



## **PBA's Newest Partner: The Latino Fashion Group**

### **PBA Reaches Out to Latino Beauty Professionals at ISSE**

**Phoenix, AZ (October 23, 2007)** – Developing a firm foundation for the future evolution of Latino beauty, the Professional Beauty Association announces an alliance with the Latino Fashion Group (LFG). Both parties share a passion for the beauty industry and a desire to raise awareness, visibility and understanding for their organizations. With a strong focus on bringing Latino salon/spa professionals, distributors and influential industry leaders together, PBA and LFG will launch their partnership working together on the International Salon & Spa Expo (ISSE).

Steve Sleeper, Executive Director of PBA, feels this alliance will benefit the entire beauty industry. "Through our relationship with the Latino Fashion Group, PBA hopes to reach out to Latino professionals and increase awareness about the support the association offers beauty industry businesses and the events PBA produces to enrich the entire industry." ISSE will be the first show where the two organizations team up to guarantee the ISSE commitment: valuable education, quality manufacturers and a professional atmosphere.

Latino professionals within the beauty industry will be a targeted audience at this year's ISSE, taking place January 26-28, 2008 at the Long Beach Convention Center in Long Beach, California. LFG will host an information booth and coordinate the exciting, new Latin Touch segment of the International Fashion Theater.

Carlos Valenzuela, founder of Latino Fashion Group Inc., is very passionate about the organization and the role it plays in bringing attention to Latino professionals. He is excited about the possibilities of this partnership for PBA and ISSE. "It's like playing matchmaker; the Latino Fashion Group will look for industry providers trying to break into the Latino market, while making a diligent effort to identify and capture the Latino professional for these same providers."

LFG's contribution to ISSE will raise the standard for beauty excellence, salon/spa professionals and preview the future of the industry. The International Fashion Theater at ISSE will feature LFG artist Leonardo Rocco in Latin Touch, an education segment not to be missed. Leo is a member of the Latino Fashion Group, owner of Salon Rocco Donna in trendy South Beach, a weekly artist on Univision's "Despierta America" and a beauty columnist for People en Español. Also onstage at the International Fashion Theater will be FI Hair Gear, TIGI, Jamie Carol, KARG, Martin Parsons, Charlie Price, Hairdreams and Gary Sunderland. Reserve your spot today; visit [www.probeauty.org/isse](http://www.probeauty.org/isse) to get more details and purchase tickets.

The logo for the Professional Beauty Association (PBA) features the lowercase letters "pba" in white, bold, sans-serif font, set against a blue square background.	<p>The <b>Professional Beauty Association</b> (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, networking and more. For more information on PBA, please call 800.468.2274, 480.281.0424 or visit <a href="http://www.probeauty.org">www.probeauty.org</a>.</p>
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