



ÉMINENCE

H A N D M A D E
O R G A N I C
S K I N C A R E O F

HUNGARY

S I N C E 1 9 5 8

Midwest
Face & Body Spa
Conference & Expo

January 22 & 23, 2017

Donald E. Stephens Convention Center, Hall G
Rosemont, IL

BOOTH #1001





Brian Goodwin

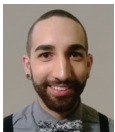
is an International Educator for Éminence Organic Skin Care. As a Master Medical Esthetician, Master Herbalist and Consultant with over 10 years of experience in the spa industry, Brian brings his love and enthusiasm for skin care

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***



Charlee' Vander Berg is a National Educator, Licensed Aesthetician and Certified Massage Therapist. She has been practicing in the skin care industry for 20 years and has gained experience in day spas, destination spas, medical spas and plastic surgery centers while providing advanced treatments and relaxing therapies. Charlee' has been working with Éminence for the past 10 years and she has a passion for educating others about the importance of skin care, nutrition and an organic lifestyle whenever possible.



Hector Rafael is a licensed esthetician working with Éminence for over eight years. Inspiring many with his wealth of information, his skillset includes developing effective retail techniques, team building, aromatherapy, healing touch, self-therapy, reflexology and make-up artistry. Hector is passionate about uniting his extensive knowledge with the use of natural, organic and Biodynamic® ingredients within the spa industry to increase the wellness of those around him

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

Buy a product. Plant a tree.



Visit www.eminenceorganics.com for more information on our tree planting initiative

VISIBLE RESULTS IN 2 MINUTES

AGE CORRECTIVE ULTRA
ADVANCED INSTANT LIFT *fX*



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.

Our products are proudly free of:

- Petroleum and other harsh cosmetic chemicals
- Parabens
- Animal by-products
- Propylene glycol
- Sodium lauryl sulfates
- Harmful colorants and fragrances
- Mineral oils



SUNDAY, JANUARY 22

MASTER CLASS

Fight acne and rosacea naturally and say no to chemicals

Master Trainer BRIAN GOODWIN

10:00 | Room 48

Uncover the cause of acne and take the natural approach to treating rosacea while learning tips for sensitive skin. Become an expert in these common skin conditions and discover nature's alternatives to harsh chemical treatments. Éminence's effective natural, organic and Biodynamic® solutions offer the ultimate client experience with proven results.

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

11:30–12:00 | BOOTH 1001

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.

Hands-on demonstration performed by Trainer **Charlee**

12:30–1:00 | BOOTH 1001

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.

Hands-on demonstration performed by Trainer **Hector**

MASTER CLASS

Discover immediate anti-aging results with all-natural and organic active ingredients

Master Trainer BRIAN GOODWIN

12:30 | Room 48

Delve into your client's most common skin concerns by learning how to simultaneously treat different layers of the skin to produce immediate results. Increase your expertise as an esthetician by understanding Éminence's age-defying organic and Biodynamic® ingredients and learn how to use the products effectively with firming massage techniques.

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

2016 Awards



ÉMINENCE ORGANIC SKIN CARE • ENVIRONMENTALLY RESPONSIBLE PROVIDER OF PREMIUM SKIN CARE • IN HARMONY WITH NATURE • VOTED BEST OF THE BEST • VOTED FAVORITE SKIN CARE LINE BY SPA PROFESSIONALS 8 YEARS IN A ROW!

1:30–2:00 | BOOTH 1001

Stay Forever Young with Youth Shield

Learn how to protect against the early signs of aging with the **Youth Shield Antioxidant Complex** that is naturally-derived from red currant, elderflower and magnolia bark. This powerful Complex fights against free radicals and deeply hydrates while improving skin elasticity and enhancing skin vitality. How we treat our skin today greatly impacts its health and radiance tomorrow—educate your clients to be proactive and give them the power to fight back with Youth Shield!

Hands-on demonstration performed by Trainer **Charlee**

2:30–3:00 | BOOTH 1001

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!

Hands-on demonstration performed by Trainer **Hector**

3:30–4:00 | BOOTH 1001

Vegan Friendly Organic Soy Treatments

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

Hands-on demonstration performed by Trainer **Charlee**

4:30–5:00 | BOOTH 1001

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!

Hands-on demonstration performed by Trainer **Hector**

MONDAY, JANUARY 23

MASTER CLASS

Experience the power of Hungarian massage, stimulating actives and Vitamin C oil

Master Trainer BRIAN GOODWIN

10:30 | Room 48

Be amazed by traditional Hungarian massage techniques that instantly transform the overall appearance of skin. As things start to heat up, discover the power of Éminence's innovative, natural, organic and Biodynamic® skin stimulants that improve circulation for healthier, younger-looking skin. Discover our latest product launch, a revolutionary Vitamin C oil which benefits all skin types and improves every skin condition. Clients will walk out your treatment room completely transformed!

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

10:30–11:00 | BOOTH 1001

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.

Hands-on demonstration performed by Trainer **Hector**

11:30–12:00 | BOOTH 1001

Diminish Signs of Aging with the 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.

Hands-on demonstration performed by Trainer **Charlee**

12:30–1:00 | BOOTH 1001

The Beyond Organic Biodynamic® Collection from Éminence

Hypoallergenic and clinically-tested, go beyond organic with this collection. Discover this unparalleled technique of nutrient cultivation that harnesses the best of Mother Nature and offers the most potent nutrients through the gentlest delivery system on the skin.

Hands-on demonstration performed by Trainer **Hector**

MASTER CLASS

Erase hyperpigmentation with Natural Hydroquinone Alternative

Master Trainer BRIAN GOODWIN

1:00 | Room 48

Battling with stubborn dark spots? Uncover the key to erasing and preventing hyperpigmented skin. Learn why natural, organic and Biodynamic® actives are all the rage as Éminence brings you state-of-the-art natural alternatives to effectively treat hyperpigmentation. Amaze your clients with the results and keep them coming back for more!

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

1:30–2:00 | BOOTH 1001

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!

Hands-on demonstration performed by Trainer **Charlee**

2:30–3:00 | BOOTH 1001

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!

Hands-on demonstration performed by Trainer **Hector**