

**Reserve
Now!
April 18**



impact

mind+body+spirit

Today more than ever we are concerned about what chemicals we are putting on our hair and in our bodies. As industry professionals, we must be eco-conscious starting in our salon environments and with the products we offer our clients. Reliable offers some of the most Organic and Eco-Friendly product lines available. If your business is interested in taking the steps to go green, this is the forum for you.

You will meet leaders in our industry and learn how to become a part of the solution of sustaining and making practical, eco-friendly choices. We invite you to join us for a full day of Mindful Education and Spiritual Healing along with some exciting new Cutting Trends. Kick off the program with a wake up call at our early morning Yoga Class and end your afternoon with innovative techniques for hair, skin and nails.

Sun. April 18, 2010 | Glacier Canyon Lodge, Wisconsin Dells | Tickets \$75 | Contact Reliable Salon Resource Group 800-657-0750

program

- 6:30-7:45 HATHA YOGA with Mary Beth Janssen
• bring a mat or large towel
- 8:45-9:00 SHOW OPENING
- 9:00-10:00 MARY BETH JANSSEN
"it's Easy Being Green"
• Sustainability for Beauty,
Business and Planet
- 10:00-10:30 SOMA
- 10:30-11:00 STRIPT
- 11:00-11:30 SPARITUAL
- 11:30-12:30 ONESTA
- 12:30-1:30 Lunch Break
- 1:30-1:45 VISIT OUR VENDOR FLOOR
• open throughout the day

classrooms

attend one class in each time slot

- 1:45-3:00 MARY BETH JANSSEN
STRIPT/PLANTOGEN
SOMA
ONESTA
SPARITUAL
- 3:00-3:15 VENDOR FLOOR BREAK!
- 3:15-4:30 MARY BETH JANSSEN
STRIPT/PLANTOGEN
SOMA
ONESTA
SPARITUAL

hotel



1-800-867-9453
glacierycanyonlodge.com

45 Hillman Rd. • Wisconsin Dells, WI
Special room rate of \$115 available through 3/19/10,
mention Reliable show.

tickets

\$75, lunch included
Contact your DSC or
Reliable Salon Resource Group
800-657-0750



Hatha Yoga with Mary Beth Janssen (early-bird class... 6:30 a.m.!)

Yoga means union or "weaving" together of body, mind and spirit. In this gentle hatha yoga session you'll learn how:

- Yoga serves to reduce stress and achieve balance.
- Yoga enhances mindfulness, activates prana (the life force energy), quiets the overactive mind, and calms the nervous system.
- Yoga's gentle movements are ideal for improving balance, flexibility, and postural irregularities.
- How to integrate yoga into your salon environment.

This session is for everyone, regardless of age, body type or experience. *You will need to bring a mat or a large towel and dress comfortably for this session.*



Mary Beth Janssen – beauty and wellness expert, educator, and author – is one of the most respected women in the beauty and wellness profession today. She is the "Ask the Organic Beauty Expert" columnist for Organic Spa Magazine. She is a resource for several magazines and the author of 5 books, the most recent, "Pleasure Healing: Mindful Practices and Sacred Spa Rituals for Self Nurturing". She is also a certified educator, massage therapist, aromatherapist, herbalist and registered yoga teacher. We are very happy to have Mary Beth performing 3 programs!



Lisa Kelly has an intimate understanding of color, having assisted cosmetic chemists in the design and development of hair color products. She will explain why Soma organic products are so beneficial to the professional Cosmetologist and how healthy products play a large part in the success of your color services. Lisa is one of the most sought after hair color educators in the nation. When you take her class, you will understand why!



Eco-Consciousness is internal to the culture that surrounds Gina Austin, founder and creator of Stript Cosmetics. With that in mind, sustainability is a factor in every Stript formula and component – the Stript Blossom signifies that social responsibility. Stript is Vegan, 100% paraben free, 100% natural preservatives, talc free natural minerals, artificial fragrance free, eco friendly packaging, fair trade ingredient sources and cause marketed.



SPARITUAL

SpaRituals is extremely proud to be part of the global movement towards greater social responsibility in the corporate and individual realms. At the heart of the SpaRitual brand there are people like JoAnne Sorisho, who support it's many corporate initiatives that exemplify the eco-conscious spirit behind our eco-luxury brand. JoAnne is the Midwest Regional Sales Manager for SpaRitual – hear the story of their conception and learn how their products can make your salon "part of the largest social movement in all of human history" to quote Paul Hawken.



Kristin Efthimio is the lead skin care technician at Spa BenMarNicos in Appleton where she oversees all training of facials, body treatments, and continuing aesthetics education. Specializing in corrective skin care – specifically in anti-aging and acne prone skin types – Kristin believes in offering her customers the absolute purest treatment products, which makes Plantogen a perfect compliment to her diverse clientele. Attend Kristin's Plantogen class and learn to nurture your clients with treatments that will relieve stress, respect their body and offer overall well being.

Salon Environmentalist and President of Onesta Hair Care, Michael Redmond has 30 years of industry experience and travels the globe, teaching salons the green lifestyle, and speaking about the "green" movement in the professional beauty industry. His experience in formulating cleaner, safer products for salons and his understanding of sustainability for our industry is unmatched. He is a true eco-preneur, and will help your salon embrace the green lifestyle.



Kerri Hoff, salon & spa owner, is a working stylist and educator. A master of the razor cut, Kerri creates customized cuts balancing facial features with razor weaving and sculpting techniques, free-form cutting with precision, invisible layering, and building a foundation using consistency and speed. Learn tips to grow your business while juggling your career, family life, and education, as you give back to your community!



Earthly Body is a respected, family-owned company since 1994 and is considered one of the preeminent manufacturers of hemp-based body care. Earthly Body uses natural ingredients – no mineral oil, dyes, sulfates, propylene glycol, phthalates or parabens – and is 100% Vegan, drug free and cruelty-free. Earthly Body is on PETA's "No Test List" and sponsors the "Get Together Foundation", a non-profit organization acting as an intermediary between the donor and charities, insuring all money gets to the intended cause.

