

# AMERICA'S EXPO

# HITS THE TOWN



As the only skin care trade show in the Midwest, *America's Expo for Skin Care & Spa*® brought attendees and exhibitors together for an opportunity to increase knowledge, share ideas and experience the latest in the industry. Co-produced by *Skin Inc.* magazine and Cosmetologists Chicago®, the fourth annual event was held at Chicago's Navy Pier May 20–22, 2006, where spa owners, estheticians and industry leaders came together to share their passion for skin care.





The Skin Inc. magazine bookstore was a great setting in which to browse new publications and peruse the award-winning magazine.





WITH a plethora of opportunities, skin care professionals shopped the exhibits, met with vendors and networked with peers.



## Expo hall

The show floor opened Saturday, May 20, offering attendees aisles of the newest products, services and techniques. The exhibition hall featured more than 170 booths, representing 114 manufacturers and supplier companies. With a plethora of opportunities, skin care professionals shopped the exhibits, met with vendors and networked with peers.

Suppliers sponsored Manufacturer Classrooms that offered sessions on various products, treatments and methodologies during the two-day exhibition. Those who took advantage of these classes gained invaluable information as they met one-on-one with company representatives and industry experts.

## Keynote presentation

David Wagner, founder and owner of JUUT Salonspas—the original Aveda concept salons—kicked off Sunday with his keynote presentation, **Daymaking: How to Change the World by Making Someone's Day**. A world-renowned hairstylist, artist, entrepreneur, educator, author and Daymaker, he detailed his career and life philosophy





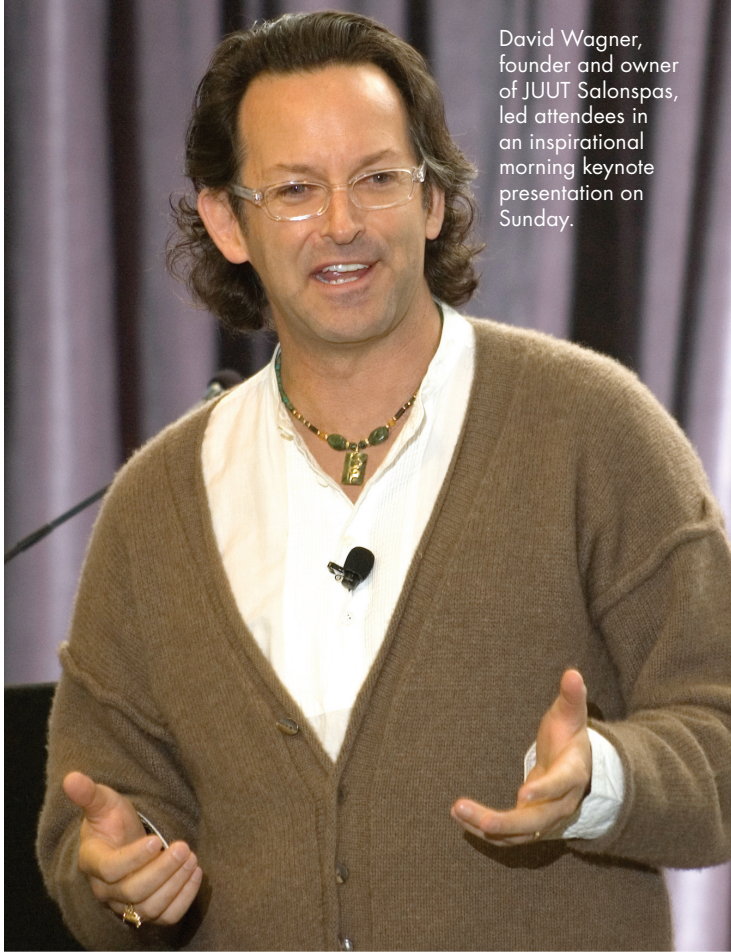


Open booths were perfect for one-on-one exchanges with company representatives.



A spokesperson from the American Association for Esthetics Education (AAEE) explains membership benefits of the organization.





David Wagner, founder and owner of JUUT Salonspas, led attendees in an inspirational morning keynote presentation on Sunday.



In the America's Expo Lounge, a bar, couches and seated massages from Hired Hands' therapists were available for tired participants.

by sharing inspirational stories about how, on any given day, one person can capture the hearts of many through simple acts of kindness.

### Product-neutral educational workshops

Attendees gathered for a day of intensive skin care education on Monday, May 22. The Product-neutral Educational Workshops were led by the industry's elite and covered cutting-edge topics. Focused on serious education, subjects included financial tips, branding, nutrition, spa design and more. For the first time, this year's program featured four different tracks—Career-building, Science, Technique and Trends, which offered sessions that were tailored to meet the professional's needs. Classes consisted of 90 minutes of stimulating lecture and discussion, and provided great opportunities for participants to earn two continuing education (CE) hours—a valuable asset for

**FOCUSED** on serious education, subjects of the Product-neutral Educational Workshops included financial tips, branding, nutrition, spa design and more.



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Kristin Nash, RN, licensed esthetician and the director of education and clinical studies for Actifirm, performs a facial.



Bryan Durocher, president of Durocher Enterprises, covered business strategies in his class, "Full-circle Business Branding."

remaining current in the skin care industry and fulfilling continuing education requirements.

This year, attendees gained insight from some of the field's most respected leaders, including Bonnie Baker, Mandarin Oriental Hotel Group; Bonnie Canavino, Spa Specifics, Inc.; Deborah Coddens, Satin Smooth; Bryan Durocher, Durocher Enterprises; Rebecca James Gadberry, YG Laboratories; Greg Hagin, LH Connects; Christine Heathman, Advanced Aesthetics, Inc./GlyMed Plus; Sam Margulies, Atmosphere Spa Design; James Meschino, DC, Adēeva Nutritionals Inc.; Peter T. Pugliese, MD, Circadia by Dr. Pugliese; Diane Wakeland, The International Dermal Institute (IDI); and Kandace and Marvin Westmore, Westmore Academy of Cosmetic Arts.

Also featured on Monday was the all-day Product-neutral Owner/Manager Workshop, targeted to the serious business professional. Highlighting four dynamic speakers, conference





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The show floor was busy as professionals networked with industry leaders and manufacturers.

THIS year, attendees gained insight from some of the field's most respected leaders.



Saturday's Product-neutral Educational Workshops provided cutting-edge information.

attendees explored hiring practices, branding an image, retail tips and marketing strategies. Speakers included Roberta Hughes, Avidere, LLC; Anna Lempereur-Moine, spa consultant; Carol Phillips, EncompassOne Marketing Group; and Victoria Rayner, Center for Appearance & Esteem.

### On the pier

As the weekend closed, *America's Expo* brought industry insight from the experts to spa and esthetic professionals yet again. The fourth annual *America's Expo for Skin Care & Spa®* provided the ideal opportunity to experience the latest techniques, products and trends. ✂

#### CREDITS

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SIRCUI® Cosmeceuticals goes way beyond regular topical skin care; this is skin care at the molecular level! Experts agree that SIRCUI® Cosmeceuticals formulated with advanced Chiral Technology certainly "raises the bar" and that this targeted, science-based approach to healthy skin is here to stay! 100% fresh, all natural skin care conceived and formulated from the "molecules up" to be clearly the most advanced anti-aging skin care products that you'll ever use! Your skin has never felt so clean, soft, balanced and pure.

## What is this Chiral Technology... you may ask?

Chiral Technology is based on the 1848 discovery by Louis Pasteur that all molecules have 2 identical sides or shapes. Scientific research has also confirmed that although both sides of a molecule may appear identical, they do not always feature the same properties or benefits. In contrast, it has also been firmly established that the human body is selective about which side of a particular molecule shape is able to form a perfect bond with the skin's cells (or cell receptors). When you use only the "effective" side of an ingredient molecule you are guaranteed that each ingredient has the greatest targeted benefits possible. All SIRCUI® Cosmeceuticals product formulations utilize advanced, "body friendly", Chiral Technology to separate out the correct side of the active ingredient molecule and only use the side of the molecule that fits.

By designing products with more of the "right shape" ingredient molecules, you simply get formulas that have a higher concentration of the particular ingredient's benefits, which results in a stronger, more potent, superior product.

## We call it "super-charged" skincare.

In addition, by eliminating the other, "ineffective" side of the ingredient molecule, you have less chance for an adverse reaction (which is great news for those of us with sensitive skin). The result? Your skin will look healthy, soft and feeling fresher than you've ever experienced before.

Take a look at the ingredient list of any of the products you are currently using and see if they contain any Chirally Correct ingredients, and you'll understand what makes us so new and unique! When a product is Chirally Correct, it means that it contains only the side of the molecules with the ability to give the desired results (by the way, always identified on the product label by either an L for the left side of the molecule or D for the right side, before each of the ingredients).

Are you familiar with L-Ascorbic Acid? Of course you are. We all know that to be the industry standard for the most effective form of Vitamin C available, in fact huge companies have built their business on just that one single ingredient. Why? Because it's more effective. Now imagine a company where all of the active ingredients are developed the same way, and you will start to see why we are so excited and have had such remarkable growth. We provide products that actually do the job intended...what a concept.

Remember, Scientists have firmly established that Chirally Correct molecules determine how or even if, a particular ingredient will be effective. Therefore, in order for a product to be its **most** effective, its ingredients must be Chirally Correct. Only Chirally Correct ingredients can restore Chiral purity and alignment on a molecular level, and therefore, on a cellular level. Nutrients that your skin can, not only recognize, but use.

## Skincare by us...Ingredients by nature!

Understanding Chiral Technology is the key to understanding why SIRCUI® skin and hair care products are so amazing! This knowledge completely redefines what we should be putting on our skin. It is also why all products that are either ingested or applied topically should be Chirally Correct.....and one day soon, they will be! At SIRCUI® we give you the straight up facts, and list all of our ingredients proudly. Most importantly, SIRCUI® formulations NEVER contain chemical parabens or preservatives, fillers, artificial colors, artificial fragrances, and of course, everything we do is cruelty free.

Savvy, educated consumers understand this concept and are seeing noticeable changes in skin texture and tone. Companies that utilize this technology simply raise the bar on what you should expect from a skin care product or treatment program. The bottom line is that what most of us want is an uncomplicated daily system of skin care that feels great, is easy to maintain, fun to use and, best of all, rejuvenates the skin. Using 100% fresh, natural, Chirally Correct ingredients, insures the healthiest skin you can have and your best face forward.

All SIRCUI® formulas are specifically designed to help maintain your skin's all-important moisture balance (the pH balance), resulting in maximum skin protection (no more stripping and coating here) and a more vibrant, youthful appearance.

SIRCUI® Cosmeceuticals is great for all skin "types". Our concept is to address specific skin conditions more than just skin types. We all understand that our skin changes daily, weekly, monthly, seasonally, "hormonally", after a crazy weekend or vacation to the desert, etc... So, designing a product for a particular skin type just doesn't make sense. Our products are formulated to adjust to your body's changes by maintaining its proper moisture levels and pH balance and working with your body...not against it. We think it's a smart, commonsense approach.

SIRCUI® Cosmeceuticals are always: All natural, gentle and clarifying (because it's good to be nice to your skin), pure product concentrated formulations (equals more of the good stuff!), Hypoallergenic, super effective with superior results (otherwise, why bother?), and great for ALL skin types, even acne prone skin...Finally!

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