



FOR IMMEDIATE RELEASE
June 2006

Lluís Llongueras Honored for Lifetime Achievement during the 2006 Global Salon Business Awards® Ceremonies in Barcelona!

Barcelona, Spain (June 7, 2006) – Hairdressing pioneer and accomplished artist and sculptor, Lluís Llongueras, was honored during a surprise presentation at the Global Salon Business Awards in Barcelona, Spain, on June 6, 2006, for his artistic and business achievements over six decades. Presenting Llongueras with this special award was the honorable **[DIGNITARY NAME]** along with Vidal Sassoon, Vivienne Mackinder and Paula Kent Meehan.

“Lluís Llongueras has been a long-standing icon in the world of hairdressing. His work has proven to be inspirational, forward-thinking and utterly artistic, and this award is a token of our immense appreciation for all of his amazing contributions to our industry,” said Paula Kent Meehan, Founder of the Global Salon Business Awards.



A native of Esparraguera, Spain, a province of Barcelona, it is only fitting that Llongueras be honored for his achievements at the Global Salon Business Awards® a programme that celebrates the outstanding and accomplished business leaders in the professional salon industry. Now with more than 100 salons worldwide, international training centers and employing over 1200 salon professionals, he has not only mastered the art and business of hairdressing as one of the most forward-thinking salon business leaders of our time; but is also an accomplished and recognized photographer, painter and sculptor. Likewise, in his career

he has launched a fashion collection, created dozens of hair care products, and has become one of the most successful individual salon entrepreneurs in the industry.

The Global Salon Business Forum & 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 growth and development of the global salon industry through recognition, publicity, advanced business education and resources. The Foundation's vision is for all salon owners to be regarded as successful business leaders; by offering financially viable career opportunities and contributing to the socio-economic prosperity of their community. For more information please visit www.bestfoundation.com.

#####