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INTERNATIONAL BEAUTY SHOW NEW YORK CELEBRATES 100 YEARS AS THE LONGEST-RUNNING BEAUTY SHOW IN THE NATION

NEW YORK, NY – April 20, 2017— The International Beauty Show New York (IBS New York), took place March 12-13, 2017 and celebrated its position as the longest-running beauty show in the nation. Despite the impending blizzard and state of emergency that resulted in early closure of the event on Tuesday, March 14, tens of thousands of professionals attended on Sunday and Monday and proved that the industry and the show are still prosperous and flourishing.

The event commenced with a ribbon-cutting ceremony and champagne toast to honor the show's longevity and impact on beauty professionals all around the world. Gordon Miller, Publisher/VP Integrated Media at *American Salon*, hosted the ceremony and expressed how important IBS New York is to the industry, and veteran exhibitors, influencers and staff toasted to 100 spectacular years of beauty.

More than 500 beauty brands participated in the event and lined the expansive show floor, including: Amika, Andis, Aquage, Coiffance, Conair Professional, Dreamcatchers, Dyson, Halo Couture, Hot Heads, Olaplex, Ted Gibson, Truss Professional, and Turbo Power, among many others. Professionals had the incredible opportunity to walk through miles of exhibits and learn unique techniques through invaluable in-booth demonstrations by some of the top artists in the industry.

This year's Main Stage performances included a montage of renowned artists representing ten decades of beauty – Charlie Price, Ted Gibson, Martin Parsons, and other notables dazzled audience members with their depictions of 100 years of beauty. In addition, creatively-blessed artists from far and wide performed on the Main Stage, including Motie Rubin, Tanju Kurt & Avi Ram, Tracey Hughes and Lisa Yamasaki, providing an inside look at international trends from, Israel, Bermuda, Australia, Japan and more.

A power-packed conference program boasted hundreds of classes, focusing on hair styling, cutting, coloring, nail enhancement, makeup application and business-building. IBS heavy-hitters, Nick Arrojo, Eiji Yamane, Eve Pearl and Martin Parsons returned this year to teach their coveted techniques. Highly admired artists, Yancey Edwards, Woody Michleb, Joe Flano, and Gerard Scarpaci and the Hairbrained team inspired attendees with their sought-after skills and industry insight.

This year, an increase of business classes provided attendees with essential team building, marketing and profit-boosting subjects from experts including Amy Carter, Gordon Miller, and Miki Wright. Nail guru Jaime Schrabec taught nail techs how to get ahead and stay ahead with her best practices while Adamme Sosa returned to wow attendees with his makeup application techniques. Hands-on Workshops and Master Classes were also presented for an additional fee and were taught by prominent artists, including Frank Gambuzza, Ivan Zoot and Kari Kisch, among other greats.

As always, attendees had the opportunity to shop for products for their salons at professionals-only pricing and to network with industry leaders. IBS New York attendees also visited the International Esthetics, Cosmetics and Spa Conference (IECSC), co-located with IBS, to shop the newest in the spa, skincare and wellness industries.

In addition to the onsite celebrations, attendees and exhibitors gathered on Sunday, March 12 at The Attic Rooftop to celebrate IBS New York's Big Birthday Bash. Party goers had the unique opportunity to mingle with celebrity artists, drink and dance and receive exciting giveaways, sponsored by Truss Professional, Joiful and

Evolving Beauty Brands. Admired stylist, Chad Clarke, welcomed the crowd with a heartfelt speech about IBS New York and kicked off the party after blowing out the candles on an extravagant birthday cake.

The fifth annual Hairbrained Video Awards also took place on Sunday night of the show to recognize filmmakers who portray the spirit of the hair industry in an extraordinary way using video. More information about the awards, including past winning videos, can be found at hairbrainedvideoawards.com.

Upcoming Events

Additional networking and educational opportunities for beauty professionals are available at IBS Las Vegas, taking place June 24-26, 2017 at the Las Vegas Convention Center. Visit www.IBSlasvegas.com for more information.

About the International Beauty Group

Produced by Questex and presented by *American Salon Magazine*, IBS New York is the longest running professional beauty event in the country. IBS New York, IBS Las Vegas and the International Esthetics, Cosmetics & Spa Conferences 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. IBS New York 2018 will be held March 4-6 at the Jacob Javits Convention Center. The Las Vegas event will be held June 24-26, 2017 at the Las Vegas Convention Center.

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