



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates an Invited Expert Panelist on
Product Diversion at Cosmoprof North America.**

Ridgefield, Conn., (July 14, 2005) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, will be addressing attendees at Cosmoprof North America in Las Vegas, NV on Monday July 26, 2005 at the Mandalay Bay Hotel and Casino. Stanley G. Hart, President & CEO, will be an expert panel member discussing “Symptoms and Solutions to Protect Diversion, Brand Degradation and Customer Defection”.

According to Stanley G. Hart, “Cosomoprof is the perfect forum to highlight the need for measures to protect against product diversion. Beauty industry professionals, salon and spa owners all recognize how vital it is to envelop their customers and offer them more than just convenience, but rather a unique ‘get away’ to a salon or day spa.” Hart continued, “Being passive about channel integrity causes damage beyond repair. Developing strategies, policies and procedures to defend the brand from product diversion needs to be top of mind for these industry executives and my colleagues on this panel are ready to assist.”

The four member panel includes Dr. Bert Rosenbloom, world-renowned author and Professor of Marketing at the LeBow College of Business, Drexel University; William Conkle, of Conkle & Olesten, a leading anti-diversion law firm with numerous multi-million dollar triumphs; Stanley G. Hart, President & CEO of S. G. Hart & Associates, a leading global brand protection consulting company; and, Adam G. Southam, Chairman/CEO of Reshare Corporation, a leading distribution relationship management software company.



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About Cosmoprof

Cosmoprof North America is the most comprehensive and international professional beauty industry show on the continent. From manufacturers to distributors, salon owners to spa professionals, importers to retail buyers, more than 20,000 industry professionals visit Cosmoprof North America's four pavilions that comprise: Cosmetics & Personal Care; Packaging, Contract Manufacturing & Private Labels; Wellness & Spa; and Professional Hair, Nail & Tools. Join the entire professional beauty industry for a long weekend in Las Vegas that includes the business-to-business development of Cosmoprof North America, the glamour of the North American Hairstyling Awards and top business educators and speakers. Visit Cosmoprof at <http://www.cosmoprofnorthamerica.com/>.

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 global brand protection consulting company helping clients develop and implement strategies that protect supply chains from the disruptions caused by counterfeiting, product diversion, tampering & theft. S. G. Hart & Associates ensures that the integrity of the firm's most valuable asset – its brand - is secure, that the brand's ability to generate and preserve revenue is maximized and that effective controls are used to safeguard the branded asset against unauthorized or improper use.

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