



Exciting Comeback

to the **Hyatt Regency Hotel!**

The International Congress of Esthetics and Spa
MIAMI, 2016

The Hyatt Regency Hotel in Downtown Miami was home to thousands of spa industry professionals on November 6th and 7th. Spa directors, spa owners, estheticians, dermatologists and medical spa professionals gathered alongside the Miami River to showcase new products, combine new techniques and discuss the latest innovations. The International Congress of Esthetics and Spa is an INSPIRING two days of bringing together like-minded professionals in a friendly, intimate atmosphere.

Attendees, exhibitors and speakers linked together to discuss the art of REINVENTION, taking their years of experience and igniting a NEW spark of enthusiasm to drive GROWTH and SUCCESS.

The 2016 International Congress of Esthetics and Spa, MIAMI began with Michelle D'Allaird-Brenner, licensed esthetician/cosmetologist, lighting up the Main Stage both Sunday and Monday morning with a quick, uplifting Opening Ceremony centered on REINVENTING yourself and your business. Spreading encouragement with every word, D'Allaird-Brenner gave each attendee the SPARK to inspire a new chapter in their career. On Sunday, Main Stage presentations consisted of a vitality-boosting breathing exercise led by EuGene Gant, an informational lecture on treating hyperpigmentation with Dr. Purvisha Patel, a designer fa-

cial demonstration by Bella Schneider, an intriguing lecture led by Manon Pilon regarding the latest medical spa technologies and an exciting facial demonstration of the new generation of peels by Sonia Boghosian. Monday's Main Stage presentations revealed the truth behind peptides, growth factors and stem cells in a lecture by Dr. Marc A. Ronert, a face demonstration explaining the universal anti-aging secret with Janel Luu, the mindset of love regarding the new way to do business with Bryan Reeves and the unveiling of the secret to Kao No Rinpa Japanese lymphatic body treatments by Anabel De La Vega.

A whirling ball of ENERGY, STRENGTH and WISDOM fueled the Exhibitor Floor as speakers, exhibitors and attendees came together to share their knowledge on all things skin care, spa and wellness. Intimate and interactive demonstrations, conferences and product training classes focused on every aspect of the industry. Skin care therapists, massage therapists, estheticians, dermatologists and medical spa specialists fused ideas and concepts to create a community of like-minded professionals who were able to ignite positivity within each other. Eileen Ramon, owner of **Magic City Spa** in Homestead, Fla., said, "The spa industry is so exciting and diverse that coming to the Congress just reinforces how building a professional network and being open to learn can make success possible... and fun!" Janice Winston, head esthetician at **Tranquility Spa** in Tampa, Fla., stated, "It was truly inspiring to see so many professionals in the industry taking the time to build a future for their careers!" Director of **Grand Bliss Spa** in Navarre, Fla., Linda Green, spoke about her experience at the show, "I have been a part of this show for several years. Each year is more exciting than the last. I always look forward to the Congress because of the opportunity to branch out of my comfort zone and learn new techniques!" Emily Matheson, owner of **Getaway Spa** in Savannah, Ga., stated, "The Miami Congress was a HUGE success! Two incredibly inspiring days!"

An AMAZING lineup of the industry's TOP leaders and experts led lectures, demonstrations and conferences discussing topics such as **Revenue Growth, Customer Care, Hyperpigmentation, Marketing, Social Media, Mindful Biz, Wellness, Makeup and Love**. The most EXCITING and INNOVATIVE treatments and techniques were revealed through intimate, personal, one-one-one experi-



ences customized for each aspect of the skin care, spa and wellness industry. Attendees received nothing but the BEST from professionals who offered their insights. Director of **Key Spa** in Islamorada, Fla., Celeste Cohners, spoke about her experience at the show, "I love being here! I feel that every session and demonstration with experts brings me closer to building my network and making my business thrive." Stacie Noman, head esthetician at **Genesis Spa** in Birmingham, Ala., said, "Extremely informative! I learned so much in such a short weekend. The classes were educational and enlightening!" Michelle Stewart, Director of Spa at **Nobu Eden Roc** located in Miami Beach, expressed her excitement, "What an incredible experience! The atmosphere was beautiful, inviting

and educational. An overall amazing experience!"

Product Focused Training sessions concentrated on meshing technology with beauty and wellness. Spa industry experts ignited a SPARK within attendees, motivating them to REINVENT their businesses with innovative technologies and exclusive information that they received in these intimate training sessions. Kayla Millers, medical spa professional at **Touch MedSpa** located in Lexington, S.C., mentioned, "I have been so hesitant to implement new technology into my practice, but the training classes made everything so simple. I no longer have to rely on just the basics." Owner of **Lee Lou Spa** in downtown Miami, Betsy Jullienne, stated, "The industry's latest products,

techniques and education... everything was at my fingertips!" Dermatologist at the **Dermatology Center** in Jacksonville, Fla., Amy Ruiz, spoke about her experience, saying, "These classes were incredible. I cannot wait to take what I learned and apply it to how I help my clients every single day. This show was the perfect place for new business ideas and techniques!"

Exhibitors covered the floor with their latest and **HOTTEST** products, engaging with attendees and guiding them on their own paths to success.

Gina Preziosa, Vice President of Shankara located in Uvalde, Texas, expressed her thoughts on the Congress: "Amazing energy at this show! Tons of interest in the industry and truly a great experience!"

Fred Fouassier, CEO and co-founder of Rejuvasea of Spain, stated, "Great experience and a great opportunity to network and connect with professionals in the industry."

Donna Davidson, executive of Derme & Co. based in Saint-Laurent, Quebec, said, "Very intimate atmosphere. The Exhibitor Floor was beautiful, and was very shopping-oriented for industry professionals."

Manager of Skinade based in Chantilly, Va., **Emma Clothier**, said, "The perfect place for business owners in the industry. A great opportunity to network with international attendees and an overall great atmosphere."

Bella Schneider, owner of Bella Schneider Beauty LLC based in Palo Alto, Calif., said, "Always a pleasure to attend this show. We love the opportunity to touch base with existing clients as well as connect with new ones."

The **International Congress of Esthetics and Spa** presented an exclusive two-day opportunity for attendees to REINVENT the services they provide for their clients while NETWORKING with experts in the industry. Exhibitors, speakers and attendees came TOGETHER to share their passions for the skin care, spa and wellness industry and inspired GREATNESS in each other as well as within themselves.

