



Lori Hogg  
Artistry of Makeup

# Workshop Coming to You

Experience the Artistry of Makeup Workshop! This is the most intense hands-on workshop you could experience from start to finish! Taking it a step further into your success. Training with Lori Hogg goes above and beyond your average training sessions. This workshop's informative education will change your confidence, your career and the relationship with your customers. This workshop is designed like no other you have seen or experienced in your consultant career. Each Segment of Lori's 7-hour workshop is taught using a 3 step approach:  
PowerPoint | Live Demonstration | Hands on Application

## Topics we will cover will be:

- Product knowledge
- Color correction and placement
- Red Carpet Secrets
- Celebrity looks
- Anxiety free foundation matching
- Loose pounds and years with powders
- Do's and Don'ts of makeup
- Eyebrows are sisters... not twins
- Learning and understanding the color wheel
- LAVISH Lash Line
- Instant eye lift
- Temporary brow tinting
- Taking 3 shadow glamour eye to 4 shadows
- Selling Lipstick bundles
- Shimmer is a bra
- Common sense of creams and powders
- Breaking ALL the rules and Myths
- Simplifying makeup
- Manipulating your products
- How to make a Happy Customer
- New NEW Sales Techniques
- Build UP your confidence, don't build down
- Designing your look for your audience
- Building your business
- ABOVE and Beyond customer service
- Relating to your customers
- Becoming A MAKEUP RESOURCE FOR YOUR CUSTOMERS
- And more Product knowledge then you can imagine.



This workshop WILL build your confidence! It WILL expand your knowledge of your business to new levels! Experience real makeup secrets and new ways to use and sell your products. Demos are preformed throughout the day on a large screen, giving the crowd a clear view of placement and correction! A special treat is in store for you...

Visit us at [www.lorihogg.com](http://www.lorihogg.com) to get your supply list for the workshop!

**One Day Only—Saturday, April 26, 2014—Midland, Michigan Area**

Great Hall Banquet & Convention Center—5121 Bay City Road—Midland, Michigan 48640

Saturday—7 Hour Workshop—8:30-5,—\$75

Cost is \$85 after April 15 space permitting.

**Register Online at <http://lorihogg.com/event/michigan/>**

For More Information Contact

Jami Neubecker | [neubecker@sbcglobal.net](mailto:neubecker@sbcglobal.net) | Call or Text 810-908-6257