

PREVIEW

ISSE Long Beach

The next International Salon and Spa Expo (ISSE) Long Beach will be held on January 24-26 at the Long Beach Convention Center in Southern California. Up to 40,000 licensed beauty professionals, students and instructors are expected to attend the event, which has evolved beyond a traditional hair show into a “complete beauty event for hair, nails, cosmetics, esthetics and advanced education”.

More than 350 beauty companies—from emerging indie brands to well-known international names such as CND, Mirabella Beauty, OPI and Satin Smooth—will be on hand to discuss new products, services and trends.

The exhibition hall is also home to the EstheticsAmerica & Wellness Pavilion, which provides a dedicated environment devoted to skin care, wellness, and the latest in treatments and education, as well as advanced, hands-on

training and certifications from CIDESCO Section USA.

Further highlights include live stage presentations from major industry players; the North American Hairstyling Awards (NAHA) stage, featuring winners and finalists from the annual hair show; and the popular *NAILPRO* competition, held on the last day.

Among the new ISSE items for 2015 are The Nail Spot, an area offering creative and technical education, nail competitions and more; ISSE's inaugural Southern California Beauty Career Fair; and try-outs for OMC Hairworld 2016.

This year also marks the return of the PBA Beauty Bar, which allows attendees to hand-select five deluxe product samples from ISSE exhibitors in exchange for a donation to the PBA's CUT IT OUT: Salons Against Domestic Abuse charitable program.

For more information, go to probeauty.org/isselb.



Leaders from the hair- and skincare worlds were among the attendees who joined the crowds at ISSE Long Beach in 2014.

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