

premiere DAYSPA

with spa business forum

FOR IMMEDIATE RELEASE

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PAMPER YOUR CAREER WITH PREMIERE

Experience Premiere DAYSPA, June 3 – 5, 2017

Orlando, FL, March 24, 2017 – Premiere DAYSPA co-located with Premiere Orlando, showcases the latest and most important trends of the spa industry. Offering the education you need to succeed, spa and salon professionals are encouraged to take the time out of their busy schedules and pamper their career by attending Premiere DAYSPA. Co-locating with the largest show in the industry, spa professionals can indulge in some of the more than 600 complimentary classes offered. Experience over 7 acres of exhibit floor space featuring more than 800 exhibitors – including a section dedicated just to spa professionals. Professional makeup artist can show off their skills in one of the makeup competitions and compete for some amazing prizes. Unique for Florida licensed and nationally certified massage therapists, the massage therapy program provides the opportunity for licensed massage therapists to earn up to 12 Live CE credits. Renew your passion for the industry you love and purchase a show pass today by visiting www.premierdayspa.biz, your career deserves it.

FEATURED ESTHETICS EDUCATION

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, Margaret 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, Image Skincare, Minkys, Repêchage and many more. Spa professionals are also encouraged to check out the exhibit floor for additional educational opportunities from spa favorites such as Timeless by Pevonia®, Éminence Organic Skin Care and G.M. Collin, plus many more.

THE MAKEUP SOURCE

This year's educational line-up 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, Ché Cosmetics, Gabriel Productions and CARA Cosmetics International, Inc include creative art, bridal, everyday artistry, 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 Beauty, Pinnacle Cosmetics and Morphe Brushes booths just to name a few, to restock their tool kits and stay up-to-date on the latest trends.

MAKEUP COMPETITIONS

Last year, Premiere DAYSPA launched makeup competitions and within weeks the competitions were sold out. This year to meet demand, Premiere DAYSPA has doubled the number of competitions providing professional makeup artists the opportunity to compete in four new categories; bridal, fantasy, runway/glamour and special effects. Competitors are encouraged to showcase their artistry by bringing their imagination to life. For rules, regulations and registration, visit www.premierdayspa.biz.

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 pass purchase. This year, Premiere DAYSPA has doubled the class offerings allowing massage therapists more diversity in class selection.

Massage Therapy Program Schedule:

Day & Time	Company	Class
Saturday 11:00a – 1:00p	Central Florida School of Massage Therapy	Assessment and Massage Contrast Treatment of the Knee
Saturday 11:00a – 1:00p	Touch Education	Rapid Relaxation Techniques
Saturday 2:00 – 4:00p	Central Florida School of Massage Therapy	Assessment and Massage Contrast Treatment of the Shoulder
Saturday 2:00 – 4:00p	Touch Education	Intro to Crano-Sacral
Sunday 10:00a – 12:00p	Performance Health	Aromatherapy 101
Sunday 10:00a – 12:00p	CosmicFlower Aromatherapy, Inc	Meditation Massage
Sunday 2:00 – 4:00p	Performance Health	Creating Signature Treatments for Massage Therapists
Sunday 2:00 – 4:00p	CosmicFlower Aromatherapy, Inc	Detox Massage
Monday 10:00a – 12:00p	Bamboo-Fusion®	Warm Bamboo Massage and Pain Management
Monday 10:00a – 12:00p	Saltability	Intro to SALTABILITY
Monday 2:00 – 4:00p	International Institute of Reflexology	Professional Reflexology in your Business
Monday 2:00 – 4:00p	The MLD Institute Int'l	MLD in the NFL

Premiere DAYSPA will be co-locating with Premiere Orlando, hosted at the Orlando/Orange County Convention Center, Saturday, June 3 – Monday, June 5; with education being offered all three days and the exhibit floor open Sunday and Monday. For more information about the fantastic educational line up or to purchase show passes, visit www.premieredayspa.biz. Attendees are also encouraged to follow Premiere DAYSPA on Facebook and Premiere Orlando on Facebook, Instagram or Twitter for updates.

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If you would like more information about this topic, please contact Jill Kreppein at 800-335-7469 or email Jill@premiereshow.com.