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FOR IMMEDIATE RELEASE

The Beauty Industry Comes Full Circle

Professional Beauty Association Launches Beauty Circle, a New Series of National Networking Meetings

The **Professional Beauty Association** is launching a new networking concept: **Beauty Circle**. Dedicated to serving the professional beauty community and putting together fun, informative events, **PBA** has organized a series of complimentary networking events to bring together members and prospective members at receptions in conjunction with major trade events around the country. **Beauty Circle** officially launched at ISSE 2007 in Long Beach, where over 150 members of the professional beauty community participated. Both **Beauty Circle: Chicago**, which took place March 3, and **Beauty Circle: New York**, on March 11, also had strong attendance.

“We are continually building new tools and forums to bring the industry together,” says **Steve Sleeper**, Executive Director, **PBA**. “As our members highly value networking, **Beauty Circles** build a sense of community within the industry while offering a relaxed way to connect and learn from other PBA members.”

Upcoming **Beauty Circle** events include:

Beauty Circle: Orlando
in conjunction with Premiere Orlando
Saturday, June 9
Peabody Hotel

(More)

2-2-2-2 PBA Launches Beauty Circles

Beauty Circle: Las Vegas

in conjunction with Cosmoprof North America
Mandalay Bay Resort & Casino

Salon/Spa-Only Networking Round Tables

Sunday, July 15

2:00pm – 5:00pm

PBA Annual Business Forum

Monday, July 16

8:00am – 10:00am

Reception before City of Hope

Ticket to City of Hope Required for Entry

Monday, July 16

7:00pm – 8:30pm

Distributor-Only Networking Round Tables

Tuesday, July 17

8:00am – 10:00am

To learn more about Beauty Circle, visit www.probeauty.org/beautycircle.

PBA is a non-profit association that represents the interests of the professional beauty industry from manufacturers and distributors to salons and spas. **PBA** serves the industry with education, business tools, government advocacy and networking. For more information on **PBA**, please call **800-468-2274**, or visit www.probeauty.org. For press information, please contact Harris Shepard Public Relations at 310-277-0437 or via email at aherwehe@harrisshepard.com.

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