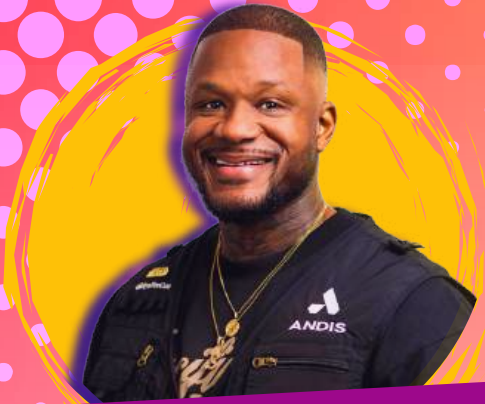
ROOM: B - 10:30 AM

Learn easy facial massage techniques using skincare tools like jade rollers, gua sha stones, LED light therapy, and more. FREE Skincare journal & product matching included with the class!

CLASS TOPIC

FADING *Made Simple* MAY 5TH

“ IMPORTANCE OF CLIENT RETENTION ”



SLY BROOKS

@slyfirecutz

ROOM: A - 12:00 PM

The ability to cut hair more efficiently while maintaining the quality of service! Through a simple system.

CLASS TOPIC

NAIL *Microchip* MAY 5TH

“ WITH CREATIVE TOUCH ”



TANSY HARPER

@Creativetouch111

@CreativeTouchHairAndNailSalon

ROOM: B - 1:30 PM

Stay ahead of the game with the latest technology in nail artistry. Learn how to replace traditional business cards with a cutting-edge microchip embedded in the nail. Plus, discover our innovative soak-off gel extension system—designed for flawless application with no damage to natural nails and no harsh odors. This class will introduce you to the essential professional nail tools needed to achieve the perfect nail.

CLASS TOPIC



SHAMEEKA STANLEY

@hair_and_health

The Curl
REVIVAL METHOD

"WITH PUREO NATURAL PRODUCTS"

**MAY
5TH**

ROOM: C - 10:30 AM

Restoring definition & shine if curls have become dull and lifeless, this class will show you how to bring them back! Master hydration, repair, and restoration techniques that enhance curl definition and natural luster.

CLASS TOPIC



LIDIYA DAVIS

@_lidiyadee

NATURAL *Hair Care*

"SCALP CARE"

**MAY
5TH**

ROOM: C - 12:00 PM

This scalp care lesson provides a comprehensive guide to maintaining a healthy scalp, covering essential topics like cleansing, hydration, exfoliation, and stimulation. Participants will learn effective techniques, debunk common myths, and gain practical strategies to support scalp health for optimal hair growth.

CLASS TOPIC

BALANCE
Masterclass

“BALANCE TO SUCCESS”

**MAY
5TH**



ANDY MENDOZA

@andyauthentic

ROOM: C - 1:30 PM

Learn how to both rise up in the barbering industry and achieve success locally while maintaining balance between your work life and personal responsibilities.

CLASS TOPIC

Elevate
YOUR ARTISTRY

“STITCH, LEARN, EARN!”

**MAY
5TH**



ROYA'S TOUCH

@royastouch

ROOM: D - 10:30 AM

This exclusive class is designed for braiders at every skill level, whether you're just starting, refining your techniques, or building confidence. It will guide you through the essentials and advanced aspects of braiding to elevate your craft.

You'll learn to understand your client's needs, analyze hair texture and density, and master a variety of stitch techniques. The class covers proper sanitation, client consultation, precision parting, and product selection based on hair type. You'll also learn how to customize styles according to face shape and lifestyle, ensure long-lasting results, and educate clients on aftercare.

Gain valuable feedback from a 25-year braiding expert, boost your credibility, and build the skills to take your braiding career to the next level. Investing in your craft will unlock new opportunities and build your confidence as a professional.

CLASS TOPIC

Barber
ENHANCEMENTS

**MAY
5TH**

"ELEVATE YOUR SKILLS & EXPAND YOUR CLIENTELE"

ROOM: D - 12:00 PM

This intensive course is designed for ambitious barbers seeking to master advanced techniques and elevate their artistry. You'll delve beyond the fundamentals, exploring a range of hair enhancement techniques that will set you apart from the competition.

CLASS TOPIC

Bridal
MAKEUP

**MAY
5TH**

"ELEVATE YOUR ARTISTRY "

ROOM: D - 1:30 PM

Unlock the secrets to flawless bridal makeup in this exclusive, hands-on class designed for makeup artists and beauty professionals looking to refine their skills. Whether you're new to the bridal industry or want to perfect your technique, this class will give you the confidence to create stunning, long-lasting looks for any bride.

Learn how to analyze a bride's style, preferences, skin type, and face shape to create a flawless, customized look. Master precision techniques for long-lasting, picture-perfect makeup, including skin prep, contouring, eye makeup, and lash application. Explore waterproofing methods and product selection to ensure all-day wear. With live demonstrations, expert feedback, and hands-on practice, this course provides essential skills to enhance natural beauty while aligning with wedding themes. Gain confidence in creating stunning bridal looks that leave a lasting impression.



CRAIG SKILZ

@craigskilz



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@beautybynatym