



# *Educational Calendar*

SPRING/SUMMER 2020





## Sam Villa

**Redken Global Artistic Ambassador**  
**LEARN, EARN, AND LIVE BETTER!**

**HE'S BACK LADIES & GENTLEMEN!**

**APPEARING IN: ROCHESTER & ALBANY**

**DATE: TBD**

**TIME: TBD**

**PRICE: TBD**

**LOCATION: TBD**

**CLASS TYPE: TBD**

Sam Villa is changing the industry, one hairdresser at a time.

Whether teaching face to face in small hands on classes, on main stage, or reaching millions of social media followers, Sam changes people. He is a true leader that brings out the best in others. As

the 2017 NAHA Lifetime Achievement Award Winner he is known for doing things differently to challenge, inspire & motivate change. His encouragement to stylists is unrivaled, as he genuinely wants each one of them to reach deep to identify how they can make a change to promote their own growth. Sam's talents stretch far beyond his brilliant cutting & finishing skills; he has a plethora of business skills that enliven stylists to think about how they speak to their guests to add value behind the chair.



**STAY TUNED FOR MORE INFORMATION!**

**FOLLOW US ON:**



**REDKEN**  
5TH AVENUE NYC

# Lockport

## 334 S. Transit St, Lockport, NY 14094

### 716-433-6250

March 9th

Keratherapy

Newest formula!

**Treatment Training- Brazilian** 10:00am-1:00pm • Look & Learn • Level: Essential

This workshop is interactive, allowing you to learn in an instructional yet hands on way the proper application, drying and ironing techniques to be used to get the most consistent results using Keratherapy's Brazilian treatment. FEATURES -The most advanced keratin smoothing treatment available today -Maximum amount of curl reduction possible -Amazing shine and "no-frizz" smoothing for all types of hair -Lower investment than all major competitors -Lower cost per application than all major competitors -Less fumes than all major competitors! -No wait time, clients can shampoo same day!

**Color Lock & Smooth** 2:00pm-5:00pm Look & learn Level: Essential

Are you looking for a treatment that locks in color and/or 20% curl reduction? Keratherapy's Color Lock & Smooth will do just that! Come learn how this awesome treatment can earn you extra cash in just minutes. Can be added to a color service or a stand alone treatment! BENEFITS -Locks in color and prevents color fading. -Express keratin treatment which can be completed in minutes. -Healthier hair and faster blow dry. -Lasts up to 4 weeks.

Educator: Kristin Waring

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March 30th

L'ANZA

**#LANZALOVE** 10:00am-12:00pm • Look & learn • Level: Essential

Welcome to L'ANZA! We are excited to introduce you to our brand. This class will help every salon staff member understand how L'ANZA Heals, Seals, and Protects through the complete line of products. Attendees will also learn how to use, recommend, and prescribe L'ANZA at every point through a client's service – from back bar to styling station to retail.

**Time-Saving Techniques** 1:00pm-5:00pm • Hands In • Level: Essential to Intermediate

From foundational techniques to advanced colorful, bold placements. Dive into placements and a new approach to formulation. See how a head-form can work for you and not against you. Learn how to apply these behind the chair.

Educator: Jodi Vasiliou

# Lockport

## April 27th

### ColorProof

**Special Occasion Hair** 10:00am-1:00pm • Hands on • Level: Essential

Weddings, Proms and Festivals! There is always a reason to get a lil' fancy and dress up your hair! In ColorProof's 2020 Special Occasion class, you will see FOUR different formal looks that will appeal to your wide range of clientele's style and requests. Watch as we complete each style classically and then show how to take each look to the next level with creative and fashion forward hair accessories. You will leave this class with the knowledge to complete each style and how to elevate each one and make your client the Star of whatever event they are attending!

**Women's Elevated Cutting Experience** 2:00pm-5:00pm • Hands on • Level: Essential to Intermediate

Gone is the time of salon cutting classes being about learning a singular cut and trying to make it work for you clientele. In this class, ColorProof will teach two beautifully classic haircut shapes (one long and one short), plus ways to customize each based on your clients' personal preferences and needs. We know a clients' total experience goes beyond their cut, so we'll also teach you how to provide an elevated, unforgettable experience that will increase client retention and referrals. You will walk away with so many 'ah-ha' moments and takeaways that you can immediately use to grow your skill set and success.

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## May 4th

### PulpRiot

**Total Colour Class** 10:00am-1:00pm • Hands In • Level: Essential

A Comprehensive combination class of both our semi-permanent colours and permanent colour line, FACTION8. Get to know our lines and improve your coloring skills by learning tips and techniques you can use on your everyday client and your most creative ones. This class focus is 80% FACTION8, 20% semi-permanent colours.

**Blonding & Toning Class** 2:00-5:00 • Hands In • Level: Essential

Learn how to achieve the best blond looks using our lightening system and toners while utilizing balayage and foiling methods. You'll gain confidence in our lighteners, and how to enhance all your blonding services.

Educator: Christine Dier

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## May 17th & 18th

**Babe Mastery Tour 2 Day Training Event**

Sunday 9:00am-5:00pm & Monday 9:00am-4:00pm • (includes comprehensive master kit, mannequin, table tripod, and lunch) • Level: For all Levels

Are you ready to increase opportunities to help your existing clients by offering them thinning hair, volumizing and age related solutions? This course is the program designed just for that! Become officially certified in I-tip, Flat Tip, Tape-in, Fusion and Hand Tied Weft applications!

\*comprehensive master kit includes: Quick pick, loop tool, deluxe tool, classic tool, melting connector, protective discs, Velcro hair grippers, fusion bond cutters, swatch ring, babe brush, replacement tape, tape in bond remover, keratin bond remover, re-bonds, silicone beads, sewing needles, thread, stork shears, small clips, weft adhesive & practice hair for all methods

tools needed: Comb, clips, cutting tools, pen, & notepad



# Lockport– Continued

June 1st

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**BLUR, SMUDGE, MELT AND TONE** 1:00-5:00 • Hands In • Level: Intermediate

There is nothing more beautiful than haircolor that melts into the most natural hues of dark to light. Learn how to Blur, Smudge, Melt and Tone for predictable results. Discover Redken's Liquids to Love . Learn the secrets to creating multi tonal dimension by blurring two colors together, thus seamlessly creating a third tone. This class utilizes Redken's unique Blur Brush to show you how to create unique blending effects.

Educator: Noah Woehrel

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June 8th

Difiaba

**Color Live** 10:00am-12:00pm • Demo • Level: Essential

All-In-One Color System that offers more excitement to you and your customers. This session delivers Comprehensive Color Theory for everyday use in the salon by explaining & demonstrating color fundamentals.

**Color & Trends Workshop** 1:00pm-4:00pm • Hands On • Level: Intermediate

Bold color diffusion of lightening throughout the hair while maintaining depth at the base. One of the most versatile and trendy color techniques for everyday use in the salon. Adapts to your style and customizable to any client color choices. You will learn: Seasonal Hair Color Trends, Color-highlighting and one cutting technique.

Tools Needed: 8 clips, cutting comb, rat-tail comb, scissors, texturizing shears, razor, brushes and a blow-dryer.



# Buffalo-Tonawanda

1154 Niagara Falls Blvd, Tonawanda, NY 14150

716-332-0585

## April 6th

Difiaba

**Color Theory Advance** 10:00am-1:00pm • Theory • Level: Intermediate

Color Technical Advance theory learning session to maximize Difiaba Color System performances with knowledge to express your creativity in changing and personalizing everyone's hair color and style. This session delivers experienced in-depth color knowledge as well as color correction techniques, and hair lightening solutions and use.

**Color & Trends Workshop** 2:00pm-5:00 • Hands On • Level: Intermediate

Bold color diffusion of lightening throughout the hair while maintaining depth at the base. One of the most versatile and trendy color techniques for everyday use in the salon. Adapts to your style and customizable to any client color choices. You will learn: Seasonal Hair Color Trends, Color-highlighting and one cutting technique. Tools Needed: 8 clips, cutting comb, rat-tail comb, scissors, texturizing shears, razor, brushes and a blow-dryer.

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## April 20th

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**FOILAYAGE** 1:00pm-5:00pm • Hands In • Level: Intermediate

Learn how to utilize Foilage to achieve balayage style looks with a foil application technique. Foil like a painting! Learn how to utilize the popular Foilage technique to achieve one of the most searched for looks on Instagram. Whether your clients are looking for an all over blonde blend, a face framing pop of color, or a high contrast blonde, this class will equip you with the technical skills and Redken haircolor formulas needed to achieve a variety of looks.

Educator: Noah Woehrel

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## June 8th

L'ANZA

**#LANZALOVE** 10:00am-12:00pm • Theory • Level: Essential

Welcome to L'ANZA! We are excited to introduce you to our brand. This class will help every salon staff member understand how L'ANZA Heals, Seals, and Protects through the complete line of products. Attendees will also learn how to use, recommend, and prescribe L'ANZA at every point through a client's service – from back bar to styling station to retail.

**Time-Saving Techniques** 1:00pm-5:00pm • Hands In • Level: Essential to Intermediate

From foundational techniques to advanced colorful, bold placements. Dive into placements and a new approach to formulation. See how a head-form can work for you and not against you. Learn how to apply these behind the chair.

Educator: Genevieve Wenner

# West Seneca

1100 Southwestern Blvd, West Seneca, NY 14224

716-674-0555

## March 2nd

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**Shades EQ Gloss Toning Perfection** 1:00pm-5:00pm • Hands in • Level: Intermediate

Everything you wanted to know about Shades EQ but were too busy to ask. Expand your creativity and usage of Shades EQ. Tired of using the same few formulas? This class will expand your creativity with insider tips, customized formulas and application techniques. Learn how to use Shades EQ Gloss to tone, correct, and refresh with confidence on clients of all levels.

Educator: Noah Woehrel

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## April 5th & 6th

Babe Lash

**Classic Lash** Sunday 10:00am-3:00pm • Hands On\* • Level: Essential

Classic Lash Class Technicians will learn all they need to know in the class for eyelash extensions. Participants will learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. Participants will learn several different styles for placing eyelashes, and the DO's and DONT's associated with the placement.

\*The class fee includes a classic starter kit and mannequin face.

**Volume Lash Class** Monday 10:00am-4:00pm • Level: Advance

(Must have already taken a classic class prior to volume) Technicians will learn all they need to know in this class for volume eyelash extensions. Participants will review the theory and growth cycle associated with natural eyelashes, as well as spend time learning proper placement and technique for volume eyelash extensions. Participants will learn several different ways for making volume fans, and the placement of each type. They will also demonstrate on artificial lashes, as well as have a mannequin to apply some lashes on.

The class fee includes a volume starter kit and mannequin face.

These are very technical, hands on training programs

Sign up for both classes at the same time save!



# West Seneca– Continued

April 27th

L'Oréal Professionnel

**Color Inspiration** 10:00am-12:00pm • Demo • Level: for every level

Unleash your creative mind and learn how to find inspiration around you to create bespoke color for your clients. Learn how to take shapes, patterns and textures that interest you and combine them with placement and techniques to recreate a look for your own inspiration or from an image your client brings in. A L'Oréal Professionnel artist will show you how to upgrade your coloring skills and use DIA, Majirel, INOA to achieve results.

**The Perfect Blonde** 1:00pm-4:00pm • Hands In • Level: Essential

Learn how to "BLONDE" beyond the limits of using standard lightener. We will look at Blonde Studio, Majirel, INOA and Dia light and how each can be used to achieve the Perfect Blonde shade on various natural bases.

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May 11th

MOROCCNAOIL

**THE CUT COLLECTIVE** 10:00am-1:00pm • Hands on • Level: for every level

The Cut Collective is a customizable course featuring a compilation of some of our most popular signature haircuts and styles. Half-day and full-day versions of the class may include our long layers haircut, shag, textured bob and scissor crop. Course Focus: • Moroccan oil product usage • demonstration, hands-on cutting and styling on a mannequin • business bite

**KNOTS & BRAIDS: SUMMER FESTIVAL** 2:00pm-5:00pm • Hands On • Level: for every level

Knotting and braiding are critical techniques sought after by an ever-expanding, fashion-aware clientele. Updated annually, our Moroccan oil Knots & Braids course showcases the techniques used to create three detailed looks that are designed to be playful, expressive and adventurous. Course Focus: • Moroccan oil product usage • demonstrations and hands-on styling and braiding on a mannequin • business bite

Educator: Courtney Martin

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May 18th

L'ANZA

**Going B.I.G. with L'anza: Kristopher O'Conner** 10:00am-12:00pm • Business class • Level: for every level

There is so much more to being a successful stylist than hair! Learn and Listen from someone who will give it to you straight and will guarantee you have FUN!

**Time-Saving Techniques** 1:00pm-5:00pm • Hands In • Level: Essential to Intermediate

From foundational techniques to advanced colorful, bold placements. Dive into placements and a new approach to formulation. See how a head-form can work for you and not against you. Learn how to apply these behind the chair.

Educator for Time-Saving Techniques: Trish Denoto



# West Seneca– Continued

## June 8th

### Matrix

**COLOR CONCEPTS** 10:00am-1:00pm • Interactive Look & Learn • Level: Essential

Join us for the fundamentals of permanent and demi-permanent color. Perfect your grey coverage and grey blending techniques with SoColor, Color Sync and Colorinsider. Learn how to create sensational blondes and stunning reds that are sure to turn heads. Join ME for: Perfect grey coverage and grey blending techniques, Create sensational blondes: hi-lift, toning and glazing, Stunning Matrix reds

**SIMPLY BALAYAGE** 2:00pm-5:00pm • Interactive Look & Learn • Level: Essential

Learn the art of custom hair painting techniques in this interactive group experience. Master the movements of these in demand services with confidence and learn to use them to personalize your signature offerings. Take your revenue to the next level with V-shapes and balayage services. Join ME For: Mastering the art of the V-shape technique, Backcomb and balayage with confidence, Balayage tools made easy

Educator: Lauren Strong

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## June 15th

### Babe Hair

**Hand Tied Wefts Seamless Flexibility** 10:00am-5:00pm • Level: For all levels

This class is a one day certification class designed to teach the method of Hand Tied Wefts extensions to stylist. During this class, attendees will learn how to apply a full head of Hand Tied Wefts extensions to a mannequin. They will learn how to cut and blend the extensions, as well as learn the aftercare and maintenance for this method. Participates will also be given some marketing ideas and suggestions associated with this method of extensions.

\*Included in the class fee is a Hand Tied Weft Kit for each participate with all the tools necessary to learn the application.

Educator: Amanda Mank

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## June 22nd

### Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**FOILAYAGE** 1:00pm-5:00pm • Hands In • Level: Essential

Learn how to utilize Foilage to achieve balayage style looks with a foil application technique. Foil like a painting! Learn how to utilize the popular Foilage technique to achieve one of the most searched for looks on Instagram. Whether your clients are looking for an all over blonde blend, a face framing pop of color, or a high contrast blonde, this class will equip you with the technical skills and Redken haircolor formulas needed to achieve a variety of looks. Educator: Anne Chesbro

# Jamestown

832 Foote Avenue, Jamestown, NY 14701

716-488-2345

April 6th

L'ANZA

**Color Correction** 10:00AM-5:00PM • Hands On • Level: Intermediate to Advanced

Perfect color isn't always built in a day! This class will teach you how to properly analyze and assess hair color and condition and determine the proper steps towards correction. Learn the stages of how to get rid of brassy, dulling, unwanted color and bring your clients' hair color back to beautiful, safely and effectively. Solve everyday color quandaries, so you can approach correction with confidence!

Educator: Melissa Lovenbury

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May 18th

Matrix

**#STRESSFREE COLOR CORRECTION** 10:00am-1:00pm • Level: Intermediate to Advanced

Hands on. Too light? Too Dark? Bright to natural? Learn the necessities to make any color correction a stress free one! Join ME for: Correcting common color correction situations, removing/changing vivid colors, color formulation made easy!

**SHAPE ME: #RazorsandShears HAIRCUTTING Edition** 2:00pm-5:00pm • Hands on • Level: for any level

From androgynous looks to long flowing locks, this program will expand your skill set to test the limits of hair-cutting. Join ME for: Creative Cutting Foundations Razor Cutting Techniques for modern texture Scissor over comb techniques

Educator: Karen Dervin

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June 15th

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

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**POWER BLONDE: 20 MINUTE EXPRESS TECHNIQUES** 1:00pm-4:00pm • Hands In • Level: Intermediate

Everyone has 20 minutes extra to boost their look. Get new request clients or current clients introduced to lightening with low commitment, quick and easy techniques. Sun kissed Shimmer, Face Framing, Glimpse of Glamour, Casual Accents, Spotlight Color and more! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost of blonde, or get the younger clients introduced to low commitment color.

Educator: Noah Woehrel



# Rochester

## 1712 Monroe Avenue, Rochester, NY 14618

### 585-241-9560

#### March 2nd

##### Difiaba

**Color Theory Advance** 10:00am-1:00pm • Theory • Level: Intermediate

Color Technical Advance theory learning session to maximize Difiaba Color System performances with knowledge to express your creativity in changing and personalizing everyone's hair color and style. This session delivers experienced in-depth color knowledge as well as color correction techniques, and hair lightening solutions and use.

**Color & Trends Workshop** 2:00pm-5:00pm • Hands On • Level: Intermediate

Bold color diffusion of lightening throughout the hair while maintaining depth at the base. One of the most versatile and trendy color techniques for everyday use in the salon. Adapts to your style and customizable to any client color choices. You will learn: Seasonal Hair Color Trends, Color-highlighting and one cutting technique.

Tools Needed: 8 clips, cutting comb, rat-tail comb, scissors, texturizing shears, razor, brushes and a blow-dryer.

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#### April 20th

##### Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

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**SHADES EQ GLOSS TONNING PERFECTION** 1:00pm-5:00pm • Hands In • Level: Experienced

Everything you wanted to know about Shades EQ but were too busy to ask. Tired of using the same few formulas? This class will expand your creativity with insider tips, customized formulas and application techniques. Learn how to use Shades EQ Gloss to tone, correct, and refresh with confidence on clients of all levels. Expand your creativity and usage of Shades EQ.

Educator: Anne Chesbro

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#### May 4th

##### L'ANZA

**Healing with Haircolor** 10:00am-12:00pm • Demo • Level: Essential

Transform your hair and your salon business with L'ANZA Healing Color! Discover the extraordinary benefits of hair color that Heals, Seals, and Protects through proprietary Color Attachment Technology. Learn how and when to use Permanent, Demi Permanent and Demi Translucent Color. Explore the nuances and fundamentals of color and color formulation. Get crucial information on how to properly mix and formulate L'ANZA Healing Color to get gorgeous, true-to-tone results for your clients. Class can be customized to cover blondes, reds, brunettes or the entire color spectrum.

**Time-Saving Techniques** 1:00pm-5:00 • Hands In • Level: Essential to Intermediate

From foundational techniques to advanced colorful, bold placements. Dive into placements and a new approach to formulation. See how a head-form can work for you and not against you. Learn how to apply these behind the chair.

Educator: Jodi Vasiliou

# Rochester

May 18th

L'Oréal Professionnel

**Color Inspiration** 10:00am-12:00pm • Demo • Level: for every level

Unleash your creative mind and learn how to find inspiration around you to create bespoke color for your clients. Learn how to take shapes, patterns and textures that interest you and combine them with placement and techniques to recreate a look for your own inspiration or from an image your client brings in. A L'Oréal Professionnel artist will show you how to upgrade your coloring skills and use DIA, Majirel, INOA to achieve results.

**Introduction to Balayage** 1:00pm-4:00pm • Hands In • Level: Essential

Learn Balayage, the French art of hair painting, from the French company that pioneered it. Gain an understanding of the single and multipoint techniques, brush positioning, application zones, and tools needed to complete a Balayage service. Discover proper mixing ratios for Blond Studio 9 and formulate a gloss with DIA Light-Milkshakes, for stunning results.

Educator: Donna Ellison





# Syracuse

7782 Frontage Road, Cicero, NY 13039

315-701-0297

## March 2nd

### Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

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Everyone has 20 minutes extra to boost their look. Get new request clients or current clients introduced to lightening with low commitment, quick and easy techniques Sun kissed Shimmer, Face Framing, Glimpse of Glamour, Casual Accents, Spotlight Color and more! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost of blonde, or get the younger clients introduced to low commitment color.

Educator: Lana Capria

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## March 9th

### Difiaba

**Color Theory Advance** 10:00am-1:00pm • Theory • Level: Intermediate

Color Technical Advance theory learning session to maximize Difiaba Color System performances with knowledge to express your creativity in changing and personalizing everyone's hair color and style. This session delivers experienced in-depth color knowledge as well as color correction techniques, and hair lightening solutions and use.

**Color & Trends Workshop** 2:00pm-5:00pm • Hands On • Level: Intermediate

Bold color diffusion of lightening throughout the hair while maintaining depth at the base. One of the most versatile and trendy color techniques for everyday use in the salon. Adapts to your style and customizable to any client's color choices. You will learn: Seasonal Hair Color Trends, Color-highlighting and one cutting technique.

Tools Needed: 8 clips, cutting comb, rat-tail comb, scissors, texturizing shears, razor, brushes and a blow-dryer.

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## April 6th

### PulpRiot

**Total Colour Class** 10:00am-1:00pm • Hands In • Level: Essential

A Comprehensive combination class of both our semi-permanent colours and permanent colour line, FACTION8. Get to know our lines and improve your coloring skills by learning tips and techniques you can use on your everyday client and your most creative ones. This class focus is 80% FACTION8, 20% semi-permanent colours.

**Toning Class** 2:00pm-5:00pm • Hands In • Level: Essential

Learn how to achieve the best blond looks using our lightening system and toners while utilizing balayage and foiling methods. You'll gain confidence in our lighteners, and how to enhance all your blonding services.

Educator: Christine Dier

# Syracuse

April 20th

L'ANZA

**Healing with Haircolor** 10:00am-12:00pm • Demo • Level: Essential

Transform your hair and your salon business with L'ANZA Healing Color! Discover the extraordinary benefits of hair color that Heals, Seals, and Protects through proprietary Color Attachment Technology. Learn how and when to use Permanent, Demi Permanent and Demi Translucent Color. Explore the nuances and fundamentals of color and color formulation. Get crucial information on how to properly mix and formulate L'ANZA Healing Color to get gorgeous, true-to-tone results for your clients. Class can be customized to cover blondes, reds, brunettes or the entire color spectrum.

**Trending Now** 1:00pm-5:00pm • Hands In • Level: Intermediate

Hair color trends are constantly evolving. From balayage and ombré to a complete rainbow connection of dimensional color, master formulation and application techniques that will allow you to attain the season's most popular hues. Examine the importance of your color consultation and how a client's eye color, skin tone, and lifestyle can play an important role in how to translate any trend.

Educator: Tiffani Licciardello

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May 4th

Babe Hair

**Hand Tied Wefts Seamless Flexibility** 10:00am-5:00pm • Level: For all levels

This class is a one day certification class designed to teach the method of Hand Tied Wefts extensions to stylist. During this class, attendees will learn how to apply a full head of Hand Tied Wefts extensions to a mannequin. They will learn how to cut and blend the extensions, as well as learn the aftercare and maintenance for this method. Participates will also be given some marketing ideas and suggestions associated with this method of extensions.

\*Included in the class fee is a Hand Tied Weft Kit for each participate with all the tools necessary to learn the application.

Educator: Kristin Smith

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May 18th

Keratherapy

**Color Lock & Smooth** 10:00-1:00pm • Look & Learn • Level: Essential

Are you looking for a treatment that locks in color and/or 20% curl reduction? Keratherapy's Color Lock & Smooth will do just that! Come learn how this awesome treatment can earn you extra cash in just minutes. Can be added to a color service or a stand alone treatment! BENEFITS -Locks in color and prevents color fading. -Express keratin treatment which can be completed in minutes. -Healthier hair and faster blow dry. -Lasts up to 4 weeks.

Newest formula!

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Educator: Nikaya Warner



# Utica

34 Oriskany Boulevard, Whitesboro, NY 13492

315-507-3821

April 20th

## MOROCCANOIL

**THE CUT COLLECTIVE** 10:00am-1:00pm • Hands on • Level: For every level

Overview: The Cut Collective is a customizable course featuring a compilation of some of our most popular signature haircuts and styles. Half-day and full-day versions of the class may include our long layers haircut, shag, textured bob and scissor crop. Course Focus: • Moroccanoil product usage • demonstration, hands-on cutting and styling on a mannequin • business bite

**KNOTS & BRAIDS: SUMMER FESTIVAL** 2:00pm-5:00pm • Hands on • Level: For every level

Knotting and braiding are critical techniques sought after by an ever-expanding, fashion-aware clientele. Updated annually, our Moroccanoil Knots & Braids course showcases the techniques used to create three detailed looks that are designed to be playful, expressive and adventurous. Course Focus: • Moroccanoil product usage • demonstrations and hands-on styling and braiding on a mannequin • business bite

Educator: Courtney Martin

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May 4th

## Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**FOILAYAGE** 1:00pm-5:00pm • Hands In • Level: Intermediate

Learn how to utilize Foilage to achieve balayage style looks with a foil application technique. Foil like a painting! Learn how to utilize the popular Foilage technique to achieve one of the most searched for looks on Instagram. Whether your clients are looking for an all over blonde blend, a face framing pop of color, or a high contrast blonde, this class will equip you with the technical skills and Redken haircolor formulas needed to achieve a variety of looks.

Educator: Lana Capria

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June 8th

## L'ANZA

**#LANZALOVE** 10am-12pm Level: Essential

Welcome to L'ANZA! We are excited to introduce you to our brand. This class will help every salon staff member understand how L'ANZA Heals, Seals, and Protects through the complete line of products. Attendees will also learn how to use, recommend, and prescribe L'ANZA at every point through a client's service – from back bar to styling station to retail. Trending Now 1-5 Hands In Level: Intermediate Hair color trends are constantly evolving. From balayage and ombré to a complete rainbow connection of dimensional color, master formulation and application techniques that will allow you to attain the season's most popular hues. Examine the importance of your color consultation and how a client's eye color, skin tone, and lifestyle can play an important role in how to translate any trend.

Educator: Shandy Stath





# Binghamton

## 784 Main Street, Johnson City, NY 13790

### 607-217-0777

#### March 30th

##### Matrix

**GET IT STRAIGHT** 10:00am-1:00pm • Look & Learn • Level: Essential

Discover our Opti.Smooth System: a formaldehyde-free formula that can eliminate frizz, smooth, straighten and/or reduce your curls no matter what the pattern. Master the fundamentals of 3 techniques: Heat, Natural Smoothing and 3D Curl as you remove the fear of straightening systems. Join ME for: 3 techniques: Heat, Natural Smoothing and 3D Curl Straightening with confidence Consultation is key

**#STRESSFREE COLOR CORRECTION** 2:00pm-5:00pm • Hands On • Level: Essential

Too light? Too, Dark? Bright to natural? Learn the necessities to make any color correction a stress free one! Join ME for: Correcting common color correction situations. Removing/changing vivid colors. Color Formulation made easy!

Educator: Danielle Vuotto

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#### April 27th

##### Redken

**COLOR BASH** 10:00am-12:00 • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**CLIPPER CRAZY** 1:00pm-5:00pm • Hands In • Level: Intermediate

Upgrade your barbering skills with Redken Brews. Learn new ways of achieving your clipper cut looks and dive into the trends of utilizing clippers to customize your Men's style portfolio. Learn how and when to use the clipper without a guard and Master the art of "man speak". Explore the ways of marketing your salon to promote your male clientele.

Educator: Noah Woehrel

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#### May 11th

##### ColorProof

**BioRepair- 8 Specialist Seminar** 10:00am-12:00pm • Seminar • Level: for every level

Learn how to help clients while maximizing your earning potential! Hair loss is the fastest growing retail category in the hair industry. The stats don't lie. 40% of American women suffer from hair loss and thinning. 85% of men suffer from hair loss by the time they are 50. Finally, a solution is here! ColorProof provides a natural, drug-free approach to treating AND preventing thinning hair.

**Special Occasion Hair** 1:00pm-4:00pm • Hands on • Level: For every level

Weddings, Proms and Festivals! There is always a reason to get a lil' fancy and dress up your hair! In ColorProof's 2020 Special Occasion class, you will see FOUR different formal looks that will appeal to your wide range of clientele's style and requests. Watch as we complete each style classically and then show how to take each look to the next level with creative and fashion forward hair accessories. You will leave this class with the knowledge to complete each style and how to elevate each one and make your client the Star of whatever event they are attending!

# Binghamton

May 18th

L'ANZA

**#LANZALOVE** 10:00am-12:00pm • Look & Learn • Level: Essential

Welcome to L'ANZA! We are excited to introduce you to our brand. This class will help every salon staff member understand how L'ANZA Heals, Seals, and Protects through the complete line of products. Attendees will also learn how to use, recommend, and prescribe L'ANZA at every point through a client's service – from back bar, to styling station, to retail.

**Time Saving Techniques** 1:00pm-5:00pm • Hands In • Level: Essential to Intermediate

From foundational techniques to advanced colorful, bold placements. Dive into placements and a new approach to formulation. See how a head-form can work for you and not against you. Learn how to apply these behind the chair.

Educator: TBD





# Clifton Park

## 1747 Route 9, Clifton Park, NY 12065

### 518-280-2243

April 6th

L'ANZA

**Healing with Haircolor** 10:00-12:00 • Look & Learn • Level: Essential

Transform your hair and your salon business with L'ANZA Healing Color! Discover the extraordinary benefits of hair color that Heals, Seals, and Protects through proprietary Color Attachment Technology. Learn how and when to use Permanent, Demi Permanent and Demi Translucent Color. Explore the nuances and fundamentals of color and color formulation. Get crucial information on how to properly mix and formulate L'ANZA Healing Color to get gorgeous, true-to-tone results for your clients. Class can be customized to cover blondes, reds, brunettes or the entire color spectrum.

**Shape Shifting** 1:00pm-5:00pm • Hands In • Level: Intermediate

The perfect haircut is the foundation for any beautiful style. Learn core techniques to help you confidently create or recreate any haircut, on a variety of textures and types. Explore how body positioning, finger angles, and tool design all connect to get that final look. Leave this class understanding the basic principles in building a solid design to be able to recreate "The Cut".

Educator: Christina Carter

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April 20th

**Keratherapy \*\*SMOOTH TOUR\*\***

10:00am-1:00pm & 2:00pm-5:00pm

THERE'S A NEW BRAZILIAN IN TOWN!

**RESERVE YOUR SEAT NOW FOR \$35 Attendees will receive the KT PRO 450 Titanium 450° Flat Iron valued at \$130.00**

GET CERTIFIED and grow your business at least \$10,000 to \$20,000 per year!!!! ATTEND THIS BUSINESS-BUILDING DEMONSTRATION AND KERATIN CERTIFICATION TO DISCOVER... • How keratin services and products have evolved to include every client in the chair, every day! • How to effectively market the right service or product to every client • How to market new services to existing clients • The truth about new ingredients, technologies and techniques that will help make you an "expert" in your salon The keratin category is no longer exclusively about going from "curly to straight", but also about condition, manageability, shine & strength. It has evolved from an expensive, time consuming treatment for a only a small percentage of clients, to a selection of unique smoothing services at multiple price levels and home care products for all. The Keratherapy portfolio of treatments offer varying levels of commitment and curl reduction that will appeal to every client in your chair.

Must attend the class to receive the free flat iron. Limit 1 iron per person

# Clifton Park

April 27th

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

**BLUR, SMUDGE, MELT AND TONE** 1:00pm-5:00pm • Hands In • Level: Intermediate

There is nothing more beautiful than haircolor that melts into the most natural hues of dark to light. Learn how to Blur, Smudge, Melt and Tone for predictable results. Discover Redken's Liquids to Love . Lear the secrets to creating multi tonal dimension by blurring two colors together, thus seamlessly creating a third tone. This class utilizes Redken's unique Blur Brush to show you how to create unique blending effects.

Educator: Lana Capria

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June 15th

DIFIABA

**Color Live** 10:00am-12:00pm • Free • Theory/Demo • Level: Essential

All-In-One Color System that offers more excitement to you and your customers. This session delivers Comprehensive Color Theory for everyday use in the salon by explaining & demonstrating color fundamentals.

**Color & Trends Workshop** 1:00pm-4:00pm • \$75 • Hands On • level: Intermediate

Bold color diffusion of lightening throughout the hair while maintaining depth at the base. One of the most versatile and trendy color techniques for everyday use in the salon. Adapts to your style and customizable to any client





# Queensbury

63 Quaker Road, Ste 4, Queensbury, NY 12804

518-636-3994

## March 29th & 30th

### Babe Lash

**Classic Lash** Sunday 10:00am-3:00pm • Hands On\* • Level: Essential

Classic Lash Class Technicians will learn all they need to know in the class for eyelash extensions. Participants will learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. Participants will learn several different styles for placing eyelashes, and the DO's and DONT's associated with the placement.

\*The class fee includes a classic starter kit and mannequin face.

**Volume Lash Class** Monday 10:00am-4:00pm • Level: Advance

(Must have already taken a classic class prior to volume) Technicians will learn all they need to know in this class for volume eyelash extensions. Participants will review the theory and growth cycle associated with natural eyelashes, as well as spend time learning proper placement and technique for volume eyelash extensions. Participants will learn several different ways for making volume fans, and the placement of each type. They will also demonstrate on artificial lashes, as well as have a mannequin to apply some lashes on. \*The class fee includes a volume starter kit and mannequin face.

These are very technical, hands on training programs

Sign up for both classes at the same time save \$100! Both classes for only \$875\*\*

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## April 6th

### Matrix

**BALAYAGE, PASTELS & VIBRANT COLOR** 10:00am-1:00pm • Look & Learn • Level: Intermediate

Discover what's trending with balayage and fashion tones with SoColor Cult! Learn advanced techniques and the latest trends while exploring color patterns, placements and formulations. This class is all about unleashing your creativity and creating looks your most demanding trendsetting clients desire.

Join ME for: Unique color formulations with pastels and vibrant shades, Advanced balayage techniques, Color melting & toning

**#MONEYPIECE Edition** 2:00pm-5:00pm • Hands On • Level: for all levels

In Today's Blondes it's all about that money piece. Whether you're foilyaging, hair painting, or foiling choosing the right blend of techniques will help you make your signature mark.

Join ME for: Foilyage, Hair Painting, Foiling Techniques, Understanding the Matrix Lightener Portfolio, Choosing the perfect toner to finish it off.

Educator: Sara Steele



# Queensbury

## April 20th

Pravana

**Blonding: With a Twist** 10:00am-1:00pm • Hands In • Level: Essential to Intermediate

Walk through formulating for beautiful blonds and learn which lightener and toner is right for the look you are trying to create. Leave this class with a better understanding of how lightener works and how to care for the hair before, during and after a lightening service. You will also learn a fun new “twist” on a basic balayage that will add depth and dimension to your blondes.

Tools to bring: 2 bowls, 2 tint brushes, 2 towels, 6 clips, wide tooth comb, highlighting comb, styling brush, apron

**VIVIDS: Reflections** 2:00pm-5:00pm • Hands In • Level: Essential to Intermediate

Learn the key steps for creating beautiful, wearable art with PRAVANA VIVIDS. This class will walk you through the process. From properly prepping the hair to flawless applications, you will learn all of the best practices for using semi-permanent hair color. Learn an geometric color placement technique that can be used with any type of color application!

Tools to bring: 3 bowls, 3 tint brushes, wide tooth comb, highlighting comb, styling brush, 2 towels, 6 clips, apron

Educator: Jenn Nawoj

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## May 4th

Difiaba

**Color Live** 10:00am-1:00pm • Demo • Level: Essential

All-In-One Color System that offers more excitement to you and your customers. This session delivers Comprehensive Color Theory for everyday use in the salon by explaining & demonstrating color fundamentals. Color Theory Principles, All-In-One Difiaba Color System, Q&A, and Live Color Application.

**Color Theory Simplified** 2:00pm-5:00pm • Theory • Level: Essential

Comprehensive use of Difiaba Color for everyday use in the salon. This session delivers essential as well as expanded color knowledge. You will learn: The Color Theory Principles, All-In-One Difiaba Color System, Levels of Depth & Underlying Pigments Functions, Difiaba Color Check Tonality Wheel.

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## May 18th

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

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**PRINCIPLES OF COLOR CORRECTION** 1:00pm-5:00pm • Hands In • Level: Intermediate

Conquer any hair color challenge that walks through the salon door! Gain full confidence in facing any hair color correction. Grasp the “why” behind all color disasters, the proper way to consult to avoid them, and the correct steps to follow to achieve you and your guest’s desired results. Learn how to use Decolorizing Washes to full decolorizing services to achieve the best results in the shortest amount of time.

Educator: Anne Chesbro

# Queensbury– Continued

## June 1st

### L'ANZA

**#LANZALOVE** 10:00am-12:00pm • Look & learn • Level: Essential

Welcome to L'ANZA! We are excited to introduce you to our brand. This class will help every salon staff member understand how L'ANZA Heals, Seals, and Protects through the complete line of products. Attendees will also learn how to use, recommend, and prescribe L'ANZA at every point through a client's service – from back bar to styling station to retail.

**Healing with HairColor** 1:00pm-4:00pm • Look & Learn • Level: Essential

Transform your hair and your salon business with L'ANZA Healing Color! Discover the extraordinary benefits of hair color that Heals, Seals, and Protects through proprietary Color Attachment Technology. Learn how and when to use Permanent, Demi Permanent and Demi Translucent Color. Explore the nuances and fundamentals of color and color formulation. Get crucial information on how to properly mix and formulate L'ANZA Healing Color to get gorgeous, true-to-tone results for your clients. Class can be customized to cover blondes, reds, brunettes or the entire color spectrum.

Educator: Silviya Boycheva

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## June 8th

### Keratherapy

**Discover the Luxury of Beautiful Hair** 10:00am-1:00pm • Demo & Theory • Level: Essential

Come learn everything about Keratherapy's products from A-Z. This class will answer your questions and give you tips on selling in your salons. Keratherapy products go beyond salon treatments and provide a complete line of aftercare products to maintain that smooth, healthy look for months at a time. Every Keratherapy product contains our unique, proprietary Kerabond Technology® delivery system that penetrates and bonds the keratin deep into the hair, while sealing the cuticle layer to provide superior smoothing, superior frizz control, superior shine and superior conditioning. Kerabond delivers the hair men & women love and have always dreamed about! Come learn everything about Keratherapy's products from A-Z. This class will answer your questions and give you tips on selling in your salons.

Newest formula!

**Treatment Training- Brazilian** 2:00pm-5:00pm • Look & Learn • Level: Essential

This workshop is interactive, allowing you to learn in an instructional yet hands on way the proper application, drying and ironing techniques to be used to get the most consistent results using Keratherapy's Brazilian treatment. FEATURES-The most advanced keratin smoothing treatment available today-Maximum amount of curl reduction possible-Amazing shine and "no-frizz" smoothing for all types of hair-Lower investment than all major competitors-Lower cost per application than all major competitors-Less fumes than all major competitors!-No wait time, clients can shampoo same day!

Educator: Nikaya Warner

# Albany

## Albany Marriot Hotel

189 Wolf Road, Albany, NY 12205

518-438-0786

March 30th

Redken

**COLOR BASH** 10:00am-12:00pm • Look and Learn • Level: Essential

All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer. Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique driven demo, while getting the answers to all of your burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to color the REDKEN way using our portfolio of haircolor.

### **Shades EQ Gloss Toning Perfection**

1:00pm-5:00pm • Hands in • Level: Intermediate

Everything you wanted to know about Shades EQ but were too busy to ask. Expand your creativity and usage of Shades EQ. Tired of using the same few formulas? This class will expand your creativity with insider tips, customized formulas and application techniques. Learn how to use Shades EQ Gloss to tone, correct, and refresh with confidence for clients of all levels.

Educator: Lana Capria







Beauty Supply & Salon Design

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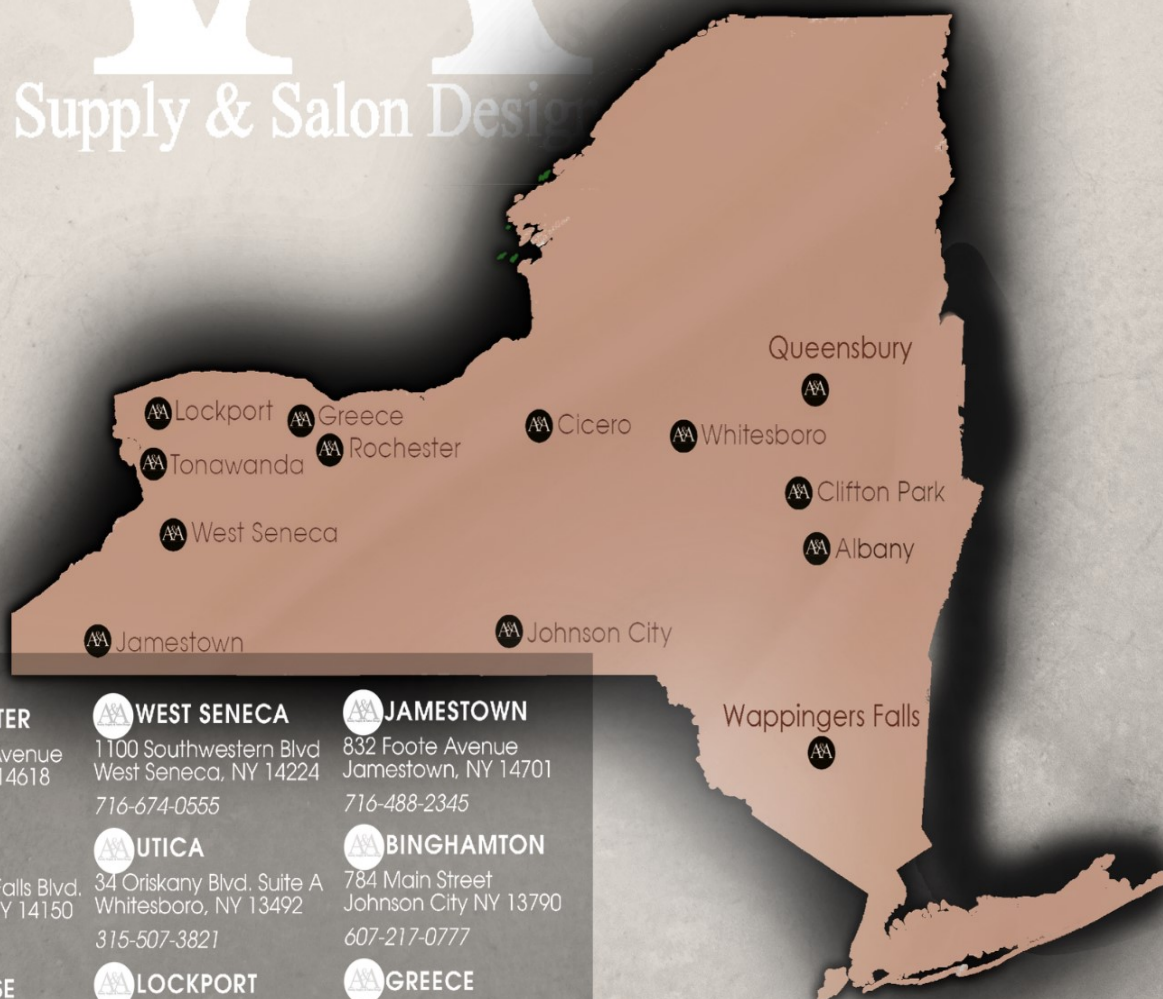


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## Our Convenient Stores & Education Centers



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1712 Monroe Avenue  
Rochester, NY 14618  
585-241-9560



### BUFFALO

1154 Niagara Falls Blvd.  
Tonawanda, NY 14150  
716-332-0585



### SYRACUSE

7782 Frontage Road  
Cicero, NY 13039  
315-701-0297



### CLIFTON PARK

1747 Route 9 unit D & E  
Clifton Park NY 12065  
518-280-2243



### WEST SENECA

1100 Southwestern Blvd  
West Seneca, NY 14224  
716-674-0555



### UTICA

34 Oriskany Blvd, Suite A  
Whitesboro, NY 13492  
315-507-3821



### LOCKPORT

334 South Transit Street  
Lockport, NY 14094  
716-433-6250



### QUEENSBURY

63 Quaker Rd, Ste 4  
Queensbury, NY 12804  
518-636-3994



### JAMESTOWN

832 Foote Avenue  
Jamestown, NY 14701  
716-488-2345



### BINGHAMTON

784 Main Street  
Johnson City NY 13790  
607-217-0777



### GREECE

1165 North Greece Rd.  
Rochester, NY 14626  
585-270-4600



### ALBANY

199 Wolf Road  
Albany, NY 12205  
518-438-0786

### \*\*NEW STORE\*\*



### Wappingers Falls

1572 Route 9  
Imperial Plaza, Space 11C  
Wappingers Falls, NY 12590  
845-632-3011

FOR TEXT ALERTS

AAVIP TO 51660