

PRAVANA™

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MODERN SALON



STEVE GODDARD

2015 SPIRIT OF LIFE AWARD

HONOREE WILL ROCK THE CURE

City of Hope's National Professional Salon Industry Group will honor Steve Goddard, president and founder of PRAVANA, with its 2015 Spirit of Life Award. The Spirit of Life Award is City of Hope's most prestigious philanthropic honor, presented annually to an industry leader who has demonstrated outstanding business and philanthropic achievement.

In 2004, 30-year beauty industry veteran Steve Goddard launched PRAVANA, a global salon professional hair care brand "created by stylists, for stylists." Goddard has always had a passion for making a difference through philanthropy. Throughout his career, Goddard has consistently contributed time, financial support and service back to the community and to salon professionals.

When founding PRAVANA, it was only natural that his altruistic commitments become a major initiative and core value for the brand. PRAVANA's ongoing efforts to support City of Hope include a 5% donation of all PRAVANA NEVO product sales to City of Hope, a world-renowned biomedical research and treatment center for cancer, diabetes and other life-threatening diseases. Since the NEVO line's inception in 2012, its sales have raised \$213,334 for City of Hope.

"I wanted to create a brand that goes beyond personal beauty and extends to the beautification of our planet and well-being of the people on it," says Goddard. "I'm proud to be involved with an organization as amazing and impactful as City of Hope, and I'm truly honored to be chosen to receive the Spirit of Life award."

Throughout his career, Goddard has worked for some of the largest companies in the beauty business. Shortly after leaving school, Goddard joined Redken as the manager of its product evaluation salon, and climbed the ranks as a platform artist and later in the marketing department, where he was promoted to Senior Vice President of Marketing & Advertising. Shortly thereafter, Goddard became senior vice president of Global New Product Development of professional products for Revlon, relocating to Barcelona, Spain. In quick succession, he then became the general manager of Rusk, a division of Conair, and in 1999, joined Wella Corporation as president and CEO. In 2001, Goddard became president and CEO of Sebastian International and president of Wella's worldwide Salon Connexion division.

"We couldn't be more excited to recognize Steve Goddard as the 2015 City of Hope's Spirit of Life honoree," said Kelley Morris, senior director of Corporate Philanthropy at City of Hope. "Through Steve's generosity and support, together we can increase the chances of finding a cure for cancer."

Goddard will receive The Spirit of Life Award on July 11, 2015, at Mandalay Bay Hotel & Casino, Las Vegas, Nevada.