

THE MAKEUP SHOW

NYC.

MAY 3-4, 2026

A Beauty Experience in Skin, Hair & Makeup



Makeup: @lijhjade | Model: @iamgerrii | Hair: @linhair

THE MAKEUP SHOW NYC 2026

SUNDAY, MAY 3 | 9AM-5PM – MONDAY, MAY 4 | 9AM-5PM

PRE-SHOW EVENTS | SATURDAY, MAY 2



Effortless Essentials: The Art of Skin First Beauty Details + Assets – \$44 (Includes a gift bags valued at \$250+) | [GET TICKETS HERE](#)

Friday, May 1, 2026 | 12:00pm – 2:00pm | 2nd Floor

This session will demonstrate Bobbi Brown's core philosophies and foundational techniques [...read full description here.](#)

The Beauty Mixer

Saturday, May 2 – 4:30pm-6:30pm – \$75

Join us for an early evening of cocktails, food, and conversation with our brand owners and friends. Enjoy an open bar, a gift bag, and a chance to connect intimately with the artists and pros shaping Beauty today. *The Beauty Mixer can be added to your registration for an additional fee.*

The Makeup Show Opening Cocktail

Saturday, May 2 – 6:30pm-8:30pm – \$20

Celebrate with us at the official opening of The Makeup Show NYC 2026! Come together with the community and enjoy a fun evening with an open bar, snacks, games, and networking before the show begins. *The Makeup Show Opening Cocktail can be added to your registration for an additional fee. Please note, his event does NOT include a gift bag.*

IN THE STUDIO | SATURDAY, MAY 2

IN The Studio Sessions can be added to your registration for an additional fee. This is non-refundable and non-transferable.



**Bridal & Special Event Makeup: From Fundamental to Fabulous – Aga Rhodes
3rd Floor – Studio 4: Saturday, May 2, 2026 – 9:00am-5:00pm – \$275**

Take your bridal artistry to the next level. In this full-day intensive, work with our educator to refine your technique and master the art of creating elegant, high-performance makeup for every client...[read full description here.](#)

**Please note that the agenda is updated weekly. The agenda is subject to change.*

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THE MAKEUP SHOW DAY 1 | SUNDAY, MAY 3

EXHIBITOR FLOOR OPEN 9AM-5PM

THE MAIN STAGE | SUNDAY, MAY 3

Main Stage Presentations are included in your show ticket.



Signature Style – Dotti

Sunday May 3, 2026 | 2nd Floor – 10:00am-11:30am

In this session, Dotti will reveal the secrets behind her signature “no-makeup makeup” approach—demonstrating why the true star of every look is always the skin itself. Join us as Dotti shows us her unique approach...[read full description here.](#)



Iconic Artistry – Alexx Mayo

Sunday May 3, 2026 | 2nd Floor – 12:00pm-1:30pm

In this session Alexx, will share highlights from his journey in beauty—offering an inside look at the realities of building a successful career, navigating and showcasing his signature techniques, ...[read full description here.](#)



Artistry & Innovation – Kasey Spickard

Sunday May 3, 2026 | 2nd Floor – 2:00pm-3:30pm

In this session, Kasey will share his expertise in networking, social media, and building a strong presence at the intersection of beauty, branding, and technology. With experience consulting for platforms like...[read full description here.](#)

IN THE STUDIO | SUNDAY, MAY 3

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Understanding Color Theory & Color Correction – Lijha Stewart

3rd Floor – Studio 4: Sunday, May 3, 2026 – 9:30am-12:30pm — \$155

In makeup, we use theory to understand how colors react to each other and how our eyes process that reaction. This is the basis of all makeup design. Color theory...[read full description here.](#)



Beautiful Skin for Every Client – Aga Rhodes

3rd Floor – Studio 2: Sunday, May 3, 2026 – 10:00am-1:00pm — \$155

Great makeup begins with great skin. True artistry starts with knowing your canvas. Gain confidence and hone your technical skills so that you can create beautiful, seamless complexions on clients of all skin tones...[read full description here.](#)

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Esthetic Aesthetic: Mastering Complexion for Today's Client – Julia Dalton-Brush
3rd Floor – Studio 4: Sunday, May 3, 2026 – 10:00am-1:00pm — \$155

In this hands-on session, our educator will guide you through assessing and diagnosing your client's unique skincare needs, selecting the most effective products, and supporting their complexion...[read full description here.](#)



The Art of the Chart: Creating 3D Effect Face Designs – James Molloy
3rd Floor – Studio 3: Sunday, May 3, 2026 – 1:30pm-4:30pm — \$125

In this hands-on workshop, you'll learn the secrets behind creating stunning, professional-level face charts with realistic, three-dimensional impact. Designed for artists of every experience level...[read full description here.](#)



Glam + Go: Techniques for the Art of Glamour – Aga Rhodes
3rd Floor – Studio 2: Sunday, May 3, 2026 – 1:30pm-4:30pm — \$155

Whether you work with red-carpet-bound celebrities or everyday clients, this session will help develop your understanding and execution of special event makeup...[read full description here.](#)

BUSINESS OF BEAUTY | SUNDAY, MAY 3

Business of Beauty Sessions can be added to your registration for an additional fee. This is non-refundable and non-transferable.



Represent: Understanding Agency + MGMT Representation – EJ Jamele
3rd Floor – Studio 1: Sunday, May 3, 2026 – 10:00am-11:00am — \$35

Landing an agency isn't the be-all and end-all but understanding when you need an agent or manager can be an important step in your career...[read full description here.](#)



Kit Fix: Building & Organizing a Pro Kit – Olga Solovey
3rd Floor – Studio 1: Sunday, May 3, 2026 – 11:30am-12:30pm — \$35

Whether you're a new artist or have been working for years, your kit is your foundation. This session is an essential guide on how to streamline your setup...[read full description here.](#)



Skin Games – Lijha Stewart
3rd Floor – Studio 1: Sunday, May 3, 2026 – 1:00pm-2:00pm – \$35

Thanks to our obsession with social media, the demand for perfect skin is at an all-time high. For the working makeup artist or esthetician, skincare knowledge is a career essential...[read full description here.](#)



The Business of Hair – Linh Nguyen
3rd Floor – Studio 1: Sunday, May 3, 2026 – 2:15pm-3:15pm — \$35

Growing from skill to service means knowing how to position yourself as a versatile artist. Join a master stylist in exploring the real-world application of hair services within a professional makeup career...[read full description here.](#)

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Hair for Makeup Artists – Linh Nguyen

3rd Floor – Studio 1: Sunday, May 3, 2026 – 3:30pm-4:30pm — \$35

In the beauty industry, versatility matters — and this includes hair. This session is specially designed to give makeup artists a crash course on hairstyling...[read full description here.](#)

SEMINAR STAGE A | SUNDAY, MAY 3

Full schedule coming soon, check back for weekly updates!



9:45am-10:30am – Makeup Like a Second Skin: The Power of Natural Hair Brushes with Dorina Rotari for DR Promakeup



10:45am-11:30am – Pro Airbrush: On-Set, Bridal & Red-Carpet Techniques with Frederick Saunders for Temptu PRO



1:45pm-2:30pm – Pro Complexion Work Refined with Alphonse Wiebelt for ESUM Cosmetics



2:45pm-3:30pm – The Art of Gleaming Skin, Face & Body: Celebrating 15 years with Melanie Mills for Melanie Mills Hollywood



3:45pm-4:30pm – The Importance of Union Membership in a Freelance World with Jessica Padilla, Nicki Ledermann, Fre Howard and Christina Grant, moderated by Andrew Sotomayor for the I.A.T.S.E. Local 798

SEMINAR STAGE B | SUNDAY, MAY 3

Full schedule coming soon, check back for weekly updates!



12:30pm-1:15pm – Armored and Kohll Beauty Products with Helo Bertolini for Kohll Beauty



2:30pm-3:15pm – From the Ground Up: Build a Brand That Works (Products, Apps, & Services) with Brian Esper & Clients for HYER Studios

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DEMO STAGE A | SUNDAY, MAY 3

Full schedule coming soon, check back for weekly updates!



12:00pm-1:00pm – Elevate Your Beauty Business with Juliette Collazo for Artist Makeup Academy



1:15pm-2:15pm – Texture, Tone, & Beauty with Aga Rhodes for ESUM Cosmetics



2:30pm-3:30pm – Everyday Magic: Effortless Color, Elevated Artistry with Daria Bradley for Danessa Myricks Beauty

DEMO STAGE B | SUNDAY, MAY 3

Full schedule coming soon, check back for weekly updates!



11:00am-12:00pm – Skin First Beauty: The Power of Makeup Meets Skincare with Nydia Cabrera for PUR Minerals



1:15pm-2:15pm – Waterproof Primer Technique with Francis Star for Francis Star Cosmetics

COMMUNITY STAGE | SUNDAY, MAY 3

Full schedule coming soon, check back for weekly updates!

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INTERNATIONAL STAGE | SUNDAY, MAY 3

Experience a world of beauty without leaving the show floor. Sponsored by Danessa Myricks Beauty, The Makeup Show's International stage [...read full description here.](#)

Full schedule to be announced soon



Kayla Perez – Australia
Sunday, May 3 | 1st Floor – 10:00am-11:30am



Kenya Alexis – USA
Sunday, May 3 | 1st Floor – 12:00pm-1:30pm



Lijha Stewart – USA
Sunday, May 3 | 1st Floor – 2:00pm-3:30pm

POST-SHOW EVENTS | SUNDAY, MAY 3



Artists United Sponsored by Danessa Myricks Beauty – Danessa Myricks & Ngozi Edeme “Painted by Esther”
Sunday, May 3 | 5:30pm-9:30pm – Floor 2 – \$219

Makeup artistry, like every form of art, is shaped by individual perspective, taste, and technique [...read full description here.](#)

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THE MAKEUP SHOW DAY 2 | MONDAY, MAY 4

EXHIBITOR FLOOR OPEN 9AM-5PM

THE MAIN STAGE | MONDAY, MAY 4

**Full schedule to be announced soon*



An Artist of Influence – Sandy Nicha
Monday, May 4, 2026 | 2nd Floor – 10:00am-11:30am

In this session, Sandy Nicha will share how she built a recognizable aesthetic while staying true to her values in an ever-evolving industry. Listen in as she gives practical advice on achieving long-term success...[read full description here.](#)



Artistry, Influence & Iconic Beauty – Delina Medhin
Monday, May 4, 2026 | 2nd Floor – 10:00am-11:30am

Join us for an exclusive keynote with renowned makeup artist Delina, whose signature artistry has made her a trusted name among celebrities, industry leaders, and beauty insiders alike...[read full description here.](#)



Artist Town Hall – Danessa Myricks, Cynthia Di Meo, Roshar, Cynde Watson, Tisha Thompson and Melanie Mills. Hosted by: James Vincent
Monday, May 4, 2026 | 2nd Floor – 2:00pm-3:30pm

In this session, our expert panel will share insider perspectives on how to navigate this evolving landscape while maintaining authenticity in an increasingly digital world. Join us for a dynamic discussion...[read full description here.](#)

IN THE STUDIO | MONDAY, MAY 4

IN The Studio Sessions can be added to your registration for an additional fee. This is non-refundable and non-transferable.



Color & Texture: Building Dimension Through Makeup – Lijha Stewart
3rd Floor – Studio 4: Monday, May 4, 2026 – 9:30am-12:30pm — \$155

This class is a painterly exploration of color and texture — a workshop where artists learn to create structure, depth, and energy on the face using pigment, product layering, and finish contrast...[read full description here.](#)



Bridal Beauty Basics – Zoë Elizabeth
3rd Floor – Studio 2: Monday, May 4, 2026 – 10:00am-1:00pm — \$155

Step into the world of bridal with this introductory, hands-on class designed to help you develop the must-have skills for making any bride feel beautiful on her most important day...[read full description here.](#)

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Creating Characters: The Art of Transformation – Eddie Duyos
3rd Floor – Studio 4: Monday, May 4, 2026 – 1:00pm-4:00pm — \$155

This is a creative class for artists who want to learn storytelling through transformation. Craft characters from concept to completion — merging technical makeup skills with emotional and narrative design...[read full description here.](#)



Working in TV and Film – Suki Tsujimoto
3rd Floor – Studio 2: Monday, May 4, 2026 – 1:30pm-4:30pm — \$155

Working in television and film offers exciting opportunities for makeup artists. In this hands-on workshop, you'll learn how to create makeup that looks flawless under studio lights and on high-definition cameras...[read full description here.](#)

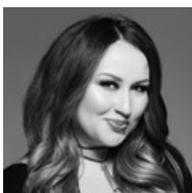
BUSINESS OF BEAUTY | MONDAY, MAY 4

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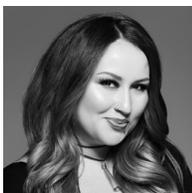
Working with a Brand – Eddie Duyos
3rd Floor – Studio 1: Monday, May 4, 2026 – 10:00am-11:00am — \$35

Building a relationship with a brand can be a great way to launch a career or create more work, but to do so it's vital to separate yourself from the fray. In this session...[read full description here.](#)



The Money Map: Pricing, Profit, & Marketing – Lijha Stewart
3rd Floor – Studio 1: Monday, May 4, 2026 – 11:30am-12:30pm — \$35

Your talent is priceless—but your time shouldn't be. Master the business side of artistry by understanding how to market yourself, price your services strategically, negotiate confidently, and manage your income deftly...[read full description here.](#)



Natural Glamour Makeup for Mature Clients – Lijha Stewart
3rd Floor – Studio 1: Monday, May 4, 2026 – 1:00pm-2:00pm — \$35

In a society where youthfulness is sought after and praised, helping mature clients recognize their beauty is an essential skill. In this session, learn how to adapt to the unique needs of every client, no matter their stage of life...[read full description here.](#)



Collaborate to Elevate: Partnerships, Networking & Press – EJ Jamele
3rd Floor – Studio 1: Monday, May 4, 2026 – 2:15pm-3:15pm — \$35

Build influence through connection. Discover how to connect authentically with other professionals in the beauty industry, from editors and PR reps to brand founders and photographers...[read full description here.](#)

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Content Creation Fundamentals – **Lijha Stewart**

3rd Floor – Studio 1: Monday, May 4, 2026 – 3:30pm-4:30pm — \$35

Social media can be a powerful tool but knowing how to use it is crucial. This session covers the basics of content creation for creatives looking to grow their presence and build their brand...[read full description here.](#)

PROUD OF US EDUCATION SUITE | MONDAY, MAY 4

PROUD OF US Education Suite Sessions are brought to you by crowdMGMT + Productions and can be added to your registration for an additional fee. This is non-refundable and non-transferable.



SESSION 1: From Beauty to Business – Level Up with Emmy-Winning **Kiyah Wright**

3rd Floor – Studio 3: Monday, May 4, 2026 – 9:30am-11:30am — \$44

Two time Emmy Award winning celebrity hairstylist, beauty brand founder of Muze Hair, and author Kiyah Wright brings her straight talk perspective to the business of beauty. Inspired by her book From Beauty to Business...[read full description here.](#)



SESSION 2: Brand Mapping 101 with **EJ Jamele**

3rd Floor – Studio 3: Monday, May 4, 2026 – 11:45am-1:15pm — \$44

Step into strategic clarity and learn how to build the foundation every successful freelance brand needs to thrive. Join EJ Jamele, CEO of crowdMGMT, producer, brand architect, and talent manager, for...[read full description here.](#)



SESSION 3: Freelancer Financial Freedom 101: Financial + Retirement Planning + Debt Rehab for Freelance Professionals with **CFO Isaac Andreoli**

3rd Floor – Studio 3: Monday, May 4, 2026 – 1:30pm-3:00pm — \$44

Stop leaving your financial future to chance. In this industry, taking control of your money is the foundation of a sustainable career...[read full description here.](#)



SESSION 4: Get Hired + Rehired by a Producer with **Julie Estes**

3rd Floor – Studio 3: Monday, May 4, 2026 – 3:15pm-4:45pm — \$44

Step into the business side of your artistry and learn how to work smarter on set. Join us to discover how to price yourself correctly, negotiate with confidence, and build long-term relationships with producers...[read full description here.](#)

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SEMINAR STAGE A | MONDAY, MAY 4

Full schedule coming soon, check back for weekly updates!



10:45am-11:30am – Skin First, Magic Always: The Art of Prep With Pepper for Danessa Myricks Beauty



12:45pm-1:30pm – Career Longevity in Today's Industry with Michael DeVellis for The Powder Group



1:45pm-2:30pm – Makeup Meets Protection with Jamie Campos for Ciele Cosmetics

SEMINAR STAGE B | MONDAY, MAY 4

Full schedule coming soon, check back for weekly updates!



10:30am-11:15am – Stop Trading Faces for Dollars: How Makeup Artists Build Wealth with Ashunta Sheriff-Kendricks for Ashunta Sheriff Beauty



12:30am-1:15pm – Bridal Waterproof Makeup with Francis Star for Francis Star Cosmetics

DEMO STAGE A | MONDAY, MAY 4

Full schedule coming soon, check back for weekly updates!

DEMO STAGE B | MONDAY, MAY 4

Full schedule coming soon, check back for weekly updates!



9:45am-10:45am – Airbrush Secrets: Film, TV & Bridal Edition with Frederick Saunders for Temptu PRO

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11:00am-12:00pm – Lashes That Last: The Money-Making Add-On with **Tress Larson** for **TAD Beauty**

12:15pm-1:15pm – Stop Overcomplicating Your Makeup With **Goldie Ostrofsky** for **GOLDN Beauty**

COMMUNITY STAGE | MONDAY, MAY 4

**Full schedule to be announced soon...*

INTERNATIONAL STAGE | MONDAY, MAY 4

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**Full schedule to be announced soon*



Emily Clayton – England
Monday, May 4 | 1st Floor – 9:30am-11:00am



Moises Ramirez
Monday, May 4 | 1st Floor – 11:30pm-1:00pm



Zoë Elizabeth – Mexico
Monday, May 4 | 1st Floor – 1:30pm-3:00pm

THE MAKEUP SHOW NYC 2026

SUNDAY, MAY 3 | 9AM-5PM – MONDAY, MAY 4 | 9AM-5PM

POST-SHOW EVENTS | TUESDAY, MAY 5



Beauty Behind the Lens: Creating & Capturing Makeup for Brands – James Molloy
3rd Floor – Studio 1: Tuesday, May 5, 2026 – 12:30pm-4:30pm — \$250

In this intimate, photography-focused session, James will share his full process for creating and shooting high-impact beauty content for leading brands including Laura Mercier, Bare Minerals, Fenty Beauty, and Dior....[read full description here.](#)