

The Professional Beauty Association Announces Karie Bennett of Atelier Salonspa Finalist for the North American Hairstyling Awards

The Professional Beauty Association's North American Hairstyling Awards (NAHA) is pleased to announce Karie Bennett of Atelier Aveda Salonspa, has been named a NAHA finalist in the newly created Salon Master of Business category. Announcing a total of 65 finalists in 13 categories, NAHA is known as the pinnacle of beauty competitions in North America, where only the top stylists and leaders in the beauty industry are recognized for their talent and skill. NAHA 2010 winners will be announced during PBA Beauty Week: Las Vegas at a star-studded Awards Ceremony on July 18, 2010 at 8:00pm at the Mandalay Bay Resort.

San Jose, CA, May 27, 2010 /[India PRwire](#)/ -- The Professional Beauty Association's **North American Hairstyling Awards (NAHA)** is pleased to announce Karie Bennett of Atelier Aveda Salonspa, has been named a NAHA finalist in the newly created Salon Master of Business category. Announcing a total of 65 finalists in 13 categories, **NAHA** is known as the pinnacle of beauty competitions in North America, where only the top stylists and leaders in the beauty industry are recognized for their talent and skill. **NAHA 2010** winners will be announced during *PBA Beauty Week: Las Vegas* at a star-studded Awards Ceremony on July 18, 2010 at 8:00pm at the Mandalay Bay Resort.

"The NAHA Salon MBA application was a wonderful education in itself. During the entry process, I put a microscope on every aspect of my business, and was already brainstorming improvements," says Karie Bennett, Atelier Salonspa Founder and CEO. "What a wonderful gift to be nominated in this new category, among such amazing colleagues."

NAHAs are given in several distinct categories including: Master Stylist, Hairstylist of the Year, Editorial Stylist, Avant-Garde, Contemporary Classic, Fashion Forward, Haircolor, Salon Team, Salon Design, Texture, and Makeup Artist of the Year. 2010 marks the inaugural year for the *Salon MBA* award. NAHA's newest category lets business-savvy salon owners show off their labors of love, and recognizes sustainable salon businesses who excel in the areas of Retail, Marketing, Business Strategies, and Community Service.

Enjoying another year of growth, the **NAHA** competition has received over 700 entries by beauty professionals from across North America truly demonstrating the magnitude of the event. Via a blind entry process and judged by a diverse group of leading international hairstylists and makeup artists from across the United States, Canada, Great Britain, Australia, and Switzerland, entries were narrowed down to five finalists per category, and one winner in each category will be chosen. Judges included distinguished beauty professionals such as *Vivienne Mackinder, Tabatha Coffey, Ruth Roche, Sally Hershberger, Mary Brunetti, Darren Bain, Robert Lobetta, Nick Arrojo, Karg, Antoinette Beenders, Dean Banowitz, Nicholas French, Sam Brocato, Anthony Morrison, Mark Hayes, Sharon Blaine, Jane Wild, Petra Strand*, and several others.

Karie has a career that is close to the thirty-year mark and shows no signs of slowing. Blending her Sassoon training with private education from industry icons as Horst, Yosh, Trevor Sorbie, and Louis Licari, as well as leadership and business mentorship, Bennett is recognized as a leader in the salon industry. Atelier Salonspa, the Bay Area's flagship Aveda lifestyle Salonspa, is frequently awarded top honors from the Aveda Corporation, and has been the recipient of numerous awards from industry organizations, such as the 2008 Global Salon Business Award, the Aveda Color Harmony award, and the Salon Today Top 200.

Since the successful opening of Atelier SalonSpa in 2002 at Santana Row, Bennett has found that the team atmosphere at Atelier inspires creativity, generates positive energy and brings the Aveda experience to a more authentic level for the client. These experiences have helped her develop a comprehensive advanced Protégé program to hone the skills of up-and-coming new stylists, as well as train her top artists to be outstanding industry mentors.

NAHA 2010 tickets are available online at probeauty.org/naha or by calling 800.263.0516. **NAHA** is part of *PBA Beauty Week: Las Vegas*, North America's largest, most inclusive beauty event, offering unlimited networking, education, and professional growth opportunities to all sectors of the beauty industry. *PBA Beauty Week: Las Vegas* is produced by the Professional Beauty Association and is held in cooperation with Cosmoprof North

America. probeauty.org/beautyweek

For more information on Karie Bennett of Atelier Salonspa, or high resolution images of Atelier Salonspa, please contact Aaron Jura, General Manager at 408-244-4222 x 302 or email aj@atelieraveda.com. For information on NAHA, *PBA Beauty Week: Las Vegas*, or for high resolution images of **NAHA 2010** submissions, please contact Brad Masterson, 702.567.8049 or bradmasterson@ypublicrelations.com.

Notes to Editor

About Karie Bennett

Karie Bennett: Atelier's Founder, Master Artist, CEO and Education Director

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