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**Premiere DAYSPA with Spa Business Forum**

**Orlando, FL Orlando/Orange County Convention Center:** The leading names in skincare education gathered on June 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> for Premiere DAYSPA and Spa Business Forum in conjunction with Premiere Orlando. With representation from all fifty states and over fourteen countries this year's event was a multinational success. Over 50,000 salon and spa professionals turned out for the education supplies and treatments they desired. With over 2,700 booths, 780 exhibiting companies and more than a quarter million square feet of exhibit space there was something for every beauty industry professional. This year's event offered education courses in: skincare, anti-aging, makeup, wellness, massage, medesthetics and spa business forum helping professionals stay abreast of the most up to date treatments. If you were unable to make the event this year here is a look of what you missed.

**Premiere DAYSPA:** Featuring over 130 educational sessions in makeup, skincare, massage, medesthetics education and much, much more! Premiere DAYSPA with Spa Business Forum featured an assortment of education suitable for the skincare novice, veteran and everyone in between! With over 20 new educating companies there was something for every professional. This year's powerful lineup included: Eminence Organic Skin Care: Kara Pettis; Eva's Esthetics: Lori Nestore; Repêchage: Lauren Streeter; Circadia by Dr. Pugliese: Michael Pugliese; Osmosis Pur Medical Skin Care: Dr. Ben Johnson; DermaSwiss: Ann Nguyen; Amber Products: Tammy Pollino; Dermaware Bio-Targeted Skin Care: Robert M. Zone and Gul C Zone, Mark Lees Skin Care, Inc.: Dr. Mark Lees; Methode Physiodermie: Michael Ibbott; Nelly de Vuyst and many more.

**General Forum:** Highlighting the General Forum this year were the industry's top leaders such as: Repêchage: Lydia Sarfati, InSPAration Management: Dori Soukup; Touch for Cancer: Morag Currin and Jimm Harrison Phytotherapy Institute: Jim Harrison.

**The Makeup Source:** Premiere's makeup education was bigger than ever - bringing in top educators including: Iredale Mineral Cosmetics: Shawn Towne; The Makeup Institute: Michelle Richardson; I Make You Beautiful: Danessa Myricks; Temptu Pro: Levi Vieira; Academy of Health and Beauty: Sandi Hammons; Gabriel Productions: Gabriel Noda; BluffaJo Cosmetics: Maisie Dunbar and Natasha Nichol; Ardell: Suzette Allinger; and Crystal Wright Live: Crystal Wright to pack their classrooms!

**Spa Business Forum:** Skincare professionals will now stay abreast of the latest treatments and had a chance to sharpen their business knowledge at Premiere DAYSPA. Featured this year were: Mindbody, Inc.: Stephanie Jennings; I.S. Marketing: Donna Martin-White; Milday: Meg King and Empowering You: Louise Mattasi.

**Massage Education:** This year's event provided 12 hours of CE's for licensed massage professionals in the Florida - offering education all three days of the event. Industry leaders provided the most up to date education for massage therapists. Michael McGillicuddy: Central Florida School of Massage Therapy; Katie Haley: CosmicFlower Aromatherapy; Elisa DiFalco: The MLD Institute and Lorena Haynes: Haylo Education Services LLC offered in-depth massage education classes.

**DAYSPA VIP Program:** Introduced this year the Premiere DAYSPA Conference's VIP Program, which was held on Saturday, June 4. In addition to offering exclusive networking opportunities for spa leaders, this invitation-only event provided educational courses from Dori Soukup: InSPAration Management; Jeff Harget: The Ritz-Carlton Leadership Center and a featured panel discussion with industry leaders such as Suzanne Holbrook: The Ritz-Carlton Spa Orlando; Christine Sensenig: Sensenig Law Firm, P.A.;

Maritza Rodriguez-Aouanough: Pevonia International and Leslie Christin: CARA Cosmetics International, Inc.

**DAYSPA Demonstration Stage:** New this year to the Premiere DAYSPA exhibit floor was the Demonstration Stage where participating companies had an opportunity to provide attendees demonstrations of their latest products. The stage was well received by both attendees and exhibitors with large crowds for each demonstration. Stage participants this year were: Sesvalia USA, LLC; Bio Touch; Niko Cosmetics; N.R. Care; DermAware; Clarisonic; GRATiAE; B & B Belleza & Beauty and Premier By Dead Sea.

**Save the Date:** Mark your calendars for Premiere DAYSPA 2012 – save the date for June 2, 3 & 4. For more information, visit the Premiere DAYSPA website at [www.premieredayspa.biz](http://www.premieredayspa.biz) or call 800-335-7469.