

Beauty industry unites to celebrate, plan future

FUTURE PROOFING THE BEAUTY INDUSTRY
AT AMERICA'S BEAUTY SHOW

Event	Location	Time
100 TH ANNIVERSARY PRESIDENT'S RECEPTION 	AMERICA'S BEAUTY SHOW	APRIL 15, 6PM
INDUSTRY LEADER ROUND TABLE	LOEWS CHICAGO O'HARE	APRIL 16, 2PM
CHANGE-MAKERS' GALA	LOEWS CHICAGO O'HARE	APRIL 16, 6PM
KNOW BEAUTY SECRETS TOWN HALL	AMERICA'S BEAUTY SHOW	APRIL 17, 9AM

Four events celebrating the industry's best and envisioning the future will take place at America's Beauty Show on April 15-17, 2023, in Rosemont, IL.

A weekend of unmissable professional beauty events is on tap for April 15-17, 2023, at **America's Beauty Show** in Rosemont, IL, outside of Chicago. Events this year have coalesced around never-before-seen challenges that call for an unprecedented level of industry-wide cooperation.

The roster kicks off Saturday evening, April 15, at America's Beauty Show with the **President's Reception**, followed by the **ABS Global Image Awards**. This year's ABS marks the show's 100th anniversary, and show organizers plan to welcome tens of thousands to a renewed weekend of education, combined with a bustling trade-show floor where beauty professionals can shop the newest and their favorite offerings from the top professional brands.

On Sunday afternoon, April 16, there will be a workshop of top beauty and wellness executives addressing the labor crisis and evolving industry landscape at the invitation-only **Industry Leaders' Roundtable** at the Loews Hotel in Rosemont, IL. During this powerful summit, facilitated by award-winning author, change-management futurist and former beauty executive **Minter Dial**, workshop leaders can share their visions to

inspire solutions for professional beauty.

Sunday evening features the **Changemakers' Gala**, an elegant evening benefiting **Beauty Changes Lives**, the nonprofit dedicated to making the beauty profession a first-choice career. The Gala will

honor the legends of beauty and bring together industry members as a beauty family. In addition, the Gala will host the official premiere of the all-industry **KNOW Beauty SECRETS** workforce recruitment campaign (see sidebar, page 9) to the industry.

Monday morning, April 17, the **KNOW Beauty SECRETS** program will debut at an **America's Beauty Show Town Hall**. The presentation will address the scope of the

labor crisis in the professional salon industry, demonstrate why all sectors of the beauty industry must work together to solve the issues and explore the role each member of the industry can play in moving forward to secure the future.

To cap the weekend's events, on Monday afternoon, the **Unite As One** (see sidebar, page 9) consortium of leading industry associations responsible for the **KNOW Beauty SECRETS** recruitment, retention and industry advocacy campaign, will hold an in-person leadership meeting.

For more information about the weekend's events, go to <https://beautychangeslives.org/gala/>. For information and tickets to ABS, log onto www.americasbeautyshow.com.

3-Day event during America's Beauty Show unveils new pro-beauty identity and recruitment program

About BCL

Beauty Changes Lives is a non-profit organization dedicated to empowering and equipping the current and the next generation of beauty professionals by providing resources, scholarships, education and mentorship opportunities.

Proceeds raised from the Beauty Changes Lives Change-Makers' Gala and related activities support making the professional beauty industry a first-choice career and provide opportunity to change the lives of beauty professionals. Since its founding, the organization has raised over \$7.5 million and provided over 800 life-changing scholarships.

Securing Our Future: **KNOW BEAUTY SECRETS**

The crisis: Salons and spas lost 25% of their workforce during the COVID-19 pandemic. This is an unprecedented labor crisis—and it's not going away. Enter a coalition of leading beauty associations, Unite as One.

The UAO think-tank discovered that the beauty and wellness industries have advantages over competing careers, as we align with the Next Gen's core values: freedom, creativity and purpose. Less conventional than previous generations, Gen Z enters the post-pandemic workforce looking for the kind of flexibility, self-expression and meaningful work that we know the beauty industry offers.

So how do we get the message out? How do we combat myths and outdated stereotypes about the nature of the industry? When we have an army of beauty industry professionals ready to shout their stories, how do we amplify their voices?

UAO built an action plan: KNOW Beauty SECRETS, a comprehensive multi-platform recruitment campaign.

KNOW Beauty SECRETS will drive awareness, recruitment and retention by blasting real industry truths across social media. **KNOW Beauty SECRETS** will be administered by the nonprofit **Beauty Changes Lives**, which offers scholarship and mentorship programs to empowering beauty and wellness professionals and seeks to make beauty a first-choice career.

To learn more about the KNOW Beauty SECRETS campaign and the launch events at ABS, go to <https://beautychangeslives.org/gala/>

KNOW BEAUTY SECRETS
KNOW SPA SECRETS
KNOW NAIL SECRETS
KNOW SKINCARE SECRETS
KNOW BARBERING SECRETS

**BEAUTY AND WELLNESS PROFESSIONALS
REVEAL THEIR SECRETS TO SUCCESS**

We **KNOW** that ...

...millions of young people explore their passion for beauty via Instagram, TikTok and other social media platforms

...our careers align with what's most important to them—*freedom, variety, creativity and purpose, PLUS a paycheck*

Our campaign channels those by sharing OUR stories, so they can explore career opportunities in beauty and wellness

WHO IS UAO?

Unite As One is a coalition of leading beauty and wellness associations that have come together to address the crisis in the professional beauty industry. The team joins every element of our related industries—hair, nails, skincare, massage—to work together and pool resources to secure our future. Those associations include:

- American Association of Cosmetology Schools
- Association of Skin Care Professionals
- Beauty Changes Lives
- Cosmetologists Chicago
- Intercoiffure America Canada
- International Nail Technicians Association
- International Salon Spa Business Network
- International Spa Association
- Professional Beauty Association
- Professional Beauty Federation of California
- Pro Nails Association.

Having assessed the scope of the issue—professional beauty lost 25% of its workforce during the pandemic—UAO spearheaded the creation of a professional recruitment program, **KNOW Beauty SECRETS** to educate Gen Z and their parents on the incredible range of industry careers. **KNOW Beauty SECRETS will be unveiled in a series of events at Americas Beauty Show on April 15-17, 2023.** For information, go to <http://bit.ly/3T9fKL5>