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## PBA Announces ISSE 2008

# Don't Miss ISSE, the West Coast's Biggest and Best Beauty Show!

July 27, 2007 | Scottsdale — Mark your calendar for the **International Salon & Spa Expo (ISSE)** on **January 26-28, 2008** at the **Long Beach Convention Center**. ISSE provides an intensive educational experience, a wide variety of exhibiting manufacturers and an unparalleled commitment to the professional beauty industry.

More than 31,000 licensed salon and spa professionals attended ISSE in 2007. Attendees in 2008 will enjoy extraordinary stage education in the International Fashion Theater, detailed how-to education in the Technical Theater and Hands-On Education seminars and a wide variety of complimentary hair, skin, nail and business education in the smaller classrooms. Tickets will be available starting Fall 2007 at [www.probeauty.org/isse](http://www.probeauty.org/isse), from Maly's of California and through a wide ticket-seller network.

ISSE looks forward to welcoming back our exhibitor partners, including Wella, TIGI, Dermalogica, Conair, OPI, Alterna, Matrix, Sebastian, Creative Nail Design, American Crew, Orly, Rusk, DermaNew, Nioxin, Vidal Sassoon, Andis, Schwarzkopf, PureOlogy, Farouk, ABBA, Clairol Professional and many more. Due to high demand this February, ISSE expanded into the adjacent arena area. Despite increasing available booth space by 30%, the 2007 show floor still sold out well in advance of the show. Companies interested in exhibiting in 2008 should be sure to get an ISSE 2008 Request for Space—available online at [www.probeauty.org/isse](http://www.probeauty.org/isse)—in as soon as possible.

“This is a strong, vibrant and growing show that benefits the industry and PBA, the industry's not-for-profit trade association,” says **Steve Sleeper**, Executive Director of PBA. “We're proud of it and look forward to building on its success.”

**Hotel & Travel.** It's not too early to make hotel and travel reservations! Reserve hotel rooms online at [www.probeauty.org/isse](http://www.probeauty.org/isse) or call 800-826-8798 (310-590-4719).

**Support Imagery.** You may download support images for this release here:

FTP Site: [ftp://208.109.7.112/ISSE\\_SaveTheDate/](ftp://208.109.7.112/ISSE_SaveTheDate/)

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ISSE is produced by the **Professional Beauty Association (PBA)**, a non-profit association that represents the interests of the professional beauty industry from manufacturers and distributors to salons and spas. PBA serves the industry with education, business tools, government advocacy, networking and more. For more information on PBA, please call 800-468-2274 (480-281-0424) or visit [www.probeauty.org](http://www.probeauty.org).

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