

## Ann Mincey Testimonials

In his highly acclaimed book, *Living Brands*, author Ray Nadeau names Ann Mincey as one person who taught him “that giant corporations indeed can be human and even demonstrate a collective soul. REDKEN 5<sup>th</sup> Avenue NYC spontaneously had built a collaborative brand model that literally was decades ahead of its time. Now, he writes, the rest of us can catch up.”

In March 2007, Toronto-based *Canadian Hairdresser Magazine* honored Ms. Mincey with the Mirror Award for her Lifetime Achievement in serving salon professionals from Newfoundland to British Columbia.

In the spring of 1999, Southern Nazarene University named 100 outstanding alumni to receive the Century Medallion in honor of their contribution to specific areas of service. Ms. Mincey was named as one of the recipients for her **World Impact on Business**.

The **American Beauty Association** in 2002 named Ann as the honorary chairperson of the annual beauty gala entitled, “American Beauty....A Work of Heart.” She chose the American Heart Association as the beneficiary of the association’s donation, totaling over a half million dollars.

In October 2002, Ann presented “The Peace of Beauty and the Beauty of Peace” to a prestigious group of women executives, spiritual and governmental leaders at the United Nations in Geneva, Switzerland, during the **Women’s Global Peace Initiative**. She is a member of bPeace, a New York-based group of businesswomen sharing their skills with women of Rwanda, Afghanistan, Palestine and Israel.

In December 2002, the **New York Women’s Agenda**, an organization of 100 women’s groups representing 100,000 women in the greater New York area, presented Ann with the “STAR” award.

The North American Hairstyling Awards inducted Ms. Mincey into the **Hall of Leaders** at their annual award ceremonies in January 2003.

The City of Hope bestowed its prestigious **Spirit of Life Award** in July 2004 on Ann Mincey. As the honoree, she was instrumental in raising \$1.4 million for breast cancer research at the Beckman Research Institute at City of Hope in Duarte, California.

Also in 2004, the National Cosmetology Association named Ann to the **Hall of Renown**, reserved for those who have contributed significantly to salon professionals living successfully.

Ann was included in “**One Life Project**,” a groundbreaking documentary film featuring top hairdressers, business owners and motivators of the beauty business to help tell the story of Carson Chirico through the eyes of his family. The film was created and produced by James Morrison and Rachel Aceves as a gift to the industry they love.

In her book **MEGATRENDS 2010, The Rise of Conscious Capitalism**, author Patricia Aburdene named Ann Mincey as “The Priestess of Profit” for her part in perpetuating the spirit in business at REDKEN through the acquisition and move to New York. Also for her contribution to high performance among the senior management team which resulted in double-digit growth for seven consecutive years.

Ann is the author of ***GET GLOWING! You Are a Star Right Where You Are!***-- a book and original music focused on individual significance and unconditional encouragement.

Additionally, Ann’s bi-monthly article “**Human Spirit**” is read by haircolor professionals every month in ***Hair Color and Design*** magazine. She is frequently consulted as a guest contributor for industry magazines including *American Salon, Nails, Inc., Salon Life, LaunchPad*, and *Renew*. Her speaking popularity has included The Salon Association, WISE Women Conference, Serious Business Conference, 2006 Salon Life and the National Cosmetology Association Life Success Series.

In 2006, Ann was named as chairperson for an industry-wide charitable outreach. **REDKEN partnered with B.Cause, America’s Second Harvest** and salon owners to place canisters with a “GIVE CHANGE - MAKE CHANGE” message label on display in salons. The donations from salon clients, distributors and salon events totaled over \$150,000. For every 25 cents donated, an entire bag of food was given to those in need.