



Attendees take diligent notes during the Product-neutral Educational Workshops.

Class sessions consisted of two hours of stimulating lecture and discussion, and provided great opportunities for attendees to earn two continuing education (CE) hours—a valuable asset for remaining current in the skin care industry.

This year, attendees gained insight from some of the field's most respected leaders, including Lori Nestore exploring proper waxing methods in "Wax Techniques With the Wax Queen" and Mark Lees, PhD, lecturing "All About Acne." Other speakers included Christine Heathman, Advanced Aesthetics/GlyMed Plus; Rose van Hemert Chvasta, BIOMARIS USA; Pat Lam, Skin Care Consultants; James Meschino, DC, Adéeva Nutritionals, Inc.; Charles Mizelle, Sothys USA; Peter T. Pugliese, MD, Circadia by Dr. Pugliese; Lydia Sarfati, Sarkli-Repêchage, Ltd.; Georgia Mae Thomas, The Merrillville Beauty College; and Kandace and Marvin Westmore, and Autumn Scruggs, Westmore Academy of Cosmetic Arts.

For the serious business professional, the All-day Owner/Manager educational program was packed with an in-depth view of issues that are pertinent to anyone involved in running a spa or an esthetic practice. Topics included retail management, people management, motivational leadership, business strategies and client services. Bryan Durocher, Durocher Enterprises; Marta Martine, Martine Business Development; Carol Phillips, EncompassOne Marketing Group; and Katherine Topel, POWERSHIP, Inc., led these dynamic sessions.



Attendees took advantage of demonstrations on the show floor to learn directly from the experts.

## Walking the hall

With countless aisles showcasing the newest products, services and techniques from industry manufacturers and suppliers, the America's Expo exhibition hall was a smorgasbord of opportunity. Attendees waited eagerly for the hall to open, so that they could get the chance to network with exhibitors and build relationships that will last throughout their careers. Manufacturer booths featured everything from skin care and equipment to supplies and makeup.



Marvin Westmore leads an attentive Manufacturer Class on the essentials of eyebrow shaping.