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**B.E.S.T Foundation Selects Hollywood as Host Location
For 2008 Global Salon Business Forum & Awards**

(Beverly Hills, Calif.) – January 3, 2007 – It began in London in 2004, continued to amaze and inspire participants in Barcelona in June 2006 and now the 2008 location has been selected. The **B.E.S.T Foundation (Business Education for Salons Today)** announced today the leaders from around the world in the salon and spa business will gather in **Hollywood** for the **3rd Global Salon Business Forum & Awards on June 7-9, 2008.**

The biennial Global Salon Business Forum & Awards programme recognises and honours leading salon owners who have consistently demonstrated extraordinary business and entrepreneurial success in the areas of salon leadership, general management, financial prosperity, marketing/promotion and who contribute to the salon industry and their own community with a lasting, positive impact. The Global Salon Business Awards judging process was created and is confidentially managed by the University of California at Los Angeles (UCLA) Anderson School of Management.

“The **Global Salon Business Awards** were created to honour the creative business expertise of the professional salon owner,” said **Paula Meehan**, B.E.S.T. Foundation President. “This is the one and only programme that acknowledges hairdressing salon owners as the entrepreneurs that are leading the way, while taking their business and our industry to entirely new levels of success.”

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GSBA Hollywood Dates 2-2-2-2

Hollywood promises to offer a taste of stardom for all winners and Forum attendees. Social interactions will include a welcoming event in Beverly Hills, a reception on the backlot of Universal Studios and a glamorous and inspiring Global Salon Business Awards ceremony.

The educational forum will be held at the UCLA Anderson School of Management campus. Dr. Alfred E. Osborne, Jr. the Senior Associate Dean and Faculty Director at the Price Center for Entrepreneurial Studies at the UCLA Anderson School of Management, will lead the event along with professors and business leaders on such topics as leadership, marketing, leveraging your business assets, and the strategic management of the evolution of your business.

UCLA developed and provides independent and impartial judging for the Global Salon Business Award programme. The judging panel includes members of the UCLA faculty, successful business entrepreneurs, industry leaders and members of the international trade press. Salons must be nominated for entry by sponsor product suppliers, distributors, trade magazines or trade associations to participate. Once nominated, the salon is notified and receives instructions for preparing and submitting their entry dossier for consideration. The 2007-2008 submission schedule will be available early 2007 along with a list of sponsors.

About the B.E.S.T. Foundation & Global Salon Business Forum & Awards

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 development of the global salon industry through advancement, global recognition and growth. The Foundation was formed by beauty icon and Redken Founder, Paula Kent Meehan. For more information on the **Global Salon Business Awards** programme or attending the **Global Salon Business Forum & Awards** event in Hollywood, please contact either Mary Wilson in North America and Anja Koch in Europe or visit www.salonbusinessawards.com.

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Editors Note: Photos Available Upon Request