

# Hokey Pokey

## NEWSLETTER



ISSUE 2

[HOKEYPOKEYSHOP.CA](http://HOKEYPOKEYSHOP.CA)



We carry a HUGE variety of face and body painting products! Our range of products extends to special fx, balloons, crafts, and more!

Located out of Vaughan, Ontario, Hokey Pokey has been supplying Canadian children's entertainers with top-quality supplies since 2011!

Please feel free to contact us at any time with questions regarding our products! Our knowledgeable staff is more than happy to answer questions on the sparkliest glitter, best brush for the job, or the perfect blue for a superhero!

200 Edgeley Blvd, unit 16  
Vaughan, ON Canada

1 (888) 391 8131  
(289) 805 5545

[hokeypokeyshop.ca](http://hokeypokeyshop.ca)  
[support@hokeypokey.ca](mailto:support@hokeypokey.ca)



Join our community of face and body artists!  
Share ideas, network, ask questions, & more!

Stay Connected!



@hokeypokey.ca



@hokeypokeyshop



**In this issue:**

A note from Nadia  
Updates from the  
Hokey Pokey Team  
Local Jam Program  
Choosing the Perfect Red  
Hokey Pokey Dance Party

Coordinating Your Bling  
Upcoming Jam Night  
Tutorial  
Stencil Application Guide  
O Canada Festival Glitter  
Unicorn Inspiration Gallery  
Upcoming Promotions

*a note from  
Nadia*



Summer is the busiest time of the year for a lot of entertainers: face painters, body artists, balloon twisters and many others. I'm very excited about the growing popularity of our Hokey Pokey brushes, ongoing success of face painting jams and workshops!

I'm very lucky to have such great support from my family, our community and the amazing team here at the Hokey Pokey Shop!

## Updates from the Hokey Pokey Team:

We were super excited to publish our first issue of our newsletter, and are even more excited to publish the second issue. This issue is chock-full of more tips, tricks, and techniques to get you excited for the summer season!

Hosting Margi Kanter in May in the Hokey Pokey Classroom was an amazing experience. Congrats to Pat Davos for winning the over \$100 in products. Huge thank you to everyone who joined us. We are looking forward to hosting more in the future!

Last month, we tried a different way of running a face painting jam night. It was a huge success! In the future, we plan to do more face painting jam nights with free product demonstrations, designated samples, and online registration. If you would like to participate in a jam, please let us know!

Over the next few months, we really want to start adding more engaging content to our social media outlets. If there's something you'd like to see, we would love to hear your suggestions!



# Local Jam Information

Hosting a jam in your local area? Collaborate with us! Organize group shipping, an event page in our Hokey Pokey Community group, and receive your choice of promotion!

1



## Sign up with us!

Contact us to arrange for an event page set-up, and pick a promotion for your jam night! Make sure to have a designated person for us to keep in contact with.

2



## Pick your Promotion

Pick ONE! Choose your favourite!\*

1. Free Bulk Shipping
2. 10% off all orders placed
3. Free gift for all participants
4. Free new product to demo at jam (one product per jam, not per order.)

\*one promotion per event. The host of the event gets to choose the promotion!

3



## Place Online Orders!

All orders must be placed a minimum of 5 business days before your jam night date. All orders must be paid for online. Please confirm all of the order numbers with us!

4



## Receive your Package!

Once we confirm your order numbers, we will make sure everything is shipped out to your designated person's address. We will ship out the package 4-5 business days in advance of your jam.

5



## Host your Jam!

Have fun at your jam!  
Post pictures or videos in your custom event page, and make sure everyone gets their orders.

[f @hokeypokey.ca](https://www.facebook.com/hokeypokey.ca) [i @hokeypokeyshop](https://www.instagram.com/hokeypokeyshop)

1 888 391 8131

[hokeypokeyshop.ca](https://www.hokeypokeyshop.ca)



NEW

*Tridescent  
Biodegradable  
Glitter*



**Water Opal**

Iridescent White  
with Blue-Green Shimmer



**Fire Opal**

Iridescent White with  
Red-Gold Shimmer

# Searching for the perfect red?

Cool or blue toned reds lean towards the cool side of the colour spectrum (purple/blue/green)  
Warm or orange toned reds lean towards the warm side of the colour spectrum (yellow/orange/red)



Superstar offers a huge variety of reds! 035 Fire Red is an orange-leaning shade. 135 Red is a true red colour. 128 Crimson Red is a cool leaning colour, and 040 Cerise (Watermelon) is a cool pink-toned red. 059 Rusty Shimmer and 127 Plum make awesome dark red outlining colours.



Global red is a vibrant true red. It offers bright opaque application. Available in 32g containers. Globals Deep Merlot and Pearl Merlot are great for outlining.



Paradise Beach Berry is a bright true red colour. Paradise Red is a darker, blue-toned shade. Paradise paints have a coconut fragrance and are available in 7g or 40g containers.



TAG Regular Red is a slightly cool leaning red. It tends to be more blue-toned than Global, Paradise Beach Berry, or Superstar 135 Red.



Diamond FX is a very pigmented blue-leaning red. It is very opaque and similar in shade to Wolfe and TAG.



Wolfe is very similar in consistency and colour to Diamond FX and TAG. Wolfe Red is slightly cool leaning.



Cameleon offers three different shades of red. Blood Red is blue-toned, Fire Red is orange-toned, and Red Berry is a true red. Cameleon is available in 32g containers.



TAG  
BODY ART

Superstar  
making the world more colourful  
since 1947  
WWW.SUPERSTAR.NL

Superstar  
making the world more colourful  
since 1947  
WWW.SUPERSTAR.NL

Superstar  
making the world more colourful  
since 1947  
WWW.SUPERSTAR.NL

Superstar  
making the world more colourful  
since 1947  
WWW.SUPERSTAR.NL

Superstar  
making the world more colourful  
since 1947  
WWW.SUPERSTAR.NL

FACE AND BODY PAINTING

cameleon professional face paint

DIAMOND  
FX  
FACE ART





# NEW!

## HOKEY POKEY DANCE PARTY PIXIE PAINT



AVAILABLE ONLY AT Hokey Pokey

### QUICK TIP:

**Co-Ordinating Bling with Split Cakes and Glitter!**

Bling is a super fun way to add a whole new level of drama to your face painting designs! It's a great way to make a birthday child feel special, or provide as an upcharge at festivals.

To make the most out of your bling, it's super helpful to coordinate your gem selections with your favourite split cakes and glitter gel combinations. This way, you'll always use your gems because they will always match your favourite designs perfectly!



For best results, pick 2-3 colours from your glitter gel or split cake to create your gems!



**GLOBAL**  
COLOURS

Global Fun Stroke Cuba

Check out this selection of teal, pink, and blue themed gems. They were made specifically to coordinate with our new exclusive blend of Pixie Paint, Hokey Pokey Dance Party.



Share your bling with us! **#hokeypokeyshop**



@hokeypokeyshop



@hokeypokey.ca

### PRO TIP:

Aim for primary colours and crystal gems to give an rainbow effect!

## Some Suggestions:

TAG Unicorn One Stroke



Cupcake Day Pixie Paint



Purple Big Peacock Gems



Hero Palette KAPOW



Vegas Festival Glitter



Bright Pink Big Peacock Gems



**Looking for painty fun? You're invited to our next jam!**

# *Face Painting Jam Night* *Registration Required*

Bring Your Own Bling (BYOB!) to our next face painting jam for a bling-making extravaganza!

Learn a couple of quick and easy face painting designs to use with your new bling from a member of the Hokey Pokey Team, plus try a few of our exclusive gems!

Join us in the Hokey Pokey Classroom on July 25th 2018, 6pm - 9pm!

Space is limited, so please register on our website.

**REGISTER ONLINE AT [HOKEYPOKEYSHOP.CA/WORKSHOPS](http://HOKEYPOKEYSHOP.CA/WORKSHOPS)**

Superstar  
sponsored artist

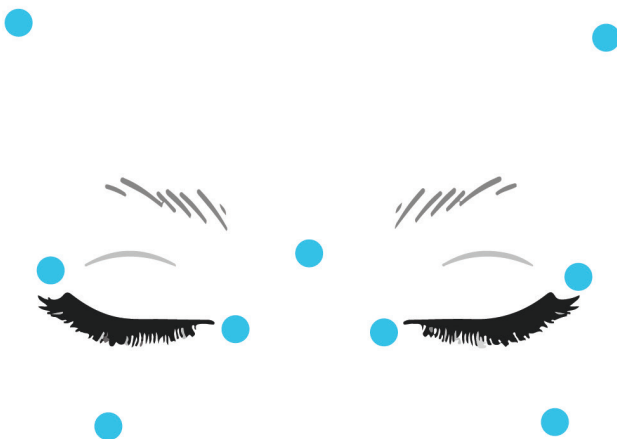
MATTEO ARFANOTTI



photo: Francesca Calamita  
model: Maja Szymczyk

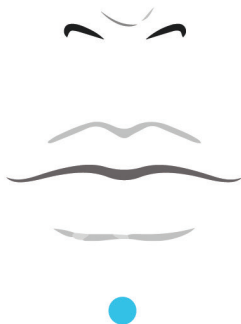
## Focal Point Cheat Sheet

Use this guide as a reference for focal points! By referencing the focal points of the face while painting will ensure your designs flow!



When painting butterfly wings, try to make the top edge of the wing follow the inner corner of the eye, to the top hairline focal point.

Princesses follow the same template. Make sure your shapes all point towards or accentuate a focal point or two.



Use the same principle for tiger stripes and cat outlines! Try drawing an invisible line in your head when painting stripes to make perfect stripes everytime.

Share your designs with us! Tag us @hokeypokeyshop on Instagram.



# Stencil Application Guide:



Too Wet! = bleeding



Just Right! = creamy, bright, and opaque.



Too Dry! = not opaque

# Quick Canada Day Tutorial:



Step 1: stencil in leaves



Step 2: paint teardrops



Step 3: finish with glitter!

Products used:



**O CANADA FESTIVAL GLITTER**



**JUST IN TIME FOR CANADA DAY!**

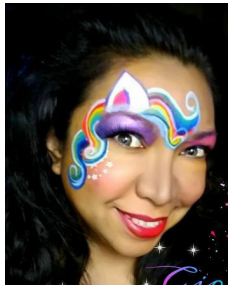




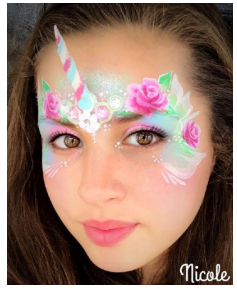
Belinda Wurmitzer



Cameron Garrett



Gio Guzman



Nicole Kirvane



Elodie Bisegna Ternois



Melanie Branchi



Nadine Davidson

# Unicorn Bliss

For more inspiration follow us on Pinterest for images categorized by design!

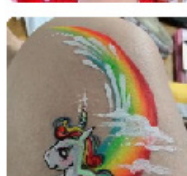
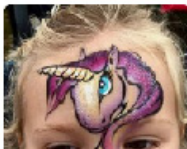
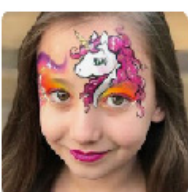
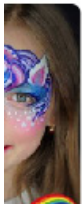
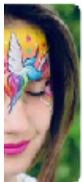
## Face Painting Inspiration

### Unicorns

42 Pins



@hokeypokeyshop





**New!**  
Canada Day Mini  
Glitter Tattoo Kit



**Canada Day Glitter Tattoos!**



**FREE  
GLITTER  
TATTOO  
WORKSHOP**

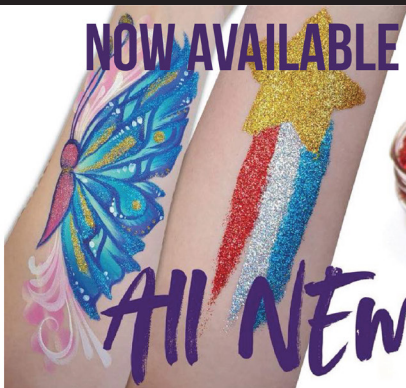
**COMING SOON!**

Hokey Pokey Classroom  
200 Edgeley Blvd, unit 16



MAMA MONKEY EVENTS

NOW AVAILABLE AT 



**ALL NEW**

Glitter Glaze  
Face & Body Glitter Paint



Keep tabs on our sales! Check out our upcoming promotions on the back cover. Share our sales! Tag #hokeypokeyshop

 @hokeypokeyshop

 @hokeypokey.ca

*Happy Canada Day!*  
use code

**CANADA**

for 10% off



valid June 26th - July 1st, 2018



**SALE!**

USE CODE:  
**STOCKUP**  
FOR 10% OFF



VALID JULY 16TH-20TH 2018

SAVE 10% WITH CODE:  
**SUMMER**

VALID AUGUST 2ND - 6TH, 2018



*Back to School Sale!*

USE CODE:

**PENCILS**

FOR 10% OFF

*Valid August 31st - September 6th 2018*

