

ISSE 2009 – Register Today and Prepare to Learn from the Best in Beauty

January 31 – February 2, 2009 | Long Beach Convention Center, Long Beach, California

Phoenix, AZ (October 20, 2008) As the West Coast's largest beauty event, The International Salon & Spa Expo (ISSE), promises to yet again bring together the highest quality manufacturers, valuable educational opportunities and a professional atmosphere – all under one roof! There is no better way to invest in one's career than by staying current on the latest tools, techniques and practices that are shaping the professional beauty industry. The Professional Beauty Association (PBA) encourages those who have not done so, to register today for ISSE by visiting probeauty.org/isse.

Held January 31 – February 2, 2009 in Long Beach, CA, ISSE offers beauty professionals the opportunity to learn everything from styling techniques to how to run a profitable salon. With over 400 top quality exhibitors and a sold-out show floor, ISSE 2009 guarantees another action packed event with industry leaders such as: *Martin Parsons, Kim Vō, Orlando Pita & T3 Micro, Karg + Blackwell, Charlie Price, Bennie Pollard, Sassoon Academy* and the first ever *Hiroshi & Mogi* combined class to name a few. ISSE 2009 will continue to feature the **International Fashion Theater, Technical Theater, Hands-On Education** and a brand new **Latino Fashion Theater** on the Arena show floor. **Complimentary Education** classes will cover everything from hair, nails, skin and business practices.

New for 2009! Massage Wellness & Education will offer continuing education credits for licensed massage therapists (CE credits - \$25). ISSE 2009 will also feature several exciting promotions including: The *Ultimate Mercedes Giveaway* sponsored by Ultimate Beauty, the chance to win a new salon set up by Barbar Artist and the opportunity to be a part of a PBA professional photo shoot when you purchase your ISSE tickets online. In addition, TIGI's new line, Rockaholic, will sponsor PBA's NIGHT OUT party on February 1 at the V2O Nightclub. Free to ISSE attendees and exhibitors, the party starts at 8:00pm and ends late! Lastly, ISSE is proud to welcome back *Sally Beauty Supply* and *Beauty Systems Group* to the show floor.

For a complete list of classes offered at ISSE, please visit probeauty.org/isse/education.

International Fashion Theater (Complimentary with expo ticket purchase): One of the biggest show highlights, the International Fashion Theater will have inspiring performances by some of the industry's most talented platform and in-house creative stylists from the US and abroad.

Latino Fashion Theater (Complimentary with expo ticket purchase): Presented by the Latino Fashion Group and located on the Arena show floor, the NEW Latino Fashion Theater will be the center of attention at ISSE. Additionally, PBA has partnered with the National Latino Cosmetology Association to give a voice and platform to the Hispanic community, which continues to grow within the beauty industry.

Technical Theater (Some sessions require additional investment. Limited seating.) Watch the pros in action and learn new cutting and styling techniques. These classes feature the hottest names in hair design showcasing their latest methods.

"Not only does ISSE provide a forum for the creative exchange of ideas and best practices for industry professionals, it also fosters an environment of learning and education to help take your career to the next level," explains Steve Sleeper, PBA Executive Director.

ISSE is open to licensed cosmetologists and students only. To maintain a professional atmosphere, attendees must present a valid photo ID along with their beauty license. For more information on ISSE and to purchase tickets, visit probeauty.org/isse. Tickets are also available for purchase at select authorized stores.



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.