

# A Rewarding Affair

Every year, top salon and spa professionals participate in the annual International Repêchage Spa de Beauté Congress, an educational conference and award gala presented by industry heavy-hitter Repêchage. This year, the 9th annual event, held August 6-7 at the Lydia Sarfati Post-Graduate Academy in Secaucus, NJ, opened with a compelling presentation by Repêchage founder and president Lydia Sarfati titled "The Power of Attraction: Secret Success to Your Business."

Several industry speakers took the stage to share their passion and knowledge with attendees, including Virginia Institute of Esthetics president/CEO L. Saphonia Gee, who discussed the importance of being active in state boards and legislation; Lois Christie, president of Intercoiffure North America and founder/CEO of Christie & Co. Salon and Spa, who shared her stories of marketing successes and failures; and spa owner, journalist and beauty expert LeVonne Biggs, who addressed ways to market to a diverse clientele. Says Sarfati, "It's the most satisfying experience because you get to witness salon professionals share their great success with their colleagues."

The new fall and holiday lines were presented by vice president of Sales and Marketing Shiri Sarfati, and director

of Research and Development Susan Pliso introduced the latest technology and ingredients featured in Repêchage's new Hydra Medic Collection.

The first evening of the two-day event concluded with the 9th Annual Award Night Gala at 3 West Club in Manhattan, New York City, overlooking St. Patrick's Cathedral and Radio City Music Hall, guests mingled over cocktails and hors d'oeuvres, then transitioned to the Grand Ballroom for dinner and entertainment. Creative Age Publications

founder, Deborah Carver offered her insight on spa industry trends, setting the tone for the Spa de Beauté of the Year Crystal Award presentation. Kim Thumal and L. Saphonia Gee accepted the elegant trophy for this year's reigning spa, In Your Own Skin, Skin Therapy Center (iyos.com) in Virginia Beach, VA.

The 10th annual conference is set for August 4-5, 2008. For more information, contact shiri@repechage.com or call 800/248-SKIN. For the full story on In Your Own Skin, Skin Therapy Center, see page 120.



(Top) From left to right: David Sarfati, Shiri Sarfati, Lydia Sarfati, LeVonne Biggs, L. Saphonia Gee and Deborah Carver.

(Bottom) From left to right: Deborah Carver, Jan Soltes and Lois Christie.

## The Business of Helping

October is National Domestic Violence Awareness Month. To help promote the cause, the National Cosmetology Association (NCA) is offering free posters to salon owners designed to encourage abused clients to seek help. The posters, created by the nonprofit program **Cut It Out**, include the National Domestic Abuse Hotline and should be displayed in private areas of a salon or spa. The NCA is a co-sponsor of the **Cut It Out** program, which is dedicated to training beauty professionals to recognize the warning signs of domestic abuse and safely refer clients to local resources. "Domestic violence is a silent epidemic that cuts through social and economic barriers to affect all families," says Marlene Bridge, NCA President. "As salon professionals, we're in a unique position to help. We see our clients on a regular basis and because of the level of intimacy we share with them, they trust us." For a free domestic violence awareness poster, visit [nca cares.org](http://nca cares.org).

On May 20, **Hormeta Mineral Skin Care** teamed up with the **Bob Cooke Skin Cancer Foundation** for the 4th annual **Bob Cooke Memorial Trek Against Skin Cancer** in Milford, CT. The skincare company donated products for participant gift bags. The foundation's next event, **Ski Against Skin Cancer**, will take place in Stowe, VT, in January 2008. For more information, visit [rncwalk.com](http://rncwalk.com).

