

LIFE OF RILEY LIVE

Sunday September 15th

To help us celebrate our **6 YEAR ANNIVERSARY**

Watch **Life of Riley Live** at LORCAL
or view online at LifeofRileyLive.com

FREE EDUCATION ! 5 CLASSES

Call 727-865-4145

12955 Starkey Road, Suite 3000, Largo, Florida 33773



**6 YEAR
ANNIVERSARY
SALE!** SEPT 15-16, 2019

GREAT ANNIVERSARY SAVINGS
IN OUR MAGAZINE!
CLOSE OUT ANNIVERSARY
SAVINGS AT OUR HQ!
COLOR EXCHANGE PRODUCT,
SAVE UP TO 50%!
FREE EDUCATION!



Brandon Wagner

**CRAZY
COLOR**

Sunday 930:AM -10:30AM

Welcome to a whole new world of **VIVID COLOR**. **Crazy Color**, the UK's best selling direct dye, will impress you with it's liquid consistency, intense pigmentation and ease of application. In this class we will go over a quick introduction to the line, then discuss color melting techniques, and then advanced formulations. Brandon Wagner has been an educator for 30 years, working for several brands as a platform artist. He tries to deliver serious education in a humorous, entertaining format. He is also the owner of Tribeca ColorSalons, celebrating their 20th anniversary, now with 3 locations in the Tampa area and an Atelier in Montreal.

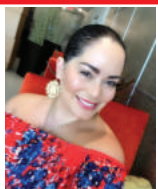


Rich Keeley

REUZEL
BY SCHEEREN HAARSCHIJZEN EN BARBIER

Sunday 11:AM - 12:00PM

Rich will present the old school craft of barbering by **Demonstrating Classic Cuts** steeped in tradition and perfected over decades by the "Lords of the Lard" themselves. From Pompadours to Flatheads, learn how to approach these timeless cuts and how to integrate the Schorem™ classic shapes and REUZEL™ products into your everyday work. While preaching the greasy gospel, the SCUMCLASS will touch on how to build the men's business to ensure you capitalize on the 50 billion-dollar global men's grooming industry.



Katia Acevedo

KEUNE
The Art of Hair

Sunday 12:30PM - 1:30PM

Keune Style offers a versatile collection of innovative products based on the latest trends. In this interactive PK class, you'll walk away with tips and tricks on how to prep the hair to **create the perfect canvas for modern, perfectly-imperfect hair**.



Eric Austin

ALFAPARF

Sunday 2:00PM - 3:00PM

During the 500th anniversary of his death, we are inspired by Leonardo Da Vinci, whose innovative spirit defined an era. Leonardo dedicated himself to varied disciplines- teaching us that a mixture of technique and art is a fundamental element in key discoveries through out history. His brilliance made him the symbol of the Renaissance: Innovative, revolutionary, visionary, and builder of his own future. We invite you to embrace the same spirit as you **discover new concepts of copper, brown and blonde**.



Camelly Cancela

**Platinum
seamless**
REDEFINING HAIR EXTENSIONS

Sunday 3:30PM - 4:30PM

The extension category is undeniably the **hottest revenue building opportunity** in salon services and Platinum Seamless is leading the way! Learn how to incorporate Platinum Seamless Hair Extensions into your salon service menu by offering customizable application methods perfect for every hair type, condition and lifestyle. Come and see for yourself how to create, volume, length, color accents and the forever client. Discover the endless possibilities! See live demonstrations on our top 3 application methods, the invisible difference with damage free results, and how to set yourself up for extension success.