



Get on the Boat— America's Expo Sets Sail

by kate hamilton

Photos by Robert F. Kusel Photography.

America's Expo 2006

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Mark your calendar!
May 19–21, 2006

For more information, refer to
Skin Inc. magazine, our Web site,
www.SkinInc.com,
or www.AmericasExpo.com.



Want to remain competitive in the ever-growing esthetic industry? All aboard the *America's Expo* boat! The only skin care show in the Midwest, *America's Expo for Skin Care & Spa*® made a splash with attendees and exhibitors alike at Chicago's Navy Pier this past June 4–6. Estheticians, spa owners and industry leaders came together to share their passion for skin care. Co-produced by *Skin Inc.* magazine and Cosmetologists Chicago®, it was a hot time in the Windy City at this event packed with exciting networking opportunities, industry insights and education.

Product-neutral Educational Workshops

As a sunny Saturday morning beamed brightly down on the pier, attendees gathered for a day of serious skin care education. The Product-neutral Educational Workshops were led by the industry's crème de la crème and covered cutting-edge topics, including the following.

- Acne-medical Solutions
- Alternatives to Plastic Surgery
- Anti-aging Treatments and Products
- Business and Marketing for the Spa
- Confusion With Sunscreen Products
- Ethnic Skin Issues
- Holistic Nutrition and Wellness
- Ingredient Updates—What's New From the Lab
- Makeup Techniques
- Medical Spa Trends and Cross-cultural Influences
- Physiology of the Skin
- Waxing



Attendees take diligent notes during the Product-neutral Educational Workshops.



Attendees took advantage of demonstrations on the show floor to learn directly from the experts.

Walking the hall

With countless aisles showcasing the newest products, services and techniques from industry manufacturers and suppliers, the *America's Expo* exhibition hall was a smorgasbord of opportunity. Attendees waited eagerly for the hall to open, so that they could get the chance to network with exhibitors and build relationships that will last throughout their careers. Manufacturer booths featured everything from skin care and equipment to supplies and makeup.



Marvin Westmore leads an attentive Manufacturer Class on the essentials of eyebrow shaping.

Class sessions consisted of two hours of stimulating lecture and discussion, and provided great opportunities for attendees to earn two continuing education (CE) hours—a valuable asset for remaining current in the skin care industry.

This year, attendees gained insight from some of the field's most respected leaders, including Lori Nestore exploring proper waxing methods in "Wax Techniques With the Wax Queen" and Mark Lees, PhD, lecturing "All About Acne." Other speakers included Christine Heathman, Advanced Aesthetics/GlyMed Plus; Rose van Hemert Chvasta, BIOMARIS USA; Pat Lam, Skin Care Consultants; James Meschino, DC, Adēeva Nutritionals, Inc.; Charles Mizelle, Sothys USA; Peter T. Pugliese, MD, Circadia by Dr. Pugliese; Lydia Sarfati, Sarkli-Repêchage, Ltd.; Georgia Mae Thomas, The Merrillville Beauty College; and Kandace and Marvin Westmore, and Autumn Scruggs, Westmore Academy of Cosmetic Arts.

For the serious business professional, the All-day Owner/Manager educational program was packed with an in-depth view of issues that are pertinent to anyone involved in running a spa or an esthetic practice. Topics included retail management, people management, motivational leadership, business strategies and client services. Bryan Durocher, Durocher Enterprises; Marta Martine, Martine Business Development; Carol Phillips, EncompassOne Marketing Group; and Katherine Topel, POWERSHIP, Inc., led these dynamic sessions.

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Industry suppliers sponsored 42 classrooms during the two-day exhibition, covering treatments, procedures and products. Attendees seeking hands-on training on the products they use most often in their spas gained invaluable information as they spoke one-on-one with company representatives.

Ask the experts

Conducted while the show floor was open, the "Ask the Experts" intensive Q&A session was offered on both Sunday and Monday. Sessions were led by a different panel of distinguished spa professionals each day that fielded questions from attendees and shared their expertise and knowledge to help improve audience members' businesses and professional careers. Topics included anti-aging, competitive consumer products and medical spa practices.

TSN: The spa network

Valuable opportunities for networking and industry sharing abounded throughout the show. Following Sunday's expo, attendees stopped by the Gala Reception—a perfect event for mingling with educators, manufacturers, suppliers and fellow attendees. Held at the end of the pier, guests snacked on hors d'oeuvres and enjoyed cocktails while surrounded by the beautiful blue waters of Lake Michigan.



Marian Raney, group publisher, Allured Publishing; Melinda Taschetta-Millane, editor, Skin Inc. magazine; Carmen Delgado, owner, Oasis Enterprises, Inc.; and Phyllis Hamilton, marketing director, Allured Publishing, network with industry educators and manufacturers.

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Spotlight on global trends

As a special presentation during Monday's expo, Allured Publishing's Global Trends Team introduced a new perspective on the natural and wellness craze to attendees. The dynamic trio of editors, including Melinda Taschetta-Millane, *Skin Inc.* magazine; Cristen Bolan, *Global Cosmetic Industry (GCI)* magazine; and Laurie DiBerardino, *Cosmetic & Toiletries* magazine, delivered the most comprehensive international perspective on novel natural ingredients, the latest market data, the mainstreaming of naturals and the impact on the spa industry. Catch their presentation on growth markets, consumer behavior and the hottest trends at *Face & Body* 2005 in November.




Melinda Taschetta-Millane, editor, *Skin Inc.* magazine; Annette Delagrangue, publisher, *Skin Inc.* magazine; Cristen Bolan, editor, *Global Cosmetic Industry (GCI)* magazine; and Laurie DiBerardino, editor, *Cosmetics & Toiletries* magazine, present beauty trends as *Allured's* Global Trends Team.

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Passport to prizes

New this year was a fun opportunity to win cash prizes. As each attendee entered the facility, they received an exhibit hall passport. After visiting each of the sponsoring exhibitors' booths, attendees dropped their passports into a gold drum located in the Spa Oasis. At the end of the day, names were drawn and the prizes were awarded.



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Show manager Sandy Chapin (right), presents Bobbie Mayfield, massage therapist, with a cash prize from the "Passport to Prizes" drawing.

Into the sunset

As the day ended and the attendees drifted home, *America's Expo* proved to be a successful venue for all involved. After gaining industry insight from experts, growing professionally through exclusive education, mingling with colleagues and having a little fun, the participants set sail to another chapter of their esthetic lives. ■

