



FACT SHEET

Intercoiffure America • Canada: Who they are and what they do

Founded in 1933, Intercoiffure is the North American beauty industry's most prestigious professional association, with an exclusive membership of more than 300 high-level salon owners, representing more than 2,200 elite salons in the United States and Canada.

Intercoiffure members are innovative designers; they are responsible for launching new trends in hair, beauty and fashion as a whole. In addition to their creative work, members also exemplify the best in quality and professional expertise, setting the standard for salons worldwide.

Their economic impact

They are more than talented artists; Intercoiffure members are also successful business people. All Intercoiffure members are salon owners. Many run beauty schools, large salon chains and even beauty product manufacturing facilities.

Current annual sales volume ranges from \$1.5 million to \$85 million, with 24,773,605 client visits per year. Intercoiffure members employ 27,685 persons as stylists, colorists, makeup artists, estheticians, nail technicians, support staff and other professionals.

Representing Global Salon Business

Intercoiffure America • Canada is a member organization of Intercoiffure Mondial. Intercoiffure Mondial has 4,000 members in 50-plus countries. Founded in Germany in 1925, Intercoiffure Mondial accepted the North American branch as a full member following the close of World War II. In doing so, Intercoiffure became a truly international association representing the global salon business.

Global Design Impact

Internationally renowned industry legend Vivienne Mackinder is the new Fashion Director of Intercoiffure America/Canada (ICA), effective January 2010. As Fashion Director, Mackinder will work to shape the image of Intercoiffure and bring its collective vision to life. Mackinder will present semi-annual Trend Releases at ICA's principal events.

Intercoiffure Events

Intercoiffure America • Canada holds two events each year—the Atelier New York and the Spring Beauty Symposium. The Atelier serves as both an annual meeting and creative platform from which new trends in hair design and beauty are traditionally launched. The Spring Symposium focuses on business education and up-close demonstrations of cut and color.

President

Lois Christie of Christie & Co. Salon/Spa in Bayside, New York was elected to the top executive position in 2007. Christie is As president, she has not only invigorated the programming at the Fall Atelier and Spring Symposium, but also has launched the Haircolor Council. Other accomplishments include developing the Intercoiffure Nouveau program, which grooms new hairdressers for future success, the Skin Care Council, and the Makeup Council.