

PBA Launches PBA Beauty Week: Las Vegas
Held in Cooperation with Cosmoprof North America
July 18 – 21, 2009

Phoenix, AZ (February 20, 2009) – Joining PBA Symposium, the North American Hairstyling Awards (NAHA), Beacon, Best Practice Club (BPC) and the annual City of Hope Gala together for the first time in cooperation with Cosmoprof North America (CPNA), **PBA Beauty Week: Las Vegas** is sure to set a new standard in business networking, education and research for the professional beauty industry. By bringing together this large number of leading industry events, attendees can not only conduct all of their business in one venue, they can also celebrate the accomplishments of the industry and its members. In today's world of limited time and the need to maximize productivity, PBA Beauty Week: Las Vegas provides the best investment professionals can make in expanding their businesses and careers.

"PBA Beauty Week: Las Vegas is the perfect summation of what PBA aims to offer our members and the professional industry as a whole; first rate educational opportunities, senior level business networking and special events that celebrate the accomplishments of industry leaders," states Bonnie Bonadeo, Director of Education & Program Development for PBA. With over 600 salon and spa owners and managers already onsite for NAHA and more than 25,000 attendees from around the world at CPNA, this business-to-business beauty event will not only cultivate the creative exchange of ideas, but it will also help the industry further adapt and evolve. With these leading industry events combined in one venue, PBA expects attendance to increase in 2009 and attract a broader audience of industry-leader participation. PBA Beauty Week: Las Vegas will be held July 18-21, 2009, at the Mandalay Bay Resort in Las Vegas, Nevada. Events include:

PBA Symposium: Consumer Culture: Open to the *entire* professional beauty industry, PBA Symposium presents a once-in-a-lifetime opportunity to uncover the potential the professional beauty industry has for growth and how attendees can harness that information to expand their careers. Designed with general sessions throughout each morning, attendees will explore in-depth, cutting-edge research on the professional beauty industry, the beauty consumer and salon & spa best practices. During the general session on Sunday, July 19, learn the secrets of success and best practices from the most successful salons and spas in North America. Plus, attendees can meet PBA Symposium 2009 Keynote Speaker Lou Carbone, author of "Clued In: How to Keep Customer's Coming Back Again and Again," and hear how consumers' thoughts and patterns in buying beauty products create the ultimate client experience. After the morning general sessions, salon and spa professionals are invited to attend specialized breakout workshops open exclusively to salon/spa owners, school owners and staff. Breakouts will cover a variety of salon-related topics. Manufacturers, distributors and exhibitors will benefit from industry-specific general sessions during the mornings of July 19-20, which will open up the rest of the day to attend Cosmoprof North America.



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 or call 800.468.2274 to learn more.

PBA Symposium will also feature the launch of the first independent industry research report on the salon retail environment and consumer trends. The study, *Business of Beauty: Maximize Your Profitability*, will be a comprehensive review of the salon retail experience, where consumers want to buy products, what products they are looking to purchase, the role of the stylist in the retail process and what “best in class” salons are doing to maximize profitability from their retail outlet. The future of retail is changing and the *Business of Beauty* study will answer the question, “What does the future of salon retail look like?”

NAHA: As the most prestigious beauty competition in North America, NAHA celebrates the artistry and skill of the professional salon industry. Held annually, this star-studded Awards Ceremony features a Red Carpet Reception, live entertainment and the recognition of industry greats and emerging talent. At NAHA 20, Geno Stampora will be inducted into the NAHA Hall of Leaders and Vivienne Mackinder will be honored with the Lifetime Achievement award.

Cosmoprof North America: At Cosmoprof North America (CPNA), new products are launched, new companies are empowered and new business deals are inked. CPNA is the premier business-to-business trade event for the global beauty industry. Featuring distinct programs such as Discover Beauty and the International Buyer Program, CPNA focuses on bringing tomorrow’s leading brands to the forefront and connecting decision-makers with companies looking to expand globally. Having continually grown over the years in both number of attendees and exhibiting companies, it is the *quality* of the buyers and the professional nature of the companies that present, which sets CPNA apart from other beauty trade events.

BEACON: Designed to promote the next generation of professionals, BEACON provides an amazing opportunity for students to network and interact directly with industry leaders and learn how to jump start their career, market their services and operate a business successfully.

Best Practice Club: By invitation only, BPC provides a forum for the nation’s leading salon owners grossing over \$2.5 million to meet and discuss consumer trends, employment issues and the best overall practices that help a business thrive.

City of Hope Gala: This annual black-tie event gathers the industry’s top professionals in support of the City of Hope Hospital and Research Center and their mission to fight cancer, diabetes, HIV/AIDS and other life-threatening diseases. Jim and Cheryl Markham, founders of Jim Markham Enterprises, will be honored with the Spirit of Life Award. The Spirit of Life Award is the hospital’s most prestigious honor recognizing business and philanthropic contributions. The Markham’s have been supporters of City of Hope for over 15 years. The gala will be held on Sunday, July 20 at the Mandalay Bay Resort.

For additional information on the events that will comprise PBA Beauty Week: Las Vegas, visit probeauty.org/events.

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