

Premiere DAYSPA with Spa Business Forum

Orlando, FL Orlando/Orange County Convention Center: The leading names in skincare education gathered on June 2nd, 3rd & 4th for Premiere DAYSPA and Spa Business Forum in conjunction with Premiere Orlando. With representation from all fifty states and over fifteen countries, this year's event was a multinational success. Over 52,000 salon and spa professionals turned out for the education supplies and treatments they desired. With over 2,800 booths, 785 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 fresh with the most up to date treatments. If you were unable to make the event this year, here is a look at what you missed.

Premiere DAYSPA: Featured 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! This year's powerful lineup included: American BioTech Labs: Sally Byrd; BioElements; Circadia by Dr. Pugliese: Michael Pugliese; Dermaware Bio-Targeted Skin Care: Robert Zone and Gul Zone; Eminence Organic Skin Care: Kara Pettis; HydroPeptide: April Zangl; Mark Lees Skin Care, Inc: Dr. Mark Lees; Osmosis Pur Medical Skin Care: Dr. Ben Johnson; Repêchage: Lauren Streeter; SAIAN Natural Clinical Skin Care: Margarita Saian; The M'Lis Company: Wallace Nelson, Linda Nelson and M'Lisa Jackson.

General Forum: Highlighting the General Forum this year were the industry's top leaders such as: Repêchage: Lydia Sarfati, InSPAration Management: Dori Soukup; Kris Campbell: TecNiche; Michelle D'Allaird: Aesthetic Science Institute; Wallace Nelson: The M'Lis Company and Felicia Brown: Spalutions.

The Makeup Source: Premiere's makeup education was bigger than ever - bringing in top educators including: Crown Brush: Koren Zander, James Vincent and Orlando Santiago; The Makeup Institute: Michelle Richardson; *jane iredale* – The Skin Care Makeup: Shawn Towne; Stila Cosmetics: Dominick Briguglio; Temptu Pro: Cory Bishop; Cara Cosmetics International: Leslie Christin; Bluffa Jo Cosmetics: Maisie Dubar and NaTasha Nichol; TIGI Cosmetics: Julie Pope and I Make You Beautiful: Danessa Myricks presenting to packed classrooms each day of the event!

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; Jimm Harrison Phytotherapy Institute: Jimm Harrison; Eva's Esthetics: Lori Nestore: SalonCashFlow.com: Gary Ahlquist and Zoomdazzle.com; Craig Ure.

Massage Education: This year's event provided 12 hours of LIVE classroom 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 and Teresa Matthews: Health, Wellness & Fitness Professionals, Inc. offered in-depth massage education classes.

DAYSPA VIP Program: Back this year was the Premiere DAYSPA's VIP Program, which was held on Saturday, June 2. In addition to offering exclusive networking opportunities for spa leaders, this invitation-only event provided educational courses from Thad Lacinak, Former Vice President and Corporate Curator of Animal Training for Sea World and Busch Gardens Theme Parks; Dori Soukup: InSPAration Management; Christine Sensenig: Sensenig Law Firm, P.A. and a featured panel discussion with industry leaders such as Lydia Sarfati: Repêchage; Suzanne Holbrook: The Ritz-Carlton Spa Orlando and Kim Knapp: Skin Apeel Day Spa.

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: Clarisonic, Dermalogica, Stila Cosmetics, Osmosis Pur Medical Skincare, Repêchage, Elemental Herbology and Premier USA.

Save the Date: Mark your calendars for Premiere DAYSPA 2013 - save the date for June 1, 2 & 3, 2013. For more information visit www.premieredayspa.biz or call 800-335-7469. Highlights, insight, and a look back on Premiere Orlando can be found at www.premieredayspa.biz, as well as, on Facebook, YouTube and Twitter.