



Bronner Bros. 60th Anniversary Mid-Summer International Hair Show



Model from Bronner Bros. Nu Expressions.

This year, Bronner Bros. is celebrating 60 years of successful Atlanta hair shows, having become one of the largest shows of its kind. Marketed as an “educational homecoming” for over 60,000 hairstylists and barbers, the four-day convention—held August 18-21 at the Georgia World Congress Convention Center in downtown Atlanta—of hair battles, educational classes and an extensive exhibition floor brought in a variety of personalities and unique, groundbreaking styles. But all of the credit shouldn’t be handed just to the individual attending stylists; exhibitors were on the top of their game with demonstrations around every corner and in-your-face, can’t-say-no-to deals.

As stated by Atlanta Mayor Shirley Franklin in a congratulatory letter to Bronner Bros., Atlanta is a city rich in diversity. She said, “We take pride in the people and organizations that help to make us an international city.” This momentous anniversary was recognized by several other notable figures, including Lisa M. Borders, president of the Atlanta City Council, who said in a letter, “Since its founding in 1947, Bronner Brothers Company has supplied beauty and vision to African Americans and people of color around the world. [Their] commitment and devotion are truly a credit to our community.” As a personal friend of the Bronner family, “Able” Marble Thomas, State Representative of District 55 said, “Bronner Bros. has become one of the largest African American, Christian companies in the world. As established leaders in the business community, [their] contributions have uplifted the quality of life for those in our city, state, nation and throughout the world.” And as simply put by an attendee as he worked his way through the crowd at the event on Sunday, “I love this! I could do this every weekend!”



“Mother Nature” Betty Smith Mark demonstrates Organic Root Stimulator’s new Weave RX line.



Wahl clippers work great on all ages and hairstyles.



Hairstylist and owner of Dr. Boogie’s Hollywood Secrets “Mr. Boogie” and Donn Monroe, owner of Simply Stylin’ shared a booth.



It was all gold on the stage at the Clairol Professional booth.



KISS Express Color models displaying the company's latest product innovations.



Luster's You Pro demonstration stage.



Andis' new Elevate line kept the booth busy throughout the show.



Tony Brady representing Elasta QP.



Eccentric hairstyle on a model from Veronica's Beautyrama.



Attendees could pick up free tickets to the screening of new movie releases by Fox entitled "The Salon," courtesy of CodeBlack.



Carlin McGregor, CEO of Keep It Tight, a company with a head wrap geared toward men and women with long braids or dreadlocks.

Although the Bronner Bros. shows are recognized for their extensive support from hairstylists, barbers and hair care manufacturers, it is also a show well-attended by other beauty professionals and exhibiting companies dedicated to serving the needs of the African American community. Such companies include Ford Motor Company, featuring their new Ford Edge, labeled as the new Ford crossover; CodeBlack Entertainment, who promoted the release of the new DVD from Fox: "The Salon" and many companies representing fashion jewelry and African American-themed artwork.

Companies new to the market or those branching out were also large attractions at the show. Not usually associated within the multicultural market, Goldwell had a large booth across from Wahl Clipper. Goldwell's People of Colour line representative Phillip Goff said that Goldwell had tried exhibiting at Bronner Bros. a few years ago, but had returned because of their new line of products that they know will be a huge success in the industry.

Rsession Tools also made their debut at the show. Stylists Kevin Ryan and Frank Rizzieri started the company with two tools that they felt were missing from a stylist's current repertoire. They introduced the Nalu Waver, an iron designed to enable a stylist to create hair that looks naturally curly by weaving the hair through its barrels; and the Root Control, a tool designed to allow quick, safe and effective

straightening and styling of all types of hair.

Additionally, good health is an important topic touched upon at the Bronner Bros. shows. Exhibiting companies such as Nubian Health Products educated visitors on the importance of looking good on the inside, not just on the outside. John Tobin, CEO of Nubian Health Products, the makers of Nutra3 Complex said that because of all the circulating information about the harm caused by sun exposure, people are not going outside enough and getting a proper amount of sun exposure without a UV sun block already applied which can cause a Vitamin D deficiency. Their Nutra3 Complex Hair, Skin & Nails dietary supplements specifically include vitamin D3, the natural form of vitamin D required for the absorption and utilization of calcium and phosphorus.

If the beautiful, half-naked and always energetic women were not enough to increase attendance from the men, the wide selection of products, entertainment and education specifically for them was also alluring. Razac featured a line for men with dreadlocks called Loc-A-Fella. It's a complete line of products that clean and condition, maintain, treat an itchy scalp and keep the locks looking stylish. The ever-entertaining, charismatic Ivan Zoot, director of education and training for the Andis Company, held a free class on Sunday called "Revolution Cutting – Secrets of the World Haircutting Record." Having broken three Guinness World Haircutting records himself and hosted many haircutting



FHI Heat attempts to answer "what's next for hair" during their product demonstrations.



Demonstration at the Ashtae booth.



Demonstration of the EZ-Braider, a tool that allows stylists or moms to braid hair at a speed of up to 500 RPM.



Sharon Parker and Devi McDonald from Keystone Laboratories.



Models representing Hoyu America's Bigen Expressive line.

competitions, Zoot was more than qualified to speak with attendees about his "Notion of Economy of Motion" system that was developed to cut the time in half that it typically takes stylists to do a fade haircut. Zoot recognizes the talent possessed by stylists who attend the Bronner Bros. shows. He said, "They are hungry for information and they are enthusiastic about getting it. You get instant credibility from them if you can deliver the results, but there is no fooling them if you don't know your information." Zoot's class was one of Bronner Bros. best attended sessions ever. With 150 chairs, there were 250 people in the room, all eyes on him for the entire hour and a half session.

Having reached the status of the highest paying salon service, extensions are always a popular subject amongst stylists. In the classroom, attendees learned about such techniques as Fusion Hair Extensions from the person who brought the Fusion technique to the mainstream market: author, teacher and internationally acclaimed demonstrator Torain. Because we live in such a fast-paced world, teacher and author Toni Love held a class called "Rapid Weaves: Trendy Tresses" to educate attendees about a technique called Interlocking, which removes the messy, time-consuming steps of having to use glue or braids. On the exhibition floor, Indiqué showcased their virgin Indian hair. Indiqué promoted that Indian hair is the best quality for extensions because it has been groomed in natural, herbal oils and has never been exposed to harsh chemicals. SoftSheen Carson featured their new Weave Care line containing three levels of care for human and synthetic weaves and extensions. The system contains care for a dry and tight scalp, strengthening and protection for natural hair and prevention of matting and tangling of weaves or extensions.

Having survived 60 years of industry transitions and severe changes in trends, Bronner Bros. Hair Shows remain a staple for the industry. Stay tuned to see what Bronner Bros. has to offer in 2008. **ST**



Connie Curry and Jenny Cheng of Clear Essence.



Valerie Hall representing J. Strickland's new Under Wig product line.



Translucent Owner Arthur Harris demonstrates his styling products.



As it is at every show, the floor was crowded around the Milky Way stage while the styling competition went on.



Stylists on the stage of Big Bad D.

The exhibition hall was busy from its opening on Saturday morning to its closing on Monday.



Alberto-Culver Motions' Dream Girls



Models on stage at the SoftSheen-Carson booth.

Featured Products



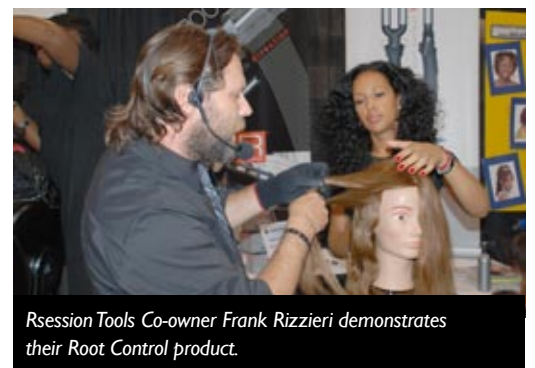
1) Bigen's new permanent powder haircolor: #96, Deep Burgundy. 2) Simply Stylin' by Ty-Kenn Products Company is pure silicone care for your hair. 3) Display stand for HydroVeil, a line of products with lightweight formulas that provide effective hair nourishment without leaving buildup. 4) SoftSheen Carson's new Weave care line. 5) Virgin Indian hair from Indiqué. 6) Fantasia's Olive Hair products are great for adding moisture to all hair types. 7) JC Hair's new Garlic Treatment line (it smells great!). 8) iTech's magnet therapy brushes helps ease pain on wrist joints.



Fashion accessories and African American-themed art were also popular exhibits.



John G. Tobin, CEO of Nubien Health Products.



Rsession Tools Co-owner Frank Rizzieri demonstrates their Root Control product.



Dudley's demonstrated their Fire & Ice Style collection.



Stylist at the Razac booth demonstrates their Loc-A-Fella products for dreadlocks.



Adia and Idowu Estefia from RA Cosmetics.