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37 Beauty Schools Represented at Wella Student Competition 10 Instructor of the Year Nominees and 24 Student Finalists will Compete at ABS

WOODLAND HILLS, CA—Wella Professionals will host 24 finalists in this year's Wella Student Competition at America's Beauty Show. With almost 500 entries, the 3rd annual competition marks a record breaking year of entries from a total of 37 cosmetology schools across the nation.

"The student entries came in by mail, by hand, online and with passion," noted **Fabio Sementilli**, Wella Creative & Technical Director. "Wella is passionate about our commitment to supporting stylists throughout every stage of their career. This competition shines the spotlight on student stylists who create beauty and defy convention. We are fostering a community of young, driven and talented stylists: the Next Gen.

"Personally, I'm extremely proud of the work these young finalists entered and was honestly impressed by all of the students who entered the competition." said Sementilli. "The Wella Student Competition continues to empower beauty school students year after year by providing a platform to perfect their craft and advance in the salon industry."

Wella also believes that behind every great student is a great teacher. To honor cosmetology teachers, any student who competed in the Wella Student Competition could nominate their mentor or instructor for special recognition. The 10 "Instructor of the Year" nominees, the person who encouraged and inspired the student the most throughout his or her journey to becoming an amazing stylist will also be honored at ABS.

"Throughout our careers there are special folks who truly believe in our ability, they know it is their duty to mentor and guide us to succeed and positively change our lives," said Sementilli. "For this reason, Wella designed this special award category to recognize the often unsung instructors/mentors in beauty schools and salons throughout North America."

The Wella Student Competition takes place on Monday, March 11th at 11:30 a.m., in the Wella Professionals exhibit at America's Beauty Show, McCormick Place, Chicago.

As the finalists prepare for the live competition, Wella's informative and exciting Education Panel beginning at 10:30 a.m., will offer students and stylists an array of tips to prepare them for life in the salon – and lots of prizes! Wella Education Panelists include: Wella's **Stephen Moody**; Bloom.com's **Stacey Faulk**; Salon Owner **Martino Carter** and Team I.C.A.N. members; **Brenton Lee**; **Kathryn Hornick**; **Katey-Bug Browne**; **Katie Woods** and **Krysten Bacaycay**.

The Wella Student Competition will be judged LIVE, on the Wella exhibit stage, from 12-noon – 2:00 p.m., by a panel of industry glitterati, including Wella Top Stylist **Nick Berardi**; Team I.C.A.N.'s **Kathryn Hornick**; 2012 International Trend Vision Award Gold Winner and Wella Top Stylist **Phillip Ferreira**; 2011 North America Trend Vision Award Gold Winner



and Wella Top Stylist **Shirley Gordon**; Wella Global Academy Dean **Stephen Moody** and Wella Lead Educator **Kelly Pennington**. Stylists, pros and instructors alike won't want to miss the opportunity to hear from the best of the best, on trends, fashion and salon business advice.

For those unable to see the competition in person, it will be webcast live via salonprofessionalinteractive.com.

Wella Student Competition Finalists

In the Wella Professionals category:

- Sara Bain, Regency Beauty Institute - Southgate, MI
- Crystal Carney, Regency Beauty Institute
- Ashley Thom, Bellus Academy – Poway, CA
- Jasper Struthers, Bellus Academy – Manhattan, KS
- Alicia Harley, Marinello School of Beauty – Moreno Valley, CA
- Claudia Lerma, Metro Beauty Academy - Allentown, PA
- Heather Youse, Metro Beauty Academy - Allentown, PA
- Myles Diaz II, Avalon School of Cosmetology - Phoenix, AZ

In the Clairol Professional category:

- Andre Richardson, Southeastern Beauty Schools - Columbus, GA
- Morgan Jones, Avalon School of Cosmetology - Phoenix, AZ
- Marlela A. Olivia, Avalon School of Cosmetology - Phoenix, AZ
- Hilaria Estrada, Avalon School of Cosmetology - Phoenix, AZ
- Carmen Sandora, Avalon School of Cosmetology - Phoenix, AZ
- Daniela Navarrete, Avalon School of Cosmetology - Phoenix, AZ
- Kristen Lowery, Capri Beauty College - Oak Forest, IL
- Amanda Scott, Avalon School of Cosmetology - Phoenix, AZ

In the Sebastian Professional category:

- Mayderum Michell, Regency Beauty Institute – Saint Louis Park, MN
- Mackenzie Secrist, Avalon School of Cosmetology - Phoenix, AZ
- Domina Newsome, Avalon School of Cosmetology - Phoenix, AZ
- Dyana Balderrama, Beau Monde Academy of Cosmetology - Portland, OR
- Shirley Mills, Marinello School of Beauty – Fairfield, CA
- Michelle Ross, Regency Beauty Institute - Phoenix, AZ
- Sabrina Vann, Bellus Academy – Poway, CA
- Cameron Clochie, Regency Beauty Institute – Blaine, MN

In the Instructor of the Year category:

- Tommy Wozniak, Avalon School of Cosmetology - Phoenix, AZ
- Bryden Mugleston, Bellus Academy - Poway, CA
- Justyna Hebbert, Bellus Academy - Poway, CA
- Matthew Horn, Bellus Academy - Poway, CA
- Rachel Toman, Metro Beauty Academy - Allentown, PA
- Allison VanDerMole, Capri Beauty College - Oak Forest, IL
- Andee Holmes, Marinello School of Beauty - Torrington, CT
- Cristina Woodson, Marinello School of Beauty - Moreno Valley, CA
- Shanell Blackshear, Marinello School of Beauty - Moreno Valley, CA
- Casey Ramos, Marinello School of Beauty - Enfield, CT



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Editor's note: Please use the following hyper link or YouTube link in social media and/or websites until March 11, 2013. Thank you!

Hyper link: [Don't miss the 3rd Annual Wella Student Competition at America's Beauty Show](#)

You Tube: <http://youtu.be/Kp2THDhOnHw2013> Wella

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