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## **OVER THIRTY THOUSAND BEAUTY AND SPA PROFESSIONALS ATTEND QUESTEX'S 2023 IBS and IECSC NEW YORK SHOWS**

### ***The Shows' Successful Return to the Javits Center Ignited by New Onsite Experiences***

NEW YORK, NY – March 13, 2023 — Questex's International Beauty Show ([IBS New York](#)) and the International Esthetics, Cosmetics, & Spa Conference ([IECSC New York](#)) made an unprecedented return to the Javits Center with exciting new onsite experiences and three jam-packed days of the best in beauty and spa. Over thirty thousand professionals attended to walk through miles of exhibits, learn the latest industry trends and techniques from prominent artists and skilled estheticians, and acquire business-building skills to take their crafts and careers to the next level.

Over 500 brands showcased their newest products and innovations in the nearly 100,000 square feet co-located space. The 2023 Shows kicked off with ribbon cuttings at the Shows' entrances. Taking part in the events were executives from Questex, Circadia (sponsors of the IECSC New York ribbon cutting) and Tondeo (sponsors of the IBS New York ribbon cutting).

Exhibitors at **IBS New York 2023** included: **Amika, Andis, Chi by Farouk, DNA Hairtools and Extensions, Gelish + Morgan Taylor, HALOCOUTURE Extensions, KANAR, MAC Cosmetics, Morfose Cosmetics, Olaplex, Parlux, Turbo Power** and many more! For the full list, [click here](#).

Exhibitors at **IECSC New York 2023** included: **Circadia, Eminence Organic Skin Care, HydraFacial, Geneo, FarmHouse Fresh, LightStim+, MerryLaz, Silhouet-Tone USA, Procell Therapies, Repechage** and more! For the full list, [click here](#).

As always, attendees had the opportunity to shop for products for their salons and spas at professionals-only pricing and to network with industry leaders.

"2023 marked a new chapter for both IBS and IECSC New York, propelled by the success of our new onsite experiences which were conceived as a way to celebrate and support our attendees," said Elizabeth Fantetti, Partnership & Event Director, Questex's Beauty & Spa Group. "The feedback from everyone who took part in this year's New York Shows – from the exhibitors to the speakers to the attendees – has been overwhelmingly positive. We can't wait to build on this success and continue to grow."

## NEW ONSITE EXPERIENCES at the 2023 SHOWS:

- [THE POWERHOUSE PAVILION: Celebrating Black Beauty Entrepreneurs](#) – located on the IBS New York show floor, this pavilion provided the opportunity to showcase, celebrate, and empower Black beauty industry entrepreneurs. Sponsored by [Myavana](#), the space featured a gallery highlighting some of the most successful Black beauty entrepreneurs over the years, incorporated education panels, and had beauty industry business consultants available to provide guidance for any attendee looking to boost their career.
- [LOOK & LEARN STAGE](#) – also located on the IBS New York show floor, was a veritable social network for trends and education. Attendees watched demonstrations of the latest techniques by renowned artists while lounging and enjoying cocktails with colleagues and friends, displayed their artistic skills on the Graffiti Wall sponsored by Andis, and enjoyed a 360-degree selfie pandemonium sponsored by After Pose, all while the deejay played the latest hits.
- [HEALTHY YOU PAVILION](#) – located on the IECSC New York show floor, this area gave attendees the opportunity to “Say Yes to a *Healthy* You” while experiencing the latest in health and wellness products from top brands like Sugarbear Vitamin Care. Plus, attendees could stop by the Recharge & Hydrate Lounge to relax, regroup, and reconnect with friends and colleagues.

In addition, the IECSC show floor featured the [Studio Stage](#), a demonstration area developed for exhibitors to present the latest and greatest products and technologies.

An incredible list of speakers and educators took part in this year’s Shows, including:

### IBS New York

- [Candy Shaw](#) (AKA thebalaylama) - the world’s foremost authority on balayage education. She teaches a fast, efficient, no-nonsense method of hair painting
- [Keya Neal](#) (Kolour Kulture) - an industry activist, DEI Strategist, Kolour Koach, Texture Specialist, KeyNote Speaker, ABCH Certified, and Intercoiffure member
- [Monaé Everett](#) - a celebrity hair stylist, author and educator with 20 years of experience.
- [Gilad Goldstein](#) - as part of the Ulta Design Team, Gilad creates online Salon Education for stylists globally
- [Ivan Zoot](#) (Clipper Guy) - shares technical cutting, business building and career success education at trade shows and events

For a full list of IBS New York speakers [click here](#).

### IECSC New York

- [Savanna Boda](#) – a Clinical Educator for iS Clinical and SkinPen, and is the in-house esthetician for Dermoscope magazine
- [Dr. Susan Lovelle](#) (Dr. Susan, The Thrive Architect) - teaches busy women how to flourish by mastering their energy, weight, and hormones. She’s the Founder of Premiere Wellness, a comprehensive lifestyle health company that serves clients globally
- [Crystal Ochemba-Powell](#) - an experienced Licensed Esthetician, Makeup Artist, Business Coach and Licensed Continuing Education Provider with a combined ten years of experience in both business marketing and the beauty industry
- [Mary Nielsen](#) – after 14 years with a surgical group, plus ten years owning a thriving med-spa and over ten years running a private aesthetics school, with multiple books

under her name and countless articles in esthetics journals, to say that Mary Nielsen is passionate about the Aesthetics industry is an understatement

- [E'toshia McFarland](#) – a Licensed Esthetician, award-winning educator, and spa owner of Faces By Etosh

For a full list of IECSC New York speakers, click [here](#).

Exhibitors, speakers, and attendees from both the Spa and Beauty industries shared testimonials of their experiences at this year's Show:

**Michael Pugliese, Circada**

"We love exhibiting at IECSC. There is a huge audience always hungry for education, the classes are always standing room only and filled with people not only from New York, but from all over the country and the world. It's a great way to connect with the aesthetics industry."

**Jeff Fuhr, BAMS**

"We're getting a lot of new clients and the opportunity that we found here has been nothing short of excellent. It's packed here and we'll be here for the foreseeable future."

**Cornell McBride, President and CEO, McBride Research Laboratories (and featured "game changer" in the Powerhouse Pavilion gallery)**

"The Powerhouse Pavilion is truly motivating and inspiring for recognizing game changers in the beauty industry. It's important to have the discussion and understand the history in order to move forward. The conversations that take place in this pavilion will help break down barriers. IBS is at the forefront of change."

**Alexandra Fox - Attendee**

"We took a big risk and came from Toronto, and the Shows went beyond our expectations. We learned a lot, saw tons of vendors, found things to add to our studio - we had no idea we were missing."

For more information, on IBS New York, visit [ibsnewyork.com](https://www.ibsnewyork.com). Stay connected on [LinkedIn](#), [Facebook](#), [Instagram](#) and [TikTok](#).

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## Upcoming Events

Additional networking and educational opportunities for beauty and wellness professionals are available at **IBS Las Vegas and IECSC Las Vegas**, taking place June 24-26, 2023 at the Las Vegas Convention Center. Visit [ibslasvegas.com](https://www.ibslasvegas.com) or [iecsclasvegas.com](https://www.iecsclasvegas.com) for more information. Also, **IECSC Florida** will take place October 15-16, 2023 at the Palm Beach Convention Center. Visit [iecsclflorida.com](https://www.iecsclflorida.com) for more information.

## About IBS New York

Produced by Questex and presented by American Salon, IBS New York is the longest running professional beauty event in the country. IBS New York is for professionals only and reaches a

wide cross-section of participants including salon owners and managers, hair stylists, hair colorists, cosmetologists, makeup artists, nail technicians, beauty and hair product manufacturers and distributors. Connecting serious beauty professionals with the best in the industry, the show brings hundreds of top beauty brands together under one roof for free educational classes by industry legends, workshops, and exclusive show-floor discounts. For more information, visit [ibsnewyork.com](http://ibsnewyork.com)

### **About IECSC**

Produced by Questex, the International Esthetics, Cosmetics and Spa Conferences (IECSC) are for professionals only and reach a wide cross-section of participants from spa and wellness product manufacturers and distributors to spa owners, directors and managers, estheticians, massage therapists, medical estheticians, and dermatologists. With dynamic trade show floors, in-depth conference programs, and presented by *American Spa*, the IECSC events provide the perfect meeting ground for the world's most elite and qualified spa professionals looking to meet the top skin, cosmetic and wellness companies. For more information, visit [iecsc.com](http://iecsc.com).

### **About QUESTEX**

**Questex helps people live better and longer.** Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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