

# 2018 London Showcase

LANZA®  
HEALING HAIRCARE

MOROCCANOIL®

PAUL MITCHELL

WAHL®  
PROFESSIONAL

**Monday  
November 12, 2018**

**Location:**

**Best Western Plus Lamplighter Inn  
591 Wellington Rd South, London, ON**

**Time: 9:00 am to 4:00 pm**

**Ticket: \$85 + HST**

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### MAHOGANY PLAUTZ

#### JPMS™ National Educator

*SPECIALTIES: Color Formulation, Curls & Styling*

Like many stylists, Mahogany's love for the beauty industry began as a kid, spending her youth hanging out in a salon run by her mom's best friend. By the time she was 19 years old, she was managing a small salon in the trendiest area in Minneapolis. She was headhunted by the owner and creative director of a Paul Mitchell® Focus Salon where she learned every salon role, received her license, grew as a stylist and person and eventually became a JPMS™ National Educator.

PAUL MITCHELL



### NATHALIE LECLAIR

#### Advanced Healing Artist

As a Hairstylist for 20+ years, Nathalie's passion for hair has allowed her to train in a wide variety of places. She is a true believer that an investment in knowledge results in the best return on investment. In 2007, Nathalie decided to join the L'ANZA family so that she could share her passion for beautiful hair with others! Since then, she has moved up to become an Advanced Healing Artist. (1 of only 2 in Canada!) Nathalie runs her own business and is a full-time foster parent. As a bilingual artist, she is in huge demand across Canada and is constantly educating herself. Nathalie's latest training took place in Chicago where she spent time with the L'ANZA TRIBE sharing concepts and ideas.

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### CHRISTOPHER SMITH

#### Healing Artist

Born and raised in Chicago, Illinois, Christopher Smith always knew the beauty industry would be his home. Throughout Christopher's remarkable 15-year career, his designs have been seen on red carpets at the Oscars and Sundance Film Festival. He has styled for PBS television, music festivals, and dozens of photo shoots and magazine editorials. Since opening Chicago-based Christopher Aaron Styling 6 years ago, he has developed an extremely loyal clientele who look forward to his customized color designs, impeccable finishing technique, and incredible attention to detail. A hairstylist to the core, Christopher is always happiest when his hands are in hair. As a Healing Artist for L'ANZA, he shares his knowledge and expertise with audiences throughout the US, also supporting our Global Creative Directors at high-profile shows and events.

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### Louie Fierro

#### Director of Education

Louie Fierro is the owner of Box Hairdressing Salon and Academy in Toronto, Canada. With over 35+ years of experience, his work has been featured at major trade shows around the world. Louie has extensive experience collaborating with major beauty corporations by developing new ideas for new trends in the industry, and his work has been featured in several print media publications. One of Louie's main focuses is on education. He has trained hairstylists and barbers from cities across North America including; New York, Los Angeles, Dallas, Vancouver, Montreal, Toronto and Europe. Louie Fierro is the official Director of Education for WAHL® Professional Canada.

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### LUCA ROLO

Luca developed a passion for hair and barbering after he began working as an assistant at Fratelli's Salon. His love for the industry ultimately led him to pursue a career in hair dressing. After shadowing and studying under some of the industry's most talented artists, Luca has developed a wide range of techniques in both men and women's hairdressing and traditional barbering. Luca believes in continual education and strives to stay at the forefront of his field. Staying up to date with knowledge of products and services available allows Luca to provide excellent service to his clientele. As a result, Luca places a high value on understanding individual needs, ensuring long lasting relationships and positive experiences for his clients while in the chair. Currently, Luca is a full time hairdresser, barber

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### SHELBY CONNELL

#### Creative Design Team Educator

Shelby has been in the Hair industry for 10 years. Growing up in the salon environment, she always knew her calling was in making women feel beautiful. Her talent has brought clients from all across the world including Italy, Germany and the UK. As a stylist and businesswoman, Shelby's continued enthusiasm, innovative techniques and pursuit of education have kept her on the cutting edge of the beauty industry. Her passion for the industry and her clients continues to make her the successful stylist she is today. She's well known for her creativity, as well as her positive energy while educating everyone she comes into contact with. "When I see that smile on my clients face, I know I've created confidence. Confidence is beauty!" A confessed MoroccanOil addict for 5 years prior to joining the team as a Regional Educator, she was excited to join a company that combines gorgeous, lasting styles with beautiful, healthy hair. Her love for MoroccanOil can be seen in her work as she strives to always discover new and exciting ways to use the line and educate people to help make their styling easier and more manageable.

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