

## **IMPORTANT ANNOUNCEMENT FOR THE SOUTH & LATIN AMERICAN SPA MARKET**

The Day Spa Association and the International Medical Spa Association are proud to announce the appointment of **BSG-WORLD** as their newly appointed representative to lead their South American Chapters.

*“BSG-World is the perfect partner for moving the DSA-IMSA South America forward to become the organizations known for its innovation and education,”* remarks Hannelore Leavy, Executive Director of both organizations worldwide. *“Their infrastructure related to “everything beauty” as well as their commitment to education and high quality standards combined with the desire to deliver the best news, education and services to the spa and medical spa industry to all countries in South and Central America will assist the industry in those regions to prosper. We already see interest from quite a number of US as well as European and Asian companies through our chapters in those regions to work with DSA-IMSA South America”.*

### Introducing:

**The BSG Company** - the Beauty Solutions Group – is working to develop the Brazilian beauty market, providing unique products and services to upgrade beauty professionals who are looking for news related to the market and want to improve their skills. **BSG** reaches its professional audience through four mediums: the magazines Cabelereiros.com and BSG Magazine, the Creative Color International event and the website [www.bsg-cabeleireiros.com](http://www.bsg-cabeleireiros.com).

### **Cabeleleiros.com**

*Launched in early 2002, Cabelereiros.com is a magazine teeming with technical expertise in all aspects of the beauty business, focusing intensively on the needs in that area. Its content is exclusively technical, presenting in-depth reports on glamour, color, exciting hairstyles, reporting on national and international trends, and presenting step-by-step tips on styling and nails, along with complete coverage of major beauty events, and lots more. With bi-monthly distribution throughout Brazil, Cabelereiros.com can be found in over thirty thousand salons. The high quality of the articles with their unique and exclusive content makes Cabelereiros.com a targeting magazine and a highly prized publication, and one that collectors love to consult for advice and fresh ideas.*

### **BSG-Cabeleireiros.com**

*The website [www.bsg-cabeleireiros.com](http://www.bsg-cabeleireiros.com) went live at the beginning of 2007. Its purpose is to meet the needs of the beauty market and it's professional. BSG-Cabeleireiros.com offers professional beauty news, full commentary on national and international hair trends, developments in colorimetry, the latest in imaginative hairstyles and cuts, details on a wide offer of courses, product reviews and step-by-step guidance on hair techniques. Today, the BSG-Cabeleireiros.com website receives 1.6 million banner clicks per month. Our newsletter is responsible for 22% of the visits. On average 80,000 individuals access our website each month, with an average monthly increase of 27%, and today the site has 19 thousand registered members. Updated on a daily basis, our website is to be found on the first page of the major search engines, such as Google, MSN, Live Search, Yahoo, Alta Vista and Terra. All these reasons make BSG-Cabeleireiros.com a highly valued reference in the beauty market, especially for professionals who need to keep abreast of all the latest developments and news in the industry.*

### **BSG Magazine**

*Fashion and beauty are the focus of BSG Magazine, the BSG Group's latest publication. Written in a clear and engaging style, BSG Magazine has quickly become **the** source of information and consultation for all those who need quick access to every aspect of fashion, hairstyles, trends, accessories, business management, product launches and much more. All the articles are based on exclusive interviews, tracking events, product launches and national and international contacts with producers, manufacturers and leading personalities from the fashion and beauty world. BSG Magazine circulates throughout Brazil, with special distribution in the principal cities of the south and southeast such as São Paulo, Campinas, Curitiba and Porto Alegre, in response to their strong presence on the Brazilian market.*

## **Creative Color International**

*Creative Color International is the South American continent's biggest technical and creative event specifically tailored to the needs and interests of those professionals working in beauty and hair salons. Its purpose is to stimulate growth in the Brazilian beauty market. To achieve this goal, Creative Color International offers a selection of shows and workshops presented by the very best national and international hairstylists. Within this exclusive setting, world-class professionals are invited to share the very latest trends and techniques from their countries. Over the nine years of Creative Color International, around 100 hairstylists from all over the world have performed for more than seven thousand attendees. Today, Brazil is the third largest cosmetics market in the world with an estimated 500 thousand hair and beauty salons. For these reasons, Creative Color International is an opportunity for companies to show their products, for professionals show their work and to build their networks in the Brazilian's cosmetics market. Visit the site [www.bsg-creativecolor.com](http://www.bsg-creativecolor.com) and enjoy our community.*

## **BSG.U Academy & BSG.U College**

*The goal of the BSG.U project is to improve the Brazilian beauty market through the provision of educational opportunities in technical and qualification courses in all areas of beauty, fashion and design. The BSG.U Academy - is the new concept in beauty academies for professionals. Created with the aim of promoting up-to-date courses, we offer a highly innovative curriculum and classes given by recognized national and international hairstylists.*

*With a strong focus on quality of services and innovative spirit, the BSG.U Academy's next step is to expand throughout every state in Brazil.*

*BSG.U College - the goal is to create a higher level of education in a unique project focused on beauty, fashion and design. Our schedule includes courses on hair design, fashion design, events, photography and cinema, in other words, everything that is required to offer students greater interaction between theory and hands-on practice. Next step – to keep up with the times, technical education for spa therapy training will be added in the near future possibly in conjunction with an international institution. The BSG.U College will commence its activities at the start of 2010 with full recognition from the Brazilian Government.*

DSA-IMSA South America (use both SA logos) will be responsible for all South American countries, as well as Central America and Mexico.

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