



The Brand Equity Protection Company™

For Release

**S. G. Hart & Associates Brand Protection
Services Profiled in Modern Salon.**

Ridgefield, Conn., (February 23, 2005) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, has been profiled in the February 2005 issue of *Modern Salon*. The “Memo Profile” highlights the services offered by S. G. Hart & Associates to the professional salon and hair care industries. S. G. Hart & Associates offers its services in order to protect a brand against the negative effects of counterfeiting and diversion.

About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. The group helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

About Modern Salon Media

Modern Salon magazine is the professional salon industry’s most complete connection between salon professionals, salon owners and providers of professional salon services and products.

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