



PHILADELPHIA, PA

2019



natkbb: Thank YOU!! ❤️

The International Congress of Esthetics and Spa convened in Philadelphia on April 7th and 8th. Thousands of estheticians attended this year to see headline speakers like Kelley Baker and Nerida Joy. With such a jam-packed stage and exhibit hall, the energy in Philly was at an all-time high this year!

MAIN STAGE

The build-up of excitement surrounding this year's keynote speakers was unleashed at the Main Stage. Attendees anxiously awaited the congress host, Kristina Mazzenga and found their seats early before her welcoming message. "Impact" is the conference word this year, and Kristina embodied that message with enthusiasm and a great big smile as she imparted her own passion for this industry on every audience member.

Kelley Baker, a.k.a. "The Brow Queen" graced the Main Stage this year with a brow shaping demonstration that was both relatable and inspiring! Kelley told the story of how she started shaping brows on her best friend's couch and how she slowly built her brow empire. Kelley emphasized the importance of retail to the audience of aspiring brow artists.

CONFERENCES

This year's congress breakthrough star speaker, Beke Beau, hosted the Makeup Conference where she offered expert troubleshooting for aspiring makeup artists in the audience. With a relatable approach to breaking down the "Instagram makeup trend," Beke focused on key techniques rather than products that artists need to execute beautiful makeup and communication with their client.

Social media expert Clay Jacobson led the Marketing Conference and made his Main Stage debut. With the message being "Share Your Story," Clay shared his own inspiring story of his brush with death and how he found his purpose. Clay loved hearing the stories of each attendee and their "why" as estheticians.

The latest addition to the Conference lineup is the Lash Conference this year. Led by Jaclyn Peresetsky, attendees sat in on detailed lectures and demonstrations of lash lifts, extensions and lash business tips!



Flowlessbrows: What a FUN day!! ❤️

EXHIBITOR HALL

Industry favorites and breakthrough beauty brands were anxious to set up their booths before the show. Attention to detail and high-energy were must-haves as exhibitors brought their best and brightest to Philadelphia. The exhibit floor energy was at an all-time high on Sunday, as thousands of attendees took to the aisles between their favorite Main Stage speakers.

Exhibitors had a blast educating and interacting with estheticians using their products and looking for new lines to carry. Each and every brand representative left excited for the upcoming show in Dallas.



Ikinsskincare: It was such a success!