

And the NAHA Goes to...

PBA Declares Allen Ruiz *Hairstylist of the Year* at NAHA 18

Phoenix, AZ (August 30, 2007) - Honoring the top stylists and salon professionals in North America, the 18th annual **North American Hairstyling Awards (NAHA)** was pleased to award Allen Ruiz, owner of Jackson Ruiz Salon & Spa in Austin, Texas, a NAHA for his exceptional work in the beauty industry. Ruiz received one of the industry's highest honors, *North American Hairstylist of the Year*, in Las Vegas on July 15, 2007. Acknowledging a total of twelve winners in twelve categories, NAHA is known as the top hairstyling competition in North America, where the very best stylists and leaders in the world of hair and beauty are recognized.

Having trained at Vidal Sassoon in Santa Monica and London, Ruiz achieved his goal of opening his own salon at the age of 28. He has worked consistently with his mentor Antoinette Beenders, creative director of Aveda, for the past six years. "Winning this award is a big accomplishment; I'm still trying to wrap my head around it! I draw my inspiration daily from my team, my training, and my mentor." Ruiz claims he was nervous after studying his entry and comparing it to that of his competition, adding that all the entrants are so talented he felt it an honor just to be included in the same category.

Having learned that preparation is everything when entering NAHA; he encourages future participants to have everything ready before the shoot and to make sure that team members are strong and confident in their skills. Ruiz also recommends the NAHA DVD, and adds that first time participants need to immerse themselves in the industry and NAHA experience.

Proud to stand up with his peers and win in this category, Ruiz is looking toward the future. A strong overall stylist, he'd like to break into editorial work, and begin working with a major product line as a creative director. He'd also like to continue to expand his salons nationally, and is looking to develop his own product line at some point. As for NAHA 19, you can bet that Ruiz will enter the competition yet again; in the meantime he is searching for the right team and making sure they are ready!

NAHA winners are chosen by a select panel of internationally renowned super stylists and top beauty editors from consumer and trade magazines. Judges this year included editors from *Brides*, *Cosmo Girl*, *Elle*, *Ladies' Home Journal*, *Lucky*, *American Salon*, *Modern Salon*, *Salon Today*, *Canadian Hairdresser*, *Salon Plus*, *WWD*, *Launchpad* and *Stylist Newspapers*. A full list of winners and finalists, including their entries, is available online at www.probeauty.org/naha

NAHA is held in conjunction with **Cosmoprof North America**, which is held annually in Las Vegas. For more information, visit www.cosmoprofnorthamerica.com.

NAHA is presented by the **Professional Beauty Association (PBA)**, 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 and public relations. For more information on **PBA**, please call **800-468-2274** (480-281-0424) or visit www.probeauty.org.

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