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***MARINELLO CELEBRATES 105 YEARS AT
THE LONG BEACH INTERNATIONAL BEAUTY EXPO***

WHITTIER, CA - Marinello Schools of Beauty, the leading chain of beauty schools on the West Coast, will celebrate 105 years of defining beauty education at The Long Beach International Beauty Expo on July 11th and 12th. Marinello has planned an exciting program that is sure to make it the Beauty Expo favorite, taking guests back in time with *Marinello through the Years*, a retrospective student competition for the ages.

Marinello Schools of Beauty has a rich history in beauty education dating back to 1905. Today, as one of the longest-established chains of beauty schools, Marinello continues to be on the forefront of beauty education- including the recent launch of the revolutionary curriculum, the Marinello Method curriculum. In recognition of its contribution to the beauty industry over time, Marinello invites beauty aficionados to experience *Marinello through the Years*.

Student stylists will showcase their creativity and talent by submitting a hairstyle from a time period between 1905-present. Competitions will run every hour on the hour. Students will be competing for scholarships toward advanced education workshops and more!

All Beauty Expo attendees are invited to the Marinello Pavilion for a free gift while supplies last and the opportunity to spin the wheel of prizes. Marinello representatives will be available to answer questions about programs for beauty professionals at Marinello Schools of Beauty. The Marinello Pavilion will be located in aisle 200 of the Long Beach Convention Exhibit Hall.

“As Marinello Schools of Beauty reaches an important milestone in its history, we are deeply proud of Marinello’s contribution to the beauty industry over the last 105 years,” says Dr. Nagui Elyas, President and CEO of Marinello Schools of Beauty. “The competition is our way of paying homage to Marinello’s history with hairstyles of times past.”

About Marinello Schools of Beauty:

Defining Beauty Education since 1905, Marinello Schools of Beauty is one of the leading beauty schools on the West Coast. Offering a variety of Cosmetology and Esthetics programs, Marinello’s hands-on approach to instruction allows for the most effective learning practices.

With 42 convenient campus locations in Arizona, California, Nevada, Oregon, and Utah, Marinello also offers affordable salon and spa services performed by student stylists supervised by licensed instructors. For more information, visit www.Marinello.com.

About The Long Beach International Beauty Expo:

The Long Beach International Beauty Expo has been voted the nation's best beauty expo and industry educational event. The event caters to licensed professionals and students. With educational seminars, fashion shows, five student competitions, the 2010 World Nail Cup, special main stage presentations, and over 145 beauty industry sponsors, the Expo is the largest of its kind. For more information, visit www.ExpoLatino.com.