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## **Cosmoprof North America 2008 is a Global Hub for the World of Beauty** *PBA Educates, Honors & Connects Beauty Industry Professionals in Las Vegas*

**Phoenix, AZ (July 16, 2008) – The Professional Beauty Association (PBA)** presented an array of educational opportunities, association updates, informative keynote speakers and industry recognition at Cosmoprof North America 2008, the premiere business-to-business beauty trade show. Held from July 13-15, Cosmoprof North America brought 740 exhibiting companies (up from 700 in 2007) to an expanded show floor, along with more than 25,000 international attendees all under one roof at the Mandalay Bay Convention Center. In addition to the large amount of business conducted, PBA offered members and non-members classes, seminars, round-table discussions and networking opportunities in order to maximize their experience.

Kicking off an explosion of educational seminars, **PBA's Annual Business Forum & Breakfast** provided attendees with an overview on how PBA is shaping the beauty industry and fulfilling member needs through the launch of a landmark consumer and retail study in 2009 and an online learning center, Beauty University, in the last quarter of 2008. PBA was also proud to recognize members serving on a growing number of committees and outgoing Leadership Council members: Bob Peel, Jr., Gary Udell, Jack Storey and Eveline Charles, as well as incoming members: FJ Liguori, Gary Call, Renee Shakour and Scott Buchanan. Keynote speakers, Mary Matalin and James Carville, explored the intricacies of the race to the White House, provided insight into the current election year's effects on the beauty industry and discussed how professional associations such as PBA can best represent their members.

Newly introduced to the Cosmoprof agenda was the return of **PBA Learning Lounge**, which delivered strategies to *Combat Compensation* for salon/spa owners, managers and key staff. Attendees had an opportunity to learn from the industry's leading experts on compensation options for their salons. The educational company panel: Neil Ducoff (Strategies), Peter Mahoney (Salon Resource Group) and Bert Carder (YBN), provided insight into the compensation plans available and what they mean for salon owners. In the afternoon, the salon owner panel: Orlando Cumberlander (Noir et Blanc), Marilyn Ihloff (Ihloff Salon and Day Spa), John Galietti (Xena's Beauty Company), Scott J. Buchanan (Scott J Aveda Salon and Spa) and Patricia Helmandollar (Savvy Salon and Day Spa), offered first-hand knowledge and experience on how to retain staff, compensate managers, change compensation plans, as well as other topics important to new and veteran salon owners.

The **PBA Distributor Forum on Best Practices** provided networking opportunities for distributors and beauty store operators of all sizes to interact with other distributors and to receive insight on how other distributors run their businesses. During this two-hour meeting of the minds facilitated by Peter Garzone, PBA Distributor Leadership Council Member, attendees heard from a panel of PBA Distributor Members as they shared their own best practices, ideas and solutions with each other. Some of the topics discussed included how to educate salon owners about retail, how to attract the right staff members, how to maintain current staff and more.

The **North American Hairstyling Awards (NAHA)**, the most prestigious hairstyling competition in North America, showcased the talent and creativity of the professional beauty industry during a star-studded Awards Ceremony. Recognizing winners in 12 categories, Hall of Leaders honoree Jack Storey and Lifetime Achievement Award winner Martin Parsons, NAHA 19 was hosted by former *Saturday Night Live* cast member Victoria Jackson. Rounding out the night were special artistic presentations by Veronica Bessey, NAHA 2007 Fashion Forward Winner (sponsored in part by TIGI) and Heather Wenman, NAHA 2006 Master Stylist of the Year (sponsored in part by L'Oreal). To view all finalists and winners, visit [probeauty.org/naha](http://probeauty.org/naha).



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Alisa Beyer of The Benchmarking Company provided “hot” consumer insight and company knowledge at **The Age of Naturals** seminar, presented by **PBA**. During this all day workshop, attendees were able to identify the growing demand for organic and natural beauty products along with the best way to position their company to meet this growing demand. Beyer covered topics from the power of marketing and the problem with diversion to beauty product labeling and what consumers look for. The afternoon panel which included panelists from Yes to Carrots, Neste, Solazyme and DRTV, gave advice on how to successfully introduce a beauty brand to the natural and organic market place.

Creating a forum for beauty industry professionals to interact with the “who’s who” of the beauty industry, engage in provocative discussions and providing quality education, networking and business opportunities, were the hallmarks of this year’s Cosmoprof North America.

“This year’s event was a huge success for **PBA** and our members,” says Steve Sleeper, Executive Director, **PBA**. “As we continue to create new tools and forums to bring the industry together, Cosmoprof North America builds a sense of community within the industry while offering a relaxed way to connect, learn from others and ultimately help our members grow their businesses.”

Cosmoprof North America 2009 is planned for July 19-21, 2009, at Mandalay Bay Event Center located in Las Vegas. **PBA Symposium** also moves to a new home in conjunction with Cosmoprof North America in 2009! For more information on exhibiting or attending next year’s event, visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com) or call 800.557.3356.