



## **IECSC Has Continued Success in its 24<sup>th</sup> Year in Las Vegas**

*Largest spa show in the country attracts more than 21,300 attendees at its 2015 event*

New York, NY – July 6, 2015 – The International Esthetics, Cosmetics and Spa Conference (IECSC) welcomed more than 21,300 attendees in its 24<sup>th</sup> year in Las Vegas, which took place at the Las Vegas Convention Center on June 20 – 22, 2015. Over three days, spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians and doctors converged to discover and learn about the latest trends in the spa industry, as well as purchase products from more than 600 exhibitors at IECSC Las Vegas.

“Our exhibitors were delighted with the quality of attendees and flow of traffic to their booths—many had record sales,” said Kathy Gruttadauria, IECSC Show Director. “We had a great turnout for booth reservations for our 2016 event. Each year IECSC Las Vegas grows and based on this year alone, I can confidently say next year – which is our 25<sup>th</sup> year in Las Vegas – will be even better.”

“IECSC Las Vegas continues to meet the demand in the spa and wellness market for face-to-face events that provide top-notch education and access to industry-leading brands, as well as the opportunity to find new companies,” stated Liza Wylie, vice president, Questex Media - Beauty, Spa and Wellness events. “This year we were back in the central hall, making it is easier for attendees to navigate the exhibit hall and conference sessions. Not only is IECSC Las Vegas the

biggest tradeshow in the spa and wellness industry, but we are committed to making this the best event in the industry.”

"We have been participating in IECSC Las Vegas since 2004 and it has consistently been at the top of our tradeshows 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."

More than 600 industry leading manufacturers and suppliers brought the latest in facial treatments, skin care lines, retail products, cosmetics, equipment/furniture, nutrition and health products, microdermabrasion equipment, massage products, aromatherapy, spa clothing, hair removal, laser equipment, spa décor, medical spa equipment and more to the packed exhibit hall. Participating companies included new and innovative brands, as well as industry leaders such as: Pevonia Skincare, Repêchage, Eminence Organic Skin Care, *jane iredale* – THE SKIN CARE MAKEUP®, Satin Smooth, gloPROFESSIONAL, FarmHouse Fresh, Kryolan Professional Makeup, Image Skincare, Rhonda Allison, Blinc and Revitalash, 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 hall, another component to this successful event is the conference program. More spa professionals than ever before took advantage of paid conference offerings which included Advanced Education Workshops, Medical Spa Conference,

Advanced Business Seminar, CIDESCO Section USA Workshops, Medical Spa Procedural Workshop, Advanced Business Seminar and Massage Therapy Workshop. Also, attendees had access to more than 158 free Spa Business & Wellness, Makeup and Product Focused classes with their exhibit hall admission.

Attendees could also access 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 visit 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 celebrates its 25<sup>th</sup> year June 25-27, 2016 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](http://www.iecsc.com).

### **Looking Ahead to IECSC Florida**

The International Esthetics, Cosmetics & Spa Conference – Florida, will be November 15-16, 2015 at the Broward County Convention Center in Fort Lauderdale. The 2015 show marks its 18<sup>th</sup> 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](http://www.iecsc.com/fl).

### **IECSC New York 2016**

Additional networking and educational opportunities for spa professionals are available at the largest Northeast spa and wellness event, IECSC New York. Scheduled for March 6-8, 2016, IECSC New York features more than 15,000 attendees, 300 exhibitors and a leading conference program. Celebrating its 14 year anniversary, IECSC New York will once again co-locate with IBS New York. For more information please visit [www.iecsc.com/ny](http://www.iecsc.com/ny).

### **About IECSC/IBS Las Vegas**

Produced by Questex, LLC. and presented by *American Spa* 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.

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**EDITORIAL NOTE:** *Digital Images of IECSC Las Vegas are available by request.*

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