

The Largest Beauty Show on the West Coast Hosts BRAVO's Shear Genius 2 Casting Call!

Phoenix, AZ (January 17, 2008) – Come one, come all! Cable television network BRAVO has committed to hosting an open casting call for hairstylists looking for a spot on the hit show, Shear Genius 2, at the upcoming International Salon & Spa Expo(ISSE). Held in Long Beach, California January 26-28, ISSE 2008 is bound to be packed with many potential candidates for the second cut of Shear Genius.

Hairstylists interested in showcasing their skill and creativity through various challenges and projects on national TV, here is your chance! Licensed beauty professionals can take advantage of not only the casting call, but the also the cutting-edge education and demonstrations offered throughout this three day event. With over 400+ exhibitors on a cash and carry show floor, this year's ISSE is a must attend event!

Behindthechair.com will host a casting call in part with BRAVO January 27, 2008 from 9am - 5pm. The behindthechair.com booth is located on the Promenade Level in the lobby of the Long Beach Convention Center near the Pine St. entrance. Talented hair stylists with domestic or international licenses will be accepted to compete for the grand prize of **\$100,000**. No experience necessary, but a surplus of creativity and skill are recommended. For more audition information visit www.bravotv.com/casting.

If this isn't enough reality for you, ISSE is proud to welcome Anthony Morrison, the first season winner of Shear Genius as the official emcee of the International Fashion Theater at ISSE. Offering a world of wisdom in the beauty biz as well as commentary on his struggles and success, Morrison's contagious personality will motivate and inspire all.



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 (480-281-0424) to learn more.