



Professional
Beauty
Association

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ISSE 2021 GOES DIGITAL

October 29, 2020



We are so excited to bring you this digital-only experience!

Scottsdale, AZ (October 29, 2020) – The Professional Beauty Association (PBA) today announced new programming for its International Salon + Spa Expo (ISSE), moving the celebrated event to a digital-only experience taking place on March 14-16, 2021. ISSE is traditionally held in January at the Long Beach Convention Center in Long Beach, CA, and for 2021 the event will move to a digital-only format this spring to keep exhibitor's and guest's health and safety as a top priority.

ISSE 2021 is celebrating the theme of reconnection around passion, career, growth, and community to get back to business. The three-day ISSE digital experience will be powered by a professional e-commerce platform that

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OK

The ISSE digital experience will connect attendees with each other through the ISSE social wall and digital messaging, and allow brand connections through virtual experiential showrooms — whether it's getting live updates, product Q&As, live demos or virtual chats, networking and connecting will be at the forefront of the experience.

Shop ISSE like never before! Through the unique ISSE digital experience platform, it's easy for salon and spa pros to find brands, discover the latest trends, and shop their favorite products — and deals. All transactions are seamlessly processed through the platform; no logging into multiple sites.

The ISSE education lineup is designed to inspire, and will be a mix of hosted keynotes, plus on-demand business and technical training with some of the biggest and brightest names in the industry.



“We’re excited to introduce the ISSE digital experience for 2021, which puts our partners’ and guests’ health and safety in front of all else. With our theme of reconnection, we are looking forward to rekindling passion, creativity, and connection amongst the industry through this unique event.”

Nina Daily, Chief Marketing Officer of the PBA

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PBA is also exploring opportunities for an event in fall 2021, and look forward to being together again in-person. Please find additional information on probeauty.org about the ISSE and NAHA experience, and its plans to keep safety, security and health a priority, while celebrating creativity and connection.

For more information on the Professional Beauty Association or to join now visit probeauty.org.

NAHA

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