

**Bronner Bros. International Beauty Show** wrapped its 70<sup>th</sup> Anniversary celebration with excitement, competitions and education!

As the nation's largest multicultural beauty show, Bronner Bros. (BB) welcomed over 35,000 salon and barber professionals to Atlanta. The event generates an amazing \$60M in revenue for the city of Atlanta and takes place twice per year.

Even with a historic solar eclipse gazing above cities across the U.S., attendees were still buzzing about as attendees participated in a variety of workshops and seminars covering the how-to's of styling techniques, brand building, business development and more! The day's excitement culminated with the world-famous hair battle and an unforgettable show by winner **Kevin Kirk!**

Check out our daily recaps below, including photo highlights from the show's most memorable moments:

**Overall Show Experience (Photo Credit: KB Media**

**Group):** <https://www.dropbox.com/sh/1y6zc3u1i0reqa0/AAAz8HDvh78FpW9yc8KV6QqFa?dl=0>

**BB Kick-Off Press Conference – “A BAD HAIR Day is Better Than a NO HAIR Day” Partnership** – In partnership with Lyrical Hair's *Ella Gant* brand, and JCPenney Cares, the Bronner Bros. made a donation to the **American Cancer Society** benefiting cancer survivors who are battling hair loss due to the negative side effects of chemotherapy. The contribution included 500 new wigs and 500 gift cards with a total retail value of \$30,000!

**(Photo Credit: Ray**

**Cornelius):** <https://www.dropbox.com/sh/w45zmrkgkcujzqw/AAC2bx4ALoRrJXVRpTA3Fq44a?dl=0>

**Cancer Survivor Celebrity Makeover** – It was announced that **Neal Farinah**, celebrity hair stylist to **Beyonce, Nikki Minaj** and a host of other superstar talent, will give a surprise celebrity makeover to deserving cancer survivor, **Beth “Sprinkles” Goodman**. The makeover took place LIVE today in the Bronner Bros. booth (#209). **View**

**photos of the makeover here (Photo Credit: Ray**

**Cornelius):** [https://www.dropbox.com/sh/rsgh9t8v4aypx02/AADhr4U4CxyKJ8TFCU\\_DAbsca?dl=0](https://www.dropbox.com/sh/rsgh9t8v4aypx02/AADhr4U4CxyKJ8TFCU_DAbsca?dl=0).

**Car Giveaway - Ford**, an American multinational automaker, will be giving away \$30,000 to a lucky winner toward the purchase of a new 2018 vehicle! **Ford... Go Further!**

**Bronner Bros. Job Fair** – It was announced that an exclusive job fair will be held during the weekend for licensed beauty and barber professionals.

Another great highlight was a special presentation from Atlanta City Council President, **Cesar Mitchell**, who presented the Bronner Bros. family with a proclamation **declaring August 19-21 as the official Bronner Bros. weekend in Atlanta!** Show director, **James Bronner**, and brother, **Nathaniel Bronner, Jr.**, who serves as the manufacturing director for the family brand, were on hand to accept the award during last evening's comedy show featuring comedians **Steve Brown, Cocoa Brown Double D and Jeremiah “JJ” Williamson**.

**View photos of the proclamation presentation here (Photo Credit: Ray**

**Cornelius):** [https://www.dropbox.com/sh/mp13ax9lkkublvx/AACslh1VZIf0AczVrDhFe7D\\_a?dl=0](https://www.dropbox.com/sh/mp13ax9lkkublvx/AACslh1VZIf0AczVrDhFe7D_a?dl=0).

The Bronner family and the International Beauty Show community sent their deepest, condolences to the family and friends of comedy legend, social critic and civil rights activist, **Dick Gregory**. A longtime friend and supporter of the Bronner Bros show, Gregory was scheduled to appear at the beauty show as a presenter of a workshop

entitled “**Health Issues Facing African Americans in the 21<sup>st</sup> Century.**” James Bronner offered public condolences during an interview with [V-103](#), who is broadcasting LIVE from the showroom floor.

Special guests and celebrities who stopped by include: **112** (R&B super group), **Vivan Green** (R&B/soul singer), **Kwame** (Rapper/Producer), **Deborah Joy Winans** (OWN’s *Greenleaf*), **Dr. Heavenly Kimes** (Bravo’s *Married to Medicine*), **Neal Farinah** (Beyonce’s Hair Stylist), **Raquel Smith** (Beyonce’s Fashion Stylist) and many more! **View select pictures here:** <https://www.dropbox.com/sh/6gftinf89kq65c1/AABjmuHns-aQrMFsGAwkhZi3a?dl=0>.

The next Bronner Bros. International Beauty Show experience will be held **February 10 – 12, 2018 in Atlanta**. Three big days, over 300 companies and over 100 classes! More details to be announced in the coming months, but in the meantime, stay tuned to [www.BronnerBros.com](http://www.BronnerBros.com) for breaking news and updates! For press inquiries and interviews, please contact the BB press team at [bronner@persemediagroup.com](mailto:bronner@persemediagroup.com).

### **70 Years of Excellence in Beauty**

Unlike any other beauty show in the US, Bronner Bros., Inc. 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](http://www.bronnerbros.com). To maintain its integrity, the show is open to licensed beauty industry professionals and cosmetology students only.

### **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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Sincere regards,  
BB PR Team