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Beauty Changes Lives Presents “Get Your Dream Job” at Intercoiffure Spring

(May 4, 2018 – San Diego) Beauty Changes Lives Foundation leadership including President Lynelle Lynch, Vice Chairman Robert Passage and Director Trevor Attenborough, opened the Intercoiffure Spring Atelier in Memphis on Sunday, April 22, with a passionate call for the professional beauty sector to support the “[Get Your Dream Job](#)” campaign. Intercoiffure joins the International Spa Association, PBA and the Beauty Changes Lives Foundation in mobilizing and uniting the professional community to meet employers’ demand for licensed professionals and communicate beauty and wellness to their guests as a profession of first choice!

The campaign is inspired by a looming threat – a shortage of qualified professionals available to meet spa and salon employers’ job demand. According to a report published by Career Education College & Universities (CECU), nearly 1,343,000 beauty and wellness professionals will be needed in the next decade to meet demand. Today, more than 30,000 positions are open in the professional spa industry, creating the necessity for industry partners to unite behind this campaign.

As demand is surging, so is the satisfaction of individuals working in the spa industry. The ISPA Workforce study, conducted by PWC on behalf of the ISPA Foundation, found that among more than 1,200 professional spa industry professionals, 87% of management respondents would like a long-term career in the industry.

This data stands in stark contrast to a Reuter’s article published in 2013 that reported just 14% of Americans have their dream job. “Given the amount of time we spend at work, it’s disheartening that so many individuals are working simply for a paycheck,” said Lynelle Lynch, president of the Beauty Changes Lives Foundation. “The Get Your Dream Job initiative represents the industry’s effort to engage and empower professionals to share their career journey and how they are living their dream job! We were inspired by the enthusiastic response of leaders attending the Intercoiffure Spring Atelier event in Memphis and their eagerness to join us in the initiative.”

Beauty Changes Lives has created a comprehensive suite of collateral and communication tools for professionals to download and display in their salons and spas. To support individuals in seeking a career in the salon industry, the American Association of Cosmetology Schools is also offering [scholarships](#) in addition to scholarships offered through the Beauty Changes Lives Foundation. The campaign is empowering professionals and brands throughout the professional beauty industry to showcase a viable, flexible and substantive career path, and inspire their guests to join the beauty industry in finding their dream jobs!

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](#).