



For Immediate Release July 25, 2011  
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## The American Health & Beauty Aids Institute Celebrate it's 30<sup>th</sup> Year Anniversary

The American Health & Beauty Aids Institute (AHBAI) is celebrating its 30<sup>th</sup> year anniversary, a major milestone in the beauty industry. The kick-off to the celebration will be held during the AHBAI 2011 Mid- Year Buyers & Marketing Conference scheduled to be held August 10-12, 2011 at the Breakers Resort in Palm Beach, FL.

AHBAI was founded in 1981 to represent the thriving ethnic health and beauty care (HBC) industry, one of the few American Industries that was founded and fueled by African- Americans.

The founders of the organization who are major pioneers in the industry, included George E. Johnson, Founder, Johnson Products, Inc.; Edward Gardner, Founder, Soft Sheen Products; Cornell McBride, Founder, M &M Products; Comer Cottrell, Founder, Pro-Line Corporation; the late Fred Luster, Sr. founder, Luster Products, Inc. the late Nathaniel Bronner, Sr., Founder, Bronner Bros.; and founding Executive Director Lafayette Jones; along with four other major pioneers.

“Today, AHBAI has expanded to include four membership piers including its Board, associate members representing a variety of fields, and Industry Partner Program and a Salon Advantage Membership Program, all designed to help unite and strengthen our industry,” Geri Duncan Jones, Executive Director, AHBAI said recently.

“We are pleased that the second generation of three of our founding companies serve on the Board of Directors today” Jones added.

The world renowned Proud Lady symbol, the distinguished silhouette that relates to the rich heritage of black men and women around the world, continues to stand proud as a symbol of economic strength and community reinvestment.

The Proud Lady symbol can be found on thousands of products in the United States and abroad, including shampoos, conditioners, relaxers, hair colors, hair styling products, texturizers, skin care products and shaving products.

“The key to survival and success for most ethnic groups has been unity, self-respect and self determination. AHBAI promotes this kind of economic development in the African-American community and creates a vital link between cosmetologist, manufacturers, distributors, retailers and consumers under the “Proud Lady” logo,” said AHBAI Chairman Clyde Hammond, president, Summit Laboratories.

The philanthropic effort of our membership has increased on a company by company basis. AHBAI members are committed to serving the community that has helped them grow. Whether it is jobs, scholarships, internships or training, AHBAI and its members are among the top contributors to programs in Black communities across the country.

AHBAI through its Fred Luster Education Foundation provides thousands of dollars in scholarships to high school and basic cosmetology students to encourage more students to continue their pursuit of a career in Cosmetology.

The Proud Lady Beauty Show is dedicated to the needs of Black cosmetologists, barbers, cosmetology and approximately 5,000 industry professionals nationwide. It features hands- on workshops, products demonstrations, styling competitions and an exciting exhibit floor.

AHBAI’s Salon Advantage Club continues to focus on cosmetologists, barbers and nail technicians and strengthens the link between Black beauty professionals and product manufacturers Club members receive information on the latest beauty trends and salon management tips.

These programs and other clearly demonstrate AHBAI’s contribution to the industry. AHBAI has strengthened the ethnic health and beauty aids category and create new options for black consumers and greater opportunities for those working within the trade, Jones added.

For more information on the American Health & Beauty Aids Institute (AHBAI), please visit our website at [www.proudlady.org](http://www.proudlady.org) or call 708-633-6328.