
Taking Beauty to the Next Level

Greater Columbus Convention Center: On October 7 & 8 the Premiere Beauty Classic welcomed Nick Arrojo to Columbus, Ohio for the first time on Center Stage and in an intimate classroom setting. In 2012, Premiere Beauty Classic raised the bar for the quality of hair, nail, and business education offered. Focused education in global texture, esthetics, and even extensions/weaves offered beauty professionals extensive learning opportunities with innovative tool and training which fostered positive growth and success for the future of the industry. With 362 booths on the exhibit floor, attendees were educated and entertained by demonstrations on new and exciting products. Professionals licensed in the state of Ohio took advantage of receiving up to eight Continuing Education credits toward license renewal. If you were unable to make the event this year, here is a look at what you missed:

Center Stage: With appearances and instruction from industry icons, the opportunity to learn from leading guest artists was well received. The Premiere Beauty Classic Center Stage lineup included Paul Mitchell: Lucie Doughty, LaDonna Dryer, Noggie Thai and Jay Small; Sexy Hair: Mary Ramsey and Jesseca Howard Turner; Farouk Systems Group: Danielle Bucco-Regazzi and Rob Christian; Surface: Wayne Grund; Mantra Haircare: Annie Shell; GKhair: Kevin Bolz and Jeff Duckwall; and legendary industry professional ARROJO: Nick Arrojo. The platform artists gave inspiring performances to a packed room each day of Premiere Beauty Classic!

Professionals and students alike quickly fill classrooms to obtain focused education in hair, nails, dayspa, esthetics and business at Premiere Beauty Classic. This year's event featured educators such as, Moroccanoil, RUSK, PRAVANA, Brazilian Blow Out, ROCK YOUR HAIR, LOX Extensions, Solutionsbeautyconsultants.com, Precision Nails, Light Elegance, CND, OPI, Depileve, James Wealthy Systems, Mikal Salon & Spa Consulting and ESBI International among many more.

More information concerning Premiere Beauty Classic can be found at www.beautyclassicshow.biz, on Facebook and Twitter.

Mark your calendars for the Premiere Beauty Classic 2013 on October 6 & 7 at the Greater Columbus Convention Center. For more information please contact Premiere Show Group at 800-335-7469 or visit www.beautyclassicshow.biz.