

Industry Philanthropy

More than two dozen celebrity golfers recently teed off at the Elizabeth Glaser Pediatric AIDS Foundation's ninth annual Celebrity Golf Classic at the Lakeside Golf Club in Burbank, CA. In addition to the satisfaction of helping others, celebrity co-hosts James Caan and Joe Pesci, and celebrity golfers Chris O'Donnell and Sharon Stone received luxury skincare products from **Pevonia Botanica**. As auctioneer, Stone presented a product gift box to the highest bidder at the live auction.

The event, which raised more than \$800,000 for lifesaving programs for children and their families, is one of more than 100 not-for-profits Pevonia supports with its philanthropic outreach program.

In Honor of Breast Cancer Awareness Month, Melanie Souza, executive vice president of **Hormeta Skin Care**, walked the walk at the American Cancer Society's Making Strides Against Breast Cancer Walk in Sarasota, FL. Along with 4,000 other participants, Souza completed the 5K walk to show support for family, friends and clients who've been touched by the disease.

Hormeta's Melanie Souza donned her walking shoes with thousands of others to support breast cancer research.



Sharon Stone and Chris O'Donnell worked alongside Pevonia Botanica at an AIDS fund-raiser in Los Angeles.



The Business of Beauty



Bryan Durocher

With a focus on entrepreneurship, Durocher Enterprises empowers spa professionals to maximize every aspect of their businesses to make them personally rewarding and financially profitable.

That's why **Dermalogica** has teamed up with Bryan Durocher, president, and his team of Success Coaches for its Guest Speaker Evenings offered year-round at the Dermalogica and International Dermal Institute training centers.

"Bryan's expertise in the business of marketing, retailing and public relations makes him an invaluable resource for professionals in any phase of our industry," says Annet King, director of training and development for the brand.

ISPA Recall

Those who purchased the International Spa Association (ISPA) 2007 Global Consumer Report are getting their money back—along with an apology. ISPA issued a recall of all information contained in the report due to a number of statistical and analytical errors found in the research. In addition, its 2007 Asia-Pacific Consumer Report and the Spa & Institut Beyond Beauty Paris European Consumer Report, done in partnership with ITEC France, are being recalled.

"We value our members and the relationships we've forged with them over the years," says Lynne Walker McNees, ISPA president. "Our members and the media trust ISPA and the quality research we deliver. This can't be compromised. That's why we've terminated our relationship with the research firm involved and are issuing this recall in conjunction with our sincere regret for the errors. We also want to offer our personal pledge to issue a refund to everyone who purchased this information."

McNees stresses that only the 2007 report is being recalled and not data collected in prior years or contained in its 2007 Spa Industry Study, which was released at the ISPA Conference & Expo in Kissimmee, FL, last November. "We have the utmost confidence in our previous research, which was conducted by different firms, and we stand by it," she says. ISPA is beginning work immediately on a new, more comprehensive report.

If you purchased the European report or pre-ordered the global one through ITEC, contact the company at infos@beyondbeautyparis.com for a refund. If you preordered through ISPA, your credit card will automatically be credited.