

NAHA 20 Applications Now Available from the Professional Beauty Association

NAHA 20 Honoring the Work. Stories. Style!

Phoenix, AZ (July 13, 2008) – A dash of color, an application of product and 1,000 cuts says more than 10,000 words ever could. For 20 years, the **North American Hairstyling Awards (NAHA)** has brought the top stylists and artists on the continent together to tell their stories and honor their work. The **Professional Beauty Association (PBA)** is now accepting applications for **NAHA 20**, the pinnacle of hairstyling competitions in North America. Held in conjunction with Cosmoprof North America, **NAHA 20** will take place on July 19, 2009 at the Mandalay Bay Convention Center.

The best stories live forever and **NAHA** honors the best work in the professional beauty industry. Recognizing individuals in 12 categories of excellence: *Editorial Stylist of the Year, Make-Up Artist of the Year, Master Hairstylist of the Year, Student Hairstylist of the Year, Salon Team of the Year, Hairstylist of the Year, Avant Garde, Contemporary Classic, Fashion Forward, Hair color, Salon Design and Texture*, beauty professionals are invited to showcase their talent and share their story at **NAHA 20!**

Whether you're entering NAHA for the first time or the twentieth, **PBA's** innovative DVD, "How to Do a Successful Photo Shoot and Win a NAHA v.2.0," offers a step-by-step guide to creating a winning entry. From selecting the photographer and models to choosing a fashion stylist and make-up artist, this ground-breaking DVD provides a glimpse inside the workings of a successful photo shoot. Updated in 2008, version 2.0 includes a brand new section on the Fashion Forward category. For additional advice on how to win a coveted **NAHA**, visit the **NAHA** forum online and check out the "style scene." Discuss winning **NAHA** entries, share tips with fellow entrants or just chat with other rising stars looking to win at **NAHA 20**.

All NAHA entrants must be licensed salon professionals, except in the Student Hairstylist of the Year category. Students who are not licensed by the entry due date may enter the Student Hairstylist of the Year category provided they are enrolled in cosmetology school or are performing the required hours in a salon. Consult the rules and regulations for additional information on applying.

Entries must be postmarked on or before February 2, 2009. To download a **NAHA 20** application, learn more about the competition or purchase the NAHA DVD v.2.0, please visit probeauty.org/naha or call **PBA** at 800.468.2274. **NAHA 20** is presented by the **Professional Beauty Association**.

The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit probeauty.org or call 800.468.2274 to learn more.