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B.E.S.T. Foundation Announces Sponsors 2008 Global Salon Business Awards®

Beverly Hills, Calif. – July 5, 2007 – Worldwide leaders in the professional salon industry and international trade media demonstrate their support as **sponsors** of the **2008 Global Salon Business Awards & Forum™** which will be held in Hollywood, USA on June 7-9, 2008.

2008 Participating Sponsors Include:

Chairman's Circle Sponsors: Estetica International, Goldwell, Kérastase, L'Oréal Professionnel, Matrix, Paul Mitchell, Pureology and Redken.

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"We are pleased to have such world leader's support for the Global Salon Business Awards, which motivates salons through the nomination process, bringing salon leaders together to receive recognition for their business success and superiority," said Founder and President Paula Kent Meehan.

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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.

The biennial Global Salon Business Forum & Awards™ program recognizes and honors leading salon owners who have consistently demonstrated extraordinary business and entrepreneurial success in the areas of salon leadership, general and financial management, client philosophy & 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 is confidentially and impartially administered by the University of California at Los Angeles (UCLA) - Anderson School of Management. The judging panel includes members of the UCLA faculty, industry leaders and international trade press. Salons must be nominated for entry by sponsor product suppliers, distributors and trade magazines. Once nominated, the salon is notified and receives instructions for preparing and submitting their entry dossier for consideration.

For more information on the **Global Salon Business Awards®** programme or attending the **Global Salon Business Forum & Awards™** event in Hollywood, please visit www.salonbusinessawards.com.

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