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America's Beauty Show 2026 Draws Record Attendance and Delivers a Transformative Experience for the Professional Beauty Community.

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

Rosemont, IL (April 23, 2026) — America's Beauty Show (ABS), owned and produced by Cosmetologists Chicago (CC), welcomed a record-setting 21,000+ attendees to the Donald E. Stephens Convention Center in Rosemont, Illinois, on April 18–20, 2026, marking its 103rd year as North America's largest nonprofit beauty event.

From the opening moment, the tone was clear. Attendees were asked to turn to the person beside them, take a photo, and Share Love, a simple but powerful reflection of the spirit behind America's Beauty Show. For more than a century, ABS has served licensed beauty professionals, and this year's event delivered what so many in the industry are seeking right now: education, inspiration, hope, and a welcoming community.

Throughout the weekend, attendees described ABS as transformative, recharging, and career changing. On social media, many called ABS “the Coachella of the beauty industry,” while others shared that the experience renewed their confidence, expanded their vision for what is possible, and reminded them why they love this profession.

“America's Beauty Show continues to reflect the strength, creativity, and heart of the professional beauty community,” said Frank P. Fulco, CEO of America's Beauty Show. “This year's record attendance and extraordinary energy made one thing clear: beauty professionals want more than a trade show. They want meaningful education, real connection, and a community where they feel seen, supported, and inspired. As a nonprofit, the mission of service is at the center of everything we do.”

ABS 2026 featured more than 485 education classes, 200+ CEUs, and 350+ exhibitors, with most CEU opportunities included free with an ABS ticket. In a renewal year for nails and instructors, attendees explored education across haircare, barbering, nails, esthetics, makeup, brows, business, health, and wellness.

This year's artist lineup included leading educators and industry voices such as Ashlee Norman, Rebecca Taylor, Nick Stenson, Chrystofer Benson, Barber A-ROD, Candy Shaw, John Mosley, James Vincent, Mr. J Ladner, Tabatha Coffey, Brayden Pelletier, Tracey Hughes, Rodrick Samuels, Jack Howard, Monae Everett, Lisa Giles, Britney Tokyo, Kelly Baker, Drew Inge, Spifster Sutton, Tyler Kelbert, and many more.

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Exhibitors included L3VEL3, Ulta Beauty, BaBylissPRO, FarmHouse Eminence Organic Skincare, Nick Stenson Beauty, Dermalogica, K18 Hair, Ergo Styling Tools, Chi by Farouk Systems, Skin Script, Wet Brush/Bio Ionic, Glymed+, JRL, Malibu C, Colortrak, Framar International, Andis, Wahl Clipper, Jack Winn Pro, Johnny B. Hair Care, Andis, Stylecraft | Gamma+, Cidesco, Repechage, Solano, Olivia Garden, Inc., Redavid Salon Products, Collins, Alibaba, Aqua Beauty Line, Colorlatino, Creative Beauty Concepts, Studex Ear Piercing, Vibrant Yoga, among additional exhibitors. Korean Beauty was exceptionally well received at the show.

New this year, *She Leads Network* launched on Monday as a limited 100-seat leadership and mentorship designed for women, by women, welcoming female executives, educators, and rising professionals.

The Barber Competition, hosted by Chicago's own Headquarters Barbers, Global Talent Beauty Cup Chicago Nail Competitions, and Student Power Hour and Second City Showdown Student and Team Competitions hosted by Beauty Cast Network will take place throughout the weekend.

The ABS + CC Press Conference awards ceremony honored industry leaders for their lifetime of service and dedication.

Evening entertainment added to the excitement, with the annual Cosmetologists Chicago President's Party Saturday evening in the main lobby of the Convention Center, followed by the famous ABS Global Image Awards (GIA). GIA provided a glamorous celebration of talent and creativity and is recognized as one of the industry's most prestigious competitions. Winners from around the world were recognized for their submissions and artistry and honored on stage. Two Hype Crew performed live.

ABS Sunday night L.I.V.E. 312 at Joe's Live in partnership with Chrystofer Benson's CBC Productions welcomed 1,080 attendees.

"What we saw at ABS this year was more than excitement. It was a transformation," said Megan Goggin, Vice President of Marketing, America's Beauty Show. "Attendees left feeling recharged, encouraged, and connected. That matters deeply to us because America's Beauty Show is mission-first. Love, service, and community are not just part of our legacy. They are the reason we exist."

Conveniently located near Chicago O'Hare International Airport, Rosemont continues to offer attendees easy access to hotels, dining, entertainment, and shopping, making ABS a destination professionals return to year after year.

For recaps and updates, visit americasbeautyshow.com and follow America's Beauty Show on social media.

Save the date: America's Beauty Show 2027 will take place April 3–5 in Rosemont, Illinois.

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About America's Beauty Show®

America's Beauty Show (ABS) is owned and produced by Cosmetologists Chicago® (CC). Professional cosmetologists, nail technicians, stylists, and colorists from all over the world attend ABS every year to experience superior education and innovation in all aspects of beauty, as well as gain inspiration to take back to their salons. With more than tens of thousands of salon professionals and owners, aspiring students and teachers, headliners and educators, leading product manufacturers and distributors showing their latest products and distributors, America's Beauty Show is a great destination for licensed beauty professionals. www.americasbeautyshow.com