

### **The Most Exciting Show This Year**

The ever-changing beauty industry is making it hard for professionals to stay ahead of the development. Fortunately, the most exciting show this year, Premiere Beauty Classic, will be held October 11 and 12 at the Greater Columbus Convention Center and will provide professionals with the latest trends and techniques to keep them in tune. As the show continues to grow, so does Premiere's educational lineup, with method driven educators inspiring professionals across the globe.

**Main Stage:** No one compares to the artistry of Balayage than the 'Balay Lama™,' Candy Shaw. With her award-winning practices, Candy will undoubtedly electrify Premiere Beauty Classic attendees with techniques for a profitable career. Sam Villa and Andrew Carruthers, who heavily continue to influence the industry, will share creative technical designs inspired by the Modern Heritage collection. Sam will be focusing on salon ready shapes that can be created in a short period of time with simple finishing techniques to add value behind the chair. In addition, the international Updo Guru, Martin Parsons, will present styles that represent not only classic updos, but incorporate methods that speak to the modern clientele. Premiere's Main Stage will also headline Paul Mitchell National Platform Artists and salon-owners Bridgette McLeod, Heather Hobbs Walter and Rachelle King. This trio will indulge in a 3-course trend-bending experience consisting of dynamic color, core-cutting and formal finishes. Michael O'Rourke will "Rock Your Hair," and Thermafuse will share inspiration from the gods, creating worldly creations.

**Eight CE Hours in Two Days:** All classes at Premiere Beauty Classic are certified continuing education courses for the states of Ohio and West Virginia, providing professionals the opportunity to receive up to 8 CE hours in just 2 days. All professionals can register for classes to guarantee their spot before they arrive at the show, regardless of the state their licensed in.

**Complimentary Classroom Education:** Do not forget, when you purchase your show pass to Premiere Beauty Classic you open the doors to an all inclusive show! Over 120 complimentary classes, exhibit floor and Main Stage presentations are included with no additional cost. Classes include education covering: styling, coloring, cutting, smoothing, barbering, extensions, weaves and global texture.

**Nails Education:** As the demand for heavily skilled nail techs are on the rise, so is the need for the latest in education. This year, Premiere Beauty Classic has nearly doubled their nail educational lineup. Education includes nail art, pricing, acrylic, gel, trends, techniques, sanitation and electric nail filing. CND, OPI, Precision Nails, Light Elegance, JESSICA Cosmetics Inc., Nancy King, Young Nails Inc. and Backscratchers Salon Systems, Inc. are some of the companies who will showcase powerful education.

**Get Social:** Stay connected by engaging with #PremiereBeautyClassic. Learn about the latest information, giveaways and exclusives. Don't forget to add Premiere on [Facebook](#) and [Twitter](#).

Mark your calendars for Premiere Beauty Classic 2015 on October 11 & 12 in Columbus, Ohio. For more information, contact Premiere Show Group at 800-335-7469 or visit [www.beautyclassicshow.biz](http://www.beautyclassicshow.biz).