



NEWS RELEASE

WELLA PROFESSIONALS SCHOOL MAKES GLOBAL DEBUT IN COLUMBIA

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Columbia, SC- **Wella USA** have joined forces with a local Beauty Industry leader to launch the debut **Wella Professionals School**.

The school will represent the first official **Wella Professionals School** to open under the **Wella Exclusive School Program**, worldwide.

Wella Professionals School will open in Northeast Columbia, Spring 2008.

Wella Professionals School is an innovation beauty academy dedicated to producing beauty school graduates equipped for immediate success in the world of beauty. Wella Professionals School will partner with industry leaders, world-renowned haircutting expert Sassoon Academy School Connection and business training leader Nuts and Bolts, to train future professionals.

Students will be immersed in a true salon environment designed by local architect Dale Marshall. The 11,000 square foot minimalist space incorporates modern salon furnishings along with innovative features such as a model stage and elevated dj booth.

One main player in this endeavor is local beauty entrepreneur **Sewell Gelberd**, the man behind **Logan Raye Spa and Salon**.

Wella Professionals, known as '*The Hair and Beauty Expert*' has earned the salon industry's respect and a reputation as the global hair-color authority through heritage and innovation.

For over 125 years Wella has been perfecting the science and beauty of hair, working with scientists and colorists worldwide to driving innovation and inspiration for salon professionals.

Wella has a commitment to salon professionals through comprehensive education, training and business-building support and events for all levels, from basic to advanced seminars in cutting, color and styling. Since the 1950s, education is offered to professionals through global and regional Studios, and through salons and trade shows throughout the U.S. 2008 will mark the first official Wella Professionals School opening under the Wella Professionals School Program, enhancing the company's ability to provide education.

"It is truly an honor that we are able to open this school and that it is the first of its kind" Said Sewell Gelberd, President and Owner of the future Wella school.

Wella Professionals School will imminently launch with a Grand Opening Celebration Columbia SC, Spring 2008.

For information about the school and programs go to www.wellaschools.com

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Further information arriving soon

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