

PREMIERE  
**BEAUTY CLASSIC**  
Columbus, Ohio  
2013

**For Immediate Release**  
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**Taking Beauty to the Next Level**

**Greater Columbus Convention Center:** On October 6 & 7, Premiere Beauty Classic featured high quality education in hair, nails, dayspa and business. With 385 booths on the exhibit floor, attendees were educated and entertained by demonstrations on new and exciting products. Attendees from Ohio, West Virginia, Michigan, Kentucky, Indiana and Pennsylvania, the exhibit floor, educational classes and Main Stage presentations were buzzing with hungry professionals and students eager to learn and shop. If you did not make it to the show, here are some of the highlights of what you missed:

**Exhibit Floor:** On the must-see list, Paul Mitchell once again rocked the house, and Sexy Hair showcased Marilyn Monroe as their spokes model. Amika shopping bags were spotted on every attendee, as they continue to offer great products at a great value. RUSK and BaBylissPRO promoted their new styling tools like MiraCurl, while sharing new forecasted trends for long hair designs. New exhibitor Shaoé Haircare, an emerging high quality hair care system, thrilled attendees with great products and education drawing large crowds. The Rock Your Hair booth shimmered in pink, as they continue to stay ahead of the game creating show stopping spectacles while Michael O'Rourke engaged his audience with new trends and techniques.

**Education:** Professionals and students were able to select from over 100 educational classes from leading educators. Ohio and West Virginia licensees took advantage of receiving up to eight continuing education credits towards their license renewal.

Many classes were at 100% capacity as attendees continued their professional education. Barbershop educational classes like Johnny B. Hair Care featuring Gabriel Quinones and Andis Company were favorites among many who wanted to develop and maintain their growing male clientele. CND continued their promotion for VINYLUX, which continued to be a hit, and every Évalash Silk Eyelash Extensions classes were at capacity.

**Main Stage:** Premiere Beauty Classic's Main Stage continued to surpass expectations by welcoming Brian and Sandra Smith with MATRIX and Michael O'Rourke with Rock Your Hair. This year's lineup also included Paul Mitchell, Farouk Systems, Surface, Thermafuse, Mantra Haircare and GKhair. Main Stage featured the industry's latest fashions and trends keeping presentations to standing room only.

Mark your calendars for the Premiere Beauty Classic 2014 on October 12 & 13 at the Greater Columbus Convention Center. Stay up to date on the latest information on our Facebook and Twitter page.

For more information please contact Premiere Show Group at 800-335-7469 or visit [www.beautyclassicshow.biz](http://www.beautyclassicshow.biz).