



DAY 1



SCHEDULE - MONDAY 15TH APRIL

11.00AM Welcome speech (5mins) Ramy/ Rosemin

11.05AM Beautiful Storytelling - How Micro Influencers are Shaping the Industry

Rana Saab, Dee Mohamud, Henna Karzi, Sima Kawaf (30 mins) / Moderator Rosemin

First up we are joined on stage with some of the region's biggest up and coming beauty influencers, where they shed light on the role individuality and diversity is playing on the industry. They may even share some of their secrets to successful storytelling and creating engaging content.

A panel discussion with the bright young starters shaping the beauty industry through their online following.

Panel topics: Importance of beauty and style through individuality, diversity, and body positivity

Secrets to successful storytelling and creative beauty content that make people engaged

Individual daily beauty routine

Successful ways of partnering with brands on their social marketing campaigns

Top 3 favourite products right now

11.35AM Entertainment Performance (10 mins) Introduction - Ramy

11.45AM Questions and Answers with the Queen Of Colour Maria Dowling

led by Alex Venison (15mins) - Introduction Rosemin

We are now joined by the regions Queen of Colour Maria Dowling. Loved by women across the city for her natural and intuitive approach to colouring hair, she is joined by the Beauty Editor for Vogue Arabia Alexandra Venison. She will be uncovering the secrets to Marias unwavering success.

An intimate Q&A discussion with master colourist, Maria Dowling.

Question topics: Colour trends/Client most frequent requests/ Choosing correct product range for your salon /Providing quality services/Retaining clients/ Quality Questions you should be asking your hair stylist/ Advise for anyone looking to get into career in hair/ Career highlight moment/ Her own industry inspirations/What changes does she expect to see leading into the future

SCHEDULE - MONDAY 15TH APRIL

12:00PM (50mins) Makeup Presentation with current trends + Q and A after with Salma El Saadany ft. Urban Decay / Introduction Ramy

Next we welcome makeup artist and TV presenter Salma El Saadany to the stage. Get ready for a makeup demonstration that will showcase the latest Summer Trends using warm colours and Urban Decay Products. Followed by a Q&A.

12.50PM From the Barber's Chair - A Discussion with Regional Leaders in Men's Grooming

Zachary Kendall- Unison Barber, Leila Sanii -1847 Grooming Co., Dan the Barber, Celal Girisken - Hair Garage (25-30 mins)

Moderator: Simon Shaw -Introduction by Ramy

A discussion with local icons amongst the male grooming industry.

Topics include: How you've found success in the male grooming market in the Middle East

Trends within male grooming - what's hot right now? What trend are you ready to be over, and what trend are you most excited for next?

Top 3 favourite products and tools

1.20PM Marquee Take over led by Sophia (50-55mins) Introduction by Rosemin

The latest look. Hair and makeup trends for Spring / Summer 2019 from a leading UAE Saloon

one of the region's top saloon chains, we welcome to the stage Sophie Ghaizi the Educational Artistic Director for Marquee. Here to share with us the hair and makeup trends you should be paying attention to for spring/summer 2019.

2:15PM Headliner: Laura Polko (30 mins) Introduction Ramy/Rosemin

Celebrity Stylist Laura Polko will lead this engaging hair-styling demo.

Having travelled all the way from Los Angeles we welcome celebrity hair stylist Laura Polko to the stage. Having worked with everyone from Gigi Hadid, Chrissy Teigen, Poppy Delevingne and Hailey Baldwin to name just a few, she's here to share some of her top tips and tricks for creating red carpet worthy hair.

2.45PM More than Aesthetics - A Skincare Demo/ Discussion with Manal El Hage (25 mins)- Introduction/Talks with Ramy

In a world where beauty standards are ever changing, Manal El Hage from Dr Kayle Aesthetic Clinic is here to share her expertise on everything from permanent makeup to covering up scars. With a focus on natural beauty and embracing the individual, she shares her story.

She will also discuss how to take care of skin imperfections or pimples at home and at the clinics

SCHEDULE - MONDAY 15TH APRIL

3.10PM Entertainment Performance (10mins) - Introduction Rosemin

3.20PM Hair with Wahl ft. Simon Shaw (45mins) Introduction Ramy

He's won countless awards and is known for being one of the most inspiring and motivating hairdressers in the industry. Arriving to the stage is Simon Shaw the global artistic director for Wahl in the UK. Giving us an exciting demonstration on men's crop cut with fade this is not one to miss.

Celebrity UK Stylist, Wahl representative and stage personality Simon Shaw will lead an exciting demonstration on a men's crop cut with fade.

4.05PM Yasmin Yoursi (45mins) Led by Alex Venison - Introduction Rosemin

you can't keep our next guest down. Joining us on stage is Yasmin Yousri a three-time cancer survivor who's zest for life is inspiring people across the region.

Joined by the Beauty Editor for Vogue Arabia, Alexandra Venison they talk about how many people are turning their backs on the ideals society has placed on us and how there is nothing more beautiful than a positive attitude.

4.50PM Beauty In Business: Insights from Beauty Industry Entrepreneurs (30 mins) Moderated by Rosemin

Ruksher Malik, Zaniab Alhassan, Dr Lana Kashlan, Eljammi Gozalli

The business of beauty is on the rise. Here Rosemin Manji sits down with local beauty entrepreneurs Ruksher Malik, Zaniab Alhassan, Dr Lana Kashlan and Eljammi Gozalli to discuss how they are working, succeeding and sometimes fighting with the challenges of living in a digital era.

An insightful conversation with local beauty industry entrepreneurs, and how they are working, succeeding and sometimes fighting with the challenges of living in a digital era where consumers have the ability to review your product for the rest of the world to see immediately.

Topics include: How consumer trends influence your company in a social era. How do you/your brand/your product react to reviews?

Hard-earned lessons from building your brands

Challenges in maintaining brand loyalty - as an entrepreneur, how do you achieve this?

Importance of sustainability in your core business model?

Advice for those wanting to pursue a career or have entrepreneurial ambitions in the industry

Thoughts, tips and tricks for tapping into the influencer market for marketing campaign

5.20PM Beauty Works Weave & Hair Extensions with Alourdes from Pastels Saloon (30mins) Introduction -Rosemin

What if you weren't blessed with a head of thick, lustrous hair? Hair extension specialist Alourdes Eserve from Pastels Salon is here to teach us the secrets behind the perfect weave and where the world of hair extensions is heading.



DAY 2

SCHEDULE - TUESDAY 16TH APRIL

11.00AM Welcome speech - (5mins) Ramy/ Rosemin

11.05AM Ria Tapodoc Master Class Makeup (25 mins)- Introduction Ramy

To kick the day off we welcome makeup artist Ria Tapodoc to the stage. Loved for her one-minute makeup tutorials, she has worked with some of the world's leading beauty brands including Fenty Beauty and Bobbi Brown Middle East. Here she recreates the look of Miss Universe Catriona Gray of the Philippines
Recreating the look of Miss Universe

11.30AM Dyson Takeover with Celebrity Stylist Larry King (45 mins) - Introduction Ramy/ Rosemin

Flying all the way from London, celebrity hair stylist Larry King takes to the stage. Having worked with everyone from David Beckham to the Delavigne's. Taking us through the latest innovations from Dyson, you're sure to pick up a few tricks over the next half an hour.

12.15PM Entertainment Performance (15 mins) - Introduction Rosemin

12.35PM A Fine Line Versus Crossing the Line with Dr. Malda (20 mins) Introduction - Ramy

The owner of Dubai's Eternel Clinic, Dr. Malda Aldaoudi joins us to share how cultures and social trends are currently impacting the world of beauty. With a staggering rise in cosmetic treatments she talks to us honestly about enhancements and how much is too much.

12.50PM GK Hair treatment education and demonstration with Van Tibolli CEO and Founder (45 mins) -Introduction Ramy/ Rosemin

Van Tibolli the CEO and Founder of Gkhair Professional joins us on the stage with hair stylist Tricia Ostrom to demonstrate an express balayage. Using a freehand approach, Gkhair together with COSMETICA will take us step by step through the proces

Stylist: Tricia Ostrom

Express Balayage by Gkhair together with COSMETICA, Quick Efficient and Reliable

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1.35PM Reshu Malhotra Makeup Masterclass (20 mins) -Introduction Rosemin

With over a decade of experience as a makeup artist, Reshu Malhotra is up next to show us how it's possible to recreate a celebrity makeup look whilst still looking natural. A talent for working with all skin tones, types, ages and ethnicities she has perfected this look.

A lesson on achieving celebrity makeup with a natural look

1.55PM Headliner Laura Polko (30 mins) Introduction Ramy/Rose-min

Celebrity Stylist Laura Polko will lead this engaging hair-styling demo.

2.25PM Entertainment Performance (15 mins) Introduction - Ramy

2.40PM Beauty Through the Lens of Holistic Wellness - Moderated By Ramy

Panel discussion: Holly Drake/Rinky Pamnani (20 mins)

Holly Drake and Rinky Pamnani join the stage to discuss one of the biggest growing topics in the industry, holistic wellness. Focusing on what's beneath the surface we talk health, fitness, diet and mental health.

This ever-increasingly important and relevant topic will cover beauty BENEATH the surface. Topics will include:

The importance of health, fitness, diet and mental well-being to beauty

How beauty brands can incorporate a holistic approach to their brand ethos and marketing initiatives

How each of their respective areas of expertise impacts both health AND beauty

3.00PM Skincare Session - Novomed Clinic (35 mins) - Introduction Rosemin

Business Development Manager Layal Ayoub will discuss the latest treatments available as well as showcasing the latest on all beauty insiders lips "Vitadrip."

3.35PM Hair with Wahl ft. Simon Shaw (45 mins) - Introduction Ramy

Simon Shaw returns for day two of Beautyworld Middle East. Famed for his mastered techniques in grooming, he arrives to the stage to lead an exciting demonstration on a classic "creative gents'" cut and how to add texture to length.

Celebrity UK Stylist, Wahl representative and stage personality Simon Shaw will lead an exciting demonstration on a classic "creative gents'" cut and adding texture to length.

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4.20PM Coffee Shop Talk with Lizann Balani, Amira Ibrahim and Caroline Labouchere - Moderated by Basma Faramaway (20 mins) - Introduction Rosemin

Motherhood, it changes everything. Here to discuss everything from the lack of sleep to hormonal changes, switching up your beauty routine and the amazing process your body goes through, Caroline Labouchere, Lizann Balani and Amira Ibrahim.

4.45PM Cosmetica Stylist: Jewula Wojceh / Introduction -Ramy

Hair stylist Jewula Wojceh joins us on stage next to demonstrate "The Best is Better" treatment by GKhair together with COSMETICA. Here she takes you from start to finish, with the application process that will include using a flat iron and blow dryer for flawless results. Treatment: The Best (GK HAIR TREATMENT) "The Best is Better" by GKhair together with COSMETICA. The Application and technique will be shown on the stage with application process that will include Flat Iron and Blow dryer for final results.

5.30PM Skincare Hydrafacial Demo with Lara Ibrahim Beauty And Laser Therapist at Eternal Clinic

Lara will demonstrate a facial that is revolutionising the the industry and assisting in achieving flawless skin

5.30PM Closing Ramy/Rosemin

DAY 3



SCHEDULE - WEDNESDAY 17TH APRIL

11AM Welcome

11.05AM Innovation and Changes In The Industry (25mins) - Moderator Tamara Jamal

Haifa Addas, Sara Chemeddine, Sahar Davodi, Dr Malda, Soraya Jouzy

Today we begin with a panel about innovation and changes in the industry. Moderated by digital influencer and TV presenter Tamara Jamal, she is joined by Haifa Addas, Sara Chemeddine, Sahar Davodi, Dr Malda and Soraya Jouzy.

With technology taking the industry by storm, we will explore how these successful leaders use technology and innovation to advance their businesses and products. Topics will include:

Trends, opportunities and best practices that have taken the beauty industry by storm

Technology trends and impact within the industry

Topic of sustainability - consumer priorities vs. brand priorities

Importance and challenges of the natural/organic market - from ingredients to packaging

11.30AM British Barber Association Takeover - Male Grooming with (30mins) Introduction Ramy

A complete guide to classic cuts and male grooming brought to you by the experts.

A feature cut and shave demos by two leading groomers

12.00PM Top 10 Beauty Products with Kiran Chhabria aka “HowSheSpendsIt” (Blogger Profile Name) (15mins)

Tastemaker of curvy proportions, afflicted with handbag, watch & makeup addictions on a quest to destandardize beauty standard gives us an honest review on her top 10 beauty products.

SCHEDULE - WEDNESDAY 17TH APRIL

12.15PM Entertainment Performance (15 mins) Introduction Ramy

12.30PM IMA - Innovations in Medical Aesthetics (25) Introduction Ramy

IMA - Innovations in Medical Aesthetics. Taking Your Career To The Next Level with Director Servane Collette, Laser Therapist Banafsheh Ghorbi and Dr. Majd Alzoughbi led by Lisa Durante

A discussion for professionals in the beauty industry who are considering the range of innovative opportunities that are emerging in the fast-moving sphere of medical aesthetics.

Latest aesthetic treatments that every beauty professional must keep up with

Live beauty consultation by expert aesthetic dermatologist & nurse

How to expand your professional beauty career

12.55PM Makeup with Shona Kennedy (20 mins) Introduction Ramy

A professional makeup artist with over 10 year's experience, Shona Kennedy has worked with some of the biggest brands globally. From M.A.C to L'Oreal, she has also worked for the likes of Zahrat al Khaleej magazine and Cosmopolitan Middle East here in the region. Learning tips and tricks from backstage and London and Paris fashion weeks, she shows us how to achieve a classic glam look you'll want to be talking notes for the weekend ahead. 1.15PM Men's Guide to Daily Grooming & Beauty with Bloomingdales - Rayjai Babauta (30 mins) - Introduction Ramy

Focusing in on the rise of male beauty Rayjai Babauta talks us through this masculine movement. From daily men's grooming practices to gender neutral products, he unveils the latest trends in this ever expanding business.

A look at the masculist movement that is shaping the future of male beauty

Daily men's grooming practices

1.45PM Dyson Takeover with Celebrity Stylist Larry King (45 mins) Introduction Ramy

Styling everyone from David Beckham to the Delevignes, celebrity hair stylist Larry King returns to the stage to share some more tips and tricks. Working with Dysons latest innovations these are tips that will last a lifetime.

A styling demonstration with 2 different looks, using the amazing Dyson hair tools.

SCHEDULE - WEDNESDAY 17TH APRIL

2.30PM Headliner Laura Polko (30 mins) Introduction Ramy

She wowed us on day one and two of Beautyworld Middle East and now she's set to do so again. Showcasing her signature style celebrity stylist Laura Polko returns to the stage for another demonstration for a look that will make you stand out from the crowd.

3.00PM Hair with Wahl ft. Simon Shaw (45 mins) Introduction Ramy

We welcome Simon Shaw to the stage. A celebrity stylist based in the UK he is here to demonstrate the ever-popular men's pompadour cut. Working his styling magic this is not one to miss.

3.45PM Entertainment Performance (15 mins)- Introduction Ramy

4.00PM Rosanno Ferretti/ Christina

Method Director Christina Preinstorfer of the Rossano Ferretti salon demonstrates the internationally acclaimed Method Cut, created by founder and celebrity stylist Rossano Ferretti. A unique technique this signature cut allows the stylist to enhance the client's hair by customizing the cut to their individual needs.

Method Cut Demo

4.45PM Talking about becoming a perfume founder with Omar Alhoui / Discussion with Ramy - (15mins)

We welcome Omar Alhoui the founder of Odict perfumes to the stage. A Kuwaiti brand that is created in Paris, Omar shares his story on the journey of launching one of the region's most successful brands and gives us an insight into how he found a niche in the market.

Omar shares his story on the journey of launching one of the region's most successful brands and gives us an insight into how he found a niche in the market.

5.00PM Makeup Masterclass with Sam Boutros (45mins)

Travelling all around the Middle East Sam Boutros offers professional and intensive training programs for Make Up For Ever. He's worked his makeup magic everywhere from backstage at regional fashion shows to photoshoots for magazines, and has worked with countless

celebrities. Here Sam shares his techniques and some innovative product for a flawless complexion, something every dreams about.

Techniques for flawless complexion

5.45PM Closing -Ramy