

IBSnewyork

INTERNATIONAL BEAUTY SHOW

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Record-Breaking Attendance at IBS NEW YORK

Show attendance increased to more than 65,200 beauty professionals solidifying its position as the industry's leading beauty show

NEW YORK, NY – March 14, 2016 – The International Beauty Show New York (IBS New York) drew more than 65,200 beauty professionals from across the world March 6-8, 2016. Aisles were packed with passionate attendees looking to increase their skills, boost their careers and stock up on salon necessities. The packed aisles and the enthusiastic purchasing of products confirm that the beauty industry is thriving and that professionals are consistently building their careers and businesses.

Taking place at the Jacob Javits Convention Center in New York City, IBS New York drew some of the leading hair, nail, makeup and salon business companies from across the globe. More than 500 companies lined the exhibit hall offering a plethora of in-booth education and networking opportunities.

“IBS and IECSC New York have again demonstrated that the beauty industry is flourishing,” said Liza Wylie, VP – Beauty, Spa & Wellness Events. “This year, we exceeded both our attendance and exhibit expectations and goals. Exhibitors surpassed their sales objectives and speakers were excited by packed classroom attendance. The continued success of both shows proves that the beauty, spa and wellness industries are prospering and we are excited to be the leading tradeshow within these communities.”

The Exhibits

Some of the industry's top beauty companies exhibited at IBS New York – from Rusk, to Eve Pearl Beauty Brands, to Gelish, hundreds of hair, makeup and nail companies unveiled the latest trends and offered essential products necessary to coif, beautify and enhance clients. The show floor boasted top companies including Alfa Parf, Amika, Babyliss Pro, Dreamcatchers Hair Extension, Hotheads Hair Extensions, La-Brasiliana, Layrite Men's Grooming Products, Mica Beauty, Obliphica, Pibbs, Product Club, Turbo Power and Wahl, amongst many others. The Exhibit Hall drew tens of thousands of attendees and packed aisles were the norm on all three days of the show. The excitement and high-energy on the show floor was tangible.

“During the show, we successfully launched new products, including hairtalk© Colormelts™ and Hairbands. We sold out of popular spring and summer inspired colors and nearly all the Martino by Martino Cartier line!” commented Rayshell Clipper, Director of Sales & Education at Hairtalk USA.

Sarah Potempa, celebrity stylist, exclaimed “We sold out of the Beachwaver the first day! IBS New York was incredible this year.”

Main Stage

Emceed by Chad Clark, the Main Stage hosted powerful performances by some of the industry's hottest artists, including: Charlie Price, Jack Bayne, James Harris & Dwight Eubanks, Lisa Yamasaki, Raphael Perrier, Tanju Kurt & Avi Ram, Ted Gibson and the Hairbrained Team. Beauty professionals got a sneak-peek into each artists' creative brains and left inspired and motivated.

Celebrated artists, including Cherry Petenbrink, Daren Kenny & Kieron Price, Sally Rogerson and Sarah Potempa performed vignettes featuring today's cutting-edge techniques and the products used to create the latest styles. Hundreds of beauty professionals gathered to see both, the Main Stage performances and vignettes and each performance drew standing-room only crowds.

More than 100 educational classes were offered allowing beauty professionals to learn the most up-to-date techniques in haircare, men's grooming, nail care, makeup application and business-building. More product-focused classes were added to the program this year, featuring innovative products and tools that boost bottom lines.

Educational Highlights:

- The Hairbrained team hosted a Teach In, which was a continuation of their Main Stage Master Jam to create an up-close and personal forum to connect with professionals
- Celebrity stylist, Marco Pelusi, unlocked his secrets to achieving full-bodied, rich reds with brand new techniques
- The Clipper Guy, Ivan Zoot, schooled barbers on how to increase profits and achieve success in men's grooming
- Makeup extraordinaire, Adamme Sosa, demonstrated how to apply the perfect retro classic makeup usable for a variety of events
- Nail artist, Lauren Wireman, explained how to get noticed in the nail industry and how to stand out from the competition
- Mainentrance Artistic Creative Directors, DJ Riggs and Berry Bachen, provided strategies for following trends to increase client loyalty and create new service opportunities
- Major League Barber hosted the Super Barber Cutting Competition and Summit and drew top talent from across the nation for a fierce barber battle

Hairbrained Video Awards

The third annual Hairbrained Video Awards party took place in conjunction with IBS New York on Sunday, March 6th. The awards honored extraordinary filmmakers who represent the essence of the hair industry through film. Winners were selected in a variety of categories. More information about the awards, including the winning videos, can be found at hairbrainedvideoawards.com.

International Esthetics, Cosmetics & Spa Conference

IBS New York attendees visited the IECSC exhibit hall at no additional charge to learn and shop the newest in the spa, skincare and wellness industries at the largest spa and wellness show in New York.

Upcoming Events

Additional networking and educational opportunities for beauty professionals are available at IBS Las Vegas, taking place June 25-27, 2016 at the Las Vegas Convention Center. Visit www.IBSLasvegas.com for more information. IBS New York 2017 takes place March 12-14 at the Jacob Javits Convention Center.

About the International Beauty Group

Produced by Questex and presented by *American Salon Magazine*, IBS New York is the largest and longest running professional beauty event in the country. IBS New York, IBS Las Vegas and the International Esthetics, Cosmetics & Spa Conferences (NY, LV, FL) 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.