



Miami glam edition

Italwax Day FLORIDA

EDUCATION • PRACTICE •
NETWORKING • EXPERIENCE

DATE: 10/15/2026
TIME: 10:00 AM - 4:00 PM
LOCATION: DoubleTree by Hilton Ocean Point Resort & Spa
17375 Collins Avenue, Sunny Isles Beach, Florida 33160

EVENT OVERVIEW:

Join us for an exciting and educational day at the Exclusive Italwax Day, where beauty professionals and enthusiasts alike can enhance their waxing skills and knowledge. Whether you want to refine your technique or explore the latest waxing products, this event is designed to provide hands-on experience and expert insights.

PROGRAM

10:00 AM

Check-In | Meet & Greet | Breakfast

Begin with a warm welcome & a delightful breakfast.
Meet& mingle with the ItalWax team, trainers, and influencers.
Capture the excitement with photos and don't forget to tag us on social media.

10:45 AM

Introduction to Italwax | Product Knowledge

Discover ItalWax & our philosophy to professional waxing.
You will learn:

- The differences between ItalWax product lines
- How to choose the right wax for each client and area
- Why professionals around the world trust ItalWax

11:00 AM

Demonstration #1

Face wax & Underarm Waxing
Using Top Line Soft Wax
Presenter: Kelly Taglialavore

Discover expert soft wax techniques during a live facial and underarm waxing demonstration featuring Coral Soft Wax. Learn how to achieve precise application, gentle hair removal, client comfort, and smooth, flawless results.

11:30 AM

Demonstration #2

Manzilian Waxing
Using Emerald Hard & Algae Flex Soft wax
Presenter: Guigo Cuomo

Discover expert Manzilian waxing techniques using Emerald Hard Wax and Algae Flex Soft Wax, with a focus on precision, client comfort, and smooth, flawless results.

12:30 PM

Lunch

Savor a lunch breakwhile mingling.
Perfect to revisit the morning demonstrations and share experiences with peers.

1:30 PM

Competition

An exciting hands-on competition open to attendees.
Challenge yourself: showcase your speed & technique for a chance to win ItalWax prizes.
Fun, interactive, and educational.

2:30 PM

Demonstration #3

Brazilian Waxing
Using Full Body Hard Wax
Presenter: Jessica Schaefer

Discover expert Brazilian waxing techniques featuring Help Line products for pre- and post-wax care, with a focus on skin preparation, client comfort, and calm, beautifully smooth results.

3:00 PM

Special guest speaker: Jazmine Escalante

Growing with Italwax

Jazmine will share her journey with Italwax. From creating engaging social media content to becoming an Italwax Trainer and growing her career within the brand. She'll talk about the opportunities, lessons, and milestones along the way, what's next for her, and answer questions from the audience.

3:30 PM

Raffle | Shopping

Prize raffle from ItalWax
Explore & shop ItalWax products on-site

4:00 PM

End of Event

Event concludes.
Depart empowered, educated, and ready to elevate your services & expand your business with ItalWax.