



***Beauty Changes Lives Experience to Honor Arnold and Sydell Miller
with the 2017 Legacy Award***

January 24, 2017 – San Diego, CA – Matrix co-founders Arnold (Arnie) and Sydell Miller will be celebrated on Sunday, March 26, 2017, as recipients of the fifth Legacy Award presented by the *Beauty Changes Lives* Foundation. Ms. Miller will accept the award during the *Beauty Changes Lives Experience* held at the Art Institute of Chicago.

An annual event held during America's Beauty Show (ABS), the *Beauty Changes Lives Experience* convenes industry icons with NextGen beauty and wellness talent. The Legacy Award was established in 2012 and pays tribute to an industry icon whose career exemplified a commitment to continual education. Previous Legacy honorees include Vidal Sassoon, Tippi Hedren, Leo Passage and Howard Murad, MD. The Millers will be the first couple honored with the award.

Beauty Changes Lives Foundation President Lynelle Lynch says that Arnold and Sydell Miller personified the commitment to advancing the art, science and business of the professional beauty industry. "The Miller's fused the artistry of hairdressing with a passion for entrepreneurship and innovation, creating one of the most successful brands in the beauty industry," said Lynch. "Their contributions to the industry have impacted NextGen professionals for decades and we are honored and humbled for Sydell to accept the 2017 Legacy award."

"I look forward to accepting the prestigious Legacy award on behalf of Arnie who passed away in 1992, and also for the entire Matrix family that shared in our dream of elevating the lives and careers of salon professionals," stated Sydell Miller. "Together, we wanted to find a way to bring the principles of pride, quality and professionalism to those we loved the most – the hairdressers of the world."

The Miller's founded Matrix Essentials, Inc. in 1980 and quickly led Matrix to become one of the fastest growing professional companies in the world. The company's product portfolio including Matrix®, Vavoom® and Biolage® haircare, Socolor®, the first tube color in the USA and permanent waves. To fulfill their dream of becoming a complete beauty resource, the Miller's introduced the concept of "Total Image Consulting" to full-service salons with the launch of Matrix skincare, body care and color cosmetics. Their commitment to ongoing education led to the founding of the Matrix Institute of Professional Development that helped enrich the lives and careers of over 25,000 salon professionals.

The Miller family has always understood the importance of Philanthropy. In 1990, they received the prestigious Spirit of Life Award from the City of Hope Hospital. They also united salons with the anti-drug movement through the creation of S.T.A.N.D. (Salons Tell America No Drugs). However, in 2005 Sydell announced the Miller family's largest philanthropic initiative – a \$70 million commitment to the Cleveland Clinic to create the Sydell and Arnold Miller Family Pavilion, a 970,000 square foot building that is home to the Sydell and Arnold Miller Heart and Vascular Institute, the world's #1 Heart Hospital. At the grand opening three years later, Sydell called the facility "a dream come true" and described the profound pride in knowing her family's gift would "benefit so many people's lives."

To keep in touch with her love of the Professional Beauty Industry, Sydell has served as Chairperson of the Board of Directors for SalonQuest, the company that produces Aquage and Biomega Haircare.

Lynch says the Millers' savvy and success in accurately anticipating and responding to trends ties in well with the theme of the 2017 *Beauty Changes Lives* Experience. "The theme of the 2017 event is 'The Art of Prediction' and throughout the evening, attendees will experience the symbiotic relationship between beauty and fashion," adds Lynch. A runway presentation pairing featuring hair and makeup collections created by Leo Passage scholarship winners will deliver a Millennial-fueled forecast predicting future trends.

In addition to the Legacy award presentation and runway show, the evening will include an elegant dining experience. A variety of sponsorship opportunities are available, including signature, branded scholarships benefitting NextGen talent.

“We are thrilled,” commented Paul Dykstra, CEO, America’s Beauty Show by Cosmetologists Chicago, “to support the BCL Experience as the signature Sunday evening event at ABS17. And we are privileged to honor and celebrate the legacy of Arnie and Sydell Miller.”

Additional information on the BCL Experience is available at

<https://beautychangeslives.org/bcl-experience/>

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 or find us on [Facebook](#).*

About Cosmetologists Chicago: *Cosmetologists Chicago is an association of more than 15,000 salon and spa owners, professionals, and students that provides education, legislative support, advanced certification and more. Cosmetologists Chicago owns and produces the annual **America’s Beauty Show**. www.AmericasBeautyShow.com.*

###

MEDIA CONTACTS:

Beauty Changes Lives
Susan Miller, smiller@5metacom.com
765-620-2007

Cosmetologists Chicago/America’s Beauty Show & Pivot Point International
Vi Nelson & Kate Gallagher
Vi@vinelson.com kate@vinelson.com
[312-944-1262](tel:312-944-1262)

