

For Immediate Release

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Goldwell Announces 2011 Color Zoom Challenge US Semi-Finalists

(Baltimore, MD) – Goldwell is pleased to announce our 2011 Color Zoom Challenge US Semi-Finalists. This year the United States received a record 244 entries in the three Color Zoom Challenge Categories: Creative Colorist, Partner Colorist and New Talent. Goldwell brought together their most prestigious judging panel to date that included: Emmy-Nominated Celebrity Stylist—Rachael Dowling, A-List New York Star and Celebrity Stylist—Ryan Nickulas, President of Carlton Hair International—James O’Reagan and Goldwell North American Guest Artists—John Simpson and Timothy Switzer, as well as an esteemed team of industry media editors.

The submissions of our Semi-Finalists (5 from each of the three categories) will now be sent to Germany to be judged by a Global Panel. This independent group of industry experts and international stylists will select one winner for each category to represent the United States at the 2011 Color Zoom Finale Live Competition in South Beach, Miami on October 16, 2011. Please join us in congratulating our 2011 Semi-Finalists:

Creative Colorist Semi-Finalists:

Robin Cook	Tangles Salon—Wichita Falls, TX
Derek Lopez-Almodouar	Cleber Lopes Salon—Coral Gables, FL
Micki Mazza	Robert Allen Salon—Fort Lauderdale, FL
Allan Ngo	Allan’s Salon—Santa Clara, CA
Angel Torres	Robert Allen Salon—Fort Lauderdale, FL

New Talent Semi-Finalists:

Crystal Garcia	Carissima Salon—Chicago, IL
Kayla Randell	Ohana Salon—Fort Collins, CO
Kassandra Retos	Lewis Hair Salon—Pittsburgh, PA
Daniel Rubin	Johnathan Breitung Salon—Chicago, IL
Alfredo Solis-Pita	California Looks Salon—Visalia, CA

Partner Colorist Semi-Finalists:

Tracey Castrichini	Red Salon—Peabody, MA
Jesse Fortin	Aura Salon & Day Spa—Scottsdale, AZ
Erica Haase	Env Salon Color Bar—Apex, NC
Jesse Marcks	Hair Excellence—Sun Prairie, WI
Mary Tricano	Salon 600—Sayville, NY

For more information about the Goldwell Color Zoom Challenge visit colorzoom11.com or contact Media Relations Manager, Paige Fadden, at 443-577-5158 or paige.fadden@kpss-hair.us.