

Start	End	Date	Location	Brand	Mainstage Title	Mainstage Description	Artist
9:30AM	10:00AM	Sunday, April 3rd	Grapevine D	Keratin Complex	Advanced Texture Techniques	Calling all curls and textures! Learn new texture techniques and how to use our customizable smoothing portfolio to enhance curl, relaxer transitioning, protective styling and so much more. Discover how to create texture services to protect, strengthen, and smooth all types, textures, and fabrics of hair.	Adrienne Velazquez
10:15AM	10:45AM	Sunday, April 3rd	Grapevine D	L'ANZA	Image Revolution	Take a look inside the creative process of reinvention. From conceptual vision to execution, let us inspire your imagination through transformation!	Leah Freeman & Mark Dolan
11:00AM	11:30AM	Sunday, April 3rd	Grapevine D	Joico	Creating the Perfect Look	Join Richard Mannah as he showcases cutting & styling techniques to blur the lines between classic & contemporary. You'll learn the secret to confidently creating the ideal haircut for each individual client. In addition, Chad Demchuk will speak to solving common pain-points among colorists – from shadows to the perfectly placed highlight, learn how to navigate an entire look with Joi!	Richard Mannah & Chad Demchuk
11:45AM	12:15PM	Sunday, April 3rd	Grapevine D	Redken	POWER UP WITH THE REDKEN EXCHANGE	Everyone needs a little inspiration! Redken gives More Power to YOU! Join us and see how the Redken team can push you to new limits! Learn cut, color and finishing techniques to take you and your clients to new levels!	Manda Ziegelman & Sarah Bramham
12:30PM	1:00PM	Sunday, April 3rd	Grapevine D	Andis	Andis Presents Fluid Vol. 3	Join Lucas Kemper as he reveals the newest collection inspired by Andis International Lead Educator, Kevin Luchmun and showcase this new and exciting collection that will bring inspiration and elevate new creativity. #CREATEYOURWAY	Lucas Kemper
1:15PM	1:45PM	Sunday, April 3rd	Grapevine D	Matrix	Matrix on Trend	You won't want to miss our trending color techniques to complement all hair types and patterns. Matrix Directors, Daniel Roldan and Robert Santana, will inspire you with up to date and in-demand, salon-ready shapes + melts to boost your color, cut + finishing services!!	Daniel Roldan and Robert Santana
2:00PM	2:30PM	Sunday, April 3rd	Grapevine D	Ashtae	Around the World with Ashtae	Hair textures are changing and blending into something new, foreign, and sometimes difficult to manage. It's what we call, Global Texture. We're going to show you exactly how to use the Ashtae Products line on hair textures from around the world. Learn how to create styles on hair that's natural, in- transition, relaxed, curly, wavy, thick, fine, and so much more.	
2:45PM	3:15PM	Sunday, April 3rd	Grapevine D	LP	Bespoke French Balayage Expression	Explore the various feature-accentuating techniques custom hig	Stephanie Sophia Avera

3:30PM	4:00PM	Sunday, April 3rd	Grapevine D	Conair	Barberology   Fade Away The Fear	Experience the world of barbering with ease and confidence as you learn first-hand from the BabyLissPRO Barberology team. Our specialized team of barbers will share the latest in fading, tapering, edge-ups, designs, beard grooming and more. You'll leave inspired to create and take your own edgy yet sophisticated modern cuts to the next level, utilizing our most innovated and technologically advanced clippers & trimmers in the world.	Vinnie Morey & Rachel Romero
4:15PM	4:45PM	Sunday, April 3rd	Grapevine D	Joico	Navigating Color with JOI	Join Richard Mannah as he showcases cutting & styling techniques to blur the lines between classic & contemporary. You'll learn the secret to confidently creating the ideal haircut for each individual client. In addition, Chad Demchuk will speak to solving common pain-points among colorists – from shadows to the perfectly placed highlight, learn how to navigate an entire look with Joi!	Richard Mannah & Chad Demchuk
9:30AM	10:00AM	Monday, April 4th	Grapevine D	Conair	2022 BaBylissPRO Collection "Retro Rewind"	Inspired by 70's, 80's, 90's Style Icons. A collective collection of inspiring hair cuts and styles designed for everyday wear.	Joel Torres & Nogoar Martinez
10:15AM	10:45AM	Monday, April 4th	Grapevine D	Biolage	Find Your Style with Biolage Featuring	Classic silhouettes and shapes never go out of style. Let's take those classic looks and shift them into the carefree livable world of Biolage styling. Join Monae Everett and Kim West as they take on wearable, styles that's sure to please even your most demanding guests.	Monae Everett and Kim West
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2:00PM	2:30PM	Monday, April 4th	Grapevine D	Marcella Ellis	Protective Style - Sewn In Wig with High Definition Unit	Learn to create two popular Protective Styles! Create Invisible ill	Marcella Ellis & Styling Team