

## **North American Hairstyling Awards 19 Announce 2008 Lifetime Achievement & Hall of Leaders Honorees: Martin Parsons and Jack Storey**

**Phoenix, AZ (January 17, 2008)** – The most prestigious hair competition in North America, NAHA honors top hairstylists for their achievements and culminates in a must-attend event for beauty industry trendsetters. The **Lifetime Achievement Award** winner, **Hall of Leaders** inductee and winners in twelve categories are all honored at a gala evening filled with artistic spirit and visual collections. NAHA 19 is proud to recognize two leaders who have shaped the history of our industry at the 2008 ceremony. **Martin Parsons**, a renowned industry educator, will receive the Lifetime Achievement Award and Scruples co-founder, **Jack Storey**, will be inducted into the Hall of Leaders.

NAHA's top honor, The Lifetime Achievement Award, recognizes exceptional contributions to the hair and beauty industry. Limited to licensed salon professionals, past winners include innovators such as Yosh Toya (2007), Michael Gordon (2006), Sam Brocato (2005), Horst Rechelbacher (2004), Robert Lobetta (2003), Irvine Rusk (2002), Vidal Sassoon (1992), and Paul Mitchell (1991). This year's recipient, **Martin Parsons**, holds to the same exceptionally high standards. With over 35 years of experience in the business, Martin can still be found performing as a stylist, educator and mentor. Well known for his intricate up-dos, Parsons has selflessly contributed to the progression and enhancement of the beauty industry.

The Hall of Leaders Award recognizes outstanding contributions to the hair and beauty industry. Recipients of this award include Jim Markham (2007), Carmen DePasquale (2006), Bruno Mascolo (2005), Winn Claybough (2004), Ann Mincey (2003), Lee Rizzuto (2002), John Paul DeJoria (2001), Robert Peel, Sr. (2000), Jheri Redding (1997) and Paula Kent Meehan (1995). Continuing the tradition of honoring only the best in the industry, this year's inductee is **Jack Storey**, co-founder and president of Scruples Professional Salon Products, Inc. A licensed hairdresser, former salon owner and leading manufacturer for 25 years, Jack represents a broad spectrum of the industry.

NAHA's *Break Into Fame* theme this year truly captures the spirit of the event. These award winners have gained their fame through hard work, diligence, and passion for the industry. An inspiration to the industry, Jack Storey and Martin Parsons serve as role models to stylists and industry professionals around the world. NAHA is hosted by the Professional Beauty Association (PBA) in conjunction with Cosmoprof North America held July 13 – 15, 2008 in Las Vegas, Nevada at the Mandalay Bay Convention Center. The NAHA gala award ceremony will be held July 13, 2008.



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit [www.probeauty.org](http://www.probeauty.org) or call 800-468-2274 (480-281-0424) to learn more.