



YOUR SUCCESS IS OUR SUCCESS

INsalon
2010



*Join National
at the Upper Midwest Event for
Beauty Industry Professionals*

Sunday, October 17, 2010

9am-5pm

Monday, October 18, 2010

9am-3pm

Saint Paul RiverCentre

175 West Kellogg Boulevard, Suite 501

Saint Paul, MN 55102-1299

888.213.0949

Tickets

Professional 2-Day Ticket Price Before 9/30/10 - **\$69.00*** (#58331)

Professional 2-Day Ticket Price After 9/30/10 - **\$85.00***

*All INsalon tickets are for 2 days. Single day tickets are not available.

Hotel Accommodations

BEST RATE IN DOWNTOWN ST. PAUL!

Crowne Plaza Hotel - St. Paul Riverfront

11 E. Kellogg Boulevard, St. Paul MN 55101

Standard double, King and Poolside double all ONLY \$119 per night!

Group rate: \$119.00 single/double until 9/26/10

After 9/26/10 reservations will be taken on availability.

Special hotel guest parking rate at the Crowne Plaza: \$9.00 per night (regularly \$14.00)

FREE shuttle service to the RiverCentre for hotel guests!

For Reservations Call: 888.233.9527 or 651.292.1900

Contact your sales consultant or NSR Customer Service at 800.622.0003



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Classes



Believable Blondes & Ravishing Reds

Artist: Thomas McWilliams

Come & learn coloring secrets from the one of the leading color manufactures; Alfaparf Milano. We will discuss how to achieve believable blondes & ravishing redheads. Want your blondes to be asking for more? Do your redheads fade & have longevity issues? Come to this seminar & learn some proven tricks to let your client's hair color do the talking for you!



Take Style to the Edge

Artist: Dan Galvin

For 2010, Joico has taken The Art of Hair to the boldest place it has ever gone: the fantastically beautiful, utterly unique world of Le Graphique. Inspired by a harmonious juxtaposition of light & dark, soft & hard, extreme elegance & madcap whimsy, this trend collection combines classic cutting & coloring principles & artistic ingenuity to create a strong, linear framework for vivid color.



Grey Challenges

Artist: Lisa Peterson

Grey is an illusion – what color is it? Boomers to Gen-X, no one escapes! Creative techniques, precise formulation & convincing dialogue for every client. Gentle persuasion to complete coverage.

Color Theory & Color Correction

Artist: Lisa Peterson

Any color from any level – Realistic choices from unrealistic expectations. When the client's choice seems impossible, turn their desires into unlimited possibilities.



Marcia Teixeira Brazilian Keratin Certification

Artist: Miranda Carlson

National Salon Resources invites you to become certified to use The Original-Brazilian Keratin Treatment in your Salon! This superior revolutionary new service is an intense treatment that results in soft, frizz free hair with incredible shine & lasts for up to four months. There are 3 unique formulas-one for every hair type. Easy application-no down time-big ticket service.



Essential Looks

Artist: Schwarzkopf Education Team

Join the Schwarzkopf Professional National Education Team as they unveil the latest looks, from Schwarzkopf Professional's global trend Essential Looks Collection.

Experience, discover & learn new trend-driven cutting, coloring & styling techniques utilizing the Schwarzkopf Professional brands to grow your creativity & business.



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