



LONG BEACH, CA

2018



Clarawoolman: Had so much fun ♥

The International Congress of Esthetics and Spa took over the Long Beach Convention Center in California on September 23rd and 24th! This year's show was full of new and exciting energy! From the debut of the ICES Spa Show app, to never before seen speakers on the Main Stage, attendees and exhibitors had more innovative ways to connect and learn than ever before!

MAIN STAGE MANIA

The Main Stage was hosted by none other than Michelle D'Aillaird-Brenner. Michelle owns and operates the Aesthetic Science Institute in New York. She is a licensed esthetician and cosmetologist as well as a CIDESCO Diplomat. Her opening message to attendees focused on ways to elevate their craft, their businesses, and their personal growth.

Several new speakers debuted at the Long Beach Congress. Nerida Joy, celebrity esthetician and YouTube star gave an empowering and passionate lecture on the importance of analyzing skin, and the power that estheticians have to care for their clients. Fans came from far and wide to see Nerida speak, and she was greeted by many of her YouTube subscribers at the Main Stage.

Daniel Clary, Vice President of Education for AnteAGE, enlightened the audience on the fact and fiction surrounding stem cells in skin care. The complex nature of the subject was delivered gracefully and in a way the audience could understand. The audience even took time from their Q&A to thank Daniel for his eloquent yet informative lecture!

NEW WAYS TO CONNECT

This year, The International Congress of Esthetics and Spa launched their new show app, ICES Spa Show, at the Long Beach Congress. By downloading the free app to their smartphones, (iOS or Android) attendees were able to see the exhibit floor map, create a schedule for their Workshop classes, and find all the info on their favorite speakers from the Main Stage.

The app also features a messaging feature, where attendees can connect and chat with each other through the app. There is even a "wall" where attendees can leave comments



Crystal Taylor: Can't wait for all of the classes! ♥

and ask each other questions during the show! Push notifications delivered important announcements straight to their phones in real time!

EXHIBIT HALL

Industry favorites and breakthrough beauty brands were anxious to set up their booths before the show. With this year's increased attendance, attention to detail and high-energy were must-haves as exhibitors brought their best and brightest to Long Beach. The exhibit floor energy was at an all-time high, as thousands of attendees took to the aisles before their favorite products sold out.

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 energized and excited for the rest of the show season after a huge success in Long Beach



Roxanne Frannea: ready to be inspired!