

## **Another Year of Success for the International Salon & Spa Expo**

International Salon & Spa Expo | January 26 – 28, 2008

**Phoenix, AZ (January 29, 2008)** – The Professional Beauty Association's (PBA) annual International Salon & Spa Expo played host to large crowds of industry professionals, January 26-28, 2008 at the Long Beach Convention Center. Over 30,000 licensed beauty professionals took advantage of a sold out show floor and continuous education, both on and off the show floor.

Over 465 exhibitors packed the sold-out expo floor. Leading companies such as **RUSK, Scruples, Vidal Sassoon, Clairol Professional, Wella/Sebastian/Graham Webb (P&G Professional) Nioxin, Sexy Hair, OPI, TIGI, CND (Creative Nail), Farouk and more** all entertained and educated attendees with floor to ceiling booths and on-going demonstrations and productions. Attendees left happy with bags full of the latest and greatest styling products, tools and fingers itching to put the Spring and Summer 2008 trends to the test. Celebrities such as Paris Hilton and Nip/Tuck's Kelly Carlson got in on the show floor action, with Paris promoting DreamCatchers hair extensions and Kelly visiting the RUSK pavilion.

"This year's ISSE demonstrated the growth of PBA. Everywhere you looked high-quality, innovative exhibitors and educators were illustrating how PBA supports each and every sector of the industry," states Lee Rizzuto Jr., Chair of the PBA Governing Council and CEO of Conair. "Across the board, attendance was very strong. In the years to come, exhibitors and attendees alike can count on PBA continuing to grow this amazing event.

Celebrity hairstylists and top educators from the industry's foremost manufacturers were on hand to share the newest trends and techniques for 2008. The widely popular International Fashion Theater and the Technical Theater featured standing room only presentations by artistic teams and platform educators such as **Sandra Yu, Martin Parsons, Charlie Price, TIGI, Jamie Carroll** and the **Sassoon Academy**. Latino Fashion Group's **Leo Rocco** and FHI Heat's UK Director of Education, **Gary Sunderland**, kept the international flair alive in the International Fashion Theater, while emcee and Shear Genius winner, **Anthony Morrison**, kept attendees in their seats between demonstrations. The education didn't end at show close-Sunday night was highlighted by the presentation of the P&G Professional's (Wella/ Sebastian/Graham Webb) stunning Future Vision 08 at the Terrace Theater.

This year saw an expansion of complimentary education for attendees on skin, hair, nails and business classes. The Complimentary Color Classes, introduced in 2008, were a hit, with standing room only, step-by-step demonstrations by color artists such as NAHA 2007 Haircolor Winner, **Sue Pemberton**. For the first time, salon and spa business education was available throughout the show - with a special half-day Saturday seminar. Plus, CE credits were offered for the first time to massage therapists attending skin classes by SpiriPhysical's Bruce Baltz. Also introduced in 2008 was the PBA and the Latino Fashion Group (LFG) partnership to expand outreach to the emerging Latino beauty market in Southern California.

"We have much to be excited and proud of with ISSE 2008, with a sold-out show floor and expanded educational opportunities for stylists and salon owners", said Steve Sleeper, PBA Executive Director. Upholding the longtime trademarks of the International Salon & Spa Expo - quality manufacturers, valuable education and a professional atmosphere - ISSE 2008 proved once again to be the biggest and best beauty show on the West Coast.



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.