

**FOR IMMEDIATE RELEASE**

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## **ANOTHER BREAKFAST WITH THE DAY SPA ASSOCIATION @ NYIGF THE BEAUTY OF GREEN**

Union City, NJ – November 2009 ~~~ The Day Spa Association is pleased to announce its continued collaboration with EX·TRACTS® at the New York International Gift Fair® (NYIGF®) this coming winter.

After an extremely well received and informative event last summer on *Extreme Retailing for Day Spas*, the Association will again offer an industry breakfast seminar during EX·TRACTS®, on Tuesday, **February 2, 2010**, during the NY International Gift Show winter 2010.

“We are very pleased to have secured Karen Sinclair Drake of Sophyto Organics (Naples, FL) and Sheila Brody from The Green Spa & Wellness Center (Brooklyn, NY) as presenters during this event”, says Hannelore Leavy, Executive Director of the Day Spa Association.

### **The Day Spa Association Presents**

#### **The Beauty of Green**

Tuesday, February 02, 9:00AM–10:30AM, with continental breakfast and networking starting at 8:30AM  
Javits Convention Center, Room 1A02-03

***During the 90-minute session, Sheila Brody and Karen Sinclair Drake will discuss how consumer demand is making sustainable and ethical business practices as important as the green products themselves. Sinclair Drake will also address the transparency that exists today as a result of certification, blogging and social networking and explain the perils for “green washers” who underestimate consumer intelligence.***

Participants will receive a complimentary assortment of “green” souvenirs.

**This breakfast is underwritten by Sophyto Organics (Naples, FL)**

#### **How to register:**

\$25 for Day Spa Association members/\$40 for guests.

Register online at [www.nyigf.com/programs](http://www.nyigf.com/programs), or

**Call 201-865-2065** (Visa, M/C only), email [Barbara@dayspaassociation.com](mailto:Barbara@dayspaassociation.com), or send checks, payable to The Day Spa Association, to 310 – 17<sup>th</sup> Street, Union City, NJ 07087

“The NYIGF and EX·TRACTS® has a lot to offer day spa owners and managers and we hope that many of our members and non-members will take the time to visit the exhibits, including our booth. We are preparing an invigorating and informative 2 hours for the spa community in and around New York and those visiting the city from near and far”, invites Hannelore.

***The Day Spa Association (DSA)*** is a professional membership-based trade organization founded in 1991. *The focus is to serve as the primary business resource for day spa professionals through educational seminars and workshops, research studies, publications and Internet informational exchanges. Further, DSA advocates members' businesses by enhancing consumer awareness and demand for spa services and products. In addition, to protect consumers, DSA establishes a standard of excellence to assure the continuous elevation of professionalism and quality driven services in the day spa industry. For more information, please contact the DSA at 201-865-2065, email [DaySpaAssn@aol.com](mailto:DaySpaAssn@aol.com) or visit [www.dayspaassociation.com](http://www.dayspaassociation.com)*

**EX·TRACTS®** features nearly 100 exhibitors of cosmetics, perfumes, skincare, bath & body care, beauty accessories, hair care, natural and organic products, apothecary gifts and well-being lines, and attracts attendees from spa, salon and specialty retail outlets from all 50 states and around the world. It is one of eight divisions of the New York International Gift Fair, which presents a total of 2,700 exhibitors each winter and summer in New York City. EX·TRACTS® runs Sunday, January 31, through Thursday, February 04, 2010, at New York City's Jacob K. Javits Convention Center. For information and registration, visit [www.nyigf.com](http://www.nyigf.com), or call 1-800-272-SHOW (7469).

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