



BRONNER BROS. INTERNATIONAL BEAUTY SHOW PREPARES FOR THE ULTIMATE 70TH ANNIVERSARY EXPERIENCE IN ATLANTA

Nation's largest multicultural beauty show returns to Georgia World Congress Center, August 19th-21st

Show empowers and inspires salon and barber pros to "Make the world a more beautiful place"

ATLANTA – Celebrating 70 years of excellence in beauty, the Bronner Bros. International Beauty Show™ (BB) returns to Atlanta with an unprecedented lineup of education, competitions, entertainment and networking opportunities. From Saturday, August 19th through Monday, August 21st, BB will welcome more than 35,000 hairstylists, makeup artists, entrepreneurs, manufacturers, distributors, retailers, and aspiring students to the Georgia World Congress Center. The three-day event will also feature more than 300 exhibitors ranging from fresh, innovative start-ups to marquee brands all under one roof. Since its inception in 1947, the BB show has been a mainstay for multicultural salon and barber professionals and is recognized as the world's largest beauty show of its kind.

"Because it's our 70th Anniversary, we wanted to present the most exciting show ever," said James Bronner, BB show director. "The Bronner Bros legacy is not simply about hair – it is grounded in faith, family, and business. Given all that's going on in our communities today, my father, Nathaniel Bronner, Sr., would be proud to know we're encouraging stylists and barbers to help make the world a more beautiful place."

The show's diverse agenda offers knowledge, information, and inspiration to help licensed cosmetologists succeed. Summer show highlights include:

- **Education** – An expanded schedule of more than 100 hands-on workshops and master classes, curated to meet the needs of multicultural professionals at all levels. Educational tracks include barbering, business, color, cutting, extension & weaves, make-up, natural hair, and braiding. Classes showcasing the industry's up-and-coming beauty trends, skincare and makeup techniques will also take place.
- **Exhibitors** – For manufacturers, distributors and retailers, the show offers the perfect platform to generate leads, develop relationships, and sell to qualified buyers on the spot. More than 90% of stylists come with the intention to buy or influence larger purchasing decisions.
- **Competitions** – The nation's most talented professionals and students will compete for cash and prizes in "friendly" competitions. The summer show also marks the return of the legendary "Hair Battle," which will be recorded for a special presentation on BET's CentricTV (date TBD).
- **Networking and Entertainment** – In addition to the show's daytime schedule, attendees gain access to specially curated evening events such as a combined comedy & music show and after

parties. During the day, attendees can sharpen their business acumen in workshops about finance, marketing and operations. Sunday's agenda includes a dynamic church service with Bishop Dale C. Bronner that is open and welcome to all.

70 Years of Excellence in Beauty

Unlike any other beauty show in the US, BB boasts an attendee profile that includes multicultural cosmetology professionals who invest in the latest tools, products and services. Many show attendees are salon and barber owners/operators and nearly all show-goers come to learn the latest techniques and trends. For information about registration, accommodations and the latest news about the Bronner Bros. International Beauty Show, visit www.bronnerbros.com. To maintain its integrity, the show is open to licensed beauty industry professionals and cosmetology students *only*. Early bird registrants can save before July 15, 2017.

Note to media: Members of the media that are interested in covering the summer show can apply for credentials at bronnerbros.com/press/.

About Bronner Bros., Inc.

Headquartered in Atlanta, Bronner Bros., Inc. (BB) is a privately held, family-owned company founded in 1947 by Dr. Nathaniel H. Bronner, Sr. and his brother Arthur E. Bronner, Sr. Today, the BB Enterprise consists of multicultural beauty products, UPSCALE Magazine and professional trade shows, which attract more than 60,000 salon and barber professionals annually. BB employs more than 100 people in its manufacturing plant, shipping operations and corporate offices. For more information about the company, visit <http://bronnerbros.com/our-history/>. Join the show community on Facebook, Instagram, Twitter and Snapchat @bronnerbros, #BBSHOW2017.

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