

# WHAT WE DO

Here's a list of our involvement outside of shows. We must never forget that the beauty shows provide the Beauty Professional with the best way to keep in touch with everything happening in the industry regarding new products, techniques, fashion, style and the ability to look at their competition and ultimately make knowledgeable business decisions regarding new lines, expanding, redecorating, modernizing or modifying their salon or spa. Anyone who thinks that the shows are just a place to buy discounted product has really missed the whole point and the reasons for attending the shows.

Our ABA show is vitally essential to any and all Beauty Professionals wishing to improve their business or remain up to date.

- Look Good feel Better, Belle et Bien dans sa Peau ;15,000 Chemo caps + a strong financial donation making us a silver sponsor + free advertising in all of our programs + free booth at all shows.
- Coiffure Quebec has received financial support to help with government awareness regarding licensing in Quebec.
- ABA is an active participant on behalf of the industry to Health Canada. This includes WHIMIS, INCI, SPEIAC (people claiming to have fragrance allergies and wanting all public areas to ban all fragrances and scented products). CEPA The so called hazardous ingredient list.
- We are one of the founding members of the recently established Advertising Standards Canada for the beauty Industry.
- Actively fighting diversion on behalf of ALL.
- Running over 50 hairstyling competitions a year across Canada and ABA actively encourages new talent.
- Providing Education through business seminars to Beauty Professionals at shows.
- Providing business seminars to Sales Representatives of ABA member Distributors and Manufacturers.
- Ongoing liaison with provincial hair associations in Canada.
- Involved with High Schools promoting the Beauty Culture as a valid Professional trade. (OYAP).
- We are one of the founding members of the recently established COSMETICS ADVERTISING ADVISORY GROUP, a Committee set up with Advertising Standards Canada, Health Canada and industry associations, focusing on the beauty Industry.
- ABA works hand in hand with the Canadian Cosmetic, Toiletry and Fragrance Association in many areas of common concern with Government and other regulatory bodies.
- ABA supports industry and trade magazines.
- ABA supports many charitable organizations across the country with annual donations in June.



ALLIED BEAUTY ASSOCIATION