

**IMMEDIATE RELEASE**  
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## **SHOWING OFF B.C.'S LATEST TRENDS & TALENT IN HAIR FASHION**

**Vancouver – BeautyCouncil**, in association with title sponsor **L’Oreal Professionnel**, are pleased to present the 2nd Annual Show Off on Monday, March 21 from 8 p.m. - 11 p.m. at the Vogue Theatre, 918 Granville Street, Vancouver.

Show Off will feature fifteen of B.C.'s most notable salons set to take centre stage with their unique interpretations of hair fashion in this inspirational event. It’s an opportunity for salons to show off their talent, creativity and latest trends in a hair-inspired performance art to peers, family, friends and the general public.

The fifteen salons include:

- **Avant Garde Hair Studio**, Vancouver
- **AXIS Hair Salon**, Vancouver
- **Carriero the Studio**, Victoria
- **iDaburn Salons**, Vancouver
- **Eccotique Spa & Salon, Zennaki Salon & Megahair Salon**, Vancouver
- **The Lounge Hair Studio**, Vancouver
- **Loyal Hair Therapy**, Kelowna
- **Milica Salon Spa**, Langley
- **Mine:Stylesource**, Vancouver
- **Rapunzels Salon**, Vernon
- **Space Salon**, Vancouver
- **Stratosphere**, Vancouver
- **Suki’s**, Vancouver
- **Toni & Guy**, Vancouver
- **Zinc Academy**, Vancouver

Each salon will have up to five minutes to light up the stage with a maximum of five models or dancers. The models or dancers will embody the stylists’ artistic interpretations of this year’s Show Off theme, “magical mysteries”, in every detail including hair, makeup, costume, music and overall performance.

As the voice for cosmetology professionals, BeautyCouncil is dedicated to the personal, creative and financial success of B.C.’s many talented beauty professionals. “This is an inspirational evening about bringing the industry together to celebrate our shared passion and appreciate what’s happening in the B.C. hair world,” said Tara Gilbert, CEO of BeautyCouncil.

“Show Off is also a charitable event and we’re proud to be supporting the Children’s Wish Foundation once again. We’ll be donating the event’s net proceeds to help make a child’s wish come true,” continued Gilbert.

Show Off has been matched with a child, Dylan, who was diagnosed with Duchenne’s muscular dystrophy when he was just 7. Duchenne’s is characterized by a rapid progression of muscle degeneration, which has now forced Dylan to get around by using his power wheelchair. For his wish Dylan has asked to send him and his family on the biggest cruise ship in the world-The

Oasis of the Seas. People can donate directly to help make Dylan's wish come true at [www.beautycouncil.ca](http://www.beautycouncil.ca).

Tickets are \$20 for BeautyCouncil members and \$40 for non-members and are now on sale through the Vogue Theatre at [tickets.voguetheatre.com](http://tickets.voguetheatre.com) or 604-569-1144. There will be a pre-show for the L'Oreal Professionnel Colour Trophy Semi-Finals presentation starting at 7pm.

"BeautyCouncil would like to thank our title sponsor, L'Oreal, and the participating salons for their continued passion, dedication and commitment to make this year's Show Off another resounding success," concluded Gilbert.

For more information about Show Off and the participating salons go to, [www.beautycouncil.ca](http://www.beautycouncil.ca).

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**About BeautyCouncil:** BeautyCouncil is Canada's largest voluntary beauty association, representing and advocating for B.C.'s many talented beauty professionals and dedicated to their personal, creative and financial success. Visit us at, [www.beautycouncil.ca](http://www.beautycouncil.ca).