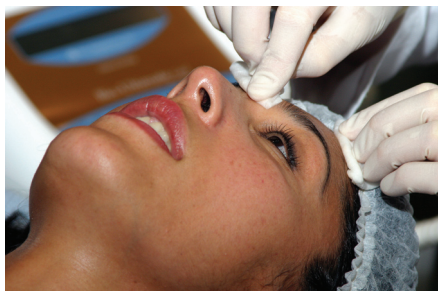




SHOW



Conference and Exhibition Photography by Karen Covell, Joe Orlando, Inc.



BY KATE HAMILTON

And the show begins. The curtain's drawn and the stage set for another successful *Face & Body Spa & Healthy Aging Conference and Exhibition*. Estheticians, spa owners and industry leaders alike come together to share in their passion for skin care. The same team that brings you *Skin Inc.* magazine offers yet another venue filled with exciting networking opportunities, industry insights and education.

FIRST DAY OF CLASS

It's bright and early on a brisk Saturday morning in San Francisco as the foyer of the Hyatt Regency Embarcadero Center fills with attendees waiting for the bell to ring—*Face & Body's* Advanced Education program, that is. Topics are explored in six specially designed tracks including career-building, technique, healthy aging, science, trends and an owner's forum. As the morning's coffee break nears to an end, estheticians, spa owners and therapists alike make their way to hear industry leaders discuss a multitude of education topics that best fit their career aspirations.

Class sessions encourage an hour of stimulating lecture and discussion, and are great opportunities for receiving accredited Continuing Education Units (CEU)—a valuable asset in staying current in the skin care industry. The invaluable reference resource, the Proceedings Book, allows for easy note-taking and information so attendees don't miss a beat!

Attendees gain insight from some of the industry's most respected leaders: from Lori Ann Griffin exploring new therapies available to fight the aging process in "Therapy for the Aging Skin," to keeping abreast of "Today's Top 10 Spa Trends" with *Skin Inc.* magazine contributing editor Mary Bemis, all designed to help keep spas ahead of the game.

FACE & BODY 2005

See us next year at our new San Francisco location, Moscone West, with expanded exhibit hall and classroom space.

Mark your calendar!

November 19-21 2005

For more information, refer to *Skin Inc.* magazine and our Web site, www.FaceandBody.com, or contact FaceandBody@allured.com.



Pat Lam, vice principal of Lam School of Advanced Esthetics, and Nancy Allured, publisher, Cosmetics & Toiletries magazine, chat during Saturday's Motivational Luncheon.



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WE ARE FAMILY

Partnered with two well-respected industry groups, *Face & Body* offers even more educational opportunities throughout the day. Running concurrent with the Advanced Education program, the International Guild of Hair Removal Specialists presents its annual IGHRs Congress 2004, and the Medical Esthetic Conference is presented by *PCI Journal*. The IGHRs Congress, geared toward causes and treatments of hirsutism, principle of permanent hair removal and documentation, is perfect for hair removal specialists and those wanting to learn more about this modality.

The Medical Esthetic Conference is an expansion into the medical market offerings and increases awareness for the medical esthetic and spa industries. Six topics are explored including:

- Recognizing and Describing Skin Diseases and Disorders
- Going Beyond the Facial
- Rosacea Assessment, Signs and Symptoms
- A Novel Non-thermal, Non-ablative Procedure for Skin Rejuvenation
- The Latest in Aging Skin Transformation
- Legal and Liability Updates that You Need to Know



Attendees enter the Concourse Exhibition Hall for two days of exhibits, manufacturer classrooms and industry networking with peers.



New this year, IGHRS Congress 2004 and the Medical Esthetic Conference expanded Face & Body's educational opportunities. Trudy Brown, former president of The International Guild of Hair Removal Specialists (IGHRS), and Suzanne Warfield, publisher of PCI Journal, led the conferences, respectively.



EVERYONE'S GOT A BOB

At noon, attendees enjoy a catered sit-down lunch and motivational speech, "Stop Me Before I Strangle Someone!" with Meagan Johnson of the Johnson Training Group. With a vibrant stage presence, Johnson immediately interacts with the audience about annoying and frustrating co-workers. The archetype, Bob, has many forms, functions and irritating habits yet in every case distracts you from your job. Focusing on the inevitable pressures of the daily grind, Johnson gives attendees valuable tools that help balance out life.

Classes continue after the lunch for another three sessions. Pat Lam in "Yoga Stress Massage" leads students through a hands-on technique that reduces stress while providing a yoga workout. The value of makeup service in spas is addressed in Marvin and Kandace Westmore's "Makeup: Myth, Magic or Reality."

TSN: THE SPA NETWORK

Valuable opportunities for networking and industry sharing abound throughout the show. The Gala Reception/Silent Auction sponsored by Polaroid and featuring celebrity A Martinez of *General Hospital* and *L.A. Law*. Following a full day of education, attendees gather for hors d'oeuvres and cocktails, and participate in an exciting silent auction benefiting the Melanoma Research Foundation (MRF) by bidding on a variety of items including a trip to Bali and a Ghiradelli gift basket. In all, more than \$13,000 was raised for this very important cause.

Keeping with the paparazzi theme, also in attendance are Marilyn Monroe, Elvis Presley and Arnold Schwarzenegger. Attendees have the chance to get photos with their cut-out celebrity of choice, commemorating the evening. Photos will be showcased at www.FaceandBody.com.

As an added bonus, attendees received a complimentary gift bag including a Victory Soy candle and Ghiradelli caramel and mint chocolates from Melinda Taschetta-Millane, editor, Skin Inc. magazine.



BRING ON THE EXHIBITS

More than 320 manufacturer and supplier booths lined the Concourse Exhibition Center Sunday morning. Attendees filed in early, registering and picking up their badges, eagerly awaiting the show to start. With companies covering different aspects of the spa industry from skin care, equipment, supplies and makeup, manufacturer experts are at your fingertips.

Attendees gain insight, learn about the latest trends in the spa industry and gain access to a veritable super-market of skin care products as they shop, compare and network the show floor. Company representatives are invaluable links within an industry strongly dependent on knowledge accessibility. Exhibitors not only sell their products, but pass along educational value with their products and services as well.

A HELPFUL HAND

Industry suppliers sponsor 50 classrooms during the two-day exhibition covering treatments, procedures and products. Attendees get hands-on training on products they use most in the spa.

Opportunities to speak one-on-one engages attendees directly with the company representatives offering invaluable information.

THE GIFT THAT KEEPS ON GIVING

Much more than just a tradeshow, *Face & Body* includes a number of opportunities to win! On Monday attendees enter in a Raffle Drawing for valuable products and gifts announced throughout the day. From a luxurious skin care products, eight lucky attendees took home more than they bargained for. On the way out, attendees receive a free gift of a specially scented candle from Victory Soy and Ghiradelli chocolates.

AS THE CURTAIN CLOSES

Closing on the eleventh *Face & Body* show, we came, we learned, we saw—and we had fun doing it. Earning CEUs, meeting valuable industry contacts, supporting melanoma and learning what the industry can offer, attendees received a wealth of insight in just three days. While we take what we've learned with us, we look forward to the doors that the tradeshow will open in our business, career and lives, and see you next year at our new home, Moscone West! ■

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Attendees learn about aging skin treatments from Mark Lees, PhD.



Mary Bemis contributing editor for Skin Inc. magazine discusses spa trends live on nationally syndicated show "Body Talk."