
**NAHA 19 Honors Industry Icon:
Martin Parsons Receives Lifetime Achievement Award**

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

Phoenix, AZ (February 20, 2008) – The North American Hairstyling Awards (NAHA), the pinnacle of hairstyling competitions in North America, and the Professional Beauty Association (PBA) are pleased to award international educator, school owner and platform artist, Martin Parsons, the NAHA 19 Lifetime Achievement Award. NAHA's top honor, the Lifetime Achievement Award, recognizes industry icons that have left an indelible mark on the hair and beauty industry and is only given to licensed salon professionals. Past winners include Michael Gordon, Yosh Toya, Irvine Rusk, John Jay, Vidal Sassoon and Paul Mitchell.

There is no doubt that Martin Parsons belongs in this group of hair and beauty legends. As the owner of the prestigious Advanced Academies and a marquee platform artist, Martin Parsons has shared his contagious enthusiasm for quality education with thousands of stylists around the world. Developing his own unique *Design Techniques for Cutting* in the early 1970's, Parsons has continually updated and simplified this system to allow hairstylists to produce consistent haircuts through balance, proportion and the facial shapes of clients. Constantly copied but never duplicated, this system has helped thousands of stylists achieve their own sense of style and fashion. Considered one of the best long-hair artists in the world, Martin Parsons can achieve beautiful styles with a variety of lengths of hair. An active member of the beauty community, Parsons has led by example and inspired stylists to find their own unique style and technique. Knotting and folding techniques developed by Parsons have revolutionized how stylists create hair designs for special occasions.

Join beauty professionals at NAHA 19, held in conjunction with Cosmoprof North America in Las Vegas, to honor Lifetime Achievement Award winner Martin Parsons, Hall of Leaders inductee Jack Storey and winners in 12 different NAHA categories. NAHA 19 will take place Sunday, July 13, 2008 with the red carpet reception beginning at 6:30pm and the gala awards ceremony at 8:00pm. Tickets and additional event details will be available starting March 15, 2008 on www.probeauty.org/naha.

For images of Martin Parsons, please contact Jamie Chilberg/jchilberg@ypublicrelations.com

The North American Hairstyling Awards (NAHA) are produced by the Professional Beauty Association (PBA). PBA 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 or call 800-468-2274 (480-281-0424) to learn more.



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