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ISSE 2009 UPDATE

Stay Tuned: Bravo TV Star - Tabatha Coffey To Take the Stage Plus PBA To Host Media Round Table Discussion

Phoenix, AZ (December 10, 2008) – Captivating and controversial, international hair stylist and TV star, Tabatha Coffey, will take to the main stage at the 2009 International Salon & Spa Expo (ISSE) in Long Beach, California, January 31 – February 2, 2009. As the star of Bravo's *Tabatha's Salon Takeover* and a contestant on Bravo's other hit show, *Shear Genius*, Coffey's energy, wit and exceptional skills as an artist and educator can be experienced first-hand. Coffey will emcee the main stage/International Fashion Theater introducing other well-known hair stylists including: Kim Vō, Charlie Price and Orlando Pita. Coffey will also share her insights on education and the business of the industry along with her experiences on *Shear Genius* and *Tabatha's Salon Takeover*. ISSE attendees can also meet Tabatha at a "meet and greet" on Saturday, January 31, 2009 on the Arena show floor.



For members of the media, PBA's Executive Director, Steve Sleeper, and Board of Director Chair, Lee Rizzuto, Jr., will host an informal round table discussion on Sunday, February 1, at 3:00 p.m. in the press room. In an effort to create a more open dialogue on the association's areas of focus along with receiving input from members of the media regarding their views on the association and the industry, the meeting is designed to be an open exchange in a casual setting. Cocktails and light appetizers will be served.

Produced by the Professional Beauty Association (PBA), ISSE is the West Coast's largest beauty event and globally recognized as one of the premier events within the industry. ISSE is committed to providing salon/spa owners, salon/spa professionals, nail technicians and skin care specialists with a professional atmosphere, world-class education and a shopping experience like no other.

For tickets and additional information on ISSE including: the *International Fashion Theater*, *Latino Fashion Theater*, *Technical Theater*, *Hands-On Education*, *Business Headquarters*, *Complimentary Hair*, *Skin & Nail education* and the new *Wellness Education* classes offering continuing education credits to licensed massage therapists, please visit probeauty.org/isse. (Some classes require additional investment and space is limited.)

Media Registration Reminder

If you have not already registered or been registered by ISSE's media relations team, please visit: probeauty.org/isse/press.



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.