

**Premiere Orlando Beauty Show is a Success at 46,000 Strong!**

**Orlando/Orange County Convention Center, Orlando, FL** – The stage and classrooms were set in sunny Florida on June 1 & 2 for approximately 46,000 beauty professionals and students! The raw energy and excitement bubbling throughout the aisles was a testament to why for the 17<sup>th</sup> year in a row, Premiere Orlando was the place to be! With over 2,600 booths, 756 exhibitors and more than 261,700 net sq. ft. of exhibit space, there was something for everyone! If you didn't make it to the show, here's a glimpse of what you missed...

**Global Texture:** MIZANI made their debut at Premiere Orlando with an absolutely beautiful booth, ongoing demonstrations and couches filled with stylists eager to learn the latest techniques for healthy multi-textural styling. Other newcomers included ASHTAE: Michael Woods; Nahblia's Essentials: Sonia Tutuwan; i make you beautiful: Danessa Myricks—who hosted several standing room only classes; and Zoe International: James Hunter. AVLØN Industries; Barry Fletcher Products; Bonika Shears; Chuck Cagle; Namasté Laboratories; NuExpressions: Samantha Huntley; Patric Antonio Bradley; *SalonSENSE's* Terri Winston; and Vitale Pro returned to Premiere Orlando and hosted education including topics such as:

- Cutting in the U.K.
- Creative Textured Hair Styling
- Bridging the Gap Between Relaxers and Color
- Celebrity Cuts
- Everything A Colorist Should Know

**Extensions & Weaves:** This year's lineup was more diverse and comprehensive than ever! Educators included: celebrity stylists Shirlena Allen and Janel Sealy-Smith; Great Lengths USA's Darren Brokaw; Ultratress' Monica DelGatto; Barbara Lagazzele; and All Dolled Up's Faye Bailey. Education topics ranged from Lace Front wig application to the proper way to cut and style extensions for a natural look. Toni Love, Torain, Denise Rossouw of Top Secret Haircessory, SO CAP USA, CinderellaHair, SIMPLICITY Hair Extensions, New Concepts Hair Goods and Donna Bella Milan also returned!

**Save the Date:** Do *not* be the only one at your salon/spa that misses out on Premiere Orlando in 2009—save the date for June 7 & 8. If you just can't wait until next year, get started early and book your hotel now by visiting [www.premiereorlandoshow.biz](http://www.premiereorlandoshow.biz)! For more show information, visit the Premiere Orlando website or call 800.335.7469.