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FOR IMMEDIATE RELEASE

MICHAEL O’ROURKE, PRINCESS BEAUTY SUPPLY TO HEADLINE IMAGE EXPO

Austin, TX (March 3, 2014) – Beauty industry legend Michael O’Rourke will again be headlining IMAGE Expo along with Princess Beauty Supply at the largest beauty event in Texas, on May 18th & 19th, 2014. Main stage will also feature Brazilian Blowout, Aloxxi, Surface, and Oya creating IMAGE Expo’s strongest main stage lineup yet.

After an extremely successful 2013 event with over 9,000 attendees and 200 exhibitors, IMAGE Expo show management is expecting an increase to 12,000 in 2013. After the extremely successful addition of IMAGE Spa in 2012, the day spa section of the show is again expected to increase significantly in terms of the number of exhibitors and classes for day spa owners, massage therapists and estheticians.

The event will feature world-class education with over 200 seminars and workshops covering every segment of the hair, nail, beauty, salon, and spa industry. Master artists that attendees will learn from in the classroom include Brazilian Blowout, Aloxxi, Gary Gerard, Patric Bradley’s Team Hollywood, Cinderella Hair Extensions, Chuck Caple, Adrin Washington, Paul DiGrigoli, Jon Gonzales, Christrio and FI Hair Gear. License cosmetologists will have the opportunity to satisfy their yearly CE requirements at the event with 1, 3 and 4 hour courses available both days.

Hundreds of the best and most recognizable beauty industry suppliers are exhibiting at the event. Similar to the diversity offered in the education program, exhibitors will cover all aspects of the industry. Featured exhibitors include Princess Beauty Supply (Brazilian Blowout, Aloxxi, Oya, Surface, Babe Hair Extensions and Living Proof), Rock Your Hair, Cinderella Hair, Christrio, Amika, Recamier, Dreamcatchers International, La Palm, B.S. Korea/Vodana, Morphe Brushes, Hattori Hanzo Shears, and many more.

For full details on the event, go to www.theimageexpo.com.

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