



ÉMINENCE  
ORGANIC SKIN CARE  
HUNGARY • SINCE 1958

Dallas  
The International  
Congress of Esthetics  
and Spa

May 6 & 7, 2018  
Arlington Convention Center  
Dallas, TX

**BOOTH #211**



## Brian Goodwin

is an International Educator for Éminence Organic Skin Care. As a Master Medical Esthetician, Master Herbalist and Consultant with over 10 years of experience in the spa industry, Brian brings his love and enthusiasm for skin care to the masses with his passionate, fun and educational trainings. Brian has had the honor of educating and consulting over 2000 distinguished spas and has also been a keynote speaker most notably in New York City, Washington DC, Los Angeles and Vancouver, guiding spas towards finding success in both educational and business growth.

***Open to  
see our class  
schedule***



**Diana de la Torre**, a licensed esthetician and entrepreneur, has over 11 years specializing in the medical side of esthetics. She believes that fabulous skin can be achieved without compromising health and has dedicated herself to spreading the power of organics to estheticians in every specialty. Diana is truly proud to be an educator for Éminence and to share the philosophy of this powerful product line!



**Niki Baird**, is an experienced licensed esthetician with 10 years of experience in aesthetics. She takes great pride in going the extra mile to ensure her clients' skin care concerns and questions are addressed. Niki has completed her dual MS/MBA degree from UT Dallas. She comes with great attention to detail, a warm personality and loves working with clients to address their individual skin care needs.



**Adriana Alanis**, a San Antonio native, has always been passionate for making people feel beautiful inside and out. Since 2012, she's been using Éminence Organic Skin Care as an esthetician. Adriana's been an enthusiastic Training Specialist for Éminence for the last four years and has loved every minute! She's known for fun, focused classes that excite and motivate spa professionals. She loves empowering others by sharing her experience, knowledge, and passion for exceptional skin care.

## Testimonials

*"Éminence provides an extraordinary, uncompromised level of education."*

### THE KEYSTONE LODGE

*"The trainings have been so inspiring that our estheticians line up to go to any of the Éminence trainings so it's been a wonderful way to stay educated and keep everyone stimulated and we just love the products. Beautiful, powerful products."*

### BURKE WILLIAMS

# Radiance Revealed

UNCOVER THE SECRET WITH LACTIC ACID COMPLEX

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84%

agree pore size is **reduced\***  
and skin texture is **refined\***

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90%

agree skin appears **radiant\***

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\*In vivo clinical study results, based on application of the complete system for 30 days.

Buy a product.  
Plant a tree.



=



Together, we have planted  
9 million trees and counting!

Visit [www.eminenceorganics.com](http://www.eminenceorganics.com) for more  
information on our tree planting initiative.



## About Éminence Organic Skin Care

Éminence products are handmade without any severe heating or hydrogenating processes that can affect the nutritional content and potency of natural ingredients. Vitamins are captured in their all-natural fresh base, offering dramatic results as actual seeds, pulps and peels impart regenerative and healing powers that only nature can produce.

### We Believe in:

- ✓ Organic
- ✓ Natural
- ✓ Biodynamic®
- ✓ Sustainable
- ✓ Cruelty Free

### We say No to:

- ⊘ Parabens
- ⊘ Phthalates
- ⊘ Sodium Lauryl Sulfate
- ⊘ Propylene Glycol
- ⊘ Animal Testing



## SUNDAY, MAY 6

9:30–10:00 | BOOTH 211

### Antioxidant Super Food for the Skin

Learn about the latest innovation of super foods for the skin and discover advanced age prevention and correction. Feed the skin with the powerhouse combination of Vitamins C+E in the **Potent C+E Collection**. Breakthrough botanical technology delivers a stabilized infusion of antioxidants to the skin for supreme defense against free radicals, unparalleled healing ability and collagen boosting power. Discover nature's true potential and help your clients achieve firmer, brighter and younger looking skin.

10:30–11:00 | BOOTH 211

### Natural and Organic Age Correction is the Future

Is aging the most common skin concern that you treat? Éminence Organic Skin Care has the ultimate solution with a comprehensive skin care routine dedicated purely to treating this condition. Learn to correct the signs of aging from head-to-toe and take your clients on an **Age Corrective** journey to ageless perfection. Discover the Age Corrective power of Natural Retinol Alternative and Swiss green apple stem cells and never look to synthetic solutions again.

11:30–12:00 | BOOTH 211

### Clear Away Acne Using Probiotics

Help your clients say goodbye to problem skin and hello to a radiantly clear complexion. Learn how Éminence's unique **VitaSkin™ Clear Skin solution** combines clarifying and calming cucumber, tea tree, yogurt, stone crop and more to eliminate the signs of acne. Have no fear, you will be in the clear!

12:30–1:00 | BOOTH 211

### Erase Pigmentation with Natural Hydroquinone Alternative

Looking to brighten and lighten an uneven complexion? Refreshing stone crop, licorice root, bearberry, Gigawhite™ and Natural Hydroquinone Alternative offer a natural way to achieve even skin tone. Fade age spots and hyperpigmentation for soft and luminous skin with the **VitaSkin™ Bright Skin solution** from Éminence. Your client's future never looked brighter!

1:30–2:00 | BOOTH 211

### Boost Your Skin's Immunity!

Use our most potent skin strengthening products with antioxidant rich ingredients and the finest Hungarian herbal craftsmanship. Strong healthy skin can be yours!

MASTER CLASS

Revolutionize Your Treatments and Uncover the Best Natural Solutions for Acne

Master Trainer BRIAN GOODWIN

2:00 | Room Champions Ball 1

Say goodbye to stubborn acne and make blemishes a thing of the past! Go below the skin's surface to uncover the different causes of acne and gain a better understanding of the role that hormones, bacteria and lifestyle habits play in this often difficult-to-treat skin concern. Discover nature's alternatives to harsh chemicals and learn how to create revolutionary treatments that target acne at its source. Learn how to continue your client's treatments with effective home care solutions featuring natural, organic and Biodynamic® actives, offering the ultimate client experience with proven results.

*After each master class, full class participants will receive an official Éminence Certificate of Completion and a complimentary Éminence product while quantities last.*

2:30–3:00 | BOOTH 211

### Reduce Skin Redness with Healing Herbs

Learn how to calm sensitive skin and reduce the appearance of redness and inflammation naturally with soothing ingredients such as chamomile,

marigold, rosemary and arnica. Target visible signs of rosacea and offer your clients relief from discomfort. Keep calm and carry on with the **VitaSkin™ Calm Skin solution** from Éminence!

3:30–4:00 | BOOTH 211

### Create Immediate and Lasting Benefits with a Triple Boost of Vitamins and Botanicals

Learn how to protect and treat all skin types with a hydrating boost of vitamins and botanicals. Increase elasticity and diminish the appearance of fine lines, with the help of **Rosehip Triple C+E Firming Oil**. The potent blend of Vitamin C, Vitamin E and Rosehip Extract combine to increase the efficacy of all vitamins and nutrients featured throughout your treatments, creating immediate and lasting benefits to reveal a beautiful, hydrated and smooth complexion.

MASTER CLASS

Discover the Best Results-Driven Natural Hyperpigmentation Treatments on the Market

Master Trainer BRIAN GOODWIN

4:00 | Room Champions Ball 1

Uncover the solution to hyperpigmented skin by targeting all stages of the hyperpigmentation process. Learn how hormones, pollution, free radicals and inflammation play a role in causing hyperpigmentation and discover how nature brings natural alternatives to hydroquinone! Amaze your clients with the results by designing home care treatments to enhance their skin's continued transformation.

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## MONDAY, MAY 7

9:30–10:00 | BOOTH 211

### Join the Natural Peel Revolution

Discover effective results from nature that rival popular synthetic chemical peels. Master the **Arctic Berry Peel & Peptide Illuminating System** from Éminence to offer your clients absolute radiance. In just 3 steps, treat aging, hyperpigmentation, as well as sensitive, rosacea and acne prone skin. Transformation begins with an active exfoliation, followed by a naturally derived activating peel that works in harmony with the exclusive Peptide Radiance Cream to reveal the skin's true luminosity.

10:30–11:00 | BOOTH 211

### Diminish the Signs of Aging with Almighty Acai

Discover how super foods become super skin care ingredients in the **VitaSkin™ Firm Skin solution** from Éminence. A powerful combination of antioxidant-rich fruits along with ultra-hydrating botanical hyaluronic acid and Homeostatine® work together to give a complexion that appears ageless. Take your client's skin on a journey back in time.

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1:30–2:00 | BOOTH 211

### Naturally Minimize Your Pores!

Learn how to hydrate and revive dry, element ravaged skin with the benefits of organic fruits and soy.

MASTER CLASS

Customize and Layer Natural Peels & Exfoliants to Target Multiple Skin Concerns at the Same Time

Master Trainer BRIAN GOODWIN

2:00 | Room Champions Ball 1

Gain an innovative understanding of organic peels and exfoliants and how to provide results that target your client's skin concerns while leaving side effects behind. Revolutionary Alpha Hydroxy Acids and smarter, gentler peel formulations effectively exfoliate and provide incredible results, even for rosacea, without any down time. Over-exfoliation and peeling with harsh, synthetic chemicals can lead to chronically inflamed, compromised skin that ages prematurely. With organic peels and exfoliants, you can target more than one concern and provide your clients even more remarkable results.

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2:30–3:00 | BOOTH 211

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3:30–4:00 | BOOTH 211

### Combination Skin Solutions – Discover Duo Action Products for Oil Control, Hydration and Pore Refinement

Learn how to treat the true diversity of combination skin using results-oriented natural and organic skin care products. Explore how to deep clean and refine pores in the T-Zone area with exotic active ingredients such as buchu leaf extract, charcoal and willow bark while achieving deep hydration with pomelo juice and shea butter on the cheeks. Reveal your clients' smooth, even and radiant looking complexions with the uniquely innovative **Balance Collection** by Éminence.

## Top Awards



Innovate Award: Products



Complete awards listing: [eminenceorganics.com/awards](http://eminenceorganics.com/awards)