



# *IICE* 2008

## *INTERNATIONAL INTRADERMAL COSMETIC EXPO*

*The World's Largest Permanent Cosmetics Expo!*



*IICE 2008 attendees to be featured in  
our National Marketing Campaign!*

IICE 2008, the world's largest permanent cosmetic educational conference and trade show returns this year in a new expanded twin engagement. In order to satisfy the demand for more specialized training aimed at both the newer practicing technicians wanting to improve their basic techniques as well as the advanced technicians who want to expand their repertoire to include advanced paramedical and more challenging cosmetic procedures, IICE 2008 will be split into two entirely different shows.



## **IICE-I, the Intensive**

### **Advanced Hands-on Training**

IICE expo will be held at AICC headquarters in Arlington, TX from *October 1st through 3rd* and is designed

for technicians who want to sharpen their skills and bring their procedures to a new level of excellence. The show will include seminars, lectures and extensive hands-on training opportunities.

## **IICE-II, the Experts Expo**

for advanced to expert technicians runs from *October 8th through 10th* and includes lectures and hands-on training for those technicians who want to devote more time to advanced paramedical procedures. Both Expos this year feature the Specialty Concourse on Wednesday and Thursday evenings. You will be able to mix and mingle as you move from one station to another to view and participate in a minimum of 8 different specialty hands-on trainings each night.

Wednesday night's Concourse will concentrate on cosmetic procedures while Thursday's focus will be entirely paramedical training. The NEW "All Access Pass" allows you to attend all Concourse workshops during each evening for one low price for each evening. Proof of Bloodborne Pathogens certification is required to participate in the specialty Concourses and all hands-on training at the AICC and IICE 2008.

## *Professional* **Speakers & Expert Panels**



- **Professional Speakers**
- **Expert Panel**
- **Paramedical Experts**
- **Physicians/ Medical Experts**
- **Color Panels**
- **Eyelash Extension Experts**

## New! *Interactive* Media Forum

Join us on both Wednesday and Thursday to participate in the all new Interactive Media Forum which is like a Grand Stage and Panel of Experts rolled into one. Our industry's leading technicians will discuss cutting edge techniques in technology, education and intradermal cosmetics. Professionals at every level in the beauty and/or health care fields who are currently working in permanent makeup or considering moving into this fast growing field will learn valuable tools during these

dynamic, action filled Interactive Media Forums. *(One-on-One trainings, Specialty Concourses, Prosperity Programming Seminar, CE and CEU Classes, Specialty Workshops and Certification Courses are not included in the registration fee)*



## *Animal* Art

**Back by popular demand!**

Animal Art is a new and exciting profession! This class will teach you how to market animal tattooing to veterinarians, registered breeders, show specialists, ranchers and the public in general. Learn various applications and benefits of permanent make-up for animals: including registration and identification markings, various cosmetic procedures for show animals, and targeting and tattooing areas for the purpose of cancer prevention. Anesthetics, machines, techniques and various applications will be covered in this class. Other topics include consent, considerations, procedure pricing, consultations and color selection. Don't miss out on this ground floor opportunity. Animal Art is a niche market that can be very rewarding and easy to promote. This course includes lecture, class manual and certificate.

Available October 3rd & October 10. **(Free with paid admission to IICE and both Specialty Concourses.)**



## *Prosperity Programming*

**Sandi Hammons will be offering a special 2 day seminar;  
"Prosperity Programming for Permanent Cosmetic Practitioners!"**

- The secret to success in permanent cosmetic practice.
- Common characteristics of the top achievers.
- Common mistakes practitioners make.
- Most challenging barriers to success in business.
- Learn a simple money-management system that is proven.
- Build your business from the inside out!
- Replace fear and procrastination with "Prosperity Programming"
- Break-through the unconscious walls that keep you stuck.
- Learn to how to create "Prosperity" in every area of your life (financial, relational, physical and spiritual) and then duplicate your success in your permanent cosmetic career.

**Make your reservations early; seating is limited!**

**"Prosperity Programming for Permanent Cosmetic Practitioners" will be offered twice:  
October 4 & 5 or October 11 & 12.**

## *New!* Specialty Cosmetic Concourse

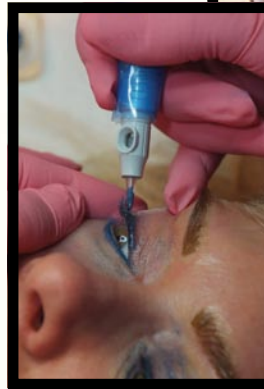
Wednesday evening's concourse will focus on cosmetic procedures. You will be able to mix and mingle as you move from one station to another to view and participate in a minimum of 8 different specialty hands-on trainings. This full night of advanced training will teach you many new advanced cosmetic procedures to add to your service offerings. It will enhance your skills and take you to the next level of aesthetic and technical excellence.

### Demonstrations and topics will include:

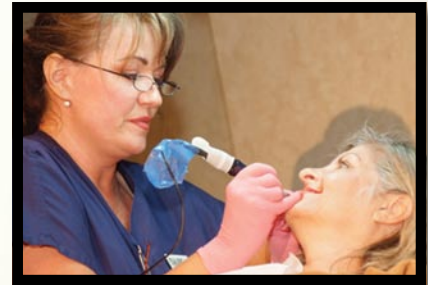
- **3-D Hairline Strokes and Highlights**
- **Mucosal Makeovers**
- **Eye Accents**
- **French Eyeliner**
- **Lip-liner**
- **Full Lip Applications**
- **Cheek Contouring**
- **Color Corrections & Selections**



*Eyeliner Enhancement*



*Eye Accent*



*Faux Lip Enhancement*

## *New!* Specialty Paramedical Concourse

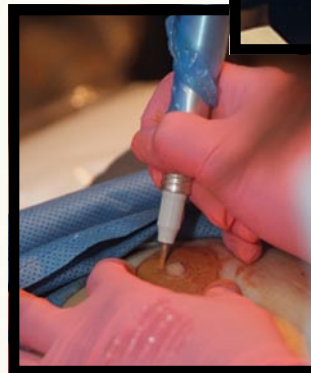
On Thursday evening we will focus on paramedical procedures as you move from station to station to view and participate in a minimum of 8 different paramedical specialty hands-on trainings. This information-packed night of advanced training will give you the skills necessary to perform paramedical procedures professionally and will enable you to market yourself more effectively with plastic surgeons and dermatologists.

### Demonstrations and topics will include:

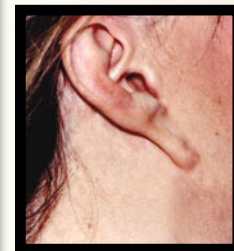
- **Areola Applications**
- **Stretch Marks Strategies**
- **Scar Revision**
- **Vitiligo Camouflage**
- **Face Lift Scar**
- **Paramedical Color Testing & Selections**
- **Tummy Tuck Camouflage**
- **Alopecia Art & Hairline Applications**



*Camouflage Immediately After*



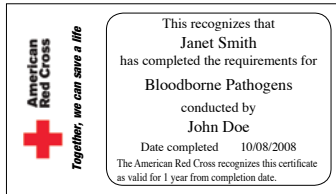
*Areola Pigmentation*



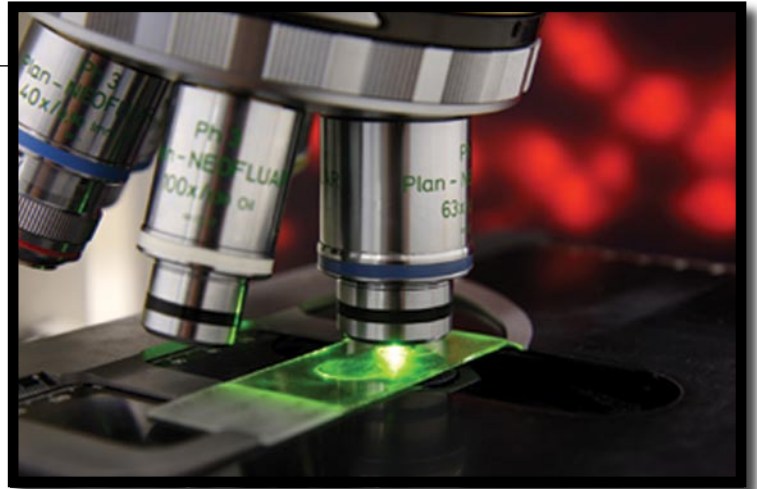
*Face Lift Scar*

***Register for both Specialty Concourses along with your IICE admission and save an additional \$100!***

## AIRC Certifications



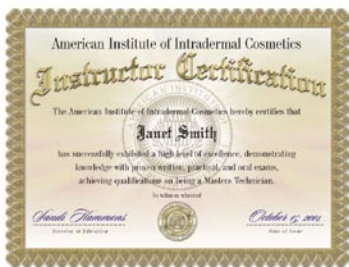
**Bloodborne Pathogens Certification:** A certified Red Cross Instructor will discuss vital information about managing the potential exposure to an infectious disease in the workplace. This training course teaches you what blood-borne pathogens are; how they are transmitted; how to protect yourself and your clients. Bloodborne pathogens training is required for all personnel who work with human blood, blood products, human tissues, fluids, or cells that are considered as "other" potentially infectious materials. Course contains lecture, training manual and certification. *If you are a practicing permanent cosmetic technician most states require this certification. Bloodborne Pathogen Certification is also a prerequisite for all AIIC Courses and all hands-on training at IICE 2008.*



**Masters Training & Certification:** AIIC Masters Training and Certification Program allows you to demonstrate and document your skill and experience as a permanent cosmetic technician. The Masters Certification



provides you with industry-recognized credentials that show you are an esthetic and technical leader in the field of permanent cosmetics. Candidates sitting for the AIIC Masters Certification Exam are required to perform a procedure in the practical portion of the board examination. The hands on demonstration of your skill is unique in the industry and affords your customers confidence that you are truly qualified to perform their procedures. Our certification allows you to maintain your independent status in the permanent cosmetic field. No dues, textbook, purchases or annual memberships are required.



**Instructor Certification:** This intensive three-day course is available only to AIIC Certified Master Technicians (or those with equivalent training) who wish to demonstrate their procedure skill, learn new teaching skills and acquire credentials so that they can direct their own quality educational programs in permanent cosmetics. This course will address apprenticeship programs, one-on-one training and presentations in both individual and group settings.



You will learn how to create a curriculum that is effective and promotes excellence in permanent cosmetics. We will teach you how to educate and motivate others using our system tailored to your own personal teaching style. Performing flawless procedures does not make you a great teacher. You will also learn the 5 steps of learning: Explanation, Demonstration, Expectation, Detection and Correction. You will learn the fundamentals of communication how to listen and instill confidence. Sandi Hammons will lead the Instructor Certification Program.

# Pigment Exchange

“Dump” your unwanted pigments at IICE 2008!

PREMIER PIGMENTS

2500 E. Randol Mill Rd Ste 137  
Arlington, TX 76011-6350



## *IICE 2008*

National Referral Hotline



## PREMIER PIGMENTS Announces National Advertising Campaign!

*IICE 2008* attendees will  
be featured for free!

Our professionally produced advertising campaign will generate thousands of leads and potential clients all across the country. This exciting new program will attract more new clients and introduce more people to permanent cosmetics. Qualified IICE attendees will be able to participate in the program and benefit from the referrals generated by the advertising campaign.

**Call for details!**  
**800-642-1096**