

The Professional Beauty Association Announces 2010 North American Hairstyling Award Winners
Matrix Artistic Designer Nicholas French & Logics Artistic Director Chrystofer Benson Take Home the NAHA



Nicholas French- Matrix Artistic Designer



Chrystofer Benson - LOGICS Artistic Director

Las Vegas, NV (July 18, 2010) - The Professional Beauty Association (PBA) presented the North American Hairstyling Awards (NAHA), the most prestigious hairstyling competition in North America. Matrix is proud to congratulate Matrix Artistic Designer, **Nicholas French** (Avant Garde) and LOGICS Artistic Director, **Chrystofer Benson** (Haircolor) for receiving this top honor. This was the sixth nomination for NAHA veteran **Nicholas French** and his third win. In 2009, Nicholas was up for both Avant Garde as well as Master Stylist of the Year, and his stunning collections opened and closed the show, inspiring attendees in a special artistic presentation. For Chrystofer, the third time is certainly the charm. Benson has been nominated three times, including a 2009 nomination in the Haircolor category. 2010 marks the first NAHA win for Chrystofer with his stunning display of pure tone color.

The winners were recognized on July 18, 2010 at a star-studded awards ceremony, attended by a record number of over 2,400 guests at the Mandalay Bay Resort & Casino in Las Vegas. The event was seen worldwide via a first-time-ever, live streaming broadcast through a partnership with HairDesignerTV.com. Guests experienced the exhilaration of this prestigious hairstyling competition as they were taken on a fashion-forward- inspired journey. This year's event also welcomed former NAHA winners Vivienne Mackinder and Faatemah Ampey back to the stage to inspire and tantalize attendees with special artistic presentations inspired by couture fashion and beauty.

NAHA is the pinnacle of hairstyling competitions in North America, where only the top stylists and leaders in the beauty industry are recognized for their talent and skill. Awards were presented for 12 esteemed categories including: Master Stylist, Hairstylist of the Year, Editorial Stylist, Avant-Garde, Contemporary Classic, Fashion Forward, Haircolor, Salon Team Salon Design, and Texture.

A record-setting number of entries for were submitted for 2010. More than 700 beauty professionals (an 18% increase from 2009 and a 35% increase from 2008) spent countless hours conceptualizing and bringing their artistic visions to life. The growth and breadth of NAHA entries from established hairstylists to those just starting their career is a testament to the power of NAHA.

NAHA judging was also enhanced in 2010, which focused on a diverse group of leading international hairstylists and makeup artists from the United States, Canada, Great Britain, Australia, and Switzerland. NAHA entries were reviewed through a rigorous, online judging process involving a select panel of internationally-renowned superstylists and top beauty editors from consumer and trade magazines. Via a blind entry process, the select panel of more than 60 industry judges narrowed down the entries to five finalists per category, and one winner in each category was chosen.

MATRIX, the leading professional haircare and haircolor company in the United States, is part of L'Oreal USA's Professional Products Division. Founded in 1980, MATRIX is committed to the development of the salon professional and offers a wide range of haircare, haircolor and hair texturizing products including brands such as: Biolage, Vavoom, Sleek.look, Amplify, ColorSync, SoColor, and Logics. MATRIX professional products are available only in salons.

**** Photos available upon request ****

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