



**FOR IMMEDIATE RELEASE**  
**April 2006**

## **ANNOUNCING THE FINALISTS OF THE 2006 GLOBAL SALON BUSINESS AWARDS®**

**The Global Salon Business Awards Will Celebrate its Winners in Barcelona;  
Gives Attendees Unparalleled Experiences, Education and Business Opportunities**

Beverly Hills, CA (April 17, 2006) – June 3-6, 2006, will be the opportunity of a lifetime for salon professionals who register to attend the Global Salon Business Forum & Awards® in Barcelona, Spain. This four-day extravaganza will celebrate the 2006 Global Salon Business Award Winners in a prestigious ceremony and will provide numerous opportunities for networking, advanced education and fantastic celebratory festivities, all in the name of elevating the perception of the industry and celebrating its greatest contributors.

“The Global Salon Business Forum & Awards program is like no other event. The agenda includes very special opportunities for the attendees to network, learn, share and celebrate with one another in some of Barcelona’s most renowned venues.” Said Executive Director of the B.E.S.T. Foundation, Kristin Firrell. “The Barcelona Olympic Stadium, the famous Gaudí designed Casa Batlló, the Palau de la Música are just a few of the outstanding locations that will house our events. There is nothing more incredible than being with 500 of the world’s leading salon entrepreneurs sharing best business practices while being recognized as a business leader and entrepreneur! Each of the 2006 winners has worked diligently to achieve their entrepreneurial success – this is our opportunity to honour them in some very special ways!”

**The 2006 finalists have been notified of their winning status; however they will not know which award that they are receiving until the Global Salon Business Awards Ceremonies taking place the evening of June 6<sup>th</sup>, 2006 in Barcelona.**

The programme kicks off with the fantastic Grand Opening Ceremonies at the Barcelona Olympic Stadium, followed the next morning with the 2006 Global Salon Business Forum. Here some of business’ most influential leaders will share their experience and expertise on topics ranging from Globalisation to Strategy and Marketing, to Entrepreneurship and Artistry.

Guest speakers include: **Dr. Alfred E Osborne, Jr.**, Senior Associate Dean of the UCLA Anderson School of Management; **Xavier Sala-i-Martin** Professor of Economics at Colombia University; **Dr. Julián Villanueva**, Head of Marketing for IESE Business School in Barcelona; **Fatima Whitaker**, President of Whitaker International; **Lluís Llongueras**, President of Llongueras International; **Vidal Sassoon**, Entrepreneur and industry mogul; and **Dr. J.P. Pawliw-Fry**, President and Co-Founder of the Institute for Health & Human Potential.

**Kristin Firrell** and **Dr. Alfred E. Osborne, Jr.**, will host the first-ever **Presidential Panel**, a unique forum where attendees will have the opportunity to meet the executive leaders of the Chairman's Circle Sponsor Companies. During this panel, each will have the opportunity to share their vision for the future of the professional salon industry.

Speakers of The Presidential Panel currently include: (in alphabetical order)

- **Benito Leña**, - Revlon Professional
- **Carlos Colomer**, The Colomer Group
- **David Raccuglia**, American Crew
- **Jacques Laverrière**, L'Oréal Professionnel Products
- **Jason Seed**, Shortcuts Salon & Spa Software
- **John Paul DeJoria**, John Paul Mitchell Systems
- **Pat Parenty**, Redken 5<sup>th</sup> Avenue, NYC
- **Roberto Pissimiglia**, Estetica International

Attendees will also have an opportunity to enjoy the international premiere of two unique documentary films. First, **Michael Gordon's**, "Hair Heroes", followed by **Vivienne Mackinder's**, "I'm Not Just a Hairdresser." These two documentaries uniquely celebrate some of the industry's icons, with an in-depth look at their personal stories of their climb to business success, including the trials and tribulations of their lives.

So come to Barcelona! Meet the Winners! Meet the salon industry's most influential people and creative icons! Build your business through some of the most unique networking opportunities! Next year, the Winner could be you! But make your reservations soon, time is almost up!

Top level sponsors of this celebrated 2006 programme include Founding Sponsors: L'Oréal Professionnel Products, Matrix and Redken 5th Avenue NYC, plus new 2006 Chairman's Circle Sponsors: American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris,

Revlon Professional by The Colomer Group and Shortcuts Software. In addition, general sponsors include Wella plus Aveda, TIGI and Takara Belmont.

The Global Salon Business Forum & Awards are produced by The B.E.S.T. Foundation, (Business Education for Salons Today), a non-profit organization whose mission is to support the continued growth and development of the global salon industry through recognition, publicity, advanced business education and resources. The Foundation's vision is for all salon owners to be regarded as successful business leaders; by offering financially viable career opportunities and contributing to the socio-economic prosperity of their community. For more information please visit [www.bestfoundation.com](http://www.bestfoundation.com).

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