

# Lielākā skaistumkopšanas izstāde Baltijā!



31. oktobrī – 2. novembrī

| **Baltic Beauty 2025**

| Kīpsalā

“HAIR BEAUTY WORLD”, Hall No. 1

"HAIRSTYLING ACADEMY 2025"

SEMINARS, MASTERCLASSES, CONFERENCES

## October 31

### Seminar Hall No. 2

#### 11.30–15.00 Ladies' commercial hair cutting technique *ONE CUT*

With this unique *ONE CUT method*, you will be able to perform quick but very effective ladies' haircuts. Universal solutions will allow you to adapt the haircut to different face shapes and hair structures. *The ONE CUT haircut method* is an ideal choice for professional and personal growth, as well as for expanding your commercial offer. Seminar participants will get acquainted with the presentation of nine haircut techniques, three of which will be demonstrated on the podium. The haircut forms presented at the seminar are based on geometry, anatomical reference points and haircut design, which significantly simplifies the work of the hairdresser. After the training, to consolidate the knowledge gained, each seminar participant will receive didactic materials in the form of an electronic interactive textbook by Anna Zenkowska, in which additional photos of the haircut stages and their descriptions will have links to videos with each technique. Training materials: Polish, English and Russian.

The seminar is led by : **Anna Zenkowska ( Anna Zenkowska ) , Poland.** Instagram: @zenkovksa

Participation fee : until October 30 – 40 EUR, after October 30 – 50 EUR

### Seminar Room No. 4

#### 11.30–14.30 Italian style trends in hair coloring and cuts

Viva Italia in your salon! Imagine the soft morning light in Rome, the aroma of coffee from a cozy cafe and the fashionable silhouettes seen on the streets of Milan. Imagine that all this is possible with your inspiration and hands! We invite you to an exclusive seminar for hairdressers! You will be greeted by: a demonstration of the work of a professional technologist from Italy – you will see every move of a world-class master. The latest hair coloring and cutting techniques that set trends in Europe. Feel the atmosphere in which masterpieces are born – an atmosphere of lightness, beauty and inspiration. Immerse yourself in aesthetics, where hair color sounds like music, and a haircut is like a work of art. Feel Italy... and bring its style to your salon!

The seminar is led by : **Alessandro Fiorin (Italy)**

Memberships fee : until October 30 – 40 EUR, after October 30 – 50 EUR

### Seminar room No. 7

#### 11.00–14.00 On the Blade of Victory

One meeting, during which you will also gain valuable experience. Want to learn how to turn a model into a work of art in 35 minutes and go on stage like a champion? In this meeting, we will look at: the secrets of speed and accuracy - how to perform the maximum number of techniques in a short time. The differences between *the Barber Fade Cut* and *Barber Low Skin Fade Cut techniques* on a model and a mannequin's head. Champion time planning - how to correctly calculate the time to show all your skills in 35 minutes. Preparing for the competition - what steps can be taken in advance without breaking the rules. Coloring and shaping on a mannequin's head - from classic to creative. Competition techniques in everyday work - how the experience of a champion raises the level of the master in the salon. You will learn everything:

from *Curly Cut* and *Street Cut* to *Fade Cut*, *Classic Cut* and *Creative Style*. This is not just training before the championship - it is an investment in your skills, speed and confidence. Become a master who works at a champion level – every day. Be faster! Be more accurate! Be a champion!

Masterclasses are led by : **Ilmira Simnova (Lithuania)**

Memberships fee : until October 30 – 20 EUR, after October 30 – 30 EUR

Seminar Hall No. 7

### 14.00–20.00 Author's master classes for men's hairdressers

14.00–15.00 **Irēna Harutska and Sergejs Gaponovs (Estonia)**. Double Cut: The Art of Men's Haircuts

15.00–16.00 **Umid Gafurov (Kazakhstan)**, **Richard Mathison**, **Julia Vaschilko (Latvia)**. HAIR TALKS by FRESH OUT

16.00–17.00 **Vadim Miroshnichenko (Estonia)**. Classical hair cutting geometry

17.00–18.30 **Łukasz Zarychta (Poland)**. Men's commercial hair coloring

18.30–19.30 **Daiga Lapina (Latvia)**. Men's haircut as a lifestyle

Masterclasses led by: **Bruno Čubis (Latvia)**

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

Seminar Hall No. 2

### 16.00–20.00 Haircut techniques UNISEX

Universal haircuts *Unisex* are suitable for both women and men. Haircuts are created for long, medium and short hair and are designed especially for those who like quick and effective solutions. The following techniques will be demonstrated at the seminar: *WOLF CUT* with extended and short pony, *HUSH CUT + MULLET*, *MEN'S HUSH CUT*, *TOMBOY*, *MEN'S TOMBOY*, *SKULLET*, *MEN'S SKULLET*, *PIXIE*, *MEN'S PIXIE*. The seminar is designed in several information acquisition formats: a detailed description of each stage of the haircut, a description of anatomical landmarks that serve to simplify the division of hair into zones, a study of haircut methods and personalization of a hairstyle for an individual client, a presentation of 10 haircuts, a demonstration of 3 haircuts, methodological materials for independent work. Each seminar participant will receive training materials in electronic form: photos showing the hair division and tensioning of strands, a detailed description of each stage of work, a technical drawing of the haircut scheme, a QR code with a haircut video to view by simply scanning the code with the phone's camera.

The seminar is led by : **Anna Zenkowska (Poland)** ) *Instagram* : @zenkovksa

Memberships fee : until October 30 – 40 EUR, after October 30 – 50 EUR

Seminar Room No. 4

### 15.00–18.00 FADE CONTROL

Want to do *Fade* haircuts quickly, accurately and confidently, even if you are a beginner? Then you need a *FADE CONTROL* author's master class from the best hairdressers in the Baltic States – **VITALĪNA LUBANĒ**, "BEST BALTIC BARBER 2024", and **Natalija Belogubova** – founder of "LUNA BARBERSHOP". What awaits you? Theory and demonstration, perfect *Fade* haircut in 30 minutes. Common mistakes, and how not to repeat them again. Technique that even a beginner can handle. *Hair tattoo* elements for adults. How to use the style correctly to complete the image. For professional masters and beginners – simple, understandable, practical.

Seminar chaired by : **Vitalīna Lubane and Natalija Belogubova (Latvia)**

Participation fee: until October 30 – 50 EUR, after October 30 – 55 EUR

## 1. November

Seminar Hall No. 2

### 11.00 – 15.00 Color Calculator

A seminar that will change your coloring skills. In our theoretical seminar you will learn the secrets of color chemistry and physics, learn to calculate the ideal coloring formula using a mathematical and geometric method, which will allow you to easily get the right color and eliminate inaccuracies in professional hair coloring. Without reference to the brand, using the example of a color circle. The highest level.

Seminar led by : **Anna Zenkowska (Poland)** ) *Instagram* : @zenkovksa

Participation fee: until October 30 – 20 EUR after October 30 – 30 EUR

Seminar Room No. 4

### 11.30–14.30 New haircut collection from “IM Academy”!

We invite you to a unique seminar “Look & LEARN”, led by Ivana Špicere and Mario Mesaričs, creative directors of the progressive academy “IM Academy” (Zagreb) with 30 years of experience in hairdressing. 4-6 creative and modern haircuts will be demonstrated on stage. This is a great opportunity to be inspired by the latest trends and at the same time expand your knowledge. Each demonstration will be based on current events in the world of hairdressing, so that after the seminar you can offer your clients fresh and modern solutions in the salon everyday life. This is not just a simple training seminar - it will be a creative experience where you will learn professional tips, tricks and secrets that will help your work stand out in everyday life. You will see how small nuances can achieve an excellent result and give a haircut character. If you want to expand your knowledge, gain new skills and be inspired by internationally recognized masters, this seminar is just for you! It is an opportunity not only to learn, but also to share experiences with colleagues and expand your professional network. “Instagram” – 71.2 thousand followers, “FACEBOOK”: “IM.academy”. The number of places is limited. Join us and let “IM Academy” inspire your future works!

The seminar is led by : **Ivana Spitzer (Ivana Špicer) and Mario Mesaric ( Croatia)** *Instagram* : @im.salon.academy, @mm.mario.mesaric,@ivanaspicer

Participation fee: until October 30 – 60 EUR, after October 30 – 75 EUR

*Seminar Hall No. 7*

### 11.00–15.30 Author's master classes for women's hairdressers

11.00–12.30 **Lukasz Zarychta ( Poland)**. Hair coloring techniques

12.30–13.30 **Peter Stolze ( Germany )**. Artificial intelligence in the hair salon

13.30–14.30 **Inese Alšāne, Tamara Kanuka, Aigars Martinsons (Latvia)**. Women's evening hairstyles for long hair

14.30–15.30 **Edīte Supe and Laura Gabrāne (Latvia)**. Behind the scenes in the foreground. The invisible side of hairdressing – the process that creates the result. A journey from a creative idea to a convincing image Masterclasses led by: **Bruno Čubis**

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

*Seminar Room No. 7*

### 15.30–20.00 Author's master classes for female hairdressers

15.30–16.30 **Ilona Rudoviča (Latvia)**. THREE COLOR BALANCE in hair dyeing recipe

16.30–18.00 **Łukasz Zarychta (Poland)**. Easy-to-understand and practical hair bleaching techniques, to create a base for ideal blonde tones

18.00–19.00 **Alesja Mingenovica (Latvia)**. From passion to brand building: women in beauty care business trip

19.00 -20.00 **Liāna Daņilova, Anna Lapiņa (Latvia)** . Safe hair restoration and straightening – innovative procedures without formaldehyde. It is not profit that matters, but the health of your client

Masterclasses led by: **Bruno Čubis**

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

*Seminar Room No. 5*

### 11.00–15.00 Perm secrets

Secrets of working with (bio)perms: process, combinations of techniques, root perms on papillots. Differences and selection of ingredients. You will learn about hair chemistry and tools, including the variety of hair rollers and papillots. Rules for winding and roller placement. Hair coloring and perms. At the same time - is it possible? Hair styling after perms and choosing the optimal products.

The seminar is led by : **Alona Fedicheva (Latvia)**

*Instagram* : @Alona\_fediceva @curls\_lv

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

*Seminar Hall No. 5*

### 15.30–18.30 Women's haircut and coloring techniques for long hair

Cutting techniques for long hair, from simple classic variations to creative multi-stage shapes. Multi-layer cutting techniques for those who want to give their hair the missing volume. A variety of hair length transitions along the perimeter of the hairstyle. Cutting techniques that can be combined. What cut to choose for long, blond hair if complex coloring is performed? A textured hairstyle that will help to highlight beautiful tonal transitions more effectively. Features

of coloring long hair and coloring techniques to create natural transitions, the effect of sun-faded hair, flowing color transitions and creative coloring techniques for bright images.

Seminar chaired by: **Aziz Riksiboyev (Kazakhstan)**

Instagram: benaz1z

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

### *Seminar Hall No. 2*

#### **16.00–20.00 Designing complex painting techniques**

How often does a client show you photos from the internet with their dream *Balayage*? hair coloring techniques, and can you live up to her expectations? During the training you will learn *Balayage* techniques and various *Front Blonde* author's methods for creating complex colorings, which will be selected individually for each client. Types of hair strands, width and thickness of selected hair strands, their effect on the coloring result. Gradation effect. Technical execution of elements - demonstration. Evaluation of techniques and coloring schemes based on photographs. Creation of coloring schemes. Selection of coloring techniques according to the client's face shape. Universal schemes.

**The seminar is led by : Anna Zenkowska ( Anna Zenkowska) (Poland)**

Instagram: zenkovksa

**Participation fee:** before 30.10. – 20 €, after 30.10. – 30 €

### *Seminar Hall No. 4*

#### **15.00–18.00 Latest trends in long hair styling**

Long hair is very popular – it is one of the most sought-after services in modern salons, which not every master is happy to perform. Get involved in the creative process, gain new knowledge or refresh your old skills! Techniques for beginners and high-level professionals. Three different techniques for creating women's wedding, evening and fantasy hairstyles for long hair will be demonstrated, as well as some options for their transformation. Hair techniques that emphasize a simple but elegant look, with smooth and soft lines, the natural beauty of shapes, textures, lines and waves. It is the details that create a unique everyday and evening look. Secrets of how to create style cocktails to achieve a mirror-like shine to hair and perfect fixation. Don't miss the opportunity to learn about the latest trends in women's hairstyles!

The seminar is led by : **Ekaterina Mosendz ( Estonia )** – multiple winner of hairdressing competitions champion, international master, jury member, trainer and winner of the Estonian beauty festival

“Golden

Swallow” organizer

Memberships fee : until October 30 – 20 EUR, after October 30 – 30 EUR

## **November 2**

### *Seminar Hall No. 2*

#### **12.00–16.00 Hairdressing Chemistry**

This unique seminar, which combines theoretical knowledge and practical skills, is intended for professionals who want to understand the complex aspects of the interaction between hair and chemicals in a deeper way. Participants will have the opportunity to learn modern approaches to the use of hair modification products, as well as learn analysis methods and component selection that ensure optimal results in coloring and care. Discover the secrets of hairdressing chemistry, which are not as complicated as they might seem, but will help you understand the complex moments in the work of a hairdresser and make the right decisions in difficult situations. Chemical bonds in hair. Reversible and irreversible protein denaturation. Hair modification products. Acid washing – composition and effect. Active ingredients in hair bleaches – what to look for when choosing hair bleaching products. Additives for bleaches, conditioners, permanent dyes (proteins, magnesium sulfate, disodium salt, glucose, collagen, elastane, polyquaternium, glycerin) – how and where to use. Composition of oxidants, use of oxidants in hair care. Chelate shampoos. Cleansing detergents. Rules for tinting hair with permanent and semi-permanent dyes. Pigment chemistry. Four groups of pigments in oxidative dyes. Direct pigments and their types. Hair restoration before and after using aggressive products.

The seminar is led by : **Anna Zenkowska ( Anna Zenkowska) (Poland)**

Participation fee : until October 30 – 20 EUR, after October 30 – 30 EUR

#### Seminar Room No. 4

##### 11.00–13.30 FRESH OUT UNISEX VISION

A modern approach to universal haircuts. A review of current fashion trends and an introduction to *the FRESH OUT* philosophy. A breakdown of universal styling techniques that highlight the client's individuality. Practical methods for creating a versatile look for clients of any age and lifestyle. Demonstrations of five haircuts. The nuances of client consultations. Let's talk about hair!

The seminar is led by: **Richard Mathison, Julia Vaschilko, Igor Vaschilko, Valeria Dudnik (Latvia), Umid Gafurov (Kazakhstan )**

Participation fee : until October 30 – 20 EUR, after October 30 – 30 EUR

#### Seminar Room No. 4

##### 13.30–16.30 International experience – men's haircuts and styling!

We invite all male hairdressers and barbers to a special seminar. This is a unique opportunity to get acquainted with the latest trends and techniques used by the best masters from around the world. Three men's haircuts will be demonstrated, one of them with a beard. During the seminar, you will learn how to use the most modern tools and techniques to emphasize the individual characteristics and style of each client. Do not miss this opportunity: learn the latest techniques in men's hair cutting and styling, gain practical skills from international experts, expand your professional knowledge and client base. This seminar is designed for anyone who wants to improve their skills and become a leading master of men's hairstyles! Don't wait! Register today and get ready to turn your skills into a real work of art!

The seminar is led by : **Jerome Kantner (Germany ) , Raimonds Berezovskis and Mihails Vološčuks (Latvia )**

Participation fee: until October 30 – 80 EUR after October 30 – 90 EUR

#### Seminar Room No. 5

##### 11.30–14.30 Braiding Art

*Braiding* as a new service in hairdressing salons. *Braiding* salon specialists will demonstrate techniques based on hair braiding and the inclusion of artificial fibers and other materials, demonstrating their vision of the art of braiding. *Braiding* techniques for short, medium and long hair and the correct choice of braid length. Classic African braids, dreadlocks and plaits. *Braiding* techniques along the base of the head and the choice of the correct braid technique. Secrets of working with materials. Artificial fiber colors for volume and lengthening the client's hair. Choosing a color, taking into account the overall look, style, individuality and creativity. *Braiding* accessories and tools.

The seminar will be led by **Veronika Zelča and Olga Semene (Latvia).**

Participation fee: until October 30 – 20 euros, after October 30 – 30 euros

#### Seminar Room No. 7

##### 11.30–14.30 Time jump

Imagine a life where you not only survive in your profession, but truly thrive and find satisfaction! After more than **30 years of experience and work practice** , experiencing a real "leap in time" from the 20th to the 21st century and continuing to develop in a new reality, I have prepared a **unique seminar** in which you will learn current working formulas for creating a stable cool color. Shades without affecting the background of the lightening. Practical linear technique for dyeing regrown hair. Proven recipes that will help you discover maximum possibilities using your usual products. This is not dry, theoretical material or a set of ideas - this is a clear action plan that you can use immediately after the training. Are you ready to reevaluate your work and take control into your own hands? I invite you to my seminar! Take a step towards controlling the result, not waiting for luck.

Seminar chaired by : **Marina Lāce (Latvia)**

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

#### Seminar Room No. 7

##### 14.30–17.00 Author's master classes for men's hairdressers

14.30–16.00 **Łukasz Zarychta ( Poland)** Cocktails for men's hairstyles

16.00–17.00 **Barber Academy (Latvia)**

Participation fee: until October 30 – 20 EUR, after October 30 – 30 EUR

**Registration for seminars: +371 29217560, [jevsejeva@skaistum.lv](mailto:jevsejeva@skaistum.lv), [www.hairstylingfestival.com](http://www.hairstylingfestival.com)**

*Reserved tickets can be obtained at the accreditation stand at Gate 5 (to the right of the central entrance). The price includes an entrance ticket to the “Baltic Beauty” exhibition. You will receive a certificate after the seminar, master class or conference. The number of places is limited!*