



ScholarTips: Share a Tip and Support the Future of Beauty Careers

Las Vegas, NV (July 25, 2016) – The *Beauty Changes Lives* Foundation is calling on beauty and wellness professionals, salons and industry partners to share tips of wealth and wisdom with NEXT GENERATION beauty talent. The campaign launches August 1, and runs through August 31, 2016.

ScholarTips responds to a crisis faced by many aspiring beauty and wellness professionals—access to education. Traditionally, the month of August has kicked off back-to-school season across America. But today, many individuals cannot afford to pursue the education necessary to make their career dreams come true. Recent Department of Education legislation presents potential threats to students attending for-profit schools, including those who seek to enter the beauty and wellness industry.

Since 2013, the *Beauty Changes Lives* Foundation has cultivated and administered scholarships for aspiring hairstylists, estheticians, nail professionals, massage therapists and make-up artists. The Foundation has helped to launch the careers of nearly 300 beauty and wellness professionals.

ScholarTips provides an opportunity for the industry to channel its history of generosity and pay forward its success by supporting the *Beauty Changes Lives* Foundation.

Joining the ScholarTips movement is easy. Activation options include:

- **Sharing Tips of Treasure:** Salons and individuals can donate monetary tips to help support the Beauty Changes Lives Foundation.
- **Offering Words of Wisdom:** Whether an insight about mixing color, interacting with different personality types or succeeding in life and work, industry professionals can share their, “I wish I knew then what I know now” insights with the next generation via social media channels. All month long, Beauty Changes Lives will share these words of wisdom via social media.
- **Challenge Peers:** Individuals can ignite a virtuous cycle of giving that passes from one individual to another by telling the world, “#IGAVEATIP” and challenging others to send that generosity down the line via their own tip.
- **Get Recognized:** Through the generosity of ScholarTips’ presenting partners, those who share their tips will receive exposure in industry trade publications, social media coverage and in their places of work. And as ScholarTips supporters are recognized, they can share the movement with others in their network.

“Tips and generosity go hand-in-hand in the beauty and wellness business. Whether it’s sharing a hard-learned lesson or giving a hand up to a newcomer waiting to take her place behind the chair, *ScholarTips* provides an opportunity for all of us to support the future of our industry,” said Lynelle Lynch, president of the *Beauty Changes Lives* Foundation. “As back-to-school season gets underway, we have an opportunity to help NEXT GENERATION talent pursue the gift of education.”

Learn more about how you can share a tip and change a life at

<https://beautychangeslives.org/scholartips/>

About the Beauty Changes Lives Foundation: *The 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.*

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