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Everything You Need to Know About America's Beauty Show 2021

America's Beauty Show is reuniting licensed beauty professionals for three wonderful days of in-person education, discovery and community, happening September 11-13.

by Staff

April 23, 2021



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America's Beauty Show by **Cosmetologists Chicago** is reuniting licensed beauty professionals for three wonderful days of in-person education, discovery and

May 10, 2021 so mark your calendar and be sure to get your tickets at americasbeautyshow.com!

Attendees will experience education from a star-studded lineup on color, cutting, barbering, nails, business, wellness, extensions and more. Top names in beauty, including The Ulta Pro Team, Larissa Love, Olivia Smalley, Cynthia Baker, Lala Chihai, Matty Conrad, Nick Arrojo, Presley Poe, Sydney Lopez and Jessica Scott are among the many influential educators who will be teaching more than 20 CEU classes. Additionally, the required classes on sexual assault and domestic violence will be offered.

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Discover new beauty brands and check out some of your favorites in haircare, skincare and nailcare. There will be more than 165 exhibitors looking forward to serving attendees. Among the many are Amika, ERGO STYLING TOOLS, California Mango, HALOCOUTURE, Gelish & Morgan Taylor, Donna Bella Hair Extensions, Hattori Hanzo Shears, Cuccio, Lechat Nail Products, Light Elegance, Turbo Power, Collins, Truss Professional, Wahl, cinderellahair, Blackpants, Tony Odisho, Hairtalk Extensions, Wellness Premium Products, En Vogue Nails and Oya.

Community never goes out of style. At America's Beauty Show 2021 there will be two nights of outdoor, live entertainment in the Rosemont Entertainment District. Attendees can reunite safely and comfortably as they dine and dance with colleagues and industry friends.

Once again, America's Beauty Show 2021 will co-locate with **the International Esthetics Cosmetics and Spa Conference (IECSC)**, which will feature skincare, spa and makeup exhibits on a dynamic and interactive show floor. Spa pros can access hundreds of exhibitors and take advantage of new targeted learning tracks.

"We are working hard to build a brighter future for licensed beauty professionals, and it starts with their experience at America's Beauty Show 2021. Getting your tickets to ABS has never been easier. You can buy them online or call 800-648-2505," shares Amy Westercamp, Director of America's Beauty Show. "If you purchase a three-day VIP ticket before July 31, you will receive a *free* membership to Cosmetologists Chicago which includes a host of benefits including free tickets to America's Beauty Show 2022. That's two shows for the price of one!"

The Donald E. Stephens Convention Center, Rosemont, IL is the new home to America's Beauty Show. It is a convenient location for local and out of town attendees as well as the home of world-class restaurants and shopping. To enhance the experience, America's Beauty Show has partnered with the hotels of Rosemont to offer attendees affordable overnight room rates to make the three-day experience stress free. Just check-in, park your car, and everything is in walking distance!

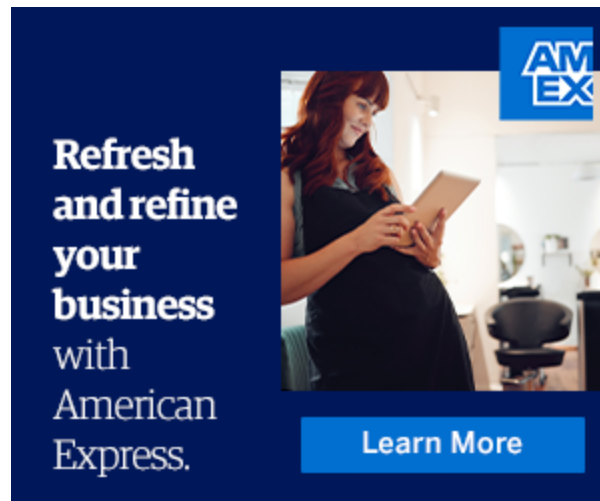
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A Legacy of Service to Beauty Professionals



Cosmetologists Chicago is the non-profit and force that has produced America's Beauty Show for 98 years strong. With thousands of members, Cosmetologists Chicago is an inclusive community that supports all licensed beauty professionals. Join us in our mission to serve licensed beauty professionals, students, schools, salon/spa owners, beauty distributors and manufacturers.

Click [HERE](#) to purchase tickets and check in often at [AmericasBeautyShow.com](#) for all of the latest updates about ABS 2021 and all of the information you'll need to make it easy to make plans for attending America's Beauty Show, September 11-13, 2021, at the Donald E. Stephens Convention Center, Rosemont, IL. It's time to reunite. You don't want to miss it!



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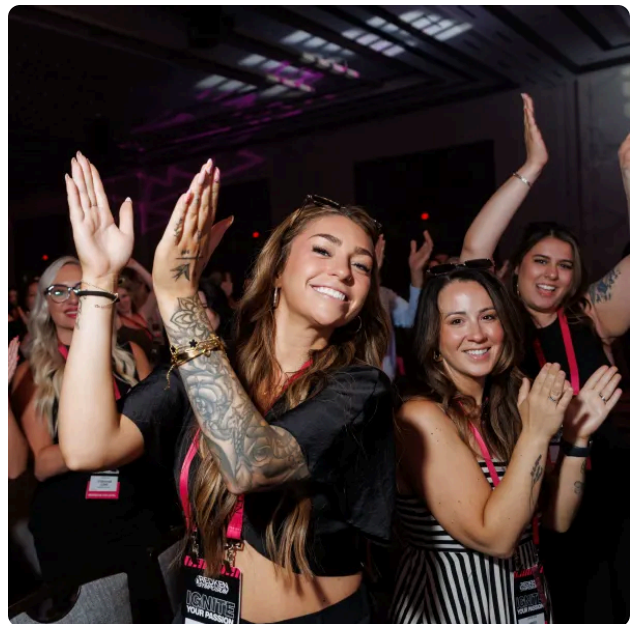


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Professional Beauty Association Opens Entries for PBA NAHA 2027, Welcomes Back Nail Professional of the Year

Entries are now open for the industry's most prestigious creative competition, marking the return of Nail Professional of the Year while celebrating the artistry that defines professional beauty.

by Staff



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MODERN Recap: The Education and Connection of Redken Symposium 2026

The 51st Redken Symposium returned to Las Vegas in June 2026, bringing specialized education and community to hair professionals who want to "Learn Better, Earn Better, Live Best."

by Nicole Johnson

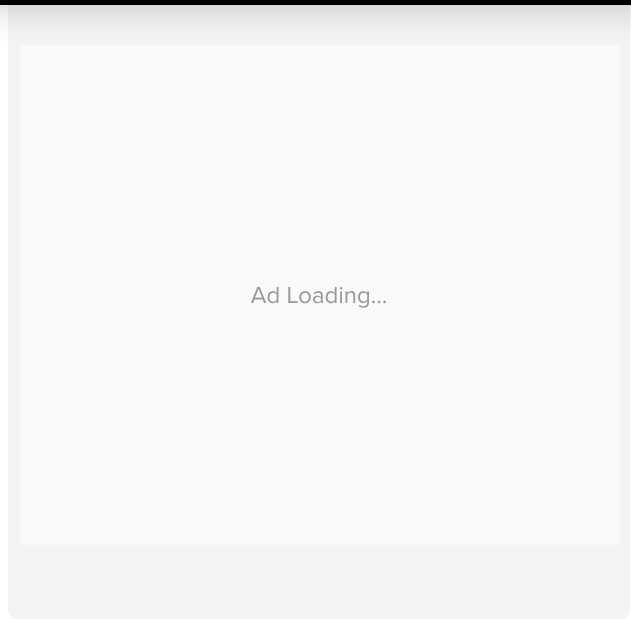


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2026 Beauty Changes Lives Gala Unites the Beauty and Wellness Industry to Celebrate Legacy, Artistry and Opportunity

This growing, must-attend industry event honors leaders across hair, nails and wellness while creating opportunities for the next generation.

by Staff



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Premiere Orlando 2026 Sets New



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The Professional Beauty Association

Premiere Orlando 2026 welcomed more than 54,500 visits from beauty professionals and students.

by Staff



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America's Beauty Show 2026 Draws Record Attendance, Delivering Transformative Experience for the Professional Beauty Community

Attendees called the 103rd edition of ABS “the Coachella of the Beauty Industry” as 20,000+ Beauty Professionals gathered for education, connection, and inspiration.

by Nicole Johnson

The night honored the artists and collections shaping the future of professional beauty during PBA NAHA 2026.

by Staff



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The Style Exhibition Introduces a New Era of Beauty Education Focused on Styling, Makeup Artistry & Strategic Growth

Jalia Pettis and 3Jay Productions introduce The Style Exhibition, a refined and forward-thinking educational experience designed for beauty professionals ready to move beyond fundamentals and into mastery, taking place in Phoenix, AZ on May 3, 2026.

AMERICA'S BEAUTY SHOW X AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

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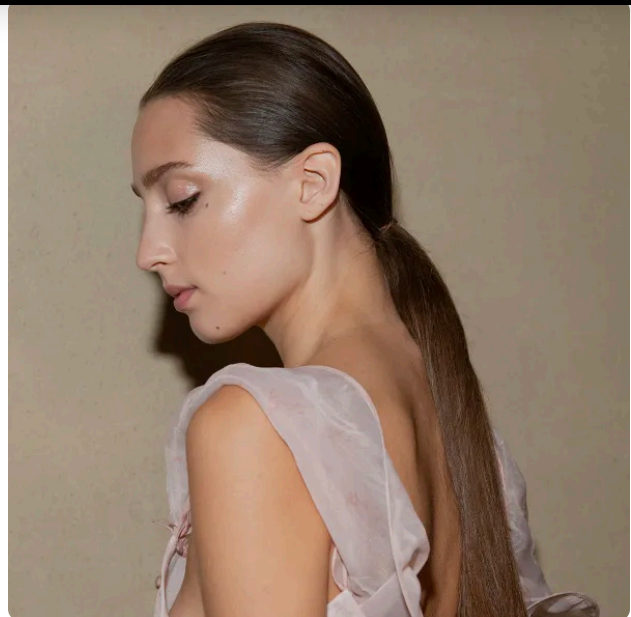
AVEDA Returns to America's Beauty Show 2026

AVEDA will return to America's Beauty Show 2026, taking place April 18–20, 2026, at the Donald E. Stephens Convention Center in Rosemont, IL. AVEDA's on-site experience will include a dedicated AVEDA Education Theater focused on technical skill building, artistry, and business education.

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GET THE LOOK: Victoria Beckham x Wella Professionals at Paris Fashion Week SS26

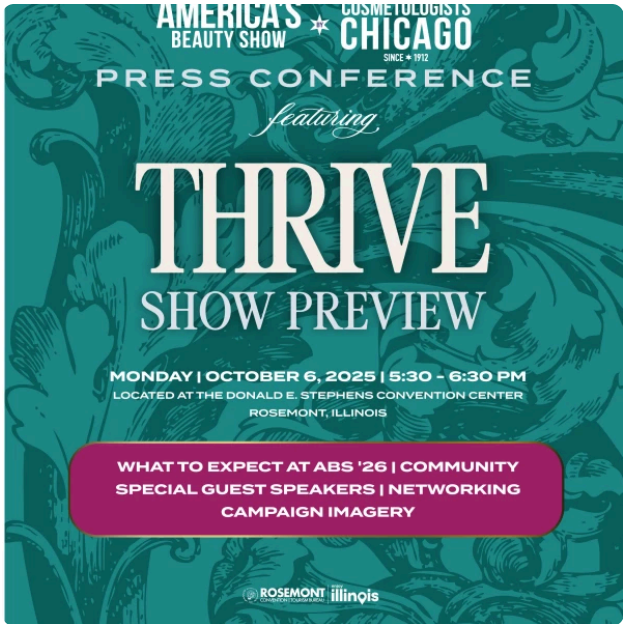
Wella Professionals and hairstylist Anthony Turner partnered with Victoria Beckham for her SS26 Paris Fashion Week show. See how they achieved this sleek runway pony.



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Everett

Monaè Everett partnered with Mielle Organics to lead the hair direction for House of Aama’s Spring/Summer 2026 presentation. See how she achieved these stunning looks!



Events | Articles | Sep 24, 2025

THRIVE: America's Beauty Show's Official 2026 Launch & Press Conference

The official Press Conference and Show Launch of America's Beauty Show 2026 takes place Monday, October 6, 2025, from 5:30 to 6:30 PM CST at the Donald E. Stephens Convention Center, Rosemont, IL. Get details here!



Events | Articles | Aug 6, 2025

Seen at Desert Bloom: Paul Mitchell Community Gathers in Vegas

Hairstylists, salon owners, and beauty professionals from around the world came together in Las Vegas for Paul Mitchell’s Desert Bloom event. See the energy, style, and standout moments in this exclusive photo gallery from MODERN SALON.

by Anne Moratto



Events | Articles | Aug 1, 2025

Ulta Beauty Applauds Its Six-Figure Service Providers at Celebrate U 2025

MODERN SALON was invited to Chicago to attend Ulta Beauty's annual Celebrate U event, a gathering of Ulta's highest earning service providers and the people who support them within the industry.

by Nicole Johnson



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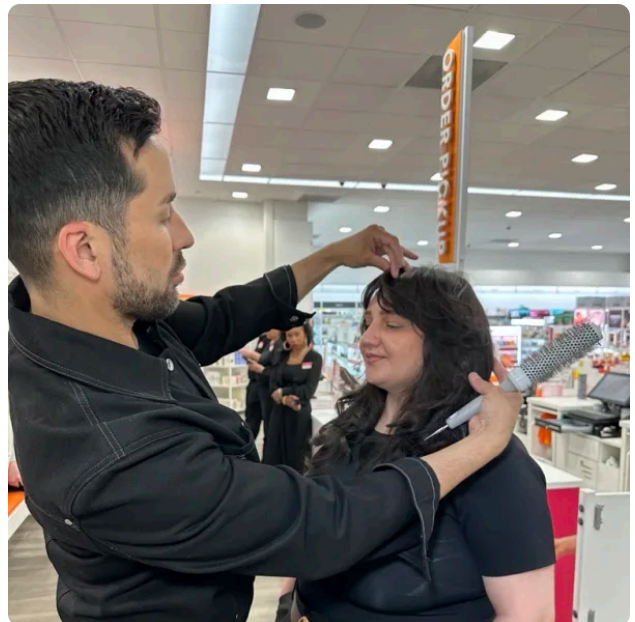
ICYMI: NAHA 2025 Red Carpet Highlights and Exclusive Interviews

It was a minute ago, but we love reliving the energy, glam, and star power from the North American Hairstyling Awards 2025 red carpet with these videos capturing standout moments and beauty pros in the spotlight.

by Anne Moratto



Events | Articles | Jun 18, 2025



Events | Articles | Jun 11, 2025

Ulta Beauty showed up to Premiere Orlando 2025 in a big way -- supporting attending service providers with top-tier education, as well as celebrating the artistic talents of their own network of stylists at this year's NAHA.

by Nicole Johnson

We attended Ulta Beauty's Phoenix session of Design Team on Tour to see Justin Toves-Vincilione (@ahappyjustin) in educational action!

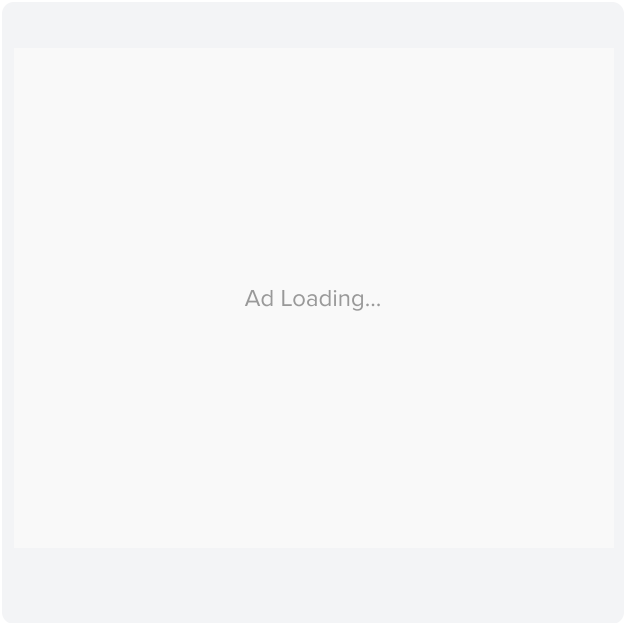
by Nicole Johnson



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Party with milk_shake in Ibiza! Enter the #milkshakemirrormoment Contest

Calling all stylists and hair artists! milk_shake is offering an unforgettable opportunity to join the brand in the ultimate hair destination: Ibiza. Find out how to get a chance to attend Hairtopia 2025 - all expenses paid!



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