

## **ISSE 2008 – Learn From the Best in Beauty Meet Industry Professionals and Discover the Latest Techniques**

January 26-28, 2008 • Long Beach Convention Center, Long Beach, California

**Phoenix, AZ (January 26, 2008)** Quality manufacturers, valuable educational opportunities and a professional atmosphere are the trademarks of the International Salon & Spa Expo (ISSE). Bringing together industry leaders such as the Vidal Sassoon Team, TIGI, Jamie Carroll, CND/Creative Nails, NAHA winners Charlie Price and Sue Pemberton, Martin Parsons and many others, attendees will experience the latest trends and tools shaping the beauty industry.

As the West Coast's largest beauty event, ISSE offers beauty professionals the opportunity to learn everything from styling techniques to how to run a profitable salon. This year's show will feature the **International Fashion Theater, Technical Theater, Latino Theater, Hands-On Education** and hundreds of other *complimentary* educational seminars on hair, nails, skin and business practices.

*New for 2008* will be the **Saturday Business Education Class**, which is a *complimentary* workshop targeted to salon and spa owners and management. Hosted by Salon Training International (STI), the class will provide an overview of key legal practices as well as advise attendees on how to create a business plan, set up a successful recruitment program, increase salon revenues, increase retail sales, and market their salon.

In the Technical Theater, attendees can watch NAHA 2007 Lifetime Achievement Award winner Yosh Toya in action along with teams from Vidal Sassoon, BIA and many others. These exhilarating demonstrations provide the perfect venue to see the hottest names in hair design sharing their latest methods.

A huge success in its debut last year, the International Fashion Theatre will once again be packed with inspiring performances by some of the industry's most talented platform and in-house creative stylists from the US and abroad. Emcee Anthony Morrison (Shear Genius Winner), Gary Sunderland, FI Hair Gear, Jamie Carroll, KARG, Martin Parsons, Charlie Price, TIGI and others will feature dynamic presentations that will have everyone talking. Plus, don't miss out on the Latin Touch segment of the International Theater, taught by Latino Fashion Group member Leonardo Rocco.

"As one of the largest salon and spa shows in the industry, ISSE brings together the best of the best in the world of beauty and provides a creative outlet for the exchange of ideas and techniques," explains Steve Sleeper, PBA Executive Director. "Last year, ISSE hosted more visitors than ever before with around 31,000 salon and spa professionals attending educational venues and visiting a show floor with over 30% more exhibit space. In 2008, ISSE plans to launch a new marketing campaign to reach out to Southern California's Latino Community in order to encourage even more licensed professionals to visit ISSE for an educational line up and show floor second to none."

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. Some classes/shows require additional investment.



ISSE is produced by the **Professional Beauty Association (PBA)**. 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.