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IMAGE EXPO 2012 POST-SHOW RELEASE

2012 IMAGE Expo's Attendance Up 25% From 1st Year Headlined by Tabatha Coffey, World-Class Education, and Industry Leading Exhibitors

Austin, Texas (July 23, 2012) The focus of the beauty industry was on IMAGE Expo this past weekend as it held its' annual event in Houston, which exceeded the high bar it set in 2011. Show attendance was up 25% as over 6,900 beauty professionals attended the largest two-day event beauty event in Texas. The event featured industry icon Tabatha Coffey on Main Stage along with an assortment of the beauty industry's best educators, and 200 leading beauty exhibitors.

Using the success from the first annual event, IMAGE Expo continued to improve its' educational program. With the new addition of the IMAGE Spa section, the educational program consisted of a wide-variety of master artists, such as Kim Kimble, Brenton Lee, The Teals, Sherry Ratay, Eve Pearl, Naja, Jaime Schraback, Gary Gerard, Chuck Caple, James Wealthy, and Louis Matassi just to name a few. In total, there were over 200 seminars and workshops covering Hair, Multicultural, Hair Color, Nails, Dayspa, Barber, Business, and Makeup. Plus, attendees were able to practice their craft with over 20 hands-on workshops offered. IMAGE Expo President JP Bryant offered his thoughts on this year's education program, "We were thrilled with the lineup last year, but after listening to our customers and implementing new ideas we were able to offer an even better educational program this year that had something for every beauty professional."

The show floor was buzzing all weekend as some of the most recognizable names in beauty displayed and demonstrated their products and services as well as launched new products into the marketplace. The addition of the spa section provided all beauty professionals products and services relevant to them and their business. Products and services available at the show included Hair Care, Hair Color, Extensions, Make up, Clippers, Shears, Brushes and Combs, Spa, Nail Care, Health and Wellness, Spa, and many more. One of the major goals of IMAGE Expo was to produce a show that had something from every segment of the industry to ensure that all beauty professionals and companies benefit from participating. With exhibitors such as Christio Corp, Cinderella Hair, Evolve, Joon Beauty Line/NYX Cosmetics, Novalash, Profashion Hair, and Rock Your Hair, along with attendees that included salon owners, stylists, nail technicians, estheticians, massage therapists, makeup artists, and barbers, this goal was definitely achieved.

IMAGE Expo will be back in Houston in 2013 on May 19th & 20th at the George R. Brown Convention Center. IMAGE Houston has been moved up a couple months from July to make room for a west coast IMAGE Expo slated for the fall of 2013. For information of both events, visit www.theimageexpo.com or contact Mary Kellum at 877.219.3976.