



RevitaLash Cosmetics, part of Athena Cosmetics, Inc., recently teamed up with City of Hope, a cancer research and treatment center, to launch the Gayle Brinkenhoff Symposium—a conference devoted to breast cancer research and care.

Hosted at the City of Hope campus in Duarte, California, the day-long event focused on genetic-related research in the breast cancer field—specifically regarding the BRCA1 and BRCA2 gene mutations—and was attended by doctors and scientists from across the country. BRCA genetic mutations are passed down through families, and significantly increase the risk of developing breast and ovarian cancers.

The symposium was designed as an opportunity for research scientists to share their latest findings, collaborate with other healthcare professionals and discuss concepts for future research possibilities. Speakers covered topics relating to new targets in gene damage and repair, advances in molecular oncology, personalized breast cancer therapy, risk assessment screening tools and the ethical and legal complexities of genetic testing.

The symposium's namesake Gayle Brinkenhoff, wife of RevitaLash developer and Athena Cosmetics founder and CEO Dr. Michael Brinkenhoff, was diagnosed with metastatic breast cancer at age 32 and died in 2013 at age 57.

"Our family's greatest hope is that this symposium will be a valuable tool to better understand and treat this disease, and will serve as a memorial to someone who exemplified courage, compassion and grace throughout her life," said Dr. Brinkenhoff.

Sales Star

The Pevonia International team welcomes a new member: Shawn Morgan, serving as the skincare company's vice president of U.S. sales. Morgan is now a part of the core management team and will be based at the company's headquarters in Daytona Beach, Florida.

Morgan started his career in the beauty industry as an account executive with Elizabeth Arden. He subsequently moved into skin care, and held a variety of sales management positions with Dermalogica and Murad. Most recently, Morgan worked as vice president of sales and marketing for StriVectin, NIA24's medical division.

"This is such an incredibly exciting time to join the Pevonia team. The foundation of the brand is product innovation, and the company has



tremendous opportunities for growth and expansion within the U.S.," he says.

Timeless By Pevonia has also added new awards to its walls—the skincare company won two 2014 *Beauty Launchpad* magazine Readers Choice Awards. For the second year in a row, the brand's Collagen Moisturizer was acknowledged as "Best Moisturizer" in the publication's skincare category. The entire Timeless By Pevonia retail collection was also recognized as the "Best Anti-Aging Line" in the skincare sector.

Expert Advisors

Online marketing platform LocBox has announced its new Spa Marketing Advisory Board. The experts were brought together with a mission to work closely with the company's management team to optimize the value and benefits spa owners gain from the company's marketing offerings.

The advisory board includes:

- **Peggy Wynne Borgman:** principal and executive consultant for Wynne Business, founder and past owner of Preston Wynne Spa in Saratoga, California
- **Paul Jones:** founder and managing partner of Elements Laser Spa in Austin, Texas, which has been deemed Citysearch's "Best of Austin" for laser hair removal over the last four years
- **Benjamin Nissanoff:** president and co-founder of ME! Bath, a bath and body care line available at spa and retail locations worldwide
- **Dori Soukup:** founder and CEO of InSPAration Management, SpaBizTV.com host and recipient of the *American Spa* Preferred Educator award
- **Stephen Dill:** owner of Elements Massage in Sunnyvale, California, and area director for Elements Massage in the Bay Area



PEGGY WYNNE BORGMAN



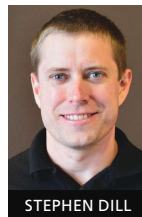
PAUL JONES



BENJAMIN NISSANOFF



DORI SOUKUP



STEPHEN DILL

The LocBox Spa Marketing Advisory Board will be holding its first think-tank gathering at the International Esthetics Cosmetics & Spa Conference (IECSC) Spa & Wellness Show at the Javits Convention Center in New York City in March. Rick Kawamura, LocBox vice president of marketing, will be presenting "The New ERA of Performance Marketing: Engagement, Reputation, and Attraction" as part of the Spa Business & Wellness track of the show.

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IN THE NEWS

Achieving the Summit

The first annual Professional Beauty Association (PBA) Executive Summit was held in Scottsdale, Arizona, in December 2014. Attended by 135 executives from a myriad of beauty companies, including Dermalogica, Ulta, Sally Beauty Supply and OPI, the sold-out summit provided numerous educational and networking opportunities.

The "Consumer IQ" theme of the day-long conference was reinforced by speakers Jane Buckingham, founder and president of consumer insights firm Trendera; Steven Berlin Johnson, author of *How We Got To Now: Six Innovations That Made The Modern World* (Penguin Group, 2014); and Carrie Mellage, vice president of consumer products at Kline Research Group. The three speakers explored the trends that younger generations are responding to and examined comprehensive industry data that may forecast upcoming trends applicable to business strategies.

The inaugural event also reinforced the theme that technology and social connections are shaping marketing and communication within the beauty industry. In addition, Mellage spoke about how flexible marketing, aimed toward all generations, can strengthen your brand.

Buckingham started off the summit with her session "What Gen Y & Millennials Want



Gene Randall moderated PBA's day-long conference.



from Your Brand", and Johnson's presentation "Where Good Ideas Come From" ended the day. Former CNN anchor and NBC correspondent Gene Randall moderated the summit, including a Q&A with the three keynote speakers.

"We're very pleased with the success of this event. To be able to bring together so many beauty professionals to network, socialize and grow with each other is an honor," says Steve Sleeper, PBA executive director. "This event was a testament to the fact that beauty professionals share a goal to grow and improve their industry."

For more information, visit probeauty.org/execs.

The Next Level

Dermalogica has launched a new Expert Plus platform, the fourth and highest tier in its Expert Program. This latest level was created to reward top-performing skin therapists for their expertise and dedication to the skincare brand.

As part of the company's multi-layered approach to professional education, the Expert Plus program offers greater knowledge, profits and recognition to accounts that carry Dermalogica's product line, as well as skincare therapists who use the products in treatments.

Skincare pros can become Dermalogica Certified (tier 1), Dermalogica Specialists (tier 2) and Dermalogica Experts (tier 3). To move from one tier to the next, they must complete a series of classes that prove proficiency with Dermalogica ingredients, treatments and products. Participants may complete modules with either in-person training or by utilizing online DermLive classes; as they attain each level they receive a lapel pin and certificate in recognition of their growing professional accomplishments.

Dermalogica team members will be individually inviting new Expert Plus members to the program. To qualify, skincare pros must have completed the prior three tiers, perform core concepts in their salon and attend the company's business and leadership classes. Expert Plus graduates will then serve as brand ambassadors by sharing their expertise through guest blogs and taking part in roundtables. Dermalogica will also be showcasing Expert Plus member stories in its calendar and *Living Skin* newsletter.



Brand New Board



MICHAEL
TOMPKINS

The International Spa Association (ISPA) has selected its 2015 executive committee, board of directors and officers. The new board will be led

by elected chair Michael Tompkins, CEO of Hilton Head Health in Hilton Head, South Carolina.

Among the new crop of board members are Kristine Huffman, president of Peak Performance Practice based in Lee, Massachusetts; Laura Parsons, complex director of ZaSpa at Hotel ZaZa with locations in Dallas and Houston; and Eric Stephenson, education director of Well World Group based in Delray Beach, Florida.

The 2015 executive committee includes vice chairman Ella Stimpson, director of spa at The Spa at Sea Island, Georgia; secretary/treasurer Todd Shaw, director of fitness, tennis and spa at The Club at Las Campanas, in Santa Fe, New Mexico; Todd Hewitt, senior spa director at Four Seasons Hotel Toronto in Canada; Frank Pitsikalis, founder and chief executive officer of ResortSuite, based in Toronto, Canada; and Todd Walter, chief executive officer of Red Door Spas, based in New York City.

Other members, such as Noel Asmar of Noel Asmar Uniforms, will continue to serve on the board.

"The members of the ISPA board of directors have tremendous experience in the spa industry and will serve the ISPA membership well," says Lynne McNeas, ISPA president. "Our new members strengthen the board's breadth of talent and background, and we're delighted to welcome them to the team."

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