

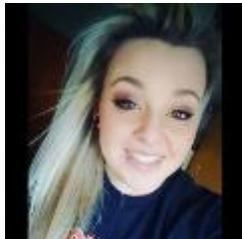
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**BEAUTY CHANGES LIVES AND WELLA'S HAIRDRESSERS AT HEART  
ANNOUNCE FALL 2017 VIDAL SASSOON PROFESSIONAL BEAUTY EDUCATION  
BASIC SCHOLARSHIP WINNERS**

**San Diego, CA (Oct. 2, 2017)** – The *Beauty Changes Lives* Foundation and Wella's Hairdressers at Heart are honored to announce the winners of the Fall 2017 Vidal Sassoon Professional Beauty Education Scholarship. Six aspiring hairstylists enrolled in a cosmetology program at an American Association of Cosmetology Schools (AACCS) member school will each receive a scholarship covering 50% of their tuition, up to \$10,000. The scholarship was established in 2013 and honors the entrepreneurial vision, passion for artistic excellence and lifelong commitment to learning exemplified by the late Vidal Sassoon throughout his career. Scholarships are generously funded by Wella's Hairdressers at Heart, and administered by the *Beauty Changes Lives* Foundation. The winners are:



**Francesca Cavaliere, Niles, Ohio – Casal Aveda Institute**

Remarking on the divisiveness in society today, Francesca says, “We live in a world with a lot of hate, stress and anxiety. What better way to turn it around than using one’s gifts to help others look and feel better?” Encouraged by her mother to pursue a beauty career, Francesca says the Vidal Sassoon scholarship will change her life through the confidence imparted in her mom’s belief that, “You can achieve anything.”



**Jessica Cunningham, Poway, California – Bellus Academy.**

A wife, mom and fan of science fiction, Jessica believes in the transformative possibilities of a haircut. “A new haircut can feel like a clean slate, closing the door on the past and introducing a new chapter in life,” she says in her application video. After attending a charity benefit for victims of human trafficking, Jessica was inspired to enroll in beauty school and plans to use her license and gift for hairstyling to help others see the value in themselves.



**Rebecca Duenas, Bristol, Connecticut – International Institute of Cosmetology**

Art has always been part of Rebecca’s life and after earning a degree in Spanish and art, she traveled throughout South America as an artist. The birth of her daughter inspired Rebecca to stay true to herself and become a hairdresser. “I want to help every person feel like their best person, even during difficult stages of life,” she says in her application video.



**Yaneida Gutierrez, Bronx New York – Arrojo Cosmetology School**

Yaneida’s earliest memories include her mom cutting her hair, styling her sister’s hair and an imaginary salon she operated as a child entrepreneur. She is inspired by Vidal Sassoon’s quote, “As you work one-on-one with another person, the objective becomes to help that person feel so much better.” The entrepreneurial-minded student believes it is important to “let go of your fears and pursue your dreams.”



**Ilesha Jenkins, Columbus, Ohio, Paul Mitchell**

As a child suffering from a skin condition and a victim of abuse, Ilesha didn’t feel beautiful or smart. The professional beauty industry changed all of that. “The salon is where I began to love myself,” says the aspiring salon owner and hairstylist. Ilesha notes the role of the hairstylist as storyteller, observing that an individual’s appearance – or transformed appearance – can tell a story without words.



**Camille Klingler, Boise, Idaho – Oliver Finley Academy**

Camille says that while beauty does not define an individual’s worth, it can inspire and empower a person. As an individual who formerly struggled with body image, Nicole is inspired by the strong women and the diverse ways they celebrate their femininity. “This scholarship is the first step in a journey to create the life I love,” said Camille. An advocate for diversity and inclusion, Camille has always lived by the motto, “whatever you choose to be, be a great one.”

Since its launch, the Vidal Sassoon Professional Beauty Education Scholarship has changed the lives of more than 200 aspiring and licensed hairstylists. 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. In addition to “Basic” scholarships that support beauty school students, Wella's Hairdressers at Heart also funds “Advanced” scholarships for licensed hairstylists seeking to elevate their craft.

“Education is the cornerstone of excellence in our industry,” said Sal Mauceri, Senior Vice President North American Coty Professional Beauty and Global OPI. “Wella’s Hairdressers at Heart is pleased to help these six talented hairstylists as they begin this life-changing career in the beauty industry. We’re proud to honor Vidal Sassoon’s inspiring commitment to education and his legacy of innovation through this namesake scholarship.”

“As the first company to partner with the *Beauty Changes Lives* Foundation on a branded scholarship, Coty has served as an advocate and champion for aspiring and accomplished hairstylists,” said Lynelle Lynch, president of the *Beauty Changes Lives* Foundation.

Scholarship winners are selected by a panel of award-winning hairstylists, platform artists and educators. Applications are evaluated in three core areas: innovation, communication and creativity. 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.

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**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 information: <https://www.wellaed.com/hairdressers-at-heart/>*

**About Coty Inc.:** *Coty is one of the world’s largest beauty companies with approximately \$9 billion in revenue, with a purpose to celebrate and liberate the diversity of consumers’ beauty. Its strong entrepreneurial heritage has created an iconic portfolio of leading beauty brands. Coty is the global leader in fragrance, 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 COVERGIRL, 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 Professional, and OPI. Coty has approximately 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 its impact on the environment.*

For additional information about Coty Inc., please visit <http://www.coty.com/>.

**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/Sassoon Academy](https://facebook.com/SassoonAcademy), Twitter: [twitter.com/Sassoon Academy](https://twitter.com/SassoonAcademy) and Instagram: [@sassoonacademyofficial](https://instagram.com/sassoonacademyofficial)*