

PBA Issues Industry Wake-up Call at Symposium with Business of Beauty: Maximize Your Profitability Study

Study Release: Symposium General Session – July 19, 2009

Phoenix, AZ (March 19, 2009) – The Professional Beauty Association’s (PBA) landmark study, *Business of Beauty: Maximize Your Profitability*, which will define the future of salon retail, is set to be released at PBA Symposium during PBA Beauty Week, July 18 – 21, 2009. Conducted on a national level, this study provides the first comprehensive industry research on the salon retail environment and gives a definitive look at consumer trends and how the industry must adapt. Intended for all segments of the industry, the study is designed to help dramatically increase retail sales within salon outlets, grow overall profitability and create a higher degree of customer loyalty. “Results from the *Business of Beauty* study are monumental and are a wake-up call to the industry on multiple levels,” states Steve Sleeper, executive director, Professional Beauty Association. “I expect many in the industry will need to re-examine their business practices, and PBA will be an active partner in helping the industry adapt and grow.”

As the premier education and networking event for the industry, the new PBA Symposium will be centered on Consumer Culture. The cornerstone of PBA Symposium, the *Business of Beauty* study will be a comprehensive overview of the salon retail experience, identifying where consumers want to buy products, what products they are looking to purchase, the role of the stylist in the retail process and what “best in class” salons are doing to maximize profitability from their retail outlet. Some of the initial findings of the study include:

Clearing Misconceptions: Stylists *really do like* to recommend and sell products, but they desire more training on how to do it properly.

Missed Opportunities: 44 percent of respondents generally will purchase a product recommended by their stylist, but 71 percent of respondents were not offered a product on their last visit.

The Competition: While it’s not a surprise that supercenter / discount retailers are popular, 46 percent of respondents have *increased* their purchases of beauty products at these outlets over the past year while salon purchases are declining.

Designed with both General Sessions and Breakout tracks facilitated by industry leaders, Symposium is intended for professionals from all sectors of the beauty industry. Manufacturers and distributors will want to take special note of what Symposium has to offer as their role is sure to increase in helping salons promote and sell products based on the findings of the *Business of Beauty* study. For PBA Symposium’s complete list of General Sessions, Workshops, Breakout Tracks and more, visit probeauty.org/symposium. Highlighted events include:



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.

Sunday, July 19

- **Symposium General Session** – *Business of Beauty: Maximize Your Profitability* study release. Be among the first to find out what the future of salon retailing will be and what salon owners, manufacturers and distributors need to know. Formerly PBA Annual Business Forum. (Session includes breakfast.)
- **Symposium General Session** – *Getting Clued in to Experience Management*. Symposium keynote speaker and author, Lou Carbone, will share his insight and provide specific examples of companies that have and have not used experience marketing, and their outcomes. Carbone is the author of, “Clued In – How to Keep Customers Coming Back Again and Again.”
- **Breakout Track** – *Eyeing Up Your Business: Conducting a Clue Walk-Through*. Presented by the Eveline Charles Team, customers are given hundreds of clues in their interactions with your brand. Take a virtual tour through a real salon and get a first-hand look at these clues in action.

Monday, July 20

- **Symposium General Session** – *Defining the Future of Beauty Retailing*. Set to feature a panel of industry leaders from multiple areas of the industry, this session is designed to provide perspective based on the findings of the *Business of Beauty* study. (Session includes breakfast.)
- **PBA Café** – Get advice on the questions keeping you up at night or bounce ideas off peers from across the country. The PBA Café is a great way to connect, share, and tap into the collective intelligence of our brilliant members.

Registration for PBA Symposium begins March 23, 2009. Pricing for Symposium varies and discounts for PBA membership are offered. For complete pricing details, registration, and additional information, visit probeauty.org/symposium.

PBA Symposium is part of PBA Beauty Week: Las Vegas, which will be held in cooperation with Cosmoprof North America. For more information on PBA Beauty Week: Las Vegas, please visit probeauty.org/beautyweek.



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