



FOR IMMEDIATE RELEASE
June 9, 2008

Media Contacts:

European Contact:

Anja Koch, Ambassador

Anja@SalonBusinessAwards.com

North American Contact

Warren Cowan and Associates Public Relations

Kevin Sasaki / Jazmine Vincenty

Ksasaki@wcpr.net / jvincenty@wcpr.net

**MRS. TRUDE LARSSON OF TRUDES FRISORER
- SWEDEN -
WINS “CLIENT PHILOSOPHY/MARKETING & PROMOTION” AWARD
AT 2008 GLOBAL SALON BUSINESS AWARDS
HANDED OUT IN OSCAR-STYLE AWARDS GALA
AT RENAISSANCE HOLLYWOOD HOTEL**

**The 2008 Global Salon Business Awards Honors
Entrepreneurial Salon Owners from 23 Countries Worldwide
Legendary stylist JOSE EBER honored with
GSBA Lifetime Achievement Award**

HOLLYWOOD---June 9, 2008---In true “Hollywood” style, the 2008 Global Salon Business Awards hosted by Leeza Gibbons were handed out to star salon owners from around the world celebrating excellence in the salon industry, including Salon Entrepreneur of the Year Awards and Entrepreneurial Excellence Awards in the categories of Salon Leadership, Client Philosophy and Marketing & Promotion.

Mrs. Trude Larsson of Trudes Frisorer was awarded the “Client Philosophy/Marketing & Promotion” Award for excellence in their business, who rose above the average expectations, delivered exceptional service to their clientele and an impeccable product, while exhibiting integrity to both staff and clients, and sustained a loyal following and a prosperous business.

Mrs. Trude Larsson of Trudes Frisorer was judged on financial stability, leadership, client philosophy and marketing and community involvement

Also considered were leadership style, employee well-being and satisfaction, development, innovative compensation and benefit programs, reward and recognition. Overall, the judging evaluated the salon philosophy, mission and vision as it relates to the customer as well as brand and image management, marketing and promotional programs, customer service and community involvement.

-MORE-

(Continued)

According to Paula Kent Meehan, creator and founder of the Global Salon Business Awards, "This is like no other event. There is nothing more incredible than being with 500 of the world's leading salon entrepreneurs sharing best business practices while being recognized as an international leader in the industry! Each of the 2008 winners has worked so diligently to achieve their success and we are thrilled to honor them in this way!"

The judging process to select the final winners was administered by UCLA. The panel was comprised of an elite panel of industry experts, UCLA faculty, successful business entrepreneurs and members of the international trade press.

This year, there were an unprecedented 3,000 salon owners nominated and submitted for the 2008 GSBA Awards from 23 countries worldwide, including Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Luxembourg, Mexico, The Netherlands, New Zealand, Norway, South Africa, Spain, Sweden, Switzerland, the United Kingdom, and the United States (east of the Mississippi River, including Puerto Rico and West of the Mississippi).

This year's GSBA Chairman and CEO Circle Sponsors included Estetica International, Goldwell, Kerastase, L'Oreal Professionnel, Matrix, Paul Mitchell, PureOlogy, Redken, Aveda, and L'Anza-Healing Haircare, as well as several media sponsors, and Event Participants including Takara Belmont, Shortcuts Software, and SalonBiz.

A highlight of the evening's celebratory festivities included the presentation of the GSBA Lifetime Achievement Award to the legendary JOSÉ EBER, presented by actress Jaclyn Smith. José Eber and José Eber Atelier has become a nationally renowned brand delivering a trademark beauty recognized philosophy that has made it mark around the world. Eber's incredible career has been recognized by his cherished celebrity clientele, include Elizabeth Taylor, Farrah Fawcett, Jaclyn Smith, Ann-Margret and Cher.

The Global Salon Business Awards were produced by The B.E.S.T. Foundation (Business Education for Salons Today), a non-profit organization whose mission is to support the continued development of the global salon industry through advancement, global recognition and growth. The Foundation was formed by beauty icon and Redken Founder, Paula Kent Meehan.

For more information on the GSBA winners, including FTP clips, please visit <http://www.salonbusinessawards.com/winners/login.asp>. All materials will be available for download Thursday, June 12, 2008.
