

FOR IMMEDIATE RELEASE:

Feb. 12, 2020

INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE

**INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE
FEATURES 75+ FREE EDUCATIONAL CLASSES AND ADVANCED WORKSHOPS**

NEW YORK (Feb. 12, 2020) – Returning to the Javits Center in New York City March 8 – 10, the [International Esthetics, Cosmetics & Spa Conference](#) (IECSC) will feature more than 75 free educational classes, targeted learning tracks, advanced workshops and CIDESCO USA seminars, offering spa and wellness professionals invaluable, hands-on experience with some of the most talented artists in the industry. Co-located with The Beauty Experience New York, IECSC is the greatest opportunity for industry experts to explore, discover and buy products on the east coast.

“As the multibillion-dollar spa industry continues to expand, I am extremely excited and passionate about educating attendees on changes and emerging trends in the spa, medical spa and wellness industry,” said Diane Waltersdorf, Conference Director at Questex. “With our dedication and ability to see the big picture, new experiences created for the 2020 International Esthetics, Cosmetics and Spa Conference will provide spa and wellness professionals the opportunity to stay ahead of the curve and keep this thriving industry moving forward.”

Free Educational Classes:

Included in the All Access Expo Pass, IECSC features 75+ free educational classes from more than 70 industry experts, offering attendees an exclusive opportunity to see the latest techniques and trends emerging in the spa, medical spa and wellness industry. Free educational classes will focus on a variety of topics including:

- Anti-Aging
- Light Therapy
- Peels
- Waxing
- Cosmetic Lasers
- Cannabis Treatment
- Brows
- Lashes

Targeted Learning Tracks:

Offering a series of in-depth workshops from some of the most talented artists in the industry, attendees will have a chance to learn from renowned educators as they address topics designed to refine careers and boost business. Targeted learning tracks will focus on a variety of topics including:

- Business Building
- Esthetics
- Medical Spa

- Social Media & Marketing
- Wellness

Workshops & Seminars:

Designed to give industry professionals an in-depth look at important techniques in their field, the advanced workshops and business seminars will focus on a variety of topics including business management, aesthetic training, CBD in the spa, makeup and more.

- **Medical and Spa Strategic Planning – Growing Your Business with Staff Development, Compensation and Sound Financial Systems** with **Bryan Durocher** (President, Essentials Spa Consulting LLC)
- **Take a Deep Dive into CBD Wellness** with **Chris Elawar** and **Vanessa Marquez** (CBD Care Garden)
- **Your Makeup and Skin Kit – What Essentials You Need to Level Up with Beauty Tricks and Tips You Need in 2020** with **Noreen Young** (Makeup Artist and Skin Therapist, NoreenYoungPro.com)
- **Beauty Secrets from a TV Makeup Artist** with **Vincenza Carovillano** (Emmy-Nominated Celebrity Makeup Artist)
- **Microblading vs. Micropigmentation: The Science, the Art and the Business – What You Need to Know as a Practitioner** with **Jeane Richmond** (Owner, XO Skincare by Jeane Richmond)
- **CBD Massage 101** with **Jordan Person, LPN, LMT** (CEO, Primal Healing & Primal Therapeutics)
- **Fearless Beauty: Treating Skin of Color with Confidence** with **Mary Nielsen, Beatrice Van and Anna Whipp** (Spectrum Advanced Aesthetics)
- **Strategic Planning Starts with a SWOT Analysis – Gain the Competitive Edge** with **Julie Pankey** (Managing Partner, JMPankey Partners) and **Linda Arthur** (Director of Operations, ILike Organic Skincare)

CIDESCO USA Education:

An international beauty therapy association representing the highest standards of esthetics in more than 33 countries, CIDESCO classes will offer the latest technical and business training for serious spa professionals.

- **The Best Facial Massage: Relax, Rejuvenate, Renew** with **Lydia Sarfati** (CIDESCO USA Chair and Founder of Repêchage)
- **Light Therapy for Skin Rejuvenation** with **Terri Wojak** (President of Aesthetics Exposed Education)
- **Acne and Rosacea Skin – Barrier Disruption and Chromotherapy** with **Lydia Sarfati** (CIDESCO USA Chair and Founder of Repêchage)
- **Microneedling 101 – What You Need to Know** with **Terri Wojak** (President of Aesthetics Exposed Education)

To learn more about International Esthetics, Cosmetics & Spa Conference taking place March 8 – 10, 2020 at the Javits Center in New York City, visit www.iecscnewyork.com.

###

About International Esthetics, Cosmetics & Spa Conference

Produced by Questex and presented by American Spa, the International Esthetics, Cosmetics and Spa Conference (IECSC) New York is co-located with The Beauty Experience 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. For more information about IECSC, please visit www.iecsc.com.

About Questex

At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.

MEDIA CONTACTS:

Kirvin Doak Communications

BE@kirvindoak.com

702.737.3100