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FOR IMMEDIATE RELEASE

## Overview of Professional Beauty Association and North American Beauty Events

The **Professional Beauty Association (PBA)** is a non-profit trade association that represents the interests of the professional beauty industry from manufacturers and distributors to salons and spas. The association serves the industry with education, government advocacy, commerce opportunities, research/statistics and public relations/image building. PBA is led by industry volunteers and is guided by the goal of enhancing the **power, performance and perception** of the professional beauty community.

As part of its commitment to provide commerce and networking opportunities for its members, **PBA** is a partner in **North American Beauty Events (NABE)**—the producer of **Cosmoprof North America**. **NABE** is a 50/50 partnership between **PBA** and **IFI**, which is made up of Sogecos and Bologna Fiere, the producers of Cosmoprof events worldwide. For more information on Cosmoprof North America, visit [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com).

For more information on **PBA**, please call **800-468-2274 (480-281-0424)** or visit [www.probeauty.org](http://www.probeauty.org). For press information, please contact Harris Shepard Public Relations at 310-277-0437 or via email at [jmark@harrisshepard.com](mailto:jmark@harrisshepard.com).

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