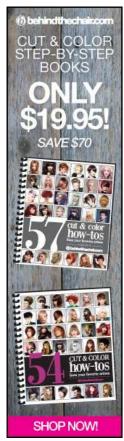


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Mary Emcee's Cosmoprof Bologna "The Next Talent" Stage for Second Time

When you get a call from your friends at **Cosmoprof Bologna** asking if you would be interested in emceeing "**The Next Talent**" stage for the second year in a row, you grab your passport and go which is exactly what BTC founder **Mary Rector-Gable** did!







This year's "The Next Talent" event blew 2010's festivities out of the water. The stage and location, Cosmoff Privé, was beyond impressive and this year's talent was incredibly artistic and gifted. Mary also had the pleasure of having last year's "The Next Talent" winners Christophe Chevillard and Silvio Luciani on hand to help congratulate the winners for 2011.

Speaking of winners, we would like to congrat this year's "The Next Talent" winners Valerio Moggiani, Paolo Libero, François Evéquoz and Pasquale Peluso who each won the

rasquate reliaso who each won the opportunity to present their creative hairstyling and talent to a packed room of onlookers and peers.

In addition to emceeing "The Next Talent" stage, Mary, along with VP of Account Development Dana Schmidtbauer, were also able to hit the Cosmoprof Bologna show floor and catch up with some old and new international buddies. First stop, the Davines booth! Before Mary and Dana spent a few days in Parma with Davines Founder Davide Bollati, they checked out his always-beautiful and eco-conscious booth. Once Mary finished taking a stab at blending her own shampoo and after running into Cosmetologists Chicago President Frank Gironda and Paul

Dykstra, CEO of America's Beauty Show, she and Dana hustled their way over to the On Hair stage to see Davines Artistic Director Angelo Seminara's presentation. Watching Angelo on stage is such a joy. Not only is he a straight-up, beyond sweet kind of guy, he is also unbelievably talented and creative and a complete joy to watch.















After getting their fix of Mr. Seminara, Mary and Dana caught up with our good friends over at TIGI. It's a major bonus that Mary has **Anthony Mascolo** on speed dial because these two had the pleasure of going behind-the-scenes to witness the mind-blowing 3D presentation come to life. From model prep to styling, makeup application to airbrushing, backstage was beyond lively and filled with an intense amount of creative energy and excitement! A special thanks to the TIGI crew for giving us this opportunity. You really know how to take it above and beyond and show a girl a good time!









And for the

record, Bologna is quickly becoming our second home (well, next to London), and if you ever have the opportunity to attend Cosmoprof Bologna we HIGHLY recommend you pack up and go. From elite international brands to unprecedented talent and hairstyling, Cosmoprof Bologna will leave you wondering, "How can I take it to the next level?"

PS - Thanks for the memories!



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