

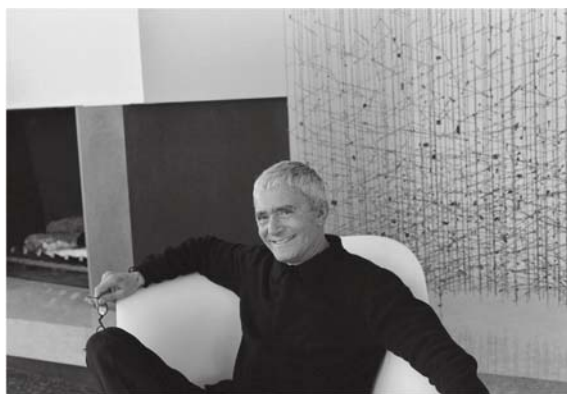


**FOR IMMEDIATE RELEASE**  
**June 2006**

**THE LEGENDARY VIDAL SASSOON PRESENTED  
WITH NAMESAKE *VIDAL SASSOON LIFETIME  
ENTREPRENEURIAL ACHIEVEMENT AWARD*  
DURING THE GLOBAL SALON BUSINESS  
AWARDS IN BARCELONA!**

Beverly Hills, CA (June, 2006) -- Vidal Sassoon, considered the 'founder of modern hairdressing', was awarded the very first Vidal Sassoon Lifetime Entrepreneurial Achievement Award at the Global Salon Business Awards® in Barcelona, Spain, on June 6, 2006.

"It was our great and distinct pleasure to present Vidal with this namesake award, that represents for the salon industry greatness in entrepreneurship, business achievement, the value of consistent and solid work and the power of vision and creativity," said B.E.S.T. Foundation and Global Salon Business Awards Founder, Paula Kent Meehan. "We look forward to this award being the benchmark for great entrepreneurs in our industry for many generations to come."



**Vidal Sassoon**

As a prolific entrepreneur, Sassoon changed the face of hairdressing with the creation of geometric haircutting/styling and by building a business empire that included the creation of one of the world's most recognized and respected brand names.

Homage was paid to Vidal during the Global Salon Business Awards® where 700+ hundreds of the industries leaders gathered to celebrate business excellence and entrepreneurship in the world of the professional salon industry. At the pinnacle of this was Vidal, who was honored for his lifetime dedication to the sector, by having been presented this award in his name in recognition of the nearly six decades that he has dedicated to the professional hairdressing industry.

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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