

## Beauty on the Beach

Held in sunny South Beach, and sponsored by Durocher Enterprises, The Business of Beauty on the Beach celebrated metamorphosis, growth, knowledge and creativity with a program designed to inspire and entertain. Featuring top stylists such as NAHA-winner Ruth Roche, feng shui expert and salon owner Melissa Yamaguchi and Dean Banowetz, head of hair styling for "American Idol," the educational event left a lasting impression on attendees.

"This was a unique opportunity for beauty professionals to network, share, recharge and re-energize in a beautiful and intimate setting," comments President Bryan Durocher. "And our goal was to create a program that provided each person with tools to be their best, professionally and personally." For details of the next event, to be held May 5-6, 2007, visit [www.durocherenterprises.com](http://www.durocherenterprises.com).



Ruth Roche, Bryan Durocher, Dean Banowetz and Melissa Yamaguchi at the inaugural Business of Beauty on the Beach event.

## OUTLOOK FOR OCTOBER

### WITH BREAST CANCER AWARENESS MONTH SOON APPROACHING,

you may want to start thinking about ways to get your salon involved—and get the word out. Prettycity.com throws two Pretty in Pink promotions every October, offering fixed-price services at the top spas and salons in 30 cities. A portion of the proceeds benefits the Y-ME Breast Cancer Organization. According to Carolyn

Brundage, founder of Prettycity.com, "The promotions drive enormous traffic to the participating salons and spas and garners unbelievable media coverage." For details, visit [www.prettycity.com/pink](http://www.prettycity.com/pink).



## [COUTURE FOR CANCER]

CAN YOUR SALON AFFORD TO GIVE free hair replacement services to cancer patients? Mario Mazza, owner of MazzaRock Salon, Spa & Hair Replacement in Jupiter, Florida, took on that challenge and provides custom-made, nonsurgical hair systems at no charge for anyone suffering hair loss due to cancer and chemotherapy. He has since gained non-profit status with the IRS for his business, and has also launched Atype Couture, a clothing company whose proceeds go to funding his cause, "Couture for Cancer."

To get involved, purchase a shirt or learn how to donate your time, visit [www.atypecouture.com](http://www.atypecouture.com).

MazzaRock Salon, Spa & Hair Replacement offers free hair services to those suffering hair loss due to cancer treatment.



BEFORE



AFTER