

ISSE 2010 – West Coast’s Largest Beauty Event Continues to Grow

January 30 – February 1, 2010 | Long Beach Convention Center, Long Beach, California

Phoenix, AZ (September 10, 2009) – The West Coast’s biggest and best beauty event, the International Salon & Spa Expo (ISSE), will once again take over Long Beach, California, January 30 – February 1, 2010. ISSE 2010 will welcome more than 400 top-quality exhibitors on its *sold-out expo floor* and guarantees to be another action-packed, professionally focused event. Set to feature a growing list of industry leaders such as *Karg + Blackwell, Nick Arrojo, Charlie Price, RUSK, and Sassoon Academy*, along with many of the largest manufacturers from across the globe, cutting edge “indie” brands, valuable education opportunities, and industry celebrations, ISSE offers an important opportunity for licensed beauty professionals and cosmetology students to invest in their careers and stay current on the latest trends.

New for 2010!

Legends & Icon’s Gala. For the first time ever, ISSE will host the National Cosmetology Association’s (NCA) Legends & Icons Gala, in cooperation with the Professional Beauty Association. ISSE will welcome this famed industry celebration on Saturday, January 30, 2010, honoring Ann Mincey, Robert Cromeans and The Doves.

Faatemah Ampey to emcee the International Fashion Theater. Rising industry star Faatemah Ampey, who wowed the crowd at NAHA 20 with her amazing work and larger than life personality, will light up the stage at ISSE.

LFG Fashion Photo Shoot by the Masters. The Latino Fashion Group (LFG) continues to grow and will offer this hands-on class with famed photographer Babak on location aboard the glamorous Queen Mary in Long Beach on Monday, February 1, 2010. Learn how to capture the latest beauty trends and learn what it takes to create a successful editorial photo shoot.

On-Demand Tickets. Designed to eliminate waiting in line to pick up their tickets, attendees can now purchase and print their tickets online! Attendees can then proceed directly to multiple satellite credential checks for faster entry to the show floor. Make sure to purchase tickets online at www.probeauty.org/isse.

ISSE 2010 will continue to feature the **International Fashion Theater, Technical Theater, Hands-On Education** and the **Latino Fashion Theater. Complimentary Education** classes will cover everything from hair, nails, skin and business practices. *Continuing Education credits will again be offered for licensed massage therapists (CE credits - \$25.00).*

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

Latino Fashion Theater (Complimentary with expo ticket purchase): Presented by the Latino Fashion Group (LFG) in partnership with the National Latino Cosmetology Association (NLCA), the Latino Fashion Theater is the place for vibrant color and beautiful artistry from some of the nation’s leading and up-and -coming Latino professionals. All Latino Fashion Theater sessions will be presented in both English and Spanish.

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!

ISSE 2010 will also feature several exciting promotions and events. Ultimate Beauty Companies return to ISSE with their *“Make Dreams Come True - \$25,000 Giveaway”* contest. Let loose at the ISSE Night Out Party on Sunday, January 31, 2010, located at Club V2O. Free to ISSE attendees and exhibitors, the party starts at 8:00pm and is sure to keep the energy going!

ISSE is open to licensed salon/spa professionals and cosmetology students only. To maintain a professional atmosphere, attendees must present proof of license and a valid photo ID. For additional information on ISSE and to purchase tickets, please visit www.probeauty.org/isse.



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.