

IBS international beauty show LAS VEGAS JUNE 15-17, 2019

FOR IMMEDIATE RELEASE

Contact:

Natasha Bhalla

Senior Education & Marketing Manager

nbhalla@questex.com

IBS Las Vegas will light up the beauty industry June 15-17 with new pavilions, noteworthy education and hundreds of innovative exhibitors.

IBS Las Vegas is just three weeks away and is primed to be the hottest beauty event in Vegas this year! Taking place June 15-17, 2019, the show boasts 350 beauty exhibitors, top-notch education, thousands of products and tools and Main Stage performances by the industry's elite. What happens in beauty, happens at IBS Las Vegas!

This year, IBS Las Vegas has two new, profit-boosting pavilions that will support beauty professionals in enhancing their careers and businesses. The Barbershop will feature men's grooming and barbering companies, along with in-booth education and products and tools at professionals-only pricing. As more salons begin incorporating men's grooming into their services, this pavilion will offer everything beauty pros need to build their men's business.

In addition, for the first time ever at IBS, will be the Inkshop – a pavilion offering permanent makeup, microblading, nanoblading, micropigmentation, tattooing education and products and tools. Over the last few years, the microblading and permanent makeup industries have exploded, and more and more salons are offering these services. To continually support beauty professionals, IBS consistently provides new, innovative pavilions and services to increase and refine their skills and boost their profits.

IBS Las Vegas also has some exciting "first-timers" educating at the event! These industry heavy-hitters include Ira Pope Sage, Najah Aziz, Nicholas French and Lorna Evans on the Main Stage. In addition, female barbering superstars, Cassie Kurtz, The Lipstick Barber, Allison the Barber, Kandiethebarberette and Barberologist will host a special performance on the Main Stage on Sunday, June 16th, showcasing the latest trends and styles so barbers can take their skills to the next level. In addition, renowned Tomb 45 barber, Chris Bossio, will also perform on the Main Stage, demonstrating his coveted skills and techniques.

As always, hundreds of innovative companies will line the show floor, offering thousands of products and tools and in-booth education. This year, exhibitors include Amika, Andis, Aquage, BabylissPro, Babe Hair Extensions, Dyson, Gelish, Gentlemen Republic, Hairtalk, Hattori Hanzo, Mac Pro, Olaplex, Revolt Tattoos, Rusk, Sephora, Tomb 45, Truss Professional, Turbo Power, plus hundreds more. This event is primed to be a huge success and will definitely rock Las Vegas!

International Esthetics, Cosmetics & Spa Conference

IBS Las Vegas attendees also have the opportunity to explore the IECSC exhibit hall with more than 600 leading spa, skincare and wellness companies. Upcoming spa events include IECSC Florida, which takes place October 6-7, 2019 in Ft. Lauderdale, IECSC New York, which takes place March 8-10, 2020 at Jacob Javits Convention Center and IECSC Chicago at McCormick Place on April 18-20, 2020. IECSC Las Vegas in 2020 takes place June 27-29.

Future IBS Events

International Beauty Show New York (IBS New York) will take place March 8-10, 2020 at the Jacob Javits Convention Center, New York. www.IBSnewyork.com.

International Beauty Show Las Vegas (IBS Las Vegas) will take place June 27-29, 2020 at the Las Vegas Convention Center, Las Vegas. www.IBSlasvegas.com.

About the International Beauty Group

Produced by Questex and presented by *American Salon* magazine, IBS Las Vegas is the fastest growing beauty event in the industry. IBS New York, the International Esthetics, Cosmetics & Spa Conferences and IBS Las Vegas are for professionals only and reach a wide cross-section of participants including salon and spa owners and managers, hair stylists, hair colorists, estheticians, makeup artists, nail technicians, dermatologists, massage therapists, beauty and spa product manufacturers and distributors.

About Questex

At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.

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