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Professional Beauty Association Reminder:

2010 NAHA and BEACON Entry Deadlines Fast Approaching

Phoenix, AZ (December 2, 2009) — The Professional Beauty Association (PBA) would like to remind all prospective entrants that entry deadlines for NAHA 2010 and BEACON 2010 are fast approaching! Due to the vast popularity and prominence of each program, entrants are reminded to dedicate the proper amount of time and creative expertise required of a successful entry. PBA provides multiple resources on how to enter each program, which can be found at probeauty.org/events.

NAHA 21: Entry Deadline - February 8, 2010

The North American Hairstyling Awards (NAHA) is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the professional salon industry. NAHA 2010 will be held on July 18, 2010 at the Mandalay Bay Resort during PBA Beauty Week. NAHA will include a new category – Salon MBA (Salon Master of Business Award) for 2010. This new category is open to strategic, business-savvy salon owners generating at least \$300,000 and provides an opportunity for owners to showcase their salon.

Entering NAHA has never been easier! Entrants should visit probeauty.org/naha to begin the quick and easy online entry process as well as access tools designed to help make entries as successful as possible. Each entry must include:

- CD-ROM containing images for one specific entry ONLY
- Printed images (thumbnails or contact sheets)
- Completed entry form
- Completed release form
- Payment

BEACON 2010: Entry Deadline – March 1, 2010

Beacon offers an extraordinary opportunity for cosmetology students to gain in-depth knowledge of the industry, as well as to network with and learn from some of the most successful salon/spa owners. At Beacon, students learn valuable insight into what salon owners are looking for in new talent and how to market themselves to potential employers. Beacon is limited to just 100 cosmetology students and is held during PBA Beauty Week.

For 2010, all Beacon entries must be submitted online. Student entries, which must include a professional resume, portfolio of images and professional marketing piece, are judged on creativity, presentation and content. The skills in the entry process help take entrants from student to interviewee to salon professional, even if they are not selected as a Beacon attendee. For information on Beacon and how to enter, please visit probeauty.org/beacon.

NAHA and BEACON are part of PBA Beauty Week, North America's largest, most inclusive beauty event, offering unlimited networking, education, and professional growth opportunities to all sectors of the beauty industry. PBA Beauty Week is produced by PBA and is held in cooperation with Cosmoprof North America.



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 www.probeauty.org or call 800.468.2274 to learn more.