

Premiere Birmingham Southeastern Beauty Event

On October 19 – 20, 2014, the top names in the beauty industry will gather for the Southeastern Beauty Event. Premiere Birmingham will bring the best of artistry and education, directly into the hands of professionals offering them the best in products, techniques and trends. Experience the unparalleled thrill of face-to-face education as the possibilities to grow are endless. Showcasing premium education in hair, nails, dayspa and business, Premiere Birmingham is important for professionals and students' careers, where they can connect, learn and network.

Main Stage: Premiere Birmingham's Main Stage will represent the top educators in the beauty industry. Showcasing the trends for the upcoming seasons, this year's feature line-up includes; ARROJO: Nick Arrojo; RUSK: RUSK Creative Team; Andis Company: Rodrick Samuels; Farouk Systems: Bradley Tuggle and Rocky Vitelli; BaBylissPRO: BaBylissPRO Team; KARG Inc. New York: Mike Karg; and the updo guru Martin Parsons. This incredible line-up will leave attendees inspired and ready to unleash their own creativity.

Focused Education: With over 120 classes to choose from, learn the latest trends and techniques firsthand from industry icons. It is important for professionals to keep up-to-date, including focused education in barbershop, esthetics, extension/weaves and global texture. Global texture education continues to grow as it is important to learn and work with multi-textured hair to keep a growing client base. Featuring education from: Patric Bradley; Chuck Caple; Fuller Hair Care: Lisa Fuller; Next Level Concepts by Denise Michelle; and Antonio Tarrell. Professionals will be able to supercharge their careers through education.

Workshops: For the hands-on experience, attendees can register for any of the workshops covering, color, makeup, eyelashes, cutting, extensions and even updos. Workshops are an excellent option for an in-depth experience that can help increase revenue. New to the workshop line-up this year, Martin Parsons, is offering a long hair workshop to help professionals learn the techniques and build confidence in their updo business.

Nails Education: Nail technicians can rejoice in the abundance of education, covering nail art, techniques, sanitation and electric nail filing. CND, OPI, Nancy King and Backscratchers Salon Systems, Inc., are some of the companies who will bring the best in artistry and education.

Beautiful Moments: New this year, Premiere is launching Beautiful Moments. Several lucky winners will be able to live out priceless moments with our top educators, becoming true VIPs.

Stay connected with Premiere Birmingham and learn about the latest information, giveaways and exclusive deals on our [Facebook](#) and [Twitter](#).

Mark your calendars for Premiere Birmingham 2014 on October 19 & 20 at the Birmingham Jefferson Convention Center. For more information, please contact Premiere Show Group at 800-335-7469 or visit www.premierebirminghamshow.biz.