

## **North American Hairstyling Awards – Hall of Leaders Recipient Jack Storey**

July 13, 2008 | Mandalay Bay Resort | Las Vegas, Nevada

**Phoenix, AZ (February 14, 2008)** – “Always ethical, always professional” is a motto that Jack Storey has lived by, molding his work ethic and character into an accomplished leader influencing everyone he has had contact with over the years. Serving as co-founder and president of Scruples Professional Salon Products, Inc., Storey and company are celebrating 25 years of success this year. In addition to celebrating this Scruples milestone, Jack Storey will be inducted into the Hall of Leaders from the Professional Beauty Association. Receiving his award at this year's NAHA, Storey's legacy will be included with the likes of Jheri Redding, Robert J. Peel, Sr., Lee Rizzuto, Sr., and Carmen DePasquale.

Born on September 20, 1938, Storey served in the Marine Corps as a paratrooper from 1957 to 1960. Immediately after his military service, he began his career in the beauty industry as a distributor sales consultant in Omaha, Nebraska as well as enrolling in cosmetology school and becoming a licensed hairdresser in 1962. Starting what would become a fast track to promotion with the LaMaur Company, Storey began as a field sales person and quickly moved up to Regional Sales Manager to National Sales Manager, where he remained for 10 years until his final promotion to Marketing Director. Storey is a highly motivated, work driven beauty industry professional. During his run at LaMaur Company, he sharpened his business sense at night, attending the University of Minnesota and earning a degree in business and marketing.

In 1983, Storey resigned from LaMaur to form Scruples Professional Salon Products, Inc. with business partner Frank Liguori. Both partners bringing years of experience to their business venture have worked long and hard to build their dream team. Scruples products are distributed internationally to exclusive, authorized distributors, but even with this exclusive trade, Scruples manages to retain a close, family feel with their clients. Upholding their mission to serve the needs of stakeholders with the highest degree of integrity, Storey's foundation is a reflection of his personal philosophy.

Outstanding contributions to the hair and beauty industry is precisely what the Hall of Leaders recognizes. The Professional Beauty Association could not think of a better candidate for this award than Jack Storey. Storey's genuine love and appreciation for the industry combined with his generosity and respect for beauty industry professionals has influenced many over the years, making Storey a remarkable leader for all to follow.

**For images of Jack Storey, please contact Jamie Chilberg/[jchilberg@ypublicrelations.com](mailto:jchilberg@ypublicrelations.com).**



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.