

Premiere DAYSPA Conference and Spa Business Forum is Apex of Industry Education

Orlando, FL, Orlando/Orange County Convention Center – The foremost names in skincare education gathered on June 6th, 7th, and 8th for the Premiere DAYSPA Conference and Spa Business Forum in conjunction with Premiere Orlando. All fifty states and fourteen countries were represented, as well as over 46,000 salon professionals turned out for the education, supplies, and treatments they desired – all to be found among 2,400 booths, 752 exhibitors, and more than a quarter *million* square feet of exhibit space. This year's available tracks included courses in Wellness, Massage, Science and Ingredients, Anti-Aging, and a specialized Spa Business Forum, all helping professionals stay abreast of the most up to date treatments and develop the savoir-fare necessary to rise above the rest. For the unlucky few who were unable to attend, here is only a small sample of what they missed:

Premiere DAYSPA Conference: With over a 110 educational sessions offered there was something for everyone. Some of the top educators included in the 2009 line up were: the International SPA Association; Pevonia Botanica; Repechage; Dr. Taylor's Rx for Brown Skin; Eve Taylor; Sothys USA; Noreen Young; SpaRitual; Circadia by Dr. Pugliese; Kesca Body; Vector Institute of Beauty; Electrology; CARA Cosmetics; Biomaris USA; Bio-Tec USA; Cirepil & Esencial Waxing Systems; Rose Skin Care Products; and Sesha Skin Therapy.

Spa Business Forum: Premiere DAYSPA served up its largest selection of business education to date with the Spa Business Forum. Skincare professionals will now stay on top of the latest treatments having sharpened their business savvy. Featured this year are: Melinda Minton: The Spa Association; Ritz Carlton Leadership Center; SCEC: Kevin Heupel; Durocher Enterprises; I.S. Marketing; Lisa Marie Arnold; Milady; Primeco Consulting; SalonCashflow; and Professional Beauty Association just to name a few.

Massage Education: Industry leaders provided the latest education for Massage Therapists. Michael McGillicuddy: The Central Florida School of Massage Therapy; Katie Haley: CosmicFlower Aromatherapy; and Bruce Baltz: SpiriPhysical packed the classroom by offering in-depth massage education classes that were eligible for Florida Continuing Education.

Save the Date: Premiere DAYSPA Conference and Spa Business Forum featured an assortment of education suitable for the skincare novice, veteran and everyone in between! Mark your calendars for Premiere DAYSPA 2010 – save the date for June 5, 6 & 7. For more information, visit the Premiere DAYSPA website at www.premieredayspa.biz or call 800.335.7469.

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