



FOR IMMEDIATE RELEASE
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B.E.S.T Foundation Announces Barcelona, Spain As Host for the 2006 Global Salon Business Forum & Awards

The **B.E.S.T Foundation (Business Education for Salons Today)** is pleased to announce **June 3-6, 2006** as the date the leading salon and spa owners, from around the world, will gather in **Barcelona** for the second **Global Salon Business Forum & Awards**. The **B.E.S.T Foundation** is a non-profit organization dedicated to the advancement, global recognition and growth of the professional salon industry and was formed by beauty icon, and Redken Founder, Paula Kent Meehan.

This dynamic programme, which commences every two years, recognises and honours leading salon owners who have consistently demonstrated extraordinary business and entrepreneurial success in the areas of salon leadership, general management, financial prosperity, marketing & promotion and who contribute to the salon industry and their own community with a lasting, positive impact.

"The **Global Salon Business Awards** were created to honour the unsung heroes of the professional salon industry," explains **Kristin Firrell**, executive director of the **B.E.S.T Foundation**. "This is the one and only programme that acknowledges hairdressing salon owners as the entrepreneurs that are leading the way, while taking their business and our industry to entirely new levels of success."

Salons must be nominated for entry by their product suppliers, distributors, trade magazines or trade associations between September 1 – December 31, 2005. Once nominated, the salon is notified and receives instructions for preparing and submitting their entry dossier. The **University of California at Los Angeles (UCLA) Anderson School of Management** provides the independent and impartial judgment for the programme. Dossiers are submitted for judging directly to **UCLA** and must be received by **February 28th, 2006**.

Judging & Criteria:

Entries are judged against established performance standards in three areas of criteria:

- **Salon Leadership** (entrepreneurial spirit, team philosophy)
- **Client Philosophy & Marketing** (customer service programmes, advertising/marketing/PR, community outreach)
- **Business Management** (financial management & profitability, strategy/future growth plans)

Award Winners will be selected in the following categories, per participating country:

Salon Entrepreneur of the Year™ Awards will be presented, in both independent and chain/franchise salon categories, to the entries with the highest scores in all three areas of judging criteria.

Entrepreneurial Excellence Awards™ will be presented to the salons with the next highest score amongst non-Salon Entrepreneur of the Year winners in each of the three individual areas of judging criteria.

In 2004, the inaugural year, the **Global Salon Business Forum & Awards** were held in London, England. The programme included a three-day business forum featuring renowned business leaders, including best selling author Tom Peters, Royal Family and celebrity photographer Lord Patrick Lichfield, Senior Associate Dean of the UCLA Anderson School of Management Dr. Alfred E. Osborne Jr., President & CEO Regis Corporation Paul Finkelstein, Intercoiffure-Mondial President and salon owner Klaus Peter Ochs and Salon Consultants International President Peter Mahoney. In addition, attendees engaged in extraordinary networking sessions sharing business experiences and ideas with one another. The programme also featured spectacular evening festivities at Houses of Parliament, The British Museum, Harrods and The Design Museum. The 2006 **Global Salon Business Forum** will be held in Barcelona, Spain June 3-6, 2006 and will include powerful keynote speakers, networking sessions, fantastic celebratory events and the 2006 **Global Salon Business Awards Banquet**.

Top level sponsors of this prestigious 2006 programme include Founding Sponsors: L'Oréal Professionnel, Matrix and Redken 5th Avenue NYC, plus new 2006 top level sponsors American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris, Revlon Professional by The Colomer Group and Shortcuts Software. In addition, other sponsors include Wella and also Aveda, Takara Belmont and Tigi. Proud partners include the UCLA Anderson School of Management, Llongueras International, MasterCard, The Salon Association, The Professional Beauty Association, Intercoiffure Mondial and Salon Consultants International.

For additional information on entering the **Global Salon Business Awards** programme or attending the **Global Salon Business Forum & Awards** event in Barcelona, please visit www.salonbusinessawards.com or call the BEST Foundation at (310) 887-7072.

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