

For Immediate Release

National Student Competition!

“Fashion through Movies / A Decade at a Time”

Appleton, Wisconsin, September 1, 2011—The Salon Professional Academy (TSPA), a national franchise of beauty training academy businesses, and Redken 5th Avenue, the NYC-based beauty products division of international beauty conglomerate L’Oreal (Paris), announced the winners of “Fashion through Movies”, a four month training and education competition for students at TSPA Franchise locations across the country. This exciting program was focused on “decade-long” segments of the history of hair styling in America through movies (the 60’s, 70’s, 80’s, and 90’s, 2000’s), teaching students how changes in hairstyles and cosmetics over those time periods have resulted in improvement in products and change and growth in the Salon industry. Students were encouraged to focus on a particular “decade”, studied the styling, product chemistry, and product offerings of that period to see how those worked, then created a “new” style to match their selected decade/movie and entered it in a contest with others from all over the country. Educators and students were aimed not only for cutting and styling skills improvement, but also for better understanding of hair care and cosmetic product content and development cycles. Five students, along with their educators won a prize package that includes 4 days and 3 nights to NYC, backstage on Broadway to watch professional hair stylists and movie make-up artists at work for the play ‘Wicked’. Additionally, there will be a demonstration from award winning NAHA hair stylist Ellen Lawlor to get a comprehensive view of what she did to win NAHA’s (North American Hairdressing Association) prestigious award! The winners of this competition will also meet Redken’s Senior VP, Karen Fuss Zipp and tour Redken’s Laboratory. The educator that won will attend a three day class, ‘Platform Artistry’ at the Redken Exchange in NYC.

We are proud to announce The Salon Professional Academy **Appleton, WI**, has produced a winner! **Tiffany Jo Hoertsch (now currently a stylist/makeup artist at Mosaic Salon, Greenville, WI)** recreated a design from the **Alice in Wonderland** and produced the winning entry for the **2000!** Her coach/educator, **Mary Hughes**, won the grand prize also!

THE SALON PROFESSIONAL ACADEMY

This tremendous training and education driven promotion opened to students at every TSPA franchise location nationwide from February 23, 2011 through July 1, 2012. The winners were announced in August 2011.

Stated Shane Bailey Krier, TSPA Franchise SVP of Promotions: “ We see tremendous educational value in creating a study program centered on the real working science behind the history of hair care products. The evolution and dramatic improvement of beauty products over Redken’s long history was a real eye-opener for these students. When Paula Kent Meehan founded Redken, she had only three products, but she focused on the science of protein and moisture retention. Today, with multiple decades of sophisticated scientific development and improvement experience, Redken and TSPA offer the finest “state of the art” education and products available for hair care! TSPA students understand the evolution of this industry and it’s products with this completion —it was a truly fun AND learning experience for them.”

“We are so proud of Tiffany Jo Hoertsch for winning the 2011 Student Competition, Fashion through Movies! Based on “Alice in Wonderland”, her image was simply remarkable! Her model portrays classic beauty and timeless fashion while showcasing Tiffany’s sound technical skills. Mary Hughes is commended for her exceptional work as she coached Tiffany through the process of pinpointing inspiration from “Alice in Wonderland”, technical skills to create the look, and finally photographing and submitting a truly beautiful entry. Congratulations, Tiffany and Mary!” Darci Ludwig, Director, School Development, Redken 5th Avenue NYC

About The Salon Professional Academy Franchises

The Salon Professional Academy Franchises are an innovative training center and the only beauty schools endorsed by Redken for excellence in education. Students receive a superior education delivered by trained educators who empower them to explore their creativity while learning the latest techniques in a leading-edge NYC style facility. TSPA enables success by also teaching critical business building skills which prepare students to become future industry leaders and improve their earning potential. The Salon Professional Academy has franchise locations throughout the United States. Each is privately owned and operated, and features quality salon and spa services performed by supervised students. For more information, visit www.TheSalonProfessionalAcademy.com.

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