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FOR IMMEDIATE RELEASE

Discover the Power of Belonging to the Professional Beauty Association

This fall the **Professional Beauty Association (PBA)** invites non-members in the professional beauty industry to belong. Thousands of industry movers and shakers already benefit from the association. Non-members can discover why **PBA** is one of the most valuable investments a beauty professional can make in his or her business's success.

Why? "**PBA** is made up of salons and spas, distributors and manufacturers. With so many active minds and so much to share, we are dedicated to helping businesses, and the individuals within these businesses, reach their full potential for success," explains **Steve Sleeper, Executive Director – PBA**. "Through our business tools, education, government advocacy and networking opportunities, **PBA** members experience growth through belonging."

Belonging offers **PBA** members:

- **Business Tools**
 - Business blueprints adaptable for individual businesses (non-competes, manuals and more)
 - Discounts on targeted products and services
 - Connections with proven business solutions
 - Research on the industry to help members assess their business
- **Education**
 - Advanced classes through the Center for Business Education
 - Coaching for distributor store managers
 - Education on how owners can build a salon empire
 - Million-dollar distributor sales consultants training

- Three days of intensive salon/spa business education at Symposium
- **Government Advocacy**
 - 70+ face-to-face meetings on Capitol Hill
 - Sponsorship of tip-tax legislation worth \$6 billion to the industry
 - Guidelines on disinfecting pedicure equipment and nail product safety
 - A platform to address issues such as diversion
- **Networking**
 - Peer-to-peer solution sharing on the email listserves
 - Events that celebrate and connect the industry
 - Access to industry leaders and up-and-comers
 - Regional networking groups
 - Beacon program that connects top cosmetology students to salon owners

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, government advocacy, commerce opportunities, research/statistics and public relations/image building.

For more information on **PBA**, please call 800-468-2274 (480-281-0424) or visit www.probeauty.org. For press information, please contact Harris Shepard Public Relations at 310-277-0437 or e-mail jmark@harrisshepard.com.

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