



#### SHOW PROGRAM 3<sup>RD</sup> EDITION 125+ BOOTHS / 80+ LECTURES

### Esthétique SPA International THE NORTH AMERICAN CONFERENCE FOR ESTHETICS, SPA & MEDICAL SPA PROFESSIONALS **MEDICAL SPA PROFESSIONALS**

2012 APRIL 15 & 16 THE VENETIAN/SANDS EXPO - HALL B

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**BOOTH # 702** 

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Class Schedule

SUNDAY APRIL 15 1:30-2:20PM, ROOM #304 "Learn How to Earn Big \$\$\$ Removing All Types of Skin Growths"

MONDAY APRIL 16 1:30-2:20PM, ROOM #304

> "Cell Wave Micro-current with LED Photodynamic Therapy"

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# Why Attend ESI Las Vegas?

"38% of trade show attendees consider education sessions the most important component of the entire exhibition." — Center for Exhibition Industry Research

Spa professionals gather at ESI Las Vegas for practical business solutions, trend information and the latest offerings and insights from leading industry suppliers. Celebrating its third year, ESI Las Vegas features the most comprehensive educational program for spa and skincare professionals. Our roster of speakers includes the industry's top educators and thought leaders.

# FOR ONLY

#### WE BRING YOU TWO FULL DAYS

of education focusing on management, marketing and technical skills that will raise the bar for your entire team.

#### **REAP THE BENEFITS:**

- Learn new skills you can apply to your specific profession.
- Take your career to the next level with our extensive spa management and medical esthetics education.
- Network with your peers and gain intimate access to top industry experts.
- Enjoy all the entertainment and excitement Las Vegas has to offer!

Spa owners and managers, estheticians, and medical professionals can rely on ESI for access to suppliers that will keep them at the forefront of their field.

#### ESI LAS VEGAS HIGHLIGHTS INCLUDE:

- Interactive Exhibit Hall with 120+ booths and 60+ exhibiting companies
- More than **55 Professional** Development Seminars featuring
   business and technical skills
   for resort spas, day spas and
   esthetics practices and medical
   professionals
- More than **20 Hands-on** Manufacturer Educational classes
- All-inclusive **\$50 fee** for education and show floor comprehensive

#### PRE-REGISTER BY APRIL 11 AND SAVE 50%!

Use the form in this brochure (p. 15) or pre-register online by APRIL 11, 2012 at www.spashowusa.com or 1-866-772-7469

Pre-Registration price: \$50 On-site registration: \$75

Your I.D. badge will be mailed prior to the event. Sorry, no refunds

1-866-772-7469

# *Welcome* to ESI's LAS VEGAS 2012 Conference

# About The Event

#### LAS VEGAS CONFERENCE

ESTHÉTIQUE SPA INTERNATIONAL THE VENETIAN/SANDS EXPO EXHIBITION HALL B APRIL 15-16, 2012 **SUNDAY APRIL 15** 9:00 a.m. to 6:00 p.m.

#### MONDAY APRIL 16 9:00 a.m. to 4:00 p.m.



#### **ESI LAS VEGAS MOBILE APP**

ESI has partnered with GoMobileNow to provide up-to-the-minute information to attendees via a Mobile App. Features include Conference Registration, Schedule of Events, List of Speakers, Floor Plan, List of Exhibitors and GPS locator.

Download our FREE interactive Trade Show Mobile Application from Apple Itunes or Android Market. Search for: *ESI Las Vegas Trade Show*.

#### NEW WEBSITE AND SOCIAL MEDIA

ESI Las Vegas now has its own website, complete with full conference information, online registration and a blog. The blog features spa trends, spa management and spa marketing insights from ESI Las Vegas Speakers and exhibitor partners.

Take a look www.spashowusa.com

NO CHILDREN ALLOWED - Please note that attendees must be aged 16 and over to be admitted to ESI Conferences.

Should you have a comment or a suggestion, please feel free to share it with us by sending us an email at info@spashowusa.com



#### HOTEL ACCOMMODATION

THE VENETIAN RESORT HOTEL CASINO (attached to Convention Center)

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Online Reservations: https://resweb.passkey.com/go/esi12 The Venetian is one of the "all-suite" Las Vegas hotels and the world's largest five diamond resort and casino. The Venetian sets the standard for four-star Las Vegas hotel accommodations

The Venetian Las Vegas was named Best Luxury Hotel for 2009-2010 by Thomas Cook

# Seminar & Class Schedule



# *Sunday* ам

PROFESSIONAL DEVELOPMENT SEMINARS
 MANUFACTURER CLASSES

START	SPEAKERS	TOPICS	ROOM	DURATION	PAGE
9:30	Dr. Monika Faulhaber	Rejuvenation Technologies In Skin Care Devices	304	50 min	43
10:30	Carol Phillips	Unlimited Potential - How To Get More From Your Job Than Varicose Veins	103	50 min	35
10:30	Daniel Francoeur	Male Waxing 2012	101	50 min	32
10:30	Jane Crawford and Michael Effler	Yes It Is Possible To Make \$500,000 To A Million With One Room In Your Practice!	104	110 min	29, 31
10:30	Lori Raudnask	Persistence Pays - How Getting What You Want Is Easier Than You Think	106	50 min	36
10:30	Mark Fournier	How To Increase Business By Offering Emotional Wellbeing To Your Spa Clients!	107	110 min	32
10:30	Nina Curtis	Aromatherapy Skin Care: Twelve "Must Have" Essential Oils And Their Use In Your Skin Care Treatments	102	50 min	30
10:30	Rick Duarte	Making Every Dollar Count: In These Tough Economic Times, Are You In Financial Control Of Your Spa?	105	50 min	31
10:30	Daniel Renaud	Sales - Less Talk, More Results: Easy And Effective Techniques That Create Instant Rapport And Increase Your Sensory Acuity Are Available To You Right Now!	302	50 min	45
10:30	Katharin von Gavel	A Step Ahead Making The Most Of Your Pedicure Service	305	50 min	44
10:30	Lisa Wensley	Marketing Anti-Aging for the Instant Facelift	303	50 min	43
10:30	Sonia Boghosian	Micro-Needle Therapy, Nonsurgical Face Lift	304	50 min	42
11:30	Dori Soukup	It's All About The Guest Consultation	102	50 min	37
11:30	Yogita Bouchard	Spa And Salon Business Leadership: Effectively Managing In Today's World	103	50 min	28
11:30	Mindy Terry	Creating An Inspiring Workplace	105	50 min	37
11:30	Doug Coburn	Beyond The Pedicure	106	50 min	28
11:30	Jacques-Lee Pelletier	What Color Is The Skin?	401	50 min	34
11:30	Robb Gorman	The Face Of Man	101	50 min	33

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# Seminar & Class Schedule

# *Sunday* рм

Registered guests of the ESI Las Vegas Conference have access to all lectures listed below **at no additional cost.** 

START	SPEAKERS	TOPICS	ROOM	DURATION	PAGE
1:30	Alvina Ryan	Your Services: From Good To Great!	107	50 min	36
1:30	Carol Phillips	Rock The House Sales Plan	105	50 min	35
1:30	Daniel Francoeur and Robb Gorman	Secrets From The Male Spa: Reaching The Man-Kind	101	50 min	32, 33
1:30	Donna Martin-White	Area Saturation For 50 Ways To Get 50% More New Clients In One Year	104	50 min	33
1:30	Doug Coburn	The Bacial (Back Facial)	102	50 min	28
1:30	Jacques-Lee Pelletier	Tips And Tricks For You And Your Male	401	50 min	34
1:30	Nina Curtis	Wholistic Nutrition For The Skin	106	50 min	30
1:30	Robert Cass	Separate Yourself From The Competition Today	103	50 min	28
1:30	Daniel Renaud	Marketing You Better, Makes Better Business	302	50 min	45
1:30	Debbie Owens	Build Success With Healthy Body Wraps	303	50 min	47
1:30	Lana Yu	Learn How To Earn Big \$\$\$ Removing All Types Of Skin Growths	304	50 min	45
1:30	Vicki Malo	The Population Is Aging. Are You Ready For Their Feet?	305	50 min	44
2:30	Jane Crawford	Marketing The Right Services Will Maximize Your Profits!	105	50 min	29
2:30	Michael Effler	Designed To Lead: Spas That Make Millions	106	50 min	31
2:30	Michael Tompkins	Using Electronic Media And Local Community To Boom Your Brand!	104	50 min	38
2:30	Mindy Terry	Signature By Design	107	50 min	37
2:30	Stacy Conlon	Wellness Works: How To Effectively Implement Wellness Programs Into Your Spa	103	50 min	29
2:30	Tanya Palladina	Infection Control Starts With Awareness	102	50 min	34
2:30	Louis Silberman and Carolyn Heyland	How To Become A Cosmetic Laser Technician And Build Your Business	303	50 min	46
2:30	Margarita Saian	Non-Surgical Face Lift, Neck Lift, And Collagen Infusion Therapy Achieved Through Galvanic, Microcurrent, Infrared Technology And Natural Clinical Peptide Products	305	50 min	46
2:30	Normajean Fusco	Antibacterial/Antimicrobial Nufree <sup>®</sup> finipil <sup>®</sup> Total Body Hair Removal	302	50 min	44
2:30	Sheila Malmanis	Know What To Look For In Skin Care? Learn Correct Percentages, Hottest Ingredients & Delivery Systems!	101	50 min	42
2:30	Sonia Boghosian	Peel And HealThe Dramatic Results Of Moderate To Severe Skin Peels & Post Peel Treatments	304	50 min	42
3:30	Renato Saltz, MD, FACS	Blending Cosmetic Medicine With Medical Spas & Integrated Centers	104	50 min	36

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Seminar & Class Schedule



Молдау ам

PROFESSIONAL DEVELOPMENT SEMINARS
 MANUFACTURER CLASSES

START	SPEAKERS	TOPICS	ROOM	DURATION	PAGE
9:30	Dr. Monika Faulhaber	Rejuvenation Technologies In Skin Care Products	304	50 min	43
9:30	Lisa Wensley	Marketing Anti-Aging for the Instant Facelift - Advanced	303	50 min	43
9:30	Normajean Fusco	Antibacterial/Antimicrobial Nufree® finipil® Total Body Hair Removal	302	50 min	44
10:30	Carol Philips	What's In Store: Lessons From Big Box Retailers	104	50 min	35
10:30	Daniel Francoeur	Male Waxing 2012	102	50 min	32
10:30	Dori Soukup	Goodbye Poor Performance, Hello Pay Raise	103	50 min	37
10:30	Lori Raudnask	Mastering The Art Of Beating Burnout So You Can Live A Lifetime Of Sustainable Success	s 105	50 min	36
10:30	Mark Fournier	How To Increase Business By Offering Emotional Wellbeing To Your Spa Clients!	107	110 min	32
10:30	Nina Curtis	Aromatherapy Skin Care: Twelve "Must Have" Essential Oils And Their Use In Your Skin Care Treatments	106	50 min	30
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10:30	Daniel Renaud	Sales - Less Talk, More Results: Easy And Effective Techniques That Create Instant Rapport And Increase Your Sensory Acuity Are Available To You Right Now!	302	50 min	45
10:30	Ryan Maloney	Evaluation Of The Utility Of Low-Level Laser Therapy For Non-Invasive Body Contouring	303	50 min	47
10:30	Sonia Boghosian	Botox Alternative/Nonsurgical Facelift With Micro-Needling: The Latest In Skin Care	304	50 min	42
10:30	Vicki Malo	The Population Is Aging. Are You Ready For Their Feet?	305	50 min	44
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11:30	Jacques-Lee Pelletier	What Color Is The Skin?	401	50 min	34
11:30	Michael Effler	The Art Of Reinvention: Designing For Your Spa's Success In Today's Marketplace	105	50 min	31
11:30	Mindy Terry	Signature By Design	103	50 min	37
11:30	Robb Gorman	The Face Of Man	102	50 min	33
11:30	Robert Cass	Marketing To Be Profitable, Steps 1 To 10	104	50 min	28

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1:30	Donna Martin-White	Mobile Tactics (Be Listed Above All Competition On The Web)	103	50 min	33
1:30	Jacques-Lee Pelletier	Tips And Tricks For You And Your Male	401	50 min	34
1:30	Jane Crawford	Are You Tired, Bored Or Burned Out As A Spa Esthetician? Explore A New Horizon: Medical/Clinical Esthetics	102	50 min	30
1:30	Michael Tompkins	Using Electronic Media And Local Community To Boom Your Brand!	105	50 min	38
1:30	Sasha Parker	Growing Your Esthetics Spa By Integrating Medical Esthetics Procedures	104	50 min	34
1:30	Yogita Bouchard	Lethal Mistakes Every Spa Must Avoid	107	50 min	28
1:30	Daniel Renaud	Marketing You Better, Makes Better Business	302	50 min	45
1:30	Lana Yu	Cell Wave Micro-Current With LED Photodynamic Therapy	304	50 min	45
1:30	Louis Silberman and Carolyn Heyland	How To Become A Cosmetic Laser Technician And Build Your Business	303	50 min	46
1:30	Margarita Saian	Newest Clinical Hyperpigmentation Treatment From The Anti-Aging Experts! Non-Toxic Alternatives To Hydroquinone That Safely Whiten And Brighten The Complexior	305 n	50 min	46
2:30	Alvina Ryan	Your Services: From Good To Great!	103	50 min	36
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2:30	Tanya Palladina	Infection Control Starts With Awareness	104	50 min	34
2:30	Sonia Boghosian	Skin Care Of The Future: Cryo-Therapy, Cell Therapy - Today's Most Advanced Treatments	304	50 min	42



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#### **Esthétique SPA International**

THE North American Conference for Esthetics, Day Spa, Resort Spa and Medical Spa Professionals

Honorary Conference President Sonia Boghosian

Event Director Bernard Renaud

Event Manager Robert Lamarche

**Editing** Contento Marketing TNT Communications

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#### Esthétique SPA International

(6328172 Canada Inc.) 103 - 14056 Curé-Labelle Mirabel, Québec CANADA J7J 1L6

Tel.: (450) 434-4738 Toll Free: 1 (866) SPA-SHOW (772-7469) Fax: (450) 435-2027 E-mail: info@spashowusa.com

#### **Esthétique SPA International**

Lsa Vegas Conference The Venetian/Sands Expo — Hall-B 3355 Las Vegas Blvd. South, Nevada 89109 April 15-16, 2012

On-site Registration (cash only): US\$75

### PRE-REGISTER by APRIL 11, 2012 AND SAVE 50%!

Use the form in this brochure or pre-register online at www.spashowusa.com and pay only US\$50.

Must be 16 or over to be admitted on site.

# ESI's Las Vegas 2012 Conference

ESI Las Vegas is the premier spa and esthetics event in North America. The comprehensive educational program featuring Professional Development Seminars from renowned industry leaders is dedicated to spa owners, managers, estheticians, massage therapists and medical professionals looking to expand their services.

#### 4 About The Event

Everything you need to know to take full advantage of this unique opportunity to upgrade your skills and knowledge – and increase your profits!

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Visit our NEW website www.spashowusa.com to get a glimpse of what the Conference has in store for you and follow us on Facebook!

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Sunday 10:30 a.m. Sunday 2:30 p.m.

Monday 2:30 p.m.

Micro-Needle Therapy, Nonsurgical Face Lift

Peel And Heal... The Dramatic Results Of Moderate To Severe Skin Peels & Post Peel Treatments

Monday 10:30 a.m. Botox Alternative/Nonsurgical Facelift With Micro-Needling: The Latest In Skin Care

> Skin Care Of The Future: Cryo-Therapy, Cell Therapy - Today's Most Advanced Treatments



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# Word From The President

# The *"Must-See"* Show In Vegas For Beauty and Wellness Professionals



Sonia Boghosian

On behalf of the entire Esthétique Spa International team, welcome to ESI Las Vegas! For more than 20 years, ESI has produced the premier spa and esthetic events in North America. 2012 marks the trade event's third year in Las Vegas.

ESI Exhibitors view the conference as a "key strategic vehicle for growth" and one of their best returns on investment. The hallmark of the show is a commitment to quality customer service and personal touch that you will not find at any other tradeshow. We are committed to addressing your unique needs and commit to go "above and beyond" and make sure you have a successful show.

ESI has always brought you experts from around the world to provide you with information on the latest procedures and upcoming trends. This year, the ESI team has added even more world-renowned speakers to its roster, to ensure that all segments of our industry are covered. As always, ESI has made a commitment to the industry by providing more than 55 professional development sessions with 20 top industry educators as well as hands-on education through manufacturers' classrooms.

Some of ESI's current initiatives include the expansion of the educational programs to include 4 Summits: Advanced Esthetics, Day Spa, Resort Spa and Medical Spa; the addition of private meeting suites to enable exhibitors to showcase new products to important prospects; and the development of a mobile app to make the planning experience stress-free. ESI partnered with GoMobileNow to provide up-to-the-minute information to attendees via a Mobile App. Features will include Conference Registration, Schedule of Events, List of Speakers, Floor Plan, List of Exhibitors and GPS Locator.

Thank you for joining us at The Venetian/Sands Expo Hall in Las Vegas April 15-16, 2012. Your team will come back with new skills to improve marketing, customer services, treatment protocols, and much more

Sonia Boghosian Honorary Conference President

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Esthétique SPA International LAS VEGAS CONFERENCE **APRIL 15-16, 2012** 

### Pre-Register by **APRIL 11, 2012** AND SAVE 50%!

You may also register on site, on either day of the event, at the cost of US\$75.00 per person. On-site registration must be paid CASH.

There will be an UNLIMITED SUPPLY of tickets for sale ON-SITE each day of the conference.

All sales are final: No refunds, no replacements. Tickets are non transferable: Resale prohibited; no name change, NO EXCEPTIONS.

#### **PRE-REGISTRATION INFORMATION**

- 1. Esthetician 14. Plastic surgeon 2. Electrologist 3. Massage therapist 4. Other Spa therapies 5. Manicure 6. Pedicure 7. Makeup artist 8. Nail technician 9. Hair care professional 10. Salon/Spa owner 11. Manager 12. Manufacturer
  - 15. Dermatologist 16. General practice 17. Student 18. Spouse, companion 19. Employee 20. Laser hair removal 21. Nurse 22. Chiropodist/Podologist 23. Chiropractor 24. Ob/Gyn
  - 25. Physiotherapy
- 13. Distributor

All pre-registration forms received after the pre-registration deadline will be rejected. NO EXCEPTIONS.

Please note that NO PERSONAL CHECKS and NO POST-DATED CHECKS will be accepted for pre-registration or on-site. Pre-registration forms must be accompanied by **BUSINESS or SCHOOL CHECKS. MONEY ORDER or valid CREDIT CARD information.** 



**Esthétique SPA International** Tel.: 450-434-4738 Fax: 450-435-2027 Toll free: 1-866-SPA-SHOW (772-7469)

# Pre-Registration

Fill in this form and mail to: ESI, 103 - 14056 Curé-Labelle, Mirabel, Ouébec CANADA J7J 1L6 or fax to: 450-435-2027 or register online: www.spashowusa.com

#### Please register me and my guests NOW for ESI's LAS VEGAS 2012 CONFERENCE at US\$50.00 per person.

Your ID badges will be mailed to you prior to the event. Sorry, no refunds.

Company Name:		
Address:		
City:	Province or State:	
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E-mail:		
Please list name and corresponding category na are registering (including yours):	umber for person you	
Name:	Cat.:	
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# THE NORTH AMERICAN CONFERENCE FOR **ESTHETICS**, **SPA** & **MEDICAL SPA** PROFESSIONALS

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MONTREA

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Esthétique

International

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#### QUÉBEC

Centre des Congrès de Québec May 6 & 7, 2012

### CALGARY

BMO Centre November 4 & 5, 2012

#### VANCOUVER

Vancouver Convention Centre February 24 & 25, 2013

Contact us for information or reservations 1866 772-7469 or www.spa-show.com

# Seminars & Classes

# ESI Seminars and Classes



Professionals who attend ESI's Conferences all share a common goal: to increase their knowledge and business acumen in order to ensure their establishment's or their career's continued success. Not everyone, however, can spare the time to browse and plan their itinerary in advance. So whether your primary topic of interest is **Advanced Esthetics, Day Spas, Medical Spas** or **Resort Spas**, ESI has put together a Summit featuring high-end educational seminars that are sure to fit your needs (p. 22).

Our **Professional Development Seminars** (p. 28) are led by world class experts in their fields, who have been specially invited to join us and share their knowledge with you.

**Manufacturer Classes** (p. 42) are given by top notch educators from companies that take part in your everyday business by supplying you with product and equipment, and provide additional support through classes and workshops.

All seminars and workshops presented at ESI Events have been carefully selected to cover a wide range of subjects of interest for professionals and managers working in the beauty and wellness industry. Guest speakers and company educators share their knowledge and savoir-faire to help you attain your growth objectives — both your own and your company's.

#### ESI Summits p. 22

Advanced Esthetics p. 22 Day Spas p. 23 Medical Spas p. 24 Resort Spas p. 25

#### Professional Development Seminars p. 26

A summary of trends and issues our world renowned industry leaders have come to share with you; followed (starting on p. 28) by more detailed information on our lecturers and their respective sessions.

#### Manufacturer Classes p. 40

An alphabetical list of companies offering lectures and workshops at this year's show, providing you with a quick overview of topics covered so you can pick the ones that are most suited to your needs and zoom in on the more detailed info that follows (p. 42).

# Advanced Esthetics Summit

Sunday & Monday - Room 102

Discover new frontiers in skin care chemistry at the Advanced Esthetics Summit. This is your chance to take your career to the next level by becoming educated on the "latest and greatest" in esthetic techniques and equipment.

- · Discover hot new ingredients and how to market them
- · Learn what treatment protocols will produce a higher conversion rate
- Stay abreast of progressive esthetic protocols and equipment





10:30 AM Aromatherapy Skin Care: Twelve "Must Have" Essential Oils And Their Use In Your Skin Care Treatments with Nina Curtis (details on p. 30)





10:30 AM Male Waxing 2012 with Daniel Francoeur (details on p. 32)

**11:30 AM The Face Of Man** with Robb Gorman (details on p. 33)



1:30 PM Beyond The Pedicure with Doug Coburn (details on p. 28)

11:30 AM

It's All About The

with Dori Soukup (details on p. 37)

**Guest Consultation** 



1:30 PM

Are You Tired, Bored Or Burned Out As A Spa Esthetician? Explore A New Horizon: Medical/Clinical Esthetics with Jane Crawford (details on p. 29)

#### 2:30 PM Wholistic Nutrition For The Skin with Nina Curtis (details on p. 30)



2:30 PM Infection Control Starts With Awareness with Tanya Palladina (details on p. 34)



# Day Spa Summit

# Sunday & Monday — Room 103

Competition is fierce in the Day Spa market. The Day Spa Summit is designed for Day Spa owners and managers to step up their game by improving their knowledge of spa management, spa marketing and spa retail operations.

- Learn how to compete with the big guys by implementing new generation marketing techniques such as social media
- Take home skills to develop a solid business infrastructure and separate your spa from the competition
- · Gain financial control of your spa by sharpening your benchmarking and forecasting skills

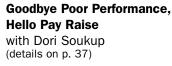
### *Sunдау*



10:30 AM Unlimited Potential – How To Get More From Your Job Than Varicose Veins with Carol Phillips (details on p. 35)



10:30 AM



with Carol Phillips (details on p. 35) 11:30 AM Spa And Salon Business



Spa And Salon Business Leadership: Effectively Managing In Today's World with Yogita Bouchard (details on p. 28)



1:30 PM Separate Yourself From The Competition Today with Rob Cass (details on p. 28)



2:30 PM Wellness Works: How To Effectively Implement Wellness Programs Into Your Spa with Stacy Conlon (details on p. 29)



11:30 AM Signature By Design with Mindy Terry (details on p. 37)



1:30 PM

Mobile Tactics (Be Listed Above All Competition On The Web) with Donna Martin-White (details on p. 33)

2:30 PM Your Services: From Good To Great! with Alvina Ryan (details on p. 36)

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# Medical Spa Summit

# Sunday & Monday — Room 104

Explore new horizons in medical esthetics at the Medical Spa Summit. These sessions are ideal if you are a physician, medical professional seeking spa information, or an esthetician wanting to improve your knowledge of medical procedures.

- Discover the newest innovations in technologies and techniques
- · Identify and market the right services to maximize your profits
- · Learn how to successfully retail products in a medical spa environment





10:30 AM Yes It Is Possible To Make \$500,000 To A Million With One Room In Your Practice! with Jane Crawford



& Michael Effler (details on p. 29, 31)



#### 11:30 AM

1:30 PM

10:30 AM

Marketing To Be Profitable, Steps 1 To 10 with Rob Cass (details on p. 28)

What's In Store: Lessons

From Big Box Retailers

with Carol Philips (details on p. 35)



1:30 PM Area Saturation For 50 Ways To Get 50% More New Clients In One Year with Donna Martin-White (details on p. 33)



(details on p. 33) 2:30 PM Using Electronic Media And Local Community To Boom Your Brand!

with Michael Tompkins (details on p. 38)

#### 3:30 PM

Blending Cosmetic Medicine With Medical Spas & Integrated Centers with Renalto Saltz MD, FACS (details on p. 36)



Monday



2:30 PM Infection Control Starts With Awareness with Tanya Palladina (details on p. 34)

**Growing Your Esthetics** 

**Esthetics Procedures** 

with Sasha Parker (details on p. 34)

Spa By Integrating Medical

MEDICAL SPA SUMMIT

# Resort Spa Summit

Sunday & Monday — Room 105

The Resort Spa Summit offers a variety of seminars that address the key operational challenges faced by today's resort spa directors.

- · Stay abreast of industry best practices to stay competitive in the marketplace
- · Learn how to integrate wellness programs into your spa
- · Market to your local community to increase your bottom line





10:30 AM Making Every Dollar Count: In These Tough Economic Times, Are You In Financial Control Of Your Spa? with Rick Duarte (details on p. 31)

**Creating An Inspiring Workplace** 

11:30 AM

1:30 PM

with Mindy Terry

with Carol Philips

(details on p. 35)

(details on p. 37)



#### 10:30 AM

Mastering The Art Of Beating Burnout So You Can Live A Lifetime Of Sustainable Success with Lori Raudnask (details on p. 36)

#### 11:30 AM

The Art Of Reinvention: Designing For Your Spa's Success In Today's Marketplace with Michael Effler (details on p. 31)

#### 1:30 PM

Using Electronic Media And Local Community To Boom Your Brand! with Michael Tompkins (details on p. 38)



2:30 PM Marketing The Right Services Will Maximize Your Profits! with Jane Crawford (details on p. 29)

**Rock The House Sales Plan** 



#### 2:30 PM

Wellness Works: How To Effectively Implement Wellness Programs Into Your Spa with Stacy Conlon (details on p. 29)

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Whether they've become Conference favorites or they've recently joined the ESI team, all our guest speakers share the same enthusiasm and the same goal: to provide spa and salon managers and staff with an opportunity to increase their knowledge-and their profits!



#### **Yogita Bouchard** Spa and Salon

**Management Consultant** page 28

- Spa And Salon Business Leadership: Effectively Managing In Today's World
- · Lethal Mistakes Every Spa Must Avoid



#### **Robert Cass** Spa and Salon **Management Consultant**

page 28

Marketing To Be Profitable, Steps 1 To 10

 Separate Yourself From The Competition Today



#### **Doug Coburn Foot Care Specialist** page 28

- · Beyond The Pedicure
- The Bacial (Back Facial)



Stacy Conlon Wellness Coach page 29

· Wellness Works: How To Effectively Implement Wellness Programs Into Your Spa



#### Jane Crawford Foremost Authority, First Med-Spa USA page 29

- Marketing The Right Services Will Maximize Your Profits!
- Yes It Is Possible To Make \$500,000 To A Million With One Room In Your Practice! (with Michael Effler)
- · Are You Tired, Bored Or Burned Out As A Spa Esthetician? Explore A New Horizon: Medical/Clinical Esthetics





#### **Nina Curtis** The Esthetician's Esthetician page 30

- Wholistic Nutrition For The Skin
- Aromatherapy Skin Care: Twelve "Must Have" Essential Oils And Their Use In Your Skin Care Treatments

#### **Rick Duarte**

Director of Spa Operations & Development, Sundara Inn & Spa page 31

• Making Every Dollar Count: In These Tough Economic Times, Are You In Financial Control Of Your Spa?

#### Michael Effler

**Premier Spa Designer** page 31

- · Designed To Lead: Spas That Make Millions
- Yes It Is Possible To Make \$500,000 To A Million With One Room In Your Practice! (with Jane Crawford)
- The Art Of Reinvention: Designing For Your Spa's Success In Today's Marketplace

#### **Mark Fournier**

Human Empowerment Expert, Master Life Guide page 32

· How To Increase Business By Offering Emotional Wellbeing To Your Spa Clients!

#### **Daniel Francœur** Owner of Bodé Spa, serving the male clientele page 32

- Male Waxing 2012
- Secrets From The Male Spa: Reaching The Man-Kind (with Robb Gorman)



# **Our** Top Industry Speakers



#### **Robb Gorman**

Esthetician, Men's Skincare Specialist page 33

- Secrets From The Male Spa: Reaching The Man-Kind (with Daniel Francoeur)
- The Face Of Man



#### **Donna Martin-White Marketing Consultant** page 33

- Area Saturation For 50 Ways To Get 50% More New Clients In One Year
- Mobile Tactics (Be Listed Above All Competition On The Web)



#### Tanya Palladina **Infection Control Specialist**

page 34

· Infection Control Starts With Awareness

National Trainer Custom Fillers / Botox

**Integrating Medical Esthetics Procedures** 





#### Lori Raudnask

**Professional Speaker, Author** page 36

- · Persistence Pays How Getting What You Want Is Easier Than You Think
- Mastering the Art Of Beating Burnout So You Can Live A Lifetime Of Sustainable Success

#### **Alvina Ryan**

Professional Coach, Massage Therapist page 36

• Your Services: From Good to Great!









## **Renato Saltz, MD, FACS**

**Board Certified Plastic Surgeon** Past President of ASAPS Medical **Director, Spa Vitoria** page 36

· Blending Cosmetic Medicine With Medical Spas & Integrated Centers

#### Dori Soukup

Spa Business Development Specialist page 37

- It's All About The Guest Consultation
- · Goodbye Poor Performance, Hello Pay Raise

#### Mindy Terry

**Resort Spa Expert** page 37

- · Creating An Inspiring Workplace
- Signature By Design

#### **Michael Tompkins** President, Miraval Resorts page 38

 Using Electronic Media And Local Community To Boom Your Brand!



# **Jacques-Lee Pelletier**

**Professional Makeup Artist** page 34

· Growing Your Esthetics Spa By

• What Color Is The Skin?

Sasha Parker

page 34

• Tips And Tricks For You and Your Male



#### **Carol Phillips** Spa Sales & Marketing Consultant page 35

• What's In Store: Lessons From Big Box Retailers

- Rock The House Sales Plan
- Unlimited Potential How To Get More From Your Job Than Varicose Veins



#### **Spa And Salon Business Leadership: Effectively Managing In Today's World** Sunday 11:30 a.m. Room 103

Ever get frustrated when your staff doesn't follow the rules? They should know better, but they don't act like it. Come to this leadership session and we will share the secrets to making positive change in your business without all the stress. This includes changing operations and sometimes changing people. You do not want to miss this!

#### **Lethal Mistakes Every Spa Must Avoid** Monday 1:30 p.m. Room 107

Buried in the midst of crazy spa and salon operations lurk grave errors in judgment that many owners and operators make. Attend this session and learn the 10 most terminal decisions that are easy to make and the ways to avoid them.



#### **YOGITA BOUCHARD**

Yogita Bouchard is a valued member of the Spaformation team, a leading advisor to the spa industry. Yogita has been a successful entrepreneur in countless aspects of the health and healing professions for more than 25 years. Her service training includes massage therapy, Watsu (aquatic

therapy), Hakomi (a form of body-centered psychotherapy), and the science of yoga. She was co-owner of the Creative Health Institute in Victoria B.C. from 1994 to 1996, and then created Canada's first commercial Watsu facility built in Nelson B.C. at her own Mountain Waters Spa. Yogita developed Mountain Waters Spa into one of Western Canada's finest boutique spas, which she recently sold. She has now joined the Spaformation team to share her unique wealth of knowledge and experience in the spa world, both as an entrepreneur and practitioner. Yogita provides her insights on what any spa owner must master to ensure business success.

#### Separate Yourself From The Competition Today

#### Sunday 1:30 p.m. Room 103

With so many new and existing spa and salon operations, it is difficult for the public to decide where to go. We will discuss the key areas and ways to differentiate yourself from your competition so customers will know you are the right choice for them. You will leave with clear ideas on how you can make changes to your operations and your marketing to make the difference.

#### Marketing To Be Profitable, Steps 1 To 10 Monday 11:30 a.m. Room 104

There are hundreds of different ways to market your business, but not all work or are cost effective. Instead of getting frozen with doubt, join us for this session to learn the top 10 ways to market your spa or salon business while maximizing your profits.



#### **ROBERT CASS**

Spaformation, created and managed by principals Robert and Julie Cass, is a leading spa consulting and training advisor to the spa industry. Spa leaders such as St. Anne's Country Inn and Spa, Nulook Medspa, Avia Spa, U Cosmetic, Stillwater Spa, Langdon Hall Country House Hotel and

Spa, Hockley Valley Resort and The Millcroft Inn & Spa have all chosen to work with Spaformation because of their intimate knowledge and expertise of the spa market. By delivering exceptional results for these, and other clients, Spaformation has continued to earn the respect and trust of the spa community. Robert Cass has led award winning properties including multiple recipients of Canada's 50 Best Managed Private Companies award. He was a founder, director and Vice President of Premier Spas of Ontario. As part of his ongoing dedication to wellness Robert has become a certified facilitator, yoga instructor as well as reiki and Thai yoga massage practitioner.

#### Beyond The Pedicure Sunday 11:30 a.m. Room 106

An excellent choice for students or recent graduates of esthetics: Back in part by popular demand is a more condensed course all about the feet. Douglas will take you on a journey through some of the actions of reflexology and advanced pedicure procedures. He will share his insights about how you can improve your own pedicures. This is an excellent seminar for students, because it will open your eyes to other possibilities in and around this modality of care and ways to find other forms of advanced training.

#### The Bacial (Back Facial)

Sunday 1:30 p.m. Room 102

This is a must-see seminar for those who are attracting and servicing the male client. Doug will take you through some real case studies and demonstrate how you can transform the health of a man's back and restore his skin. Furthermore, he will go deeper into the different signs and problems that affect men, and how we can turn the issue around quickly, offering simple tips and problem-solving solutions.

**28** 1-866-772-7469

**Beyond The Pedicure** Monday 11:30 a.m. Room 106

Same as Sunday

#### The Bacial (Back Facial)

Monday 2:30 p.m. Room 106

Same as Sunday



#### DOUG COBURN

Douglas was the first male to graduate from the Ottawa Academy of Aesthetics and Hair, and as a mature student saw a gap in the industry when it came to men and spas. After co-creating The Little House Spa in rural Ontario, he ventured into the opening and operation and co-ownership

of Canada's largest men's spa, Bodé Spa of Ottawa, Ontario. In March of 2011, Doug proudly opened his new studio in Toronto, M.E. MaleEsthetics.ca, which acts as his base for offering continuing education classes in male esthetics, consulting, writing and spa services in downtown Toronto and beyond. Douglas is a master waxing instructor, public speaker, and educator. He is currently working towards his Bachelor of Science degree in the field of podology, which he hopes to complete in 2012, to better educate others in the modality of foot care.

#### Wellness Works: How To Effectively **Implement Wellness Programs Into Your Spa** Sunday 2:30 p.m. Room 103

Spas represent \$60.3 billion of the \$1.9 trillion global wellness market. The Stanford Research Institute estimates that there are about 289 million wellness consumers in the world's 30 most industrialized and wealthiest countries. Is your spa tapping into this profound wellness market? Wellness is a huge untapped resource for new revenue streams and happier employees at your spa. In this session, learn how to effectively integrate and promote wellness programs such as wellness coaching and wellness workshops. In addition, you will learn innovative ways to increase your client's wellness, employee wellness-and your bottom line.

#### Wellness Works: How To Effectively Implement Wellness Programs Into Your Spa Monday 2:30 p.m. Room 105

Same as Sunday



#### **STACY CONLON**

Stacy Conlon has been in the sales and marketing field for over a decade. Currently, she is Chief Strategy Officer with Contento Marketing Group serving the spa and wellness industries. In addition, Stacy is a Certified Wellness Inventory Coach and is the in-house Wellness

Coach at Senspa in San Francisco. She is known as The Zen Girl in the social media world. Whether it is developing and implementing an effective social media strategy, or providing wellness coaching that supports individuals on their personal path toward optimal health and well-being, Stacy is passionate about helping her clients connect the dots and get results. She is a professional speaker and blogger for SpaTrade.com and Zenfriend.org.

#### Yes It Is Possible To Make \$500,000 To A Million With One Room In Your Practice! with Michael Effler

#### Sunday 10:30 a.m. Room 104

Starting new or adding to a medical spa, wellness or integrated center? This is a presentation you won't want to miss. Enjoy the dynamic synergy between Jane Crawford and Michael Effler as they share the connection between architecture and wellbeing, how to design your space as a platform for profit and determine the most results oriented services and products to maximize your potential. Explore the future, environments that offer a total lifestyle approach to healthy living.

#### Marketing The Right Services Will Maximize Your Profits!

#### Sunday 2:30 p.m. Room 105

As business owners and professional service providers, we are all faced with how to stay afloat in a rough economy. Whether you are operating out of one room, have a medical spa or integrated center, Jane Crawford has mastered the ingredients for success. Come and spend time with Jane in an interactive setting to learn how to design and market profitable services/service programs that maximize your profits. Discover the "cool blue C's" to success.

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#### Are You Tired, Bored Or Burned Out As A Spa Esthetician? Explore A New Horizon: Medical/Clinical Esthetics Monday 1:30 p.m. Room 102

Learn from the pro: Jane Crawford, "Medical Esthetician Extraordinaire". If you are at the top of your game in a day or resort spa or are currently working in a medical environment, come and explore the opportunities for you at the next level. Jane Crawford's enthusiasm and passion for medical esthetics has spanned the globe. As the owner of the first medical spa in the U.S., Jane has trained hundreds of estheticians, nurses and other service providers on the key components that are critical to work in a medical practice, integrated or wellness center.



#### **JANE CRAWFORD**

Jane Crawford is a profit center specialist providing expertise to medical practices and medical spas to optimize revenues. Ms. Crawford is known in the medical and skin care profession as America's foremost medical spa expert.

Ms. Crawford serves on the Education Faculty of the American Society of Aesthetic Plastic Surgeons, is a founding member of the International Medical Spa Association, and is a licensed instructor through the University of South Carolina. She is the owner of Jane Crawford Skin Clinic in Greenville, South Carolina. She has practiced handson esthetic treatments for over 25 years. Her training spans the globe; her approach with her clients is far beyond the generic "Medical Spa-Day Spa service offering". Ms. Crawford provides training for the esthetic and medical industry, she conducts seminars for physicians, practice administrators, spa owners/ managers, estheticians, and nurses across the United States and internationally.

#### Aromatherapy Skin Care: Twelve "Must Have" Essential Oils And Their Use In Your Skin Care Treatments Sunday 10:30 a.m. Room 102

Aromatherapy skin care is one of the most interesting uses of essential oils and it is an entire skin care specialty of its own. This presentation will expose you to the ways in which essential oils affect the skin and its treatment. We will explore twelve specific essential oils and learn how they affect acne prone skin, mature and aging skin, sensitive skin and more. Come and learn how to incorporate aromatherapy and essential oils into your skin care treatments and increase your business profits.

#### Wholistic Nutrition For The Skin

Sunday 1:30 p.m. Room 106

"You are what you eat!" How many times have you heard this saying? Wholistic nutrition for the skin confirms this saying and more. Do you know the best nutrients to clear, tighten and enhance the skin's complexion? Do you know how to change the way you look with wholistic foods? Did you know that it's not what we eat, but what we assimilate that's going to feed the skin from the inside out? This presentation will provide you with the latest information on how to take ten years off your looks with wholistic nutrition and how to share this information with your clients to truly address their skin conditions. Nina Curtis will share her insights on how to eat for your skin type and condition, and give you the skinny on skin detoxification.

#### Aromatherapy Skin Care: Twelve "Must Have" Essential Oils And Their Use In Your Skin Care Treatments Monday 10:30 a.m. Room 106

Same as Sunday

#### Wholistic Nutrition For The Skin

Monday 2:30 p.m. Room 102

Same as Sunday



#### **NINA CURTIS**

Known as the "Esthetician's Esthetician", Nina Curtis has a twenty-five plus year history in the professional personal care and wellness industry, where she is respected as an innovative skin care specialist, educator, lecturer and businesswoman. Originally licensed as a cosmetologist, Ms.

Curtis has obtained certification in aromatherapy, reflexologis, Ms. Curtis has obtained certification in aromatherapy, reflexology, manual lymphatic drainage (MLD), acupressure, energy modalities, reiki, and color light therapy. Recognized as a thought leader, Ms. Curtis writes articles focussing on business, trends, wellness and skin and body care techniques. Through her work with many of the personal care industry leaders, she has been instrumental in the development and execution of training modules and programs for salons and spas. Ms. Curtis has been an advisory board member of the prestigious Spa and Hospitality Management program at UC Irvine, California, and she has provided valuable real-world insight into the business, management, and leadership skills as an instructor of continuing education Spa and Hospitality Management courses.

#### Making Every Dollar Count: In These Tough Economic Times, Are You In Financial Control Of Your Spa? Sunday 10:30 a.m. Room 105

So your spa service levels and scores are where you want them to be... but how is your spa performing financially? As you fight for every dollar you can take away from your competition, do you know when to hit the gas and/or put on the brakes to ensure the profitability of your spa? The key is understanding how your spa lives and breathes financially, taking the time to track your spa's performance on a daily basis and knowing by the 12th of the month if you are on track to meet your financial goals for the month; if not... it's time to react!

#### Making Every Dollar Count: In These Tough Economic Times, Are You In Financial Control Of Your Spa?

Monday 10:30 a.m. Room 101

Same as Sunday



#### **RICK DUARTE**

Rick Duarte has over 27 years of hospitality management experience, his strengths and success have been in taking struggling operations, both financially and in service, making the necessary changes and implementing the systems to put the operation on the road of financial stability and pros-

perity, while freeing up funds to support improving service levels. He will share the tools he uses in his own spa to understand, forecast, anticipate and react to the ebbs and flows of revenues and expenses to ensure budgetary goals are met.

#### Yes It Is Possible To Make \$500,000 To A Million With One Room In Your Practice! with Jane Crawford Sunday 10:30 a.m. Room 104

Starting new or adding to a medical spa, wellness or integrated center? This is a presentation you won't want to miss. Enjoy the dynamic synergy between Jane Crawford and Michael Effler as they share the connection between architecture and wellbeing, how to design your space as a platform for profit and determine the most results oriented services and products to maximize your potential. Explore the future; environments that offer a total lifestyle approach to healthy living.

#### **Designed To Lead: Spas That Make Millions** Sunday 2:30 p.m. Room 106

Learn from the leaders in the industry and discover the secrets to their success: doing what others don't. From passion to profit—actual case studies of our most successful spa projects. International Design Concepts, spa industry experts since 1984, reveal strategies that balance unique design, functionality and profitability.

#### **The Art Of Reinvention: Designing For Your Spa's Success In Today's Marketplace** Monday 11:30 a.m. Room 105

Michael Effler shares 10 tips for creating change to maximize your revenue potential. International Design Concepts reveals inspiring insights from over 25 years of spa design and development. Remake your challenges into opportunities. Discover creative design solutions to take your business to the next level.



#### MICHAEL EFFLER

Michael Effler, founder of International Design Concepts, has designed and developed spas, image centers and wellness facilities for over 25 years. With a love of nature and principles of organic design, Michael based IDC on Bainbridge Island, Washington, in the eco-friendly North-

west, which has long nurtured sustainable resource management. The award-winning IDC design team's unique style is a fusion of world cultures and architectural influences of extensive travel, training and experience. IDC's client list includes luxurious hotels such as the Marriot, Hilton, Trump Towers, Sheraton and Royal Hawaiian Hotels, resorts such as Ocean Reef, Palm Island, La Jolla de Los Cabos; spas including Paul Brown Hawaii, Z Salon & Spa, Pebble Beach, and, most recently, the Chrysalis Inn and Spa. Michael Effler is committed to creating success through building awareness. His business and design savvy has made him a popular featured speaker at international trade shows and management seminars.

#### How To Increase Business By Offering Emotional Wellbeing To Your Spa Clients! Sunday 10:30 a.m. Room 107

This inspirational, interactive 2-hour workshop will give you an opportunity to coach and be coached... for free, while instantly improving your own emotional wellbeing and teaching you how to improve your business and increase your income by adding Life Lift Therapy & Coaching to your spa skills and services!

You'll even receive a graduation certificate for taking this life changing "Introduction to Life Coaching" workshop.

Learn how to reinvent your life, your career, and your entire organization with this industry altering, career-enhancing, life changing, transformational workshop. This comprehensive workshop will show how you can increase your revenues, expand your clientele, improve employee morale and learn to live in a more empowered, happier, peaceful state yourself. You will leave this inspiring workshop feeling better about yourself and your future, and able to decide if Life Coaching is a part of your future or that of your spa. Its exponential growth has shown there is an insatiable demand for Life Coaching, and the spa is the perfect venue for it! Find out what Life Coaching really is, why you'll want to seriously consider adding this lucrative service to your spa menu and how it will improve your own life and increase your bottom line. Life Lift offers the best face lift of all... a smile.

#### How To Increase Business By Offering Emotional Wellbeing To Your Spa Clients! Monday 10:30 a.m. Room 107

Same as Sunday



#### **MARK FOURNIER**

Certified Master Life Coach and cognitive behavioral therapist, Emmy Award-winning TV producer and host, author, columnist and Master Trainer Mark Fournier has spent decades helping spa owners, spa technicians—and their clients—live happier, more peaceful, effective and fulfilling lives.

"Mark Fournier is simply the BEST Life Coach trainer on earth!", says DeeAnn Lensen, advanced esthetic educator, spa consultant, and Life Coach. "I know of no other Life Coaching program that specializes in spa, much less one that is this fast, fun and easy!", adds Kitty Bearden, therapeutic massage specialist and Life Coach. Spa owner Bobby Cordiner agrees: "Mark's program can turn virtually any spa technician into a high-level coach or therapist in just a few weeks because it continues supporting you with every client... forever!"

Spa Finders announced that "Lifestyle" (offering clients greater support such as emotional wellness therapy) will become the next major trend in the spa industry. And it's happening now, through Mark Fournier.

#### Male Waxing 2012 Sunday 10:30 a.m. Room 101

Daniel Francoeur, owner of Ottawa, Canada's wildly successful Bodé Spa for Men and THE source on male grooming and spa care, brings you a 50-minute tour-de-force on male waxing. From choosing the perfect waxes, implementing specialized techniques and client positioning, through the science of advanced aftercare, you will leave with the tools to cement your ability to attain and retain a loyal following of male clients... forever changing the way you work with clients of both sexes.

#### Secrets From The Male Spa: Reaching The Man-Kind (with Robb Gorman) Sunday 1:30 p.m. Room 101

This session will focus on creating an environment where men feel welcome, safe and secure. From proven methods of employing psychology and physicality through logistics and strategies to reach men, teach men and keep men, The Bodé Boys will guide you in cracking open your ability to tap into the fastest growing demographic in the spa and beauty industries. By utilizing specific marketing models (including websites, menus, and literature), creative ways to introduce men to the spa experience and what to do with your male clients once you've got them in the door, 50 minutes can change your business.

#### Male Waxing 2012

Monday 10:30 a.m. Room 102

Same as Sunday

#### Secrets From The Male Spa: Reaching The Man-Kind (with Robb Gorman)

Monday 2:30 p.m. Room 101

Same as Sunday



#### **DANIEL FRANCOEUR**

Sharing his knowledge with professionals across North America, Daniel Francoeur has quickly become the preeminent source for all matters pertaining to male grooming and spa care. Daniel got his start in the spa business 15 years ago, operating Little House Spa, a traditional female-dedicated

business. Over the years, his male clientele grew to over 40%, which led to the launching of a new venture. Bodé Spa For Men, Canada's only spa for men by men, opened its doors in the beautiful Sandy Hill district of Ottawa. Now in its seventh year, the spa has gained an international reputation for its client care and modern-minded approach. Leading the charge, Daniel is not only the spa's owner, he is also a massage therapist (orthotherapist), waxing specialist (trainer) and esthetician. Daniel uses his experience both from a typical spa setting as well as Bodé to share the tales and woes of his male clientele.

1-866-772-7469

#### The Face Of Man Sunday 11:30 a.m. Room 101

Robb Gorman, from Ottawa, Canada's wildly successful Bodé Spa for Men, will discuss the intricacies of working with the male client. From the psychology of interaction, what and how to educate men and the treatment of men's skin to an indepth analysis on the Art of Shaving. By giving you insight and understanding you will be armed with the knowledge to effectively counsel on, and treat, the single biggest skin challenge to The Face Of Man.

#### Secrets From The Male Spa: Reaching The Man-Kind (with Daniel Francoeur) Sunday 1:30 p.m. Room 101

This session will focus on creating an environment where men feel welcome, safe and secure. From proven methods of employing psychology and physicality through logistics and strategies to reach men, teach men and keep men, The Bodé Boys will guide you in cracking open your ability to tap into the fastest growing demographic in the spa and beauty industries. By utilizing specific marketing models (including websites, menus, and literature), creative ways to introduce men to the spa experience and what to do with your male clients once you've got them in the door, 50 minutes can change your business.

The Face Of Man Monday 11:30 a.m. Room 102

Same as Sunday

#### Secrets From The Male Spa: Reaching The Man-Kind (with Daniel Francoeur) Monday 2:30 p.m. Room 101

Same as Sunday



#### **ROBB GORMAN**

Robb Gorman is a certified esthetician, makeup artist, writer and educator who specializes in skin care, waxing and grooming for men. Robb joined the Bodé Spa team in 2010 and has developed a reputation as an authority in the areas of men's skin health and grooming. Travelling across North

America educating on men's skin health, waxing and grooming, Robb's seminars and classes have become crowd favorites, notorious for their humour, insight and frank talk about all things "guy". With 15 years of working with skin, his skill, professionalism, warmth and humour ensures his clients feel welcomed and very much at ease. Robb stands proudly among the rarefied ranks of the male esthetician. "Skin and body care isn't just about looking good," he says. "It's a vital component of overall health and wellbeing. Men haven't had this kind of relationship with themselves, but that's changing. Fast. Education is paramount."

#### Area Saturation For 50 Ways To Get 50% More New Clients In One Year Sunday 1:30 p.m. Room 104

Is your business not generating enough new clients due to competition, or simply by decreased interest in services or products? Or, are all previous marketing ideas you've been given not working quickly enough for you to produce the capital you desire? To be successful every business needs to have a strategic marketing plan, not only for standard growth but to increase on a monthly basis. Without a strategic marketing plan you can waste resources or miss opportunities to increase your business. Donna Martin-White has been teaching marketing techniques that change businesses from average to successful for the last 28 years, receiving rave reviews.

#### Mobile Tactics (Be Listed Above All Competition On The Web) Monday 1:30 p.m. Room 103

The truth is everybody wants their business to be placed first on all Web and mobile search engines, but many haven't taken the time to do so, or don't understand the options available. When it comes down to it, it is all about the mobile tactics to display all your certified on-line profiles, to promote your contact points on Web, Facebook and all mobile devices. There are also a few hidden secrets that work that few are teaching. Join Donna Martin-White who has been teaching marketing techniques in the beauty industry for 28 years, changing businesses from average to successful, receiving rave reviews.

Also, optional 30-minute FREE Business Consultation PER attendee. Must attend class, must schedule consultation by calling 800-717-2566.



#### **DONNA MARTIN-WHITE**

Donna Martin-White, CEO and President of I.S. Marketing Inc., an esthetician since 1983, has 27 years experience in the spa industry. Donna spent eight years apprenticing with world renowned skincare and equipment providers, Pevonia and Cosmopro. Martin-White combined her

marketing background, industry knowledge and entrepreneurial skills to develop I.S. Marketing Service Inc., with five inhouse designers, and a full print facility. I.S. Marketing was the first service of its kind in the world for spas, day spas, medispas and plastic surgeons. Donna's knowledge has proven to be profitable to businesses across the United States, Canada, Puerto Rico, South America, France and Egypt. Martin-White shares her knowledge through speaking engagements across the nation, often receiving standing ovations, always with rave reviews. Donna Martin-White offers over 200 brand new marketing tools a year. From no one else will you learn so much about marketing successfully within your industry.

#### **Infection Control Starts With Awareness**

Sunday 2:30 p.m. Room 102

In this day and age, we must become aware of what could be lurking in our spas and salons. Our clients are becoming more knowledgeable and are asking questions about proper sterilization procedures. Do you know the answers to the questions they are asking? Learn the protocols for sanitation, disinfection and sterilization in a spa environment. Why wait until it's too late? Whether you are providing a \$10.00 service or a \$110.00 service, consistency and proper guidelines when it comes to infection control must be implemented each and every time. Learn what could make your spa—and what could possibly break it. Acquire the right information and get the right reputation.

#### **Infection Control Starts With Awareness**

Monday 2:30 p.m. Room 104

Same as Sunday



#### TANYA PALLADINA

After graduating from George Brown College in Advanced Esthetics, Tanya Palladina studied with the North American School of Podology and in medical esthetics. Currently teaching Advanced Esthetics/Medical Esthetics for George Brown College in Toronto, her goal is to provide

her students with the most current and up-to-date information. With an ever changing and growing industry, Tanya feels the importance of continued education as a vital tool to the success of an individual in the field.

Having previously worked in the airline industry during the SARS (severe acute respiratory syndrome) outbreak in Toronto, in 2003, she decided to start investigating infection control not only to protect herself, but also her co-workers. Now informing estheticians, medical estheticians, makeup artists and anyone that will listen, her goal is to protect her students, protect clients and keep spreading the word on how important infection control is not only in our industry, but in our everyday lives.

#### **Growing Your Esthetics Spa By Integrating Medical Esthetics Procedures** Monday 1:30 p.m. Room 104

Sasha Parker unveils opportunities realized from adding medical esthetic services to your offering, including: upgraded services, one-stop shop, comprehensive approach to beauty and wellness, and increased revenue. She will provide valuable insight on overcoming the challenges associated with medical esthetic procedures, defining which medical esthetic procedures will best fit your business model, planning your medical space, and determining what you need in terms of products, equipment, and staff.



#### **SASHA PARKER**

Sasha Parker, President and Founder of Esthetic Skin Institute, is a successful business owner and "Business Woman of the Year" (2004, 2005, 2006) in Florida. She is an educator, author, speaker, and consultant in the medical and esthetic arenas. She was the original innovator and first trainer

of "medical esthetic hands-on workshops" and has personally trained thousands of medical professionals internationally for over 13 years. Her workshops have brought her national recognition as one of the most reputable, comprehensive and responsible medical esthetic hands-on trainers in the US today. Sasha has been described as a "dynamo of a woman" with an ability to assist her audience in creating visual pictures as she delivers her presentation with passion, great fervor, and fun.

### What Color Is The Skin?

#### Sunday 11:30 a.m. Room 401

What color is the skin and on what do we apply makeup? On the skin?... Oh no, we apply makeup on secretions of the skin, the awesome synergy of dead surface cells, sudation and sebum! Skin is your best ally, and is responsible for 40% of your makeup result! This seminar is about preparing the skin efficiently from A to Z. This seminar is about giving you total control over the skin "surface" to give you a special "edge" in the beauty industry!

#### **Tips And Tricks For You And Your Male** Sunday 1:30 p.m. Room 401

Sometimes reality is sitting on our nose... and so near we can't see it anymore! Let's address the male side of beauty... What, how and where... to better address him if ever, and you... always!

#### What Color Is The Skin? Monday 11:30 a.m. Room 401

Same as Sunday

#### Tips And Tricks For You And Your Male

Sunday 1:30 p.m. Room 401

Same as Sunday



#### **JACQUES-LEE PELLETIER**

Jacques-Lee Pelletier has worked with some of the greatest names in the esthetics and hair business as well as contemporary dance, theater, and contemporary opera. He has brought his magical touch to hundreds of photo shoots and TV ads for a variety of clients such as Clinique, Coty,

Avon, L'Oréal, Maybelline, Clairol, Laboratoire Dr. Renaud, and other beauty giants, as well as Volkswagen, Toyota, Air Canada, and McDonald's, among others.

A favorite of esthetics, hair, and skin care professional shows, Jacques-Lee was the main guest artist for the first American Aesthetic Show in New Orleans, and the featured artist at the Chicago Midwest Beauty Show. He has done seminars and presentations to numerous important venues in the industry; and has represented America at the prestigious International Skin Care Show in Versailles, France. Jacques-Lee has been a collaborator and guest speaker at ESI conferences for over 10 years.

#### Unlimited Potential – How To Get More From Your Job Than Varicose Veins Sunday 10:30 a.m. Room 103

A "simple abundance" style class for spa owners and staff. Do you enjoy getting up and going to work? Find out how to make your day filled with excitement and joy. Do what you love and the money will follow. Discover one thing you can do to blow your competition out of the water. Carol Phillips will share proven techniques for charging up your battery when everyone else is draining your juice. Being in the beauty business is one of the best jobs in the world. Find out how to write your own ticket to success!

#### **Rock The House Sales Plan**

Sunday 1:30 p.m. Room 105

Working with beauty businesses around the globe, Carol Phillips has an inside track on what it takes to run a successful (and might we say profitable) beauty business. Today more than ever, spas and beauty businesses need to rock the house with improved sales. Carol will share proven ways to ignite retail and service sales.

You must have a sales plan in place to launch, grow and fire up your beauty business. Carol's Rock the House Sales Plan will make your cash register ring, even in shaky uncertain economic times. As a result, participants will learn how setting the sales tone in the front of the house determines how much the shopper will (or won't) spend in your spa. Turn over the rock that shows how shoppers are making buying decisions in today's economy. Carol will turn your beauty business upside down when you discover how shoppers are making their purchases.

Reluctant therapist? Carol will share five key reasons your staff does not sell and how you can fix it. Learn what you must do to generate staff sales confidence so they can fast track consumer confidence and trust. Learn ways to drive retail from the back of the house (treatment rooms) to out the front door. Find out how much money you are leaving on the table with every spa guest. Do you really know why guests are not stopping and shopping in your spa retail area? Therapists need to know how to stimulate guest excitement so they are happy to spend more money in your spa. It's time to focus on real results.

#### What's In Store: Lessons From Big Box Retailers

Monday 10:30 a.m. Room 104

Learn valuable lessons from the master retailers. Find out how your business can "borrow" the very best of the best business building ideas. Carol Phillips is always shopping for the hottest retailing trends and techniques. She will share with you proven ways your spa can benefit from master big box retailers such as Victoria's Secret, Wal-Mart, Target, Nordstrom, Disney, Best Buy, Starbucks and tons of others.

#### **Rock The House Sales Plan**

Monday 1:30 p.m. Room 106

Same as Sunday



#### CAROL PHILLIPS

Carol Phillips is a nationally-known keynote speaker, trainer, industry consultant and successful former spa owner. For the past 25 years, she has inspired clients all over the globe to re-focus on working smarter, using their resources at hand to build traffic, sales, and customer loyalty—

especially useful information in today's challenging business climate. Her first book, *In The Bag-Selling in the Salon* has become the gold standard on spa and salon sales training. Carol was on the International Spa Association team that wrote the definitive book, *Retail Spa Management*. Now beauty school students around the world are being trained with the first sales and marketing beauty school curriculum designed and produced by Carol Phillips, BeauteeSmarts for Beauty Schools.

She has been a keynote speaker for all of ESI's shows throughout Canada with standing room only. Attendees have reported doubling their business after putting her tips and techniques to work for them.

#### Persistence Pays – How Getting What You Want Is Easier Than You Think Sunday 10:30 a.m. Room 106

In this 50-minute presentation, Lori Raudnask will cover three key areas: the power of persistence, the power of knowing what you want, and the power of value and appreciation. How can our mindset move us forward or hold us back? How do you develop the skills that you require to have what you want? How do you apply action into your business? How do you motivate yourself and your team? How do you ensure peak and optimal performance? Come to this interactive session to find out.

#### Mastering The Art Of Beating Burnout So You Can Live A Lifetime Of Sustainable Success Monday 10:30 a.m. Room 105

In this interactive session, Lori Raudnask shares 10 burnout beating questions to ask yourself; and discusses what happens to your body when you don't listen to the taps on your shoulder. She will provide you with a quick scaling tool to keep you on the right path, and reveal three things you can do today to help you regain your energy and focus. Knowing your boundaries will help you thrive and avoid burnout.



#### **LORI RAUDNASK**

Lori Raudnask, author of *Persistence Pays* – *How Getting What You Want Is Easier Than You Think*, is a professional speaker who has devoted her life to teaching thousands of people that through persistence they can have anything they want. Yes, she means everything!

Lori is a successful entrepreneur in her own right and has been training companies and individuals around the world for the past several years. Skillfully blending her 11 years of corporate world along with 24 years of professional sales experience where her team generated over 100 million in sales, Lori Raudnask is able to connect with audiences immediately. Her unique coaching style draws the audience into an exhilarating session of information that makes sense. Participants leave with a blueprint that is used to go back to "the business of business", the results are strategies for professional and personal growth that actually work.

#### Your Services: From Good To Great! Sunday 1:30 p.m. Room 107

What does it take to turn your services from good to great? Are you wowing your customers? Do they leave feeling okay, satisfied or extremely satisfied? Is your service distinct and unique or just like the rest? Come prepared to participate, as we will collectively create a great service to use at your spa/salon.

#### Your Services: From Good To Great!

Monday 2:30 p.m. Room 103

Same as Sunday



#### **ALVINA RYAN**

Alvina Ryan has been practicing massage therapy for 18 years. She has a bachelor's degree in Exercise Science with Honors in Athletic Therapy. She worked in various physiotherapy clinics before starting her own private practice in 1997. Alvina was the head massage therapist for the

Montréal Alouettes football team from 1994 to 2008. She has also worked as a teacher and trainer for schools and companies since 1996. Her specialty remains deep tissue massage and sports massage, and she is often asked to teach these techniques at various spas. In 2003, Alvina opened the first head-hunting company that helped employers find qualified staff (massage therapists and estheticians) for their business.

#### Blending Cosmetic Medicine With Medical Spas & Integrated Centers Sunday 3:30 p.m. Room 104

Dr. Saltz will share his journey from a cosmetic surgery practice to integrated center, inclusive of a medical spa, and the benefit for his patients. He will share the importance of his staff's team approach to providing outstanding customer service and the evolution of a second location in Park City Utah. Join Dr. Saltz for an inspiring presentation on his strategies for success.



#### **RENATO SALTZ, MD, FACS**

Dr. Saltz is a board certified plastic surgeon, the founder and chairman of The Image Reborn Foundation of Utah, a nonprofit organization dedicated to providing free retreats to breast cancer survivors in Park City, Utah. He is in private practice in Salt Lake City, Utah where he opened

Spa Vitoria, the first medical spa in the Intermountain West. His mission was to provide care beyond surgery and to bring the mountains of Utah an exotic and healing atmosphere that reflects the beauty of his native Brazil.

Dr. Saltz has presented over 400 scientific presentations at plastic surgery conferences nationally and internationally. Renowned as one of the early pioneers in endoscopic surgery in the United States, Dr. Saltz has maintained a special interest in facial esthetic surgery, laser technology, body contouring, esthetic breast surgery as well as breast reconstruction.

## Professional Development **Seminars**

#### It's All About The Guest Consultation

Sunday 11:30 a.m. Room 102

Consultation = Results = Success. It's a win/win for both the spa and the guest! Guest consultation is the most underdeveloped process within medical or day spas. Attend this session and discover the S.A.C.R.E.D. Consultation System, and tap into multiple revenue streams while simultaneously increasing guest satisfaction and retention. Dori Soukup will reveal the advantages of a structured consultation and the S.A.C.R.E.D. Consultation System; and share her insights on how to develop guest programs that generate revenue. This is the most innovative, proven effective consultation system in the industry! Join us and gain the knowledge to transform your consultation process into revenue generating opportunities!

#### **Goodbye Poor Performance, Hello Pay Raise** Monday 10:30 a.m. Room 103

Do you know how much the lack of upgrading treatments and retail sales are costing you per year? If you or your team doesn't like to sell or feels awkward about doing it, attend this session and learn the most effective way to recommend treatments and home care products to increase your income! In this class you will learn about the "Don't sell, recommend!" philosophy and belief system; the difference between selling and recommending; and how to recommend treatments and home care with the P.R.I.D.E. system. Dori will also provide tools to assist you with the recommending process. Implement the "Don't Sell, recommend!" philosophy and the P.R.I.D.E. system to increase guest satisfaction, retention rate and your income!



#### **DORI SOUKUP**

Dori Soukup is the founder and CEO of InSPAration Management, a firm specializing in spa business development, advanced education and BizTools. Her work encompasses consulting, coaching and educating spa entrepreneurs, executives and leaders globally. Major brands such as

Pevonia Botanica, Sandals Resorts and more have benefited from her expertise. Dori's passion is developing innovative, effective educational programs and business strategies leading to exponential growth and profits. She delivers clear, concise blueprints with easy to implement methods addressing challenges and ensuring success.

Prior to her current venture, Dori held key leadership positions in the hospitality industry for 18 years, her last role as VP of Sales for Wyndham Resorts. She is the recipient of the American Spa Preferred Educator award and is a sought after speaker within the spa and wellness industry. Dori Soukup is a published author, her articles and insights are often featured in national and international trade publications.

#### **Creating An Inspiring Workplace** Sunday 11:30 a.m. Room 105

Customer service is key in the spa environment where happy employees equal happy guests. What are the steps you should take to create a place where people are proud to work? Join Mindy Terry and learn effective methods for managing a better spa operation. Discover how to create an inspiring workplace, and how focusing on leadership is a key to optimal spa business performance.

#### Signature By Design

#### Sunday 2:30 p.m. Room 107

Build your spa brand and enhance guest loyalty with signature spa experiences. In this class, you will earn the science behind developing concept driven treatment menus. Mindy Terry will help you understand the importance of proper due diligence when crafting a menu, and offer tips, tools and techniques for creating signature spa experiences that will leave your guests wanting more.

#### Signature By Design

Monday 11:30 a.m. Room 103

Same as Sunday

#### **Creating An Inspiring Workplace**

Monday 2:30 p.m. Room 107

Same as Sunday



#### **MINDY TERRY**

As a respected presenter and educator, Mindy Terry's vast knowledge of the spa and wellness industries stems from developing, opening and operating leading spas as well as consulting on the development of luxury destination, resort and day spas around the world.

As the Founder and President of Creative Spa Concepts, Mindy Terry works with clients in the United States, Mexico, South America, the Middle East, Egypt and the Caribbean. Before creating Creative Spa Concepts, while serving as spa director for Aquae Sulis Spa in Las Vegas, Terry conceptualized and developed the United State's first Hydrotherapy Water Circuit as well as a signature line of products that was featured in Cosmopolitan. She previously worked with Phytomer Corporation where she prospected and assisted with negotiating large accounts including those with Elizabeth Arden Red Door Salons & Spas and Euphoria Salons, Spas & Schools. Terry currently serves on the Advisory Board for the Las Vegas Spa Association.

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## Professional Development **Seminars**

#### Using Electronic Media And Local Community To Boom Your Brand! Sunday 2:30 p.m. Room 104

In today's business, social and electronic media is driving dollars faster than most can keep up with. When combining that media with local community outreach the result can impact your bottom line! Learn ways to market where costs are minimal and rewards can be substantial.

#### **Using Electronic Media And Local Community To Boom Your Brand!** Monday 1:30 p.m. Room 105

Same as Sunday



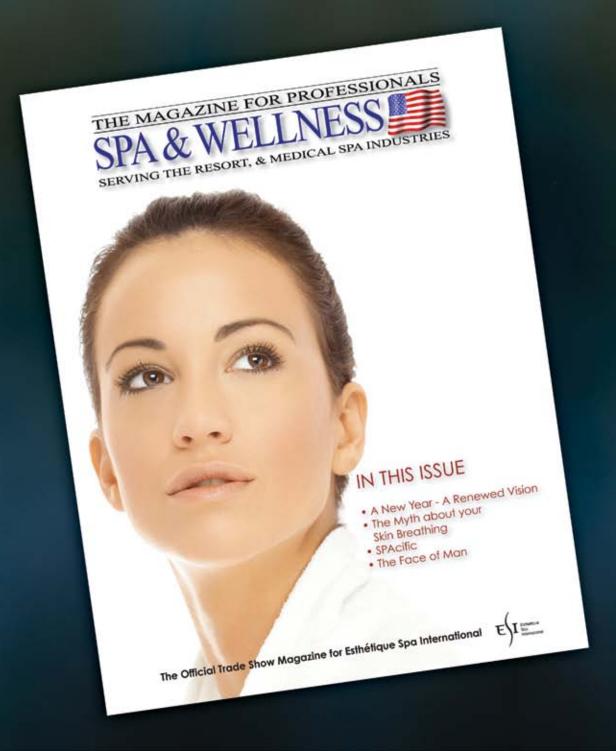
#### **MICHAEL TOMPKINS**

Michael Tompkins is President and General Manager of Miraval Resorts in Tucson, Arizona. A 20-year veteran of luxury spa hospitality, he is a Registered Nurse and massage therapist. His work has included the creation of the Andrew Weil, M.D. Integrated Wellness Center and the comple-

tion of The Villas at Miraval, one of the fastest selling luxury lifestyle real estate projects in the U.S. He was a founding member of the New York Spa Promotion Alliance, 2007 New York State Hospitality Association's Executive of the Year, and currently is Vice Chairman of the Board for the International Spa Association (ISPA).







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#### **BIO JOUVANCE**

#### Micro-Needle Therapy, Nonsurgical Face Lift Sunday 10:30 a.m. Room 304

Looking for something new, natural, different and real? Explore the benefits of micro-needle therapy, with skin plumping/hydrating hyaluronic acid. The most advanced treatment that combines technology and science, this 45-minute service provides non-surgical/non-abrasive alternative to Restylane treatments with visible results. Double your income by offering the most prestigious and unique services that will bring your clients back asking for more! Hands-on demonstration, show special package, step-by-step technical manual and certificates of attendance will be available with purchase.

#### Peel And Heal... The Dramatic Results Of Moderate To Severe Skin Peels & Post Peel Treatments Sunday 2:30 p.m. Room 304

Accurate skin diagnosis is essential in choosing the safe and effective peel. In this educational session we will empower you with the tools of manual and technical skin diagnosis to put an end to the mystery of "finding out clients skin type". Strength and power of various peels ranging from organic peptides to glycolic acid and Jessner's will be put to the test on live models to prove the dramatic results on acne, pigmented and mature skin. Post peel treatments for maximum results, client satisfaction and increased revenue will be the final part of the session. Hands-on demonstration, step-by-step technical manual and certificates of attendance will be available with purchase of show special package.

#### Botox Alternative/Nonsurgical Facelift With Micro-Needling: The Latest In Skin Care

Monday 10:30 a.m. Room 304

Surprise your clients with the first treatment! This unique treatment is for those who don't want Botox injections, but still want Botox benefits; also for those looking for a solution to make the Botox effects last longer. Bio Choice can also be used in the areas where Botox can't, such as lines around the mouth, eyes, and chin, including the nasal labial lines and neck, and décolleté area. Bio Choice is the ultimate anti-aging treatment and it can be promoted as a "nonsurgical facelift". This advanced treatment will smooth the signs of aging and tone and firm the entire skin like no other treatment you have ever seen. Increase your income and level of your clients' confidence by offering the latest and most advance European service. This session will feature a live demonstration; stepby-step technical manual and certificates of attendance will be available with purchase of show special package.

#### **Skin Care Of The Future: Cryo-Therapy, Cell Therapy - Today's Most Advanced Treatments** Monday 2:30 p.m. Room 304

Join us in this one-of-a-kind educational session where fresh frozen cells and their application as an ultimate anti-aging, acne, hydrating, and pigment balancing treatment will be demonstrated. Estheticians in Europe have pioneered live cell therapy and enjoyed its benefit for over 50 years. They have taken the cellular technology out of the lab and put it where it belongs in their treatments room. This fast forward treatment translates breakthrough biotechnology into treatments with the ability to reprogram the skin's cellular function. Frozen cells have been used for over 50 years by the most prestigious spas in Europe and the United States, so join us to experience the treatment once available only to the rich and famous. Bring this unique treatment to your rooms and let your clients experience the power of live cell therapy and come back asking for more! Step-by-step technical manual and certificates of attendance will be available with purchase of show special package.



#### Sonia Boghosian

Sonia Boghosian, CEO and Education Director of Bio Jouvance, has been a leader in the skincare industry since 1984. A valuable speaker at international and national beauty shows, she takes part in yearly conferences and expositions for salon owners and industry executives to train

and update them on the latest trends in the industry and advanced marketing strategies.

#### **DERMA MD**

#### Know What To Look For In Skin Care? Learn Correct Percentages, Hottest Ingredients & Delivery Systems!

Sunday 2:30 p.m. Room 101

Knowing the right questions to ask and having the knowledge in making decisions when choosing skin care for your salon/ business can save you a great deal of money. What are the right percentages required for active ingredients? What type of ingredients does the male clientele require? How are ingredients delivered? Your customers are sometimes more educated on these topics than your staff members or you, as the owner. It's time to educate yourself and your staff so you can better market yourself and your business and be more successful than your competitor.



#### Sheila Malmanis

Sheila Malmanis is a licensed esthetician, and co-founder of Derma MD Skincare, founded in 2001. Sheila has been involved throughout her career in esthetics, nursing, sales and marketing. She has had multiple articles published in cosmetic and medical magazines, and is a recognized speaker at

the AMMG conference. Much of her expertise is involved with researching the newest ingredients and technologies for antiaging and pre-post laser skincare, and consulting with owners on how to better market their business.

#### **DR ADAM, PARIS**

#### **Rejuvenation Technologies In Skin Care Devices** Sunday 9:30 a.m. Room 304

There are an incredible number and types of technologies available today that profess to remove lines and wrinkles, as well as devices that purport to stimulate the body's own resources for hormones including collagen and elastin for the appearance of smoother, tighter skin. We will review a range of these devices, focusing on the newest technology, developed out of the Russian space Program. SCENAR, or Self-Controlled Energo Neuro Adaptive Regulation is the newest and most promising of these technologies. The Avazzia products are arguably the best and ONLY North American developed line of this type of device. Avazzia is focusing on developing their esthetics line of skin rejuvenation devices.

#### **Rejuvenation Technologies In Skin Care Products**

#### Monday 9:30 a.m. Room 304

Cellulo-therapic, nanotechnology and advancements in nourishing the skin at the stem cell or basal level are amongst the major new innovations in skin care. By examining the causes of skin aging, and the positive outcomes shown through breakthroughs in unique patented ingredients, we effectively reach the stem cells. This, together with proven efficacy at multiple levels-clinical trial results, Marzully Maybach protocol for hypo-allergic significance, and Global Satisfaction Indices-produces an inherent impact on skin health. By penetrating into the vascular systems, as well as understanding the dermal physiology and effects on the Krebs cycle, skin care products can be used with other skin regeneration modalities to increase profitability, customer results and compliance. This seminar focuses on the dr. adam line for the most sensitive skin, together with regeneration modalities to introduce advancements in topical skin care and treatment regimes.



#### Dr. Monika Faulhaber

Dr. Monika Faulhaber is a distributor for dr adam, PARIS products and a skin health expert. She has also been in private chiropractic practice for over 26 years and during this time has received diplomas in both Natural Medicine and Osteopathy. She has studied BioCranial with Dr.Robert

Boyd D.O in Ireland and NeuroCranial Restructuring in the US. She also integrates cold laser and SCENAR in the treatment of skin conditions, head and spinal injuries. She is currently a BioAcoustic Research Associate with Sharry Edwards, the pioneer in human BioAcoustics and Sound Therapy.

#### EMINENCE ORGANIC SKIN CARE Marketing Anti-Aging for the Instant Facelift Sunday 10:30 a.m. Room 303

Learn how Eminence Organic Skin Care is making great advancements to deliver instant age-defying restults without side effects! Advanced Eminence Trainer, Lisa Wensley will teach you the secrets to the new PhytoCellTec<sup>TM</sup> Swiss Green Apple Stem Cell technology and Natural Retinol Alternative Complex, along with the classic Zirhafirm<sup>TM</sup>, marshmallow root, and Biodynamically farmed ingredients. Come see what nature has in store for you and your clients!

#### Marketing Anti-Aging for the Instant Facelift - Advanced Monday 9:30 a.m. Room 303

Keep your clients looking young and vibrant with techniques and mixologies honed for generations. Strengthen your skills in this advanced class where you'll learn the secrets to skin plumping and hydration using award winning, all natural and organic Eminence products designed to ward off the signs of aging. Clients will be amazed as the years are taken off their skin.



#### Lisa Wensley

Lisa is a licensed esthetician and has been an advanced Eminence trainer for the past 12 years. She has travelled nationally as an educator and trainer to physicians, dermatologists and estheticians and is currently the Arizona/New Mexico representative for Eminence Organic Skin Care. Lisa's passion

lies in sharing her knowledge about the importance of organic skin care and the benefits of natural ingredients for your skin.

#### **EQUIBAL**

#### Antibacterial/Antimicrobial Nufree® finipil<sup>®</sup> Total Body Hair Removal

Sunday 2:30 p.m. Room 302

Learn about Nufree® finipil®, the superior and safest hair removal for the entire body: antibacterial, antimicrobial and anhydrous hair removal. Nufree never dries and never sticks to skin so your clients won't experience the pain, redness or swelling of typical wax treatments... only silky, smooth skin! Nufree always uproots the entire bulb and hair shaft and doesn't break the hair off, the way depilatories and waxes do. Learn the correct procedure and importance of using all approved products in the entire Nufree® finipil® system. Discover why antibacterial finipil® has many uses including electrolysis/ laser hair removal.

#### Antibacterial/Antimicrobial Nufree® finipil<sup>®</sup> Total Body Hair Removal Monday 9:30 a.m. Room 302

Same as Sunday



#### Normajean Fusco

Normajean is the owner and president of Equibal Inc. She developed Nufree® finipil<sup>®</sup>, the gold standard of hair removal worldwide, over 30 years ago, the only antibacterial hair removal system approved for the entire body. Patented finipil® has many uses and is internationally recog-

nized. Equibal has one of the best customer referral programs with national advertising for their registered professionals. Normajean believes in making salon products that are useful and safe! Along with our non-wax hair removal Nufree® finipil®, Normajean has also created five full lines of skin care products called The Body Perfect.

#### **FOOTLOGIX PEDICEUTICALS**

The Population Is Aging. Are You Ready For Their Feet? Sunday 1:30 p.m. Room 305

One of the fastest growing demographics today is the senior or geriatric client. The senior client needs more specific foot care, catering to issues of thickened toenails, callusing on pressure points, corns, and other minor skin changes. This seminar will give the technician an insight into foot care for the senior client and conditions prone to this particular age group. Don't miss this opportunity to learn about foot care for senior and geriatric clients.

#### The Population Is Aging. Are You Ready For Their Feet? Monday 10:30 p.m. Room 305

Same as Sunday



#### Vicki Malo

Vicki Malo has worked in the professional beauty industry since 1986 as a highly trained esthetician, CIDESCO Diplomat, RMT, B.Sc. podology, and licensed beautician. Vicki is an International Educator and trainer with Footlogix and NASP, and a platform speaker at trade shows. Her

mission is to provide high quality education to the pedicurist and salon professional, and help raise awareness in terms of safe pedicures and salon services. Vicki is currently the Director of Sales for Footlogix Pediceuticals, and the President of the North American School of Podology.

#### **KVG GROUP INT'L INC.,** THE FOOT CARE EXPERTS A Step Ahead... Making The Most

**Of Your Pedicure Service** 

#### Sunday 10:30 a.m. Room 305

Are you maximizing your profits from each pedicure service? Learn what you need to know about a diverse and changing pedicure clientele in order to set yourself and your pedicure business apart from others. Listen to industry leader Katharin von Gavel as she explains how Footlogix can boost the success of your business. Find out why so many prestigious spas and salons are making the switch to Footlogix, and see how to reach your potential by educating yourself and becoming the best technician you can be.



#### Katharin von Gavel

Katharin von Gavel, North America's industry leader, platform speaker and recognized educator in foot care, has studied dermatology and paramedical esthetics in Europe, and holds a degree in chiropody. In addition, Katharin has a Ph.D. in natural health sciences, is a doctor of acupunc-

ture, a doctor of natural medicine and holds a B.Sc. in podology. Katharin von Gavel is the pioneer of pediceuticals and a trailblazer in changing the quality and safety of pedicures.

#### 44 1-866-772-7469

#### LA MAISON CLAYTON SHAGAL

Sales - Less Talk, More Results: Easy And Effective Techniques That Create Instant Rapport And Increase Your Sensory Acuity Are Available To You Right Now! Sunday 10:30 a.m. Room 302

If you could get a hold of a concrete way to increase your personal power and be sharp as a tack in your sales approach, would that make you turn around? Tune in to the hidden message that gets people to really and authentically listen to what you have to say. Daniel Renaud reveals a clear-cut way to create rapport with each and every client that appears at your door. Positively impacting your sales: that's what it's all about.

#### Marketing You Better, Makes Better Business Sunday 1:30 p.m. Room 302

How to choose an employee that will be successful to your business? How to attract the desirable clientele? How to select a product that will give you a return in a professional way? How to buy the right equipment that will ensure long lasting success? How to grow and secure your business in order to succeed with your achievement? Daniel Renaud will be looking, talking and exchanging with you, on all of these aspects, so that you can start creating the most important basis of your business: Stability.

#### Sales - Less Talk, More Results: Easy And Effective Techniques That Create Instant Rapport And Increase Your Sensory Acuity Are Available To You Right Now! Monday 10:30 a.m. Room 302

Same as Sunday

#### Marketing You Better, Makes Better Business Monday 1:30 p.m. Room 302





#### Daniel Renaud

Founder and president of La Maison Clayton Shagal, Daniel Renaud has been active in sales and sales training of skin care and skin care products for over 20 years. He has been a public speaker for many years, addressing both skin care professionals and salespeople in different fields of expertise.

He is a Certified Trainer of Neuro Linguistic Programming and is presently enrolled at the American Pacific University of Hawaii in the Psychology Degree Program. An expert at developing business opportunities, he strongly believes in training and product knowledge as key elements to building a strong business.

#### **MARTINNI BEAUTY**

#### Learn How To Earn Big \$\$\$ Removing All Types Of Skin Growths

Sunday 1:30 p.m. Room 304

Learn how to add a lucrative new service to your spa, salon or med-spa to satisfy your client's requests to remove all types of skin growths. This class will teach you how to use an easy-tooperate technology to permanently remove all types of surface skin growths such as ruby points, skin tags, age spots, cholesterol deposits, calcium bumps and fibromas in just one treatment. A live hands-on demonstration will be given.

#### **Cell Wave Micro-Current With LED Photodynamic Therapy** Monday 1:30 p.m. Room 304

Learn about the latest and the greatest non-surgical anti-aging and face lifting treatment – the most in-demand esthetic services in the market. Live demonstration will be presented; the remarkable results lead you to an eye-opening experience. This is a class you simply cannot afford to miss!



#### Lana Yu

Lana Yu is the co-founder of Martinni Beauty, Inc., a distributor of premium skin care products and equipment used by top salons, spas and medical spas worldwide. She is also the owner of two thriving day spas in Northern California. Ms. Yu is a skilled esthetician with 17 years of experi-

ence. A creative innovator and product pioneer, she is constantly inventing and developing new effective skin care techniques to treat a wide range of skin care problems. Once these techniques meet her strict set of criteria, she is happy to share them with her fellow skin care professionals.

#### NATIONAL LASER INSTITUTE: SCHOOL OF MEDICAL AESTHETICS

#### How To Become A Cosmetic Laser Technician And Build Your Business Sunday 2:30 p.m. Room 303

Cosmetic lasers and new medical esthetic technologies are changing what it means to be an esthetic professional. As the industry evolves, it is important to ensure you are not left behind by staying in touch with the latest laser treatments consumers are demanding. Did you know that as an esthetic professional you qualify to perform treatments like laser hair removal, photofacials, laser wrinkle reduction, laser tattoo removal and more? Taught by experts in the field, this course will teach you how to become a cosmetic laser technician. With regulations requiring two weeks of training or less, medical esthetics is both a profitable and easy specialty to add to your offerings.

#### How To Become A Cosmetic Laser Technician And Build Your Business

Monday 1:30 p.m. Room 303

Same as Sunday

#### Louis Silberman and Carolyn Heyland



#### Louis Silberman

Louis Silberman founded National Laser Institute: School of Medical Aesthetics, the largest training institute in North America for beauty professionals interested in becoming cosmetic laser technicians. He is a nationally recognized medical esthetics expert, and a contributing editor for some

of the country's largest skin publications, including *Skin Inc.* and *Dermascope*.



#### **Carolyn Heyland**

Carolyn Heyland is a veteran medical esthetics industry speaker and career counselor. She has helped hundreds of esthetics professionals become cosmetic laser technicians and build their careers through business development and marketing training. Heyland currently holds the position of

Director of Education Development at National Laser Institute: School of Medical Aesthetics.

#### SAIAN NATURAL CLINICAL SKIN CARE

#### Non-Surgical Face Lift, Neck Lift, And Collagen Infusion Therapy Achieved Through Galvanic, Microcurrent, Infrared Technology And Natural Clinical Peptide Products

Sunday 2:30 p.m. Room 305

A live demonstration of three clinical anti-aging breakthroughs that deliver dramatic, cumulative and long lasting results in 20 minutes! Natural, clinical alternatives to costly invasive procedures performed by estheticians and cosmetologists without medical licenses. Margarita Saian demonstrates the newest European facial procedure for lifting and firming the face and neck using hyaluronic acid, peptides, collagen and a portable multifunctional machine. Certificate provided.

#### Newest Clinical Hyperpigmentation Treatment From The Anti-Aging Experts! Non-Toxic Alternatives To Hydroquinone That Safely Whiten And Brighten The Complexion Monday 1:30 p.m. Room 305

Saian founder and anti-aging specialist Margarita Saian demonstrates the newest natural facial treatment for hyperpigmentation and discoloration. Natural, clinical alternatives to costly invasive procedures which can be performed by estheticians and cosmetologists without medical licenses. Revolutionary Saian Hyperpigmentation Complex blocks and inhibits tyrosinase activity – fading existing spots, and preventing new damage from forming. Our newest clinical products not only provide a cumulative brightening of the skin, but moisturize, plump, and reduce wrinkles! Hands-on demo. Certificate of attendance provided!



#### Margarita Saian

Margarita Saian, state-certified educator and ambassador of the Aesthetic International Association, has been in the skin care industry for more than 20 years. She has studied esthetics and mesotherapy in both the U.S. and France, and has been featured on KTLA5 News, as well as in

trade magazines such as *Dermascope*, *Skin Inc.*, *Dayspa*, and *Medesthetics*. Ms. Saian is a licensed esthetician, CMA/cardiac technician, national certified phlebotomy technician, certified ECG and the founder of Saian natural clinical skin care and SNC Laboratories – Natural Supplements.

#### SET-N-ME-FREE ALOE VERA COMPANY

**Build Success With Healthy Body Wraps** 

Sunday 1:30 p.m. Room 303

See a clean and easy, aloe-herbal body wrap done with no compression, done for a dry-room situation. Model will lose 4-15 inches while lounging in the cotton non-stretch linens. Her skin will be clean and fresh after the treatment. Profitable, the solution cost per wrap is less than \$6 and one technician can wrap 3 clients during a 2 hour period. Learn how to market so clients will return for treatments 1-2 times each week for 6-12 weeks. Client referrals is most popular for this healthy size loss wrap. Add-on services using the same product: underarm sag toning, face & chin firming, rejuvenation foot wrap, breast reduction, fibromyalgia relief, cellulite smoothing, detoxifying cleansing facial. Class is fast-paced, so be on time and take notes.



#### **Debbie Owens**

As Marketing Director and Sales Manager for Set-N-Me-Free, Debbie Owens works daily to help salon professionals improve their business by adding healthy services to offer to their clients. Debbie has owned several businesses and knows the importance of taking care of customers for

successful business growth. Debbie has worked with Set-N-Me-Free for 11 years. She travels doing professional classes and trains others to do classes. She presents information in an easy-to-understand format. Attendees leave her class with the confidence to do healthy body treatments.

#### ZERONA

#### **Evaluation Of The Utility Of Low-Level Laser Therapy For Non-Invasive Body Contouring** Monday 10:30 a.m. Room 303

During this workshop you will hear the evaluation of the utility of low-level laser therapy for non-invasive body contouring. Ryan Maloney, Ph.D. will discuss the participants, intervention, study design, along with the results. The workshop discussion will go over the findings reported in the published level 1c trial evaluating the efficacy of low-level laser therapy for non-invasive body contouring. Mr. Maloney will also go over the reductions results of the circumferential measurements of the waist, hips and thighs. This workshop is appropriate for providers at all levels, as well as for surgical and non-surgical practices.



#### **Ryan Maloney**

During his graduate studies at Arizona State University and St. Joseph College, Ryan Maloney developed a low-level laser device for the treatment of inflammatory acne, earning him he opportunity to serve as the Medical Director and Chief Research Officer for Erchonia Corpora-

tion. His extensive knowledge in the field of photochemistry has merited several invitations to speak at medical conferences globally, such as the Bioregeneration Conference at the United Nations. He is currently serving as a reviewer for the *Journal of Wound Repair and Regeneration*. Further, Dr. Maloney has developed several applications for laser therapy and continues to explore the science of photochemistry as a viable therapeutic application.

## **Products** & Services

For your convenience, we have listed the products, equipment and accessories featured in the show under three main categories: Esthetics, Spa and Paramedical. Support Services form a category of their own as they apply to all fields of activity. Also listed are the country of origin and the booth number where you will find the item.

2 companies

EYE CARE

### **ESTHETICS** PRODUCTS

6 companies

1 company

4 companies

1 company

614

809

#### BRUSHES

<b>Equipment and Accesso</b>	ories	
Breizh	Canada	809
Eye Kandy Cosmetics	USA	720
Gio Pelle	USA	503
Into Beauty	China	913
Set-N-Me-Free Aloe	USA	614
TEI Spa, by Tip Essentials, Inc.	China	610

#### CAMOUFLAGE PENCIL

Products		
Top Model	Canada	809
COSMECEUTICAL		9 companies
Products		

Floudets		
Aloe Comfrey Gel	USA	614
ClearChoice®	USA	909
Derma MD	USA	827
EMA Clinical	USA	903
Footlogix	USA, Canada	703
Hale Cosmeceuticals	USA	820
Saian	USA	823
SolarexMD	USA	915
Wells Pharmacy Network	USA	709

#### **COSMETIC BRUSHES**

Ρ	ro	duc	ts

Cailyn Cosmetics	USA	509
Derma MD	USA	827
TEI Spa, by Tip Essentials, Inc.	China	610
Top Model	Canada	809

#### EAR PIERCING

**Equipment and Accessories** 

Aloe Comfrey Gel USA

ELECTROLYSIS	7 (	companies
Products		
Ballet	France	809
ClareBlend	USA	909
D'Aloe Gentle Gel	USA	614
Derm Solution	Canada	916

Equipment and Accessories	Equipment	and	Accessories
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Aloe Comfrey Gel	USA	614
Breizh	Canada	809
ClareBlend	USA	909
Derm Solution	Canada	916

England

FEATURED IN SHOW

48

Sterex

Products		
GrandeEYE Miracle	USA	605
GrandeLASH-MD	USA	605
EYELASH TINT	2 c	ompanies
Products		
Berrywell	Germany	809
Refectocil	Austria	809
EYELASH TONER	1	company
Products		
BFL	Canada	608
FOAM BATH	2 c	ompanies
Products		
France Laure	Canada	809
Lavender Spa Bath	USA	614
FRUIT ACID	4 ი	ompanies
		ompanioo

Products		
ClearChoice®	USA	909
France Laure	France	809
Prana SpaCeuticals™	USA	909
Saian	USA	823

GLYCOLIC ACID
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Products		
Aloe Comfrey Gel	USA	614
ClearChoice®	USA	909
EMA Clinical	USA	903
France Laure	France	809
Gio Pelle	USA	503
Hale Cosmeceuticals	USA	820
Prana SpaCeuticals™	USA	909
Saian	USA	823

HAIR REMOVAL		8 companies
Products		
Aloe Comfrey Gel	USA	614
Bio Wax	Italy	903
Derm Solution	Canada	916
Epil-Lyss	Canada	809
Nufree Nudesse Finipil	USA	708

Equipment and Accessorie
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SolarexMD

Soprano XL

Aloe Comfrey Gel	USA	614
Breizh	Canada	809
Soprano XL	Israel	808

USA

Israe

MAKEUP	8 companies	
Products		
BFL	USA	608
Blinc Inc	Japan, USA	715
Bronze Babe Tools	USA	714
Cailyn Cosmetics	LISA	509

Eye Kandy Cosmetics	USA	720
Paul Penders	Malaysia	702
Solar Protection SPF 60	USA	922
Top Model	Canada	809
Equipment and Acces	sories	
Equipment and Acces	sories	
BFL	USA	
BFL	USA Japan, USA	715
BFL Blinc Micro Trimmer	USA	608 715 715
Equipment and Access BFL Blinc Micro Trimmer Blinc Heated Lash Curler Cailyn Cosmetics	USA Japan, USA	715

NAILS	10 companies	
Products		
Cailyn Cosmetics	USA	509
Cuticle Aid	USA	614
Footlogix	USA, Canada	703
No-name Star Nails	USA	809
Unique Edge Cuticle Pushers	Germany, Japan	, Pakistan 814
Unique Edge Nippers	Germany, Japan	, Pakistan 814
Unique Edge Pedicure Tools	Germany, Japan	, Pakistan 814

#### **Equipment and Accessories**

USA	809
USA	509
USA,Canada	703
USA	614
	USA,Canada

#### NEEDLELESS ELECTROLYSIS 1 company

**Equipment and Accessories** 

Derm Solution	Canada	916

PARAFFIN BATH		3 companies
Equipment and Acc	essories	
Aloe Heat Crème	USA	614
Depileve	Spain	810
Therabath	USA	809

PARAFFIN TREAT	4 companies	
Products		
Aloe Comfrey Gel	USA	614
Depileve	Spain	810
Derm Solution	Canada	916
Therabath	USA	809

PERMANENT HAIR	
REDUCTION	4 companie

#### **Products**

915

808

Ballet	France	809
Depileve	Spain	810
Soprano XL	Israel	808
Sterex	England	809

#### **Equipment and Accessories** Depileve 810 Spain

PERMANENT MAKE	4 companies	
Products		
D' Aloe Gentle Gel	USA	614
Micro Pigmentation Centre	Canada	721
Equipment and Access	ories	
Nedtat Machines	USA	721
Phoenix	Japan	702

#### SKIN CARE

Products		
Bio Jouvance	France	903
Cailyn Cosmetics	USA	509
Clayton Shagal	Canada	627
ClearChoice®	USA	909
Depileve	Spain	810
Derma MD	USA	827
Dr Adam, Paris	France	608
Eminence Organic Skin Care	Hungary	603
Fake Bake	USA	714
Footlogix	USA, Canada	703
France Laure	France	809
Gio Pelle	USA	503
Hale Cosmeceuticals	USA	820
Leveen Skin Care	France	702
Mansard	France	609
Phyto 5	Switzerland	809
Pier Auge	France	809
Prana SpaCeuticals™	USA	909
PRN	USA	922
Saian	USA	823
Set-N-Me-Free Aloe	USA	614
SolarexMD	USA	915
TEI Spa, by Tip Essentials, Inc.	China,USA	610
Thermo Sante	Canada	916
Unique Edge Extractors	Germany, Japan,	
		814
Unique Edge Tweezers	Germany, Japan,	
		814

#### **Wells Pharmacy Network**

#### **Equipment and Accessories**

Bio Jouvance	France	903
Cailyn Cosmetics	USA	509
Depileve	Spain	810
Derm Solution	Canada	916
Derma MD	USA	827
DiamondTome™ Microdermabrasion	USA	909
Dr Adam, Paris	France	608
Eminence Organic Skin Care	Hungary	603
Essai	Taiwan	702
France Laure	France	809
Into Beauty	China	913
Mansard	France	609
NewApeel <sup>®</sup> Aesthetic		
Exfoliation System	USA	909
NewApeel <sup>®</sup> Petite	USA	909
Phyto 5	Switzerland	809
Pier Auge	Pier Auge	809
Saian	USA	823
SolarexMD	USA	613
TEI Spa, by Tip Essentials, Inc.	China	610

USA

709

8 companies

#### TANNING

#### **Products**

USA	614
Canada	916
USA	714
USA	823
USA	922
USA	915
USA	922
	Canada USA USA USA USA USA

#### **Equipment and Accessories** Fake Bake USA Set-N-Me-Free Aloe USA

#### **TEETH WHITENING**

Equipment and Accessories			
Bleach Bright	USA	717	
SuperSmile	USA	717	
TOOTHPASTE		2 companies	

714

614

3 companies

#### .

33 companies

Products		
Aloe Comfrey Gel	USA	614
SuperSmile	USA	717

#### **TREATMENT BRUSHES**

Products		
Breizh	Canada	809
Gio Pelle	USA	503
Set-N-Me-Free Aloe	USA	614

#### WHOLE BODY VIBRATION 3 companies Products

DZT	Whole	Body V	ibration Fitr	less China	921
_					

#### **Equipment and Accessories**

921
913

### SPA PRODUCTS

AROMATHERAPY	7 companies	
Products		
Aloe-Herbal Body Wrap	USA	614
Bio Jouvance Paris	France	903
Phyto 5	Switzerland	809
Set-N-Me Free Aloe	USA	614
TEI Spa, by Tip Essentials, Inc.	China,USA	610

#### Α

Aloe Body wraps	USA	614
Eau Kur Hydro	Germany	809
Into Beauty	China	913
TEI Spa, by Tip Essentials, Inc.	China,USA	610

BALNEOTHERAPY		1 company
Products		
Eau Kur Hydro	Germany	809

#### **Equipment and Accessories** Eau Kur Hydro Germany 809

BATH SALTS		5 companies
Products		
Aqua Laure	France	809

Aqua Laure	France	809
ESF	France	809
Nayked Botanicals	USA	503
Prana SpaCeuticals™	USA	909
Saian	USA	823

### Featured In Show

#### **BODY CARE** 17 companies Products Aqua Laure France 809 **Cailyn Cosmetics** USA 509 **Clayton Shagal** Canada 627 Depileve Spain 810 Derm Solution Canada 916 **Eminence Organic Skin Care** Hungary 603 Fake Bake USA 714 Mansard France 609 **Nayked Botanicals** USA 503 Paul Penders Malaysia 702 Saian USA 823 Set-N-Me Free Aloe USA 614 TEI Spa, by Tip Essentials, Inc. China, USA 610 Wells Pharmacy Network USA 709 **Equipment and Accessories** USA 509 **Cailyn Cosmetics**

Callyli Cusilletics	USA	009
Clayton Shagal	Canada	627
DiamondTome <sup>™</sup> Microdermabrasion	USA	909
Eau Kur Hydro	Germany	809
Eminence Organic Skin Care	Hungary	603
Essai	USA,Taiwan	702
Mansard	France	609
Set-Ne-Me Free Aloe	USA	614
TEI Spa, by Tip Essentials, Inc.	China	610

#### CHROMOTHERAPY 2 companies

Equipment and	Accessories
Fau Kur Hydro	Germany

Eau Kur Hydro	Germany	809
Phyto 5	Switzerland	809

#### **COCOA THERAPY** 2 companies **Products Bio Jouvance Paris** France 903 **Eminence Organic Skin Care** 603 Hungary **Equipment and Accessories**

903 **Bio Jouvance Paris** France

DEEP ACTIVE EFFE	6 companies	
Products		
Aloe Enzyme Cleans	USA	614
Aqua Laure	France	809
Saian	USA	823
<b>Equipment and Acces</b>	sories	
Eau Kur Hydro	Germany	809
Set-N-Me Free Aloe	USA	614
SNC Laboratories	USA	823

**ESSENTIAL OILS** 

Products		
Aloe-Herbal Body Wrap	USA	614
Bio Jouvance Paris	France	903
Derm Solution	Canada	916
Nayked Botanicals	USA	503
TEI Spa, by Tip Essentials, Inc.	USA	610
Equipment and Accesso	ories	
Aloe Body Wraps	USA	614
Bio Jouvance Paris	France	903
TEI Spa, by Tip Essentials, Inc.	USA	610

49

5 companies

# **Products** & Services

#### SPA PRODUCTS (CONTINUED)

	ompanies
USA	614
USA,Canada	703,809
USA	503
	USA USA,Canada

Depileve	Spain	810
Essai	Taiwan	702
Footlogix	USA,Canada	703
NewApeel <sup>®</sup> Petite	USA	909
Set-N-Me Free Aloe	USA	614

#### HOMEOTHERAPY Products

FIUUUCIS		
Aloe Heat Crème	USA	614

1 company

1 company

8 companies

companies

614

HYDROTHERAPY 2 of	
USA	614
Germany	809
	USA

#### **Equipment and Accessories**

Aloe Body Wrap System	USA	614
Eau Kur Hydro	Germany	809

#### INFRARED SAUNA

#### **Equipment and Accessories**

Aloe Body Wrap System USA

#### LYMPHATIC DRAINAGE

|--|

Aloe Heat Crème	USA	614
Avazzia	USA	608
Clayton Shagal	Canada	627
Mansard	France	609
NewApeel® Aesthetic		
Exfoliation System	USA	909
Phyto 5	Switzerland	809

#### Equipment and Accessories

Avazzia	USA	608
Clayton Shagal	Canada	627
DZT Whole Body Vibration Fitness	China	921
Into Beauty	China	913
Mansard	France	609
NewApeel <sup>®</sup> Aesthetic		
Exfoliation System	USA	909
Phyto 5	Switzerland	809

MANICURE	11
Products	

USA	809
USA	614
USA	509
Canada	627
Spain	810
Hungary 603	
USA,Canada 703	
USA	503
Germany, Japan, Pakistan	
	814
	USA USA Canada Spain Hungary USA,Canada USA

#### **Equipment and Accessories**

Breizh	Canada, USA	809	
Cailyn Cosmetics	USA	509	
Depileve	Spain	810	
Set-N-Me-Free Aloe	USA	614	
Unique Edge	Germany, Japan, I	rmany, Japan, Pakistan	
		814	

MASSAGE THERAPY		8 companies	
Products			
Aloe Heat Crème	USA	614	
Bio Jouvance Paris	France	903	
Clayton Shagal	Canada	627	
Eminence Organic Skin Care	Hungary	603	
Phyto 5	Switzerland	809	
Vachon	Canada	916	
<b>Equipment and Access</b>	ories		
Aloe Body Wrap System	USA	614	
Avazzia	USA	608	
Bio Jouvance Paris	France	903	
Clayton Shagal	Canada	627	
Eau Kur Hydro	Germany	809	
Eminence Organic Skin Care	Hungary	603	

#### MITTS, BATH AND BODY BRUSHES 2 companies

Products		
Breizh	Canada, Italy	809
Set-N-Me-Free Aloe	USA	614

MUD	4 companies	
Products		
Aqua Laure	France	809
Eminence Organic Skin Care	Hungary	603
Martinni	France	702
Saian	USA	823

2 (	2 companies	
USA	614	
Canada	916	
	USA	

#### NUTRITIONAL SUPPLEMENTS 5 companies

#### Products

BioCell Collagen II	USA	515
Derm Solution	Canada	916
Easy2Swallow Vitamins	USA	515
Eminence Organic Skin Care	Hungary	603
SNC Laboratories	USA	823

PEDICURE	9 companies	
Products		
Aloe Foot Mask	USA	614
Clayton Shagal	Canada	627
Depileve	Spain	810
Eminence Organic Skin Care	Hungary	603
Footlogix	USA,Canada	703,809
Gio Pelle	USA	503
Unique Edge	Germany, Japa	n, Pakistan
		814

#### **Equipment and Accessories**

USA	614
Spain	810
USA	809
	Spain

Footlogix	USA,Canada	703
NewApeel <sup>®</sup> Aesthetic		
Exfoliation System	USA	909
Unique Edge	Germany, Japan,	Pakistan
		814

PHYTOTHERAPY	4 companies	
Products		
Aloe Comfrey Gel	USA	614
Bio Jouvance Paris	France	903
Mansard	France	609
Phyto 5	Switzerland	809
Equipment and Accesso	ries	
Bio Jouvance Paris	France	903
Mansard	France	609
SCALP TREATMENT	4 coi	mpanies
		inpaines
Products	USA	
Products	USA Malaysia	614
Products Aloe Scalp Conditioner		614 702
Products Aloe Scalp Conditioner Paul Penders	Malaysia	614 702 809
Products Aloe Scalp Conditioner Paul Penders Phyto 5	Malaysia Switzerland China	614 702 809 610 mpanies

#### Products

809
809
909
916
610

#### SEAWEED 7 companies **Products Aloe-Herbal Body Solutions** USA 614 809 Aqua Laure France **Bio Jouvance Paris** 903 France **Clavton Shagal** Canada 627 France 809 France Laure Prana SpaCeuticals™ USA 909 Saian USA 823

SHOWERS	2 c	ompanies
Equipment and Acc	cessories	
Aloe Body Wash	USA	614
Eau Kur Hydro	Germany	809

SPA AND ESTHETICS SALON SOFTWARE		1 company
Products		
Body Wrap Training	USA	614
THALASSOTHERAPY	\$	B companies
Products		
Aloe Comfrey Gel	USA	614
Eau Kur Hydro	Germany	809
Saian	USA	823

Equipment and Accessories		
Eau Kur Hydro	Germany	809

50

THERAPEUTIC BATH		2 companies
Equipment and Access	ories	
Aloe-Lavender Spa Bath	USA	614
Eau Kur Hydro	Germany	809
VITAMINS		2 companies
VITAMING		2 companies
Products		
BioCell Collagen II	USA	515
Easy2Swallow Vitamins	USA	515
WEIGHT LOSS TREAT	IMENT	1 company
<b>Equipment and Access</b>	ories	
Ideal Protein	Canada	916
WELLNESS		1 company
Products		
NeuroSpa	Canada	527
Equipment and Access	ories	
NeuroSpa	Canada	527
WINETHERAPY		1 company
Products		
Eminence Organic Skin Care	Hungary	603

### PARAMEDICAL PRODUCTS

ACNE		13 companies
Products		
Bio Jouvance Paris	France	903
Cailyn Cosmetics	USA	509
Celixom distributed by PAC	USA	617
ClearChoice	USA	909
D' Aloe Gentle Gel	USA	614
Derma MD	USA	827
Gio Pelle	USA	503
Harmony XL	Israel	808
Mansard	France	609
Saian	USA	823
TEI Spa, by Tip Essentials, Inc.	China	610

#### **Equipment and Accessories**

Avazzia	USA	608
Harmony XL	Israel	808
Saian	USA	823
Set-N-Me-Free Aloe	USA	614
TEI Spa, by Tip Essentials, Inc.	China	610

#### CELLULITE

Products	
Accent XL	Israel
Aloe Body Wrap System	USA
Cailyn Cosmetics	USA
Mansard	France

#### **Equipment and Accessories**

Accent XL	Israel	808
Aloe Body Wrap System	USA	614
Avazzia	USA	608
Cailyn Cosmetics	USA	509

Eminence Organic Skin Care	Hungary	603
Essai	Taiwan	702
Fake Bake	USA	714
Ideal Protein	Canada	916

CUSTOMIZED MED	ICATIONS	1 company
Products Wells Pharmacy Network	USA	709
DERMABRASION	1	LO companies

#### Products

Aloe Comfrey Gel	USA	614
Bio Jouvance Paris	France	903
Dermaglow	USA	809
Essai	USA	702
Gio Pelle	USA	503
Saian	USA	823
TEI Spa, by Tip Essentials, Inc.	China	610

#### **Equipment and Accessories** Aloe Comfrey Gel USA

Aloe Comfrey Gel	USA	614
Dermaglow	USA	809
DiamondTome <sup>™</sup> Microdermabrasion	USA	909
Europro Equipment	USA	903
Into Beauty	China	913
Saian	USA	823

#### DERMATOLOGY **Products**

TTOUROLO		
Wells Pharmacy Network	USA	709

1 company

5 companies

#### **INFRARED THERAPY**

Р	rod	lucts
	100	ucis

Aloe-Herbal Body Gel	USA	614
Harmony XL	Israel	808
Equipment and Acce	coorloo	
Equipment and Acce	5501165	
ClareBlend	USA	909

LIGUNA	102
Saian USA	823
LASER	
(WRINKLES, DEPIGMENTATION, ACNE SCARS	) 11 companies

9 companies

808 614 509

609

Bio Jouvance Paris     France     90       Dr Adam, Paris     France     60       Gio Pelle     USA     50       Hale Cosmeceuticals     USA     82       Harmony XL     Israel     80       Saian     USA     82	Products		
Dr Adam, Paris     France     60       Gio Pelle     USA     50       Hale Cosmeceuticals     USA     82       Harmony XL     Israel     80       Saian     USA     82	Aloe-Herbal Body Gel	USA	614
Gio PelleUSA50Hale CosmeceuticalsUSA82Harmony XLIsrael80SaianUSA82	Bio Jouvance Paris	France	903
Hale CosmeceuticalsUSA82Harmony XLIsrael80SaianUSA82	Dr Adam, Paris	France	608
Harmony XL Israel 80. Saian USA 82.	Gio Pelle	USA	503
Saian USA 82	Hale Cosmeceuticals	USA	820
	Harmony XL	Israel	808
SolarexMD USA 91	Saian	USA	823
	SolarexMD	USA	915

#### **Equipment and Accessories**

Active IPL	Israel	903
Aloe Comfrey Gel	USA	614
Avazzia	USA	608
Harmony XL	Israel	808
Saian	USA	823
SolarexMD	USA	915

#### LIGHT THERAPY **Products**

TIVUUVUU		
Bio Jouvance Paris	France	903
ClareBlend	USA	909
Eau Kur Hydro	Germany	809
Eminence Organic Skin Care	Hungary	603

# Featured In Show

Hale Cosmeceuticals	USA	820
Saian	USA	823
Zerona	USA	615
Equipment and Accessori	es	
Avazzia	USA	608
ClareBlend	USA	909
Eau Kur Hydro	Germany	809
Essai	Taiwan	702
Europro Equipment	USA	903
Into Beauty	China	913
Saian Zerona	USA USA	823
zerona	USA	013
LIPOSUCTION	:	3 companies
Products		
Aloe Herbal Body Wrap	USA	614
Anthony Products	USA	503
Zerona	USA	615
Equipment and Assessed	06	
Equipment and Accessori		
D' Aloe Gentle Gel Zerona	USA	614
Leivila	USA	015
PERMANENT LASER		
HAIR REDUCTION		2 companies
Products		
	France	000
Bio Jouvance Paris Soprano XL	France Israël	903 808
	151001	000
PHYSIO-ESTHETICS		1 company
Products		
Set-N-Me-Free Aloe	USA	614
Equipment and Accessori	es	
Set-N-Me-Free Aloe	USA	614
PHYSIOTHERAPY		2 companies
Products		
Aloe Heat Crème	USA	614
Albe Heat Creme Avazzia	USA	608
4vazzia	034	000
PROTEIN DIET		1 company
PROTEIN DIET		1 company
Products		
Products	Canada	
Products Ideal Protein		
Products Ideal Protein Equipment and Accessori	es	916
Products Ideal Protein Equipment and Accessori		916
Products Ideal Protein Equipment and Accessori Ideal Protein	es	916
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR	<b>es</b> Canada	916 916
Products Ideal Protein Equipment and Accessori Ideal Protein	<b>es</b> Canada	916
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES	<b>es</b> Canada	916 916
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products	es Canada	916 916 6 companies
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products Aloe Comfrey Gel	<b>es</b> Canada	916 916 6 companies 614
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products Aloe Comfrey Gel TEI Spa, by Tip Essentials, Inc.	es Canada USA China	916 916 6 companies 614
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products Aloe Comfrey Gel TEI Spa, by Tip Essentials, Inc. Equipment and Accessori	es Canada USA China es	916 916 6 companies 614 610
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products Aloe Comfrey Gel TEI Spa, by Tip Essentials, Inc. Equipment and Accessori ClareBlend	es Canada USA China USA	614 610 909
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products Aloe Comfrey Gel TEI Spa, by Tip Essentials, Inc. Equipment and Accessori ClareBlend DiamondTome™ Microdermabrasion	USA China USA USA USA	916 916 6 companies 614 610 909 909
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR SKIN IRREGULARITIES Products Aloe Comfrey Gel TEI Spa, by Tip Essentials, Inc. Equipment and Accessori ClareBlend DiamondTome™ Microdermabrasion Set-N-Me-Free Aloe	USA China USA USA USA USA USA	916 916 6 companies 614 610 909 909 614
Products Ideal Protein Equipment and Accessori Ideal Protein REMOVAL OF MINOR	USA China USA USA USA	916 916 6 companies 614 610 909 909

51

# **Products** & Services

#### PARAMEDICAL PRODUCTS (CONTINUED)

#### SCARS & ACCIDENTAL BURNS

Products		
Aloe Comfrey Gel	USA	614
Avazzia	USA	608
Bio Jouvance Paris	France	903

6 companies

**3** companies

8 companies

1 company

614

DiamondTome™ Microdermabrasion	USA	909
Saian	USA	823
SolarexMD	USA	915

#### **TOPICAL ANESTHETIC**

Ρ	rod	ucts
-		

Derma Source	USA	721
Micro Pigmentation Centre	Canada	721
SolarexMD	USA	915

#### ULTRASOUND

#### Products

11044000		
Bio Jouvance Paris	France	903
D' Aloe Gentle Gel	USA	614
Hale Cosmeceuticals	USA	820
Saian	USA	823
TEI Spa, by Tip Essentials, Inc.	China	610

#### **Equipment and Accessories**

Essai	Taiwan	702
Europro Equipment	USA	903
Into Beauty	China	913
Saian	USA	823
TEI Spa, by Tip Essentials, Inc.	China	610

#### **VARICOSE VEINS**

Equipment	and	Accessories
-----------	-----	-------------

Aloe Heat	Crème	USA

WEIGHT LOSS		2 companies
Products		
Wells Pharmacy Network	USA	709
Equipment and Acces	sories	
Ideal Protein	Canada	916

#### OTHER RELATED PRODUCTS AND SERVICES

ASSOCIATIONS	2 comp	anies
Day Spa Association	USA	727
International Medical Spa Association	USA	729
BATHROBES	<b>1</b> cor	npany
Breizh	Canada,China,Irar	809
BED LINEN	2 comp	anies
Bio Jouvance Paris	France	903
Breizh	China	809
<b>BODY ADHERING JEWE</b>	LS 1 cor	npany
Rhinestones	Korea	809
BODY WRAPS	4 comp	anies
Bio Jouvance Paris	France	903
Breizh	Canada	809
Depileve	Spain	810
Set-N-Me-Free Aloe	USA	614

BOOKS, JOURNALS, MAGAZINES		2 companies
Spa and Wellness USA	USA	534
Suppliers Guide - USA	USA	534
<b>COSMETIC SURGERY</b>		1 company
Saian	USA	823
DESIGN CONCEPT		2 companies
Bio Jouvance Paris	France	903
Breizh	Canada	809
DISINFECTION / SANI	TATION	7 companies
10 min. Instrument Disinfectant	USA	616
Diamond Infinity File	USA	616
Florisa	Canada	817
Immersible Soaking Trays	USA	616
Ultracare	USA	616
Ultrasonic Cleaners	USA	616
Ultronics	USA	909

#### HAIR WRAPS 1 company **Bio Jouvance Paris** France 903 HAND HELD MIRRORS 1 company Breizh Canada 809 INSURANCE 1 company Spa Choice by THOMCO USA 723 JEWELRY 2 companies **Custom Made** USA 721 **Jewelry Cleaner** USA 616 LASER EQUIPMENT **RENTING & LEASING** 2 companies **Bio Jouvance Paris** France 903 Zerona USA 615 LEATHER KITS AND CASES 1 company **Unique Edge** Germany, Japan, Pakistan 814 SCHOOL AND INSTITUTE 4 companies **Bio Jouvance Paris** France 903 Footlogix USA, Canada 703 **National Laser Institute** USA 819 Set-N-Me-Free Aloe USA 614 SPA AND MARKETING CONSULTANT 4 companies **Carol Phillips BeauteeSmarts** USA 511 I.S. Marketing Inc USA 529 **InSPAration Management** USA 517 **Spaformation - Spa, Wellness** 523 & Marketing Specialist Canada **UNIFORMS, SMOCKS** 3 companies **Bio Jouvance Paris** France 903 809 Breizh Canada, China, Iran Carolyn Design 817 Canada

WEB SITE LEASING		1 company
Bio Jouvance Paris	France	903

**52** 1-866-772-7469



## Media Kil 2010-2011



## *List of Exhibitors* in Alphabetical Order

The following is a list of all the companies represented at the Las Vegas Conference. They are coded according to whether they are distributors (D), manufacturers (M) or importers (I), and each listing features the booth number where the company can be found (see floor plan on page 63).

ALMA LASERS (D)	808	CAILYN COSMETICS (M)	509
224-377-2178 1-866-414-ALMA (2562) contact@almalasers.com www.almalasers.com		562-777-2550 beverly@smileworldcosmetics.com www.smilejars.com www.cailyncosmetics.com	
BIO JOUVANCE (M)	903	We are looking for representatives, agents and distributors for all states and for Canada	
818-548-3578 1-800-272-1716 soniab@biojouvance.com www.biojouvance.com		CAROL PHILLIPS BEAUTEESMARTS 760-429-7772 CarolPhillips@SpaSmarts.com	511
BIOCELL COLLAGEN II (M,D)	515		
312-643-0490 mike@easy2swallowvitamins.com www.easycollagentwo.com We are looking for representatives in all USA		CAROLYN DESIGN (D) 450-474-4040 info@carolyndesign.com www.carolyndesign.com	817
BLINC INC. (M)	715	We are looking for representatives, agents and distributors for all states	
561-300-2735 1-877-454-7765 info@blincinc.com www.blincinc.com		DAY SPA ASSOCIATION 952-767-2202 1-877-851-8998 dsa@dayspaassociation.com	727
BREIZH SALON SERVICES (M,D,I)	809	www.dayspaassociation.com	
604-874-7455 1-800-663-2528 breizh1@telus.net www.breizhservices.com		DERMA MD SKINCARE (M) 602-738-7307 1-866-940-7546 sheila@dermamdskincare.com www.dermamdskincare.com We are looking for representatives: USA and Cana	<b>827</b> ada.

**EXHIBITORS** 

#### DIAMONDTOME™ MED/SPA DISTRIBUTORS (D)

909

810

921

757-271-4370 1-888-385-9058 medspadistributors@yahoo.com www.MedSpaDistributors.com

We are looking for representatives: USA and Canada

#### DIVI INTERNATIONAL (M,D)

305-253-9200 1-800-233-7453 sales@diviusa.com www.diviusa.com

#### DR. ADAM, NORTH AMERICA (M,D) 608

416-841-5657 jkirchknopf@gmail.com www.dr-adam-na.com

We are looking for representatives, agents and distributors for all states and for Canada

#### DZT WHOLE BODY VIBRATION FITNESS INC (M,D,I)

604-985-4398 1-888-985-4398 doug@dztfitness.com www.dztfitness.com

We are looking for representatives, agents and distributors for all states and for Canada

#### EASY2SWALLOW VITAMINS (M,D) 515

312-643-0490 Mike@easy2swallowvitamins.com www.easy2swallowvitamins.com

We are looking for representatives in all USA

#### EMINENCE ORGANIC

SKIN CARE (M,D,I)

603

1-888-747-6342 info@eminenceorganics.com www.eminenceorganics.com

EQUIBAL INC. (M)	708
845-726-4494	
1-800-247-2405 info@equibal.com	
www.equibal.com	
EXPRESS TEETH WHITENING (D)	717
940-696-1007	
sales@expresswhitening.net	
www.expresswhitening.net	
EYE KANDY COSMETICS (D)	720
435-574-3829	120
info@eyekandycosmetics.com	
www.eyekandycosmetics.com	
FALLENE LTD. (M,D,I)	922
610-630-6800	
1-800-332-5536 jdannecker@fallene.com	
www.fallene.com	
FAKE BAKE (M)	714
918-524-9990	
1-888-244-4826	
info@fakebake.com www.fakebake.com	
FOOTLOGIX – WHERE MEDI	
MEETS PEDI (M,D,I)	703
416-742-1313	100
1-888-442-4408	
msmith@kvggroup.com	
www.footlogix.com	
We are looking for representatives, agents and distributors in USA	
	E03
GIO PELLE SKIN CARE (M,D)	503

#### GIO PELLE SKIN CARE (M,D) 317-545-6196

1-800-428-1610 giopelle@aol.com www.giopelle.com EXHIBITORS

**GO MOBILE NOW** (M)

#### 980-297-9400 kevin@gomobilenow.biz www.GoMobileNow.biz **GRANDELASH-MD** (M) 605 914-997-0152 1-877-835-3010 alicia@grandelashmd.com www.grandelashmd.com 820 HALE COSMECEUTICALS INC (M,D) 309-820-7447 1-800-957-7005 info@halecosmeceuticals.com www.halecosmeceuticals.com We are looking for distributors: USA and canada 822 HERBACEUTICALS (M,D,I) 707-259-6266 1-800-784-8212

#### I.S. MARKETING INC 526 813-877-2389

1-800-717-2566 info@ismarketingweb.com www.ismarketingweb.com

orders@herbaceuticals.biz

#### **IDEAL PROTEIN (M,D)**

916

517

**621** 

819-772-0416 1-866-314-4447 clientrelations@idealprotein.com www.idealprotein.com

#### INSPARATION MANAGEMENT

386-226-2550 info@InSPArationManagement.com www.inSPArationManagement.com

EXHIBITORS

### INTERNATIONAL MEDICAL SPA ASSOCIATION

729

952-767-2202 1-877-851-8998 dsa@dayspaassociation.com www.dayspaassociation.com

#### LA MAISON CLAYTON SHAGAL INC (M)

627

609

450-435-8408 1-887-CLAYTON info@claytonshagal.com www.claytonshagal.com

We are looking for distributors in the USA and Canada

#### MANSARD (M,I)

1-888-898-9913 info@mansardusa.com www.mansardusa.com

We are looking for representatives, agents and distributors for USA and Canada

#### MARTINNI BEAUTY INC (M,D,I) 702

510-724-9999 1-888-440-8811 info@martinnibeauty.com www.martinnibeauty.com

#### MICRO-PIGMENTATION COLORS (D) 721

925-200-2347 1-888-944-9998 info@micropigmentationcolors.com www.micropigmentationcolors.com

#### NATIONAL LASER INSTITUTE 819

1-800-982-6817 info@nationallaserinstitute.com www.nationallaserinstitute.com

#### NEUROSPA (M)

527

514-575-6976 info@gsslab.com www.gsslab.com

PACIFIC ACNE (D)	617	<b>SPA MANUFACTURERS DIRECT</b> (D)	913
714-915-1337		818-287-7386	
pacificacne@gmail.com		1-800-715-5751	
www.pacificacne.com		info@spamdi.com	
We are looking for distributors for USA		www.spamdi.com	
SAIAN NATURAL CLINICAL		SPA SUPPLIERS GUIDE – USA	534
SKIN CARE (M,D)	823	506-450-9768	
	023	1-866-450-9768	
818-760-1777 1-800-291-1130		pcole@nb.aibn.com	
info@saian.net		www.spasuppliersguideusa.com	
www.saian.net			
		<b>SPAFORMATION – SPA, WELLNESS</b>	
We are looking for representatives, agents and distributors for Canada		& MARKETING SPECIALISTS	E93
			523
		905 487 8326	
SET-N-ME-FREE		help@spaformation.com	
ALOE VERA COMPANY (M,D)	614		
503-666-9661		TEI SPA BY TIP	
1-800-221-9727		ESSENTIALS INC. (M,D,I)	610
info@set-n-me-free.com		310-231-0419	010
www.set-n-me-free.com		info@TElSpa.com	
		www.TEISpa.com	
SOLAREXMD (M,D)	915		
· · · ·	915	We are looking for representatives and distributors in California	
770-271-4412			
1-800-728-7873 steve@solrx.com			
www.solarexmd.com		THE UNIQUE EDGE (M,D,I)	814
		858-254-4787	
We are looking for representatives and distributors for USA and Canada		1-800-628-7800	
		info@uniqueedge.org	
		www.theuniqueedge.com	
SPA AND WELLNESS USA	534		
506-450-9768		ULTRONICS (M)	616
1-866-450-9768 pcole@nb.aibn.com		330-916-7070	
www.spa-wellnessmagasine.com		1-800-262-6262	
annopu nonnoonnabuono.oom		joann@ultronicusa.com	
SPA CHOICE INSURANCE		WELLS PHARMACY NETWORK (M)	709
BY THOMCO	723		103
678-290-2144		561-793-1568	
1-866-416-1793		info@wellsrx.com www.wellsrx.com	
Donna.Hughes@thomcoins.com		www.weiisix.com	
www.spachoiceins.com			
		ZERONA (D)	615
		1-888-702-8389	
		sales@sbmi.com	
		www.sbmi.com	

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Carolyn Design	817	58
Eminence Organic Skin Care	603	64
Equibal Inc.	708	2
ESI - Esthetique SPA International		20
InSPAration Management	517	10
La Maison Clayton Shagal Inc	627	60
Martinni Beauty Inc	702	3
NeuroSpa	527	18
Set-N-Me-Free Aloe Vera Company	614	58
SolarexMD	915	17
Spa and Wellness USA	534	39
Spa Suppliers Guide - USA	534	14, 53
Zerona	615	38

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# SKIN is SKIN



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SKIN CARE LINE

claytonshagal.com

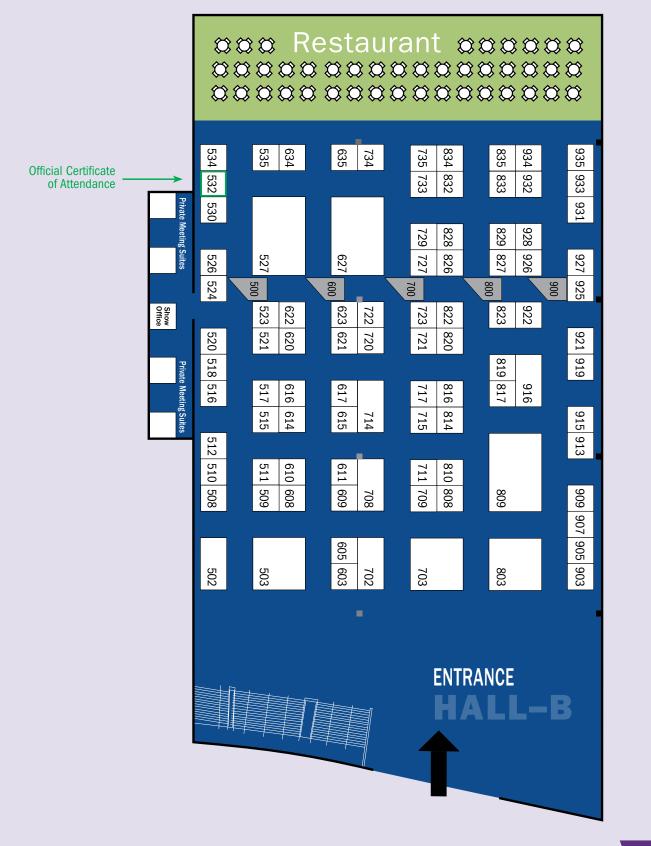


Booth 627

## List of Exhibitors by Booth Number

503Gio Pelle Skin Care	709Wells Pharmacy Network
509Cailyn Cosmetics	714Fake Bake
511 Carol Phillips BeauteeSmarts	715Blinc Inc.
515BioCell Collagen II	717Express Teeth Whitening
515 Easy2Swallow Vitamins	720Eye Kandy Cosmetics
517 InSPAration Management	721Micro-Pigmentation Colors
523Spaformation – Spa, Wellness & Marketing Specialists	723Spa Choice Insurance by THOMCO 727Day Spa Association
526I.S. Marketing Inc	729International Medical Spa Association
<b>527</b> NeuroSpa	808Alma Lasers
532Official Certificate of Attendancee	809Breizh Salon Services
534Spa and Wellness USA	810Divi International
534Spa Suppliers Guide – USA	814The Unique Edge
603Eminence Organic Skin Care	817Carolyn Design
605GrandeLASH-MD	819National Laser Institute
608 Dr. Adam, North America	820Hale Cosmeceuticals Inc
609 Mansard	822Herbaceuticals
610Tei Spa by Tip Essentials Inc.	823Saian Natural Clinical Skin Care
614Set-N-Me-Free Aloe Vera Company	827Derma MD Skincare
615Zerona	903Bio Jouvance
616 Ultronics	909DiamondTome™ - Med/Spa Distributors
617 Pacific Acne	913Spa Manufacturers Direct
621Go Mobile Now	915SolarexMD
627La Maison Clayton Shagal Inc	916Ideal Protein
702 Martinni Beauty Inc	921DZT Whole Body Vibration Fitness Inc
703 Footlogix – Where Medi Meets Pedi	922Fallene Ltd.
708Equibal Inc.	





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