



ESSENTIAL SALON PRODUCTS



# Spa Nail & Skin Show

Monday, September 15, 2008

9:00am – 4:30pm



**Twin River Casino & Convention Center**

100 Twin River Road, Lincoln, RI

## BIGGER AND BETTER!

**Super Deals, Show Specials and FREE All-Day**

**Education from your favorite manufacturers:**

- OPI • CND • Cuccio Naturale • Nail Tek
- Footlogix • Bioelements • Nufree • GiGi
- Depilève • Lash beLong • Fake Bake • Ardell
- Prolinc • Varisi • Cina • Thermasoft
- Sormé • Bask • Medicool ...and more!

## SPECIALTY CLASSES

**Sunday, Sept. 14**

See inside for details

## New for 2008! SPA HAIR BOUTIQUE

Check out new retail offerings and salon treatments perfect for any salon or spa, including: Moroccan Oil • Goldwell Inner Effect • milk\_shake

Regular Ticket \$24.95 (NS2008)

Student Ticket \$19.95 (STU2008)

**For more information or to purchase tickets, contact your Essential Salon Products Account Executive, any Salon Concepts store or Customer Service at 800.262.9090 or 800.633.0099.**



### C&C SPARK

Stuck in a rut? Re-ignite your passion and discover the secrets to creating personal wealth and success in today's ever-changing global spa industry. Learn how to maximize service potential with Cuccio Naturale's themed, tiered nail services and retail products. From presentation ideas and marketing tools to service names, Cuccio Naturale will inspire you to bring your salon to the next level. CinaPro Nail Art will teach you the art of easy, fun and unique masterpieces that will add more money to your bottom line.

Time: **10am – 5:30pm**

Cost: **\$49** (includes kit, lunch and complimentary show ticket)



Special Guest Speaker:  
**Mr. Anthony Cuccio**  
Founder, President and CEO  
of Star Nail International



Mr. Cuccio is one of the true visionaries and trendsetters in the beauty industry today. Tony literally built his business out of a suitcase of cosmetics in 1981 on Venice Beach and has grown that business into a multi-million dollar global corporation. In 1989, Italian inspired Cuccio Naturale was born. The first ever nail, hand and footcare treatment product line, Cuccio Naturale is used in top spas, day spas and salons through out the world. Mr. Cuccio recently acquired Cina Nail Creations, a nail art company focused on easy to use products that help the nail technician make more money. Always looking to inspire others, Tony looks forward to sharing his vast knowledge and expertise.



Special Guest Artist:  
**Ms. Melissa Pechey**  
CND Education Ambassador



Melissa is a dedicated nail professional that has been in the beauty industry since 1989. Her experience and education with CND products exclusively for 14 years has motivated her to inspire and mentor fellow nail professionals internationally. A national competitor, industry leader and spa owner in Massachusetts, Melissa joined CND as an Ambassador in 2004. Melissa feels a strong desire to elevate not only the technical qualities and standards of nail professionals everywhere, but to motivate and encourage them to grow into their personal and professional best.

### CND LIQUID AND POWDER MASTER COURSE

CND's award-winning Liquid & Powder Master course is now the most comprehensive one-day Liquid & Powder program in the industry. This eight-hour intensive class includes fundamental nail skills and new techniques that are unique to CND education. You'll get a quick refresher course on the basics including P.R.E.P. and Salon Wellness, and you'll discover a new approach to Liquid & Powder enhancements with focus on Custom Client Services, Design Principles and Custom Zone Finishing. You'll leave with a new perspective on how these services give you a competitive edge, improve your service quality and increase your earning potential.

Time: **10am – 6:30pm**

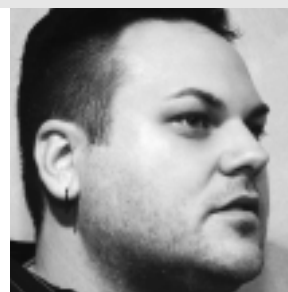
Cost: **\$199** (includes kit, lunch and complimentary show ticket)

### MAKE-UP MASTERY WITH SORMÉ COSMETICS

Let Sormé Treatment Cosmetics and Perse Mineral Cosmetics teach you the skills to help build your career in make-up artistry. Designed for the beginner to intermediate artist, this course will include sanitation, color theory, facial geometry, proper tool and product selections, and much more. Learn the tips and techniques Hollywood make up artists use to create the most memorable looks on your favorite stars. Experience hands on everyday, bridal and evening makeup techniques. Certificate of attendance awarded.

Time: **10am – 6pm**

Cost: **\$179** (includes working product, lunch and complimentary show ticket)



Special Guest Artist:  
**Mr. Robert Hensley**  
Sormé Make Up Artist  
& Esthetician

For over ten years, Robert Hensley has worked in the fashion and entertainment industries. His resumé includes projects ranging from fashion editorials to theatre productions and independent feature films. Robert's down-to-earth attitude and personalized approach to each client and project has made him a favored artist with the actors, actresses and models with whom he's worked. Currently residing in Pennsylvania, Robert continues to design and execute makeup for many theatre productions and fashion events all over the country. He is pleased to be a part of the Sormé Cosmetic educational team and looks forward to meeting you!

Call today to register: **800.262.9090** or **800.633.0099 ext. 5505**.



Special Guest Artist:  
**Ms. Elaine Watson**  
Star Nail, Cuccio and Cina  
Global Education Director

With visits to over 20 different countries, Ms. Watson has taught the most advanced techniques and product knowledge to thousands of professionals. Her work is consistently featured in the pages and on the covers of the top trade magazine, *Nailpro* and *Nails*. Elaine is active in the development and improvement of nail products and is currently Star Nail Vice President of Marketing & Sales as well as Global Education Director.

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## LASH beLONG

The Lash beLong Permanent Eyelash System Class is an intense theoretical as well as practical hands-on curriculum. Learn the art of applying LASH beLONG™ Extensions, practical use of our unique Volume Extensions, safety and sanitation procedures, as well as marketing techniques to help you increase your income and expand your client base. Includes client consultation, care of extensions, proper handling and placement of implements, eye shapes as well as live instructor demonstrations. Enjoy hands on, student-to-student application. With expert training and certification, you will be able to market yourself to new and existing clients with the knowledge and skills to create a successful business.

Time: **10am-6:30pm**

Cost: **\$549** (includes kit, lunch and complimentary show ticket)

# O·P·I

Special Guest Artist:  
**Ms. Joey Brown**  
OPI International  
Spokesperson



Within the more than 6.5 billion dollar professional nail care industry, Joey Brown is hailed as a top technical authority and motivational personality. As OPI International Spokesperson, Ms. Brown has traveled globally teaching, training and inspiring nail technicians and industry sales consultants to achieve their highest professional goals. Her many years of experience in sales and marketing and as a salon owner allow her to speak from experience on a broad range of topics. Delivered with wit, warmth and humor, all of Ms Brown's presentations are entertaining, enlightening and memorable!

## OPI EXPERT II — ULTIMATE INDULGENCES

Make pampering profitable with this full-day OPI program designed to give you a wealth of ideas for putting more "ahhh" in your spa services. Turn ordinary services into extraordinary services with Manicure and Pedicure by OPI. Learn how to hit all the right spots to elevate your massage sessions to wellness promoting treatments. Check out OPI's odor-free enhancements services — featuring the new Axxium UV Gel System. You don't have to be a spa to take your clients on a mini pampering vacation.

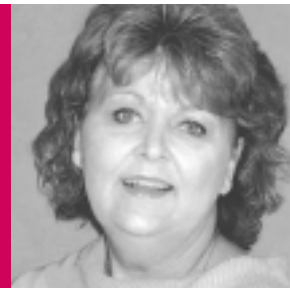
Time: **10am - 6pm**

Cost: **\$99** (includes kit, lunch and complimentary show ticket)



**LASH beLONG**  
PROFESSIONAL EYELASH EXTENSIONS

Special Guest Artist:  
**Ms. Brenda Skermont, Lash  
beLong Expert Technician**



A licensed cosmetologist and electrologist, Brenda has over 25 years in the beauty industry. Brenda has traveled the world teaching the newest and most comprehensive permanent eyelash extension system, Lash beLong. Brenda's enthusiasm, presentation techniques and vast product knowledge make her classes fun all while teaching her students new and exciting skills.



# Join us on Monday, September 15 for these **FREE Skin & Nail Show Seminars!**

## **NAILS**

**The 21st Century Pedicure with Footlogix Products** — Using innovative products for varying foot conditions, this information session will show you how to become a foot care specialist, not just a pedicurist.

**CND Brisa Gels** — From beautiful neutrals to bold primary hues, there are endless enhancement possibilities to take your gel services to an exciting new level. Check out CND's Brisa UV Gel System today!

**The Custom Blended Manicure by CND** — With a wide array of powder shades and CND's tried-and-true liquids, learn how to blend shades and complement customers' skin tones for customized enhancement services.

**Cina Quick & Easy Nail Art** — Learn simple nail art techniques sure to inspire. Using rhinestones, mylar, glitter and more, Cina will show you how easy it is to earn extra money by offering quick and easy nail art services.

**Medicool Electric Files A-Z** — Overcome your fear about electric files! Learn how to choose the proper electric file for your needs, the types of bits available and basic sanitation. Make the choice to work smarter not harder today!

**Nail Tek Spa: Hydration Therapy** — Learn how to grow your natural nail manicure and pedicure business with Nail Tek's Hydration Therapy System.

**OPI Gel Perfection** — Offer your clients the gorgeous, lightweight enhancements they want. Axxium provides numerous service options, from overlays to stunning sculpts, and fast, fabulous finishes! Check out the new OPI Axxium Gel System today!

**OPI Absolute Fx Nail Artistry** — Learn the latest colored acrylic techniques with OPI Absolute Fx. Check out exciting nail art and French techniques using OPI's Absolute Fx Colored Powders. If you can imagine it, you can create it with OPI!

## **SKIN TREATMENTS & HAIR REMOVAL**

**Intro to Bioelements Body Treatments** — Bioelements offers a superior range of body treatments. From Herbology Body Retexturizers, Aromatherapist Oil Wraps and Cryothermic Gel Wraps, these luxurious treatments will set your spa apart from the others.

**Meet Bioelements** — Meet Bioelements introduces you to Bioelements retail and professional products, the unique BioType system, custom blending techniques, and business building support programs. Unmatched in the industry, see why Bioelements was awarded "Best Facial Line" by SKIN INC magazine.

**123 Speed Waxing with Depilève** — This Depilève hair removal workshop puts emphasis on the new speed wax techniques for large areas of the body. Learn rules of waxing, tips on a proper consultations, and recognizing contra indications.

**Depilève Line Wax** — This revolutionary cartridge hair removal system is 100% sanitary. Line Wax can be used on small or large areas of the body, and disposable applicators offer easy, precise application.

**Brows by GiGi** — Check out tips and techniques from GiGi, the world's #1 selling wax. Learn how to prep the skin, shape the brows, as well as proper product selection and application.

**Nufree/Nudesse NOT A WAX** — Nufree is not a wax, but a soy-based hair removal liquid. The economical Nufree Hair Removal System can help you build profits and increase customer satisfaction.

## **MAKE-UP & LASHES**

**Ardell Fabulous Lashes** — With a variety of styles and applications for every customer type, this demo shows techniques to make all your clients lashes go from basic to beautiful. A sure way to increase salon revenues!

**Bridal Beauty with Sormé Cosmetics** — Here comes the bride...Learn tips and techniques to make the bride extra beautiful on her special day. Find out must-ask consultation questions, photography tips and more!

**Mad About Minerals: Persé Make-Up** — The hottest industry trend to date, mineral make up is the perfect salon and spa retail item. See what Sormé and Persé Mineral Cosmetics has to offer.

**Refineé Skincare... See It to Believe It!** — Refineé offers anti-aging products with PEP-SYN Complex and natural plant extracts at reasonable prices. Simple to understand and use, these superior quality skin care products perform for all skin types and ages. See it to believe it!

## **NEW FOR 2008! BUSINESS**

**Cuccio Spark: Spa Business Building** — Let Tony Cuccio ignite your passion for the spa business. Learn ways to create personal wealth and success in today's spa industry, easy ways to update your service menu and more. Start on the path to success with a spark!

**Meet the Industry Leaders Question & Answer** — Meet some of the top nail, skin and spa industry leaders in this interactive seminar. Always wanted to know how OPI names their polish? Curious about Cuccio? Have new product ideas? Share your thoughts and ask your questions today!

	10:00-11:00	11:15-12:15	12:30-1:30	1:45-2:45	3:00-4:00
Classroom Spades	Brows by GiGi	Ardell Fabulous Lashes	Brows by GiGi	Ardell Fabulous Lashes	Brows by GiGi
Classroom Clubs	The 21st Century Pedicure with Footlogix	1-2-3 Speed Waxing with Depilève	Depilève Line Wax	1-2-3 Speed Waxing with Depilève	The 21st Century Pedicure with Footlogix
Classroom Hearts	Medicool Electric Files A-Z	OPI Absolute Fx Nail Artistry	OPI Gel Perfection	OPI Absolute Fx Nail Artistry	Medicool Electric Files A-Z
Classroom Diamonds	Nail Tek Spa: Hydration Therapy	CND Brisa Gels	CND Custom Blended Manicure	CND Brisa Gels	CND Custom Blended Manicure
<i>Catch A Rising Star Comedy Club</i>	Meet the Industry Leaders Seminar	Cina Quick & Easy Nail Art	Cuccio Spark Spa Business Building	Meet the Industry Leaders Seminar	Cina Quick & Easy Nail Art
Carmine's	Meet Bioelements	Nufree/Nudesse Not A Wax!	Intro to Bioelements Body Treatments	Meet Bioelements	Nufree/Nudesse Not A Wax!
Carmine's	Refineé Skin Care... See It to Believe It!	Mad About Minerals: Persé Mineral Make-Up	Bridal Beauty with Sormé Cosmetics	Mad About Minerals: Persé Mineral Make-Up	Bridal Beauty with Sormé Cosmetics

All show classes are subject to change. Essential Salon Products, Inc. is not be responsible for typographical errors.