

ISSE Day One: Live From the Show

By Alison Shipley | 01/28/2012 7:19:00 PM

Average Rating: 

Fresh off the showfloor at the International Salon and Spa Expo in Long Beach, California, I'm feeling excited, I'm feeling eager to visit more booths, and I'm feeling even more passionate! This industry is always changing and there is always something new to learn and it makes every booth an educational experience!

The nail booths are, as always, packed with shoppers ready to snatch up this season's latest hot shades. Last year, it was all about Crackle, Shatter and UV-cured polishes. Now, it's all about the spring colors--pops of teals, yellows, greens and pinks.

Platform artists have taken over the stages, fresh with new tips and tricks to achieve the perfect texture using a combination of styling products and thermal tools. They use flatirons to create bouncy curls, and curling irons to create sleek waves.

Feathers are still a big hit with the crowds--but the feather extension craze seems to have died down a bit, perhaps due to supply and demand, but feather accessories have made an appearance in headbands, earrings, and now even seen on prints for blow dryers and tote bags.

It seems "organic" continues to be a big industry buzz word--new product formulations to wow health-conscious clients and professionals have been cropping up and gaining a lot of attention.

