

STYLE CANADA PRESS CENTRE



A SPLASH of Beauty!

By Media Relations

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At No Regrets Lounge on Sunday January 25th, 2009

SPLASH, Toronto's first hair and makeup competitive runway show will be taking place on January 25th, 2009 at No Regrets Lounge, 42 Mowat Avenue, Toronto, Ontario. This Sunday afternoon event, scheduled to begin at 2:00pm will feature Toronto's beauty styling talents in form of showcase and competition, all while creating awareness of a great beauty charity; Beauty Night Society.

STYLE Canada, is making its mark in the fashion & beauty industry by hosting unprecedented events designed for fashion and beauty lovers, while also uncovering Toronto's diverse hidden beauty talents and trends.

This time around STYLE Canada is presenting a beauty event like no other. Along with enjoying the display of fantasy makeup and body art on stunning models, SPLASH attendees will have the opportunity to view and vote for their favorite makeup artist during the live Bridal Makeup Artistry competition. Two categories include Mainstream Bridal, to be officially judged by Heather Farmer of Elegant Faces, and Ethnic Bridal to be officially judged by Shirley Wu of Shirley's Beauty Concept. It will also be a great chance for guests to view the latest bridal hair designs, courtesy of LeSonne Bridals and Chatters Salons.

In addition to the fantasy and bridal segments of the show, guests will enjoy makeovers by Make Up For Ever, Henna Artistry, and live musical performances by Catalina Yue and Jessica David.

Expecting to attract over 200 brides and beauty savvy individuals, SPLASH promises to be fully entertaining, this is why many girlfriends are making a day of it!

Guests will receive reduced ticket rates to SPLASH by donating a makeup product to Beauty Night Society - a charity that provides esthetic services to underprivileged women. Beauty Night Society will be accepting volunteers and beauty product donations at the show. "We're excited about SPLASH. It'll be a great event to appreciate beauty talents and trendsetters." says Naz Syed, Director of STYLE Canada. "We're just as thrilled to be highlighting an admirable organization like Beauty Night. Let's be reminded to share what we can, whether it's a donation of time, money or strength"