



**Eufora Intl. Honors Independent Distributors
Making a Difference in the Salon Professional Industry**

Eufora International, an independent manufacturer of salon professional products, is pleased to announce the recipients of the 2011 Eufora Distributor Awards. The awards were presented during Eufora's annual Distributor Conference to recognize those distributors having a positive impact on the success of the salon professional community.

"We are blessed to be able to work with some of the most inspiring devoted distributors in our industry," said Eufora President, Jim DeBerry. "The winners of these awards are leaders who reflect the culture and spirit of Eufora. They uphold an elevated level of customer service and help the hairdresser to succeed by elevating, educating and exciting salon owners and their staff."

This year's Founders Award was bestowed on Bassett Salon Solutions which services California. The Founders Award is Eufora's most prestigious award, given annually to the distributor who most exemplifies the vision of the founders Don and Beth Bewley. These values include a passionate commitment to deliver high quality products and education to support a salon's success. It also recognizes the distributor's value of integrity, outstanding customer service and a passionate commitment to provide the independent salon industry with the leadership and resources to grow.

The following Distributor Awards were also bestowed:

- **Presidents Award:** Metro Beauty Supply, Toronto, Ontario Canada
- **Leadership Award:** Angelo's Salon Development Group, Pennsylvania, and Ohio. This is the second year in a row Angelo's Salon Development Group has won the Leadership Award. They also won the Founders Award in 2007 and 2008.
- **Progressive Achievement Awards:** MAKA Beauty Systems, Arizona, Nevada and Utah
- **Progressive Achievement Awards:** ESP Salon Sales, Western Canada
- **Progressive Achievement Awards:** Modern Salon Services, Kansas, Oklahoma, Missouri, Tennessee and Kentucky

About Eufora International

Since launching over a decade ago, Eufora has built a reputation for providing unique, top performance "People and Planet Friendly" products and is now one of North America's fastest growing salon professional brands. Eufora utilizes the most advanced botanical, vitamin and non-carcinogenic ingredients available with scientifically proven benefits to the hair, scalp and skin, as well as pure essential oils for a true aromatherapy experience. Cofounders, Don and Beth Bewley are proud to have created a company that provides products with unparalleled performance that respect the environment and your health.

Eufora provides comprehensive advanced artistic and business education, motivation and inspiration for salon professionals year-round through their YOU School Advanced Academies, annual Global Connection educational symposium, and in-salon and distributor classes. The curriculum addresses substantial topics in cutting edge techniques, client service, team management, goal achievement product orientation, and more. As Eufora continues on its journey, their vision to give back to the salon professional industry and fellow stylists remains fundamental. New products will be held to the highest standard and their commitment to always promoting and upholding the integrity of the professional salon industry is unwavering. For more information contact 1-800-638-3672 or visit www.eufora.net.