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AVLON KNOWS WHERE "STYLE IS HEADED"
CHICAGO MIDWEST BEAUTY SHOW 2005

Chicago, IL – Avlon Industries Inc., a leader in professional ethnic haircare, will showcase the NEW!MoisturColor® Oil Moisturizing Powder Lightener at the Chicago Midwest Beauty Show held at the Donald E. Stevens Center in Rosemont, Illinois on February 26-28, 2005.

The MoisturColor® Oil Moisturizing Powder Lightener can lighten and tone hair in half the time with significantly less damage because of its unique oil compound formulation which is further supplemented by the use of MoisturColor® Crème Developer and MoisturColor® Shampoo and Conditioner for Color-Treated Hair, all which contain Avlon's Fiber Strengthening Complex (FSC).

Avlon celebrity guest stylists Zaiya Latt, Leigh Jones and Frederick Parnell will be on platform to educate attendees on the latest in color and styling techniques. From highlighting to dimensional blonding, from elegant up-do's to short and sassy cuts, Avlon artists are eager to teach stylists the fundamentals on how to achieve the latest styles and colors for their clients!

Zaiya Latt is best known for his exceptional work with the world famous, New York Bergdorf Goodman catalog. As creative director, his work has been prominently featured in several catalogs and print ads for the past few years. In addition, he has done commercial work for Bloomingdales, The Bill Blass LookBook, Liz Claiborne, Macy's West, Marshall Fields, Nieman Marcus and Bon Marche in Paris. His magazine credits include *Amica*, *Details*, *Elle*, *Essence*, *Marie-Claire*, *One World*, *Vibe* and *Vogue*.

Frederick Parnell is known for his editorial and commercial work with actors like Paris Hilton, Jodie Foster, Jennifer Lopez, Catherine Zeta-Jones, Sarah Jessica Parker, Sandra Bullock, Sarah Michelle Geller, Liv Tyler, Drew Barrymore, Selma Hayak, Uma Thurman, Michelle Pfeiffer, Demi Moore and Pam Grier. In addition, he has worked with recording artists like Ashanti, Patti LaBelle, Brandy, Yolanda Adams, Shakara, India Arie, Pink, George Clinton, Kelis, Trina, D'Angelo, Andre 3000 of Outkast, Les Nubians, CREED and Cherokee.

Leigh Jones is an award-winning colorist. Besides many celebrity icon clients like Dionne Warwick, Dianne Carroll, Lena Horne, Natalie Cole, Lanie Kazan and Barbara Eden, Leigh Jones is known for contributing to hair looks for three Miss Americas and two first-place runner-ups from 1996 to 2002. Linda Johnson-Rice, publisher of *Ebony* and owner of Fashion Fair Cosmetics, along with many well-known Chicago area anchor women, socialites and business women make up one of Oak Street's most successful multi-cultural salons since the early 70's. Jones is considered one of the first African-American salon owners and colorists to have established what is considered one of the first, ground breaking salons to cater to women from all racial groups before it became fashionable to use the phrase multi-cultural.

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