

Press Release Issued by NZ Beauty Expo
02 February 2015
For Immediate Release

NZ Beauty Expo Catwalk Sneak Peak

"When show visitors walk through the doors of the NZ Beauty Expo, we want them to be wowed by the diversity and feel enthused about their industry. We want them to walk away with a smile on their face, hands full of new products and an abundance of knowledge gained from interaction with experts and fellow beauty professionals." This is the model Organisers of the NZ Beauty Expo have been working toward and with only 5 months to go, the NZ Beauty Expo line-up is already beginning to surpass the previous 2013 event's extensive event program. The only event of its kind in New Zealand, the NZ Beauty Expo is a two day trade showcase and Business Summit that will attract around 2500 show visitors and over 100 leading brands and suppliers on Saturday 4 & Sunday 5 July at the ASB Showgrounds in Auckland.

Among the many show features, the complimentary Catwalk Shows are a visitor favourite, entertaining and inspiring attendees with professional live performances and demonstrations all day long. Within the 2015 catwalk line-up, one of the world's leading makeup artists to the stars, Rae Morris will once again take to the stage to provide valuable insight and training. Rae Morris, known widely as the most influential makeup artist working in Australia today, can also boast the titles of best selling author, L'Oréal Paris Makeup Director and four times Australian Makeup Artist of the Year. Collaborating with some of the world's leading photographers, Rae has worked on editorial covers, fashion and beauty spreads in magazines including Vogue, Harper's Bazaar, Marie Claire, Rolling Stone and In Style. Rae has worked with the country's key fashion houses and directed makeup for many Australian Fashion Week shows.

This year Rae Morris will also be partnering with Australian brow artist, Jazz Pampling on the main stage. Jazz is responsible for shaping the brows of celebrities such as Oscar nominee Naomi Watts and Australian Aboriginal Model Samantha Harris. In additional Masterclasses, Jazz Pampling will be sharing her secrets on creating the ideal brow shape. Jazz will be discussing how we age; how face shape, bone structure, muscle and brow shape work together. She will break the brow down into parts and discuss how to shape the brow and deal with difficult brows. Jazz's techniques for brow shaping will help show visitors to create great brows for their clients and keep them coming back for more.

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In another must-see catwalk performance, the Scruples design team will blend and unite the duality of hard and soft as it pertains to cut, color and style. While showcasing high fashion trends, segments of the show will focus on Soft, Bold and Indie Hair.

The Scruples design team will demonstrate how to save time, make money, and broaden your artistic strength. Accomplished master cutter and colorist Katie Nielsen brings over 20 years of experience in the professional salon industry center stage as a Scruples educator and Design Team member. Nielsen's photo work has been nationally published and she was appointed one of the lead designers for Scruples at New York fashion week. She is known for her practical approach to color placement. A former International Haircolor Exchange presenter, Nielsen has an expert eye for color mapping and tonality selection, making her presentation a must-see event.

Scruples National Business and Education Development specialist, Donna Campbell will take the guesswork out of haircoloring with her secrets to expressing creativity. From owning and managing a salon to performing as associate artist on the main stage to now heading up field education in the East, Donna Campbell brings over 25 years of passion for education to the professional salon industry. Her vivacious personality lights up the stage and her down to earth approach relates to any audience. Campbell holds to a strong belief in saving time, making more money and unleashing artistic freedom. Campbell will inspire salons to achieve new levels of success.

The amazing, fascinating and colourful world of body art will also be hitting the catwalk with a show designed to introduce a completely new dimension of beauty and entertainment. Professional painters, models, prosthetics, mask and makeup artists will all come together to create a mesmerising live performance with an entirely new theme of "Beauty & the Beast". The NZ Body Art Association will also be putting on a jaw dropping performance specially for the NZ Beauty Industry Awards Evening on Saturday 4 July.

Online show registration will be opening soon. For more information on what you can expect to see, learn and experience at NZ Beauty Expo visit www.nzbeautyexpo.com or follow NZ Beauty Expo on [facebook.com/nzbeautyexpo](https://www.facebook.com/nzbeautyexpo).

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