



PHILADELPHIA & DALLAS

Congress Recap 2018

The International Congress of Esthetics and Spa is celebrating a vibrant, jam-packed Spring season with the wrap up of the 2018 Philadelphia and Dallas Congresses. Sponsored by LNE & Spa and Dermascope magazines, the two-day events attracted thousands of veterans and wide-eyed students alike.


innoutbiobeauty Thank you for showing us so much love we can't wait till next year ❤️❤️⭐
[#happycustomer](#) [#arlington](#)

MAIN STAGE

The build-up of excitement surrounding this year's keynote speakers was unleashed at the Main Stage. Attendees anxiously awaited the congress host, Michelle D'Allaird-Brenner, and found their seats early before her welcoming message. "Believe" and "Passion" were the conference words this year, and Michelle embodied that message with enthusiasm and wisdom as she imparted her own passion for this industry on every audience member. As an educator and esthetics school owner, Michelle connected with students in the audience and sparked their growing excitement as they embark on their skin care journeys.

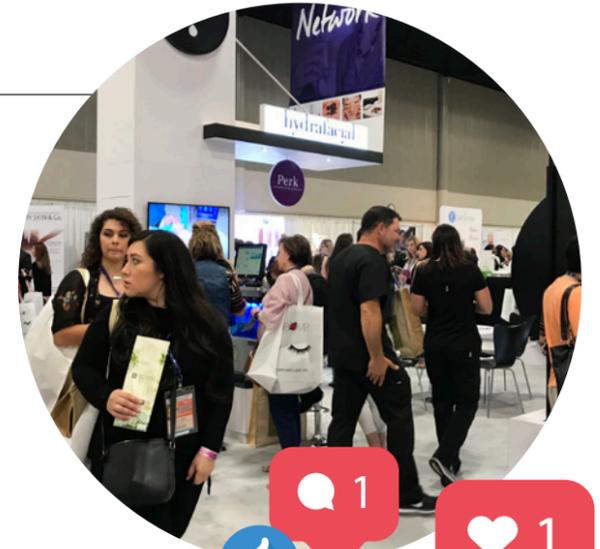
From happiness experts to major brand executives and educators, LNE & Spa's featured speakers were blown away by the energy and eagerness to hear what they had to say as they looked out into the sea of audience members before them. Attendees gathered at the bottom of the stage to meet their favorite industry experts following their presentations for more in-depth, one-on-one education.

CONFERENCES

This year's congress breakthrough star speaker, Nicck Townsend, hosted the Makeup Conference where he demonstrated expert brow techniques and makeup tips for aging skin. Attendees followed him from the Main Stage to the classroom where they spent quality time learning from the Brow King. Aside from makeup skills and brow instruction, Nicck shared his path to success and was a mentor to aspiring brow and makeup artists in the room.

Social media expert Kristina Mazzenga led the Marketing Conference, along with Maxine Drake, Lori Crete, and Louis Silberman, after making her Main Stage debut. Her contagious smile excited attendees to re-think and re-strategize their social media initiatives. Industry leaders Maxine Drake and Lori Crete brought their A-game with outstanding lectures on growing your business and becoming an unstoppable force.

Happiness expert and movement motivator Petra Kolber brought fun-loving energy to the Main Stage and Wellness Conferences this year. Attendees were excited to see her familiar face and meet their favorite inspirational speaker, author, and podcast creator. The excitement was mutual, and Petra gained new inspiration from our industry that she is taking with her to Long Beach and Miami.



petrakolber Thank you so much for once again hosting an incredible event and inviting me to be a part of your spa and wellness family. Loved every moment of my time in Dallas and see you in Long Beach [#grateful](#) [#happiness](#)

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officialdpcinc That's a wrap! Thank you for coming by to see us at the [#dallascongress18!](#) We loved every minute of it and will be back soon!



adorealliexoHad so much fun! I really enjoyed it! Definitely coming back next year ❤️

lori_beautybizSuch a great show!!! Thank you [@lneonline](#) ❤️❤️!!

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abreck22 Had my [#fangirl](#) moment when I got the opportunity to meet & get waxed by [@iamthewaxqueen](#) herself! What an incredible experience it has been at the [#DallasCongress18](#)

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EXHIBITOR HALL

Industry favorites and breakthrough beauty brands were anxious to set up their booths before the show. Attention to detail and high-energy were must-haves as exhibitors brought their best and brightest to Philadelphia and Dallas. The exhibit floor energy was at an all-time high in Dallas, as thousands of attendees took to the aisles before their favorite products sold out.

Exhibitors had a blast educating and interacting with estheticians using their products and looking for new lines to carry. Each and every brand representative left energized and excited for the rest of the show season after a huge success in Dallas.