

\$85

\$100 AFTER MARCH 13
#EVL09

APRIL 19

EvolutionS 2002

MINNEAPOLIS AIRPORT MARRIOTT / 2020 American Blvd. East / Bloomington, MN 55425



MARSHALL
SALON
SERVICES

800.892.9582

Grand Ballroom



REDKEN

Dhaniel Doud and Chiala Marvici

An event unlike anything you have seen in this market.

REDKEN 5th Avenue NYC brings you two amazing artists who stand out in the area of Haircolor Excellence! This program is all about developing your Haircolor Edge!

On Sunday you will experience an Inspirational – Fashion show that is sure to awaken and excite you as well as bring you to a level of understanding of new and exciting ways to utilize and market yourself as the Haircolor expert!



On Monday it's time to put it to use...With a full-day, hands-on workshop (additional ticket price) designed to excite and energize you with new techniques, new formulas and new ways to promote yourself and your salon. More hands-on information on page 4 of the flyer.

9:00am – 10:00am

See the newest Fashion Forward Looks to WOW your clients utilizing Redken Haircolor by re-creating Hollywood's greatest trends.

1:00pm – 2:30pm

Get inside the latest Redken trends. See the intricacies of how to create the exact looks that your clients will be asking for based on the newest and most current trends.



PUREOLOGY

PureOlogy – Darren Pena and Wendy Belanger

10:30am – 12:00pm • 3:00pm – 4:30pm

Enter the world of PureOlogy and explore the future of hairstyling. Showcasing PureOlogy's Alternative Haircutting, styling and finishing techniques, PureArtists demonstrate how to achieve modern styles that look luxurious every day. By combining the right palette of products with the right technique, you can create unlimited textures, effects and finishes. From short to long, sleek to textured, the results appear effortless and provide easy versatility that is customized to the individual. Be on the cutting edge of hair design and expand your styling versatility with PureOlogy Serious Colour Care®.



REDKEN & PUREOLOGY

Redken and PureOlogy Recap

4:30pm – 5:00pm

Close the show by seeing the entire day's looks one more time. Redken and PureOlogy will recap the day by reviewing all of the styles that you have seen throughout the day. Models from all four presentations will be shown at this time. Be sure to bring your camera so you can take home images of the beautiful hair that you have seen.

SALES FLOOR OPEN 8:30AM TO 5PM

Evolutions 2012

MINNEAPOLIS AIRPORT MARRIOTT

Meeting Rooms



MIRABELLA – BRISTOL

Seasonal Trend – Bohemian Belle

9:00am – 10:30am • 1:30pm – 3:00pm • 3:30pm – 5:00pm

Trend Update is a class designed to introduce Mirabella customers to the inspiration behind the seasonal collections. Discover what's new on the runway and how to translate these trends into "reality", plus preview the limited edition expert formulations developed to create the beautiful, classic looks that are traditionally Mirabella. This season's trend, Bohemian Belle, will flaunt your free spirit with its bold and creamy colors.



BIOELEMENTS – OXFORD

Bioelements Crash Course

9:00am – 10:30am

We know innovation. Bioelements has 18 years of creating first-of-its-kind, award winning products. And with so many powerhouse professional advancements under our belt, we've turned results-oriented dreams into treatment room realities. From our retail wonders to our professional-use-only marvels, you will learn the story, science, ways and reasons for everything Bioelements.

NEW! Bioelements Lactic-Plus Peel

11:00am – 12:30pm

Bioelements has created the latest in advanced biotechnology, Lactic-Plus Peel! This ultimate-strength formula provides an even-surface peeling of the uppermost layers of the stratum corneum, and stimulates cell turnover to reveal skin that feels smooth and retexturized, with a brighter, more even overall tone. In this class, you'll learn 5 different ways to use this 30% natural lactic acid professional peel- on its own, or to boost the strength of other Bioelements exfoliators. Learn how to perform the Lactic-Plus Peel and how to market this service.

UPDATED! Oxygenation Facial

3:30pm – 5:00pm

Learn the important steps necessary for performing the Oxygenation Facial, a cosmeceutical treatment that uses oxygen molecules to carry active ingredients deep into the skin. Also, we'll, teach you the NEW Bioelements Product Penetration Technique to maximize product penetration and enhance your client's total spa experience. It's the perfect treatment for resistive or prematurely aging skin. Plus, we'll send you home with a FREE Learning on Demand DVD so you can review this popular treatment whenever you want!

OPI – EDINBURGH

Axxium Gel Perfection

11:00am – 12:30pm • 3:30pm – 5:00pm

Learn the newest techniques for the Axxium Soak-Off Gel Lacquer System. Take home techniques to turn gels into profit. Let an OPI Expert show you how to do quick, easy natural nail tips and overlays, pink & white sculpts. Finally, leave the class with fast, money-making gel finishes.

Manicure/Pedicure by OPI

1:30pm – 3:00pm

Manicure and Pedicure services are increasing across the country. Learn how to reduce the signs of aging on the hands and feet while making a powerful retail connection during your service. Know the differences between the products that produce results. Learn how to make each service a spa experience with OPI's assortment of flavored Manicure and Pedicure products.



SALES FLOOR OPEN 8:30AM TO 5PM

Redken Workshop



REDKEN HANDS-ON COLOR WORKSHOP

Monday, April 20, 2009

9:00am – 4:00pm

Minneapolis Airport Marriott

Redken's Dhanial Doud and Chiala Marvici

Limited to 150 attendees

\$325.00*

*Includes ticket to Evolutions. Hands-on ticket cannot be purchased independently of Evolutions Event Ticket



This full-day, hands-on workshop is set to fill your book with new color tips and techniques with two uniquely different color workshops. Start your day with either Dhanial or Chiala, then after lunch, switch to the other classroom. Dhanial and Chiala have created an environment that will be sure to keep you energized and intrigued throughout the day. The program is limited to 150 attendees. Be sure to sign up early so you don't miss out on this one-time-only workshop. You will receive a letter from Marshall Salon Services in the mail approximately two (2) weeks prior to the program. This will include your agenda for the day (including which segment you will begin in) as well as your tool list.

Blonde Reality

Blonding continues to be one of the most requested salon color services. This workshop will awaken your potential to identify the right product for the results you want to achieve. Dhanial will show you how to overcome challenges and what type of canvas you need to start with by looking at hair integrity. He will position all aspects of brands within Redken as well as working on your skill excellence to create the beautiful Hollywood looks your customers are reaching for!

Creative Signature Color

It's time to create a signature with your haircolor services! Chiala will share with you more ways to brand yourself and put a signature on the haircolor you do! She will share with you how to balance your total look by altering your shape of color design. Create add-on services with color that will ultimately help you become more valuable to your customers and keep them coming back for more!



HOTEL INFORMATION

Minneapolis Airport Marriott

2020 East American Blvd

Bloomington, MN 55425

952-854-7441

Driving Directions: Take I-494 to 24th Ave. Exit on 24th Ave. and turn left. At the second light (East American Blvd.) turn right and at the next light (Thunderbird Road), turn right again - hotel is on the left.

ROOM RATE: \$99.00

Reservations must be made prior to **Monday, March 30, 2009** to receive the \$99.00 room rate. Please tell the Reservation Associate that you are with the Marshall's Evolutions Group