

premiereCOLUMBUS

Your Education DESTINATION

OCTOBER
- 6-7 -
2019



Hair by 2019 NAHA
Finalist Matthew Morris

PREMIERE COLUMBUS PROVIDES THE MOST EXCITING & EDUCATIONAL SHOW IN THE MIDWEST!

Premiere Columbus, October 6-7, 2019

Columbus, OH, October 14, 2019 – There's no feeling comparable to the thrill and rush of creativity that stems from attending a Premiere show! The most exciting show in the Midwest, Premiere Columbus has breathed new life and inspiration to the 9,000 beauty professionals that came together under one roof at the Greater Columbus Convention Center, October 6-7, 2019. Not only did Premiere Columbus attendees earn CE hours, but they also spent the awe-inspiring 2-days learning from the top educators in the world – for FREE with the purchase of a show pass, continuing their education destination.

MAINSTAGE WAS NOT TO BE MISSED

Dazzling is the best way to explain the Premiere Columbus Main Stage this year. Aside from each presentation equaling one CE hour, attendees were challenged with the supreme tips and latest industry techniques. There is no questioning the overflowing crowd to witness **Tabatha Coffey** for Matrix's presentation on the Personalities of Growth. The insanely creative **Chrystofer Benson** (Matrix) showcased his transformational work before attendees' very eyes. The Balayama herself **Candy Shaw** (Sunlights® Balayage), packed the Main Stage seats for her inspirational Secrets of a Lady Boss, proving anyone who works hard and continues to nurture their passion can make it. Let's not forget the powerhouse duo **Kasey O'Hara Skrobe** and **Stephanie Lawrence** (Pulp Riot) proving life is meant to be lived in vivid colors. Barberology's **Andy Mendoza**, **Van Campbell** and former Premiere Columbus attendee **Talia Scarpato**, proved to barbers and cosmetologists alike, that you too can end up on the Main Stage one day. Wrapping up day one's Main Stage presentations, **Josh Perez**, **Antonio Estrada** and **Nikki VanHatten** showcased women's cutting, barbering and styling with their time saving tips. The **Stay Sharp Nation Team** helped Premiere Columbus attendees fulfill their two-hour Safety and Sanitation CE requirement while keeping things fun on stage.

THE EDUCATION YOU NEED TO SUCCEED™

With endless choices for all beauty industry professionals and students, 200+ classes at Premiere Columbus were certified continuing education courses for the states of Ohio and West Virginia, providing attendees with the opportunity to receive up to 7 CE hours in just 2 days!

The exceptional experience of two days full of classes and hands-on workshops on popular industry trends in hair, men's grooming, nails, skincare and business, left attendees with top notch education to help them further their careers. Classrooms were swarmed by eager attendees and taught by some of the top educators in the industry such as: Ohio-native **Stefani Carol**, **Daniel Mason Jones**, **Michael O'Rourke** and **Wayne Tuggle**, **Ivan Zoot**, and many more resulting in standing room only!

EXHIBIT FLOOR

How could one forget the 400+ booth exhibit floor buzzing with energy from live demos, pop-up education, and endless shopping? Cosmetologists were able to get their hands on the latest products from brands like **Redken**, **Matrix**, and **Sam Villa**. Barbers shopped the best clippers and styling products, while immersing in live demos by brands like **Barberology**, **JRL USA**, and **Clubman Pinaud**. Nail technicians loved shopping booths like **Light Elegance**, **Wildflowers Nail Academy**, and **Designed by Tony Ly**. Estheticians shopped crowd favorites like **Satin Smooth**, **Fibroblast USA**, **GiGi**, and **Edgar Renee Aesthetic Education & Consulting Group**. Makeup-artists waited in packed lines to shop the best from **Morphe**, **Crowne Brush**, **Ardell** and more!

Contact Information for this Release:
Email press@premiereshows.com or call 800-335-7469

COMPETITORS PUSHED THE LIMITS

The competitions at Premiere Columbus this year allowed the opportunity for artists both professional and students, to step onto the stage and test their artistry. Judged by some of the best educators in the industry, and joined by hundreds of their fellow industry professionals, these cosmetologists, barbers, and makeup artists competed for cash prizes and well-deserved recognition.

WE CAN'T WAIT FOR 2020 PREMIERE SHOWS...

The energy and passion demonstrated at Premiere shows is certainly rare - taking the worlds of professional beauty, and providing an environment filled with education, support and enthusiasm, Premiere Columbus is THE event for beauty professionals. No need to worry, you do not have to wait until **October 25-26, 2020** for another Premiere event, join Premiere at one of their other annual shows! For future Premiere shows visit <http://www.premiereshows.com/future-show-dates.html>

Premiere Birmingham | October 20 – 21, 2019

Premiere Orlando | May 30 – June 1, 2020

Premiere Philadelphia | September 13 – 14, 2020

Premiere Columbus | October 25 – 26, 2020

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