

# IBS lasvegas

INTERNATIONAL BEAUTY SHOW

FOR IMMEDIATE RELEASE

Contact:

Natasha Bhalla

Senior Education & Marketing Manager

[nbhalla@questex.com](mailto:nbhalla@questex.com)

## **IBS Las Vegas 2018 Proves that it's still the Fastest-Growing Event in Beauty**

July 9, 2018 — The International Beauty Show Las Vegas took place June 23-25 and drew 22,930 beauty professionals aspiring to gain new skills and boost their careers at the fastest-growing beauty show on the West Coast. More than 350 innovative brands lined the exhibit floor providing thousands of products and tools and in-booth demonstrations to attendees packing the aisles. More than 100 educational classes were also offered, allowing attendees to hone their techniques and expand their expertise in a variety of service areas.

Some of the industry's top beauty brands exhibited at IBS Las Vegas this year offering eager attendees the newest innovations, business-boosting products, tools and service recommendations. Leading hair, nail and makeup brands, including Aquage, Amika, Andis, Babyliss Pro, Borboleta, Brazilian Professionals, Dyson, Halo Couture, Morphe, Pibbs, Sports Clips and many more, offered in-booth education taught by top platform artists, along with the opportunity for attendees to purchase products and tools at professionals-only pricing.

Top platform artist, Nick Arrojo, performed live demonstrations in his booth, revealing his coveted cutting and styling techniques and signature "American Wave" product line. Crowds formed to watch Aquage present their latest collection of voluminous up-dos and edgy colored cuts while excited shoppers swarmed the Amika booth to get a hold of their new dry shampoo foam. Dyson International premiered its re-engineered Dyson Supersonic™ Hair Dryer which features an improved filter, stronger attachments and longer cord. A new exhibitor, Victory Barber, proved to be popular among the men's groomers in attendance.

Makeup artists lined up to re-stock their kits with products by BH Cosmetics, Morphe, Moira Cosmetics, NYX Professional Makeup and Rude Cosmetics while lash technicians listened to in-booth demonstrations and shopped product lines from a wide variety of leading lash companies including, Bella Lash, Borboleta Beauty, Evalash, Foula Store by Kate of Tokyo and Novalash. Show-stopping nails were on full display by top nail companies such as Dara, Inc., Gelish, Morgan Taylor and Edko Nail Systems and nail professionals from around the globe competed in the 2018 Nailpro Cup Competitions on the show floor.

*"This year's event was a huge success for our exhibitors. The show drew more attendees than ever before, resulting in thousands of beauty pros partaking in education and purchasing products from the hundreds of exhibitors on the show floor. Many exhibitors expressed how happy they were with both the quality and quantity of the attendees and that this show continuously surpasses their expectations,"* said Veronica Gonnello, Sales Director, IBS New York & IBS Las Vegas.

*"IBS Vegas in one of our favorite events of the year! The palpable energy that emanates from the show floor and the high-quality attendees makes attending the show an experience our entire team looks forward to with anticipation and excitement. We can't wait for 2019!"* exclaimed Summer Estes, Events Manager for Borboleta.

This year's educational program offered on-trend topics taught by passionate educators whose goal was to equip beauty pros with the knowledge needed to boost their skills and careers. The Social Media Summit, brand new to IBS Las Vegas, took place on Saturday, June 23 and was moderated by Bonnie Bonadeo of the Beauty Agent Network. The 3-hour Summit offered beauty professionals insight on how to leverage social media to market their services, attract new clientele and establish their brand's online presence. The Summit included keynote speaker, Don Godfrey, and panelists, Christian James, Joe Flano, Jules Reyes and Stephanie Hodges.

Industry heavy-hitters hosted demonstrations on the newly named, Mane Attraction Stage, and included the renowned Ted Gibson, Martin Parsons, Nick Arrojo and Matty Conrad, among others. The Finishing Touch Stage offered insightful demonstrations by artists from top companies, Kryolan, Gelish, Foreveruntamed and Glamd.

"I believe that education is how we feed our souls and our lives. Every time I get to educate at IBS Las Vegas I am inspired by the passion and enthusiasm from the attendees. The Ted Gibson Artistic Team facilitates workshops at the event, along with presentations on The Mane Attraction Stage and they are always well-attended and valued. It is truly an honor to be with the best of the best at IBS Las Vegas!" remarked celebrity-stylist, Ted Gibson.

#### **Educational highlights include:**

- The second Annual Suite Summit which featured guest speakers on a variety of topics including: building community as a stylist, remaining motivated, how to get paid what you're worth and branding.
- Clipper cutting expert, Ivan Zoot's blending techniques that increase client retention and boost profits.
- Makeup expert, Sonia Kiani, presenting her coveted makeup techniques on The Finishing Touch Stage.
- Men's Grooming expert, Matty Conrad, demonstrating his blend of traditional and modern cutting techniques on The Mane Attraction Stage.
- Lash extraordinaire Quyen Nguyen selling out two hands-on classes where she demonstrated how to apply volume lashes and microblading techniques.
- Award-winning owner of Premiere Barber Institute, Tyrik Jackson, teaching packed audiences how to evolve their businesses to gain financial freedom.

#### **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 October 21-22, 2018 in Ft. Lauderdale, IECSC New York, which takes place March 10-12, 2019 at Jacob Javits Convention Center, IECSC Chicago at McCormick Place on March 30-April 1, 2019 and IECSC Las Vegas, taking place June 15-17, 2019 at the Las Vegas Convention Center.

#### **Future IBS Events**

International Beauty Show New York (IBS New York) March 10-12, 2019, Jacob Javits Convention Center, New York.  
[www.IBSnewyork.com](http://www.IBSnewyork.com).

International Beauty Show Las Vegas (IBS Las Vegas) June 15-17, 2019, Las Vegas Convention Center, Las Vegas.  
[www.IBSlasvegas.com](http://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.