



The Brand Equity Protection Company™

For Immediate Release

S. G. Hart & Associates Discusses Brand Protection for The Beauty Industry Report

Ridgefield, Conn., (September 13, 2005) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, is the guest columnist in the current issue of The Beauty Industry Report, the BIR. Stanley G. Hart, President & CEO, writes why having a Brand Equity Protection Plan is critical for executives in the professional beauty business to maximize existing sales and increase profits.

According to Stanley G. Hart, “The Brand Equity Protection Plan is designed to reduce the risk of revenue loss created by diversion and counterfeiting.” Diversion of salon and beauty products most often occurs because opportunists wish to circumvent authorized restricted channels of distribution for profit. When product is sold through the authorized network of salons and specialty shops, brand owners maintain the price/value relationship of the branded product, are ensuring that consumer expectations are being met, and maximize the benefit of all authorized channel partners.

Mr. Hart continues, “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... being passive about channel integrity causes damage beyond repair.” In speaking about diversion at the recent Cosmoprof North America event, Mr. Hart remarked that “developing strategies, policies and procedures to defend the brand from product diversion needs to be top of mind for all beauty industry executives.”



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About The Beauty Industry Report

The Beauty Industry Report was founded in 1997 to fill a need for sharing timely, interesting, entertaining information between all segments of the professional salon industry. Today, the BIR is the only executive newsletter serving the professional beauty industry, including manufacturers, reps, distributors, associations, chain salons, day spas and top independent salons, with behind-the-scenes information about the people, products and companies that are meaningful to our readers. With the landscape of the salon industry rapidly changing, BIR is the "score card" that lets you know who's on first, who's striking out and who's scoring big. For more information, visit: www.bironline.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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