



TEXAS STRONG

The International Congress of Esthetics and Spa
Dallas, 2016

The International Congress of Esthetics and Spa made a Texas Strong impact on attendees, vendors and instructors, with a dare to aspire as the theme. The congress, held at the Arlington Convention Center on May 15 and 16, was a whirlwind of thrills and insights in skin care. Spa professionals left wide-eyed with enthusiasm, filled with ideas to foster growth and elevate their practices to the next level. Attendees aspired to new heights at the Main Stage with amazing lectures and demonstrations, while informative conferences and the bustling exhibitor hall filled them with renewed faith in their entrepreneurial visions and fostered a sense of community within the industry.

Renée Rouleau kick-started the two-day congress with a revitalizing opening ceremony each morning. As a skin care expert and master esthetician for more than 25 years, she inspired all in attendance to move from doubt to certainty via a mission to aspire toward their dreams, whether just beginning or mid-journey. Rouleau shared the importance of passionate goals to best serve clients and their skin, as well as

instilling fresh perspective and enthusiasm for the exclusive and innovative information that characterized the event.

As a nurturing complement to the innovative educational opportunities presented, attendees were able to personalize their time with vendors to ask questions and discuss implementation options. Warmth permeated the exhibition halls and the congress provided an exceptional opportunity to network, make connections and strengthen the beauty community.

Casey Gainer of White Tara Spa in Houston commented, "Spa professionals from every pocket of the Southwest were given the opportunity to internalize the breakthroughs and innovations within the industry with their cohorts."

"I love coming every year to see my fellow spa professionals and to catch up on what is going on in the industry. A trend isn't a trend until I see it here," said Trish Sullivan, director of Yes Spa in Oklahoma City "I truly felt inspired to dream bigger like the theme of the show. I will definitely be coming again next year."

The educational program was packed with the best developers and formulators in the industry. Attendees benefited from their first-hand knowledge and had the opportunity to ask questions regarding implementation and addressing client-based pain points. Industry experts led discussions on the latest in skin care and spa leadership, advocacy and research.



Claudia Ellison, owner of Claudia Skin Care Therapy in San Antonio, explained, "I have been coming [to the congress] since 2011. The classes are informative and the vendors are great."

Ken Strange of Wimberly's The Med Spa in Wimberly, Texas shared that the congress was "beyond anything I could have ever expected. I am new to the business and after coming here I feel ready for success."

Members of the skin care and spa community were thrilled to discover the multitude of offerings on the exhibit floor. Leslie Remington, professional esthetician and owner of an online skin concierge service, came to the congress with the goal of upgrading equipment and adapting parts, and left with a wealth of fresh ideas and industry contacts.

The high-energy Dallas congress was a two-day exclusive opportunity for a community of professionals to come together, aspire and share their passion-based goals. Vendors and professionals strongly connected on multiple levels with the intent to share knowledge, boost treatments for clients, enhance their practices and strive for success.



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