



FOR IMMEDIATE RELEASE
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BARCELONA CALLING: THE 2006 GLOBAL SALON BUSINESS FORUM & AWARDS PROGRAM TO SUPPLY SALON PROFESSIONALS WITH THE PERFECT MIX OF BUSINESS AND PLEASURE

(Beverly Hills, CA—February 2006) Barcelona, the capital of Catalonia, is a fantastic cosmopolitan Mediterranean city that incorporates in its urban street pattern Roman remains, medieval districts and the most beautiful examples of modernism combined with 20th century avant-garde art. This amazing city will serve as the official site of the 2006 Global Salon Business Forum & Awards. The education and networking seminar, which will be held June 3-6, 2006, is designed to provide leading salon professionals from throughout the world with up-to-the-minute information in the areas of business management, leadership, marketing and technology,

Utilizing various business building themes as strategy, entrepreneurial spirit, leadership, globalization, economics and marketing, the event features a stellar lineup that kicks off with a special congratulatory Opening Ceremony held at the famed stadium of the 1992 Summer Olympics. The following day, the Global Salon Business Forum swings into high gear at the beautiful Palau de la Música Catalana with top-drawer business-building presentations, the international premier of the short-film, "Hair Heroes" followed by a rare appearance by entrepreneurial icon, Vidal Sassoon. This action-filled day concludes with an exclusive VIP Reception and Dinner at the stunning Gaudi-designed Casa Batlló.



Day two of the Global Salon Business Forum highlights the global professional salon and spa market with the unveiling of the 2006 Global Salon Business Report. Presented by the UCLA Anderson School of Management and the B.E.S.T. Foundation, this unprecedented report is a compilation of data gathered from throughout the world that reflect the business trends and benchmarks of the most successful salons in the world. Later in the day UCLA's Dr. Alfred E. Osborne, Jr. will host a presidential panel featuring the senior management of the Chairman's Circle Sponsors, who will discuss their individual business strategies and vision for the future.

Attendees will later enjoy the international premiere of "I'm NOT Just A Hairdresser," followed by a powerful keynote presentation by noted author, columnist and Olympic athlete and business leader performance coach Dr. J.P. Pawliw-Fry. Dr. Pawliw-Fry also serves as President and Co-Founder of the renowned Institute for Health & Human Potential (IHHP).

Day three will include facilitated networking and brainstorming sessions, with salon professionals from throughout the world, on such topics as human resource management, leasing strategies, salon automation and technology, marketing and promotion.

The weekend of spectacular events, education and networking seminars culminates on the final day with the lavish Global Salon Business Awards Banquet, hosted by Hollywood TV Personality and Entrepreneur, Leeza Gibbons. During this extraordinary evening, the leading entrepreneurial salon owners from 22 countries will be recognized and honored for their entrepreneurial achievements as the coveted Salon Entrepreneur of the Year™ and Entrepreneurial Excellence Awards are presented. Industry icon and entrepreneurial genius Vidal Sassoon will receive the inaugural "Vidal Sassoon Lifetime Entrepreneurial Achievement Award," which will be presented in his honor to other entrepreneurial industry leaders in subsequent years.

Attendees will have the opportunity to learn from a number of high-profile business movers and shakers during the Global Salon Business Forum, whose insights and expertise will inspire and motivate. Among those making keynote presentations and special guest appearances are:

- Vidal Sassoon, Industry Icon & Entrepreneur
Topic: Entrepreneurial Spirit
Recipient of the "2006 Vidal Sassoon Entrepreneurial Achievement Award"
- Dr. J.P. Pawliw-Fry
Topic: The "EQ" Factor: Nurturing Your Emotional Intelligence To Maximize Performance
- Dr. Alfred E. Osborne, Senior Associate Dean of the Anderson School of Management at UCLA.
Topic: Salon Strategy
- Xavier Sala Martin, Professor of Economics - Columbia University
Topic: Globalization and Small Businesses
- Fatima Whitaker of Whitaker International
Topic: Lifestyle Marketing
- Lluís Llongueras of Llongueras International
Topic: Artistry and Inspiration
- Michael Gordon, Author, President/CEO of Bumble & bumble
Topic: "Hair Heroes" International Film Premiere
- Vivienne Mackinder, Internationally Renowned Stylist & Educator
Topic: "I'm NOT just a Hairdresser" International Film Premiere

Tickets to attend the 2006 Global Salon Business Forum & Awards Program are limited. Salon entrepreneurs are encouraged to register immediately. To register, please visit: www.salonbusinessawards.com.

Top level sponsors of this prestigious 2006 programme include Founding Sponsors: L'Oréal Professionnel, Matrix and Redken 5th Avenue NYC, plus American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris, Revlon Professional by The Colomer Group and Shortcuts Software. In addition, other general sponsors include Wella and also Aveda, Takara Belmont and TIGI. Proud partners include the UCLA Anderson School of Management, MasterCard, The Salon Association, The Professional Beauty Association and Intercoiffure Mondial.

The Global Salon Business Forum & Awards are produced by The B.E.S.T. Foundation, (Business Education for Salons Today), is 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.

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