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GLOBAL SALONS DISCOVER PERFORMANCE AND GROWTH MARKERS AND NEW MOTIVATION AS THEY COMPLETE APPLICATIONS FOR 2008 GLOBAL SALON BUSINESS AWARDS®

BEVERLY HILLS, Calif.- February 25, 2008---As the application deadline for the **2008 Global Salon Business Awards® (GSBA)** closed on January 31, 2008, **GSBA** officials announced a record-breaking year of over 3,000 nominations, far surpassing the response from previous years. The biennial awards honor the best and brightest salons and salon owners worldwide for entrepreneurial, business and managerial excellence and performance. This year's event will be held June 7-9, 2008 in Hollywood, California.

As part of the application process, nominated salons from around the world are asked to submit a comprehensive dossier. Materials include documentation of the salon's management portfolio, including sales, marketing, branding, training, internal systems, profitability, employee compensations and development, customer service and incentive programs, community involvement, and overall business philosophy.

First time applicant Katina Sims of GIANNIS HAIR & BEAUTY said, "Completing my dossier for **GSBA** has given me the opportunity to appreciate and recognize all the work that goes into running a successful business and more importantly maintaining it. We don't always recognize our achievements and hard work."

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According to **GSBA** officials and nominated salons, the revelation and wealth of information each nominated salon has discovered about their own business through the application process has been astounding. This submission process alone has been a business education unto itself and much has been learned by each salon owner.

First time 2008 applicant Mikel Sandoval of MIKEL's Hair Designs Inc., said, "I was so impressed at how professional and specific all the details had to be in the dossier. After gathering all the necessary information, we realized how our business has been operating and what we've accomplished. We also discovered how much our salon has actually grown over the past year and also what more we can do to improve our services in the community."

Another first time applicant, Anthony Quattropiani of TRACEY & Co., said, "The application exercise gave us the unique opportunity to look at our business and celebrate our successes, as well as focus on areas that need more attention. The process has been extremely helpful!"

Each **GSBA** nominated salon entry dossier is confidentially evaluated based upon its demonstration of overall excellence in three areas of criteria: General Management; Salon Leadership; and Client Philosophy/Marketing & Promotion. For more information on the **Global Salon Business Awards®** program or attending the Global Salon Business Forum & Awards event in Hollywood, please visit www.salonbusinessawards.com

The **Global Salon Business 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.

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