

MODERN SALON

Tu'el Brings Beauty Pros Together at IECSC

June 28, 2017



Tu'el Skincare Co-Presidents, Lisa and Lori Nestore debuted their Complete Community concept during the recent International Esthetics, Cosmetics and Spa Conference (IECSC) in Las Vegas. The Nestore sisters feel there is much more that goes into selling skin care products to estheticians and salon/spa owners, you have to form a community where professionals can learn about ingredients, utilize effective techniques, education and protocols. To this end, they coordinated daily events to create excitement during the show to foster this new community.

On Saturday June 24th Tu'el hosted a cocktail party on the top level of the Westgate and all members of the Complete Community were invited to attend to celebrate with their trainers and Co-Presidents.

On Monday, June 26th, Ryan and Lori Nestore presented an educational networking breakfast for their distributors, salon and spa owners, and trainers. This included direction on creating the perfect "elevator pitch," how to build your business, and referral programs/options.

The Tu'el booth was bustling with a large group of professionals learning about Tu'el products and ingredients. Many estheticians stepped behind the counter to volunteer their time and to share their positive experience with Tu'el products and treatments. There were also raffles of product credit throughout the show.

"We are so happy with the launch of Tu'el Complete Community and the huge attendance at our booth over the weekend. We felt strongly about creating a place where education and best practices are truly the keys to success. Our mother, Eva Friederichs always said 'practice what you preach.' True words to live by and we look forward to next year and coordinating more events like this." ~ Lisa and Lori Nestore.

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