

The Professional Beauty Association & the Advancement of Latino Beauty Professionals Everywhere

Providing a Platform for one of the Industry's Fastest Growing Segments

Phoenix, AZ (October 22, 2008) – The U.S. Hispanic purchasing power is growing at triple the rate of the overall U.S. population. Key factors accounting for this increase include continued population growth as well as increasing employment and income levels. The Professional Beauty Association (PBA) recognizes the growing importance of Latino beauty professionals and their role in continuing to expand the beauty industry. While each section of the beauty industry is important and PBA supports the continued development for all individuals and groups, PBA would like to highlight the initiatives and strategic partnerships they have undertaken to further provide a platform for the continued success of Latino beauty professionals everywhere.

National Latino Cosmetology Association (NLCA) & PBA Join Forces

In a collaborative effort, NLCA and PBA will continue to join forces on an ongoing basis to promote Latino beauty professionals and their prominence in the industry. Additionally, both parties seek to raise awareness regarding the purchasing power the Latino market represents to the beauty industry along with the products and services they desire. As part of this strategic partnership, NLCA will provide additional support promoting the International Salon & Spa Expo (ISSE is a production of PBA) to its members and play a larger role as a featured presenter at ISSE's Latino Fashion Theater. With ISSE being held in Long Beach, CA, and as the West Coast's largest beauty event, it is a natural fit to tap into Southern California's diverse Latino community to be a part of the show.

"There is a lack of outreach in our industry for education and training for the Latino professional. NLCA provides an outreach to the community on behalf of the PBA. PBA is providing focus and creating opportunity with NLCA by providing education and training to the Latino Market," says Julia Zepeda, NLCA Founder and CEO.

Latino Fashion Theater at ISSE 2009*

Presented by the Latino Fashion Group and located on the Arena show floor, the new Latino Fashion Theater will be the center of action at ISSE 2009. It will feature artistic presentations by some of the hippest multi-cultural platform stylists including: *BIA's Urban Tapestry Collection*, *Marcel Munoz*, *Paul Vega*, *Leonardo Rocco* and a special presentation by the *National Latino Cosmetology Association* celebrating fashion from around the world.

"Not only was the inaugural Latino Fashion Theater a huge success, but this year's classes and presenters are sure to set a new standard at ISSE and for all beauty shows going forward," states Steve Sleeper, PBA Executive Director.

2008 Emerging Latina Collection Latino Fashion Group (*collection images available*)

The 2008 Emerging Latina Collection was produced by some of the leading Hispanic hair stylists including: 2007 NAHA Hairstylist of the Year – *Allen Ruiz*, celebrity stylist – *Leonardo Rocco*, Wella Color Charm Artistic Director – *Paul Vega* and Wella American Classic Design Team educator – *Will Harries*. The collection captures the chic and adventurous style of today's Latin woman. Sponsored by Wella American Classics and PBA, the photo shoot was also an educational experience for 4 cosmetology students who were able to directly learn from master stylists.

Carlos Valenzuela, Founder of LFG, states, "Our purpose is to showcase our diversity via editorial work, images and communications, plus motivate aspiring professionals and consumers alike by providing viable options for today's Latino woman." (For images of the collection, please contact Brad Masterson / bradmasterson@ypublicrelations.com)

*ISSE is open to licensed cosmetologists and students only. To maintain a professional atmosphere, attendees must present a valid photo ID along with their beauty license. For more information and to purchase tickets visit probeauty.org/isse. Some classes/shows require additional investment.



The Professional Beauty Association (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 probeauty.org or call 800.468.2274 (480.281.0424) to learn more.