

IICE 2008

INTERNATIONAL INTRADERMAL COSMETIC EXPO

The World's Largest Permanent Cosmetics Expo

AIIC Headquarters • Early-Bird Special: \$299 before September 1st

IICE 2008 Debuts Dual Conventions

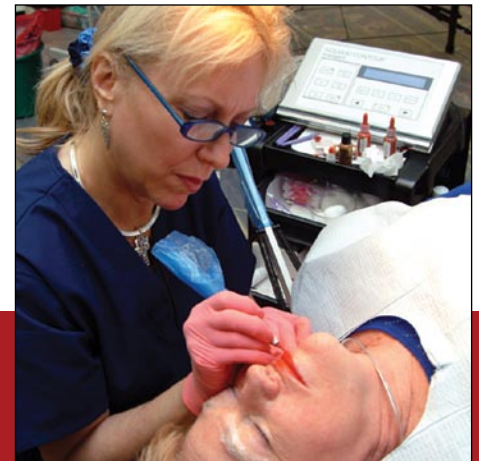
IICE 2008, the world's largest permanent cosmetic educational conference and trade show returns this year in a new expanded twin engagement. In order to satisfy the demand for more specialized training aimed at both the newer practicing technicians wanting to improve their basic techniques as well as 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 AIIC 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 11th 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 classes will concentrate on cosmetic procedures while Thursday's focus will be entirely paramedical training. The NEW "All Access Pass" allows you to attend all workshops during each evening for one low price for each evening.

See the Q & A inside for more details!

New this year at IICE!

- All Access Pass
- Interactive Media Forum
- Specialty Cosmetic Concourse
- Specialty Paramedical Concourse
- Bloodborne Pathogens Certification
- Prosperity Programming *and more!*



IICE 2008

October 1st – 3rd: IICE-I, the Intensive Advanced Hands-on Training
October 8th – 11th: IICE-II, the Experts Expo

Minimizing Adverse Outcomes in Permanent Makeup

As the popularity of permanent cosmetics increases, technicians must continue to evolve to provide the optimum outcome to each client. Collecting a thorough medical history from prospective clients has always been a given among technicians. However, the rise of reported incidents of staph and other infections has spotlighted the need for technicians to become more vigilant in identifying clients with increased risk of complications. Technicians must stay informed by maintaining their Bloodborne Pathogens certification as well as specifically asking clients about several conditions and how they might affect procedure results.

Every individual is different, and it's possible for clients to have somewhat different reactions to a particular procedure, pigment, anesthetic or aftercare

product that is used on them. Certain pre-existing or compromised health conditions may make permanent makeup procedures ill-advised for some clients. It is important that technicians learn the risks involved in underlying diseases or reactions to anything that may come in contact with their client. Permanent cosmetic procedures are invasive and may cause stress to the body. Any client with a pre-existing condition that might compromise their immune system has a greater risk of an adverse outcome from a permanent cosmetic procedure.

While technicians should never attempt to diagnose or treat diseases, they need to stay abreast of disease trends and early warning signs that may result in adverse outcomes from permanent cosmetic procedures. Although these risks are extremely

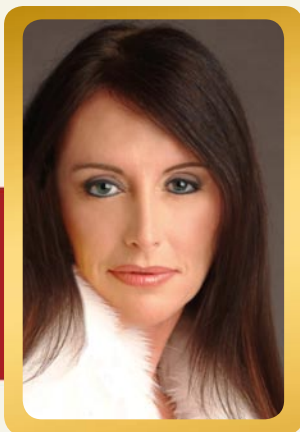
low, technicians need to carefully advise clients with ocular herpes, fungus or staph infections, or even a history of allergies even if they have not occurred in the areas to be tattooed.

Even the most thorough medical history and pre-procedure interview may not uncover a pre-existing condition and a client may develop symptoms only after the procedure has been performed. It is important to recognize an at-risk client and also to help a client with an adverse outcome find treatments if necessary.

Technicians unfamiliar with the symptoms may assume that a client with ocular herpes or a fungal or staph infection is having an allergic reaction to pigments, anesthetics or aftercare products.

(Continued on page 4)

For more information about IICE 2008, call 800-642-1096.



Ask the *Expert* with Sandi Hammons on *IICE 2008*

Q: I have heard that IICE is the highest quality educational experience for Intradermal Cosmetic Practitioners. Is this true?

A: Yes. The International Intradermal Cosmetic Expo (IICE) is hands-down the best educational conference and trade show in our profession! This annual event enjoys a preeminent reputation as the ultimate educational forum for permanent makeup technicians. IICE is also recognized as the premier event that technicians rely on for ground-breaking advancements, and updates on legislation, standards and industry guidelines within the permanent cosmetic profession. Unlike other events in the permanent cosmetic industry, IICE is known for its high quality hands-on training and comprehensive Specialty Workshops. You will learn cutting-edge techniques from the world's top permanent makeup technicians. It is fun, exciting, and transformative; and it continues to grow!

Q: What is different about IICE 2008 from previous IICE events?

A: We are offering IICE 2008 in two separate events this year! We wanted to offer technicians a high-quality hands-on education in a smaller group setting at a very affordable price. Each event is tailored to meet your needs depending on your training, experience and skill level. IICE I, the Intensive Advanced Hands-on Training (October 1 – 3, 2008) is for Intermediate to Advanced Technicians and IICE II, the Experts Expo (October 8 – 10th) is for Advanced to Expert Technicians. Seating is limited. Call Customer Service at 800-642-1096 to reserve your space today.

Q: What are the new topics and classes offered at IICE 2008?

A: New classes and topics include: 3-D Hairline Strokes & Highlights, Analyzing Eyes, Luscious Lips that Last, Trade Tools

& Technology, Needle Knowledge, Shading Successfully, Color Selection Made Simple, Totally Terrific Time Saving Tips, Myths and Marketing, Color Creations, Digital Designs, Paramedical Preparations, Areola Art & Applications, and more.

Q: What are some of the Featured Topics at this year's IICE?

- Adding Additional Income
- Animal Art
- Areola Applications
- Breast Reconstruction
- Camouflage
- Color Theory
- Creating Color Combinations
- Consent & Release
- Correctional Procedures
- Dispersion Chemistry
- Eliminating Touchups
- Esthetics
- Ethnic Skin Color Line
- Faux Lip Enhancements
- Industry Certifications
- Industry Organizations
- Insurance & Liability Issues
- Interactions with Anesthetics
- Laws & Legalities
- Microdermabrasion
- Managing Migration
- MRI Issues
- Mucosal Matters
- Multiple Profit Centers
- Paramedical Procedures
- Reactions
- Red Flags

Q: What is the cost to attend the expo?

A: Early Registration is \$299 before September 1st (\$399 after September 1st). Call today to take advantage of this incredible offer. Registration includes: keynote address, professional lectures, panel of experts, general

sessions, Demonstration Room and NEW this year: the **Interactive Media Forum** which is like a Grand Stage Workshop and Panel of Experts rolled into one. (*One-on-One trainings, Specialty Concourse, Prosperity Programming Seminar, CE and CEU Classes, and Certification Courses, and are not included in the registration fee.*)

Q: What ELSE is new at this year's IICE?

A: 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 specialty classes will concentrate on cosmetic procedures while Thursday's focus will be entirely paramedical training. Our NEW **"All Access Pass"** allows you to attend all workshops during each evening for one low price: \$299 for Wednesday night and \$399 for Thursday. (**That's less than \$50 per training!!!**) Register for both Specialty Concourses along with your IICE admission and save an additional \$100! (*The "All Access Pass" does not include admission to the Prosperity Programming Seminar, CE and CEU Classes, Certification Courses, or One-on-One trainings.*)

Q: What procedures will be performed in the Specialty Concourse during IICE 2008?

A: 3-D Hairline Strokes & Highlights, Eyeliner, Mucosal Makeovers, Eye Accents, French Eyeliners, Lip-liner and Full Lips, Color Corrections, Anesthetic Applications, Tattoo Removal, Dispersion Chemistry, Ethnic Skin Selections, Lash line Enhancement, Designer Eyeliners, Areola Restoration, Stretch marks, Color Testing & Selection, Paramedical Scar Revision, Vitiligo Camouflage and Touch up Tips.

Q: What Certification Courses and other Specialty Classes (not including the Specialty Concourse) will be offered at IICE 2008?

A: Bloodborne Pathogens, Masters Certification, Instructor Certification, Microdermabrasion, Eyelash Extensions, Cosmeceutical Chemistry, Eyebrow Threading, Lucrative Lashes and more!

Q: What if I call to enroll and I can't get in?

A: We will put you on a waiting list and call you if there is a cancellation.

Q: Can I enroll early to reserve my seat in advance and cancel my seat if I change my mind later?

A: Yes. The deadline for cancellations is September 15th, 2008.

Q: Where will IICE 2008 be held?

A: IICE 2008 will be held at AIIC headquarters in Arlington, TX. Seating is very limited. We recommend you reserve your seat now!

Q: Which airport is convenient to AIIC headquarters?

A: DFW International Airport is approximately 12 miles from AIIC headquarters and is serviced by American Airlines, Continental, Delta, United and most other major airlines.

Q: Are any hotels offering special discounted rates for IICE 2008 attendees?

A: Yes, ranging from luxury hotels to budget accommodations, there is a wide selection of hotels located close to AIIC headquarters offering special rates to IICE attendees. Call customer service for details.

Q: Should I wait to receive more information about IICE 2008 before I enroll?

A: No. Register early. IICE 2008 will sell out early due to limited space! It is unlikely you will be able to reserve a seat if you do not enroll early.

Q: Are there any prerequisites to participate in Hands-On Training at IICE 2008?

A: Yes. Bloodborne Pathogen Certification is required for anyone participating in hands-on training at IICE 2008. Bloodborne Pathogen Certification classes will be available on Tuesday evenings before IICE begins, September 30th and October 7th. Call customer service at 800-642-1096 to reserve your seat.

Q: Is it true that One-on-One training is offered at IICE 2008?

A: Yes! Customized, individualized One-on-One training is offered before, during and after the

IICE Expo. This is ideal for anyone who is short on time, has specific questions or needs and wants a quick refresher. Our instructors are knowledgeable, professional and friendly. We work at your pace, concentrate on your areas of interest and address your questions and concerns. Call customer service at 800-642-1096 for details.

Q: What is the new "Prosperity Programming" seminar held in conjunction with IICE 2008?

A: Sandi Hammons is launching her new seminar, "Prosperity Programming" in conjunction with IICE 2008. The seminar, based on her new book, *Your Journey to Greatness*, promises to be the most powerful, persuasive, and practical seminar on becoming successful in permanent cosmetics. It is loaded with ideas, insights, and strategies that will change your thinking and your results. You will learn practical business and money management skills; and "unlearn" belief patterns that lead to failure; then learn how to replace them with a "prosperity program" that works.

Learn why successful technicians ALWAYS seem to get ahead while others struggle just to get by, be comfortable or just to reach the next level. The answer lies in our belief systems and our hard-wired programming that is unconsciously causing our results. "Prosperity Programming" is all about motivating you and inspiring you to do what you already know how to do. It will push you, encourage you and connect with you in harnessing your greatness and bringing it forth. Prosperity Programming teaches participants to walk through their challenges and facilitate their success.

If you want more out of business... more wealth, more happiness, more fun... the answer is simple; you NEED to change your Prosperity Programming to achieve permanent results! Prosperity Programming will be offered twice October 4 & 5 or October 11 & 12. Call AIIC to register at 800-642-1096 for this special event.

Q: What is the cost to attend the Prosperity Programming Seminar?

A: Regular price is \$599, early registration before September 1st is only \$299. AIIC Certified Instructors may attend for FREE!

Q: Will AIIC Masters Training and Certification be held in conjunction with IICE 2008?

A: Yes. AIIC Masters Training and Certification is offered October 6th-7th. The Masters Certification Program allows you to demonstrate and document your skill and experience as a permanent cosmetic technician. The Masters Certification program provides you with industry-

**IICE Registration:
Regularly \$399**

**Early Bird
Special: \$299
(Before September 1st).**

Save \$100 on IICE!

Register online at
PremierPigments.com
or call 800-642-1096



aesthetic and technical leader in the field of permanent cosmetics. Candidates sitting for the AIIC Masters Certification are required to perform an actual 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, textbooks, purchases or annual membership are required to maintain the certification.

Q: Will AIIC Instructors Training and Certification be held in conjunction with IICE 2008?

A: Yes. Instructors Certification is offered October 13 – 15th. This intensive three-day course is available only to AIIC Certified Masters (or those with equivalent training) who wish to demonstrate their procedure skills, learn new teaching skills and acquire credentials so that they can direct their own quality education programs in permanent cosmetics. This course will address apprenticeship programs, one-on-one 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. We will teach you the 5 steps of learning and the fundamentals of effective communication. The fee for this course is \$1,700 or \$1,500 with paid admission to IICE 2008. And, of course, Prosperity Programming is FREE to all Certified Instructors.

Q. Who should attend Bloodborne Pathogens Training?

A: Exposures to blood and other body fluids occur across a wide variety of occupations. Technicians and Tattoo Artists are at risk equally as much as any health care provider. Anyone whose occupation might expose them to blood through injury from needles or other sharps, as well as direct and indirect blood contact with skin or mucous membranes need the knowledge provided in the Bloodborne Pathogens Course. A current Bloodborne Pathogens Certification is required for all technicians participating in any hands-on training at all AIC classes and at ICE 2008.

Q. What will I get out of the Bloodborne Pathogens Training?

A: During this training, you will learn how to recognize situations that have the potential for bloodborne pathogen transmission and how to protect yourself and others from contracting a disease. Led by certified Red Cross instructors, Bloodborne Pathogens Training helps you comply with the training component of OSHA's Bloodborne Pathogens Standard, including OSHA's Needlestick Standard. You will learn vital information about managing a potential exposure to an infectious disease in the workplace, including: how bloodborne pathogens are spread; how to prevent exposures; what to do if exposed to infectious materials. More importantly, the training will help you to make you and your clients safer. You will receive an American Red Cross Certification upon completion of the course.

Q. How can Bloodborne Pathogens be spread?

A: Pathogens are germs such as bacteria and viruses that can be carried in the blood and can cause disease. For any disease to be spread, including blood borne diseases, all four of the following must be present. A pathogen must be present, there must be enough of the pathogen present to cause disease, the pathogen must pass through the correct entry site; and the person is susceptible to the pathogen. If any of the following are missing, an infection cannot occur.

Q. Can a Staph Infection be spread during the application of permanent cosmetics?

A: If any area of the skin is punctured or broken for any reason, staph bacteria can enter the wound and cause an infection. Staph is the shortened name for Staphylococcus (pronounced: staf-uh-low-kaw-kus), a type of bacteria. These bacteria's can live harmlessly on many skin surfaces, especially around the nose, mouth and genitals.

Q. What are the signs and symptoms of a Staph infection?

A: Staphylococcal disease of the skin results in a localized collection of pus, known as an abscess, boil, or furuncle. The affected area may be red, swollen and painful. Drainage or pus is common.



Staph Infection

Q. What is the Herpes Simplex Virus (HSV)?

A: Herpes Simplex Virus (HSV) can cause infections that affect the mouth, the face, the genitals and the skin. Many people acquire the virus and have no symptoms. For others, painful blisters appear near the area where the virus entered the body. Typically, the blisters heal completely but reappear when least expected. When herpes simplex lesions appear in their most common location, around the mouth and lips, people refer to them as "cold sores" or "fever blisters"; but outbreaks can occur in and around the eyes.

Q. Can I perform a permanent cosmetic procedure on someone with (HSV)?

A: Yes, however clients carrying HSV should consult their physician prior to receiving any procedure. Suppression therapy can help to minimize the risk of spreading the infection.

Q. How many types of HSV exist?

A: There are two types of (HSV), type 1 and type 2. In general, type 1, also known as herpes labialis, causes infections above the waist, most commonly as oral "cold sores." Type 2 infections occur mainly below the waist, leading to genital herpes. However, both types of HSVs are capable of infecting the skin at any location on the body.

Q. What makes herpes (cold sores) recur?

A: The exact mechanism behind this is not clear, but it is known that some conditions seem to be associated with recurrences, including: a fever, cold or flu, ultraviolet radiation, stress, changes in the immune system, trauma to the skin or sometimes there is no apparent cause of the recurrence.

Q. How is oral herpes spread?

A: Infections caused by HSV are contagious. The virus is spread from person to person by kissing, by close contact with herpetic lesions, or even from contact with apparently normal skin that is shedding the virus. Infected saliva is a common means of transmitting the virus.

In general, type 1, also known as herpes labialis, causes infections above the waist, most commonly as oral "cold sores."

Q. What is Herpes Zoster?

A: Herpes zoster is the medical name for shingles. It is caused by reactivation in the adult years of the chicken pox virus that occurred during childhood (the varicella-zoster virus). The virus can be reactivated when they body's immunity to the virus breaks down. This may happen due to normal aging, or a compromised immune system due to stress from illness, physical or emotional stress, fatigue, poor nutrition, certain medications, chemotherapy, radiation therapy, or other factors.

Q. Can the eyes be affected by Herpes?

A: The eyes are sometimes affected by Herpes Zoster because the eyes are connected to nerves that may be infected with the herpes zoster virus. Shingles can spread from an involved area of the forehead or cheek to the upper or lower eyelids. Shingles can cause redness of the conjunctiva (the mucous membrane covering the white of the eye). Shingles may also cause inflammation inside the eye, known as iritis or uveitis. It can also affect the optic nerve or the retina. Herpes Zoster infections of the eye can lead to redness, swelling, pain, sensitivity to light, and blurred vision.

Q. Are Herpes Zoster Infections Contagious?

A: Transmission of the herpes zoster virus causing chickenpox has occurred, but occurs less frequently than transmission of virus from patients with chickenpox. Localized herpes zoster requires secretion precautions to guard against spreading of infection by direct contact with secretions from vesicles and from secretion-contaminated articles.

Q. How do physicians treat Herpes Zoster Eye Infections?

A: Lubricating eye-drops or antibiotic eye drops may be prescribed. Occasionally, steroids may be prescribed to reduce inflammation. By its very nature, herpes zoster infections are prone to return from time, especially when the immune system is weakened.

Minimizing Adverse Outcomes in Permanent Makeup

(Continued from page 1)

Ocular herpes is caused by the type 1 herpes simplex virus and is a common, recurrent viral infection affecting the eyes. This type of herpes virus can cause inflammation and potentially scarring of the cornea and is sometimes referred to as a cold sore on the eye. Herpes of the eye can be transmitted through close contact with an infected person whose virus is active. An estimated 400,000 Americans have experienced some form of ocular herpes, with close to 50,000 new and recurring cases occurring each year. Ocular herpes can range from a simple infection to a condition that can possibly cause blindness.

There are several forms of eye herpes: Herpes keratitis is the most common form of eye herpes and is a viral corneal infection. Ocular herpes in this form generally affects only the top layer, or the epithelium, of the cornea, and usually heals without scarring. Stromal keratitis occurs when the infection goes deeper into the layers of the cornea. This can lead to scarring, loss of vision and, occasionally, blindness. Iridocyclitis is a serious form of eye herpes where the iris and surrounding tissues inside the eye become inflamed, causing severe sensitivity to light, blurred vision, pain and redness. Iridocyclitis is a type of uveitis that affects the more anterior portions of the inside of the eye. The herpes virus can affect the more posterior or deeper tissues in the eye. When this infection occurs in the retina or the inside lining of the back of the eye, it is known as herpes retinitis.

Various signs and symptoms can be associated with an ocular herpes outbreak. Those affected may experience inflammation of the cornea, which can cause an irritation or sudden and severe ocular pain. Also, the cornea can become cloudy, leading to blurry vision.

Other characteristics of eye herpes include the following:

- swelling around the eyes
- tearing
- recurrent eye infections
- irritation
- foreign body sensation
- eye redness
- eye sores
- watery discharge
- sensitivity to light

Even an ophthalmologist may overlook an initial

diagnosis of ocular herpes in its very early stages.

Eye herpes is transmitted through contact with another person who is having an outbreak or self contact and contamination during an active herpes infection (e.g., cold sore of the lip). The herpes simplex virus initially enters the body through the nose or mouth and travels into the nerves, where it may be inactive. The virus can remain dormant for years and may never wake up. The exact cause of an outbreak is unknown, but stress-related factors such as fever, sunburn, major dental or surgical procedures and trauma are often associated with incidents.



Herpes Simplex

Treatment for eye herpes depends on where the infection is located in the eye. If the corneal infection is only superficial, it can normally be alleviated by using antiviral eye drops or ointments, or oral antiviral pills. However, an ophthalmologist may treat eye herpes by scraping away the infected corneal epithelial cells with a cotton swab or corneal "spatula" instrument. This is known as debridement. Following debridement, a patch or soft contact lens might be needed to help the cornea to heal.

Although there is no cure for eye herpes, the described treatment programs can help control outbreaks. Studies are being performed to determine better methods for managing the disease.

Conjunctivitis is a condition where the thin mucus membrane that covers the visible part of the eyeball and the underside of the eyelids becomes inflamed. The inflammation may be a reaction to several different exposures, including bacteria, viruses, allergies, or irritants. Bacterial conjunctivitis is most often caused by staph, strep, H flu, or pneumococcus. It can accompany an ear infection. Individuals with allergies can get allergic conjunctivitis when their allergic triggers inflame the conjunctiva. Smoke, smog, and many irritating products can cause chemical conjunctivitis if they get in the eyes. The most common cause

resulting from a procedure is anesthetic or aftercare products in the eye. The term "pink eye" is sometimes used to describe any of these types of conjunctivitis, but it is most often linked with minor viral and/or bacterial infections of the conjunctiva. The common symptom is redness of the eyes. There may also be eye discomfort or itching. Any type of conjunctivitis may be accompanied by some drainage from the eye, but this is especially true if bacteria are the culprits. Infectious forms of conjunctivitis can be quite contagious. They can spread in several ways. When one person rubs the eyes, the germs get on the hands. From there, they spread to someone else's hands, often by way of a fomite. When that person rubs their eyes, transmission is complete. Most infectious conjunctivitis will last for less than a week. Individuals are usually contagious until they have been treated for at least 24 to 48 hours. Conjunctivitis is usually diagnosed based on medical history and perhaps a physical exam. Some conjunctivitis will clear up on its own. Eye drops or ointments are often prescribed. These differ depending on the type of suspected conjunctivitis, but they may relieve symptoms and speed healing.

What can technicians do to minimize adverse outcomes? Collecting a thorough medical history from each client and following through with a detailed interview during your initial consultation can identify clients who could be at risk of an adverse outcome. A history of herpes, allergies, conjunctivitis or staph or fungal infections could indicate a higher probability of complications with a client. When in doubt, always ask your client to consult their physician and obtain a release before proceeding with a procedure. Strict adherence to rigorous sterilization and sanitation procedures will ensure that you and your clients are protected against communicable infections. Good hand washing, especially before touching a client's face, even in a pre-procedure consultation, is important to preventing the spread of infections.



Herpes Infection

Anesthetic & Pigment Exchange at IICE 2008



Exchange your fading iron oxides or any unwanted color from any manufacturer for a **\$15 credit** toward the purchase of Premier's Concentrated Originals!



Exchange weak or unwanted anesthetics for these powerful formulas!

Receive \$20 credit toward the purchase of Premier's powerful anesthetics!

Sandi Hammons Launches "Prosperity Programming" Seminar



Sandi Hammons is launching her new 2 day seminar, Prosperity Programming October 2008. The seminar, based on Hammons' new book, Your Journey to Greatness, promises to be the most powerful, persuasive, and practical seminar on becoming successful in permanent cosmetics. It is loaded with ideas, insights, and strategies that will change your thinking and your results. You will learn practical business and money management skills; the belief patterns that lead to failure and how to replace them with a "prosperity program" that works. Why do successful technicians ALWAYS seem to get ahead when you might be struggling just to get by, be comfortable or reach the next level? The answer lies in your "Prosperity Program" - your hardwired programming that is unconsciously causing your results.

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