

# premiere DAYSPA

with spa business forum

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**FOR IMMEDIATE RELEASE**  
 July 24, 2017

## PREMIERE DAYSPA DELIVERED ON THEIR PROMISE PREMIERE DAYSPA & PREMIERE ORLANDO JUNE 3-5, 2017

Orlando, FL, July 24, 2017 | This year, the co-locating shows, Premiere Orlando & Premiere DAYSPA promised to take things up a notch and they delivered with an invigorating show. 58,600 beauty professionals from across the globe gathered at the Orange County Convention Center, in Orlando, Florida for the three-day event (June 3 - 5, 2017) to learn from the star-studded educational lineup and experience the largest exhibit floor in the industry.

### EDUCATION



Quyen Nguyen from Évalash offering education on the perfect 3D Brows

The safety and health of clients is always a top concern for elite beauty professionals and this year Premiere DAYSPA offered 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 learned 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. Newcomer to Premiere DAYSPA's educational line-up, 2016 NAHA Makeup Artist of the Year, Isidro Valencia offered an amazing class on the artistry of makeup that left artist amazed and inspired. With the focus to offering the education you need to succeed, hundreds of Florida massage therapists took advantage of the excellent education

provided by the Central Florida School of Massage Therapy, Touch Education, Performance Health, CosmicFlower Aromatherapy, Inc, Bamboo-Fusion®, Saltability, International Institute of Reflexology and The MLD Institute International and earned their live CE hours at the show.

### COMPETITIONS

Competitions at Premiere Orlando are a favorite to catch on the exhibit floor during the show and this was no exception. The extremely talented competitors showcased their skills with the largest viewing audiences, the show has ever seen. This year, there were four sections of competitions: Hair, Men's Grooming, Makeup Application and Nails that allowed professionals from across the industry the opportunity to win some fantastic prizes.



Bridal Makeup Competition Winners  
 From left to right: Natalia Rosado (2<sup>nd</sup> Place), Natalia's Model, Nicole Apple (1<sup>st</sup> Place), Nicole's Model, Melissa's Model and Melissa Herron (3<sup>rd</sup> Place)

### 2017 Makeup Competition Winners:

Bridal Makeup	Runway	Fantasy	Special Effects
1 <sup>st</sup> – Nicole Apple	1 <sup>st</sup> – Natalia Rosado	1 <sup>st</sup> – Baylee Asbill	1 <sup>st</sup> – Melissa Herron
2 <sup>nd</sup> – Natalia Rosado	2 <sup>nd</sup> – Vasilika Mancini	2 <sup>nd</sup> – Yaharia Perez	2 <sup>nd</sup> – Kristina Merza
3 <sup>rd</sup> – Melissa Herron	3 <sup>rd</sup> – Clara Murrargarra	3 <sup>rd</sup> – Stefania Costanzo	3 <sup>rd</sup> – Migdalia Rodriguez

## THE INDUSTRY SHOWED LOVE

At this year's show, Premiere Orlando wanted to remember and honor the 49 lost at last year's Pulse Night Club tragedy and the show's attendees responded beautifully. On Sunday afternoon, Premiere honored the family of salon owners, Juan P. Rivera and his partner, Luis Daniel Conde on Main Stage by presenting them with a momentum of love from the beauty industry. Additionally, Premiere created a unique show shirt that was designed to showcase love and solidarity, which sold out by Sunday afternoon. Premiere is happy that they were able to raise several thousands of dollars that will be donated to The Center, the Orlando LGBTQ Community Center!



Premiere's staff wearing this year's show shirt to show support.

## EXHIBIT FLOOR

From corner to corner, across the 7.3-acre exhibit floor with more than 850 exhibiting companies, the raw energy and passion were contagious. At this year's show attendees were able to shop and learn from some of the best brands in the industry, including: Circadia by Dr. Pugliese, Éminence Organic Skin Care, FarmHouse Fresh, Repêchage, Satin Smooth, Timeless by Pevonia® just to name a few.



Attendees shopping at the adorable FarmHouse Fresh booth

## MISSING THE EXCITEMENT OF THE SHOW?

Have no fear, Premiere Show Group is also hosting two regional shows in October, Premiere Beauty Classic in Columbus, Ohio (October 15 & 16) and Premiere Birmingham in Birmingham, Alabama (October 22 & 23) for more information on these shows, visit [premiereshows.com](http://premiereshows.com).

## PLAN AHEAD FOR 2018

If you can't wait to walk the red carpet again next year or missed this year's show, make sure to plan ahead for 2018. Here are Premiere's top five tips for making sure you make the best out of next year's show:

1. Mark your calendars and schedules for the show.  
Premiere DAYSPA 2018 will be June 2 - 4
2. Follow Premiere DAYSPA on Facebook for highlights from this year's show and exclusive updates for future events.
3. Request to have a Show Preview mailed directly to you by visiting [www.premiereorandoshow.biz](http://www.premiereorandoshow.biz)
4. Book your hotels early - hotels for 2018 are already available on Premiere's website or by calling Premiere's official housing partner onPeak at 855-992-3353
5. Put Premiere DAYSPA Show Passes on your Holiday Shopping List, your career will thank you. Show Passes will go on sale in December.