



Every Woman. Totally Beautiful.

Shades of Beauty EXPO



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About The Shades Of Beauty Expo

The Shades of Beauty Expo is the freshest and boldest health and beauty event to hit the Twin Cities and Central Arkansas.

Through this exciting event, we aim to create a space where women and girls of color from all backgrounds can be unapologetically themselves while gaining tools to love themselves both internally and externally.

It is our desire that attendees of all ages will leave The Shades Of Beauty Expo equipped to take control of their health, inspired to embrace their unique beauty, and committed to empowering others.



Event Goals

- ❖ **Celebrate** the essence of women of color
- ❖ **Educate** women on strategies for self-care through healthy eating, physical fitness, regular doctor visits, and more
- ❖ **Inspire** attendees by providing opportunities to learn techniques for better general health and styling techniques
- ❖ **Empower** women to love who they are and provide information about available products and resources tailored to their unique health care and cosmetic needs
- ❖ **Support** Small, Woman, and Minority Owned Business by helping to increase their visibility and reach in the community.



2018 Features

- ❖ The **Ambassadors of Beauty Brunch** at which we will honor individuals and organizations who have worked to foster beauty from the inside out
- ❖ A diverse **exposition of small, woman, and minority owned businesses**
- ❖ **Educational workshops and demonstrations** led by industry leaders
- ❖ **Health screenings**
- ❖ A **kid's corner** focused on anti-bullying
- ❖ **Giveaways**
- ❖ And more!



2018 Schedule

Saturday, August 29

Saint Paul RiverCentre

St. Paul, Minnesota

Saturday, September 29

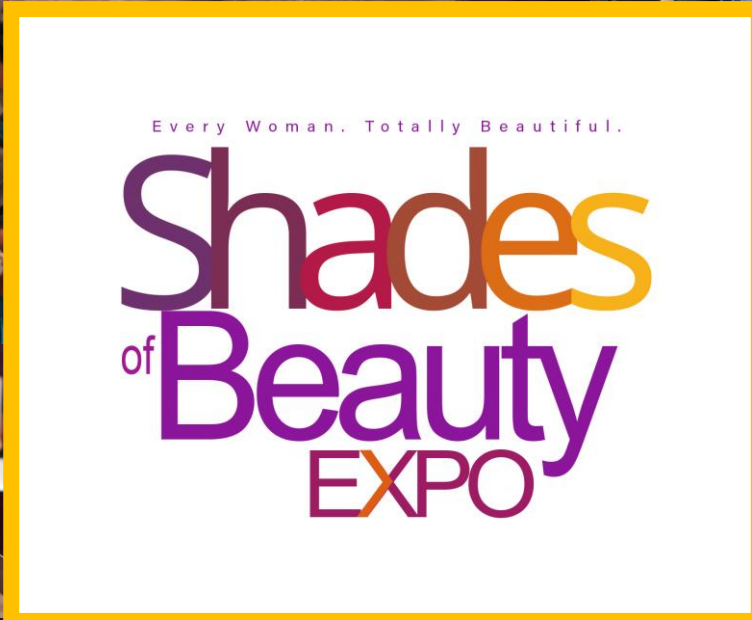
Statehouse Convention Center

Little Rock, Arkansas

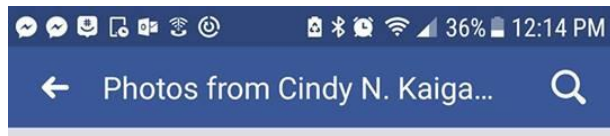
In The News

Click on an image below to view one of our interviews





What Our Attendees Are Saying



Cindy N. Kaigama added 6 new photos — with **Tane't Boudah** and 2 others.

Aug 12 at 6:44pm • 11

I started my day in pain and irritation and ended my afternoon nourished... Today was a good day.



Taquisha Brown reviewed Shades Of Beauty Expo — 5★

August 15 · 🌐

I truly and honestly enjoyed every minute of the Shades of Beauty Expo MN this past Saturday! Everything was done with precision, love and excellence!!! From the intimacy of the brunch to the phenomenal guest speaker Miss USA 2016 Deshauna Barber I was very impressed in how well organized & delightful this event was!!! The expo was truly an expo and not just a room of tables and chairs! The vendors were definitely hand selected and not just the run of the mill, the workshops & educators were interesting and well informed on their topic subject and the swag bags with free goodies that I actually can use, was all very great! I was completely amazed and in complete appreciation in how each little detail was thought out and executed to perfection! I sincerely tip my hat to the director of this magnificent event Ms. Sherrlyn Thompson! God truly gave her a unique vision and not only did she complete the vision but she definitely did a job well done!!! Thank you Queen for blessing me and our city this weekend!!!💎



Love



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What Our Attendees Are Saying



Lucinda Bailey reviewed Shades Of Beauty Expo — 5★

November 17 · 🌐

I am so thankful for the Shades of Beauty Expo..I met some really Beautiful Shades of Business Women..I also teamed up my Massage Practice with WOW Fitness..I'm loving it..Thank You



Love



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Jade Alyece reviewed Shades Of Beauty Expo — 5★

October 2 · 🌐

Loved the event and everything it represented! There were many participants and vendors who were very educational about Beauty, health, and wellness. As a brand ambassador for this year, I felt very accomplished and recognized for the work contributed to Little Rock. I was pleased to have been nominated and presented with an award.

Both Sherrilyn and mother were great stewardess and put much hard work and dedication into making the occasion beautiful. I would definitely attend again and would recommend others looking to network or build connections to visit the expo next year.



Like



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What Our Attendees Are Saying



Alex Merritt

August 12 · 🌐

Had the honor and privilege of meeting Miss USA 2016 [Deshauna Barber](#) at the The 2017 Shades of Beauty Expo - Minnesota - Black Girls around the world watched in awe as she crowned the 2017 Miss USA rocking her natural hair! Her keynote today was powerful and her message was clear...Be an unapologetic dreamer, trust that everything happens as it should, you have to protect your dreams from the things that will kill them or stunt their growth which includes your negative thoughts!

Watch the crowning moment that is all [#BlackGirlMagic](#): <https://m.youtube.com/watch?v=9Umz1O65UuM>

Happy Saturday! — at 📍 [Shades Of Beauty Expo](#).

👍 Like 🗨 Comment ➦ Share



Write a comment...





Frequently Asked Questions

Who is your target demographic? Our event was created for women and girls of color

What is your expected attendance? Our event averages around 275-300 attendees but with your help, we are looking to increase these numbers.

Is this event only for black women? No, our goal is to celebrate the many shades and textures of beauty while creating an inclusive and inviting space. We welcome men, families, and all ethnic backgrounds.

Are you a nonprofit? We do not hold a 501(c)3 designation but this is a not for profit event.

Are attendees charged to attend the event? We currently charge attendees a minimal \$10/adult and \$5/youth admission fee. Admission fees are used to pay event expenses such as venue rental, audio/visual, security, etc.).



Contact Us!

Mailing Address

6066 Shingle Creek Pkwy

#1129

Brooklyn Center, MN 55430

Call or Email

612-642-1978

info@shadesofbeautyexpo.com

www.ShadesOfBeautyExpo.com

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