



MEDIA RELEASE

For immediate release

Jason Fassbender named 2009 New Creative Force

Jason Fassbender from Parlour Hair in Unley, SA was last night named the **2009 New Creative Force**, as part of the Schwarzkopf Professional Hair Expo Hairdressing Awards. One of the ultimate recognitions for any hairdresser, Jason took this year's title at a spectacular gala ceremony in Darling Harbour, hosted by Tom Williams.

Beating three other finalists to clinch the award, Jason said; "I really didn't expect to get this tonight. We're nothing without our team and I've been a salon owner for just 12 months now and my team that's behind me support me to no end. Thankyou so much."

Celebrating their 24th anniversary this year, the annual Hairdressing Awards at Hair Expo are the most respected, established and longest running awards in the Australian hair industry. These 'Oscars' of the hair world set the industry standard and are the pinnacle of hairdressing excellence. From this year they are exclusively sponsored by Schwarzkopf Professional.

This category rewards the most outstanding hairdresser in the industry with less than ten years' experience and is often seen as a stepping stone to future winners of the Hairdresser of the Year award. New Creative Force is awarded to those who have achieved outstanding creative and professional recognition for their years in the industry.

Julia Erben, Hair Expo Event Director, commented; "The Schwarzkopf Professional Hair Expo Awards feature very tough competition, but for the winners it's the highest accolade. They're recognised internationally as the benchmark for Australian and New Zealand hairdressing. We are proud to hear that many competitors shape their whole work year with regards to the awards criteria, because they believe the criteria challenge them to be the very best they can."

Winners announced in all 13 categories for the 25th annual Hairdressing Awards included previous Hair Expo winner Caterina DiBiase from Heading Out Hair & Beauty for Australian Hairdresser of the Year and Gary Latham of Wild Life Hair for Salon Team of the Year. Anthony and Susa Wynne-Hoelscher from *culture* magazine were inducted into the Hair Expo Hall of Fame, celebrating a combined 60+ years in the industry. Details of each winner and their salon are listed below.

The awards gala was preceded by an awe-inspiring show from Schwarzkopf Professional, showcasing 11 decades >> of couture in hair and fashion.

The event wraps up the 34th year of Hair Expo Australia; the premier hairdressing event in the Southern Hemisphere. Over 10,000 visitors flocked to Darling Harbour to see more than 10,000 square metres of world-class exhibitors, education and shows from international and local hairdressing stars and the latest and greatest the industry has to offer.

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For interviews with winners in the Hair Expo Awards, photographic collections and information on Hair Expo, please contact:

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**HAIR EXPO 2009
AUSTRALIAN HAIRDRESSING AWARDS WINNERS**

AUSTRALIAN HAIRDRESSER OF THE YEAR

Caterina DiBiase, Heading Out Hair & Beauty, Fitzroy, VIC

NEW ZEALAND HAIRDRESSER OF THE YEAR

Adrian Barclay, Venom, Invercargill, NZ

COLOUR TECHNICIAN OF THE YEAR

Jacen Ward, TONI&GUY, Paddington, NSW

SALON TEAM OF THE YEAR

Gary Latham, Wild Life Hair, Milsons Point, NSW

NEW CREATIVE FORCE

Jason Fassbender, Parlour Hair, Unley, SA

SESSION HAIR STYLIST OF THE YEAR

Benn Jae, Look Production & Management, Darlinghurst, NSW

APPRENTICE OF THE YEAR

Alexandra Kontos, Nischler, Hobart, TAS

BEST NEW SALON DESIGN

Cranium Hair, Manly, NSW

BEST PHOTOGRAPHIC COLLECTION

Caterina DiBiase, Heading Out Hair & Beauty, Fitzroy, VIC

ENTREPRENEUR OF THE YEAR

Dennis Langford, TONI&GUY, Paddington, NSW

EXCELLENCE IN SALON MARKETING

TONI&GUY, Paddington, NSW

**EXCELLENCE IN HAIRDRESSING EDUCATION – REGISTERED
ORGANISATION**

BIBA Academy, Fitzroy, VIC

EXCELLENCE IN HAIRDRESSING EDUCATION – INDIVIDUAL

Sharon Blain, The Art of Hair, Pennant Hills, NSW

HALL OF FAME INDUCTEE

Anthony & Susa Wynne-Hoelscher, Culture Magazine, Toowong, QLD