



Five Esthetics Students Receive BCL | Murad Esthetics Scholarships

San Diego, Cali. (June 27, 2016) – Murad LLC and the *Beauty Changes Lives* Foundation are helping five esthetics students pursue their dreams of careers in skincare. The second class of BCL | Murad Esthetic Scholarship winners has been selected by a panel of skin care experts. Each winner will receive a \$2,250 tuition scholarship. Winners and their respective esthetics schools are as follows:

Chelsea Rieu-Torrez, Aveda Institute, Denver, CO

April McKeeth, Salon Professional Academy, Onalaska, WI

Nicole Nichols, Penrose Academy, Scottsdale, AZ

Elizabeth Taylor, Atelier Esthetique Institute of Esthetics, New York, NY

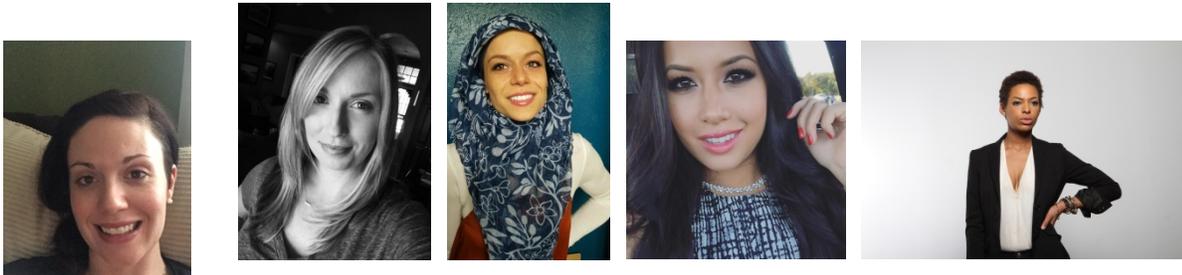
Ashley Stoltz, Cinta Aveda Institute, San Francisco, CA

Each winner submitted an inspiration board or online video expressing how a career in esthetics will change their lives and the lives of those they serve. Winners' applications drew on personal experiences battling acne, dealing with skin sensitivities and working in the retail skincare sector. Winners also addressed their dreams of helping others look and feel better. Scholarship recipient Elizabeth Taylor founded True Beauty Brooklyn, a boutique dedicated to natural skincare. "I love that I get out of bed to educate people about my passion for skincare and plant seeds of passion in them. Now I want to take my passion to the next level by obtaining an esthetics license and offering a broader scale of holistic skincare services," she said.

Announcing the 2015 launch of the scholarship program, Howard Murad, M.D. FAAD stated, "An integral part of my inclusive health approach to health and wellness is esthetics. I have seen the healing power of estheticians in my practice and I truly value the impact their work has on people. I am thrilled to be able to support these scholarship recipients and the incredible potential that can be achieved through a career in beauty."

BCL Foundation President Lynelle Lynch said the scholarship supports increasing demand for highly educated skincare specialists. “Beauty and luxury lifestyle editors attending ISPA West wanted to learn more about the training involved in preparing skin care professionals. The Murad scholarship demonstrates the support one of the world’s most renowned skincare brands is investing to prepare next-generation skincare professionals,” she stated.

Murad, LLC funds two BCL | Murad competitions annually. The Fall 2016 competition opens August 8, 2016. For additional information on BCL scholarship offerings, visit www.beautychangeslives.org/scholarships.



Above, l to r: April McKeeth, Nicole Nichols, Chelsea Rieu-Torrez, Ashley Stoltz, and Elizabeth Taylor

About Beauty Changes Lives: *The Beauty Changes Lives Foundation is a 501(c)(3) created by the American Association of Cosmetology Schools to build awareness of the extraordinary career opportunities available in the beauty and wellness industry and massage therapy. The Foundation also organizes and participates in numerous philanthropic fundraisers that shine the spotlight on the charitable initiatives of the beauty and wellness community.*

ABOUT MURAD, LLC: *Murad was founded in 1989 by Dr. Howard Murad, a board certified dermatologist, trained pharmacist and Associate Professor at the UCLA, Geffen School of Medicine. Murad offers people a path to youthful good health through science-based, clinically-proven skincare and healthcare products that have been developed as part of Dr. Murad’s Inclusive Health® system of care. With a full range of skin-condition-specific, high-performance products for home and spa—backed by 19 unique patents for advancing the science of skin health and a 30 year legacy of research and clinical testing—millions of people look to Murad with confidence for products, services and tools to help them look, live and feel Better Every Day®. Murad is used and recommended by over 30,000 professionals all across the globe and is sold in over 40 countries.*

MEDIA CONTACT: Susan Miller, smiller@5metacom.com / 765-620-2007