

# MAKE-UP ARTIST

M A G A Z I N E

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For Immediate Release  
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## It's Back! IMATS Toronto 2010 is Bigger and Better

Toronto welcomes the return of the International Make-Up Artist Trade Show, held Nov. 6-7 at the Toronto Congress Centre. IMATS, held six times annually in cities around the world, brings you runway glamour, Hollywood movie magic and shopping opportunities galore: *Los Angeles Times* writer Alene Dawson calls it “a celebration of make-up in all its art forms.”

Row upon row of cosmetics vendors will be showing and selling the latest and greatest products and tools. This year, Nars Cosmetics, M.A.C. Cosmetics, Stila, Nyx, Eye Kandy Cosmetics and others will be joining IMATS Toronto for the first time.

IMATS regularly hosts Oscar-, Emmy-, Gemini- and BAFTA-winning artists, and IMATS Toronto is no exception: industry leaders from film, fashion, TV and theater will offer classes, talks and live make-up demonstrations on the show floor. Stila, Kett, M.A.C., Temptu, Fuse FX, Royal & Langnickel Brushes and Cover FX are among the companies presenting classes as well.

A student make-up competition is divided into two themes: *Alice in Wonderland* (beauty/fantasy) and Grimm's Fairy Tales (character/prosthetic). Students will race against the clock to create winning looks and take home cash and prizes.

IMATS Toronto is produced by *Make-Up Artist* magazine, which acquired the rights to the Canadian Makeup Show in 2009. In addition to the Toronto show, IMATS is held in London in January; New York City in April; Los Angeles in June; Vancouver, B.C. in July and Sydney in September. All shows are produced by *Make-Up Artist* magazine, which is read in 50 countries and was created in 1996 by Emmy Award-winning make-up artist Michael Key.

The 2010 show is sponsored by Royal & Langnickel Brushes; the IMATS Afterglow will be sponsored by the North American Body Paint Championship.

Guest speakers and special events will be announced soon. To arrange advance or onsite interviews and photos with speakers, call Managing Editor Heather Wisner (360) 882-3488, ext. 106. For tickets and more information, and more on all the shows, go to [www.imatsshow.com](http://www.imatsshow.com).

**What:** International Make-Up Artist Trade Show  
Toronto 2010

**When:** 8:30 a.m. to 5 p.m. Saturday, Nov. 6; 10 a.m. to 5 p.m. Sunday, Nov. 7

**Where:** Toronto Congress Centre, North Hall J, 650  
Dixon Road, Toronto, Ontario, Canada

**Price:** \$10-70

**Tickets and Information:** [www.imatsshow.com/toronto](http://www.imatsshow.com/toronto)

# IMATS

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

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IMATS\_competition01.jpg



IMATS\_competition02.jpg

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IMATS\_competition03.jpg



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For more information visit [www.makeupartistsshow.com](http://www.makeupartistsshow.com).

To arrange press credentials, interviews and advance or onsite photos, call **Managing Editor Heather Wisner**.

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