



IECSC New York Marks its 12th Year with Another Successful Event

*Show attendance increased to more than 14,900 professionals
solidifying the event's position as the largest spa and wellness show on the east coast*

March 27, 2014 — The 12th annual International Esthetics, Cosmetics and Spa Conference (IECSC) in New York, held March 9-11, 2014 at the Javits Convention Center, experienced record-breaking success as more than 14,900 spa and wellness professionals walked through the doors over the course of three days.

IECSC New York is the first of three IECSC events taking place this year, all of which are presented by *American Spa* magazine. IECSC New York reported increased attendance and exhibitors. Spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians and doctors converged 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. Co-located with the International Beauty Show (IBS New York), IECSC provides a complete business-building event for the entire beauty industry.

“We are thrilled with the turnout, energy and overall vibe experienced at IECSC New York this year,” says Liza Wylie, vice president, Questex Media - Beauty, Spa and Wellness events. “Our strong attendance led to record sales for the exhibitors. Resign for our 2015 show was our strongest yet, for both IECSC and IBS. We are proud to produce events in one of the greatest cities in the world.”

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“IECSC New York delivers a consistent and plentiful attendance and has solidly secured the event its rightful place at the top of many industry calendars,” remarked Kathy Gruttadauria, show director, IECSC events. “IECSC New York has a long and bright future and we are thrilled to provide such a lucrative marketplace to our valued exhibitor community.”

A dynamic exhibit floor featured top manufacturers and suppliers showcasing the latest in facial treatments, skin care lines, 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, G.M. Collin Skin Care, Clarisonic, PCA Skin, Rhonda Allison, Satin Smooth, Farm House Fresh, Tizo by Fallene, Image Skincare, HydraFacial MD® - Edge Systems LLC, Carita/Decleor and numerous others.

“This year's IECSC New York show was a true success!” said Donna Faro, director of sales, FOREO. “To meet with such educated and innovative skincare professionals and to hear their enthusiasm and feedback was invaluable. The support we received, proven by sales and booth traffic, will help us in the future with tailoring new product launches and marketing programs for the spa and medical channel. IECSC will be a show we cannot miss for years to come!”

In addition to a bustling exhibit floor, the New York show also boasted an industry-leading conference program with prominent educators who are leaders in their fields. 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 more than 50 free manufacturer classes focusing on business-building content and the latest in spa treatments and techniques.

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Next year IECSC New York will be held March 8-10, 2014 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

The International Esthetics, Cosmetics & Spa Conference – Las Vegas, being held June 21-23, 2014 at the Las Vegas Convention Center, is the next event on the IECSC show schedule.

Celebrating its 23rd 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 150 free classes. The country's most elite industry members as they 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.

2014 IECSC Florida

The 2014 IECSC Florida event will return to Ft. Lauderdale on November 9-10, 2014 at the Broward County Convention Center. The 2014 show marks its 17th 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 Media Group, 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.