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Solano Takes Center Stage in Las Vegas

Solano will have a significant presence at the North American Hairstyling Awards, Beacon 2010 and Cosmoprof North America trade show

ATLANTA (July, 2010) — Solano, one of the most trusted and dependable brands in the professional beauty business for over 30 years, will be making a big splash in Las Vegas this month with notable sponsorships and presence at many industry events, including the North American Hair Styling Awards (NAHA), Beacon 2010 and Cosmoprof North America.

Solano is an Exclusive Red Carpet Reception Host and Sponsor at the 2010 North American Hairstyling Awards (NAHA). The Red Carpet Reception on Sunday, July 18, 2010 at 6:30 p.m., will kick off the star-studded Awards Ceremony at the Mandalay Bay Resort in Las Vegas.

The event features special artistic presentations, live entertainment and special guest appearances. The annual beauty competition offers awards in 13 distinct categories, including: *Master Stylist, Hairstylist of the Year, Editorial Stylist, Student Hairstylist, Avant-Garde, Contemporary Classic, Fashion Forward, Haircolor, Salon Team, Salon Design, Texture, Makeup Artist of the Year*, and the inaugural award for *Salon MBA*. NAHA also presents a *Lifetime Achievement Award* and inducts a new member into the NAHA *Hall of Leaders*. To celebrate and foster further creativity of the NAHA winners, Solano will be gifting these esteemed professionals with Solano heat styling tools.

Cultivating the nation's most promising up and coming stylists and salon professionals to achieve career success in the beauty industry is also very important to Solano. The Professional Beauty Association recognizes the top 100 Beacon cosmetology students based on their creativity, presentation and content of their resume, professional portfolio and creative marketing pieces. Following the presentation, the 100 winners and an additional 100 honorees will receive a special gift and discount offer from Solano. Finally, all Beacon students will attend the 2010 NAHA Awards Ceremony as part of the Solano sponsorship, giving these rising stars an opportunity to take part in one of the industry's most notable events.

The foundation of the week's activities will be Solano's presence at Cosmoprof North America, a business-to-business trade show that covers the entire spectrum of the beauty industry, from July 18 to 20, 2010. As an exhibitor (located at booth #D8120), Solano will debut new high-performance salon tools.

ABOUT Solano®

Solano is a professional line of high-quality, high-performance salon tools designed to meet the needs of serious stylists. For more than 30 years, Solano has been dedicated to providing the best salon tools in the industry including hand-crafted premium-grade hair dryers utilizing the latest technologies and the highest standards of durability, quality and superior customer service. Solano's "Care and Repair" Warranty Program offers a 2-year limited warranty on all tools, including an option for an indefinite number of renewals. Solano is headquartered in Atlanta, GA. For more information, visit Solanopower.com.

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