



## FOR IMMEDIATE RELEASE

### **71<sup>st</sup> Annual Bronner Bros. International Beauty Show Introduces First Barber Competition Featuring All Women**

*More than 35,000 attendees expected in Atlanta, August 4-6<sup>th</sup>  
Professionals and students bring their A-game for a chance to win cash and awards*

**ATLANTA (May 23, 2018)** – Continuing its longstanding commitment to supporting and enhancing the multicultural beauty industry, today Bronner Bros. (BB) announced the return of its annual mid-summer international beauty show on Saturday, August 4th through Monday, August 6th, 2018. More than 35,000 attendees will gather for three days of education, exhibits, competitions, and entertainment at the Georgia World Congress Center in Atlanta. For the first time ever, the show will feature an all women barbering competition – called BOSS – which offers a fresh perspective on the historically male-dominated barbering category. Sponsored by ANDIS<sup>®</sup>, a leading grooming tool manufacturer, the competition will provide a global platform for female barbers who represent some of the industry’s top talent.

“Since the legendary Bronner Bros. Hair Battle’s started in the ‘80’s, ‘friendly’ competitions have been our hallmark,” said James Bronner, VP of Trade Show Operations. “BOSS promises to be the ultimate display of creativity and unlike anything our attendees have ever seen. We can’t wait to see this group of talented female barbers as they ‘raise the bar’ in creativity and technique in their head-to-toe looks.”

In addition to the BOSS competition, this year’s show will also include the inaugural “**Hair Battle... A Battle of the Styling Teams.**” Unlike the traditional competition format featuring individual stylists, all-star style teams representing **Kiss**, **Ashtae**, **Andis**, and **Babyliss** will work collectively to take home the grand prize of \$10,000 and the title of Bronner Bros. Company Hair Battle Champion. Other main stage competitions include the **Premiere Student Barbering**, the **Rising Star**, the **ANDIS Total Look Barbering**, the **Champion of Weave**, and the “**Dare to Inspire**” **Fantasy Hair**. Each event gives students and professionals an opportunity to showcase their skills and win cash prizes and awards totaling more than \$25,000.

#### **THE BEST IN MULTI-CULTURAL BEAUTY**

Billed as the world’s largest tradeshow of its kind, Bronner Bros. includes a curated agenda featuring the best in all facets of multicultural cosmetology. More than 300 popular hair, nail, men’s grooming, and beauty brands will offer exclusive show specials on cutting-edge products and services. Renowned industry leaders will headline panels and workshops ranging from innovative hair and makeup trends to salon operations and financial planning.

Attendees can also choose from more than 100 classes taught by some of the industry’s most knowledgeable and passionate educators. A few highlights include:

- **The Eyes Have It** – Learn eyebrow shaping and makeup artistry from La'Rhea “L.A.” Burns. Keep clients happy with no threading, wax, or pain.

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- **Beauty & The Brush** – Bovanti’s Marquel Javonte will teach licensed stylists of all levels the latest makeup application techniques. Participants will earn a makeup certification in this 2-hour intensive.
- **Salon Secrets** – Businesswoman, master cosmetologist, and instructor Nacolia Gipp will explore what it takes to make the leap into salon ownership. From concept and structure to funding sources and hiring the right team, learn how to become a successful beauty entrepreneur.

### **ENTERTAINMENT & MORE**

The BB show also offers attendees access to exciting night events and opportunities to enjoy Atlanta’s thriving entertainment options. This year’s line-up includes:

- **Comedy Show & Musical Performances** – On Saturday, August 4<sup>th</sup> at 8:00 p.m., funnyman JJ Williamson will host a comedy show with Jess Hilarious from MTV's Wild N Out and VH1. The evening will wrap with a surprise performance by a Billboard top 25 artist (to be announced at a later date).
- **Sunday Inspiration** – C. Elijah Bronner will deliver an inspirational message at 8:00 a.m. on Sunday, August 5<sup>th</sup>. The service is open to all and includes ministry in song by Grammy and Dove Award winning producer, singer-songwriter, Rudy Currence.
- **Networking Opportunities** – Attendees can network with industry peers and connect with beauty brands from all over the world, including Africa, Europe, and Asia.

“The Bronner Bros. International Beauty Show has always been laser-focused on tapping into the unmet needs of the multicultural beauty professional,” Bronner added. “We seek to give our attendees long-term value by equipping them with tools, techniques and creative inspiration that will take our industry to new heights!”

For information about registration, accommodations, and the latest news about the Bronner Bros. International Beauty Show, visit [www.bronnerbros.com](http://www.bronnerbros.com).

**Note to Media:** Members of the media who are interested in covering the summer show can apply for credentials at [bronnerbros.com/press/](http://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 Instagram, Facebook, Twitter and Snapchat @bronnerbros, #BBSHOW2018.

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