



# Unity



## Glam Slam Productions Announces "UNITY" Event

**On November 13<sup>th</sup>, history was made as Glam Slam Productions presented its first hair show open to the public, benefiting the American Cancer Society and the Look Good Feel Better Program.**

The event was held at Brunos on the Boulevard in Astoria, NY. Glam Slam Productions partnered up with four amazing salons, five manufacturers and two distributorships. Utopia Salon represented Ouidad products, Salon 210 represented Farouk Systems products, Dramatics NYC represented Wella, and Redken Salon represented Redken products. MOP also made its debut as a new addition to the Industry company.

This event was supported by Four Star and Symbiotic Salon Systems. Each salon represented their product brand of choice with a video commercial and a themed presentation showcasing the salons' talent and creativity. Manufacturers in turn made generous donations to our Swag Bag, raffles and products to sell to aid in fundraising efforts.

Over 400 people attended UNITY and were so excited to try products and tools as participating salons gave hands on demos. Attendees also had an opportunity to purchase professional products at discounted prices. These shows are a cost effective way to utilize our resources, promote each other and educate the public about the proper use of professional tools and products and the dangers of diversion in a fun and inspirational way while protecting our industry. The purpose of these type of Hair shows is to celebrate the beauty industry as a whole, all while giving back to the community, which is what Glam Slam Productions is all about.

All proceeds benefited the Look Good Feel Better program. Aside from fundraising, Glam Slam is about love and beauty. Cancer survivors were pampered with hair, makeup, and fashion. They

were honored in a celebration which took place on stage. There were hugs and tears of joy shared by all. All four Salons worked together as one team to make this production happen. Each member of the team worked to their fullest potential, without making any money but to benefit a greater cause. The love, passion, and inspiration was palpable.

The Look Good Feel Better program is a collaboration of the Personal Care Products Council Foundation, the American Cancer Society, and the Professional Beauty Association designed to improve self-esteem and image of cancer treatment patients. Look Good Feel Better offers group and individual sessions, and its free-of-cost services include wig styling, makeup tips, and classes on improving self-esteem in light of a devastating cancer diagnosis. Look Good Feel Better empowers people to feel like themselves again.

In January 2016, Glam Slam Productions founder Laura Conroy, a seasoned hairdresser, educator, and platform artist for **Farouk Systems**, knew she wanted to create events where hair stylists could celebrate one another and be recognized for their outstanding work. Conroy focused on uplifting others, rather than competing. Conroy founded Glam Slam Productions to fulfill her dream of bringing the hair community together, so they could then help the community at large. Creating Glam Slam Productions as a non-for-profit hair show company will allow more salons and stylists to participate in the exciting world of shows while elevating them to a new level.

Glam Slam Productions' next event supporting people with disabilities will be held on November 5th, 2017.

**Visit [www.glamlamproductions.com](http://www.glamlamproductions.com) for upcoming details.**

**Glam Slam Productions will continue their mission of creating a beautiful world by joining with more salons, manufacturers, students, and resources across the nation in future productions. Check out their website and social media feeds for UNITY pictures and videos as well as future events and ways to be involved.**

