



**FOR IMMEDIATE RELEASE**

**Bronner Bros. Beauty Show Partners with Nailpro to Empower Nail Techs**

*First-of-its kind experience puts nail innovation and artistry on display during largest multicultural beauty show in the US.*

- *Curated experience to offer **three days of education, inspiration and networking** for nail pros, salon owners and students in **Atlanta, February 8-10, 2020***
- *Two new **Nail Competitions** announced*
- ***More than 60 professional nail brands** to exhibit new products and services*

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**ATLANTA** (December 1, 2019) – The **Bronner Bros. Int'l Beauty Show** (BB) today announced a partnership with leading media platform, Nailpro, that gives beauty professionals access to world-class products, services, and education— all under one roof. Together, BB and Nailpro aim to educate, empower and engage multicultural nail pros, salon & spa owners, and students in an interactive environment that is unprecedented at beauty trade shows.

Now in its 73<sup>rd</sup> year, the BB Show will take place in **Atlanta, GA, February 8-10, 2020** at the Georgia World Congress Center. More than 35,000 attendees are expected. The three-day agenda includes:

- **New Nail Competitions**— For the first time ever, BB will host two nail competitions on the main stage: “**Nail Art: True Imagination**” and “**Nailpro: Salon Success.**” Contestants will showcase the ultimate combination of technical skill and creativity for cash and prizes. Registration is open to all beauty professionals licensed or qualified to perform nail services. For details, visit [bronnerbros.com](http://bronnerbros.com).
- “**The Nails Have It!**” **Panel** – Renowned nail techs will offer expert advice on how to thrive in the booming nail industry. Confirmed panelists include Tony Ly (@tonysnail), David DiLorenzo (@valentinobeautypure), Ashley Francois (@nailsbymiamiashley), Shawnitra Taylor (@unitas\_nails), and Audrey Jefferson (@gotnailsuniversity). Hosted by Poochie (@poochieznails), master nail instructor and owner of The Nail Art Boutique. Sunday, February 9, from 1:30 p.m. to 3:00 p.m.
- **Nail Pavilion**— A variety of nail brands will activate booths on the show floor with innovative products and demonstrations. The event will feature over 300 exhibitors in total.
- **Nail Education** – Ten new nail classes ranging from advanced technical instruction for licensed nail techs to trend workshops for novice beauty enthusiasts. Fees may apply.

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“As a family-owned company, we have an important role to play in supporting the multicultural beauty industry— from hair and nails, to make-up, fashion and beyond,” said James Bronner, SVP of Operations, Bronner Bros. Beauty Show. “We admire Nailpro’s creativity and vision, which makes them the ideal partner to deliver an exciting, new experience for our loyal show attendees. Together, we will help beauty professionals take their craft to the next level while empowering the next generation of aspiring nail techs.”

Nail salons have been the site of entrepreneurship and innovation for decades, bringing together a diverse mix of customers across socio-economic backgrounds. According to global research firm Statista, there are nearly 400,000 nail technicians and just over 56,300 individual nail salons in the US. The total revenue for nail salons reached \$5.2 billion in 2018. Fueled by new technology developments, fashion trends, and culture, employment in the nail industry is expected to grow by 13% over the next decade-- almost double the rate of other US occupations.

**REGISTER TO ATTEND:**

BB Show registration and VIP packages are on sale now. Download the app (iPhone/Android) or visit [bronnerbros.com](http://bronnerbros.com). Join the conversation on Instagram, Facebook, and Twitter @bronnerbros, #bbshow2020

**About Bronner Bros., Inc.**

Headquartered in Atlanta, Bronner Bros., Inc. (BB) is a family-owned and operated company founded in 1947 by Dr. Nathaniel H. Bronner, Sr. and his brother Arthur E. Bronner, Sr. Today, the BB Enterprise consists of multicultural beauty products, UPSCALE Magazine, and professional trade shows, which attract more than 60,000 salon and barber professionals annually. For more info, visit [bronnerbros.com](http://bronnerbros.com).

**About Nailpro**

Published by Creative Age, Nailpro is an integrated media platform dedicated to the nail industry. Since 1990, the award-winning magazine has featured trends, nail art and technical how-to's, products, and successful business strategies for nail professionals.

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