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**Top 5 Reasons to Party at Beauty's Biggest Bash:
*Beauty Changes Lives Experience, Saturday March 12, at Chicago's Soldier Field***

CHICAGO – March 7, 2016 – Beauty's biggest bash is just five days away. A limited number of tickets are still available for the **Beauty Changes Lives Experience** on Saturday, March 12, at Chicago's Soldier Field. Secure your tickets at www.SHOUTYOURBEAUTY.COM/Tickets.

Here are the top five reasons not to miss the industry's biggest bash:

#5—Libations! A two-hour open bar will feature couture cocktails that pay tribute to beauty and the City of Chicago.

#4—Pink Carpet Swag! A swag bag stashed with glam and goodies valued at more than \$100 will be provided to attendees as they arrive.

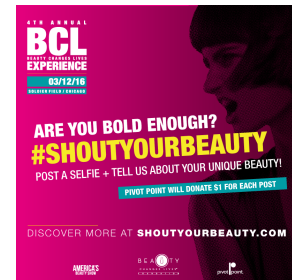
#3—Dancing with DJ Sean Mac! One of Chicagoland's most sought-after DJ's, Sean Mac will reign over the dance floor with tunes that keep everyone on their feet

#2—SHOUT YOUR BEAUTY! Strike a pose at the photo booth, then **#SHOUT YOUR BEAUTY!** Pivot Point will donate \$1 to the **Beauty Changes Lives Foundation** (up to \$10,000) for each **#SHOUTYOURBEAUTY** or **#BEAUTYCHANGESLIVES** post on Instagram.

#1—Celebrate! Celebrate emerging NEXTGEN artists' during an evocative fashion show s while networking with some of the most influential personalities and brands in beauty today.

Reserve your tickets at www.SHOUTYOURBEAUTY.COM/Tickets.

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, 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*.



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** 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** 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](#).*