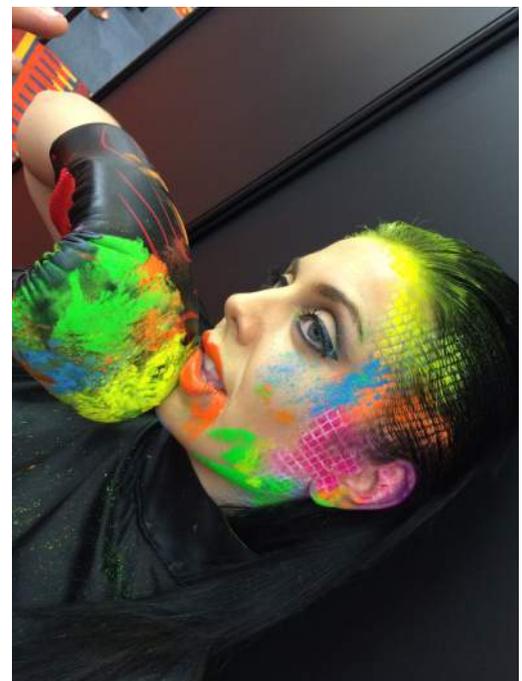




**MAKE-UP DEMOS ON DIVERSITY OF CULTURE & NATURE
FROM BRASIL ARBITRATED BY THE
MAKE-UP ARTIST MILY SEREBRENIK**



MakeUp in Sao Paulo will invite students of 3 Brazilian make-up schools, **ateliê de Maquiagem, SENAC Tatuapé & Studio JMakeup** to express and demonstrate their talent through make-up demonstrations.

To stimulate their creativity and foster the challenge between the different schools, students accompanied by their models will create a special makeup show inspired by the great beauty, diversity of culture, radiant colors, fauna & flora reflecting the cultural wealth of Brasil. This animation will be coordinated by Mily Serebrenik, make-up artist and faithful friend of MakeUp in ...™ shows. All the make-up work will be done with products from several brands including some from the exhibitors.

With the today's press chasing and releasing information with giant speed made on the backstage /behind the scenes is such an important source of content these days. This is why the next edition of MakeUp in SaoPaulo will be focused on what happens behind the scenes and on photo-shoots

We invite everyone to watch all day long the art of preparation, the backstage of the MakeUParade which will end the MakeUp demos at the end of each day in the aisles of the exhibition. To complete the MakeUParade, we will also have a beauty-photography-studio set up to shoot all make-up work done for 2 days.

Ateliê de Maquiagem Simone Tinelli

With only 4 students per class, Ateliê de Maquiagem is focused on personalized courses for each student and their needs. Directed by Simone Tinelli, a make-up artist /hair stylist specialized in film and HD television the school includes high level internationally experienced teachers. They offer make-up courses, eye-brow design and hair-styling courses.



SENAC Tatuapé

Senac Tatuapé was founded on June 4th, 1987. It offers a large choice of technical professionalizing courses in different area including general administration beauty & Esthetics, technology, business, foreign trade, graphic design, social communication, accounting, systems developments, events, finance, photography, people management, computer work, internet, marketing, logistics, massage, podiatry, network and it-infrastructure, complementary therapies and sales. Its infrastructure with classrooms are fully equipped for esthetics and massage therapies like massage tables, crystal peelings, micro-current and others devices. The unit counts with IT and photography labs plus a conference and event hall for students and the public.



STUDIO JMAKEUP

The **Studio JMakeup** is now five years old and it has already its reputation.

Every year, the **Studio JMakeup** is training dozens of students in a variety of makeup courses, special effects and artistic makeup.



It offers the future artists the opportunity to discover their talents and own styles under the command of experienced and skilled professionals from prosthetic work to the delicate beauty makeup.

The main focus of the **Studio JMakeup** education is on the development of the students professional life.

Studio JMakeup Students are individually guided and have personalized attention which provides a full learning method not only for newcomers but also for professional makeup artists just that are looking for improving their skills. The talents of **JMakeup** professionals are also to be seen in different events like fashion shows, Halloween, Carnaval, weddings, etc.

The **Studio** also conduct corporate makeup workshops, working with internal marketing on commemorative dates like Woman's Day - Secretary's day - etc.

The **Studio JMakeup** attend to beauty shows and events doing makeup and special effects conferences always with great success!

Mily Serebrenik has always been connected to trends, fashion and photography.



At the age of 18, she left her hometown of São Paulo to explore other big cities around the world. As a self taught hairdresser and make-up artist , she has lived in New York, Berlin and Paris where she has been based for the last 11 years. Throughout her career, Mily has continuously invented unusual make-up accessories. In 2010 she finally became convinced it was time to launch her product line after she realized that she had an innovative product with very special

qualities in her hands. Her brand "Mily Make Up" and her first product "Mily Eye Flashes" came out in



May of 2011. This makes her the ideal person to share her experiences about the show and the European beauty industry, not forgetting her remarkable make-up and visual skills. We are delighted to have her in São Paulo to be in charge of the make-up contest with us.



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