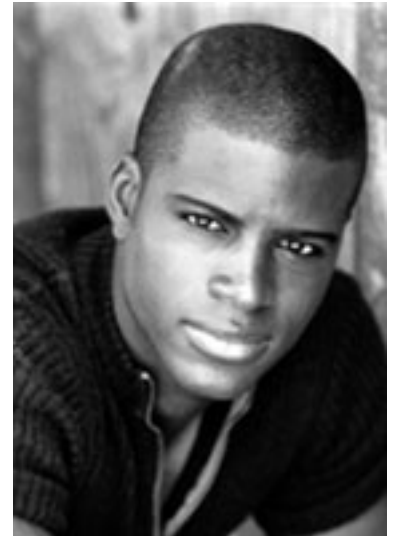


Energizing Summit Class Outline

CELEBRITY HAIRCOLORING

Dwayne Ross ABCH



1. After Beauty School:

- a) *My life as an assistant*
- b) *Knowing what you want to achieve*
- c) *My first client*
- d) *Quitting was not an option*
- e) *The revelation*
- f) *Working with manufacturers*

2. Celebrity clients are just people:

- a) *The importance of knowing*
- b) *Education is paramount*
- c) *Don't try something new on clients*
- d) *If you're not sure, practice on a mannequin*
- e) *Building a clientele*

3. Beverly Hills Salon:

- a) *Location, Location, Location*
- b) *Who to work with*
- c) *The best and worst of ownership*
- d) *What the future holds*

Dwayne Ross is a real rags to riches story. His story of going from a lowly apprentice to the owner of a prestigious salon is an inspiration to anyone.

Dwayne is an ABCH and a member of the Hair & Makeup Union, Local 706. Aside from caring for his clients in his Beverly Hills salon, he also works on television shows, award shows (Oscars, Emmy Awards) and editorial photo shoots. "Haircoloring is an art that should be grounded in science," says Dwayne.

AMERICAN BOARD OF CERTIFIED HAIRCOLORISTS