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L O N G B E A C H  
international  
salon and spa  
expo 

**Save the Date for PBA's International Salon & Spa Expo 2009!**  
**January 31 – February 2, 2009 | Long Beach, California**

**Phoenix, AZ (July 13, 2008)** – The **International Salon & Spa Expo (ISSE)**, the biggest beauty show on the West Coast, hits the Long Beach Convention Center from January 31 – February 2, 2009, in Long Beach, CA. Produced by the **Professional Beauty Association (PBA)**, **ISSE** delivers the finest artistry, education and product selection for over 30,000 top, licensed salon and spa professionals. Top industry manufacturers spotlight their newest launches, international exhibitors showcase trends from around the world and attendees load up on product thanks to phenomenal show deals.

The expanded showroom floor now includes the Promenade Hall and Arena Hall allowing for the 465+ exhibitors to display products comfortably. 2009 attendees will enjoy extraordinary stage education from top stylists in the International Fashion Theater and the Latina Theater, technical know-how in the Technical Theater and multiple hands-on educational seminars. ISSE also offers a wide variety of *complimentary* hair, skin, nail and business education classes set in smaller classroom environments.



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 [probeauty.org](http://probeauty.org) or call 800-468-2274 (480-281-0424) to learn more.