

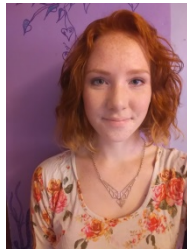
Beauty Changes Lives Announces 4 Inaugural Winners of Ratner Companies “Passion and Purpose” Scholarship

San Diego, Calif. (April 24, 2018) – The Beauty Changes Lives Foundation is honored to announce four inaugural winners of the Passion and Purpose scholarship. Launched in January 2018 and generously funded by Ratner Companies, the scholarship celebrates the purpose of cosmetology education and the passion that defines successful careers in the professional beauty industry. Each scholarship winner receives a \$3,125 tuition scholarship toward her cosmetology education. The Spring 2018 winners are:



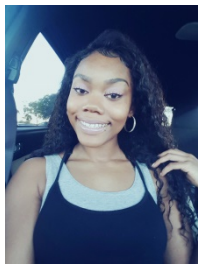
Gita Chalise Bhusal, Aveda Institute, Bel Air, Md.

In her application video Gita says, “Beauty is the platform to fulfill my passion as an artist and an entrepreneur.” She sees beauty as a great equalizer providing people with the gift of confidence regardless of their age or gender. Gita looks forward to accomplishing her lifelong dream of becoming a licensed cosmetologist, and a strong, female entrepreneur.



Jaema Housler, Douglas J. Aveda Institute, East Lansing, Mich.

Jaema’s application video celebrates both the artistic and personal aspects of a career in beauty. Remarking on her passion for a purposeful career, Jaema says, “Cosmetology is an art, it’s a social service and it is a great way to build another person’s confidence.” Upon completing her education, Jaema aspires to help others express their inner beauty and personal style by looking their best.



Jamara Lark, Bellus Academy, El Cajon, Calif.

In her application video, Jamara describes hairstylists as powerful change agents. She says hairstylists are able to change a client’s mood, day and even self-perception. As beauty trends continue to change, Jamara says hairstyling careers will continue to evolve as well. Beauty is already changing her life. Remarking on her decision to enroll in a cosmetology program, she says, “I am walking into my dream each and every day.”



Sydney Pringle, Elevate Salon, Durham, N.C.

As the daughter of a cosmetologist, Sydney’s application video celebrates how beauty has been part of her life since childhood. “I practically grew up in a salon and loved assisting my mom and seeing the glow on her clients faces as they left her chair,” she says. Sydney was inspired to pursue her passion by her late father. “My dad always reminded me that I could do anything if I put my mind to it,” she says.

After finishing her education, Sydney dreams of opening a full-service salon offering hairstyling, nails and makeup.

The scholarship winner news coincides with Ratner Companies becoming the first group of salons in the nation to launch the “Get Your Dream Job” campaign (<http://www.getyourdreamjob.com/>) in its salons. The Ratner Companies family of more than 1,000 salons including *Hair Cuttery*, *BUBBLES*, *Salon Cielo*, *Salon Plaza* and *Cibu for Hair* is partnering with the Beauty Changes Lives Association and International



HAIR CUTTERY® | BUBBLES® | SALON CIELO® | CIBU® | SALON PLAZA®

Spa Association (ISPA) to raise awareness of more than 30,000 jobs available in the spa and salon industry. Promotional mirror clings and guest information cards in 950 Hair Cuttery salons – along with the enthusiasm of Ratner Companies’ more than 12,000 stylists are helping spread the word about careers available to licensed beauty professionals.

Passion and Purpose scholarship applications were evaluated by a judging panel composed of licensed hairstylists and leading influencers in the professional beauty industry. “As a company founded by salon professionals, Ratner Companies is excited to provide scholarship opportunities to students who are attending an accredited cosmetology program,” said Dennis Ratner, co-founder and CEO of Ratner Companies. “These scholarships will provide students with financial support so they can enter the beauty industry with a sense of purpose and ready to achieve great success as they share their craft with their guests.”

Beauty Changes Lives Foundation President Lynelle Lynch said the Foundation is honored to have the support of Ratner Companies as it works to elevate and empower future hairstylists. “Ratner Companies is recognized as a brand leader and trusted authority by salon professionals and educators across the nation,” she said. “We are grateful for the investment Ratner Companies is making in the next generation of hairstylists who will advance the art and science of hairstyling; and their support of the Get Your Dream Job campaign,” Lynch said.

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

About Ratner Companies: *Ratner Companies is the largest family-owned and operated chain of hair salons in the country, operating nearly 1,000 salons in 16 states, and employing more than 12,000 stylists. Its diverse brands include Hair Cuttery, BUBBLES, Salon Cielo, Salon Plaza and Cibu for Hair. Led by co-founders Dennis Ratner and Ann Ratner, the Ratner family also includes Warren, Kelly, Gary and Lauren, who serve in capacities ranging from licensed stylists to Resource Center leaders. For more information visit ratnerco.com.*

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