

PRESS RELEASE
For immediate release

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Beauty Unmasked

P&G Salon Professional Runs Away with the Artistic Triple Crown



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NEW YORK: P&G Salon Professional brought its top design teams and international artists to perform in a three-part extravaganza for the members of Intercoiffure America/Canada (ICA) on October 17. As guests entered the Waldorf's Grand Ballroom for a black-tie dinner, they found the show already getting underway.

The Sunday night formal dinner is a traditional high point of Intercoiffure's Fall Atelier, held annually at The Waldorf-Astoria in New York. Mixing a masked ball theme with three separate performance segments, the show was MC'd by New York City performance artist **Joey Arias**.

Working to the rhythms of the DJ's hard house music, celebrity hairdressers **Thomas Dunkin**, **Carole Protat** and **Anthony Cole** represented the Sebastian International brand with stylish variations on volume and texture.

They were followed by long-hair specialist and World Hairdressing Champion **Mira Rota Sementilli** of Canada. Representing the Nioxin brand, Sementilli showed how beautiful, healthy hair can be finished in a classic, beautiful fashion.

Following dinner, Arias introduced ICA President Lois Christie, who offered a moving tribute to the late **Lili Jakel**, pioneering colorist and long-time Intercoiffure board member.

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London-based **Eugene Souleiman** and celebrity colorist **Josh Wood** concluded the final segment, sponsored by P&G's Wella brand, by creating amazing editorial hair designs from the 2010 Global Trends Collection.

Held annually in October at The Waldorf Astoria New York, the Fall Atelier doubles as ICA's annual member meeting and an extraordinary artistic event featuring the industry's most influential stylists. P&G Salon Professional has been a major sponsor of the Atelier for the last 20 years.

Intercoiffure America/Canada (www.intercoiffure.com) is an association of the beauty industry's elite—more than 250 salon owners employing more than 27,500 employees. The average annual sales volume for an Intercoiffure member ranges from \$1.5 million to \$85 million. In addition to their economic clout, Intercoiffure members set the creative and quality standards for the industry. ❖