



INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE
LAS VEGAS

IECSC Marks its 23rd Year in Las Vegas with Strong Attendance and Increased Sales

Largest spa show in the country attracts more than 21,100 attendees at its 2014 event

New York, NY – July 9, 2014 – The 23rd annual International Esthetics, Cosmetics and Spa Conference (IECSC) in Las Vegas welcomed more than 21,100 attendees over the course of the three day show, which took place at the Las Vegas Convention Center on June 21 – 23, 2014. Spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians and doctors converged at IECSC Las Vegas to discover and learn about the latest trends in the spa industry, as well as to purchase products from more than 600 exhibitors.

“The packed aisles at IECSC Las Vegas resonated with energy and attendees demonstrated a drive to do business that was evidenced by the great results had by exhibitors,” said Kathy Gruttadauria, show director, IECSC. “Resign for the 2015 event was our strongest yet. We are excited to move back to the central halls next year and look forward to meeting this growing demand with many more stellar events.”

“The strength of this show is indicative of the continually expanding and evolving spa industry,” remarked Liza Wylie, vice president, Questex Media - Beauty, Spa and Wellness events. “2014 was a milestone year for us as we rolled out a new registration system – greener, easier and virtually seamless for all participants. We couldn’t be happier with the results.”

(more)

"We have been participating in IECSC Las Vegas since 2004 and it has consistently been at the top of our tradeshow for delivering sales in each of those years," said Joel Arivett, vice president, Microplane. "2014 was a special year for us at the show because we were able to create more sales and write more orders than we have at this show since 2008. We have already signed up for 2015 and are expecting to reach even higher levels next year. I highly recommend this show for anyone wanting to do business in the spa/salon market."

IECSC Las Vegas featured a packed exhibit floor with more than 600 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 included new and innovative brands, as well as industry leaders such as Pevonia Skincare, Repêchage, Eminence Organic Skin Care, GlyMed Plus, Decléor Paris, *jane iredale* – THE SKIN CARE MAKEUP®, Rhonda Allison, Satin Smooth, gloPROFESSIONAL, G.M. Collin Skin Care, PCA Skin, FarmHouse Fresh, Kryolan Professional Makeup, Image Skincare, Blinc and Clarisonic, among many others.

"For over 10 years *jane iredale* – THE SKIN CARE MAKEUP® has exhibited at IECSC Las Vegas because we know it is one of the best shows to connect directly with the prospects we look for in growing new business," stated Jenna McCarthy, tradeshow supervisor, *jane iredale* – THE SKIN CARE MAKEUP®. "The crowd is always bright and excited about what *jane iredale* has to offer, making this show one of the highlights of our year!"

In addition to an energetic exhibit floor, more spa professionals than ever before took advantage of paid conference offerings that included a Medical Spa Conference, Advanced Education Workshops, Advanced Business Seminar and workshops from CIDESCO Section USA. Attendees also packed the rooms of the free Spa Business Conference and more than 120 free

(more)

manufacturer classes where they learned about best business practices, saw live demonstrations and discovered new techniques and trends from industry-leading educators.

Attendees also had access to the International Beauty Show (IBS) Las Vegas, which co-located with IECSC Las Vegas. Spa and wellness professionals that were registered for IECSC were able to attend the IBS Las Vegas show floor and classes where they had the opportunity to source new beauty products, lines and equipment to increase their crossover business.

Next year, IECSC Las Vegas will be held June 20-22, 2015 at the Las Vegas Convention Center. The show will once again co-locate with IBS Las Vegas. For show information, please visit www.iecsc.com.

Looking Ahead to IECSC Florida

The International Esthetics, Cosmetics & Spa Conference – Florida, being held November 9-10, 2014 at the Broward County Convention Center in Fort Lauderdale, is the next event on the IECSC show schedule. 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 to network and relax with peers, renew your passion and rejuvenate your business for the year ahead. For show information, please visit www.iecsc.com/fl.

IECSC New York 2015

Additional networking and educational opportunities for spa professionals are available at the largest Northeast spa and wellness event, IECSC New York. Scheduled for March 8-10, 2015, IECSC New York features more than 14,500 attendees, 300 exhibitors, and a leading conference program. Celebrating its 13 year anniversary, IECSC New York will once again co-locate with IBS New York. For more information please visit www.iecsc.com/ny.

(more)

About IECSC/IBS Las Vegas

Produced by Questex Media Group, LLC. and presented by *American Spa* and *American Salon* magazines, International Esthetics, Cosmetics and Spa Conference (IECSC) Las Vegas is co-located with IBS Las Vegas. 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 Las Vegas are available by request.*

Please contact Cathy Marchese, Marketing Manager, 212-895-8233 or

cmarchese@questex.com.