



DALLAS

COMING TOGETHER TO LEARN, BOND AND PROSPER

**OUTSTANDING PROFESSIONALS COME TOGETHER AT
THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA,
DALLAS, TX TO BOOST BUSINESS AND GET CONNECTED**

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA AT THE ARLINGTON Convention Center in Dallas, TX, held on May 16-17, was a rewarding event for exhibitors and attendees alike. The strong vendor sales and cutting-edge new programs offered were received with enthusiasm by attendees, whose diversity in terms of specialty continues to evolve along with the industry.

The General Session kicked off with a demonstration on the topic of "Pregnancy, Pickles and Skin Care: Treating the Mom-To-Be" by Austine Mah. Richard Linder followed with his "Simple Steps to a Booming Business." Lori Nestore demonstrated efficient treatment techniques in "Waxing: 15 Minute Body Parts!" Trish Green provided highly useful information in "Hot Flashes and Hormones: Treating Menopausal Skin," and Nina Curtis demonstrated how to "'Green' Your Facial Treatments One Step at a Time." The second day of the conference began with a lecture from Danne M. King on "Skin Disorders: What to Do When You Don't Know What to Do." Margarita Saian demonstrated her "Non-Surgical Face & Neck Lift." Ben Johnson, M.D., spoke about "Rosacea: Inside Out." Kim Collier demonstrated the highly relaxing and beneficial "Balinese Massage," followed by Anne C. Willis' lecture about "Holistic Peels."

The Advanced Salon/Spa Business Seminar classes covered several highly practical topics. Jill Lublin discussed how to "Get Noticed! How to Get Referrals, Build Your Client Base and Expand Your Business by Making a Name for Yourself." Douglas Preston shared ways that a spa can boost its sales and profits with his discussion on how to "Find Hidden Money in Your Business!" Preston also advised spa owners on building their success in his lecture, "Spa Owners: Get Out of the Treatment Room and Into a Higher Paying Career!"

The Medical Esthetic Seminar, In-Depth Makeup Class and the Aesthetics International Association Education Classes were some of the latest additions to The International Congress of Esthetics and Spa in Dallas.

The Medical Esthetic Seminar included a panel discussion on "The Nurse-Esthetician Collaboration: The Value of the Working Relationship," featuring panelists Carolyn Lockridge, Anna D. Rinehart and Joseph R. Feste, M.D. Feste also presented a lecture about "Turning Your Day Spa Into a Medical Spa."

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BY AMANDA CLINTON



William Strunk, host of the show



PCA Skin, Sunday General Session sponsor



Fake Bake booth



Lori Nestore at the General Session



Éminence booth



Nina Curtis at the General Session



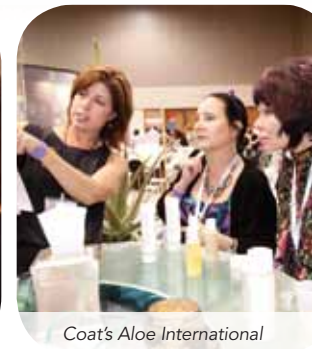
Chado-En booth



Osmosis booth, Monday General Session sponsor



Klapp booth



Coat's Aloe International



A Natural Difference booth



Bio-Therapeutic booth



Danne Montague King presentation

“The Dallas *LNE* show is a fantastic opportunity to meet with customers in Texas and surrounding states,” said David Suzuki. “I think the show is a must to attend, regardless of whether you are a vendor or skin care professional!”



Professional makeup artist Peggy Segundo demonstrated how to achieve beauty for clients that compares to the apparent beauty of celebrities in her In-Depth Makeup Class, “Creating Hi-Def Glamour.”

The updated educational curriculum was well received by attendees. A growing number of professionals from medical spas and dermatologists are attending The International Congress of Esthetics and Spa shows. Many of these professionals are interested in opening their own side skin care business. The substantial interest in the new feature was reflected in the high attendance of both the panel discussion and Dr. Feste’s lecture at the Medical Esthetic Seminar. There was a high level of participation among attendees at the panel discussion, many of whom directed in-depth inquiries at the panelists.

The interactive community of professionals that came together for the Dallas show gave the event an atmosphere of warmth, free of any corporate aura. Management for The International Congress of Esthetics and Spa emphasize that they view the exhibitors and attendees of the shows as partners, and every aspect of the conferences is implemented and planned with their needs and interests in mind. Likewise, the gathering of attendees, speakers and vendors in Dallas was a reunion of friends, joined together for more than buying, selling, learning and networking. Like all International Congress of Esthetics and Spa shows, the Dallas conference served as a place for esthetics professionals of every niche to effectively connect with one another, each feeling like a valued member of a large, yet closely knit family.

“It was so great to see all our favorite vendors and meet some new vendors with great products,” said Monika Norman, owner of Spa Esoteric of McKinney, TX. “Our staff had an opportunity to spend time with other professionals that we usually only see at the show. We enjoyed the Congress and came away with new tools, great information and new friendships that I feel confident will all aid in our success.”

“Southwest spa professionals need not travel far for a career enhancing experience,” said Austine Mah, keynote speaker at the show and president of beauty industry consulting firm Austine Inc. “The International Congress of Esthetics in Dallas is an excellent event dedicated to all who wish to connect with vendors and learn from industry leaders alike.”

“The Dallas *LNE* show is a fantastic opportunity to meet with customers in Texas and surrounding states,” said David Suzuki, president of Bio-Therapeutic, Inc. “It maintains a good contrast of education and excitement on the show floor to attract a great flow of serious customers and serious vendors. I think the *LNE* Dallas show is a *must* to attend, regardless of whether you are a vendor or skin care professional!”

The popular annual Texas barbecue, hosted by *Les Nouvelles Esthétiques & Spa* and *Dermascope* magazines, was held on Sunday night. Attendees, exhibitors, speakers and show organizers came together for a carefree evening of food, dancing and socializing. The festive, laid back vibe and party setting offered everyone an opportunity to relax, network and have fun. Live line dancing classes provided an energetic outlet for guests, and a source of entertainment for all.

continues



Silhouet-Tone booth



Advanced Rejuvenating Concepts team



Youngblood Mineral Cosmetics floor demo



Rhonda Allison workshop



Pinnacle Cosmetics



Yum Gourmet Skincare



Medical Esthetic Seminar



Saian booth



France Laure booth



Ben Johnson, M.D., at the General Session



DermaSwiss booth



Équipro booth



"As always, *Les Nouvelles* put on an outstanding show in Dallas this year," raved Thomas Murphy, CFO of Osmosis Skin Care. "High quality attendees and great organization made this an investment that we will continue to make!"

Exhibitors were very pleased with sales at the Dallas conference.

"This is my second time exhibiting at the Dallas show, and this show exceeded all my expectations," declared Ottmar Stubler, president of PFB Vanish Inc. "I'll be back in 2011."

"The International Congress of Esthetics in Dallas was very successful," said Julie Mack of Mack Software. "We generated high quality leads and were visited by several of our clients. We'll definitely be back next year."

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Lake Louise, director of product development at Lotus Moon, shared similar sentiments. "Whenever we exhibit in Dallas it is *always* a smashing success and this year proved to be even better than last!" she exclaimed. "The attendees are serious about their craft and attend this Congress seeking the best that the spa industry has to offer. What an honor to be among the best."

Attendee Rachel Cohen, esthetician and president of Skin Care by Rachel, shared her professional impression of the Dallas conference. "The new technologies, products and workshops keep our industry rejuvenated each year so we can bring fresh ideas to our clientele and treatment rooms. The opportunity for us to see and learn so much in a short period of time is the critical connection that allows us to be on the cutting edge of esthetics." Cohen concluded by saying, "For the serious esthetician and skin care industry partners, you and the show are absolutely a blessing and a must for all of us to grow and advance together."

The solid sales, cutting-edge education and rewarding networking opportunities of the 2010 International Congress of Esthetics and Spa in Dallas represent the objectives and values of The International Congress of Esthetics and Spa conferences. *Les Nouvelles Esthétiques & Spa* thanks all of our exhibitors, attendees and speakers for being a part of our conference. We look forward to partnering with you again next year in Dallas for another great event on March 13-14, 2011! ■

Les Nouvelles Esthétiques & Spa and *Dermascope* magazines cosponsor four International conferences/trade shows annually in Miami Beach, FL, Dallas, TX, Long Beach, CA and Philadelphia, PA. International Congress of Esthetics and Spa 2010 remaining conferences: Long Beach, CA, September 26-27 and Philadelphia, PA, October 24-25.

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Lotus Moon team



EnsPRI booth



PCA booth



Douglas Preston at Advanced Salon/Spa Business Seminar



Martinni Beauty floor demonstration



Touché booth



LightStim International booth



Klapp demonstration



Image Skincare booth



Eve Taylor booth



Jane Iredale booth



Éminence workshop