

# BIR reports from the Int'l Congress of Esthetics & Spa

The annual **International Congress of Esthetics and Spa (ICES)** is a quartet of shows jointly owned and produced by **Les Nouvelles Esthétiques** and **DermaScope** magazines. **Beauty Industry Report (BIR)** recently attended the show in Long Beach, CA, which is right in our back yard. This annual event is replicated in Miami, Philadelphia and Dallas and attracts estheticians, spa therapists, makeup artists, massage therapists, business owners and others who do business in the skin care and spa sections of the beauty industry.

**Christele De La Haye**, director of marketing at **Les Nouvelles Esthétiques & Spa** magazine and show director for ICES, told **BIR**, "We had 20% more attendees than last year's show and 174 exhibitors." She added, "A major goal at all our ICES events is to provide attendees with an opportunity to expand their knowledge, enhance their skill sets and network with other skin care and spa professionals. ICES conferences feature educational highlights, including lectures, demonstrations and roundtable discussions covering the latest trends and topics relevant to spa skin care professionals."

On the show floor, **Instantly Ageless** announced new packaging, a new delivery system and a name change to **OMG! Face Lift by Instantly Ageless**, which the company says dramatically reduces lines, wrinkles, pores and puffy eyes in 2 to 3 minutes.

CEO **Kellie Serrault** told **BIR**, "Consumers loved our formula and the immediate results it produced, but some disliked the airless pump delivery system. As a result, we've repackaged the product in single-unit dose vials with 25 vials to a box (list \$29.95/SRP \$59.95 to \$79.95). Each vial lasts 2 to 3 days." Reach **Laurie Appleton**, customer service manager, at 800-709-2058 or visit [instantlyageless.com](http://instantlyageless.com).

At the **Miracle Product by Holocuren** exhibit, **Casey Kobryn**, company service advisor, said, "We launched our anti-aging hair care line, which features **Holocuren's Miracle Anti-Aging Shampoo** (6.0 oz./list \$22.00), **Miracle Anti-Aging Conditioner** (6.0 oz./list \$24.00) and **Miracle Anti-Aging Serum** (4.0 oz./list \$32.00) with hydrolyzed capaxuein. The products help repair and renew the inner cortex and outer cuticle of the hair. Hydrolyzed quinoa protein and rosemary leaf extract inhibit hair loss and

promote growth. Keratin strengthens and protects, and bee propolis extract treats damaged hair.

**Miracle Lips** with bee propolis and tea tree oil is the company's top selling product, according to Casey. "Its no-wax formula allows it to penetrate to heal dry, chapped or cracked lips, increase cellular turnover and the natural exfoliation of lips, and even reverse sun damage," said Casey. Reach **Lorraine Marshall**, sales and marketing director, at 877-315-2648 or [mymiraclelips@aol.com](mailto:mymiraclelips@aol.com). Visit [holocuren.com](http://holocuren.com).

**Rocasuba** offered **WOWLash**, a conditioning and lash-lengthening mascara. According to vice president of sales, **Penny Kahan**, WOWLash locks moisture into each lash and creates a long-lasting protective coating (8 mL/list \$20.00). Reach Penny at 305-607-7855 or [pennykahan@gmail.com](mailto:pennykahan@gmail.com). Visit [rocasuba.com](http://rocasuba.com).

At the **MD Hair** exhibit, president and founder **Susan Lin, MD**, showed the **MD Hair Restoration Kit** for women. It contains a 1-month supply of **MD Nutri Hair** supplement, a 3-month supply of **MD Scalp Essential** and a 3-month supply of **MD Follicle Energizer**. Sold separately, the products cost \$250.00. The kit is priced at \$199.00. Reach Susan at [drin@susanlinmd.com](mailto:drin@susanlinmd.com). Visit [mdlashfactor.com](http://mdlashfactor.com).

**Geoff** and **Tina Copland** introduced **Meticulous Wax** from Australia. Long Beach was the final stop on the company world-tour, which included launches in London and Norway, by the brand's owners/manufacturers. This premium wax is now available in the United States from the brand's San Antonio-based distributor, **Essential Med Tools**, which is owned by **Suzette Yap** and **John Saunders**. The line includes stripless hard wax micro beads available in White Diamond, a quick setting yet pliable wax for sensitive skin; Black Onyx for coarse hair or for use on male clients; and Pink Sapphire, for all hair types. The company also introduced soft strip waxes in Purple Amethyst, Red Ruby and White Pearl. They are available in convenient 80-ml and 100-ml cartridges.

Meticulous Wax is priced at the low end of the premium waxes range. Hard wax in kilo bags (2.2 pounds) has a salon cost of \$38.00 each. In addition, an all-the-time deal features 5 pounds or more for \$28.00 each. The soft wax is priced at \$18.00 for a 14-oz. can or on deal for \$15.00

each with the purchase of three cans. A 6-pack of 100-ml cartridges costs \$23.99, with a 6-pack of 80-ml cartridges listing for \$21.99. Meticulous is expanding its U.S. distribution. Interested distributors can contact John and Suzette at 210-657-1400 or [john@essentialmedtools.com](mailto:john@essentialmedtools.com). Visit [essentialmedtools.com](http://essentialmedtools.com).

At **Amber Products**, co-owner **Erin Madson** featured the **Amber Manicure Bar**. The Bar features the **Amber Manicure Pod** technology and includes the Solo LED gel-polish lamp, a paraffin bath, lotion warmer and a 5-slot Amber Serum Rack. The Bar also includes a recessed Manicure Bowl. By lifting the work space inlay, the manicurist can treat the client to a warm soak, scrub and mask during the manicure. The \$1,295.00 salon price includes the Manicure Pod and the small Treatment Bowl. Contact Erin at [erin@amberproducts.com](mailto:erin@amberproducts.com), or visit [amberproducts.com](http://amberproducts.com).

**Grande Naturals, LLC**, best-known for its eyelash and eyebrow conditioner **GrandeLASH-MD**, featured its **GrandeHAIR—Professional Strength Hair Rejuvenation Stimulant** (40 mL/\$119.90 SRP). GrandeHAIR serum combats hair loss and helps restore the appearance of thicker and fuller hair, using ingredients similar to those found in GrandeLASH-MD. **Grande Shampoo** (8 oz./SRP \$19.95) and **Grande Conditioner** (8 oz./SRP \$19.95) feature natural exfoliating properties and peptides to clear the scalp and hair follicles of dead skin, making room for fuller, thicker hair to grow. The **GrandeHAIR Laser Comb** (SRP \$189.00) uses low-level laser technology and high-tech LED to stimulate cell metabolism and reduce the harmful effects of dihydrotestosterone (DHT), which can cause hair thinning and loss. The GrandeHAIR-System featuring all four products was available at a show price of \$299.00, a savings of \$50.00. For more information, reach **Dena Bruckman**, marketing director, at [dena@grandelashmd.com](mailto:dena@grandelashmd.com). Visit [grandelashmd.com](http://grandelashmd.com).

Next year's show dates were not available as **BIR** went to press. Check out **BIR's 2014 Trade Show Calendar** for the dates of all of the 2014 ICES events, along with all other major industry happenings next year. To learn more about ICES, reach Christele De La Haye at 800-471-0229 or [christele@lineonline.com](mailto:christele@lineonline.com). Visit [lineonline.com](http://lineonline.com).