

New Beauty Product Launches, Inspiring CEOs and Industry Professionals to Grace the Phame LA Stage

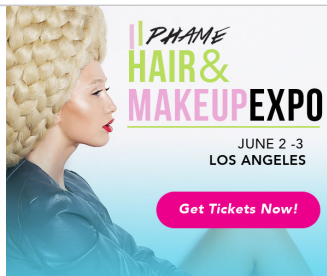
Phame LA crushes it's 6th year with the best mix of indie and top 100 beauty brands on June 1 and 2 at MagicBox @ the Reef in Los Angeles

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PHAME →
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LOS ANGELES, April 30, 2018 /PRNewswire/ -- **This beauty pop up show is the perfect precursor to your summer agenda.** Taking place at The Reef in **Downtown Los Angeles**, Phame is gathering some of the most influential people in the beauty industry. Here are the details:

WHAT: PHAME Professional Hair and Makeup Expo
WHEN: Saturday June 2 & Sunday June 3, 2018
WHERE: Magic Box LA @ The Reef
TICKETS: <https://www.phame.com/buy-tickets>

Celebrity Artists and CEO Panelists Include:



Phame Expo 2018

- Actress, Philanthropist, NEM Fashion and Never End Denim CEO **Natalie Eva Marie**
- Mom, Actress, Host, and SugarMe CEO, **Vanessa Simmons**
- Pop culture Host and Beauty Influencer **Julissa Bermudez**
- Attorney and Ghalichi Glam CEO, **Lilly Ghalichi Mir**
- **Daniel Chinchilla**, Celebrity Beauty Artist for Ariana Grande and more.
- Kim Kardashian Glam Master and LA Makeup Artist, **Jennifer Janelle**

"PHAME was created as a place for **CEOs**, content creators and beauty enthusiasts to come together and celebrate **innovations in today's beauty industry**. This year **we will highlight** education, **offering** a lineup of social panels, **professional** demos, photo activations and interactive slay stations for attendees to experience beauty **first hand**. Our goal is to let every attendee experience beauty through their own vision. "

Micro influencers, **mini master classes**, makeup and hair stage demos by **professionals**, and fun installations will keep the weekend fun and exciting for beauty lovers. Get motivated by our Female CEO PANEL with **Melt Cosmetics** Founders, Lora and Dana, dive into an **innovative Augmented Reality** experience with the **YouCam App** team and learn something new about taking "organic" shots from our **#mancrushMonday** panelists with the behind the scenes photographers!

Keep up with PHAME by following them on Instagram at www.instagram.com/phame_xpo and connecting with them online at www.phame.com

About PHAME:

Professional Hair And Makeup Expo (PHAME) is the ultimate event for those that want to connect with the world's most innovative brands and influencers in the beauty industry today. PHAME's exhibitors encompass the categories of Hair, Makeup, Skin Care, Nails and Accessories. With leading brands, the latest products, and the hottest new treatments under one roof, PHAME is the best place to brush up on all things beauty.

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