



**Media Contacts:**

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

**A Call to Redefine Beauty - "SHOUT YOUR BEAUTY" at Soldier on March 12**  
*Runway presentation celebrates the future of beauty and wellness*

CHICAGO – February 16, 2016 – The 4<sup>th</sup> Annual *Beauty Changes Lives* Experience will disrupt conventional notions of beauty on Saturday, March 12, at Chicago's Soldier Field. Issuing a call to **SHOUT YOUR BEAUTY!** the event will bring Chicagoans together with some of the biggest names and brands in beauty to challenge beauty's status quo and raise funds for emerging talent.

Dr. Howard Murad, founder of Murad LLC will be honored with the Legacy Award for his career-long commitment to professional education. And as the industry honors a skincare legend, it will also shine the spotlight on emerging talent via a runway parade powered by Pivot Point International and featuring the hair, makeup and nail artistry of NEXTGEN artists. Attendees will enjoy a two-hour open bar, live DJ and attendee gift bags.

Bringing an immersive element to the evening, Pivot Point International has announced a commitment to donate \$1 up to \$10,000 for every selfie posted with the hashtag **"#SHOUTYOURBEAUTY"** or **#BEAUTYCHANGESLIVES** now through August 5, 2016. Funds raised will support beauty and wellness scholarships administered by the *Beauty Changes Lives* Foundation.

"The 4<sup>th</sup> Annual *Beauty Changes Lives* Experience is an opportunity for all of us to rewrite the story when it comes to beauty – challenging conventional perceptions and redefining the many ways beauty is celebrated," said Lynelle Lynch, president of the *Beauty Changes Lives* Foundation. *Beauty Changes Lives* is a non-profit, 501c3 that raises funds for beauty school scholarships, professional beauty mentorships and continuing education. The Foundation has awarded more than \$1M in scholarships since 2013. Additional information about the 4<sup>th</sup> Annual *Beauty Changes Lives* Experience is available at [www.SHOUTYOURBEAUTY.com](http://www.SHOUTYOURBEAUTY.com).

Sponsors for the 4<sup>th</sup> 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, Premier 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*.

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**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](http://pivot-point.com) or find us on [Facebook](#) and [Instagram](#).

**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](http://www.beautychangeslives.org) or find us on [Facebook](#).