

MODERN REPORTS

ISSE Opener



Harley O'Don gets the crowd on stage.



Jon Anthony Bello showcased precision styling with the sweet shears from OPI.



2011 NAMA Awards Gala winner Jake Thompson works the NAMA stage.



Ariss Gault on the Farouk Systems stage.



The boys expanded TIGI booth.

THE EVENT: International Salon and Spa Expo (ISSE Long Beach) held January 28-30 at the Long Beach Convention Center in Long Beach, California.

THE DETAILS: Event producers at PRA report 40,000 attended the West Coast's biggest pro-beauty event. In addition to education, ISSE provides the year-opening platform for many line launches and new product intros in hair, nails, cosmetics, esthetics and salon business.

THE EDUCATION: Top creative teams and educators inspired and instructed. Starting on the new NAMA Stage, many past winners of the North American Hair-styling Awards (Damien Carney, Steve Elias, Jake Thompson, and Charlie Price) shared insight into building a portfolio and competing successfully. Students and licensed professionals challenged themselves at Long Beach's first hair competitions, which served as tryouts for the 2012 OMC HairWorld USA team.

SCENE ON THE FLOOR: Anti-aging building more buzz in hair care and hair color. Fewer feather sightings, but hair extensions offered expanded, speeded-up application techniques and customization possibilities, including temporary color. Nail brands launched summer neon and magnetic polishes, riffed on the crackle theme (pastel, metallic), and many nail art offerings. UV-cured gel polishes are hot and getting hotter. In skincare, "natural" products continue to be strong. Software system exhibitors focused on marketing and social media solutions.

OVERHEARD: "What we liked most were all the individual platform artists and the attention we got from them, teaching us their techniques. We'll definitely be back next year," said Esteban Apodaca, owner, Elan Academy in Albuquerque, New Mexico.

—Anne Moratto