



**ELEVATING THE EVERYDAY**

**OCTOBER 19, 2025**

1:00 p.m. to 4:00 p.m.



**WITH OLIVIA GARDEN**

**EDUCATORS:**

*Drea Lecher and Ricardo Santiago, assisted by Shawna Jackson*

Taking the client experience and our finished looks to a personalized and editorial level of skill and care. You will walk away with tangible tips, techniques in cutting and finishing, that you can immediately transfer to your work behind the chair. Feel confident knowing exactly what tools to reach for, and how we make ourselves irreplaceable to each and every client. We will be demonstrating a variety of cutting techniques that are on trend in hair & fashion to reach multiple stylist's approaches and our individual clientele demographics. We will also be showcasing styling techniques including: blow-outs, thermal iron work, and editorial finish options.

**KEY TAKEAWAYS:**

While moving through our time we want to equip you with as much as possible in all areas of craft. Be prepared for conversations in price increases, creating custom menu options, sharing on social media, problem vs solution hairdressing, consultation, and client report & retention. This will be a full circle class that adds value to what we do as Hair Stylists, Elevating the Everyday, that you won't want to miss!



# MEET THE ARTISTS

## ***Ricardo Santiago***

With over 15 years in the hair industry, Ricardo has earned a reputation as a true “Jack of All Trades.” His expertise spans everything from healthy platinum and creative color to seamlessly blended balayage, precision cutting, textured hair, and barbering. Based in Orlando, FL, Ricardo operates from an independent studio salon while also serving clients in New York City and Los Angeles. In addition to working behind the chair, he collaborates with top brands in education, sharing his knowledge and skills with fellow professionals. As the Artistic Director of Education for Joico and educator for Olivia Garden, Ricardo is deeply committed to both artistry and hair integrity. He believes that beautiful hair starts with a healthy foundation—empowering clients with confidence and self-expression. A passionate educator, Ricardo travels internationally to inspire and train other stylists while continuously seeking new opportunities to refine his own craft. His dedication to lifelong learning not only enhances his expertise but also elevates the industry as a whole, ensuring exceptional results for every client & fellow Stylist!



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## ***Drea Lecher***

Drea has a heart for hair and a passion for people. With over 20 years' experience in the industry and more than half of that time being spent on the road nationally and internationally on stage as a guest artist.

Drea's ability to communicate and connect with her audience is equally matched with her natural talent for hair. As an Artisan Hair Designer, she has had the honor to work alongside and collaborate with top Fashion Photographers, Celebrities, and Hair Artist cognoscenti in the Industry. Drea is a true visionary. She has a sixth sense of what needs to be articulated at that moment and translates it effortlessly in her hair designs and interactions. As a stage artist she has the ability to paint a clear picture. Her quirky sense of humor, and unconventional approach to hair is tethered with her vast technical knowledge will have you immediately gripped and participating in “her world,” as time just slips away. Drea works from the heart! Her constant philosophy is prevalent in all her work; to give back to the industry she loves! From Drea's approachable demeanor, time saving techniques, and stunning finishes; audiences everywhere agree she is a must see and a pleasure to watch! New challenges breed growth, which will clearly be sought after as a constant for this overachiever, imaginative Hairdresser.



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## ***Shawna Jackson***

Shawna Jackson is a Master Stylist, Salon owner, Educator from Nova Scotia. As a career hairstylist, she has a love of teaching, of hair styling, of helping people be at their best!

Communicating a peaceful, positive style of daily working and teaching, she believes in moving purposefully forward always. Communication, empathy, and skill combined with high quality, precision tools, she will share her passion for this beauty industry with the value and beauty of styling with OG tools.

