

FOR IMMEDIATE RELEASE

Miami Beach Hosts All-Star Hair Stylists at Intercoiffure's Spring Symposium

MIAMI: Cheap sunglasses, decorated to the nines, added a light-hearted note to the serious business of beauty at Intercoiffure America/Canada's (ICA) annual Spring Symposium, held May 2-3 at The Fontainebleau in Miami Beach. More than 400 attendees turned cheap plastic frames into stunning and often hilarious accessories, which they then wore throughout the two-day event.

The Symposium focused on business topics and opened with a diverse panel of speakers who addressed "The Professional Beauty Industry, Today and Tomorrow." Panelists included Steve Sleeper, executive director of the Professional Beauty Association; Larry Gaynor, CEO, TNG Worldwide; Sonia Kashuk, creator of Sonia Kashuk Beauty; Marvin Hausman, MD, CEO, Total Nutraceutical Solutions, Inc., and Glen Gilmore, consultant and social media guru.

New this spring was the emphasis on skin care and makeup services. Lydia Sarfati, director of Intercoiffure's Skin Care Council, and Lori Neapolitan, director of the Makeup Council, discussed trends in skin care and makeup services, as well as the fine points of profiting from these revenue streams.

ICA Fashion Director Vivienne Mackinder presented her new Spring Collection, "Six Faces of Fashion—a visually stunning exploration of how the stylist uses her knowledge of the client's personality to create her image.

Gina Khan, creative director of the Haircolor Council, and Jo Blackwell-Preston presented "Chocolate and Spice," their new color collection.

Miami's hometown sensation, Oribe, closed the program on Sunday with a recreation of his recent Vienna Fashion Week show, "C'est si bon," and co-hosted the memorable Sunday night "Havana Nights" party with ICA president Lois Christie. A portion of the proceeds, including contributions from Artego, Eurisko Collection, Logics and Oribe, was donated to the Clinton Bush Haiti Relief effort.

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Other highlights of the Symposium included:

- “Deco Design,” Gina Khan’s new collection for Logics
- “Fearless Hair Fashion,” by the Sebastian Team
- Selection of the Intercoiffure Nouveau finalists—these talented young stylists will travel to Paris in September to present at Mondial’s annual “Night of the Stars”
- Hands-on classes—cutting with Vivienne Mackinder and Mary Brunetti, and coloring with Gina Khan and Jo Blackwell-Preston

The event was made possible through the support of L’Oreal Professionnel, P&G Salon and Professional and Logics, along with Aveda, Keratin Complex, Hairdreams, Spornetter, Artego, Your Name Cosmetics, Sue Devitt, Takara Belmont, and Turbo Power.

Intercoiffure America/Canada is an association of the beauty industry’s elite—more than 300 salon owners employing more than 27,500 employees. The average annual sales volume for an Intercoiffure member ranges from \$1.5 million to \$85 million. In addition to their economic clout, Intercoiffure members set the creative and quality standards for the industry.

Visit www.Intercoiffure.us for more information, or email info@intercoiffure.us.

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