

The gang from Helen of Troy are all smiles at the ABBIES.



FROM LEFT: Wella's Tara McWhirter, Melonie Karolyn and Leila Meresman, and Sebastian International's Dianne King and John Moroney

by Ann Mincey of Redken 5th Ave. NYC, recognized innovation, creativity and overall marketing excellence for the professional beauty industry.

Originally founded in 1996 by the manufacturer-driven American Beauty Association (ABA), the ABBIES aim to acknowledge the efforts of manufacturers in reaching salons and their customers through advertising and

ABA joined with the (SI) and The Salon (SI) and The Salon (SI) expanded to include (SI) members in addition (SI) e also reformatted (SI) process easier

with the (SI) an award (SI) presents (SI) men and (SI) This (SI) Industrie,

"The ABBIES keeps everyone in the industry on the cutting edge, always striving to create crisp, defining images," said Steve Sleeper, executive director of the PBA. "[It] also encourages companies to become members of the PBA as it heightens the awareness of what it takes to be a leading professional beauty industry manufacturer, distributor or salon owner."

THE 2004 ABBIES WINNERS

HAIRCARE (IN-SALON USE OR RETAIL)

Best Product Marketing

Sebastian International – Body Double

Best Product Packaging

Goldwell Cosmetics USA – Color Glow

Best Print Advertisement in Industry Publication

Giovanni Cosmetics, Inc. – Giovanni Organic Hair Care

Best Merchandising Display

● Kenra LLC – Kenra Platinum Product Display "Caddy"

