

PRAVANA™

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memo NEWS

BCL Announces Scholarship Winners

The Beauty Changes Lives Foundation, through generous funding from **Message Every Spa**, has awarded six \$2,000 massage therapy scholarships to aspiring massage therapists. Each scholarship will help fund the recipient's education at a massage therapy school affiliated with the **American Association of Cosmetology Schools (AACCS)**.

"Often, the practicing massage therapist is the influencer in helping an individual make the decision to pursue a career as a massage therapist," says **Lynette Lynch**, president of the Beauty Changes Lives Foundation. "The professionals at Message Every Spa have been wonderful partners in helping share the word about scholarship opportunities."

Vice President of Industry Relations at Message Every Spa, **Chad Frank** says the scholarships relieve the financial concerns that keep people from pursuing their dream of a career in the massage industry. "By removing the financial barrier through the gift of education, we're able to help people pursue careers in massage therapy." Frank says, "Beauty and wellness really do change lives." As individuals' interest in total wellness and the integration of massage therapy into a wellness regimen grows, massage therapy remains among the 10 fastest growing careers in the U.S.



Lynette Lynch

CHAMPION FOR CHANGE

Nature beauty industry marketing and product development consultant **Reed van Henschen** is acting to bring change to the beauty industry by supporting pending federal legislation prohibiting animal testing for cosmetic manufacturers or sold in the U.S.—The Humane Cosmetics Act—and the efforts of the Humane Society of the United States, by urging other industry professionals to lend their name and support.

"It is such a signature," says van Henschen, who is contacting beauty company heads to gain support for the bill. A single-page Statement of Support is all that is required for a company to be included in the legislation. Signed statements are forwarded by van Henschen to the HHSIS Animal Research Issues department in Washington, D.C., and used to show industry support for the bill. Currently, there are approximately 150 signatures of support from beauty companies. Professional beauty companies already onboard include **Paul Mitchell, Moroccanoil, Olay, Malibu, Rock Your Hair, Mizobella Beauty and John 2 skin**.

"When I became aware of the campaign by HHSIS to pass the bill by encouraging industry support, I knew I wanted to be involved," says van Henschen. "This is a change I have wanted to see for a long time, and I am excited to be supporting HHSIS' efforts to make this law a reality." When I develop beauty products, I am always conscious to use ingredients not tested on animals. It is an unnecessary and outdated practice that has been abolished by many countries."

To support this legislation, contact van Henschen to receive a Statement of Support (reedvan@reedvan.com) or call 818-776-7800.

Pravana Celebrates

The Pravana haircolor and care brand founded by **Steve Goddard** celebrates 10 years in 2014. Goddard launched the line during an economic climate that was forcing other brands to go under or to scale back. His understanding of the industry meant he knew how to reach hairdressers without an academy or large education team and was one of the first to launch a web-based certification program.

"I remember distinctly when I got the idea," Goddard says. "I was flying and reading *American Way* magazine and saw an ad for online degrees. And I thought, if someone can get their doctorate online, they can definitely learn more about using a color line online too." Goddard, who will receive the **City of Hope's Spirit of Life Award in 2015**, recognizing his for his philanthropic leadership, said that his VIVID fashion colors are a big contributor to the company's growth. "Our Vivid sales are up 38 percent," he says.

In 2015, Pravana will be introducing new colors, line extensions and continuing to build on the success of their social media platforms and programs.



Steve Goddard

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