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AVEDA SALON ENTREPRENEURS RECOGNIZED AT GLOBAL SALON BUSINESS AWARDS

Six Aveda network salons achieve important industry honor

HOLLYWOOD, CA (June 9, 2008) – The 2008 Global Salon Business Awards honored 22 top salon owners from around the world who have mastered the key entrepreneurial skills for success in the salon/spa industry. The awards gala was held at the Renaissance Hotel in Hollywood, California on Monday, June 9 and was hosted by Leeza Gibbons. Among the winners at the important industry event were six Aveda salons from the United States and Europe.

"Aveda celebrates the outstanding success of the salons from the US as well as the UK, The Netherlands and Switzerland who received a Global Salon Business award. This type of recognition by business leaders, academics, media and peers reflects both the tremendous business acumen and creative excellence that characterizes Aveda's international network of owners and stylists," says Amanda LeRoux, General Manager Aveda Europe.

The Global Salon Business Awards recognized leadership excellence in four categories. Salons were judged on financial stability, leadership, client philosophy and marketing and community involvement. The judging process was independently administered by the University of California at Los Angeles (UCLA) Anderson School of Management by a panel comprised of business professors and leaders, trade media members and salon industry leaders.

Award winners from the Aveda global network include:

- Atelier Lifestyle Salon Spa, San Jose, California
Owner Karie Bennett awarded for Entrepreneurial Excellence-Client Philosophy/Marketing & Promotion
- Changes Salon & Day Spa, Walnut Creek, California
Owner Bonnie Waters awarded for Salon Entrepreneur of the Year, Single
- Gadabout Salon Spas, Tucson, Arizona
Owners Frank and Jana Westerbeke and Pamela J. McNair-Wingate awarded for Entrepreneurial Excellence–Salon Leadership
- Gina Conway Lifestyle Salon, London, United Kingdom
Owner Gina Conway awarded Salon Entrepreneur of the Year, Single
- Laurent Lifestyle Salon, Utrecht, The Netherlands
Owner Jean Marc Deurn awarded for Entrepreneurial Excellence–Salon Leadership
- Marc & Arnold's Salon, Lucerne, Switzerland
Owner Tommy's Hair Company awarded for Entrepreneurial Excellence–Salon Leadership

"Salon owners world-wide aspire to win a Global Salon Business Award—a true measure of success. And, to be recognized by such an esteemed group of judges validates the extraordinary work and passion of Aveda salon owners and stylists throughout our network," states Don Weisse, Vice President Aveda Salon Sales & Distribution.

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Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.