



The Winners of the 2006 Global Salon Business Awards® Celebrated!

The B.E.S.T. Foundation Honored its Winners in Barcelona at the Biennial Global Salon Business Forum & Award Ceremonies

Barcelona, Spain (June 2006) – Hundreds of the professional salon industry's most influential and inspirational people gathered in Barcelona, Spain, June 3-6, 2006, to attend the 2006 Global Salon Business Awards Forum and Awards. Nearly 80 of the world's leading salons, representing 21 countries were honored with the coveted Salon Entrepreneur of the Year™ and Entrepreneurial Excellence awards at a ceremony that followed three days of incredible seminars, panels, educational forums, dinners and exclusive celebrations.

The program kicked off with the fantastic Grand Opening Ceremonies at the Barcelona Olympic Stadium, followed the next morning by the 2006 Global Salon Business Forum held at the stunning Palau de la Musica. Here some of the business' most influential leaders shared their experience and expertise on topics including strategy, globalization, brand and lifestyle marketing, creativity, inspiration, and entrepreneurship.

Guest speakers included: **Dr. Alfred E. Osborne, Jr.**, Senior Associate Dean of the UCLA Anderson School of Management; **Xavier Sala-I-Martin** Professor of Economics at Columbia University; **Dr. Julián Villanueva**, Head of Marketing for IESE Business School; **Fatima Whitaker**, President of the Whitaker International; **Lluís Llongueras**, President of Llongueras International; **Vidal Sassoon**, Entrepreneur and industry mogul; and **Dr. J.P. Pawliw-Fry**, President and Co-Founder of the Institute for Health & Human Potential.

Two innovative and individually unique documentaries were also premiered during the Business Forum, including “Hair Heroes” produced by Michael Gordon, and “I’m NOT Just A Hairdresser”, produced by Vivienne Mackinder.

Dr. Alfred E. Osborne, Jr., hosted the first-ever **President Panel**, a unique forum where attendees had the opportunity to meet the executive leaders of the Chairman’s Circle Sponsor Companies. During the panel, each had the opportunity to share their vision for the future of the professional salon industry.

Speakers of The Presidential Panel included: (In alphabetical order)

- **Benito Leña**, - Revlon Professional
- **Carlos Colomer**, The Colomer Group
- **David Racugglia**, American Crew
- **Christophe Ruffat**, L’Oréal Professional Products
- **John Paul DeJoria**, John Paul Mitchell Systems
- **Pat Parenty**, Redken 5th Avenue, NYC
- **Rob Aubin**, Shortcuts Salon & Spa Software
- **Roberto Pissimiglia**, Estetica International

Finally, the Global Salon Business Awards Ceremony itself took place on June 6, 2006, at the Hilton Diagonal Mar where nearly 700 of the industry’s top players gathered to celebrate the achievements of their peers, the banquet sponsored by L’Oréal Professional Products and the event hosted by Hollywood TV Personality and

Entrepreneur **Leeza Gibbons**. During the extraordinary evening, leading entrepreneurial salon wonders from 22 countries were recognized and honored for their entrepreneurial achievements as the coveted Salon Entrepreneur of the Year™ and Entrepreneurial Excellence Awards were presented. Lluís Llongueras received a special recognition award for his accomplishments and contributions to the global salon industry.

And last but not least, to a standing ovation, the inaugural “Vidal Sassoon Lifetime Entrepreneurial Achievement Award,” was presented to one of the professional industry’s most influential and entrepreneurial people: Industry icon and entrepreneurial genius Vidal Sassoon received an award which will be presented in his honor to other entrepreneurial industry leaders in subsequent years.

Top level sponsors of this celebrated 2006 program included Founding Sponsors: L’Oréal Professional Products, Matrix and Redken 5th Avenue NYC, plus new 2006 Chairman’s Circle Sponsors: American Crew, Estetica International, John Paul Mitchell Systems, Kérastase Paris, Revlon Professional by the Colomer Group and Shortcuts Software. In addition, general sponsors include Wella plus Aveda, TIGI and Takara Belmont.

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 wonders to be regarded as successful business leaders by offering financially viable career opportunities and contributing to the socio-economic property of their community. For more information please visit www.Bestfoundation.com.



Eric Fisher Salon-Cosmetic Café

Wins the Global Salon Business Awards® Salon Entrepreneur of the Year™ – Single Unit

Salon Chosen Over More Than 400 Entrants at the International Event

The B.E.S.T. Foundation, producer of the Global Salon Business Forum & Awards, announced The Eric Fisher Salon as the United States winner of the 2006 Salon Entrepreneur of the Year™ Award at the prestigious ceremony in Barcelona, Spain of June 6, 2006. Competing with more than 400 of the leading salon business worldwide, The Eric Fisher Salon distinguished itself as an entrepreneurial leader in an extremely demanding and competitive international industry.



Paula Kent Meehan, Founder of Redken Laboratories and the not-for-profit B.E.S.T. Foundation, explained, “The professional salon industry generates over \$150 billion dollar per year in annual sales; in this highly competitive environment, there is no greater challenge than to run and operate a burgeoning business. The amount of work and attention to detail it takes to create a successful salon can only be mastered by those with a clear vision and the will and perseverance to succeed.”

The coveted award, which recognizes the salon owner(s) who have achieved extraordinary success through their managerial innovation and entrepreneurship, was presented to Eric Fisher of the Eric Fisher Salon for his outstanding Standards in all three areas of judging criteria: Salon Leadership, Client Philosophy/Marketing and General Management. These business owners have developed a unique and innovative culture, team, systems and strategies that make them highly successful business leaders.

Executive Director, Kristin Firrell elaborated, “Our goal is to recognize and honor the top achievers in the industry, and that is exactly what The Eric Fisher Salon is: a business that creatively thinks outside-of-the-box and successfully implements new and exciting ideas. As the winner of the Salon Entrepreneur of the Year – Single Unit., The Eric Fisher Salon is introducing ideas to the industry that will soon be the litmus test for successful salons everywhere.”

Over 1700 salons and spas worldwide were nominated for entry in the 2006 Global Salon Business Awards®. The judging was independently conducted by the UCLA Anderson School of Management, Price Center for Entrepreneurial Studies, led by Senior Associate Dean, Dr. Alfred Osborne Jr. The renowned judging panel included academicians, leading business experts, international trade media and industry leaders. They gathered at the University of California, Los Angeles campus in March to make their selections from the 400 competing entries submitted from 21 countries throughout the world.

Awards were presented when competitors met in Barcelona in June for a four-day global business forum. The event offered advanced education forums, networking opportunities, panels and celebratory events, including:

- **Grand Opening Ceremonies held in the beautiful Barcelona Olympic Stadium.**
- **Business Forums** with advanced business topics such as **Strategy, Globalization, Marketing, inspiration & Entrepreneurship** presented by industry leaders such as **Vidal Sassoon, Lluís Llongueras, Vivienne Mackinder and Michael Gordon** along with business and management experts from the

University of California, Columbia University, IESE Business School and the Institute for Health & Human Potential.

- The international Premiere of two industry documentaries: **Michael Gordon's "Hair Heroes" and Vivienne Mackinder's "I'm Not Just A Hairdresser."**
- A reception and dinner at the awe-inspiring **Casa Batlló Museum.**
- The Global Salon Business Awards Ceremony hosted by Hollywood entertainment correspondent, **Leeza Gibbons.**

- The introduction of the Vidal Sassoon Lifetime Entrepreneurial Achievement Award, presented to industry icon, **Vidal Sassoon.**

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For more information on The Eric Fisher Salon, please contact:

To find out more about the B.E.S.T. Foundation and the Global Salon Business Awards, log on to www.bestfoundation.com or www.salonbusinessawards.com.

