



## THE INTERNATIONAL CONGRESS OF ESTHETICS PHILADELPHIA 2006: A HUGE SUCCESS

**W**ITH RECORD-breaking numbers in attendance, standing-room-only classes and an impressive General Session speaker lineup, the Philadelphia 2006 International Congress of Esthetics was bigger and better than ever.

"The educational conference and trade show exhibition came to Pennsylvania with a mission to educate the Northeast's esthetics and spa professionals to help them thrive in our dynamic industry—mission accomplished!" says Laura Bazo, conference coordinator. "It was explosive. We were floored with the turnout and have heard nothing but positive comments on our speakers and from our exhibitors."

There was a lot of anticipation for this show, says Bazo, and the excitement really "electrified" the conference floor. "It was the most successful esthetics and spa trade show event in the United States this year," she says.

Thousands of professionals came to the conference and left raving about the presentations, the manufacturers, the giveaways and the workshops.

The educational conference and trade show, which took place at the Pennsylvania Convention Center, PA, March 19th through 20th, featured generic, hands-on demonstrations and lectures that delved into everyday issues for spa professionals. The manufacturers' workshops offered attendees various classes on product knowledge and step-by-step treatment instructions.

The exhibition hall sprung to life as attendees piled in to see the big names and the new products. Hundreds of exhibitors lined the aisles presenting everything from makeup and cosmeceuticals, to equipment and implements.

"Once again, The International Congress of Esthetics proves that it

hits the mark for professionals on both sides: the attendees and the vendors," says Rodolphe Legrand, CEO of *Les Nouvelles Esthétiques*, cosponsor of the International Congress of Esthetics. "We constantly update our speaker lineup and attract the top vendors that industry professionals look for. We always strive for the ultimate in education and conference experiences so the attendee doesn't miss out on anything new."

Gold Sponsors Eminence Organics and Jane Iredale, two of the industry's movers and shakers, highlighted Sunday and Monday's General Sessions. On Sunday, March 19th, Eminence Organics presented General Session attendees with complimentary goody bags with products valued at \$80. On Monday, Jane Iredale also rewarded General Session attendees with goody bags filled with products worth \$38.

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Nina Curtis, the show's host



Patricia Mayrhofer



Monica Leedom



Pat Lam



Stephen Bosniak, M.D.



Michel Dumas



General Session audience participation



Facial treatment demo



Nelly de Vuyst booth



Spa equipment demo



Deep tissue stone massage



Exhibition floor stage



Gold sponsor, Eminence Organics' booth

During the General Session, industry experts presented a wealth of information on a vast array of topics and issues that affect the esthetics/spa field. Lectures and demonstrations included:

- "Deep Tissue Stone Massage" by Patricia Mayrhofer
- "Looking Beyond Your Facial Chair to Increase Business" by Monica Leedom
- "Anti-Aging Mind/Body Stress Massage" by Pat Lam
- "Alternative Medical Techniques for Facial Rejuvenation" by Stephen Bosniak, M.D.
- "Get Makeup and Fashion Savvy" by Michel Dumas
- "Purva Karma: Ayurvedic Detoxification" by Melanie and Robert Sachs

- "Physiology of Skin Disorders" by Erin Madigan-Fleck
- "Leg Waxing Made Easy" by Lori Nestore
- "Directional Marketing: What Direction is Your Marketing Plan Going?" by Carol Phillips
- "The Art of Exfoliation" by Bella Schneider, P.M.E.

The International Congress of Esthetics is the only industry educational conference and trade show to have an all-inclusive registration fee. Registration includes entrance to the exhibition hall, all General Session lectures and demonstrations, continuing education classes and all manufacturers' workshops and exhibitors' classes.

*Les Nouvelles Esthétiques* and *Dermascope* magazines cosponsor four International Congress of Esthetics educational conferences/trade shows annually in Dallas, TX; Philadelphia, PA; Long Beach, CA; and Miami Beach, FL. Dates for the remaining 2006 International Congress of Esthetics conferences: Long Beach, CA, September 16-18. Dates for the 2007 International Congress of Esthetics conferences: Dallas, TX, March 18-19; Miami Beach, FL, May 19-21; Long Beach, CA, September 8-10; and Philadelphia, PA, October 7-8. **LNE**

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