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AMERICA'S BEAUTY SHOW
The Power of Creativity

America's Beauty Show (ABS) by Cosmetologists Chicago (CC), March 25-27, 2017, in downtown Chicago, IL, offers superior education, inspiration and innovation in all aspects of beauty. It is the world's premiere show for more than 65,000 salon owners, cosmetologists, colorists, nail technicians and estheticians. Leading product manufacturers and distributors will show their latest products, tools and salon furniture while offering outstanding show discounts. America's Beauty Show is a great destination for serious beauty professionals.

"Attending this year's biggest and most beautiful show is an absolute must," says Cosmetologists Chicago President Denise Provenzano. "America's Beauty Show has 400+ exhibits featuring hair care, nail care and cosmetics for salons and spas." Provenzano also notes an exciting new element - the co-location of the International Esthetics, Cosmetics and Skin Care Expo (IECSC). "IECSC brings skin care and spa professionals a world renowned skincare and spa expo to Chicago, including a lineup of classes brought to IECSC by CIDESCO Section USA."

ABS has all the finest companies exhibiting, stage shows at which to look and learn and dozens of classes and workshops to sharpen every salon professional's skill level. The Runway@ABS – CosmoProf Main Stage features CosmoProf's exciting vendors and exhibitors. The Runway@ABS - The SalonCentric Theater in the Round exposes today's leading professional beauty brands including Redken, Matrix, Mizani, Sam Villa and more. Both ABS Runways offer extraordinary opportunities to see all of your favorite beauty stars.

Leading salon industry manufacturers will light up the expansive ABS exhibit hall. Look for these brands and more: American Crew, Andis, Aquage, Audrey Morris Cosmetics, BaByliss, Belvedere, Bioelements, Blackpants, Brazilian Professionals, CND, CHI, Color Wow, Columbia Cosmetics, Conair, Denman, Donna Bella Hair Extensions, DreamCatchers Hair Extensions, ERGO Styling Tools, Esquire, Essie, Eye Kandy Cosmetics Farouk, Flip-it Cap Company, Gel II / La Palm Spa Products, Hairlocs, HaloCouture Extensions, Jatai International, John Amico Haircare Products / Color, Johnny B Hair

Care, Kamisori Shears, La Brasiliana, LeChat Nail Products, Light Elegance Nail Products, Matrix, Mizani, Moroccanoil, Make Up First School of Makeup Artistry, Malibu C, Millennium Systems International, Modern Basic Professional Make-Up, Morphe Brushes, Olaplex LLC, Olivia Garden, Orly, Passion Beauty, Inc., Pibbs, Pink Pewter, Redken, Rusk, Salonwear, Sensei Shear Systems, Shark Fin Shear Inc., Shear World, Short2Long Hair Extensions, STX Software, Sutra Beauty, TIGI, Tony Odisho, Takara Belmont, Turbo, Verb, Wahl Clipper Corp., Washi Scissor Co, Wet Brush and more to come!

In addition, the winners of the ABS Global Image Awards will be announced at ABS 2017. The Global Image Awards, replacing the former CC STARS Photo Competition, recognizes hairdressing talent on an international level. CC requests entries in eight different categories from the best of the best in original hairstyling, hair coloring and haircutting.

“America’s Beauty Show is ecstatic about our upcoming worldwide competition,” says Paul Dykstra, CEO of America’s Beauty Show. “Our goal is have The ABS Global Image Awards showcase the originality and talent that resides in the professional beauty industry, no matter in what corner of the world it is practiced.” Details can be found at americasbeautyshow.com/globalimageawards. The deadline to submit images is October 31, 2016.

The ABS Global Image Awards Categories include:

- Haircutting
- ColorAmerica® Colorist of the Year
- Avant Garde
- Texture
- Editorial
- Men’s Cutting
- Artist Team
- Student Champion

ABS Global Image Awards are open to all licensed salon professionals and barbers or the business equivalent where licensure is not required. In addition to each category winner, one extraordinary submission will be awarded The Leo Passage Gold Trophy in honor of the late Pivot Point founder, Leo Passage.

New opportunities are in abundance at this year’s ABS. The International Nail Technicians Association (INTA), a subsidiary group of Cosmetologists Chicago, will roll out the much talked about Body of Knowledge Educational track leading nail professionals to the highly acclaimed Certified Nail Technician designation – a first for the nail industry. Rounding out the weekend of the best of the best for nails will be the return of the Next Top Nail Artist (NTNA) Finals brought to ABS by Nails Magazine and sponsored by CND.

Check in often at AmericasBeautyShow.com for all of the latest updates about ABS 2017 and all of the information you’ll need to make your plans for attending America’s Beauty Show, March 25-27, 2017, at McCormick Place in downtown Chicago.

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