

## Blog



### Rusk at IBS

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Rusk Artists stole the spotlight at the entrance to the IBS with their big beautiful stage, space and talented presentations.

Rusk Creative Team Members Sherri Jesse, Marcus Caillet, Nury Lopez, John Anthony Morrone, Naz Kupelian and Troy Davis held multiple shows to standing room only audiences.

The Babylliss Creative Team demonstrated to enormous crowds sharing glamorous updo styling by Babylliss Creative team member Bee Salas. Bee switched off with "Clipper Cutters" and Babylliss Creative Team members Jose Perales and Rick Camereno who created progressive looks on male and female models.



“The strong focus at the show was offering stylists a look at the New Rusk Fusion Forward Collection with a combination of the Rusk Deepshine Color and also giving stylist something to take back to the salon to grow their business during the challenging times of the economy,” says the tres talented show director Jim Roberts. “This includes sales Ideas, retailing Ideas and client retention Ideas among others. Rusk offered great promotions on building your retail business and creating new service opportunities.” In addition, Rusk evidenced its concern with the impact on the environment with the release of the Rusk Go Green Flat Iron and Dryer which uses 26% less energy. I saw one attendee carrying 6 bags filled with Rusk equipment!



Jim Roberts Show and Education Director, Sherri Jesse Creative Team, John Anthony Marrone.

For more IBS news, read [MODERN'S IBS Report](#).