Oregon Esthetics Show

2026 SHOW GUIDE

October 24–26, 2026
Portland Airport Sheraton
Portland, Oregon



OxygenCeuticals

breathe life into your skin

NEW

BIO MATRIX LYO VELVET KIT

From Freeze-Dried Precision to Fresh Mixing
Activated at the Moment of Use

[LYO ACTIVATION SYSTEM]





1 WEEK CLINICAL RESULTS

Lifting **+13.06%**

Surface Hydration **+216.90%**

Skin Brightness **+2.92%**

Cutis Bio Life Science Center | 2026.04.30-05.07 | 20 Adult Women

PROFESSIONAL SKINCARE / EDUCATION / RESULTS

XF
X FORMULATIONS®

XPEEL5 + XF POST CARE METHOD

A COMPLETE TREATMENT AND RECOVERY SYSTEM



XPEEL5

The first all-inclusive peel that includes the XF Post Care Method on every visit for your client. You can treat mild, moderate, severe and severe plus skin conditions. Minimal to no downtime, can be paired with other services, and treats acne, acne imposters, anti-aging, hyperpigmentation and rosacea skin types.

ACNE | PIGMENTATION
ANTI-AGING | ROSACEA



BEFORE AFTER

"I've been in professional skincare since 2008, and in 2014 I created the award-winning XF Post Care Method. Treating more than 14,000 clients at my med spa showed me what the industry was missing: the care the skin receives after a treatment determines its outcome. We completed the formulation in 2019, and today we have taught thousands of licensed professionals how to repair their clients' skin in under 7 days."



JULIE GROSSO
OWNER
X FORMULATIONS

XF POST CARE METHOD



REPAIR
Stops hypopigmentation from forming.

HYDRATE
Calms, replenishes and reduces inflammation.

BUILD
Repairs the barrier in under 7 days.

The XF Post Care Method repairs the skin in under 7 days using the Repair. Hydrate. Build. method. It can stop hypopigmentation from forming, hyperpigmentation, acne and repair the barrier — even when the skin has mild, moderate or severe trauma to the skin.

"Hi, I'm Georgia, owner of Pampered Skin Co. and a solo esthetician passionate about skin health, healing, and results-driven treatments. XF Formulations is one of my main skincare lines, and the XF Post-Care Method is my go-to for advanced facial treatments and supporting the skin barrier of even my most sensitive clients.

I'm excited to share my knowledge through the 5-Hour Chemical Peel Certification!

My goal is to give you the knowledge, hands-on experience, and confidence to incorporate XPEEL5 into your treatment room and achieve beautiful, results-driven outcomes."



GEORGIA HURLEY
OREGON STATE
EDUCATOR
X FORMULATIONS



BEFORE AFTER



BEFORE AFTER



BEFORE AFTER

XFORMULATIONS.COM

USE CODE **OES2026** FOR 35% OFF

EXPIRES 10/31/2026

more than a skincare company...

Hale & Hush is a professional skincare brand trusted by estheticians for delivering gentle, high-performance results across all skin types and conditions—not just sensitive skin. While our roots are in caring for compromised skin, our innovative formulations effectively address concerns such as aging, acne, hyperpigmentation, hormonal changes, and pre- and post-procedure care.

More than a skincare company, Hale & Hush is dedicated to empowering estheticians through exceptional education, clinical resources, and ongoing support. Guided by a strong commitment to philanthropy and giving back, we proudly invest in our industry, communities, and professionals, creating meaningful partnerships that inspire confidence, compassion, and lasting success.

learn more



HALE&HUSH

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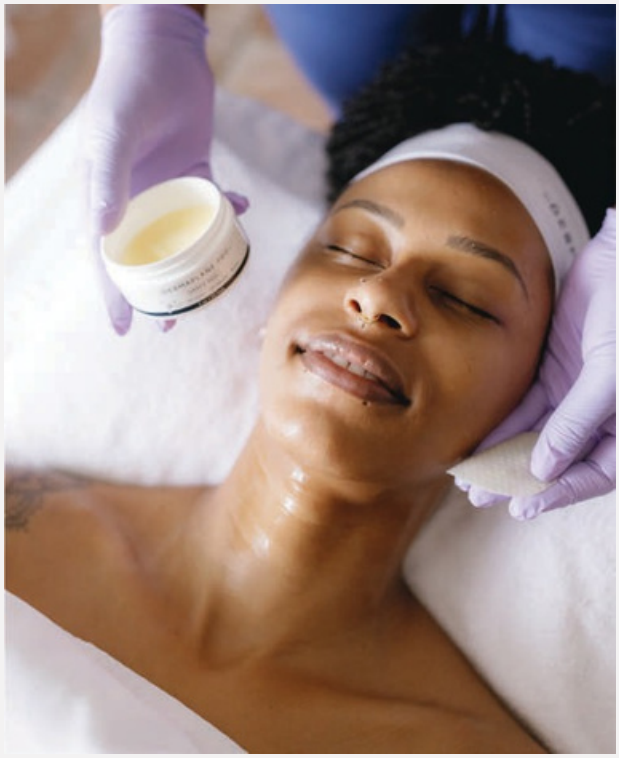
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A word from one of our certified graduates

"DermaplanePro Certification was the smartest investment I could have made for my business. It elevated my skill set, significantly boosted our revenue, and truly differentiated our services from competitors. We saw a return on investment within the first month!"

- Cassandra Davis

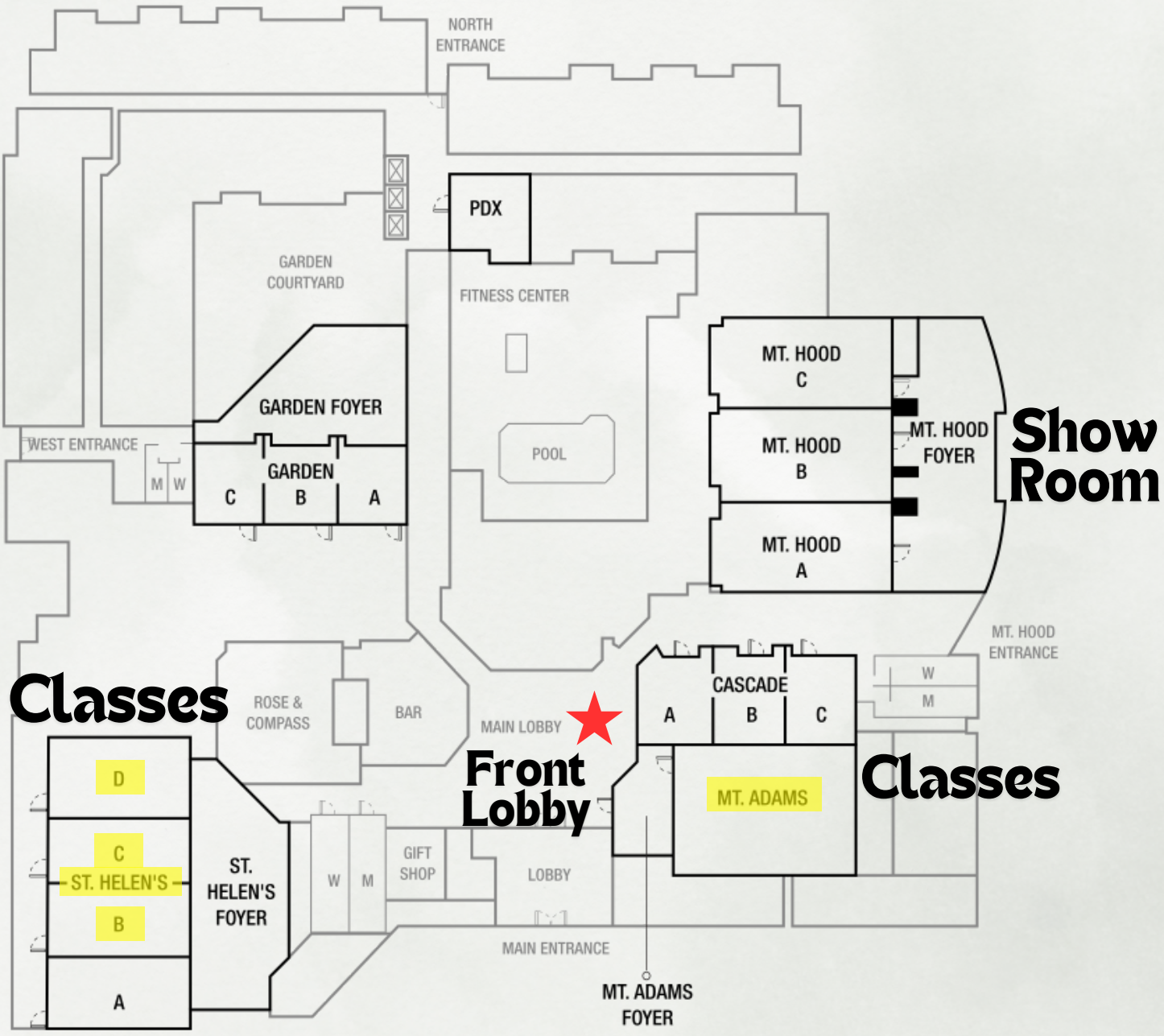
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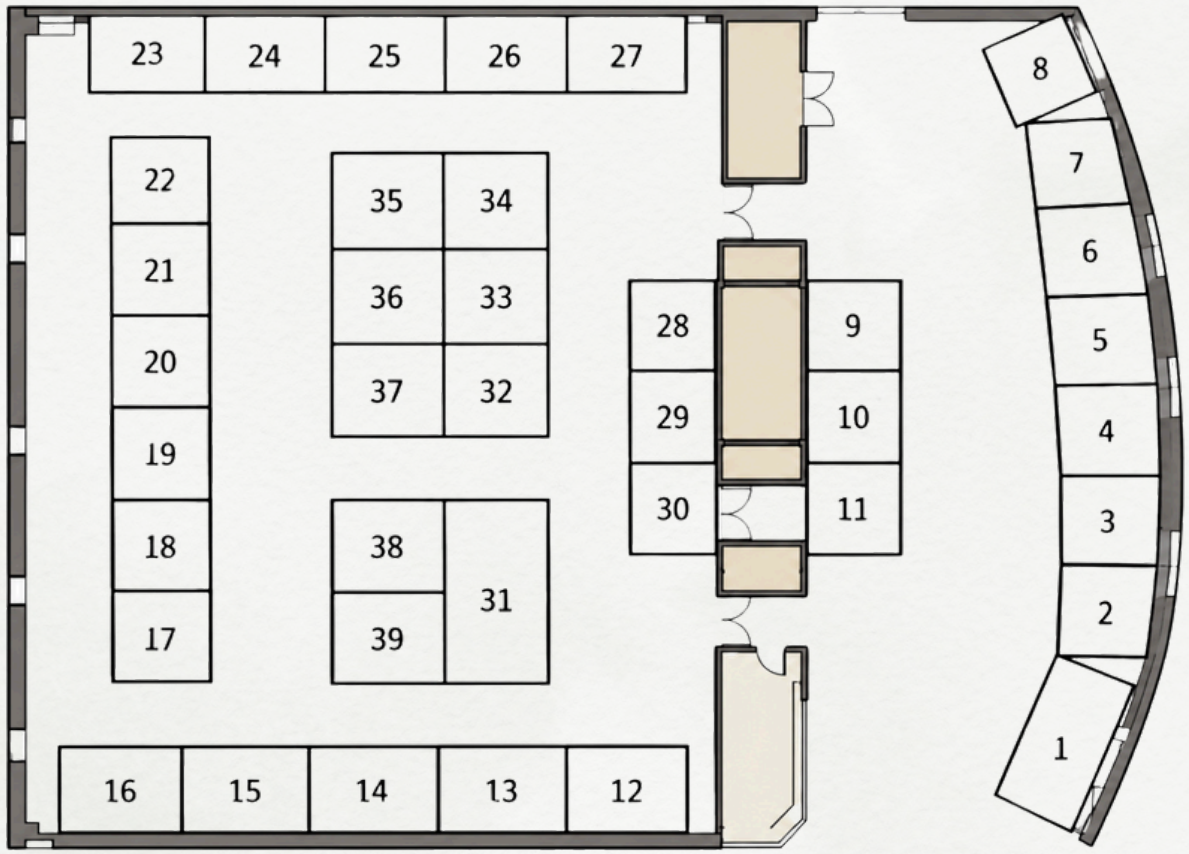
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SAVE THE DATE

Oregon Esthetics Show

October 24, 2027





NO.	COMPANY
24	Bourgeois Lashes
18	Brow Society
14	Bryght
12	Candela Medical
4	Clearchoice Prana Spaceuticals
25	CO2Lift
39	Dermaplane Pro
4	Demastart Brands
36	Diamond Tome
17	DMK
1	Elleebana Oregon
2	Eminence Organics Skincare
35	Face Reality
26	FACTORFIVE
20	Glamoreyes Beauty
32	Hale & Hush
33	HYPO21
15	Janssen Cosmetics
25	Juvasonic
23	Landia Skincare
16	Lash Baby

NO.	COMPANY
19	Linder Health
27	Love Yourz Permanent Jewelry
28	Luxclusive Lash Supplies
9	Luxx Lash
6	Meaux Co.
38	Merrylaz
25	Northwest Aesthetics
21	Osmosis
31	OxygenCeuticals
22	Pacific Instruments
29	Procell
7	Skin by Brownlee Co.
5	Solea Skincare
37	Sugar of the Nile
3	Viktoria De Ann
11	Wax It! Loves Sugar It!
13	Wild One Botanicals
8	WU Aesthetics
34	XFormulations
30	ZAQ

Oregon ESTHETICS SHOW

SUNDAY, OCTOBER 25, 2026

SHOW DAY EDUCATION



Time	Mt. Adams	St. Helens B	St. Helens C	St. Helens D
11:00 AM	AESTHETICS Dominating Brazilian Waxing & Mastering Ingrown Hair	face reality® The Acne Blueprint	Linder Health The $1 Glow-Up: The 10-Minute Regenerative Treatment	procell™ THERAPIES "Procell Microchanneling- The Science Behind the Results"
12:30 PM	**Advanced Esthetics Panel** Advanced Treatments • Skin Science • Protocols • Results		Lash Baby Korean Lash Lift	bryght® Bryght is so much more than just anal bleaching
2:00 PM	**Business Management Panel:** Build a Stronger, More Profitable Esthetics Business	face reality® Clear Skin Solutions	HALE&HUSH® THE SENSITIVE SKIN SPECIALIST: WORKING WITH HEALTH-CHALLENGED SKIN & BUILDING A FOCUSED NICHE	bourgeois LASHES One Step Brow Lamination

11:00 am Education

Mt. Adams:

Dominating Brazilian Waxing & Mastering Ingrown Hair

WU Aesthetics Monique Waters

Brazilian waxing is the ultimate game changer for beauty professionals looking to elevate their services and boost their income. Whether you're new to the industry or an experienced professional seeking advanced technique, this live demonstration with Monique is your ticket to success. What you'll learn:
Proper positioning for seamless waxing results, Expert application techniques for all body types, Pricing strategies that maximize your earnings & Proven methods to grow a loyal clientele

Plus, Monique will unveil her renowned exclusive 5-minute jelly mask—designed to leave your clients glowing and coming back for more. This is your chance to refine your skills, gain confidence, and dominate the Brazilian waxing market. Don't miss out—your journey to seven-figure success starts here!

St. Helens B:

Face Reality : The Acne Blueprint

Kelsey Duque and Alex Hernandez

In this course, attendees will receive a comprehensive introduction to acne, including the different types, severities and common acne imposters. We'll cover effective ingredients for treating acneic clients and explore how lifestyle factors such as diet, stress and environmental influences can affect skin health. The session will conclude with case studies demonstrating the Face Reality Clear Skin Method™ and provide attendees with the knowledge and confidence to address acne effectively in the treatment room.

St. Helens C:

The $1 Glow-Up: The 10-Minute Regenerative Treatment That Delivers Maximum Volume and Profit

Linder Health- Danae Markland

In today's competitive landscape, the future of growth lies at the intersection of innovation, science, and smart revenue strategies. This presentation explores a groundbreaking treatment option that seamlessly integrates with all devices, modalities, and techniques, providing what every service needs: the powerful, profit-boosting "$1 glow-up." Discover how this simple, low-cost add-on can supercharge service value, drive client loyalty, and open the door to consistent, measurable revenue growth, all while positioning your practice at the forefront of regenerative health innovation.

St. Helens D :

Procell: "Procell Microchanneling-

The Science Behind the Results" Presented by: Nancy Wang Discover the science behind Procell Microchanneling and learn how controlled microchanneling can support the skin's healing and regenerative processes. In this educational class, we'll explore the technology, growth factors, DNA enzymes, and the key behind achieving consistent professional results for a variety of skin concerns.

12:30 am Education

Mt. Adams:

Advanced Esthetics Panel

Advanced Treatments • Skin Science • Protocols • Results

Panel Host: Sierra Spears

Julie Grosso ~ XFormulations, Aubrey James ~ Pro Jet Plasma, Brooke Kennedy ~ Hypo 21, Danae Markland ~ Linder Health

Take your knowledge beyond the basics with an engaging discussion on advanced esthetic treatments and techniques. Industry professionals will share insights on chemical peels, microneedling, jet plasma treatments, advanced skin rejuvenation, post-care protocols, contraindications, and achieving safe, effective results. Bring your questions and learn from experienced professionals as they discuss treatment strategies, real-world experiences, and the latest approaches in advanced esthetics.

St. Helens C:

Beyond the Curl: Korean Lash Lift Demo

Discover the art and science behind Korean lash lifting with Hellen Vuong of Lash Baby. In this live demo, learn the techniques behind beautifully lifted, healthy-looking lashes, from proper prep and product knowledge to shield selection and precise lash placement. Whether you're refining your skills or looking to elevate your services, walk away with new techniques and a deeper understanding of what makes an exceptional lift.

St. Helens D:

Bryght is so much more than just anal bleaching

Presented by: Kat Solis

Created by professionals for professionals, Bryght's founder, Luba, saw a gap in the market for high-quality, professional skin-brightening products and she didn't hesitate to fill it. Bryght is breaking down the stigma and elevating client conversations with innovative solutions for hyperpigmentation. Our unapologetic approach has transformed the industry and created new revenue-boosting techniques worldwide. But let's be clear, Bryght is so much more than just anal bleaching. It's an advanced, natural skin-brightening system designed to target hyperpigmentation on every(body) part™ from head to toe & down below™ without the use of harsh chemicals.

2pm Education

Mt. Adams:

Business Management Panel: Build a Stronger, More Profitable Esthetics Business Panelists:

Panel Host: Sierra Spears

Mariah Madden ~ Luxclusive Lash Shawna Rocha ~ Viktoria De Ann Brittnee Violet ~ Elleebana Oregon, Anna Ning ~ Luxx Lash

Take your esthetics business to the next level with real-world insights from successful industry professionals. This panel will cover the business side of beauty—including marketing, sales, client retention, pricing, branding, social media, team management, and sustainable growth. Hear practical strategies and lessons learned from experienced beauty entrepreneurs who understand the challenges of building and running a successful business. Whether you're a solo esthetician, studio owner, educator, or growing a team, you'll leave with ideas you can put into action immediately. Bring your questions and get ready for an honest, engaging conversation about what it takes to build a thriving esthetics business.

St. Helens B:

Face Reality: Clear Skin Solutions

Kelsey Duque and Damaris Avila

In this in-depth course, attendees will learn about the most effective ingredients for treating different types of acne and skin concerns. We'll cover the tools and techniques that set clients up for success, from the initial consultation and latest modalities to proper extraction methods. We'll also introduce our proven adaptive approach and showcase real-world case studies demonstrating the impact of the Face Reality Clear Skin Method™.

St. Helens C:

Hale & Hush: THE SENSITIVE SKIN SPECIALIST: WORKING WITH HEALTH-CHALLENGED SKIN & BUILDING A FOCUSED NICHE

Shirley Avila-Dreyfus LE, OE

Gain confidence working with compromised, sensitive, and barrier-impaired skin while building a lucrative specialized niche. Learn how internal health factors, medical treatments, and chronic barrier dysfunction impact skin reactivity for safe treatment planning. Discover how to position yourself as a trusted specialist and leverage Hale & Hush's barrier-supportive, inflammation-calming formulations to drive referrals and long-term client relationships.

St. Helens D :

Bourgeois Lashes: One Step Ahead: The New Approach to Brow Lamination

Jody Thongoulay

Discover a fresh approach to brow lamination with Brow Sculpt One, a one-step system designed to simplify the traditional lamination process. Learn the science behind brow lamination, proper hair assessment, processing, safety, and application, followed by a live demonstration. Perfect for estheticians ready to expand their skills and confidently offer a modern approach to beautifully sculpted brows. All attendees will receive a Certificate of Completion.

2026 Swag Sponsors

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- Tinting
- Combo course
- 1-1 trainings
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Official Elleebana Certification courses offered monthly! 1 on 1 in Portland or Online options..



Reach out with any questions anytime as I'm here to help. Community over competition! I am passionate about our industry & love to see all esthies advance their skills and help their biz grow! Slide in my DMs :)

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PNW ESTHIE AWARDS

OREGON
ESTHETICS SHOW
LEARN. GROW. ELEVATE.



SUNDAY CLASS

DARK SPOTS. BRIGHT RESULTS.

THE CLINICAL METHOD FOR SKIN OF COLOR

with SKIN BY BROWNLEE & CO.

SUNDAY, OCTOBER 26, 2025

4:00 – 5:00 P.M.

SHERATON PORTLAND AIRPORT HOTEL

IN THIS CLASS YOU WILL LEARN:

- UNDERSTANDING HYPERPIGMENTATION IN SKIN OF COLOR
- THE SCIENCE BEHIND DARK SPOTS
- CLINICAL INGREDIENTS THAT WORK
- PROFESSIONAL TREATMENT PROTOCOLS
- HOMECARE THAT MAKES A DIFFERENCE
- BUILDING TRUST & RESULTS WITH YOUR CLIENTS

YOU WILL LEAVE WITH:

- A CLEAR, CLINICAL APPROACH TO TREATING DARK SPOTS
- PRODUCT & PROTOCOL RECOMMENDATIONS
- CONFIDENCE TO TREAT ALL SKIN TONES
- EDUCATION YOU CAN APPLY IMMEDIATELY

PRESENTED BY

SKIN BY BROWNLEE & CO.

MEAUX CO.

The Skincare Plug.

MONDAY CLASS



INTERNATIONAL PEEL TECHNIQUES

by MEAUX CO.

THE HYPER-FOCUS OF THE CLASS:

PHYTA PEELS

An intensive, results-driven class focused on the advanced application of Phyta Peels to transform skin at a cellular level.

MONDAY, OCTOBER 27, 2025

8:00 AM – 12:00 PM

SHERATON PORTLAND AIRPORT HOTEL

IN THIS CLASS YOU WILL LEARN:

- In-depth understanding of Phyta Peel formulations
- Customizing protocols for every skin type and condition
- Layering, combinations & advanced application techniques
- Managing results, downtime & client expectations
- Key ingredients, mechanisms & clinical outcomes
- Business strategies for profitable peel services

USE CODE **PREAUX** | AT CHECKOUT AND SAVE 50% ON THE CLASS!

MONDAY
OCTOBER 26, 2026

AIRPORT SHERATON
PORTLAND, OR

MONDAY *Certification* CLASSES

9AM–6PM



HANDS-ON TRAINING, REAL RESULTS.
LEVEL UP YOUR SKILLS.

GRAB EARLY BIRD *Pricing!*

WHAT YOU'LL LEARN

ADVANCED BRAZILIAN WAX
Master speed, technique & results

$599

SPRAY TAN Techniques
Flawless, natural glow every time

$575

VAJACIAL CERTIFICATION
Confidence through care & knowledge

$329

CERTIFY. CONFIDENTLY. THRIVE.

BOOST YOUR SKILLS. BOOST YOUR INCOME.

REAL TRAINING. REAL SUPPORT. REAL SUCCESS.

All 3 INVESTMENT ONLY **$1,349**

X FORMULATIONS
SKIN CARE

Acne. Acne Imposters. Anti Aging.
Hyperpigmentation. Rosacea.

5-HOUR OREGON PEEL TRAINING

ADVANCED PEEL EDUCATION.
REAL RESULTS.

LIVE TRAINING. REAL RESULTS.



MONDAY, OCTOBER 27, 2025

9:00 A.M. TO 2:00 P.M.

SHERATON PORTLAND AIRPORT HOTEL

A comprehensive 5-hour in-person training designed for licensed professionals who want to master chemical peels safely, confidently, and effectively in Oregon.

IN THIS CLASS YOU WILL LEARN:

- Oregon laws, rules & regulations for chemical peels
- Contraindications & client evaluation
- Skin anatomy & physiology
- Peel ingredients & how they work
- XPEEL5: 5-layer technique
- Advanced peel protocols & customization
- Pre & post care for maximum results
- Managing complications & side effects
- Business growth & treatment pricing
- Live demonstration
- Q&A and hands-on practice

WHAT'S INCLUDED:

- 5-Hour Oregon Peel Certification
- XPEEL5 Certification
- 5 XF Post Care Method Kits
- 5 XPEEL5 Vials (5 Treatments)
- 1 XF LED Mask

EARLY BIRD SPECIAL

$599

NORMALLY ~~$2,099~~

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Pay in 4 interest-free payments with
shop Pay or PayPal



JOIN US FOR THE BEST ESTHETICS EVENT OF THE YEAR

SEPTEMBER 24-28, 2027

Lied Lodge at Arbor Day Farm
Nebraska City, Nebraska

Join us for an immersive three-day retreat designed for passionate estheticians ready to grow personally, professionally, and within their businesses. Awaken brings together industry education, meaningful connections, and opportunities for reflection and inspiration in a beautiful, nature-inspired setting.

Register by December 31, 2026, to save with Early Bird pricing!

THE RETREAT

3 Days of Advanced Education

Gain advanced esthetics education and personal and business development strategies from top speakers in the esthetics industry.

Community

Build lasting friendships, exchange ideas, and grow alongside a supportive community of esthetics professionals.

Relaxation

Escape the everyday hustle and reconnect with yourself surrounded by the peaceful landscapes of Nebraska City.

Products + Giveaways

Discover exciting products, connect with industry sponsors, and enjoy special surprises and giveaways throughout the retreat!

@awakenestheticsretreat

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www.awakenestheticsretreat.com

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PNW ESTHIE Awards

A FUN EVENING CELEBRATING TALENT, PASSION & THE FUTURE OF ESTHETICS!









COMPETITION CATEGORIES

SKIN TRANSFORMATIONS	HAIR REMOVAL (WAXING)	MAKE UP ARTISTRY	LASH LIFTING	LASH EXTENSIONS	BROW ARTISTRY	ADVANCED MODALITIES	SPRAY TAN'S
BEGINNER EXPERT	BEGINNER EXPERT	BEGINNER EXPERT	BEGINNER EXPERT	BEGINNER EXPERT	BEGINNER EXPERT	BEGINNER EXPERT	BEGINNER EXPERT

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PNW ESTHIE AWARDS 2026

JOIN US NEXT YEAR
THE EVENING BEFORE THE TRADESHOW
SATURDAY, OCT.23 2027

BE SURE TO FOLLOW ♡
FOR UPDATED INFO
TO JOIN NEXT YEAR!

FULL DETAILS & REGISTRATION AT
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