

Beauty Changes Lives and Premiere Show Group Announce New Partnership

(June 2, 2024 - Orlando, FL) Beauty Changes Lives, the leading provider of Scholarships for beauty and wellness professionals, is thrilled to announce a new partnership with Premiere Show Group, naming Beauty Changes Lives as an official non-profit partner across their four annual shows. This exciting collaboration will enhance the mission of making careers in beauty and wellness a first-choice option to an even greater audience.

In a significant move, Beauty Changes Lives will be relocating its flagship fundraising event, The Beauty Changes Lives Gala, to Premiere Orlando in 2025. This celebrated event, known for honoring Industry Legacies and inspiring the next generation of beauty professionals, will take place on May 31, 2025, in Orlando, Florida. Attendees can look forward to an unforgettable evening dedicated to celebrating the achievements and potential of emerging talent in the beauty industry. In addition, Beauty Changes Lives will hold its 3rd annual Industry Leader Round Table at Premiere Orlando on the same date. This exclusive event focuses on addressing the Industry's most pressing challenges and is attended by top Industry leaders from the beauty, barbering, and wellness sectors.

"We are delighted to partner with Premiere Show Group," said Lynelle Lynch, President of Beauty Changes Lives. "This collaboration allows us to further our mission of making careers in beauty and wellness a first-choice option for individuals. By working together, we can provide even more resources and opportunities for aspiring beauty professionals to achieve their dreams."

Ed McNeill, Senior Vice President of Premiere Show Group, shared his enthusiasm for the partnership, stating, "We are excited to welcome Beauty Changes Lives to our shows and support their mission. This partnership reflects our shared commitment to uplifting and empowering beauty and wellness professionals. We look forward to working together to make a positive impact on the industry."

As part of this partnership, Beauty Changes Lives will have a presence at all four of Premiere Show Group's prestigious events, starting with Premiere Orlando, one of the largest beauty trade shows in the world. This collaboration will provide Beauty Changes Lives with a unique platform to connect with industry professionals, showcase their impactful programs, and raise awareness about their initiatives.

Save the Date: The Beauty Changes Lives Gala and Industry Leader Round Table are coming to Premiere Orlando on **Saturday, May 31, 2025**. Mark your calendars and join us for an inspiring conversation and evening that celebrates the future of beauty.

Beauty Changes Lives made the official announcement of the new partnership at a press conference held on Sunday, June 2nd live from Premiere Orlando. Co-founders Jan Arnold and Robert Passage were in attendance as well as key partners and supporters of the organization.

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. Beauty Changes Lives provides over \$500k annually in Scholarships and Grants to beauty professionals. Since inception, it has raised over \$8 Million, uplifting over 1500 individuals, their families, customers and communities. To get involved or make a donation, please visit <https://beautychangeslives.org>

The Premiere Shows' events are the nation's leading network of beauty industry events, matched with world-class education from top beauty brands and renowned educators. Premiere welcomes all representatives of the professional beauty industry to meet with top brands from around the globe, get hands-on education, shop, connect with their community, and stay up to date with the hottest trends in the business. Premiere exhibitors are guaranteed to meet decision-makers from every area of the beauty industry on an exhibit floor designed to bring the beauty community together to learn, buy, and connect. For more information on Premiere Shows and its events visit premiereshows.com.