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**Premiere Orlando 2009 – Globally Renowned “Best Show”**

**Orlando, FL, Orlando/Orange County Convention Center** – For the nineteenth year in a row, the Premiere Orlando International Beauty Event held June 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> was a tremendous, multinational success. All fifty states and fourteen countries were represented, as well as over 46,000 salon professionals turned out for the opportunity to learn – first-hand – the methods, tips, tricks, and secrets of true industry artists and masters of their craft. Students, novices, and even the most seasoned veterans were offered the tools, training and quality education required to grow and succeed in this fast-paced, cutting-edge industry. Year after year, as education drives Premiere, Premiere continues to excel – unrivaled in scope, content or substance and simply unmatched in size industry wide. With over 2,400 booths, 752 manufacturers, and more than a quarter *million* square feet of exhibit space, there was something to be had for everyone. For the unlucky few who were unable to attend, here is only a small sample of what they missed:

**Main Stage:** The Premiere Orlando Main Stage featured the latest industry fashions and trends and was the show’s home to the top guest artists. With appearances and instruction from industry icons, the opportunity to learn from the best of the best was well received. From John Paul Mitchell Systems: Angus Mitchell and Robert Cromeans; renowned master colorist to A-List Hollywood: Kim Vo; Surface: Wayne Grund; SO.CAP USA: Nicholas French; ARROJO Studio: Nick Arrojo; RUSK: Charlie Price; Sam Villa; Martin Parsons, and the Orlando Pita Design Team featuring Joey Martino, Brian Buenaventura, and Christine Chung; T3. With guest artists of their stature and reputation appearing, attendees saw the hottest trends and latest techniques in action and left inspired to unleash their own creativity.

**Hair Color Today:** Premiere Orlando again amassed the top names in color for the wildly popular Hair Color Today segment – providing across-the-board coverage in color education. From techniques and methods to hints and tricks, stylists are ready to set themselves apart from the competition. Appearing were: Trade Secrets of a Haircolor Expert: David Velasco; Product Club: Patrick McIvor; Paul Mitchell Professional Hair Color: Linda Yodice and Stephanie Kocielski; Sassoon Academy: featuring the Sassoon Academy team, TIGI Colour: Susan Roberts Cooper; Minardi: Beth Minardi; Clairol Professional: Anita Gutierrez and Danny Lapointe.

**Global Texture & Barbershop:** Premiere Orlando served up its largest selection of Global Texture & Barbershop education to date! This year’s list included some of the most artistic educators: Dr. Reginald Mitchell: Namaste Laboratories, Inc.; James Adams: Clairol Professional; Rob Willis: Vitale Pro; Patric Bradley; Chuck Caple; Danessa Myricks: i make you beautiful; Ivan Zoot: Andis; Laura Vandermere: Wahl; Clipper Metrics and Beyond: James Mack; Barbers Only Magazine; Miki Wright: BeautySuperStars.com; James Wealthy, Tyrik Jackson and many more.

**Nail World:** Premiere Orlando provided the most comprehensive nail education in the world. Attendees learned all aspects of the art from electric filing, acrylics, gels, airbrushing, French manicures, embellishments to natural nails as well as business savvy operation and client management. The International Education segment also featured classes taught in Vietnamese and Spanish. Presenting were: OPI; CND; Precision Nails; Backscratchers Salon Systems; NSI; Atwood Industries; MediNails Learning Center; Iryna Giblett Nail Academy; Young Nails, Inc; Essie; SpaRitual; Ultronics; Medicoool; MD Beauty Business Consultant; LCN; and Christrio just to name a few.

**DAYSPA:** The Premiere DAYSPA Conference in conjunction with Premiere Orlando – featured makeup, skincare, massage, and medesthetics education and much, much more! Available tracks also included courses in wellness, Anti-Aging and Spa Business – helping professionals stay abreast of the most up to date treatments and develop the savoir-faire necessary to stay above the rest. Featured this year were: Noreen Young; Circadia by Dr. Pugliese; Ritz Carlton Leadership Center; Rx for Brown Skin; Biomaris USA; Bio-Tec USA; Cirepil & Escential Waxing Systems; Pevonia Botanica; Repechage; Rose Skin Care Products; and Sesa Skin Therapy. Appearing for Massage education were: Central Florida School of Massage Therapy; CosmicFlower Aromatherapy; and SpiriPhysical.

**Save the Date:** Mark your calendars for Premiere Orlando 2010 – save the date for June 5, 6 & 7 For more information, visit the Premiere Orlando website at [www.premiereorlandoshow.biz](http://www.premiereorlandoshow.biz) or call 800.335.7469.

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