

## FOR IMMEDIATE RELEASE

### Winners of the Sassoon Academy | School Connection Cut and Color Contest and

### The Nuts and Bolts Training Company's "International Business Student of the Year" Announced at ISSE



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**Santa Monica, CA (February 4, 2011):** During the ISSE show this past weekend, the world renowned Sassoon Academy Creative Team and their industry partner, Nuts and Bolts Training Company announced the winners of the Sassoon Academy | School Connection (SASC) Cut and Color Contest and the Nuts and Bolts International "Business Student of the Year".

Michael Sengvilay of the Eric Fisher Academy won the top award from SASC, followed by Miranda Stewart from the Eveline Charles Academy and Allie Derrick of the Cameo College of Essential Beauty.

Sengvilay, the winner of the third annual SASC Cut and Color Contest began as one of ten finalists chosen from 94 entrants. To gain entry, contest hopefuls submitted before and after photos of their best work. Each submission was anonymously analyzed by the Sassoon Academy Creative Team, and only ten met the strict Sassoon standards. From there, the finalists flew from across North America to Long Beach to learn if they received the prestigious recognition, along with enviable prizes: a Five-Day ABC Cutting Course in Sassoon Academy in London (\$1,560), a Five-Day ABC Cutting Course in Sassoon Academy in Santa Monica (\$1,320) and a pair of NEW Mark Hayes Sassoon Academy Scissors; Model M (\$495). All ten finalists received a copy of VIDAL | The Autobiography.

"Only in its 3rd year, the SASC Cut and Color Contest has grown significantly since its introduction, in both applicants and quality of work," said Stephen Moody, Executive Director of International Education. "It is such an exciting process to choose the finalists and winners, and when the competition culminates at ISSE, it's truly inspiring to see the enthusiasm and dedication of the participating schools, as with all competitions, ALL of the entrants truly are winners!

In conjunction with the SASC Cut and Color Contest, Nuts and Bolts Training Company named the recipients of their 3<sup>rd</sup> Annual "International Business Student of the Year" award. Nikki Hynek of Capri College in Cedar Rapids Iowa won top honors for the Esthetics Division while Steven Thompson came in first for the cosmetology division. The criteria considered for this award included: retail sales, up servicing, average ticket amount and customer service. In addition, students had to submit a 3-5 minute video outlining their goals for the future. The top winners enjoyed cash prizes from Nuts and Bolts, Educational vouchers from Wella Professionals and Dermologica, products from Hai Elite, and much more. The full list of the Nuts and Bolts winners:

#### ESTHETICS

1. Nikki Hynek, Capri College, Cedar Rapids, Iowa
2. Andrea Doty, Evergreen Beauty and Barber College, Everett, Washington
3. Tamanda Nyasulu, Evergreen Beauty College, Bellevue, Washington

#### COSMETOLOGY

1. Steven Thompson, Evergreen Beauty and Barber College, Everett, Washington
2. Sara Yarmer, Hayes Academy, Kansas
3. Chelsea Muse, Cameo College of Essential Beauty, Utah

Nuts and Bolts President and CEO, Jim Yates said, "We're thrilled that in only its third year, this award is inspiring Nuts and Bolts students from all over North America to excel in both their technical and business skills. It's incredibly rewarding to see our industry working together to encourage this kind of excellence. Finally, we are being recognized for our business savvy as well as our technical skills. The end result? ... Nuts and Bolts Graduates will have a much better chance of finding a good job faster."

For details on how to become a Sassoon Academy | School Connection School and in turn, submit photos for the 2012 competition, please contact Nuts and Bolts Training Company: Colin Wilson at [Colin@nutsandboltstraining.com](mailto:Colin@nutsandboltstraining.com). The 4<sup>th</sup> annual award ceremony will be held again at the ISSE show in Long Beach and will surely be another amazing experience for all SASC and Nuts and Bolts member schools.

#### ABOUT SASSOON ACADEMY

Sassoon Academy offers its celebrated, industry-leading philosophy and courses worldwide through its renowned Academies. All classes are developed and designed to be contemporary, relevant and forward thinking and are delivered with passion, commitment and technical excellence. The aim is to share the knowledge that is gained in the development of our craft and ensure that our students gain real commercial skills from our courses, as well as take away a piece of the culture that created Sassoon.

#### ABOUT SASSOON ACADEMY | SCHOOL CONNECTION

Sassoon Academy went on to parlay this dedication to learning into the launch of its Sassoon Academy | School Connection in 2008. For the first time in Sassoon history, SASC gives students from North America's top cosmetology schools the opportunity to learn and practice the industry leading techniques taught in abc | Cutting and Coloring Hair the Sassoon Way without attending Sassoon School of Cosmetology. This revolutionary step towards encouraging a higher industry standard easily explains why this program has met resounding success in only a few short years.

#### ABOUT NUTS AND BOLTS TRAINING COMPANY

Nuts and Bolts Training Company is the leader in business development programs for the health and beauty industry. Their programs, designed for students and professionals, are fast becoming the industry's standard. They currently work with over 70 of North America's best beauty schools, and 40 top salons are using their groundbreaking training programs. Nuts and Bolts were pivotal in helping to design and introduce SASC in 2008 and are proud partners with Sassoon Academy worldwide.

For more information on Sassoon Academy, Sassoon Academy | School Connection or the contest and winners, please contact: Audrey Evensky of AE Public Relations at [audrey@ae-publicrelations.com](mailto:audrey@ae-publicrelations.com) or 901.292.2101. For more details about the company, visit [www.sassoon.com](http://www.sassoon.com) or follow us on Facebook.com/SassoonAcademy or Twitter.com/SassoonAcademy.

For more information on Nuts and Bolts Training Company or the "Business Student of the Year" award or winner, please contact: Melissa Loschy at [Melissa@nutsandboltstraining.com](mailto:Melissa@nutsandboltstraining.com). For more details about the company, visit [www.nabtraining.com](http://www.nabtraining.com) **Become a fan on [facebook](#).**

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