

## FOR IMMEDIATE RELEASE

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## BEAUTYCOUNCIL CEO HERALDS NEW DIRECTION

Excitement was audible in the conference rooms of the Burnaby Hilton on Sunday, September 26th as the rebranded CIABC (Cosmetology Industry Association of BC) unveiled its new look and logo to a membership anxious for change. New CEO Tara Gilbert officially launched the brand to a packed house during the association's AGM, displaying the name 'BeautyCouncil' and garnering a healthy round of applause.

Along with the new look comes a renewed sense of purpose, both for the approximately 7000 members, and for a board of directors somewhat weary from captaining the ship on their own through recent legal challenges. Members in attendance spoke of "An unmistakable theme of openness and transparency" as key in their response to what some regard as a move long overdue. The rebranding comes after an extensive survey that brought to light the commonalities in membership needs and wants.

Both the Chair's Address and the CEO's Report emphasized the new direction as a path to strengthen association identity, raise its profile and increase membership. Towards the latter, members were proud to hear of an increase already. "In an unregulated environment, to see so many industry professionals return and support our association through voluntary membership is very heartwarming, and just one of the indicators I've seen that shows us we're on the right track." said current Chair Herman Schut. After 75 years of service to industry, the association suffered deregulation by current Provincial government in 2003, leaving tens of thousands of BC Cosmetologists the weighty decision of whether to remain as voluntary members.

Alongside a healthy roster of new member benefits, other highlights promised the annual return of SHOW OFF, a theatre-style celebration of industry and an excited return to the Gala award evenings enjoyed in years past. In the realm of education, updated reports on the official launch of BeautySafe were given. BeautySafe, an online educational tool to promoting infection control and safe sanitation and chemical practices, was designed in response to both public concern and the industry's awareness of the need for safety and sanitation protocols. Business minds in the audience were pleased to hear of the upcoming 'Beauty Biz Bootcamp', a 2-day retreat in Whistler, BC billed as an opportunity to connect with an army of experts in order to conquer your profit line.

In a highly anticipated board election, 3 seats were available for a precedent-setting 10 candidates. Voters spoke through the democratic process, and wholeheartedly welcomed back Herman Schut along with new directors John Carreiro of Victoria and Jim Dreichel of Vancouver.

Closing comments from the Chair included a call to action for Cosmetologists who are not current supporters of the association. *"I call on you to support us by extending our invitation to your associates, colleagues, friends and industry partners. We are only as strong as our membership, and moving forward our new direction promises to hold exciting opportunities for all of us. We are here together because of our common goal as members to be industry leaders. This goal remains, and we are even more equipped, prepared and focused to fulfill our purpose."* said Schut.