

Reduce Abuse

Most salon professionals know they'll cut and color hair, provide manicures and pedicures and offer advice on beauty and styling products. But many find their job also includes lending a listening ear to victims of domestic violence.

"Women establish a trusting relationship with their stylists during their salon and spa visits. They spend a lot of one-on-one time talking and sometimes confiding very personal things," said Beth Book, marketing supervisor for Beauty Brands.

**"Beauty Brands believes in making people feel good about themselves and increasing their self-esteem. Domestic violence destroys that."
– Bob Bernstein,
President of
Beauty Brands**

Domestic violence is an issue that touches Beauty Brands' employees at every Salon-Spa-Superstore nationwide. That's why in 2001 Beauty Brands founded the **REDUCE ABUSE** program, which provides funding to local domestic violence shelters in every market where Beauty Brands does business.

Since 2001, Beauty Brands has donated more than \$158,000 to domestic violence shelters and programs in seven states. Each fall, Beauty Brands sponsors a fundraising program for Reduce Abuse at all its locations, **donating 100 percent from every sale of its Redken Guts volume-boosting spray foam** to 21 local domestic violence shelters.

Beauty Brands also assists victims by providing a special page on its Website with information about domestic violence, as well as local, state and national crisis telephone numbers. Abusers who track their

victims' Internet usage will not usually think twice about the Beauty Brands site address, www.beautybrands.com.

Studies show that three out of four abused women tell someone about the abuse before they seek help. Salons and spas may serve as "safe" places, because abusers often do not accompany victims to their appointments.

"Reduce Abuse provides a way for our customers and associates to have a direct impact on the prevention and elimination of abuse," says Bob Bernstein, president of Beauty Brands. "Because our professionals sometimes find themselves in direct contact with victims, Beauty Brands has adopted the responsibility of funding organizations that assist those victims in escaping the violence."

For more information about Beauty Brands' REDUCE ABUSE program, please visit www.beautybrands.com.