

Faatemah Ampey to Emcee ISSE - International Fashion Theater

January 30 – February 1, 2010 | Long Beach Convention Center, Long Beach, California

Phoenix, AZ (October 8, 2009) – Rising industry star Faatemah Ampey, who took NAHA 20 by storm, was selected by the Professional Beauty Association (PBA) to emcee the International Fashion Theater (IFT) at the International Salon and Spa Expo (ISSE), January 30 – February 1, 2010. With a larger than life personality and talent to match, Ampey's energy and passion are a perfect fit to pair with some of the largest names in the industry, which the IFT is known to attract. ISSE 2010 will be no exception with all new shows from *Clairol Professional*, *Karg + Blackwell*, *Marcel Munoz*, *Martin Parsons*, *RUSK*, *Sassoon Academy*, and *Kim Vō* to name a few. New to the IFT stage for 2010, *Nick Arrojo* and *TIGI* will demonstrate their signature techniques. Additionally, IFT veteran and NAHA winners, *Charlie Price* and *Ruth Roche* will present a new show focused on Spring 2010 trends. Ampey will also be on hand, Saturday, January 30, (3:30 p.m. – 4:00 p.m.) to greet fans at the Latino Fashion Theater located in the Arena.



“For ISSE 2010, PBA remains committed to showcasing both industry greats and up-and-comers across *all* stages at the show,” states Bonnie Bonadeo, PBA Program Development and Education Director. “Faatemah is a great example of hard work and talent truly paying off, and we are honored to have her at ISSE as emcee of the International Fashion Theater.”

As the West Coast's biggest and best beauty event, ISSE 2010 will once again take over Long Beach, California, welcoming more than 400 top-quality exhibitors on its *sold-out expo floor* and guarantees to be another action-packed, professionally focused event! Set to feature a growing list of industry leaders along with many of the largest manufacturers from across the globe, cutting edge “indie” brands, valuable education opportunities, and industry celebrations, ISSE offers an important opportunity for licensed beauty professionals and cosmetology students to invest in their careers and stay current on the latest trends.

In addition to the International Fashion Theater, ISSE 2010 will continue to feature the Latino Fashion Theater, Technical Theater, and Hands-On Education. Complimentary Education classes will cover everything from hair, nails, skin and business practices. (Continuing Education credits will be offered for licensed massage therapists. CE credits are \$25.00.)

ISSE is open to licensed salon/spa professionals and cosmetology students only. To maintain a professional atmosphere, attendees must present proof of license and a valid photo ID. For additional information on ISSE and to purchase tickets, please visit www.probeauty.org/isse.



ISSE is produced by the Professional Beauty Association (PBA). PBA 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 probeauty.org or call 800.468.2274 (480.281.0424) to learn more.