



**FOR IMMEDIATE RELEASE**  
**August 2005**

**Industry Elite Support GSBA**

**B.E.S.T. Foundation Announces  
Sponsors and Partners of the  
2006 Global Salon Business Awards**

A stellar lineup of the leading professional salon industry companies, associations and magazines have signed on as **Sponsors and Partners of the 2006 Global Salon Business Awards (GSBA)**, which will be held in Barcelona, Spain from June 3-6, 2006.

**2006 Participating Sponsors and Partners Include:**

**Chairman's Circle Sponsors:** American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris, \*L'Oréal Professionnel, \*Matrix, \*Redken 5th Avenue, NYC, Revlon Professional by The Colomer Group and Shortcuts Software. (\*2004 Founding Sponsors)

**CEO's Circle Sponsor:** Wella

**President's Circle Sponsor:** Aveda, Takara Belmont and TIGI

**Director's Circle Sponsor:** East Coast Salon Services, Graham Webb, HAIElite, Marshall Salon Services, and Your Beauty Network

**Press Sponsors:** American Salon - USA, BehindTheChair.com – Online, C&C Magazine - Spain, Estetica International - Worldwide, Frisor – Norway, Frisortidningen - Sweden, iNSTYLE - Australia, Launchpad - USA, Modern Salon and Salon Today – USA

**Proud Partners:** Chicago Cosmetology Association, Intercoiffure Mondial, Llongueras International, MasterCard®, National Cosmetology Association, Salon Consultants International, The Professional Beauty Association and The Salon Association, UCLA Anderson School of Management

**Press Partners:** Canadian Hairdresser - Canada, Coiffure de Paris – France, Frisorfaget – Denmark, Irish Hairdresser Magazine – Ireland, Overhead – Austria, Pinni – Finland, Salon Business Magazine – UK, Salon Magazine – Canada, South African Hairdressers Journal – South Africa, Tocado Magazine - Spain

(More)

Produced by the **B.E.S.T. Foundation** (Business Education for Salons Today), the **GSBA** recognizes and honors the world's leading hairdressing salon owners, whom exemplify entrepreneurial business excellence in general and financial management, client philosophy and marketing, and salon leadership.

"With the help of the industries' leading product suppliers, trade associations and magazines, the **Global Salon Business Awards** has been internationally recognized for their efforts in the salon industry," says **Gina Khan** owner of the Gina Khan/Yosh for Hair Salon and winner of the **2004 GSBA Entrepreneurial Excellence Award for Financial Productivity**. "Through the **GSBA's** global endeavors, and with the support of the sponsors and partners, this is the one and only global program that acknowledges and supports hairdressing salon owners as the entrepreneurs that are leading the way."

"Our sponsors and partners are dedicated to the continued growth and development of the global salon industry," says **Kristin Firrell**, executive director of the **B.E.S.T. Foundation**. "We are very excited and honored to have the active participation and support of the industry's elite for the **Global Salon Business Awards**. Whether a manufacturer, distributor, trade association, publication or salon owner, this event is valuable to all because it not only recognizes and honors salon owners worldwide, but also serves to inspire the highest echelon of business practice for salon success within the global hairdressing industry."

The **B.E.S.T. Foundation** is a non-profit organization dedicated to the global growth and recognition of the professional salon industry. **B.E.S.T.** works to enhance and improve the professional salon industry through public relations, by offering advanced business education and public recognition of the most successful salon owners throughout the world.

For more information on the **B.E.S.T. Foundation** or the **Global Salon Business Awards** please call **(310) 887-7072** or visit **[www.salonbusinessawards.com](http://www.salonbusinessawards.com)**.

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