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Northeast Educational Conference Chromastics & Salon Education Featured By Carabito Team!

New York, NY Carabito recently hosted their third annual Northeast Educational Conference in Portland, Maine with presentations and hands-on-workshops by top haircolorists from across the USA. President of Carabito; Randy Hegstrom noted "We celebrated the pinnacle of salon education for many salon owners, hairstylists and educators from across the country. We truly believe that education is the key to success. We have begun to offer a special new generic educational format with large stage presentations and smaller classroom workshops. With our growing success, we have already made plans for a repeat performance in 2014."

Top Educators & Special Presentations: Featured educators included Tom Dispenza of Chromastics Hair Color, Franco Marino of West Chester Beauty Academy, Stephen Adams of Unique Salon Services in Minnesota, Celebrity Beverly Hills Hairstylist Dwayne Ross, Tony Fanelli, David Velasco, Andre Nizetich, Dr. Hayel Said, Chase Wakeling and Caitlin Madden of the Worldwide Haircolor Association, David Thomas, Tamara Dahill, Monica Byrnes, Lisa Kelly, Brenda Amaral and Bonnie J. Ray of the American Board of Certified Haircolorists. There were seminars on the 101 Trade Secrets of Haircolor, The Fabric of Hair, Foil Placement Defined, The Science of Perfect Hair Color, Razor Haircutting Techniques, Ombre & Balayage Hair Color Techniques and more. A series of marketing, promotions, tax and business sessions were available. All of the educators participated in an exciting stage event with an open forum for questions from the attendees.

Special Extras: The event opened with a stage presentation by Andre Nizetich, the president of the American Board of Certified Haircolorists. It was followed by a keynote address from Dwayne Ross, before everyone began to take part in the breakout workshops. The first evening also was celebrated with a Chromastics Hair Color Competition and Fashion Show. The show was opened by Peter Ciotti, CEO of Chromastics. Sheila McCormick of Studio 126 Hair Salon in Old Orchard Beach, Maine, Desiree Baily and Melissa Tilas of Possibilities Salon in Wiscasset, Maine were represented as the three finalists in the Hair Color Competition, while Tracy Eaton of Hair Benders Salon in Ellsworth, Maine earned the top honors. Franco Marino Chase Wakeling and Caitlin Madden presented 7 haircut and haircolor makeover models with a special stage demonstration. Besides the fun cocktail parties, networking opportunities and open forums, a diverse set of lectures and hands-on workshops made this conference a true success.



Chromastics ~ Tom Dispenza: As president of Chromastics, a featured sponsor and key educator, Tom Dispenza shared a series of sessions on 'Forget The Hype! Let's Get Real With Hair Color!' Dispenza shared a very generic, yet informative session on creative hair color chemistry, myths and techniques. He reviewed the many options available to best achieve customized hair color with red hair color, no matter the ethnicity or hair type from across the world as well as to review how to discern and use the effects of eye color variables. Dispenza shares, "Chromastics puts complete artistic control back into the hands of each professional hair colorist. We respect that the hair colorist needs to creatively control the deposit, the lightening and the tone of every hair color formula which should be customized for each salon client. Every shade of Chromastics Hair Color contains hydrolyzed proteins that will dramatically help the hair feel and look better." At the Chromastics booth, they shared their entire hair color system, as well as a preview of their just launched new Chromastics Shades.



Chromastics Is The Future Evolution Of Hair Color: Chromastics continues to grow by educating the professional hair colorist with superior information. They teach their affiliated hair colorists how to achieve the very best results, while using fewer products. Hair colorists have the advantage of knowing that with Chromastics, they can replicate any color they or the client sees or wants. They also know that no one can duplicate their work, because they created the formula. The Chromastics hair colorist is trained how to create custom designs that will always be the perfect hair color formulation for each client.

Create Your Own Haircolor Evolution! For more information on the fourth annual Carabito Northeast Educational Conference scheduled for November 2 & 3, 2014, call 207-548-1103, visit www.EducateYourSalon.com or email Carabito.Edu@GMail.com. For more information on Chromastics Hair Color or to register for a regional hair color education workshop, call 818-735-7375, 877-716-2889 or email Tom@Chromastics.com. Visit www.Chromastics.com to sign up for their free newsletter.

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