

The International Beauty Show dazzles NYC



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Half naked men were the marketing tool for Fabulace Hair Extensions.
Photo credit: Deirdre Haggerty



Slideshow: International Beauty Show NY 2012

The International Beauty Show and International Esthetics, Cosmetics and Spa Conference opened with a bang at the Jacob Javits Center in New York City Sunday, April 22 and closes today, April 24, leaving behind an indelible mark of beauty.

Professionals from all over the world as well as the country gathered at the [IBS and IECSC](#) in NYC to see the latest trends, products and tools in hair care, hairstyling, hair color, hair extensions, spa treatments, cosmetics, nail care and sunless tanning. Education was paramount as celebrity hair artists such as Naz Kupelian entertained and instructed on the latest in the hair industry.

The dazzling spectacle of beauty and showmanship brought the hottest trends to the forefront at the International Beauty Show New York 2012. Hair extensions from bangs, to color, to accent pieces have hit the hair scene hard, especially with [SHE by So.Cap](#), an Italian based company making its mark in the United States through philanthropy, courtesy, professionalism and state of the art, innovative technology.

Hello 80's, big hair is back! Well, maybe not that big, but [Rock Your Hair](#) is hoping it makes a comeback with "Big, Bold and Voluminous" hair. The Rock Your Hair display attracted hoards of individuals with its claim to thicken and add volume to thin hair.

Organic and natural hair and skin products such as Moroccan Oil, [Macadamia Natural Oil](#), Amika, ILike Organic Skin Care, Sonya Dakar and Infinity Sunless Tanning covered the convention floor as they have gone from being popular trends to mainstream, thanks to a more health conscious public.

Stay in the know and subscribe for free to one or all of the links below to receive the latest product releases and information regarding the specific companies above and more from the IBS and IECSC NYC 2012.