

Take Note

New Faces and Spaces

Dermawand is happy to announce the appointment of **Leslee Ferguson-Moore** and **Bill Moore** of St. Petersburg, Florida as the Educational Marketing Directors for the U.S.

Anastasia Beverly Hills' opens a second full-service location in Brentwood. Anastasia is responding to her clients' growing demand for her services and will be opening a second location this month on the Westside of Los Angeles in Brentwood. This 3,100 square foot salon is more than double the size of the Beverly Hills flagship location and will be a full-service salon.



Forsythe

Forsythe Cosmetic Group moves into a new facility! Forsythe is now in their new state-of-the-art facility with updated manufacturing machinery needed to keep up with the increased demand for Color Club, Art Club, and private label products!

Innovative Spa Management and Privai, LLC announce **Ellen McGinnis** as VP of Operations. McGinnis brings 25 years of executive spa and hospitality experience to this Asheville, North Carolina based company. ISM specializes in management, operations, consulting, design, product development, and education with Privai Academy.



Ellen McGinnis



John Connors

Jan Marini Skin Research, Inc. (JMSR), a global skin care leader, announced the appointment of **John Connors** to Vice President of Worldwide Sales. In his new position, Connors will direct domestic and international sales efforts. Connors most recently served as Vice President of Sales at **Cutera, Inc.**, a leading provider of laser and light-based aesthetic solution devices, where he was responsible for worldwide direct sales operations.

Awards and Celebrations

Catherine Hinds Institute of Esthetics, New England's leading provider of education and training in skin care, aesthetic, and spa therapy for 30 years, has received the distinguished **School of Excellence Award** from the **Accredited Commission of Career Schools and Colleges (ACCSC)**. The Institute is the only ACCSC-accredited school in Massachusetts to receive this 2008-2009 Award.

Milady and the **American Association of Cosmetology Schools (AACCS)** announced that **Anthony F. Fragomeni** is the 2009 recipient of the **N.F. Cimaglia Award**. Fragomeni first realized his passion for cosmetology and education over 20 years ago. He has been a member of the New York State Beauty Schools Association and served on the board of directors for more than 15 years.

In the News

Murad, Inc. has announced that it is sponsoring the **Heads to Tails Foundation**, a rescue group that works in conjunction with **Mary's Little Lambs** to find homes for displaced cats and dogs from the streets of Los Angeles. Murad's support of Heads to Tails will help with the adoption process, as animals are vaccinated, neutered/spayed, micro-chipped, and groomed before being placed. On average, Borrego, along with two rescue partners, successfully finds homes for 300 cats and 120 dogs each year.

Patricia Owen is quickly becoming a Washington insider after her three recent visits to Washington D.C. Her first visit was as a keynote speaker representing small business owners for the U.S. Chamber's American Free Enterprise "Dream Big" launch. The event was the kickoff to the Chamber's multi-year, multi-million dollar campaign to promote and protect small business and entrepreneurship in America.



Patricia Owen



Bio-Therapeutic

Bio-Therapeutic recently returned to the U.S. after exhibiting at **Cosmoprof Asia!** Teaming up with long time exhibitors in Hong Kong, Bio-Therapeutic had an energetic booth with a lively crowd eager to see the latest in skin care products and technology. Exciting innovations revealed at the show included the new bt-GEART™ 2010 generation and well as the newly redesigned and advanced Bio-Synthesis™ LED device.

Sally Beauty says it has expanded its footing in the international salon market with the acquisition of Belgium-based wholesale distributor **Sinelco Group**. The business was acquired for a cash price of approximately \$36.5 million and will primarily serve to expand Sally Beauty's position in the European hair salon market.

Dermalogica will launch the brand's first official webshop in a program which uniquely allows participating Dermalogica accounts to be rewarded for online sales.

The new site is in keeping with Dermalogica's core strategy of building and satisfying consumer demand while continuing to fortify the brand's relationships with licensed professional skin therapists worldwide.

The **U.S. Food & Drug Administration (FDA)** recently required manufacturers of all botulinum toxin products, including **Allergan's BOTOX®** and **BOTOX® Cosmetic**, to update labeling for their respective botulinum toxin products. Additionally, since there are now several biologics that have been categorized as botulinum toxin type A products, a new non-proprietary name, onabotulinumtoxinA, has replaced the previous non-proprietary name for BOTOX® and BOTOX® Cosmetic. Please note that nothing about BOTOX® or BOTOX® Cosmetic, its formulation, or approved uses has changed.

Thousands of kids experience the holidays with no gifts to open. **Sonya Dakar** encouraged customers to get involved by slashing the price of one of her exclusive packages in exchange for children's toys. Customers that brought in an unwrapped toy to **Sonya Dakar Skin Clinic** from December 1 to 23, 2009 received her Holiday Hangover package originally valued at \$1,250 for an astonishing \$250. Toys were donated to the **Los Angeles Fire Fighters Spark of Love Toy Drive**.

About Faces Day Spa & Salon has actively worked to raise money for cancer research, but their efforts became even more personal this year when one of their employees lost her fight with bone cancer earlier this month. **Reina Torres** worked at the Towson location for almost 10 years as a nail technician and had battled

her cancer for quite some time. "We understand first-hand the importance of raising awareness about cancer and About Faces employees have found a number of creative ways to raise money," said **Jackie German**, vice president and general manager of About Faces. "We are very proud of their efforts, which have enabled us to raise more than \$20,000 for research."

Announcements

DermaQuest launches **dermaminerals.com!** The new interactive website is the home of DermaQuest's new DermaMinerals mineral makeup collection, and features in-depth product information on the entire line, including everything from pressed minerals for eyes and lips to a makeup remover and a line of brushes.

derma e® is proud to announce their new role as a product sponsor for the **Beauty Bus Foundation**, a non-profit organization dedicated to enhancing the quality of life for home-bound, terminally, or chronically ill patients and their primary caregivers.

The **American Academy of Dermatology (AAD)** has announced its intention to phase out its Seal of Recognition program for sunscreen products with the expectation that the Food and Drug Administration (FDA) will soon issue a sunscreen monograph. The AAD is no longer accepting new applications for the program, but products that were accepted onto the program prior to November 15, 2009 will continue to carry the seal of recognition until the end of their two year terms, it stated.

Natural Elements Spa & Salon sponsored "Operation Veteran Appreciation." During a business lunch regarding the affects of the sluggish economy, the business partners for Natural Elements

Spa & Salon talked about how nice it would be to focus on something other than the challenges and struggles of their business. Eventually the discussion turned to the possibilities of giving services away to our military veterans. As a Desert Storm Veteran herself, **Audrey Brown** fully understands the struggles of our military men and women. Little did they know they had just created the energy for what would be the biggest event their spa had ever had. In less than six weeks they recruited support from two massage therapy schools and a hair academy to provide the additional manpower to provide free services to veterans on Veteran's Day. Local restaurants provided food for the volunteers and door prizes for the veterans. On Wednesday, November 11, 2009 with a nasty nor'easter pouring down on us, Natural Elements Spa & Salon provided free services to 150 veterans who braved the wicked weather for some much needed free pampering. The amazing

part of this event was that it turned out to be an unexpected boost for their business. Local TV, print media, and radio all helped to spread the word to their local veterans. This event was rewarding on many levels and will become an annual event for our spa and salon.



Audrey Brown, Suzanne Garcia, and Misty Hunley

