

PBA Beauty Week Update: Panelists Announced for PBA Symposium General Session and BEACON Winners Selected

Phoenix, AZ (April 28, 2009) – PBA Beauty Week is North America's largest, most inclusive beauty event, offering unlimited networking, education, and professional growth opportunities to all sectors of the beauty industry. This week of beauty features PBA Symposium, the North American Hairstyling Awards, Best Practice Club, City of Hope and Beacon. PBA Beauty Week is produced by the Professional Beauty Association in cooperation with Cosmoprof North America, July 18 – 21, 2009 in Las Vegas, Nevada. PBA Beauty Week is sure to set a new standard in business networking, education and research for the professional beauty industry.

Business of Beauty: Maximize Your Profitability, PBA's much anticipated landmark study on the current financial situation of the beauty industry and the contemporary beauty consumer, will be revealed at PBA Symposium's General Session on Sunday, July 19 (7:30am – 9:45am). While attendees won't want to miss this event, the General Session on Monday, July 20, (7:30am – 9:45 am) will feature a panel of leading industry professionals discussing the results of the study including the difference between shopping at a salon versus a retail outlet, the consumer appeal of both, and how smaller salons can compete. Panelists include: Dawn Blackstone, VP Marketing for Dermalogica, Bennie Pollard of Bennie and Friends, Norma Knudsen, Executive Vice President Merchandising for Regis Corporation, and Reuben Carranza from P&G. The panel will be co-facilitated by notable marketing and retailing experts, Lou Carbone, President of Experience Engineering, and Neil Stern, Senior Partner at McMillian Doolittle.

"This landmark study identifies a \$1 billion plus opportunity to grow the retail business within the salon industry. But, it will take a concentrated effort from salon owners, distributors and manufacturers to make it happen. The assembled panel represents just such a cross section of experts who will breathe life into the study's findings," states Stern. (NAHA 20 winners will also stop by to talk about the competition and show off their winning work.)

PBA is also pleased to announce the 106 BEACON winners for 2009. The winning students from professional beauty schools across the country were selected to be a part of this annual program designed to educate and inspire the next generation of industry leaders as well as connect them with leading salons, spas, manufacturers, and distributors.

"BEACON is one of the best examples of how PBA is helping train, motivate and connect the current and next generation of beauty industry professionals," stated Samantha Alvis, PBA's Director of Leadership Operations. Industry leaders such as Geno Stampora, Philip Pelusi, Larry Cutis, and Michael Baker will address the BEACON winners throughout the event. BEACON winners' application projects will also be on display throughout PBA Symposium. For a complete listing of the 2009 BEACON winners and their schools, visit probeauty.org/beacon/winners.

For more information on PBA Beauty Week, visit probeauty.org/beautyweek.



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.