

Beauty Changes Lives to Honor Mario Tricoci as 2024 Legacy Honoree at Gala Event

[Chicago, April 21, 2024] - Beauty Changes Lives is proud to announce that Mario Tricoci will be recognized as the 2024 Legacy Honoree at the upcoming Beauty Changes Lives Gala taking place in Rosemont, IL on April 21.

Mario Tricoci's journey in the beauty industry began at a young age. At 16, he started his career sweeping hair at a barbershop in his native hometown of Cosenza, Italy, sparking his lifelong passion for professional hairstyling. His dedication and talent quickly gained recognition, and he began to establish himself as a notable figure in the Italian hairstyling scene.

Mario's visionary work quickly gained international appreciation after winning multiple prestigious awards, including "Best Hairdresser" at America's Beauty Show in 1966, followed by the Grand World Supreme for fashion in 1967. His multifaceted talent for fashion and artistry drove his sensational career, styling supermodels that graced the pages of Vogue and the runways of New York to Paris and appearing as a trend expert on the Oprah Winfrey Show.

Following his trailblazing professional success, Mario began building his beauty business empire with the unwavering support of his wife and business partner, Cheryl. In 1977, Mario Tricoci Salon opened in Woodfield Mall in Schaumburg, Illinois, becoming the first privately-owned hair salon in North America located inside a major shopping mall. Seizing the opportunity set yet another trend, in 1986, the Mario Tricoci Hair Salon and Day Spa in Arlington Heights opened, often credited as the premier "Day Spa" in the United States.

Recognizing the importance of education and professionalism within the beauty industry, Mario founded Tricoci University of Beauty Culture in 2004, dedicated to teaching ethics and professionalism beyond the standard technical education to aspiring beauty professionals. "There are so many things that I am grateful for, but above all is being able to share my knowledge with the next generation of professionals, so that the legacy of the beauty industry continues forward," says Mario.

Today, the Tricoci brand continues to thrive, with 13 highly successful Tricoci Salon and Spa locations offering elevated experiences to the Chicagoland area, and the Tricoci Collection, an assortment of premium professional beauty retail products. The company is home to a team of over 1,100 skilled beauty and wellness professionals who are dedicated to realizing an ambitious growth strategy, and carrying forward Mario's legacy and vision of constant evolution."

"We are thrilled to honor Mario Tricoci as our 2024 Legacy Honoree," said Lynelle Lynch, President of Beauty Changes Lives. "His remarkable journey, from sweeping hair in Italy to revolutionizing the salon experience in North America, is an inspiration to us all. His passion for elevating the beauty profession and empowering future talent exemplifies the spirit of our organization. We look forward to celebrating his remarkable achievements at this year's gala."

Mario joins an esteemed list of past recipients including Tippi Hedren, Leo Passage, Jane Wurwand, and Carolyn Aronson. Each of these honorees has left an indelible mark on the industry, shaping its future and inspiring generations to come.

The Beauty Changes Lives Gala is an evening to celebrate the transformative power of beauty and raise funds for scholarships, mentorships, and programs that empower individuals pursuing careers in the beauty industry. For more information about the Beauty Changes Lives Gala and to purchase tickets, please visit beautychangeslives.org/gala.

Beauty Changes Lives is a 501 (c) (3) non-profit organization dedicated to making careers in beauty and wellness a first choice. Through its scholarship, mentorship, awareness and education programs, Beauty Changes Lives is empowering the next generation of professionals and elevating the Industry. To make a donation, please visit <https://beautychangeslives.org/donate/>

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