



# MIAMI, FL 2018

The International Congress of Esthetics and Spa Miami took over the Hyatt Regency in Downtown Miami on October 28th and 29th! This year's show was full of new and exciting energy! Estheticians from near and far came to experience first-hand the top-notch education that ICES has to offer. From the Miami debut of the ICES Spa Show app, to inspiring and captivating presentations on the Main Stage, attendees and exhibitors had more innovative ways to connect and learn than ever before!

## MAIN STAGE MANIA

The Main Stage was hosted by makeup artist and color expert Jaclyn Peresetsky. Jaclyn is not only the owner of Skin Perfect Spas in Ohio and Florida, but she is also a noted color expert, makeup artist, master esthetician, author and speaker. Her training courses and multiple books, cosmetic and skin care lines allow other beauty pros to learn and add more services combining art and science to become leading beauty experts.

Nerida Joy was another show stopping presence on the Miami stage. With her YouTube following around the globe, estheticians from South America were thrilled to see Nerida speak about the importance of skin analysis and the power that estheticians have when working with the skin. After her lecture, dozens of estheticians lined up at the Speaker Lounge, hosted by Esthetician Edit and LNE & Spa to take photos with Nerida and ask her more personal questions.

Lori Crete gave an inspiring lecture on why estheticians should start to see themselves as entrepreneurs and delivered a powerful story of how she became a part of this industry. Using several powerful female CEO's and business owners in the cosmetics industry as an example of success, Lori inspired the audience to dream bigger and take themselves seriously!

"wall" where attendees could leave comments and ask each other questions during the show! Push notifications delivered important announcements straight to their phones in real time!

## EXHIBIT HALL

Industry favorites and breakthrough beauty brands were anxious to set up their booths before the show. With this year's increased attendance, attention to detail and high-energy were must-haves as exhibitors brought their best and brightest to Miami. The exhibit floor energy was at an all-time high, 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 next year's show season after a huge success in Miami!

## NEW WAYS TO CONNECT

The International Congress of Esthetics and Spa Miami was able to interact through the new show app, ICES Spa Show. By downloading the free app to their smartphones, (iOS or Android) attendees were able to see the exhibit floor map, create a schedule for their Workshop classes, and find all the info on their favorite speakers from the Main Stage.

The app also features a messaging feature, where attendees can connect and chat with each other through the app. There is even a

