

## **PBA's International Salon & Spa Expo Must See Exhibitor's Hot List Guide**

January 26-28, 2008 | Long Beach, California

**Phoenix, AZ (January 26, 2008)** – Waste no time wandering around aimlessly searching for the hottest, most innovative products being launched this year at the **Professional Beauty Association's (PBA)** International Salon & Spa Expo. At this year's show there will be many new exhibitors that are on the cutting edge of beauty, skincare, hair, and spa. Please check your show directory for booth number locations.



**RUSK | Booth 1529** – Internationally renowned leader in the professional salon industry, RUSK is one of the only professional companies to provide a full range of products and tools for salons and their clients. Unveiling various product lines, styling tools, and professional colors at ISSE, this booth is one you don't want to miss! Heat activated products such as Softwear™ Volumizing Shine Lotion and

Thermplex™ can be 'cocktailed' with any RUSK foundation product (such as Wired or STR8) for added hold and texture without the frizz. Rusk Designer Collection is complete with styling and finishing products helping stylists manipulate hair, achieving looks from the latest runways to current street fashions. The classic line of Thickr will also be available, adding thickness, strength, lift and texture to the once limp and fine hair of yesterday.

**Dreamcatchers | Booth 727** - Dream Catchers by Paris Hilton are bringing star beauty to the masses. The technique and hair quality offered to the consumer is exactly the same used on Paris herself – no substitutes, no mass market version. Made from 100% remy human hair, Dream Catchers application is clean, easy and quick (2 -2.5 hours full head). These cost effective, high quality hair extensions are a must have this year. Stop by for an appearance by the socialite herself on Monday, and catch a glimpse of the beautiful locks in action.



**OPI | Booth 1129** - OPI, the world's leader in nail care is highlighting several products at the west coast beauty show. Beyond Chic – SoftShades by OPI includes 6 soft sophisticated shades including She's Golden - a soft shade of white that whispers volume, and Kiss on the Chic – a classic pale pink. OPI is promoting perfect nail contour with their Avoplex Cuticle Oil to Go. Perfect pocket size packaging allows you to

replenish moisture to the cuticle allowing the nail to grow freely. OPI has a long tradition of philanthropy and is committed to giving back, be sure to stop by and see what's in store with this nail mogul for 2008.



**Creative Nail Design | Booth 1403** - Introducing Perfect Color powders, Creative Nail Design continues to dominate the nail market with trendsetting products. These high tech powders are designed to create a more balanced chemistry between the liquid and powder, reducing

problems such as center pocket lifting, shrinkage, and discoloration. Not only do these Perfect Color powders improve performance, Creative Nail Design is also featuring the Custom Blended Manicure. This collection includes a palette of 24 pigmented powders. Nail techs custom-blend the mixture to compliment your skin tones and match your nail bed creating the perfect, unique, custom manicure.

***SKIN by Monica ! Booth 2615*** – Founded in 2004 by LA – based model, actress and mother Monica Olsen, Skin by Monica creates organically and ethically pure skin care products. Debuting the new professional Dead Sea Clay Mask & Dead Sea Body Scrub, this is one “green” booth everyone should stop and sample. The mask cleanses and detoxifies skin with various minerals that minimize breakouts and reduce oils. Gentle and reviving, the grapefruit body scrub cleanses skin and unclogs pores.

***Stamp Me Fabulous Eyebrow Stamps !Booth 663*** - Brand new semi-permanent inks last all day! Available in five different shades, it only takes five seconds to apply a realistic ‘hair stroke’ design, unlike the traditional pencil method leaving behind a solid, cosmetic looking eyebrow. Perfect as a guide to use before waxing or used as a filler due to hair loss, Stamp Me Fabulous Eyebrow Stamps are a great innovation far surpassing pencils, stencils and gels.

***Model in a Bottle ! Booth 2502*** - As seen on Oprah, Extra and the Tyra Banks Show, Model in a Bottle is a matte finish makeup setting spray. Model in a Bottle not only seals and sets eye shadow and foundation in place all day, it allows for a full day of continuous activity and no makeup touch ups! Be some of the first to experience this innovative product, we expect to see a lot more of Model in a Bottle in 2008.



***Belvedere USA, LLC ! Booth 1113, 2922*** - Belvedere USA, LLC specializing in salon furnishings and equipment is launching their new Mondo chair line. Complete with styling, all-Purpose, shampoo, reception and two dryer chair options make up this full seating line. This distinctive chair is retro to the 1970's Belvedere model with its rich wood finish, upgraded features and smooth design. Witness updated functionality and state of the art materials within this modern collection of salon & spa furnishings.

***Angles BeautyCare Group Representing HAlelite & HAlclassic ! Booth 1714*** - HAlelite & HAlclassic are salon tools developed by professionals for professionals. Introducing their Nano XT Styling Iron, expect the next greatest tools to come from this exhibitor. The Nano tourmaline is evenly infused across an 8oz ultra light weight iron, creating shinier, smoother, healthier hair with improved color protection and conditioning. Sleep mode, digital temperature screen, non-slip finger grips, and a 3year warranty are just some of the bonus features packed in this powerful product.

***Satin Serenity ! Booth 7852*** - Reducing hair damage, maintaining moisture in your hair and skin, Satin Serenity promotes true beauty sleep with their luxury line of satin pillowcases. All Satin Serenity products are manufactured in the United States using the finest satin. A product unlike any other featured at ISSE, Satin Serenity.

**AmeriSpa & Ameri-Kleen Corp | Booth 1320** - Pedi-Safe Footspa Bacteria Test kits test for the presence of many types of harmful bacteria commonly found in footspas including staph, psuedomonas, and ecoli. On-site results in less than 20 minutes, no special training or tools required. Just one dip and you have instant results maintaining a clean and sanitary spa.

**The Rock AOK Detox & Health | Booth 1759** – The Rock utilizes advanced technology to remove unwanted wastes and toxins from the body. Performing an ion cellular body cleanse in a matter of minutes, this product brings a great deal of anticipation to the showroom floor. Sending a slight charge through the body changes molecules in the water where feet are submerged, creating a force of attraction between the hydrogen water atoms and toxins within the body. In minutes the toxins begin leaving the body. The Rock is one of the few products in this niche category market, and the only one to pass strenuous tests involved in low risk medical therapy. With masses of celebrity clients and endorsers, be sure to stop by this booth, you never know who may be there!



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit [www.probeauty.org](http://www.probeauty.org) or call 800-468-2274 (480-281-0424) to learn more.