



### **IECSC New York's 16<sup>th</sup> Year Proves to be a Record-Breaking Event**

*IECSC New York 2018 shatters conference, attendance and exhibitor records, and remains the leading spa and wellness show in the northeast*

March 12, 2018 — The International Esthetics, Cosmetics and Spa Conference (IECSC) celebrated its 16<sup>th</sup> year in New York, March 4-6, 2018 at the Javits Convention Center. A record-breaking 15,900 spa, wellness and beauty professionals attended the event to experience leading education and purchase products from a record-breaking 325+ exhibitors.

New York is the first of four IECSC events taking place this year. With the highest number of exhibiting companies and professionals in attendance to date, this show has built excitement in the spa and wellness market as the leading tradeshow for the industry prepares for the upcoming Chicago show, as well as the Las Vegas and Florida shows later in the year. Presented by *American Spa* magazine, IECSC events draw spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians, dermatologists and other industry professionals to the shows. These experts came together at IECSC New York to discover and learn about the latest trends in the spa industry, as well as purchase products from more than 325 exhibitors. The success for IECSC New York is enhanced with the co-location with the International Beauty Show (IBS New York), which celebrated its 101<sup>st</sup> year, making it the longest-running beauty professional event in the industry.

“IECSC New York 2018 was our most successful event to date. Both attendees and exhibitors were buzzing about the packed show floor and the impressive list of exhibitors. The 2018 conference program debuted Targeted Learning Tracks, which was a huge success. We’re looking forward to offering this new conference program in Chicago, Las Vegas and Florida as well,” stated Kathy Gruttadauria, Show Director for IECSC events. “The spa and wellness industry experiences continuous growth each year and we love that we’re able to offer events that allow exhibitors to interact with new and existing clients. Buyers attend our shows to gain knowledge with our conference program, learn about new products and techniques, network with exhibitors and colleagues and purchase products on the show floor. We’re happy to be able to provide an event that is beneficial to our exhibitors and suppliers.”

Leading spa and wellness brands lined the sold-out exhibit hall. Industry professionals moved through the packed aisles to meet with exhibitors for the latest in facial treatments, skin care, retail products, cosmetics, equipment/furniture, nutrition and health products, microdermabrasion equipment, permanent makeup, massage products, aromatherapy, spa clothing, electrolysis/hair removal, laser equipment, spa décor, medical spa equipment and more.

Participating companies include new and innovative brands, as well as industry leaders such as: Repêchage, Éminence Organic Skin Care, Revitalash, Satin Smooth, GMC Skin Care USA, PCA Skin, FarmHouse Fresh, Image Skincare, Sorella Apothecary, Grande Cosmetics, Cosmedix, The HydraFacial Company and numerous others.

In addition to the exhibit hall, the IECSC New York conference program was incredibly well-attended, offering more than 110 classes. The New York event debuted Targeted Learning Tracks, which were designed to target specific topics pertaining to spa and wellness, including Spa Business, Esthetic Treatments & Ingredients, Organic & Green Living, Social Media & Marketing, Medical Spa and Health & Wellness. Taught by industry experts, leaders and educators, the 2018 conference program also featured CIDESCO USA Workshops and the Advanced Business Seminar. Plus, more than 80 Product Focused Classes featuring business-building content and the latest in spa treatments and techniques were included with exhibit hall admission.

Next year IECSC New York will be held March 10-12, 2019 alongside IBS New York at the Javits Convention Center in New York City. For show information, please visit [www.iecsc.com](http://www.iecsc.com).

## **A look ahead at IECSC events**

### **IECSC Chicago 2018**

IECSC Chicago, being held April 28-30 at McCormick Place Convention Center, is the next event on the IECSC show schedule. This event attracts thousands of spa and wellness professionals in the Midwest, along with beauty professionals from the co-located America's Beauty Show who receive free access to the IECSC exhibit hall. Attendees congregate to meet with more than 200 exhibitors, attend 50 free classes, the new Targeted Learning Tracks, 10 in-depth workshops and a spa tour. For show information, please visit [www.iecscchicago.com](http://www.iecscchicago.com).

### **IECSC Las Vegas 2018**

IECSC Las Vegas will take place June 23-25, 2018 at the Las Vegas Convention Center. The tradeshow will feature products and services from more than 600 of the top skincare and wellness companies and a conference program with more than 125 free classes. The country's most elite industry members will 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.iecsclasvegas.com](http://www.iecsclasvegas.com).

### **IECSC Florida 2018**

IECSC Florida will return to Fort Lauderdale on October 21-22, 2018 at the Broward County Convention Center. The 2018 show marks its 21<sup>st</sup> year and features more than 5,500 attendees, 200 exhibiting companies and an expanded conference program. IECSC Florida is the perfect Southeast venue for industry members to network and relax with peers, renew their passion and rejuvenate business for the year ahead. For show information, please visit [www.iecsflorida.com](http://www.iecsflorida.com).

### **About IECSC / IBS NEW YORK**

Produced by Questex, LLC. and presented by *American Spa* magazine, 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. Please contact: Amanda Butcher, Senior Marketing Coordinator, 212-895-8276 or [abutcher@questex.com](mailto:abutcher@questex.com).