

THE MAKEUP SHOW

THE MAKEUP SHOW LA
CALIFORNIA MARKET CENTER
110 EAST NINTH STREET
LOS ANGELES, CA

MARCH 15 & 16, 2008
9AM-6PM, DAILY

WWW.THEMAKEUPSHOW.COM



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FROM THE FASHION RUNWAYS OF NEW YORK TO THE RED CARPETS OF HOLLYWOOD, THE PRODUCERS OF THE MAKEUP SHOW NYC ANNOUNCE THE PREMIERE OF THE MAKEUP SHOW LOS ANGELES, MARCH 15-16, 2009

THE ONLY PRO-FOCUSED INDUSTRY EVENT OF ITS KIND, THE MAKEUP SHOW BRINGS TOGETHER BEAUTY AUTHORITIES, CELEBRITY ARTISTS & PROFESSIONAL BRANDS TO THE GLOBAL EPICENTER OF ENTERTAINMENT AND FASHION

NEW YORK, NY (January 2009)– The Powder Group and Metropolitan Events and Production are excited to announce the debut of **The Makeup Show LA, March 15 & 16, 2009, 9AM–6PM** at the **California Market Center, 110 East Ninth Street**, in downtown **Los Angeles**. The *go to* beauty event for the East Coast since 2006, The Makeup Show will bring the same pro-driven, artistic, and community energy to the West Coast for the first time.

By bringing together beauty professionals, industry educators, retailers, product companies and manufacturers, The Makeup Show has succeeded as an unparalleled event, casting top makeup talent from the worlds of fashion & beauty, special effects, film & television, theater, and product development.

With a built-in educational program, The Makeup Show touches upon the art of makeup, the latest products, trends and techniques from editorial beauty, airbrush secrets, FX, makeup for HD TV, and the perfect bride, via technique and style, hands-on workshops, seminars and keynote presentations. From editorial forces to mass-market phenomenon, insider-only tips are traded between the best in the business over the two-day intensive event.

Direct from the makeup counters, beauty lines including **Lancôme, P&G Beauty, Smashbox, Mario Badescu Skin Care, Kissable Couture, Shu Uemura, Billy B Beauty, Embryolisse, Anastasia Beverly Hills, Pencil Me In, Make Up For Ever, Senna Cosmetics, M.A.C Cosmetics, Three Custom Color, Linda Mason Elements, and Alison Raffaele Cosmetics** have been part of The Makeup Show, launching new products and showcasing their must-have pro-standards.

An intimate show with a real sense of community and artistic energy, makeup artists worldwide have become part of The Makeup Show family, including **Joanna Schlip, Sandy Linter, Billy B, Kate Best, Sharon Gault, Jake Bailey, Molly R. Stern, Eve Pearl, David Goforth, Cheryl Gushue, James Vincent, Orlando Santiago, Marietta Carter Narcisse, Jon Hennessey, Alison Raffaele, AJ Crimson, Kevin James Bennett, Linda Mason, Sarah Lucero, Leslie Christin Leslie Lopez, Myles O'Reilly Johnny Lavoy**, taking the stage in various keynote presentations, individual hands-on workshops and seminars, demonstrating beauty techniques and applications, products, tools of the trade and the business of the beauty industry.

The Makeup Show LA is sponsored in part by Diamond Sponsor **Make Up For Ever**, Platinum sponsor **Temptu**, and Sponsors **Crown Industries** and **Alcone**. Media sponsors include **On Makeup Magazine** and **Color Mundo**. For a full list of exhibitors, visit www.themakeupshow.com.

The Makeup Show NYC 2009 will be held **May 17 & 18, 2009** at **Metropolitan Pavilion**, located at **125 West 18th Street (between 6th & 7th Avenue)**. For more information visit www.themakeupshow.com.

To learn how to be part of **The Makeup Show** please contact **Shelly Taggar** at +1.212.242.1213 or via email at shelly@metropolitanevents.com, or **Amanda Levine** at amanda@metropolitanevents.com. For press inquiries, media accreditation and passes, contact **STATE Public Relations**, directly at +1.646.714.2520, **Kristina Ratliff** at kristina@statepr.com or **Ryan Urcia** at ryan@statepr.com.

Highlights from The Makeup Show NYC, May 18–19, 2008

Makeup artist **Sandy Linter** opened The Makeup Show NYC with a keynote presentation spanning 3 decades of her **Career in Makeup**, including her recent appointment as spokes-artist of **Lancôme for All Ages**. Meanwhile, **P&G Beauty** presented **CoverGirl** celebrity artist **Molly R. Stern** and **MAX Factor** celebrity artist, **Jake Bailey** for **Artist to Artist**.

Three Custom Color sold out of custom eye shadow “Snow” created special for **Angelina Jolie** while **Temptu** showed off custom made temporary tattoos made for **Michelle Williams** who has a full body tattoo art in her film **Synecdoche, New York** by **Charlie Kaufman**, that premiered at the **Cannes Film Festival**. **Forrest Whitaker's** wife **Keisha Nash-Whitaker** was also on hand to promote her beauty line **Kissable Couture** along with **AJ Crimson**. **Make Up For Ever** launched their HD make up line with on-site demonstrations with HD ready camera and television. The beloved **Sharon Gault** shared her teenage fresh look she recently did for a **JC Penny Back-to-School** ad with **David LaChapelle**.

Hands-on workshops and seminars included perfecting flawless beauty with **Cheryl Gushue's Perfecting Beauty** and **Essential Eyes, Beautiful Skin of Color** by **Marietta Carter Narcisse**, **Bridal & Event Focus** with **Johnny Lavoy**, **AJ Crimson's Beautiful Makeup**, and **Runway Trends** from **M.A.C. Cosmetics**. Meanwhile, **Joanna Schlip** demonstrated star-worthy techniques and product choices she uses with the likes of **Eva Longoria**, **Scarlett Johansson**, and **Jessica Simpson**, in her **Master Workshop: Beautiful Makeup**.

For a makeup matinée, The Makeup Show Lead Artist, **James Vincent**, shed light on one of the most talked about topics in the industry, **Understanding High Definition**—a hands-on workshop filmed in HD cameras and monitors in real-time. Complimenting this transition for all broadcast to HD, **The Artists of CNN** shared a behind-the-scenes look at products, techniques and tips that make these artists part of the most professional, dedicated, and passionate team in the news business. Also at the show were exclusive seminars from industry leaders **Graftobian** with **Developing Hi-Def Technique for Film and Television** and “**Lights, HD Camera, Action**” by **Roque Cozzette** for **Kett Cosmetics**.

On Makeup Magazine celebrated their official New York launch with a party at Fontana's sponsored by **Make Up For Ever**, **Alcone**, **Stila Cosmetics**, **Limelight Ltd.** and **Three Custom Color**.

About The Powder Group

Introducing your ultimate makeup confidant, The Powder Group is a one-stop makeup and beauty concierge service and powerhouse resource for professionals and consumers who are passionate about the art of makeup. Intelligence for all aspects of the art of maquillage, from artist services, events, and program development to the latest include tip-offs on how to achieve the latest look direct from the fashion runways and celebrity red-carpets. Founded in 2003 by **Michael DeVellis** - also the founder of **The Makeup Show**, **On Makeup Magazine**, **The American Beauty Tour** and **Evolution**, an advanced artist retreat held semi-annually in Cape Cod - The Powder Group is comprised of professional and celebrity makeup and beauty talent from around the globe with backgrounds in fashion, editorial, television, film, and special effects; a go-to team of makeup artists from every area of expertise. DeVellis is also the founder of The Makeup Show Events and services are offered internationally. The Powder Group also publishes *On Makeup Magazine*- a pro-driven makeup magazine that launched Winter 2008. For more information please visit www.thepowdergroup.com.

About Metropolitan Events and Production

Metropolitan Events and Production is a first-of-its-kind hybrid venue and event-planning house providing full-service event coordination, a dedicated staff, and a distinguished network of production resources culminating from years of experience. Mirroring the pride of the award winning special events venue, Metropolitan Pavilion, the production branch continues to meet contemporary standards of excellence and distinction with more than a decade of hands-on experience and superior rated service. A fusion of production services and management expertise, Metropolitan Events and Production compliments the needs of clients, working with event planners to streamline the entire event process. From administrative proficiency to creative services, Metropolitan Events offers a full range of event know-how from floor plans and event design, marketing and staffing, consultation, catering and more. Metropolitan Events and Production leverages a rolodex for all needs of event coordination including party rentals, liquor and beverage packages, photography services, printing services, and assistance in obtaining special permits from local agencies. For more information please visit www.metropolitanevents.com.