

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

Orlando Orange County Convention Center, Orlando, FL – On June 1 & 2, the stage and classrooms were set in sunny Florida for approximately 46,000 beauty professionals and students! The raw energy and excitement bubbling throughout the aisles was a testament to why for the 17th 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...

Main Stage (Sponsored by *Launchpad*): Premiere Orlando's Main Stage—a production like none other—featured the industry's top platform artists performing the season's hottest trends and techniques, while simultaneously inspiring stylists to unleash their creativity! The 2008 Main Stage featured: John Paul Mitchell Systems: Robert Cromeans, Angus Mitchell and the Angus M Team, Stephanie Kocielski, Takashi Kitamura and the ARCS Team; RUSK: Sandra Yu, Jim Roberts, Juliet Westerberg, Tatjana Czypionka and Angela Greenland; Martin Parsons; TIGI: Robert Barker; Grund: Wayne Grund; Sam Villa; and Tressa: Jeffrey Altenburg. This who's who list of platform artists gave exhilarating Main Stage performances to a packed room each day of Premiere Orlando!

Hair Color Today (Sponsored by *American Salon*): Premiere Orlando's Hair Color Today segment was brimming with a powerhouse of educators focusing on everything that colorists need to stay ahead of the competition. Educators included: Beth Minardi; Clairol Professional: Anita Gutierrez and Danny Lapointe; Paul Mitchell the color: Scott Cole and Linda Yodice; Scruples: William Whatley as seen on *Style Network's Ambush Makeover*; TIGI Colour: Susan Roberts Cooper and Te Nguyen; Product Club: Patrick McIvor, Adrienne Rogers, Melissa Johnson and Lisa McAuliffe; and Schwarzkopf Professional: Claudia Salyer.

Future Vision 08: 'Breathtaking' perfectly describes the Future Vision 08 event that took place Saturday evening before Premiere Orlando. The Doves, Nick Arrojo and Sassoon Academy gave colorful, energy-driven presentations that both inspired and re-energized professionals throughout the theater.

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! For more show information, visit the Premiere Orlando website or call 800.335.7469.