

# IBS lasvegas

INTERNATIONAL BEAUTY SHOW

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## **The International Beauty Show Las Vegas breaks attendance records in 2016 drawing a whopping 21,000+ attendees**

New York, NY — July 11, 2016 — The International Beauty Show - Las Vegas took place June 25-27 and drew a record-breaking 21,614 salon owners, managers and beauty professionals over the course of the three-day show. More than 100 educational classes were offered through which participants learned the latest trends and techniques. Top industry artists performed on the Main Stage offering insight into their coveted tips and more than 300 companies exhibited at the event, providing professionals with spectacular in-booth education and access to thousands of products and tools.

“We are thrilled to report that we had a record-breaking year in 2016! Attendance was up significantly and more companies re-signed for a booth space for the 2017 show onsite,” said Liza Wylie, VP, Beauty, Spa and Wellness Events. “Furthermore, exhibitors saw an increase of product sales and the contiguous floorplan with IECSC improved traffic flow and purchasing at both shows. The industry continues to grow and expand and we look forward to a fantastic show in 2017 as well.”

Innovation, education and excitement permeated the show floor and exhibitors included the likes of Enzo Milano, Gelish, Hattori Hanzo, Moroccanoil, Morphe Brushes, Rusk, STX Software, Turbo Power, and Young Nails, amongst hundreds of others. The gamut of hair, nail, makeup and business companies provided exclusive show specials and invaluable product demonstrations to attendees. Homei introduced nail techs to a gel polish which doesn't require bonding, buffing, priming or base coat and dries faster than other gels under an LED lamp. Pure Pro Airbrush Cosmetics offered insightful demonstrations using their paraben, silicon, oil and fragrance-free airbrush makeup. Hairtalk's Colormelt was also all the rage in hair color, which includes a spectrum of shades that melt into one another without chemical services.

“We have been exhibiting at the IBS Las Vegas show since 2011 and 2016 was one of the best shows yet. The new layout of the halls combining IESCS and IBS was a great strategy and certainly brought us more attendees with significant purchasing power. The attendees were very well qualified and the attendance overall appeared to be the highest I have seen thus far,” commented Scott Freeman, Chief Operating Officer, Brazilian Blowout.

The 2016 conference program boasted some of the most well-known artists in the industry, including Kim Vo, Ted Gibson, Butterfly Circus, Marco Pelusi, Marlo Steenman and DJ Muldoon, plus many others. More product-focused classes were added to the program giving professionals the opportunity to learn about the variety of products and services available to help them make their clients look fabulous.

As always, the Main Stage performances mesmerized viewers with spectacular hair styles, cuts and colors, along with extravagant costumes and dramatic nail and makeup looks. Main Stage performers included DJ Riggs and Berry Bachen, Martin Parsons, Chad Clark, Ted Gibson, The Collective & The Kingly Hair Group, Charlie Price, Lisa Yamasaki and Cherry Petenbrink.

Once again, the fantastic Lash Wars Competition took place at IBS Las Vegas, as did the Nailpro Nail Competitions. Both competitions drew talented professionals from across the globe who put their talents to the test and competed for the coveted first place.

#### **International Esthetics, Cosmetics & Spa Conference**

IBS Las Vegas attendees visited the IECSC exhibit hall at no additional charge and explored more than 600 leading spa, skincare and wellness companies. Upcoming spa events include IECSC Florida, which takes place October 23-24 in Ft. Lauderdale, and the newly launched IECSC Chicago taking place at McCormick Place on March 25-27, 2017.

#### **Future IBS Events**

International Beauty Show New York (IBS New York) March 12-14, 2017, Jacob Javits Convention Center, New York.  
[www.IBSnewyork.com](http://www.IBSnewyork.com).

International Beauty Show Las Vegas (IBS Las Vegas) June 24-26, 2017, Las Vegas Convention Center, Las Vegas.  
[www.IBSlasvegas.com](http://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 and beauty and spa product manufacturers and distributors.

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