

THREE ARTISTS. TWO SHOWS. ONE TICKET.



ON STAGE:

10AM - 12PM

The 6-Figure Haircut with Matt Swinney
Color Techniques with Mark Dolan

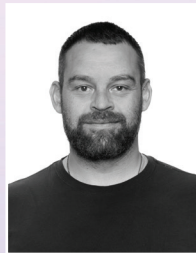
1PM - 3PM

Updo's with Kell Grace

MATT SWINNEY

L'ANZA
HEALING HAIRCARE

The fusion of art, science and creativity is the driving force behind Matt Swinney's ambition and passion for the haircare industry. A four-time North American Hairstyling Award (NAHA) winner, Matt took home trophies for 2017 NAHA for Hair Color of the Year and Salon Team of the Year. He recently earned his first nomination and win in Behind the Chair's 2017 #BIGSHOT award for his incendiary work in the Avant-Garde category. Matt has been highlighted as a Beauty Genius by Elle, and his work has been featured in American Salon, Modern Salon, Behindthechair.com, Estetica, Canadian Hairdresser, and trade publications worldwide.



As Global Creative Director for L'ANZA, Matt collaborates with his fellow Creative Team to conceptualize and develop the L'ANZA Collections for the season. He has led styling teams at New York Fashion Week for fashion heavyweights like HARBISON and Karigam, and regularly travels the globe inspiring stylists with his unique approach to cutting and coloring techniques.

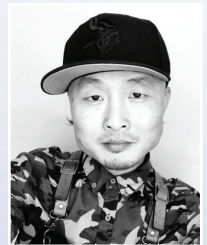
At home in Minneapolis, Minnesota, Matt co-owns Evolution Hair Studio – the world's first L'ANZA Healing Center, and 2017's NAHA-award winning Salon Team of the Year. Whether instructing a class or touching up a client behind the chair, Matt's core philosophy remains the same: Help everyone you touch reach their highest potential, while striving to reach your own.

MARK DOLAN

L'ANZA
HEALING HAIRCARE

Originally from Seoul, South Korea, Mark was adopted at age 4 and has been in the Minneapolis area ever since. After graduating from the Aveda Institute in 2006, Mark spent two years honing his skills before joining on with L'ANZA's very first Healing Center, Evolution Salon.

Mark constantly strives to push the boundaries of his creative and artistic ability. In 2016, his unique eye for design and impeccable technical skills yielded him a prestigious Behind the Chair #ONESHOT Award in the Editorial category, and he has been twice nominated for a North American Hairstyling Award (NAHA). As a member of the Artistic Design Team for L'ANZA, Mark is key support for the Global Creative Team at photo shoots and major events like New York Fashion Week and the annual L'ANZA B.I.G. Event.



KELL GRACE

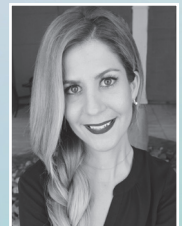
NEUMA
—NATURALLY ADDICTIVE—

Kell is known for doing 4 updos in 4 minutes!

Kell has developed her own international seminars that focus on updo time-saving techniques and bridal business building to help stylists generate more revenue for themselves and for their salons.

- licensed cosmetologist
- creator of online tutorials and academy
- certified wig maker
- BAS degree
- salon owner
- master stylist
- international platform artist / educator
- produced updo DVDs

Kell's proven techniques INCREASE your revenue!



Monday, September 30, 2019 • 10AM-3PM*

MACHINE SHOP • 300 2nd St. SE Minneapolis, MN

Parking Ramp • 201 2nd St. SE Minneapolis, MN

\$125.00**

**Doors Open at 9:15 AM. **Includes lunch.*

Purchase your tickets online at salononlysales.com or contact your salon consultant!

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