

Post Show Release

ISSE 2009 Exceeds Attendee Expectations & Remains West Coast's Top Beauty Event

Phoenix, AZ (February 5, 2009) With attendee numbers up significantly from 2008 and exceeding expectations for 2009, the Professional Beauty Association's (PBA) annual International Salon & Spa Expo (ISSE) set the standard for professional industry events going forward. Featuring some of the biggest names in the industry, including Tabatha Coffey, Charlie Price, Orlando Pita, Kim Vō and Martin Parsons, combined with cutting-edge education and amazing deals on the latest beauty products, ISSE reaffirmed its position as the West Coast 's largest and most influential professional beauty event. Held January 31 through February 2, more than *33,000 beauty professionals packed the sold-out show floor* at the Long Beach Convention Center and proved that regardless of the current economic environment, the professional beauty industry continues to invest in its future.

Featuring more than 440 exhibitors on a reconfigured show floor encompassing approximately 137,000 square feet, ISSE was pleased to welcome back **Sally Beauty Supply** and **Beauty Systems Group**. Other notable exhibitors included: **Conair / Rusk, Vidal Sassoon, Clairol Professional, Wella / Sebastian, Nioxin, OPI, TIGI, CND (Creative Nail), Farouk, and FHI Heat**, along with first-time exhibitors such as KLIX Hair Extensions, Color Express, Skin Script, and TouchSuite Salon software. PBA is also pleased to report a significant increase in onsite-exhibitor renewals for 2010, reaffirming the commitment the industry places on ISSE.

Also new for 2009 were the inclusion of the Latino Fashion Theater on the Arena show floor and the involvement of the National Latino Cosmetology Association, which sponsored some of the educators and performers on the Latino Fashion Theater stage. In addition to the many exhilarating presentations on the stage, Kaili Miles of Lulu's Downtown salon was named the winner of the PBA / Latino Fashion Group photo shoot, and Leo and Soo Hong of Sol Beauty Supply won a brand new 2009 C-Class Mercedes as part of the Ultimate Beauty Companies "Ultimate Mercedes Giveaway."

"Even in an uncertain economy, beauty professionals continued to place their trust in the fact that ISSE would deliver high-quality, innovative exhibitors and educators," stated Lee Rizzuto Jr., Chair of the PBA Governing Council and Senior Vice President of Conair Professional/Rusk. "It's clear by the number of attendees and their feedback, ISSE delivered on its commitment to the industry, and we look forward to an even better show in 2010."

The other key mission of ISSE is to provide valuable education. More than 250 education classes in hair, skin, nails, massage therapy and business were provided at this year's ISSE, an *increase* of more than 50 classes from 2008. Licensed massage therapists were also able to earn continuing education (CE) credits for the first time at ISSE. From the renowned Technical Theater to the International Fashion Theater, attendees were able to view and interact with some of the most respected industry professionals and gain insight into the trends, both in beauty treatments/products and overall business management, in an effort to help better position their careers..



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 or call 800-468-2274 (480-281-0424) to learn more.

ISSE will return to Long Beach, California January 30 – February 1, 2010. For additional information on ISSE and other PBA events such as **PBA Beauty Week: Las Vegas**, which will be held in cooperation with Cosmoprof North America July 18 – 21, 2009, please visit probeauty.org/events. *(Please contact Brad Masterson at 702.567.8049 or bradmasterson@ypublicrelations.com for ISSE event images.)*



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