



2016 Marks 14 Years of Success for IECSC New York

With record-breaking attendance of more than 15,300 professionals, the event maintained its position as the largest spa and wellness show on the east coast

March 14, 2016 — The International Esthetics, Cosmetics and Spa Conference (IECSC) celebrated its 14th year in New York, March 6-8, 2016 at the Javits Convention Center, with record-breaking attendance and sales. The three day event welcomed more than 15,300 spa and wellness professionals.

The first of three events taking place this year, IECSC New York's increase in attendance and exhibitors is building excitement for the upcoming Las Vegas and Florida events. All IECSC events are presented by *American Spa*, attracting spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians and doctors. Professionals 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 and IBS New York have again demonstrated that the spa and beauty industries are flourishing," said Liza Wylie, VP – Beauty, Spa & Wellness Events. "This year, we exceeded both our attendance and exhibit expectations and goals. Exhibitors surpassed their sales objectives and were thrilled with the attendance at the event. Spa and salon professionals received first-class education both in the classroom and show floor, where thousands of innovative products were offered. The continued success of both shows proves that the beauty, spa and wellness

(more)

industries are prospering and we are excited to be leading tradeshow serving these communities.”

Leading brands in the spa and wellness industry lined the sold out exhibit hall. Industry professionals moved through the packed aisles to meet with exhibitors for 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.

“It’s exciting to be part of this industry in which we continue to see growth. New techniques, products and procedures are unveiled at IECSC events making it a remarkable experience for our attendees and exhibitors,” stated Kathy Gruttadauria, Show Director for IECSC events. “Exhibitors at IECSC New York had record sales. Some exceeded sales goals on their first day and joked that they could pack up and leave before the event finished. Our exhibitors and attendees raise the bar each year—and it’s constantly surpassed. I can’t wait to see what 2017 will bring.”

“We’ve been coming to IECSC New York for the past seven years. What I love most about the show is that it blends spa and salon,” stated Shannon McLinden, CEO of FarmHouse Fresh. “Our booth always has great traffic and we meet such wonderful people. The FarmHouse Fresh booth is busy from the start of the show to the end!”

Participating companies include new and innovative brands, as well as industry leaders such as: Repêchage, Éminence Organic Skin Care, Revitalash, Satin Smooth, GMC Skin Care USA, PCA Skin, FarmHouse Fresh, Image Skincare, HydraFacial MD® - Edge Systems LLC and numerous others.

“As first time exhibitors, we had fantastic exposure to the perfect target audience for our product,” said Heidi Lerner who introduced her new product, The OriginalMakeUp Eraser, at

(more)

IECSC NY. “The event was well organized and we were able to receive the services we needed with ease.”

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 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 12-14, 2017 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 25-27, 2016 at the Las Vegas Convention Center, is the next event on the IECSC show schedule. Celebrating its 25th year, IECSC Las Vegas has a special celebration lined up for this year’s event, including a Silver Passport program and Anniversary Party. The tradeshow will feature products and services from more than 600 of the top skincare and wellness companies and a conference program with more than 138 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 2016

IECSC Florida will return to Fort Lauderdale on October 23-24, 2016 at the Broward County Convention Center. The 2016 show marks its 19th year and features more than 5,500 attendees,

(more)

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* magazine, 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.

###

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.