

## Beacon 2010 Student Winners Announced

### *Welcoming Future Salon / Spa Superstars to the Industry*

**Phoenix, AZ (April 20, 2010)** – The Professional Beauty Association (PBA) is pleased to announce the 100 winning students chosen to attend Beacon 2010. These 100 students were selected from nearly 600 applicants, based on the creativity, presentation and content of their resume, professional portfolio and creative marketing pieces. All of the applications were judged by PBA members. Meet these exceptional students and see their projects displayed at PBA Beauty Week in Las Vegas July 17-20, 2010.

Held annually in conjunction with PBA Symposium, **Beacon** accepts only 100 of the nation's top cosmetology students and provides them with a foundation to build a successful future in the industry. Designed to educate students on the various components needed to manage a successful career, **Beacon** takes students behind the business side of the industry and provides valuable insight on marketing, business operations, networking and leadership training. **Beacon** truly helps students recognize that they are not just choosing a job, but rather a lifetime profession.

**Beacon** winners receive free tuition to attend PBA Symposium which includes various educational sessions and workshops in addition to special **Beacon**-only breakouts, exposing students to business concepts and strategies implemented in salons nationwide to grow their businesses. Students can also take advantage of the **Beacon Career Center** and enjoy a guided tour through the Cosmoprof North America trade show floor to meet beauty business leaders and learn the role global distributors and manufacturers play in the industry. Winning applicants in the past have described this weekend of inspiration as a "once in a lifetime" opportunity.

For a full list of the winners and the schools they currently attend, please visit [www.probeauty.org/beacon/winners](http://www.probeauty.org/beacon/winners).

**Beacon** provides the nation's most promising cosmetology students with the guidance to achieve maximum career success in the beauty industry. This program is the most exciting opportunity for currently enrolled cosmetology and esthetician students to get involved in the industry's most exciting events and to gain an early understanding of the business side of beauty.

**Beacon** is part of PBA Beauty Week, North America's largest, most inclusive beauty event, offering unlimited networking, education, and professional growth opportunities to all sectors of the beauty industry. This week of beauty features PBA Symposium, the North American Hairstyling Awards, Best Practice Club, City of Hope and Beacon. PBA Beauty Week is produced by the Professional Beauty Association in cooperation with Cosmoprof North America.



The Professional Beauty Association's (PBA) purpose is to advance the professional beauty industry by providing its members with business tools, government advocacy, education, networking, events and more to ensure business and career success with integrity. PBA is the largest organization of salon professionals with members representing salons and spas, distributors, manufacturers and beginning in 2010, licensed professionals with the addition of the National Cosmetology Association (NCA). Visit [probeauty.org](http://probeauty.org) or call 800.468.2274 (480.281.0424) to learn more.