

OCTOBER 2008

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# NAILS

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WHITES**  
[a new take on the  
classic French]

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How to Host a Successful  
**NETWORKING EVENT**

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Awareness Month

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Use Our Cheat Sheet



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No Lift Nails Cuticle Oil brings together three of nature's richest ingredients: Avocado, Oil, Almond Oil and Vitamin E. The result is a superb natural oil that conditions nails and softens skin with a single drop.

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## Beauty Industry "W.O.W.s" California Legislators

In attendance were (left to right) state and consumer services secretary Rosario Marin; assemblyman John Benoit, director of consumer affairs Carrie Lopez, and PBFC chair Ted D. Nelson.

California's Welcome To Our World (W.O.W.) lobbying event in Sacramento, held on April 21, is now a much anticipated annual tradition for California legislators and regulators. Hosted on the south steps of the State Capitol building, the W.O.W. volunteers and sponsors served up salon/spa services, canapés, and conversation for four hours to more than 250 legislators, staffers, administration VIPs, and cosmetology board members. VIP guests included secretary, state and consumer services agency Rosario Marin, director of consumer affairs Carrie Lopez, BBC president and VP Jerry Tyler and Richard Hedges, and more than a dozen Senators and Assembly members.

Receiving complimentary neck-and-shoulder massages, manicures, haircuts, and make-up consultations, the legislators and regulators who oversee California's \$6 billion beauty industry got to experience the skills, talents, and passion of California salon/spa pros as they helped California politicians de-stress at day's end.

Hosted by the Professional Beauty Federation of California (PBFC) and its industry sponsors — including OPI and Spilo Worldwide — the W.O.W. event has been an important awareness-building tool to help educate state policymakers and regulators. Says PBFC co-chair Bob Gross, "Events like W.O.W., along with the frequent presence of PBFC lobbyist Fred Jones in the halls of the Capitol building, have earned PBFC the respect of Sacramento's decision-makers. We are the trusted go-to organization for California's legislators and administration officials when they need current and accurate information on beauty industry matters."

The seventh-annual W.O.W. lobbying event took place on the steps of the State Capitol Building.



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