

# THE MAKEUP SHOW

NYC.

MAY 3-4, 2026

A Beauty Experience in Skin, Hair & Makeup

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



## THE MAKEUP SHOW NYC 2026

SUN, MAY 3, 9AM-5PM – MON, MAY 4, 9AM-5PM | 125 WEST 18TH STREET, NYC

### PRE-SHOW EVENTS

#### EXPERIENCES | FRIDAY, MAY 1

The following experiences are not included in your show ticket. Visit our website to learn more and register,



**Effortless Essentials: The Art of Skin First Beauty – \$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.](#)



**iArtist 8.0 - The Beauty Edit: Industry Intelligence**  
Friday, May 1, 4:30pm-8:30pm & Saturday, May 2, 8am-5:30pm – \$595

iArtist is active and interactive, participatory and immersive mentorship program hosted by The Makeup Show. Registration for iArtist is separate from The Makeup Show. [Learn more and apply online today.](#)

#### EXPERIENCES | SATURDAY, MAY 2

The following experiences are not included in your show ticket. Visit our website to learn more and register,



**The Beauty Mixer**  
Saturday, May 2 – 4:30pm-6:30pm – \$75 (includes a gift bag)

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 networking. *The Beauty Mixer can be added to your registration for an additional fee.*

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## **The Makeup Show Opening Cocktail** **Saturday, May 2 – 6:30pm-8:30pm – \$20 (does not include a gift bag)**

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, this 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.](#)

## **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**

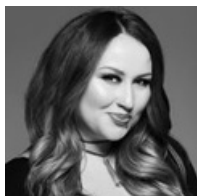
In this session, Kasey will share his expertise in networking, social media, and building a strong presence at the intersection of beauty, branding, and technology. With experience consulting for platforms like...[read full description here.](#)

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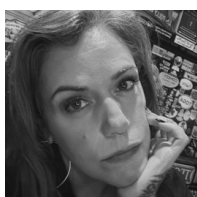
## IN THE STUDIO | SUNDAY, MAY 3

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



**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.](#)



**Esthetic Aesthetic: Mastering Complexion for Today's Client – Julia Dalton-Brush** | 3rd Floor – Studio 4: Sunday, May 3, 2026 – 1:00pm-4:00pm — \$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-3:30pm — \$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.](#)

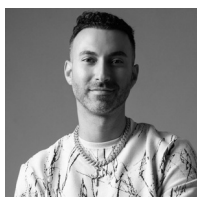


**Glam + Go: Techniques for the Art of Glamour – Aga Rhodes**  
3rd Floor – Studio 2: Sunday, May 3, 2026 – 1:30pm-4:30pm — \$155

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.](#)

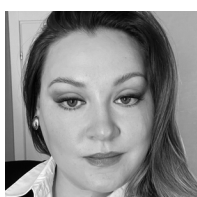
## BUSINESS OF BEAUTY | SUNDAY, MAY 3

*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.](#)

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## 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.](#)



## 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

*Seminar Stage Presentations are included in your show ticket.*



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 Sanders** for **Temptu PRO**



11:45am-12:30pm – Decoding Depth: A Systematic Approach to the Perfect Color Match with **Terri Tomlinson** for **Alcone Company**



12:45pm-1:30pm – Photo-Ready Complexion with **Cynthia Di Meo** for **Rare Beauty**



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**

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## SEMINAR STAGE B | SUNDAY, MAY 3

*Seminar Stage Presentations are included in your show ticket.*



9:30am-10:15am – An Editorial Look with **James Vincent** for **INGLOT Cosmetics**



10:30am-11:15am – Mastering Your Kit with **Jess and Grace** for **MYKITCO**



11:30am-12:15am – Depotting with Kit Ritual Palettes + Single Case Promo with **Viktorija Bowers** for **Kit Ritual**



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



1:30pm – 2:15pm – Same Industry, Different Lanes with **Jordan Liberty & Mei Pang** for **Blend Bunny Cosmetics**



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



3:30pm-4:15pm – Empowering Your Future: A Comprehensive Guide to Wealth and Security with **Dani Torres** for **Municipal Credit Union** and **Jeannette Sena** for **Family Security Plan**

## DEMO STAGE A | SUNDAY, MAY 3

*Demo Stage Presentations are included in your show ticket.*



10:45am-1:45am – Backstage Brush Techniques with **Orlando Santiago** for **OMNIA**



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

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



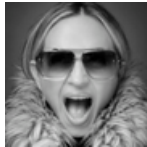
2:30pm-3:30pm – Everyday Magic: Effortless Color, Elevated Artistry with **Daria Bradley** for Danessa Myricks Beauty



3:45pm-4:45pm – Bring the Spa Home: The IXYA Skincare Experience with **Carol Khawly** for **IXYA**

## DEMO STAGE B | SUNDAY, MAY 3

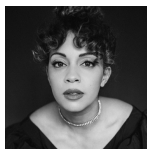
*Demo Stage Presentations are included in your show ticket.*



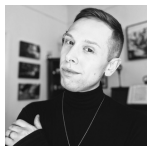
9:45am-10:45am – From Hot Mess to Seven Figure Bridal Business with **Tara Pimco** for 'Til Death Talent House



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



12:15pm-1:15pm – Soft Glow: Kryolan's Timeless Innovation with **Chaunte Geitner** for **Kryolan Professional Make-Up**



1:30pm-2:30pm – Paint the Town: A Deep Dive into the High-Impact World of Body Paint and Glitter with **Jake Aebly** for **Alcone Company**



2:45pm-3:45pm – Get Your Palette Signed by Mei Pang for **Blend Bunny Cosmetics**

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## COMMUNITY STAGE | SUNDAY, MAY 3

*Community Stage Presentations are included in your show ticket.*



9:30am-10:30am – The Be Yourself Bride: A Skin First Method with **CORA Beauty**



10:40am-11:40am – Refined Rebellion: A Controlled Clash of Softness and Edge, Elevated by Deliberate Darkness with Erin Geddis



11:50am-12:50pm – The Art of Texture: An Editorial Wet Glam Experience with **Odera Nduka**



1:00pm-2:00pm – Bringing Back Bold Glam: Creating a Sunset Inspired Statement Look with **Sadye Gerard**



2:15pm-3:15pm – A Love Story: 90s Minimal Bride with **Marian Horta**



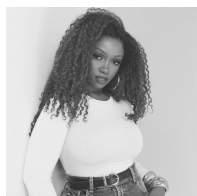
3:30pm-4:30pm – The Mature Canvas: Timeless Beauty with **Emma Genera**

## INTERNATIONAL STAGE | SUNDAY, MAY 3

*The International stage is sponsored by Danessa Myricks Beauty. Access is included in your show ticket.*



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



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

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**Lijha Stewart – USA**  
Sunday, May 3 | 1st Floor – 2:30pm-4:00pm

## PERFECT PITCH

*Perfect Pitch is included in your show ticket and is available on a first-come-first serve bases.*



**Perfect Pitch: A pro-resource area curated by The Makeup Show**  
Saturday, May 3 & Monday, May 4 | 11:00am – 1:00pm

Perfect Pitch is back! Attendees get to bring their portfolios and business materials for review by industry experts and representatives. Meet one-on-one with top agencies, producers, industry insiders [...read full description here.](#)

## 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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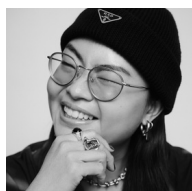
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## THE MAKEUP SHOW DAY 2 | MONDAY, MAY 4

EXHIBITOR FLOOR OPEN 9AM-5PM

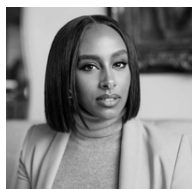
### THE MAIN STAGE | MONDAY, MAY 4

Main Stage Presentations are included in your show ticket.



**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 – 12:00pm-1:30pm

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.](#)

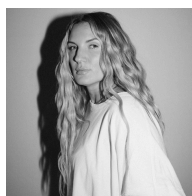
### IN THE STUDIO | MONDAY, MAY 4

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

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



**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.](#)



**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.](#)

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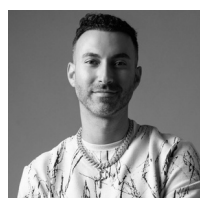
## PROUD OF US EDUCATION SUITE | MONDAY, MAY 4

*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.](#)

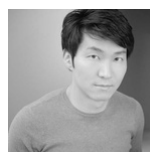


### **SESSION 4: Get Hired + Rehired by a Producer with Julie Estes** 3rd Floor – Studio 3: Monday, May 4, 2026 – 3:15pm-4:45pm — \$44

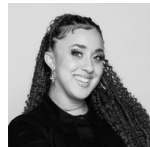
Step into the business side of your artistry and learn how to work smarter on set. Join us to discover how to price yourself correctly, negotiate with confidence, and build long-term relationships with producers...[read full description here.](#)

## SEMINAR STAGE A | MONDAY, MAY 4

*Seminar Stage Presentations are included in your show ticket.*



### **9:45am-10:30am – Content That Converts: Turning Followers into Paying Clients in 2026 with James Sun for Beautytap**



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



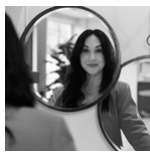
### **11:45am-12:30pm – Introducing Beau: A Booking Platform Helping Makeup Artists Get Discovered, Stay Booked, & Run Their Business with Aimen Khan & Vanessa Tang for Beau**

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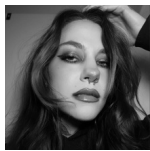
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12:45pm-1:30pm – Career Longevity in Today’s Industry with **Michael DeVellis** for **The Powder Group**



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



2:45pm-3:30pm – Adding Some Whimsy to Your Makeup Look with **Courtney Quarantine** for **Glisten Cosmetics**

## SEMINAR STAGE B | MONDAY, MAY 4

*Seminar Stage Presentations are included in your show ticket.*



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



11:30am-12:15pm – Naturally Powerful, Professionally Proven with **Katherine Schuster** for **Kryolan Professional Make-Up**



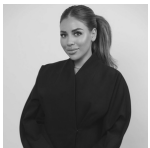
12:30pm-1:15pm – Bridal Waterproof Makeup with **Francis Star** for **Francis Star Cosmetics**



1:30pm-2:15pm – Bridal Waterproof Makeup with **Francis Star** for **Francis Star Cosmetics**



2:30pm-3:15pm – From Hot Mess to Seven Figure Bridal Business with **Tara Pimco** for **'Til Death Talent House**



3:30pm-4:15pm – Brow Mastery: The 4 P’s Behind Brows That Actually Change the Face by **Goldie Ostrofsky** for **GOLDN Beauty**

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## DEMO STAGE A | MONDAY, MAY 4

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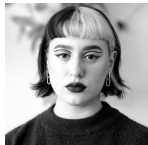
10:45am-11:45am – Empowering with Color Cosmetics with **Stefania Glamour** for **Seis Cosmetics**



12:00pm-1:00pm – Backstage Brush Techniques with **Orlando Santiago** for **OMNIA**



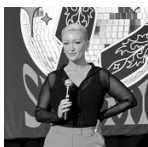
1:15pm-2:15pm – Texture, Tone, & Beauty with **Aga Rhodes** for **ESUM Cosmetics**



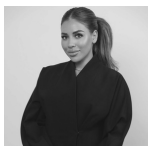
2:30pm-3:30pm – The Fine Line: Mastering Precision Artistry and Flawless Graphic Symmetry with **Kat Packis** for **Alcone Company**

## DEMO STAGE B | MONDAY, MAY 4

*Demo Stage Presentations are included in your show ticket.*



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**



1:30pm-2:30pm – Airbrush Secrets: Film, TV, & Bridal Edition with **Frederick Sanders** for **Temptu PRO**



2:45pm-3:45pm – Healing Isn't a Product — It's an Environment with **Andrew Kuforiji & Maria Kuforiji** for **The Healing House**

# THE MAKEUP SHOW NYC 2026

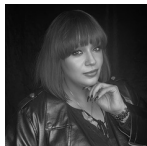
SUN, MAY 3, 9AM-5PM – MON, MAY 4, 9AM-5PM | 125 WEST 18TH STREET, NYC

## COMMUNITY STAGE | MONDAY, MAY 4

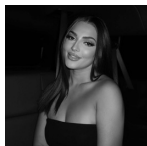
*Community Stage Presentations are included in your show ticket.*



9:30am-10:30am – Elevated Skin for Polished, Next-Level Artistry with **Céleste Switala**



10:40am-11:40am – Mahogany Reimagined: Then. Now. Next with **Shar Turner**



11:50am-12:50pm – The Art of Soft Glam: Enhancing Natural Beauty with **Ani Amirkhanyan**



1:00pm-2:00pm – Deconstructing AI Beauty: From Digital Concept to Real Skin with **Polina Perminova**



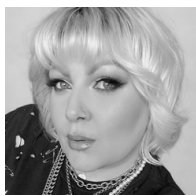
2:15pm-3:15pm – Editorial Muse: From Face Chart to Fashion Story with **Odilis Trinidad**



3:30pm-4:30pm – High Contrast, Bold Definition: Quick Arabian-Inspired Eye with **Lana**

## INTERNATIONAL STAGE | MONDAY, MAY 4

*The International stage is sponsored by Danessa Myricks Beauty. Access is included in your show ticket.*



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



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

# THE MAKEUP SHOW NYC 2026

SUN, MAY 3, 9AM-5PM – MON, MAY 4, 9AM-5PM | 125 WEST 18TH STREET, NYC



**Zoë Elizabeth** – Mexico

**Monday, May 4 | 1st Floor – 2:00pm-3:30pm**

## PERFECT PITCH

*Perfect Pitch is included in your show ticket and is available on a first-come-first serve bases.*



**Perfect Pitch: A pro-resource area curated by The Makeup Show  
Saturday, May 3 & Monday, May 4 | 11:00am-1:00pm**

Perfect Pitch is back! Attendees get to bring their portfolios and business materials for review by industry experts and representatives. Meet one-on-one with top agencies, producers, industry insiders [...read full description here.](#)