



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

March 3, 2024

Dear Friends:

It gives me great pleasure to welcome everyone to the Javits Center for the International Beauty Show New York (IBS) and the International Esthetics, Cosmetics, and Spa Conference New York (IECSC).

New York is the proud home to residents who hail from every corner of the map, and this remarkable diversity is reflected in our dynamic beauty and wellness sectors. These joint symposiums hosted by IBS and IECSC unite thousands of professionals in these fields from the five boroughs and beyond, among them hair stylists, makeup artists, massage therapists nail technicians, skin care experts, and spa and salon owners from the five boroughs and beyond. Featuring inspiring master classes, educational workshops, discussions with industry leaders, and a trade show by emerging and established companies, this three-day extravaganza provides attendees the opportunity to exchange knowledge, develop their skills, build valuable connections, and learn more about the latest advancements and trends. IECSC's exhibit hall once again includes an area focused on innovative products from Korea and IBS' Powerhouse Pavilion, which is dedicated to celebrating Black entrepreneurs. I applaud these two organizations for their efforts to strengthen our economy and empower large and small businesses that help New Yorkers feel good inside and out. Together, we will continue to #GetStuffDone and forge a brighter, healthier, and more prosperous future for all.

On behalf of 8.3 million New Yorkers, please accept my best wishes for a positive and productive event.

Sincerely,

A handwritten signature in black ink that reads 'Eric Adams'.

Eric Adams
Mayor