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***Beauty Changes Lives* Foundation and Wella's Hairdressers at Heart Announce Vidal Sassoon Professional Beauty Education Scholarship Winners for Fall 2016**

*The Wella-funded Scholarship continues to make professional education goals possible for new beauty students and professionals seeking advanced training*

**San Diego, California (Nov. 1, 2016)** – Through the generosity of Wella's Hairdressers at Heart philanthropic initiative, the *Beauty Changes Lives* Foundation is awarding 20 Fall 2016 Vidal Sassoon Professional Beauty Education scholarships. The scholarship honors the legacy of hairstyling icon Vidal Sassoon, and is designed to advance the careers of 20 students and licensed beauty professionals.

Ten beauty school students from across the United States were selected to receive "Basic" scholarships that cover 50 percent of cosmetology school tuition up to \$10,000. Additionally, 10 licensed hairstylists will expand their skills through the gift of an "Advanced" scholarship that includes continuing education at a North American Sassoon Academy, including travel and course fees up to \$5,000.

"We are incredibly honored that Wella is demonstrating its support of lifelong learning by generously supporting Next Gen professionals with the gift of education," said Lynelle Lynch, president of the *Beauty Changes Lives* Foundation. "The Basic and Advanced scholarships reflect the importance of education across a hairstylists career journey – something that Vidal Sassoon modeled throughout his career."

Since the Vidal Sassoon Professional Beauty Education Scholarship launched in 2013, 180 scholarships have been awarded to aspiring and licensed hairstylists. Generously funded by Wella and its Hairdressers at Heart initiative, the program is administered by the *Beauty Changes Lives* Foundation, a 501c3 that seeks to elevate, educate and empower the next generation of beauty professionals.

Sal Mauceri, Senior Vice President of North America Professional Beauty and Global Nail at Coty Beauty said the selected student and professional winners embody the passion, creativity and drive that sets the very best hairdressers apart.

"Wella and Hairdressers at Heart know the power of education, and we are proud to help these 20 outstanding individuals move forward in their career journey," said Mauceri. "Education is changing lives and encouraging students and professionals to reach their highest potential."



Scholarship winners are selected by a panel of award-winning hairstylists, platform artists and educators. Each applicant is assigned a composite score that incorporates applicants' essays, inspiration boards and online videos. While professionalism and technical details are important in scoring, judges focus on each applicant's passion for the industry and vision for how their career in beauty will change lives.

Fall 2016 winners of the "Basic" Vidal Sassoon Professional Beauty Education Program and their respective schools include:

<b>Basic Winner</b>	<b>Beauty School</b>	<b>City, State</b>
Katybeth Clarke	Shears Cosmetology School	Carlisle, PA
Heather Ferrante	Blake Austin College Beauty Academy	Vacaville, CA
Amanda Flanagan	Penrose Academy	Scottsdale, AZ
Kamilah Gerestant	Hair Design Institute	Brooklyn, NY
Cameron Kepford	La'James International College	Davenport, IA
Roniann Mears	Arrojo Cosmetology School	New York, NY
Brittany Pearce	Paul Mitchell The School – Jacksonville	Jacksonville, FL
Emily Peterson	Montana Academy of Salons	Great Falls, MT
Nadezhda Shuparskay	Gene Juarez Academy, South Campus	Seattle, WA
Sarah Tupper	Arrojo Cosmetology School	New York, NY

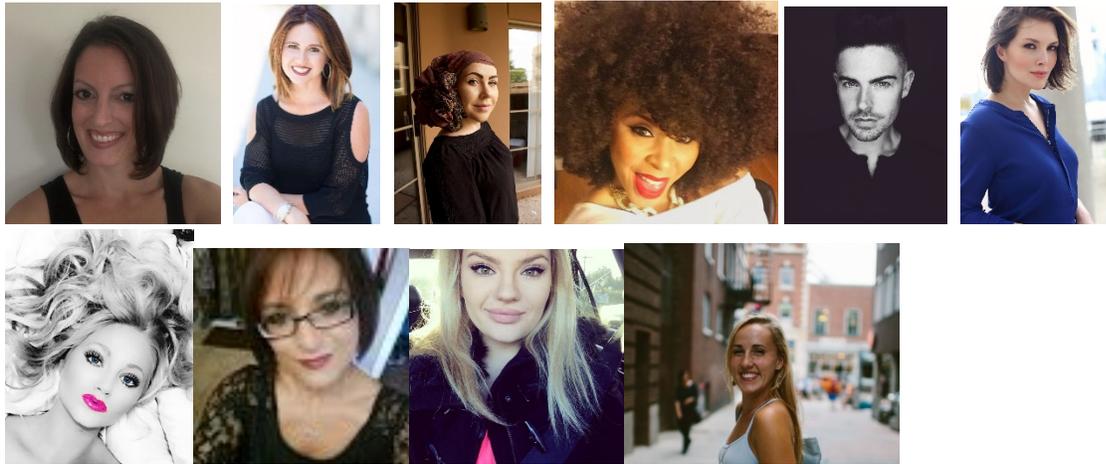
Fall 2016 winners of the "Advanced" Vidal Sassoon Professional Beauty Education Program and their employers include:

<b>Advanced Winner</b>	<b>City State</b>	<b>Beauty School</b>
Christopher Blackmer	Caldwell, ID	Razzle Dazzle College of Hair Design
Bridget Clancy	Portland Oregon,	Sassoon Academy, Santa Monica
Kelsie Daily	Menifee, CA	Paul Mitchell The School, Temecula
Adrian de la Parra	San Diego, CA	Bellus Academy
Elizabeth De Luz	Austin, TX	Crave Beauty School
Evan Erickson	Dallas, TX	Taylor Andrews
Karina Gonzalez	Harrisburg, PA	Empire Beauty School

Vilsen Restrepo	Paterson, NJ	Mariela Beauty School
Kaya Ruffino	Cedar Hill, TX	Aveda Institute (Dallas)
Kimberly Sousa	Swansea, MA	Paul Mitchell the School – Rhode Island

A sampling of winners' inspiration boards and videos is available at <http://beautychangeslives.org/scholarships/>.

**Fall 2016 Vidal Sassoon Professional Beauty Education Scholarship “Basic” Winners**



Top row, l-r: Katybeth Clarke, Heather Ferrante, Amanda Flanagan, Kamilah Gerestant, Cameron Kepford, and Roniann Mears. Bottom row: Brittany Pearce, Emily Peterson, Nadezhda Shuparskey, and Sarah Tupper

**Fall 2016 Vidal Soon Professional Beauty Education Scholarship “Advanced” Winners**





Top row, l-r: Christopher Blackmer, Bridget Clancy, Kelsie Daily, Adrian de la Parra, Elizabeth De Luz

Bottom row, l-r: Evan Erickson, Karina Gonzalez, Vilsen Restrepo, Kayla Ruffino, and Kimberly Sousa

**About the Beauty Changes Lives Foundation:** *About the Beauty Changes Lives Foundation* With a mission to elevate, educate and empower, Beauty Changes Lives is uniting the industry and building awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Learn more at [www.beautychangeslives.org](http://www.beautychangeslives.org) or find us on [Facebook](#).

**About Hairdressers At Heart:** *Stylists are committed to being the best, perfecting their craft with every cut. Wella is here to advance the salon industry, one stylist at a time. Hairdressers At Heart is a program created to help stylists develop their talents throughout their career. Our goal is to be a vital partner to salons, empowering individual stylists and our entire industry. For more: <http://www.hairdressersatheart.com/>*

**About Coty Inc.:** *We celebrate and liberate the diversity of your beauty. Coty is one of the world's largest beauty companies with approximately \$9 billion in revenue. Its strong entrepreneurial heritage has created an iconic portfolio of leading beauty brands. Coty is the global leader in fragrances, a strong number two in professional salon hair color & styling, and number three in color cosmetics. Coty operates three divisions – Coty Consumer Beauty, which is focused on color cosmetics, retail hair coloring and styling products, body care and mass fragrances sold primarily in the mass retail channels with brands such as Cover Girl, Max Factor and Rimmel; Coty Luxury, which is focused on prestige fragrances and skincare with brands such as Calvin Klein, Marc Jacobs, Hugo Boss, Gucci and philosophy; and Coty Professional Beauty, which is focused on servicing salon owners and professionals in both hair and nail, with brands such as Wella Professionals, Sebastian Professionals and OPI. Coty has over 20,000 colleagues globally and its products are sold in over 130 countries. Coty and its brands are committed to a range of social causes as well as seeking to minimize our impact on the environment.*

**About Sassoon Academy:** *Sassoon Academy offers its celebrated, industry-leading philosophy and courses worldwide through its renowned Academies, and instructional DVDs and books. All classes are developed and designed to be contemporary, relevant and forward thinking and are delivered with passion, commitment and technical excellence. The aim is to share the knowledge that is gained in the development of our craft and ensure that our students gain real commercial skills from our courses, as well as take away a piece of the culture that created Sassoon. To learn more about Sassoon Academy, visit [www.sassoon.com](http://www.sassoon.com) or follow us on Facebook: [facebook.com/SassoonAcademy](https://facebook.com/SassoonAcademy), Twitter: [twitter.com/SassoonAcademy](https://twitter.com/SassoonAcademy) and Instagram: [@sassoonacademyofficial](https://www.instagram.com/sassoonacademyofficial).*