



IECSC Marks its 13th Year in New York with Record-Breaking Success

With increased attendance of more than 15,000 professionals, the event maintained its position as the largest spa and wellness show on the east coast

March 31, 2015 — The International Esthetics, Cosmetics and Spa Conference (IECSC) celebrated its 13th year in New York, March 8-10, 2015 at the Javits Convention Center, with record-breaking attendance and sales. The three day event welcomed more than 15,000 spa and wellness professionals.

IECSC New York is the first of three events taking place this year, all of which are presented by *American Spa*. IECSC New York's increase in attendance and exhibitors is building excitement for the upcoming Las Vegas and Florida events. Spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians and doctors came together at IECSC New York to discover and learn about the latest trends in the spa industry, as well as purchase products from more than 250 exhibitors. The success for IECSC New York is shared with the co-located International Beauty Show (IBS New York), which is the most highly-anticipated beauty professional event in the industry.

"IECSC New York continues to raise the bar as the leading spa and wellness show in the northeast, and not only have we met expectations but we exceeded them—attendance was at a record-high and the exhibit hall was sold out," said Liza Wylie, VP - Beauty, Spa and Wellness events. "The aisles were packed, exhibitors surpassed their sales goals and the conference program was well-attended. The success of this show is indicative of the continuing growth of the

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spa industry, and we are thrilled to maintain our role as a leading tradeshow for the spa and wellness community.”

“We are proud of the outcome of IECSC New York. Year-after-year the show provides the spa and wellness community a marketplace to increase their business,” remarked Kathy Gruttadauria, Show Director for IECSC events. “Three out of four of this year’s exhibitors have already renewed for 2016 proving that we have surpassed their goals as well. We are happy to see that as the New York show continues to grow, so does the industry we serve.”

The exhibit hall was sold out and featured leading brands in the spa and wellness industry. Attendees packed the aisles and flocked to exhibitors to see the latest in facial treatments, skin care, retail products, cosmetics, equipment/furniture, nutrition and health products, microdermabrasion equipment, massage products, aromatherapy, spa clothing, electrolysis/hair removal, laser equipment, spa décor, medical spa equipment and more. Participating companies include new and innovative brands, as well as industry leaders such as: Repêchage, Éminence Organic Skin Care, gloProfessional, Revitalash, GMC Skin Care USA, PCA Skin, Rhonda Allison, Satin Smooth, FarmHouse Fresh, Image Skincare, HydraFacial MD® - Edge Systems LLC, and numerous others.

“You delivered another terrific show with IECSC NY 2015. We closed more business on the show floor and brought home even more qualified leads than we expected,” commented Jim Larkey, Director of Product Management & Marketing at Canfield Imaging Systems. “Our team can’t wait for IECSC Las Vegas!”

IECSC New York’s praise goes beyond the bustling exhibit hall as the industry-leading educational program continues to earn accolades of its own. The educational program featured more than 90 classes led by prominent educators and leaders in their field. Spa professionals attended the Spa Business Conference that featured sessions designed to educate spa owners, directors and

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practitioners on how to become more proficient in all aspects of spa operations; CIDESCO Section USA certification classes; Advanced Business Seminar; Makeup Workshop and Advanced Education Workshop. Plus, more than 60 Product Focused Classes featuring business-building content and the latest in spa treatments and techniques were included with exhibit hall admission.

Next year IECSC New York will be held March 6-8, 2016 alongside IBS New York at the Javits Convention Center in New York City. For show information, please visit www.iecsc.com.

Looking Ahead to IECSC Las Vegas

IECSC Las Vegas, being held June 20-22, 2015 at the Las Vegas Convention Center, is the next event on the IECSC show schedule. Celebrating its 24th year, IECSC Las Vegas will feature products and services from more than 600 of the top skincare and wellness companies and a conference program with more than 158 free classes. The country's most elite industry members will convene at IECSC Las Vegas to see the latest trends, learn the latest techniques and purchase the latest products in the spa and medical spa market. For show information, please visit www.iecsc.com/lv.

IECSC Florida 2015

IECSC Florida will return to Fort Lauderdale on November 15-16, 2015 at the Broward County Convention Center. The 2015 show marks its 18th year and features more than 5,500 attendees, 200 exhibiting companies and an expanded conference program. IECSC Florida is the perfect Southeast venue for industry members to network and relax with peers, renew their passion and rejuvenate business for the year ahead. For show information, please visit www.iecsc.com/fl.

About IECSC / IBS NEW YORK

Produced by Questex, LLC. and presented by *American Spa* and *American Salon* magazines, International Esthetics, Cosmetics and Spa Conference (IECSC) New York is co-located with IBS New York -- the largest and longest running professional beauty event in the country. Both shows

are for professionals only and reach a wide cross-section of participants from beauty and spa product manufacturers and distributors to salon and spa owners and managers, hair stylists, hair colorists, estheticians, makeup artists, nail technicians, dermatologists and massage therapists.

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EDITORIAL NOTE: Digital Images of IECSC New York are available by request. Please contact: Cathy Marchese, Marketing Manager, 212-895-8233 or cmarchese@questex.com.