



Media Contacts:

Iman Johnson, Pivot Point International
ijohnson@pivot-point.com, 224-216-7035
Susan Miller, Beauty Changes Lives Foundation
smiller@5metacom.com, 765-620-2007

FOR IMMEDIATE RELEASE:

**Beauty Industry Issues a Call to #SHOUT YOUR BEAUTY!
Beauty Changes Lives Experience Kicks off Social Consciousness Campaign**

CHICAGO – March 15, 2016 – Soldier Field witnessed a different kind of kick-off on Saturday, March 12, as the **Beauty Changes Lives Experience** launched **SHOUT YOUR BEAUTY!**—the beauty industry’s first social consciousness campaign and a call to disrupt conventional interpretations of beauty.

A fundraiser for the Beauty Changes Lives Experience, **SHOUT YOUR BEAUTY!** united approximately 1,000 brand leaders and industry professionals along with beauty, wellness and fashion enthusiasts. The evening pushed beauty’s expressive boundaries, celebrated NEXTGEN talent and honored skin care authority and inclusive health pioneer Dr. Howard Murad with the Legacy Award. Proceeds from the Beauty Changes Lives Experience will help fund scholarships for aspiring hairstylists, estheticians, nail professionals, barbers and massage therapists.

The highlight of the evening was a fashion show featuring NEXTGEN artists from American Crew, CND, Matrix, Mizani, Redken, TIGI and Wella Professionals. Each team shouted its beauty with runway looks that celebrated and delivered evocative, bold messages honoring beauty’s diversity in different cultures and lifestyles. Colors, shapes and textures converged as brands presented hair, makeup and nail designs that reflected each team’s definition of beauty. Away from the runway, guests enjoyed the music of celebrity DJ Sean Mac, complimentary hair and makeup touch-ups at “glam and go” vanity stations, and leaving their mark on a **SHOUT YOUR BEAUTY!** statement wall.

The evening at Soldier Field served as a kick-off for a broader campaign that will engage beauty and wellness professionals and consumers across the U.S., August 1-7, 2016. “Beauty and wellness professionals change lives in every community, and the August **SHOUT YOUR BEAUTY!** week will provide an opportunity for beauty to be celebrated at the grassroots level. We’re truly taking this campaign to the people,” said Lynelle Lynch, president of the Beauty Changes Lives Foundation.

Through August 7, Pivot Point International will donate \$1 for every selfie with the hashtag **#SHOUTYOURBEAUTY** or **#BeautyChangesLives**. “I’m ecstatic that this campaign developed by Pivot Point will continue as an annual event,” said Pivot Point Chairman and CEO Robert Passage. “**SHOUT YOUR BEAUTY!** celebrates the beauty industry’s humanity and the power that beauty professionals have to make others feel good about themselves.”

Sponsors for the 4th Annual Beauty Changes Lives Experience include America's Beauty Show (ABS) by Cosmetologists Chicago, Aquage, American Association of Cosmetology Schools (AACCS) Association of Skin Care Professionals (ASCP), Athena Cosmetics, Bellus Academy, CND, DevaCurl, Duane Morris, Great Clips, I-Spa, L'Oreal, Make-up Designory (MUD), Massage Envy, Mercury Media, OPM, Pravana, Premiere Beauty Show, Revlon, Shark Fin, TIGI, Unilever, and Wella. Media sponsors include founding media partner *Modern Salon* along with *American Salon*, *Beauty Launchpad*, *DaySpa*, *Estetica*, *Sophisticate's Black Hair* and *Sophisticate's Hairstyle Guide*.

About Cosmetologists Chicago

*Cosmetologists Chicago is an association of more than 10,000 salon and spa owners, professionals, and students that owns and produces the annual **America's Beauty Show**. www.AmericasBeautyShow.com.*

About Pivot Point International

Pivot Point International delivers exceptional beauty education designed to help students, educators and owners excel. With deep industry knowledge, Pivot Point offers fully integrated content, products and tools available in six continents, and is translated into multiple languages. Founded by Leo Passage in 1962, Pivot Point remains committed to his legacy of providing sustainable careers. Visit us at pivot-point.com or find us on [Facebook](#) and [Instagram](#).

About the Beauty Changes Lives Foundation

The Beauty Changes Lives Foundation was created by the American Association of Cosmetology Schools to build awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Visit us at www.beautychangeslives.org or find us on [Facebook](#).