

For Immediate Release
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Registrations Open for NZ Beauty Expo 2015

New Zealand's professional skincare and beauty specialists can now guarantee their attendance at the industry's highly anticipated event, NZ Beauty Expo 2015. Online registration for the event is now open and industry professionals and beauty college students are invited to register for the exhibition and its extensive events program. The NZ Beauty Expo will be held at the ASB Showgrounds in Auckland on Saturday 4 and Sunday 5 July 2015.

The 2015 event is deserving of the show's motto 'Be inspired and entertained' with an impressive and unique event line-up of over 100 leading brands and suppliers, catwalk shows, demonstration pods, a Business Summit, makeup and brow master classes, onsite spa treatments and a relaxing visitor's lounge. Among the many exciting show features, the Catwalk Shows are a visitor must, entertaining and inspiring visitors with professional demonstrations and performances all day long. Within the catwalk line-up, one of the world's leading makeup artists to the stars, Rae Morris will be returning to present a live demonstration of 'Perfecting Skin & Applying Trends'. Rae is famous for flawless skin and will not only demonstrate how to get your base right, she will also explain how to translate the latest trends into wearable looks for the real world.

Known widely as one of the most influential Makeup Artists in the world, Rae Morris is not only a best-selling Author but also four times Australian Makeup Artist of the Year, and the recipient of the 2013 ABIA Hall of Fame Award. Rae will also be providing invaluable insight and training during an exclusive, one time only New Zealand Makeup Master Class: 'Rae Morris - Shares her best kept makeup secrets'. Rae will cover in detail all aspects of standing out of the crowd in the highly competitive world of fashion makeup, personally showing you the inspiration, techniques and inside industry knowledge that made her four times Australian Makeup Artist of the year. The master class will focus on advanced techniques and tricks (personally demonstrated by Rae) from salon makeup through to high end fashion editorial and advertising.

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Australian Brow Artist, Jazz Pampling will join Rae Morris on stage to share her techniques for brow shaping and how to create great brows to keep clients coming back for more. Jazz is responsible for shaping the brows of celebrities such as Oscar nominee Naomi Watts and Australian Aboriginal Model Samantha Harris. Jazz's additional Masterclass will have her sharing secrets on creating the ideal Brow shape. In her only New Zealand private class, 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 as well as deal with difficult brows.

In a performance piece showcasing the work of some of New Zealand's finest body painters and dancers, the New Zealand Body Art Trust, in conjunction with the Apollo Theatre School, will present a captivating performance of 'Beauty versus Beast'. It tells the story of the challenge between what is classified as beauty and what is a beast - as an observer we might see and feel an emotion, however if we allow ourselves to become one with the performer, the definition of beast may take on a very different meaning.

Attendees will be able to observe the Scruples International creative team on stage as they blend and unite the duality of hard and soft as it pertains to cut, color and style in the new Synergy collection. The Scruples Show will focus on Soft, Bold and Indie Hair while showcasing high fashion trends that will provide Hair Colorists with the ultimate freedom of expression. Accomplished master cutter and colorist Katie Nielsen has an expert eye for color mapping and tonality selection, making her presentation a must-see event.

Education has a strong presence in the 2015 expo with the ability for show visitors to not only learn from the experts in masterclasses, but to also have access to a comprehensive schedule of intimate Demonstration Pods provided by DMK and Derma Aesthetics. The vast array of topics include Pastiche's 'Post inflammatory hyperpigmentation', Dermal Systems' 'Cosmetic chemistry for the Acneic skin', DMK's 'Essential Fatty Acids and key ingredients for skin supplementation' and 'Why

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some clients DON'T get the results they desire' just to name a few.

For further career and business enrichment, the two day Business Summit provides quality seminars by renowned industry experts on key topics such as; 'Gaining New Clients with Online Marketing', 'Manage, Lead and Retain', 'The SEED Principle of Formulating', 'Make business a breeze with cloud computing' and more. A prized speaker from the 2013 Business Summit, Dr. Bill Andrews will once again present a revealing seminar at this year's Business Summit.

After a busy weekend spent learning new skills, testing new products, getting ideas to grow their business and networking among the industry's greatest, show visitors may want to take the opportunity to relax, escape the noise and enjoy one of the many luxury treatments on offer at the Indulge You Spa - with all proceeds being donated to charity.

To register to attend NZ Beauty Expo or for more information on its onsite attractions go to www.nzbeautyexpo.com. The event is open strictly to trade visitors within the professional beauty, spa and affiliated industries. General exhibition registration is \$10 or \$5 for students (two-day registration); Full weekend pass \$275 (includes all Business Summit seminars).

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