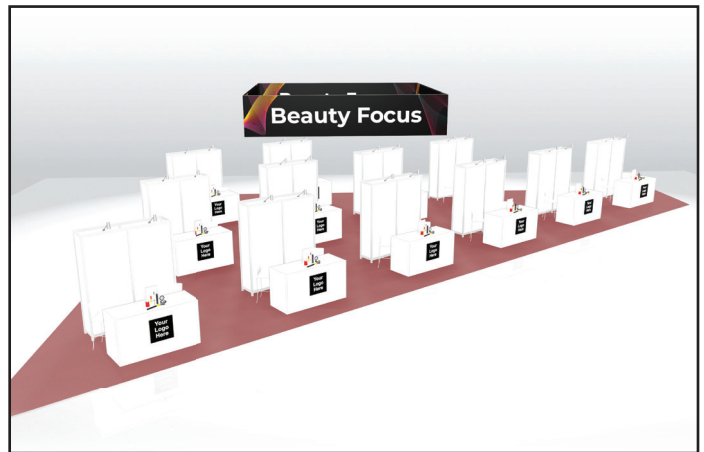


JANUARY 25 - 27, 2020 | LONG BEACH, CA

BEAUTY FOCUS BOOTHS

New at ISSE in 2020 are the addition of 12 spotlight displays on the show floor. The Beauty Focus booths are designed to showcase first-time skin and beauty brands at ISSE with a sleek, easy to set-up display.

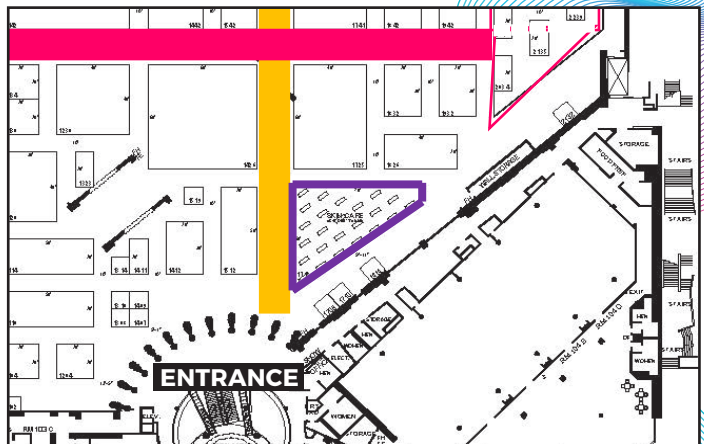
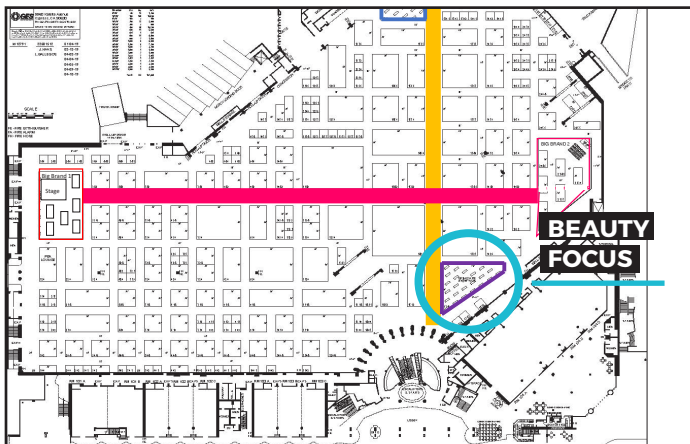
Indie brands will love the special attention placed on these Beauty Focus displays and the introduction to estheticians and cosmetologists from across the US. From a prime location near the entrance of the show to special marketing callouts, everyone will be talking about what's new in beauty at ISSE this year.



EACH BEAUTY FOCUS BOOTH RECEIVES THE FOLLOWING FOR THE \$1,600 DISPLAY:

- + A 6 ft white logoed counter with lockable storage underneath
- + Two stools
- + One fabric backdrop with covered storage behind
- + The option to pay an additional \$450 to brand one panel of the backdrop with a graphic of your choice

This special Beauty Focus area will be creatively curated to ensure that the companies and products offer a fresh perspective on beauty.



RESERVE YOUR SPACE TODAY!

Contact the ISSE Sales Team at SALES@PROBEAUTY.ORG or 480.455.3461.

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