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**FOR IMMEDIATE RELEASE**



## PHAME BEAUTY EXPO TICKETS GO ON SALE DECEMBER 1<sup>st</sup> FOR THEIR ANNUAL LOS ANGELES EVENT

Beauty, hair, and nail industry influencers, entrepreneurs and professionals can plan ahead for this 2018 beauty extravaganza.

**Los Angeles – PHAME (Professional Hair and Makeup Expo) is back for its 6<sup>th</sup> year, and it is better than ever.** They've targeted the perfect mix of educators, exhibitors, and interactivity to keep beauty lovers intrigued all weekend long. The event will convene in **Downtown Los Angeles**, gathering some of the most influential people in the skincare, cosmetic, hair, and tech industry. Here are the details:

**WHAT:** PHAME LA 2018 // *Professional Hair and Makeup Expo*  
**WHEN:** June 2 & 3, 2018  
**WHERE:** Magic Box LA  
**TICKETS:** December 1<sup>st</sup>, 2017 at [www.phame.com](http://www.phame.com)

PHAME has always been the place for attendees to **learn from their favorite artists, shop their favorite brands, meet their favorite influencers and share their day with other like-minded beauty enthusiasts.**

*NEW* event activations and highlights will include:

- A range of influencers in the **Beauty, Hair, Tech/AR, Entrepreneurial, and Nail** space, speaking on hot topics
- A NEW **PHAME PRO CARD**—where benefits include but are not limited to attending expo **Master Classes**, Pro-only hours, an amazing goodie bag, and an invitation to our exclusive **VIP after party**.
- **Meet and greets** with CEO's and industry leaders
- **A VIP Lounge** for exhibitors and VIP's to connect and relax
- And much more....

In 2018, PHAME will continue to evolve in their efforts to become the must-attend event of the year by bringing **professional artists, influencers, and industry consumers** together under one roof for an inclusive celebration and exploration of today's beauty innovations!

Got summer plans and can't be there? Stream it. Keep up with PHAME by following them on Instagram at [www.instagram.com/phame\\_xpo](http://www.instagram.com/phame_xpo) and getting on their mailing list at [www.phame.com](http://www.phame.com)

***About PHAME:***

*Professional Hair And Makeup Expo (PHAME) is the ultimate event for those that want to connect with the world's most innovative brands and influencers in the beauty industry today. PHAME's exhibitors encompass the categories of Hair, Makeup, Skin Care, Nails and Accessories. With leading brands, the latest products, and the hottest new treatments under one roof, PHAME is the best place to brush up on all things beauty.*