

# Living proof.<sup>®</sup> presents...



SCIENCE

MYTHBUSTING

ARTISTRY

ROUTINE

TRANSFORMATION

**SCIENCE:** *The genius behind our innovation & technology.* We have the advantage of an in-house lab with a team of scientists dedicated to the research and development of innovative solutions to hair's toughest challenges.

**MYTHBUSTING:** *Disproving common hair myths.* We dispel the myths about silicones, moisture, frizz, and volume through our proof tests – visual demonstrations of how our science works and why it matters.

**ARTISTRY:** *The best-of-the-best creative minds (and hands) in the industry.* Our collaboration with iconic, editorial, and celebrity artists bring countless years of industry experience.

**ROUTINE:** *Living Proof products do the thinking for you.* Our results-driven product systems work in conjunction with and across all Living Proof franchises for optimal results and simplified solutions behind the chair.

**TRANSFORMATION:** *Instant and long-term results you can see and feel.* Products and techniques improve the look and feel of hair instantly – while also creating healthier hair over time.

Clients are always evolving, but healthy beautiful hair never goes out of style. Living Proof's classes are constantly updated to address the latest on long, short, trendy, smooth, volume, texture or curl.

Our SMART methods will keep your technique toolbox full and our SMART approach to cutting will allow you the freedom to create looks your clients will love.

**DATE: September 17<sup>th</sup>**

**LOCATION: 10, 1391 St. James St.**

**Winnipeg, MB R3H 0Z1**

**TIME: 11:00 am - 4:00 pm**

**INVESTMENT: \$75<sup>00</sup>**

EDUCATORS



RUSSEL BALLY

*Russel Bally comes from Brampton, Ontario and has over 20 years of experience in the salon. He has worked as an educator, an editorial and stage artist and as a stylist at Toronto Fashion Week. His work can also be seen in film, television and music videos.*

*Russel has a diverse educational background from Europe and North America and a keen understanding of the hair business. As one of the most requested Living Proof Creative Team members, Russel's main focus is on cutting and styling. He loves to educate and inspire others to create new styles.*



Lilian Makepeace

*Lilian Makepeace lives in Edmonton, Alberta and has over 10 years experience in the hair industry. She became a Living Proof Educator when the company launched in Canada and has worked on stage at hair shows with many amazing artists.*

*Lilian loves to share her infectious energy, skill and knowledge of hairdressing with stylists throughout Canada, Boston, Seattle and Las Vegas. Lilian is one of the most requested artists on the Living Proof Education Team and is passionate about sharing her craft.*