

# Innovate 2016



SUNDAY, MAY 1 9:00 am - 5:00 pm

The Metropolitan Entertainment Centre  
281 Donald St, Winnipeg, MB

\$100 + GST (advanced) | \$125 + GST (door)

**VIP** RESERVED SEATING • COCKTAIL RECEPTION WITH ARTISTS  
SWAG BAG OF PRODUCTS • ONLY 100 TICKETS  
only \$150 + GST

**MISAEL APONTE** is renowned as a colour visionary and platform artist, teaching a revolutionary approach to hair colour placement through his highly acclaimed classes and captivating hair shows. With infectious enthusiasm and innovative visuals, Misael shares his creative vision with colourists of all experience levels to educate and inspire the beauty industry. He is incredibly excited to have joined the Oligo Professionnel education team as their International Director of Colour in early 2015.

**CASSI YOUNG-PAXTON** grew up with a natural affinity for the arts. Coming from an artistic family, the art of hair was a logical progression and led her to begin working for a family friend in a salon at age 13 and a licensed professional at 18. Cassi built her talent as the Director and Education Manager for a top Intercoiffure salon, and has worked with brands including Express, Bath and Body Works, Limited and DSW. She was also an active partner with local magazines, media and national publications. Her career led to working with a professional colour company and ultimately to UNITE, joining the team as the Education Manager for North America. She was recently awarded the Behind The Chair, Big Shot and Editorial Shot of the Year awards. Whether working on stage inspiring a crowd or backstage at NYFW with designers such as Betsey Johnson and Alice + Olivia, Cassi has become known for her passion and love for people and the craft of hairdressing.

**DREA LECHER's** ability to communicate and connect with her audience is equally matched with her natural talent for hair. As an Artisan Hair Designer she has had the honor to work alongside and collaborate with top Fashion, Photographers, and Hair Artist cognoscenti in the Industry. Drea is a true visionary. She has a sixth sense of what needs to be articulated at that moment and translates it effortlessly in her hair designs. Drea works from the heart! Her constant philosophy is prevalent in all her work; to give back to the industry she loves! From Drea's approachable demeanor, time saving techniques, and stunning still life Hair Art; Audiences everywhere agree she is a must see and a pleasure to watch!

**DANIEL BENOIT** learned his craft the rough way through the difficult world of competitions. Elite trainers lead him to multiple Canadian Stylist of the year awards and international finals and three Salon Team of the Year wins at NAHA (North American Hairstylist Awards) as a team member. As a platform artist for major brands over the past 35 years, he has been profoundly inspired by top British hair industry leaders attending their seminars many times a year. He has an uncanny ability of transferring this knowledge to other professionals and adapting it to his own clientele at the prestigious Salon Pure in Montreal which he co-owns. Constantly in research and evolution himself, each class he teaches will never be the same.

**DANIEL WINTER** was born and raised in Southern California, and began cutting hair at the ripe age of 18. After graduating from Marinello School of Beauty, he began working at Salon Sessions in Pasadena, CA. There he learned from the amazing minds of Neko Abrillo and Hugo Urias. Wanting more, he took a position at a salon in his home town where he quickly became the Artistic Director. Wanting to hone his craft even further, he decided to switch course and dedicate his time and passion to Men's Grooming. Daniel is a life time student, constantly trying to improve his craft and better hone his skills. Along the way he has had the opportunity to cut and style a number of celebrities including Joe Jonas, Travis Mills, Travis Garland, LJ Bennett, Adam Gregory, Ian Eastwood, G-Eazy and Chaz Bono to name a few. He has also spent time on runway shows at both L.A. and N.Y. Fashion Week. Education background and achievements include Hatarrio Hanzo shears, Prive hair and Team Xotics.

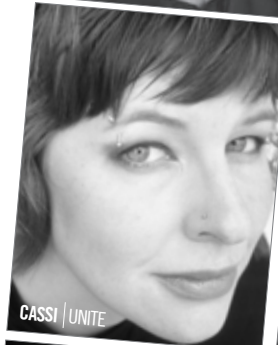
**BEN MOLLIN** gave his first permanent wave to a classmate at age 14 and the rest is history. In 2007, the debut of "Shear Genius" - Bravo's reality competition for hairdressers - one of the genuine surprises was Ben Mollin taking second place and outperforming the thousands of other stylists who auditioned. Thanks to his hard work after the show and becoming a guest artist with JOICO he's recognized all over the world. His passion and raw talent for his craft has turned him into one of the most exciting innovative hairdressers in the industry.



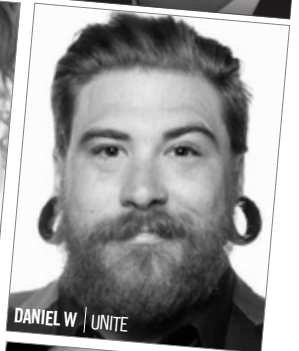
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DANIEL B | DAVINES



CASSI | UNITE



DANIEL W | UNITE



DREA | JOICO



BEN | JOICO

To purchase tickets:  
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