

IBS lasvegas

INTERNATIONAL BEAUTY SHOW

FOR IMMEDIATE RELEASE

Contact:

Natasha Bhalla

Marketing Manager

212-895-8259

Attendance Breaks Records and Proves that What Happens in Beauty, Happens at IBS Las Vegas

New York, NY — July 19, 2017 — The International Beauty Show Las Vegas took place June 24-26 and drew 22,262 salon owners, managers and beauty professionals from across the globe. This year's diverse conference program offered more than 100 exciting educational classes taught by some of beauty's most knowledgeable and passionate educators. Industry icons performed live on the Main Stage, revealing their latest collections of looks and trends. More than 350 companies exhibited at the event, providing professionals with thousands of cutting edge products, unbeatable in-booth education and invaluable networking opportunities.

"We are so pleased with the fantastic exhibitor and attendee participation at IBS Las Vegas this year. Exhibitors were happy with the quality of attendees and were thrilled to reach their sales objectives during the event," said Liza Wylie, VP of Events. *"This year's conference program offered brand new classes and subjects that drew droves of attendees, reinforcing that IBS Las Vegas offers exceptional education and opportunities beauty professionals need to succeed in the industry."*

Exhibits

More than 350 companies lined the exhibit hall at the Las Vegas Convention Center, as thousands of eager attendees sought out the newest innovations and business-boosting buys. The show floor boasted top companies including Aquage, Amika, Babyliss Pro, Dreamcatchers, Hot Heads, Olaplex and Rusk, amongst many others. Hair color innovator, Pulp Riot, hosted nonstop in-booth education from a variety of talented stylists and social media rock stars. Crowds gathered to watch stunning transformations with Pulp Riot's easy-to-apply vibrant and pastel semi-permanent colors. David Thurston, Founder of Pulp Riot, commented *"IBS Las Vegas was one of the most enjoyable and rewarding shows Pulp Riot exhibited at in 2017. The show provided a fantastic opportunity to connect more closely with the beauty community than at most other beauty events."*

Brooklyn-based brand, Amika, featured demonstrations of intricate braided styles with fun and quirky twists, using safety pins for detail. Halocouture was another fan favorite, as extensions enthusiasts lined up to try on the magic hair halo that seamlessly provides a dramatic amount of length and body with one easy slip of an elastic band. Makeup artists flocked to Ardell to stock up on all their eyelash essentials, while nail artists perused polish and tools from Akzentz, China Glaze, Christrio, EZ Flow, Gelaze, Gelish, IBD, Morgan Taylor, Nail Labo, Young Nails, and others. Top nail professionals from around the globe also competed in the 2017 Nailpro Cup Competitions on the show floor.

"We've been exhibiting at IBS Las Vegas for over a decade and this was a great year at the show! The turnout for our educational classes and Main Stage performances rivaled that of the other professional beauty trade shows we've done in the last several years. Attendees were hungry for information and the attendance showed it," said Brandon Hutchins, VP of Marketing of Donna Bella Hair/Babe Hair Extensions.

Main Stage

Main Stage hosted powerful performances by some of the industry's hottest artists including: Ryan Teal, Charlie Price, Martin Parsons, Oscar Bond, John Mosley, Ricardo Santiago, Aaron Johnson, DJ Riggs, Berry Bachen, David Thurston, Lisa Yamasaki, Lauren Moser, and Rodrick Samuels. Beauty professionals were wowed by the creative talent and left inspired and motivated.

Many attendees took advantage of the amazing educational opportunities available at IBS Las Vegas. Classrooms were filled with enthusiastic students eager to learn best practices from experts in the fields of men's grooming, nail care, makeup application and business-building.

"It was a great show for everyone; my classes were full and a great success! Thanks IBS Las Vegas, can't wait for next year!" commented John Hauk, nail instructor.

Educational highlights include:

- The First Annual Suite Summit which featured guest speakers on a variety of topics including: building community as a stylist, growing business through social media, and top secrets for stand-out marketing
- Award-winning makeup artist Adamme Sosa's demonstrations for creating perfect eyebrows, precise and symmetrical winged eyeliner, and balanced defined lips
- Artistic duo Berry Bachen & DJ Riggs unlocked how to use the power of trend to enhance creativity and fuel business
- Celebrity stylist and color expert Marco Pelusi's tried-and-true techniques and formulation secrets for achieving rich caramel brunette shades without the brassy undertones
- The "Clipper Guy" Ivan Zoot schooled barbers on how to master the art and science of blending men's haircuts using a variety of tools and techniques
- Nail extraordinaire Tony Ly shared his in-demand acrylic designs, including "liquid" nails, geometric patterns, and special-effect moving parts

International Esthetics, Cosmetics & Spa Conference

IBS Las Vegas attendees also visited the IECSC exhibit hall and explored more than 600 leading spa, skincare, and wellness companies. Upcoming spa events include IECSC Florida, which takes place September 24-25, 2017 in Ft. Lauderdale, IECSC New York, which takes place March 4-6, 2018 at Jacob Javits Convention Center, IECSC Las Vegas, taking place June 23-25, 2018 at the Las Vegas Convention Center and IECSC Chicago at McCormick Place on April 28-30, 2018.

Future IBS Events

International Beauty Show New York (IBS New York) March 4-6, 2018, Jacob Javits Convention Center, New York.
www.IBSnewyork.com.

International Beauty Show Las Vegas (IBS Las Vegas) June 23-25, 2018, Las Vegas Convention Center, Las Vegas.
www.IBSlasvegas.com.

About the International Beauty Group

Produced by Questex and presented by *American Salon* magazine, IBS Las Vegas is the fastest growing beauty event in the industry. IBS New York, the International Esthetics, Cosmetics & Spa Conferences and IBS Las Vegas are for professionals only and reach a wide cross-section of participants including salon and spa owners and managers, hair stylists, hair colorists, estheticians, makeup artists, nail technicians, dermatologists, massage therapists, and beauty and spa product manufacturers, and distributors.