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## **PREMIERE ORLANDO TAKES IT UP A NOTCH**

### PREMIERE ORLANDO 2017 - INTERNATIONAL BEAUTY EVENT

Orlando, FL, February 22, 2017—With more than 57,000 attendees each year from all 50 states and over 44 countries; over 800 exhibitors across the 7-acre exhibit floor, there is no better place on the planet for beauty and spa professionals to network and receive the education they need to succeed than Premiere Orlando. Premiere Orlando serves as an epicenter for all things salon and spa with the most influential and followed artists and manufacturers all under one roof. Staying true to their reputation as being the Industry's Most Important Show, Premiere Orlando and their co-located show Premiere DAYSPA, aim to deliver a fantastic educational event. A ticket to Premiere allows attendees access to Premiere DAYSPA, Main Stage and Hair Color Stage presentations, Classroom Education and the largest exhibit floor in the industry all at one inclusive price\*.

### **NEW THIS YEAR**

This year, Premiere continues to expand their education with new programs. Premiere Orlando will be the first in the industry to launch an entire educational area focused on Hair Loss and Trichology. If debuting a new program wasn't enough, Premiere Orlando/ Premiere DAYSPA have expanded their massage therapy and men's grooming education as well. In addition to the new and exciting, the show will still offer exceptional education in cutting, color, upstyling, nails, esthetics, make-up and much more that professionals across the globe have come to love.

### **SOCIAL MEDIA INFLUENCE**

Premiere will host the largest collection of the beauty industry's Social Media Influencers in one location including powerhouses Sam Villa, Kelly Baker, Larisa Love, Rebecca Taylor, Tony Ly, Jenny Strebe, Mustafa Avci, Ricky Zito, Mindy Hardy and Leen & Bertus and many more. With the spike in the use of Instagram, YouTube and Pinterest in the professional beauty industry, Premiere will introduce an expansion to their Business education program focused on Social Media Marketing, to help salon owners and professionals stay relevant and continue to drive profits.

### **MAIN STAGE**

Premiere Orlando's Main Stage is the Beauty Industry's version of New York's Fashion Week where celebrity stylists debut and define upcoming hair trends.

**Leading Ladies Presentation** - For the first time ever, join Sam Villa as he moderates the Leading Ladies on Main Stage. Female leaders of the industry, Eden Sassoon, Tracey Hughes, Candy Shaw, Sonya Dove and Jenny Strebe will come together for a one-of-a-kind, inspirational panel discussion.

#### **2017 Main Stage Line-Up:**

| <b>Company</b>        | <b>Guest Artist(s)</b>   |
|-----------------------|--|
| <b>Arrojo</b>         | Nick Arrojo  |
| <b>CoCre8</b>         | Christopher Dove & John Simpson                                    |
| <b>Leading Ladies</b> | Eden Sassoon, Tracey Hughes, Candy Shaw, Sonya Dove & Jenny Strebe |
| <b>Martin Parsons</b> | Martin Parsons   |
| <b>Pulp Riot</b>      | Pulp Riot Team   |
| <b>Redken</b>         | Sam Villa, Hugo Urias & Lindsey Olson                              |
| <b>Reuzel</b>         | Leen & Bertus  |

\*Hands-On Workshops, Look & Learn Education and Special Events are available for an additional fee

\*\* Additional fee required

RevitaLash / ReGenesis  
Sexy Hair  
Ted Gibson

Tracey Hughes  
Rafe Hardy, Paola Rascon, Josh Perez, Michelle Rouzer, Brian Jensen & Roxanne Sprinkle  
Ted Gibson

## HAIR COLOR STAGE

Hair Color State is the go-to destination at Premiere Orlando for the serious Colorists to learn the latest in balayage, strobing, fashion colors, tips and techniques from the industry's leading colorists.

### 2017 Hair Color Stage Line-Up:

| Company                           | Guest Artist(s)                        |
|-----------------------------------|--|
| B3 Brazilian Bond Builder         | Rebecca Taylor & Linh Phan             |
| Donna Bella                       | Cherry Petenbrink & Liza Espinoza      |
| LxPxJ Education                   | Larisa Love, Phil Ring & Jacob Khan    |
| Matrix                            | Chrystofer Benson & Lenny Strand       |
| Minardi **                        | Beth Minardi **                        |
| Redken 5 <sup>th</sup> Avenue NYC | Justin Isaac, Sean Godard & Julie Lahr |
| Sonya Dove                        | Sonya Dove                             |

## NAILS EDUCATION

Premiere Orlando is a nail technician's paradise with educational offerings from CND's founder Jan Nordstrom-Arnold and her talented array of educators, Young Nails, Inc. with Greg Salo, Precious Jewel Nail Designs, Tammy Taylor Nails, ORLY International, Backscratchers Salon Systems, social media influencer Mindy Handy, plus many more. Nail technicians of all skill levels, from students to the most advanced artists can benefit from attending Premiere Orlando for the latest trends, colors, supplies and equipment. There is something for everyone.

## PREMIERE DAYSPA

Premiere Orlando's co-located show, Premiere DAYSPA, showcases the latest and most important trends of the spa industry. The safety and health of clients is always a top concern for elite beauty professionals and this year Premiere DAYSPA will offer multiple classes from both The Melanoma Foundation of New England and Oncology Spa Solutions to help estheticians in screening for melanoma and treating oncology clients. Estheticians can discover the latest in waxing from manufacturers such as GiGi, Clean + Easy, Cirépil by Perron Rigot Paris and Satin Smooth featuring Lonia Campagna, Margarit Glazier and the world's most coveted celebrity arch artist, Kelley Baker. Premiere DAYSPA will also offer Spa Professionals' favorites such as Ardell, Circadia by Dr. Pugliese, DermAware Bio-Targeted Skin Care, Elite Academia, Évalash Beauty, FarmHouse Fresh, Minkys, Repêchage and many more.

## MASSAGE THERAPY PROGRAM

The massage therapy program allows Florida and Nationally Certified Licensed Massage Therapists to earn up to 12 Live CE Credits in three days all included with their show ticket purchase. This year, Premiere DAYSPA has doubled the class offerings allowing massage therapists more diversity in class selection.

## THE MAKEUP SOURCE

This year's educational lineup features makeup classes by the 2016 NAHA Makeup Artist of the Year, Isidro Valencia (who will also be a judge of this year's makeup competitions) as well as television personality Noreen Young from NBC's *The Chat*. Complimentary class topics from top makeup educators and manufacturers such as TEMPTU, Che Cosmetics, Gabriel Productions, Hedlux Airbrush Makeup include Creative Art, Bridal, Airbrushing, Makeup for Men, Permanent Makeup and much more. At the show, Professional Makeup Artists can also take advantage of the exhibit floor and visit the Crown Brush, Sigma and Morphe Brushes booths just to name a few, to restock their tool kits and stay up-to-date on the latest trends.

## LOOK & LEARN EDUCATION\*\*

For an additional fee, attendees can take extended comprehensive classes for an additional fee from some of the industry's leading artists such as Candy Shaw, Sonya Dove, Beth Minardi, The Hair & Makeup Girl and The Goonies.

\*Hands-On Workshops, Look & Learn Education & Special Events are available for an additional fee on top of Show Ticket Purchase

\*\* Additional fee required

## **HANDS-ON WORKSHOPS\*\***

Offering more than 45 hands-on workshops, attendees have the opportunity to get hands-on and learn something new or refine the skills they already have by learning from the best in the industry.

### **2017 Featured Hands-On Workshops (in alpha-order):**

| <b>Company</b>                                   | <b>Educator</b>                                   | <b>Topic</b>   |
|--|---|--|
| California Makeup Academy                        | Michelle Rodriguez & Nei Trotter                  | Makeup   |
| CARA Cosmetics International, Inc.               | Leslie Christin                                   | Bridal Makeup  |
| ClipperGuy                                       | Ivan Zoot   | Men's Cuts for Cosmetologist                                       |
| Confessions of a Hairstylist                     | Jenny Strebe                                      | Upstyling & Braids   |
| Dermastart, Inc.                                 | Yahaira Rodriguez                                 | Brightening Peel System  |
| Donna Bella                                      | Baelee Reiter                                     | Coloring Extensions  |
| Edgar Renee Aesthetic Education Consulting Group | Cynthia Malcom                                    | Cellulite Treatment  |
| Hiroshi Beverly Hills                            | Hiroshi Kitamura                                  | Texture & Finishing  |
| Martin Parsons                                   | Martin Parsons                                    | Upstyling  |
| Peter Coppola Beauty                             | WolffBehr   | Cutting & Blowouts   |
| Pivot Point                                      | Jason Russell & Daniel Dunworth                   | Cutting & Coloring   |
| Rose Skin Care Products                          | Johanne Clement                                   | Dermaplaning   |
| Skin for Life                                    | Erica Carrasco                                    | Facials and Oxygen Infusionp                                       |
| Sunlights Balayage                               | Candy Shaw  | Balayage   |
| Ted Gibson                                       | Ted Gibson  | Balayage   |
| The Factory                                      | DJ Muldoon  | Cutting  |
| Threading & Glamour                              | Ija Gabriel                                       | Eyebrow Threading  |
| Tomb45   | Chris Bossio, Christian Perez & Matt Gifted_Hands | Men's Grooming - Straight Razor Cutting & Building YouTube Channel |
| Tony Ly  | Tony Ly   | Nails – Acrylic Designs  |

## **COMPETITIONS**

Back by popular demand, this year's attendees can showcase their talents in Hair, Nails, Men's Grooming and Makeup to win some amazing prizes.

Categories for Competitions:

|                       |   |
|-----------------------|---|
| <b>Hair</b>           | Hair Braiding – Coachella Theme and Women's Styling & Finishing   |
| <b>Nails</b>          | 3-D Nail Art – Reptile Theme, Soak-Off Gel Application, Sculptured Stiletto, Fantasy Nail Art – Talking Trees Theme and Salon Success |
| <b>Men's Grooming</b> | Fades and Designs & Patterns  |
| <b>Makeup</b>         | Fantasy, Bridal, Runway/Glamour and Special Effects   |

For more information visit [www.premiereorlandoshow.biz](http://www.premiereorlandoshow.biz)

## **SPECIAL EVENTS\*\***

### **STYLIST CHOICE AWARDS**

This year, the Stylist Choice Awards will be our highlighted special event, taking place on Premiere's Main Stage in the Linda Chapin Theater, Sunday June 4<sup>th</sup> at 7:00pm.

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\*\* Additional fee required

## **NAIL TECH NETWORK – ORLANDO SOCIAL**

An event just for nail technicians! For the first time, purchase a Premiere Orlando ticket and a combined Nail Tech Networking event ticket and save on both. This event offers attendees the opportunity to learn something new, meet fellow nail technicians, catch up with old friends, hang out with the NAILS magazine & VIET SALON team, as well as receive a custom tote bag and product samples.

### **TESTIMONIALS**

- “It's the largest show, the easiest to get to, the most attractions in the area around it, the most vendors and classes in one place. You also get to meet the giants of the beauty industry.” – Darlene Hardoon
- “It's a good one stop shop for products and education and the best available glimpse of the industry's future for this price.” – Kym Dudley
- “So satisfied, not only was it fun and educational but I got the chance to make connections with many different companies and got the chance to meet several different people who also work and enjoy our profession. This will become my annual staple. I think everyone who works in beauty should attend to stay current and relevant in this profession” – Milagros Wyche
- “Great time, wonderful experience, entertaining educators...what more could you ask for?” – Jan Ferguson
- “I will attend as long as I can. It is wonderful to be in the environment of likeminded people” - Anonymous
- “I'll be there with bells on. I enjoy this show more and more each year. It's a chance to educate and inspire myself to go farther with my career.” – Anonymous

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If you would like more information about this topic, please contact Jill Kreppein at 800-335-7469 or email [Jill@premiereshows.com](mailto:Jill@premiereshows.com).