



Record-Breaking Attendance at IECSC New York 2013

Show attendance increased to more than 14,500 Spa professionals solidifying its position as the largest spa and wellness show on the east coast

May 10, 2013 — The 11th annual International Esthetics, Cosmetics and Spa Conference (IECSC) in New York, held April 14 - 16, 2013 at the Javits Convention Center, experienced record-breaking success as more than 14,500 spa and wellness professionals walked through the doors over the course of three days.

IECSC New York is the first of three IECSC events taking place this year, all of which are presented by *American Spa* magazine. The astounding success of the New York show demonstrates the upswing in the overall spa and wellness market. The growth of the 2013 New York event has earned it a place at the top of the industry calendar as the largest and most celebrated spa and wellness event on the east coast. Co-located with the International Beauty Show (IBS New York), the New York Spa and Wellness show provides a complete business-building event for the entire beauty industry.

"This year's IECSC and IBS New York very much mirror the current state of the professional beauty industry – resilient, innovative, optimistic about the future – and most importantly, growing," remarked Dana Lupton, vice president, beauty and spa groups at Questex Media Group, LLC. "Attendance was up and both of our exhibit floors sold out. Education, from classrooms and workshops to our International Main Stage was clearly a big hit with attendees this year. The show floor aisles were packed during peak hours and attendee buying was up according to leading brands on the floor. We are thrilled with the results and overwhelming positive reaction."

"Every dollar and every minute matters when it comes to business, and we understand that," says IECSC show director Kathy Gruttadauria. "We have spent the past 11 years in New York City creating a show that will help both attendees and exhibitors boost their bottom lines. The astounding success of the 2013 NY event demonstrates how well we have accomplished these goals and has landed the show in the number one slot as the leading east coast spa and wellness show."

IECSC New York provided a high caliber event with more than 300 of the top manufacturers and suppliers showcasing the latest in facial treatments, skin care lines, retail products, cosmetics, equipment/furniture, nutrition and health products, microdermabrasion equipment, massage products,

aromatherapy, spa clothing, electrolysis/hair removal, laser equipment, spa décor, medical spa equipment and more.

As in years past, IECSC New York attracted many new and innovative brands in addition to industry leaders such as Dermalogica, Repêchage, Eminence Organic Skin Care, gloProfessional, RevitaLash, G.M. Collin Skin Care, Clarisonic, PCA Skin, Sonya Dakar Skin Care, BioJouvance and numerous others.

In addition to a bustling exhibit floor, the New York show also boasted an industry-leading conference program with prominent educators who are leaders in their fields. Spa professionals attended the Spa Business Conference that featured sessions designed to educate spa owners, directors and practitioners on how to become more proficient in all aspects of spa operations; CIDESCO Section USA certification classes; education from the Advanced Spa Therapy Education Curriculum Council (ASTECC); Advanced Business Seminar; and more than 45 free manufacturer classes focusing on business-building content and the latest in spa treatments and techniques.

Next year IECSC New York will be held March 9 - 11, 2014 alongside IBS New York at the Javits Convention Center in New York City. For show information, please visit www.iecsc.com.

Looking Ahead to IECSC Las Vegas

The International Esthetics, Cosmetics & Spa Conference – Las Vegas, being held June 22 - 24, 2013 at the Las Vegas Convention Center, is the next event on the IECSC show schedule. Celebrating its 22nd year, IECSC Las Vegas will feature products and services from more than 600 of the top skincare and wellness companies and a conference program with more than 100 free classes. Join the country's most elite industry members as they convene at IECSC Las Vegas to see the latest trends, learn the latest techniques and purchase the latest products in the spa and medical spa market. For show information, please visit www.iecsc.com/lv.

2013 IECSC Florida

The 2013 IECSC Florida event will return to Ft. Lauderdale on September 22 - 23, 2013 at the Broward County Convention Center. The 2013 show marks its 16th anniversary and features more than 200 leading companies and an expanded conference program. IECSC Florida is the perfect Southeast venue to network and relax with peers, renew your passion and rejuvenate your business for the year ahead. For show information, please visit www.iecsc.com/fl.

ABOUT IECSC/IBS NEW YORK

Produced by Questex Media Group, LLC. and presented by *American Spa* and *American Salon* magazines, International Esthetics, Cosmetics and Spa Conference (IECSC) New York is co-located with IBS New York -- the largest and longest running professional beauty event in the country. Both shows are for professionals only and reach a wide cross-section of participants from beauty and spa product manufacturers and distributors to salon and spa owners and managers, hair stylists, hair colorists, estheticians, makeup artists, nail technicians, dermatologists and massage therapists.

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EDITORIAL NOTE: Digital Images of IECSC New York are available by request.
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